



**SIMPLY  
THE  
BASICS**

**2020-21  
ANNUAL REPORT**

FISCAL YEAR JULY 1, 2020 - JUNE 30, 2021

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# ESTABLISHING EQUITABLE AND EFFICIENT HYGIENE ACCESS

The last fiscal year was a culmination of our core values put into action. For years, we have been promoting Hygiene Health as Public Health; by 2021, we no longer need to convince anyone that this is true!

Because Simply the Basics was already established as a hygiene resource with partnerships to over 185 service organizations across the globe, we were able to respond to the pandemic effectively and could reach thousands of people in a moment's notice through our distribution channels and stock of PPE supplies.

Over the course of the year, we would transition our volunteer activities to virtual, became one of the largest nonprofit distributors of PPE to service sites and people experiencing homelessness in the Bay Area, hire our first employees, and prepare for the launch of the Hygiene Bank Association™!

This year also marked a time to truly exemplify our values of Equity, Efficiency, and Empowerment. We have increased our reach to service areas otherwise unable to access hygiene care, diversified our supply options, and continued to focus on support that could otherwise be inaccessible to the people we serve. All of this has been made possible because of the donors that support our programs and share our values - thank you.

*Meghan Freebeck*

**MEGHAN FREEBECK**  
CHIEF EXECUTIVE OFFICER





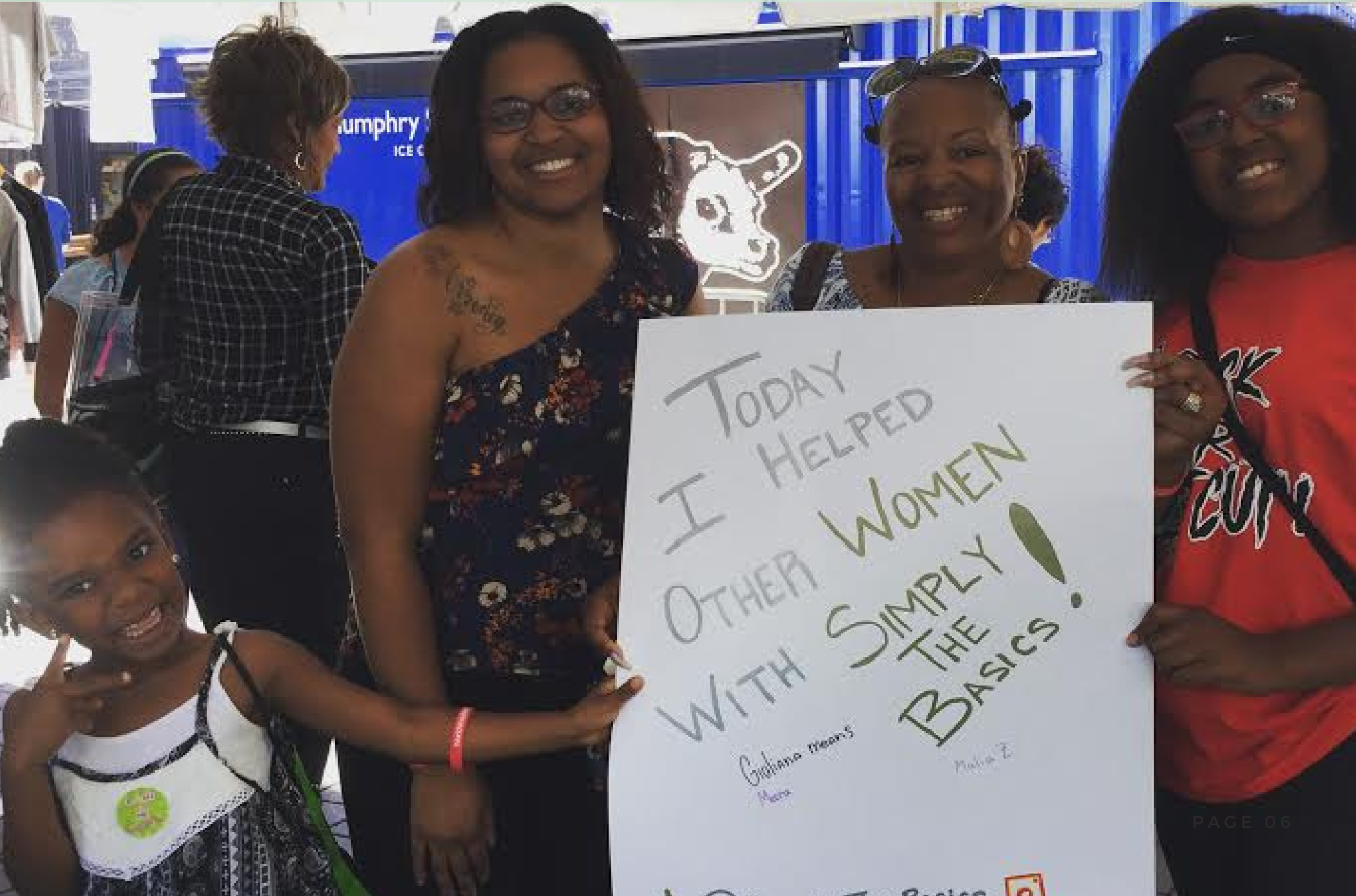
**EQUITY  
EFFICIENCY  
EMPOWERMENT**

## **OUR PHILOSOPHY**

*Every person has a right to their most basic human needs - in a dignified manner.*

The most basic human needs are to feel safe and healthy. Simply the Basics is inspired by Abraham Maslow's Hierarchy of Needs, the philosophy that we are unable to focus on any goals (job security, housing, relationship building, sobriety, mental health, and self actualization) if we are unable to meet our needs at the very basic level (food, shelter, clothing, education, and hygiene).

# Simply the Basics Hygiene Services



TODAY  
I HELPED  
OTHER WOMEN  
WITH SIMPLY  
THE BASICS!

Cristiana Mason  
Mason

Maria Z.

## 2 IN 5 FAMILIES STRUGGLE TO MEET THEIR MOST BASIC NEEDS.

The Mission of Simply the Basics is to provide for people, communities, and nonprofit organizations their most basic needs with Dignity so that they can focus on greater goals.

As compared with people who have homes, people experiencing homelessness are more likely to have dermatological problems, infections, heart disease, functional limitation, seizures, chronic obstructive pulmonary disease, foot pain, and decayed teeth due to lack of proper hygiene care.

The risk of death is increased eightfold in people who experience these conditions.

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**100%** of Recipients would recommend Simply the Basics to another person in need.

**97%** of Recipients were reported by their Service Receiving Sites as having an improvement in their sense of wellness, dignity, and physical health due to having greater access to hygiene care.





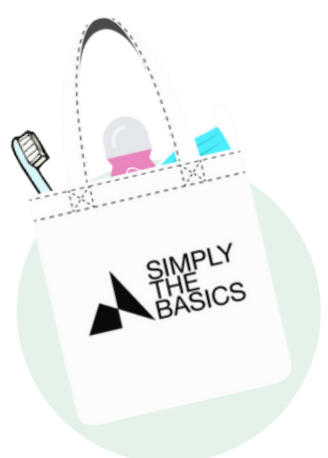
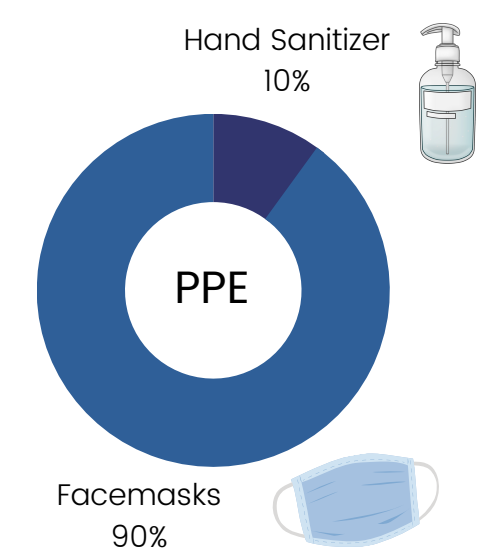
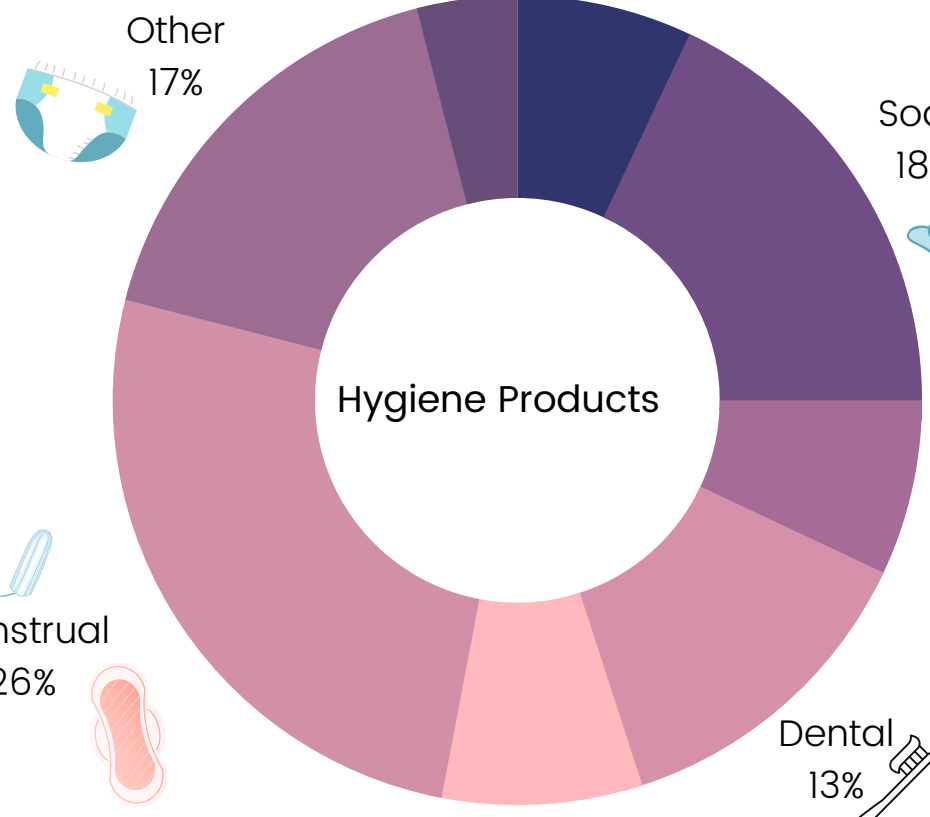
# Simply the Basics Hygiene Overview

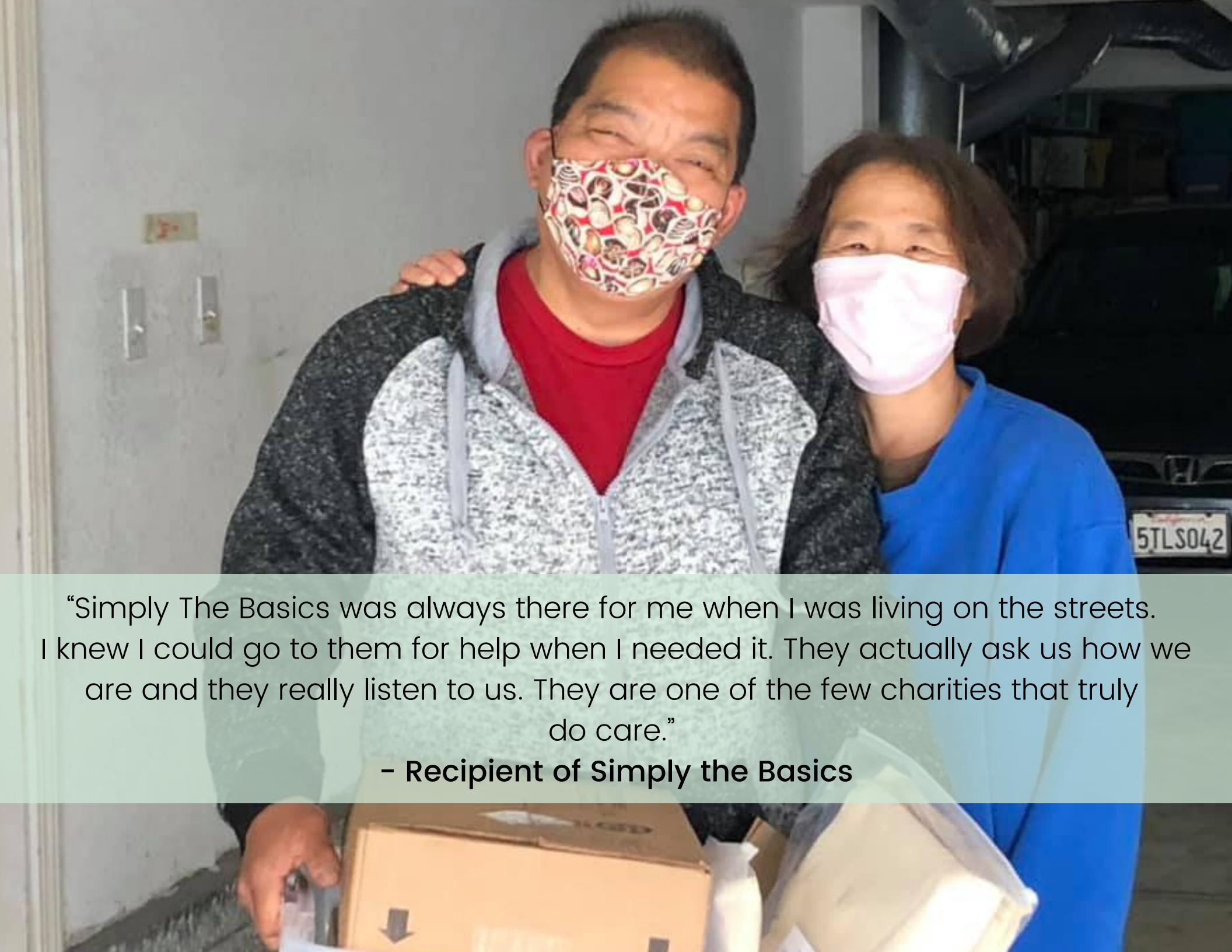
July 1 – June 30

## You helped to provide:

FULL Hygiene Kits	12,238
PPE	281,035
Socks/Underwear	12,891
Shampoo	14,153
Soap/Body Wash	34,014
Dental Care	25,883
Deodorant	14,755
Razors/Shaving	8,129
Menstrual Care	49,531
Infant Care	8,440
Household/Cleaner	3,966
Misc.	19,413
First Aid	2,497
<b>TOTAL</b>	<b>506,945</b>

Infant 4%  Socks 7% 





“Simply The Basics was always there for me when I was living on the streets. I knew I could go to them for help when I needed it. They actually ask us how we are and they really listen to us. They are one of the few charities that truly do care.”

**- Recipient of Simply the Basics**



# Community Partnerships



# 117 Active Service Partnerships in 2021



## 5 Hours & 45 Minutes

of staff time on average was saved every week.

## 100%

of Service Partners reported that their staff has been better able to focus on achieving their Missions as a result of the support from Simply the Basics.



## 100%

of Service Partners stated that Simply the Basics helped them prevent the spread of COVID-19 amongst their staff and/or clients and helped them to maintain safety in their facilities and to continue our operations/programs.



"Simply the Basics has not only helped the physical well-being of our students, but the mental health of our students as well because they can focus on their academics and not their family's financial inability to have their hygiene needs met."

**- Simply the Basics Service Partner**



## **You helped make this possible!**

“The support from Simply the Basics to provide hygiene and PPE supplies helped us ensure that we could safely remain open to continue services throughout 2021. We are a small nonprofit that provides legal aid and case management to the low income community, and our team would not have been able to continue meeting clients without this support.

The masks helped hundreds of our clients, who are immigrants and low-income women to protect themselves from the coronavirus. Every week we receive 350 clients into our facilities to receive services and 20 families come to us for our Family Reunification Program. The on site programs are available when people come looking for help, and so being able to stay open and also to support them with PPE equipment made such a difference in our safety and also allowed us to keep our resources for the direct services we hold - all thanks to Simply the Basics!” - Service Partner

# Briselda's Story



We received a unique and generous proposition from a Board Member who was interested in donating his car, but wanted to ensure it went to someone that would not become financially burdened, but rather achieve greater goals through this gift. He trusted Simply the Basics to help navigate this gift!

"My name is Briselda. I am from Guatemala and I am 21 years old. My three-year-old daughter and I came to the US about three years ago, seeking a safer future and opportunities for my daughter. Our journey was long and involved many days walking and riding in trucks. When I entered the US through Tijuana, I began the process of seeking asylum. My sister arrived shortly after me, and my two younger brothers arrived this year during the pandemic.

Since my brothers arrived, my caseworker at the Women's Building [a partner of Simply the Basics], has helped me access services that I never had access to before, helping me take responsibility not only of my daughter, but also to support my two brothers. We continue to pay off the loans we took out in order to travel here, but it is challenging to maintain work because we also have to pay for 'rides' for everything - to go to school, get lunch, go to work and even go to the doctor. This has been very difficult for us, especially since my brothers arrived. Employment is important, but challenging when I live further away.

But now we have a CAR!! Simply the Basics coordinated a donation of a car - a true need to help me with my goals. This will be very helpful for me. Since I arrived here in the US, I have never been supported in the way you've supported me.

With this support, I will be able to take my daughter and my brothers to school and to the doctor without having to pay for rides. I will also be able to work more, since I no longer have to rely on other people to take me. And my daughter and I will be able to go places, which is something we're rarely able to do. My baby wants to see the ocean, and we've never been able to go. Thank you to Simply the Basics for helping me build a better future!"

# Community Impact



# Covid-19 Response

We have always known that hygiene access is a public health issue - and now with the COVID-19 Pandemic, this is more true than ever before. When one person cannot remain healthy, the health of an entire community is at risk.

Prevention measures are clear: Wash hands, stay home if sick, and limit exposure to other people. However a person experiencing homelessness is unable to follow these guidelines without access to bathrooms, with no home to quarantine, and when often living in community settings.

Simply the Basics keeps the health and safety of the community at the forefront of everything we do. We know that people experiencing homelessness, people who are economically vulnerable, and those with chronic health conditions are at a greater risk of being impacted by COVID-19.



“Because of the PPE provided by Simply the Basics, our Parenting Program has safely re-opened despite the pandemic and we are able to ensure the safety and well-being of children and their non-custodial parents as they spend time together.”

**- Service Partner**

**WE HAVE DISTRIBUTED OVER 350,000 PPE SUPPLIES AS OF  
OCTOBER, 2021.**

# Disaster Relief

Many families and individuals are forced to leave their homes at a moment's notice.

Yasmin Mesfin is one of those evacuees. She found safety at the Reno-Sparks Convention Center, a popup shelter for evacuees from the Caldor fire. The only things she had time to pack were important identification documents, family photos, a few outfits — and a picture of her son, Daniel Haile, a U.S. Army captain. She is currently alone in Reno.

“I have no family here,” she shares, crying.

Simply the Basics’ Disaster Relief Programming responds to such disasters by providing the basics that people often must leave behind. We work with evacuation centers to ensure that care is provided, included but not limited to infant care, underwear, hygiene supplies, bedding, towels, PPE, first aid, and cleaning supplies.

We also provide supplies needed to the facilities so that they can safely and hygienically shelter people at sites not commonly used for overnight stays.





# Volunteerism



# 95%

of volunteers reported that they "Learned something new about homelessness or homeless related issues that they did not know before".

# 96%

of Volunteers reported that through their experience working with Simply the Basics, they feel a greater level of compassion for our neighbors experiencing homelessness.

# 100%

of volunteers would recommend the activity (virtually or in person) to a family member, friend, or colleague.



"SIMPLY THE BASICS GAVE OUR COMPANY A THOUGHTFUL PRESENTATION. THE TEAM USED INCLUSIVE AND COMPASSIONATE RHETORIC THROUGHOUT, WHICH MYSELF AND OTHER COWORKERS GREATLY APPRECIATED"



"I put the kits together with my kids and it was such a wonderful opportunity to have a chance to speak with them about homelessness, listen to their thoughts, ask questions, answer questions, and speak about the importance of helping others and treating everyone with dignity and respect. Thank you!"

**- Volunteer Family, during virtual hygiene packing**



# Launch of Hygiene Bank Association™

The Simply the Basics Hygiene Bank Association™ will be the FIRST system in the world to establish Quality Control Standards for hygiene bank distribution services, connect existing hygiene banks to one another, and provide the tools needed to be successful in equitably improving public health through hygiene access.

Simply the Basics' Hygiene Bank Association™ is a Membership Platform for eligible hygiene services to strengthen their programs, improve operations, and further their impact on health and wellness.



## Establish a Baseline for Quality Control

Hygiene Banks will go through a rigorous approval process to become Members, ensuring only qualified nonprofits are approved and enhancing community trust. Members are expected to uphold standards of care.



## Provide Tools, Resources, and Trainings

The Association will provide trainings, tools, an expert speaker series, open house forums, and best practice guides to strengthen all programs and better understand the significance of hygiene on public health.



## Build Awareness & Improve Hygiene Access

The public will now know where to access supplies from qualified organizations, where to donate supplies so that they won't go to waste, and organizations can expand their brands for more volunteers and supplies.

# Hygiene Bank Association™ Impact

## Immediate

### ✓ Hygiene Becomes More Accessible

People in need will be able to find supplies more efficiently based upon location, their need, and organizational focus (Veterans, LGBTQI, mental health support, employment, youth, etc).

### ✓ Reduced Waste

Anyone that wants to donate products, or has leftover hygiene supplies, will be able to find a Hygiene Bank near them that is also a trusted organization and will reduce wasted supplies.

### ✓ Improved Nonprofit Operations

Hygiene Banks will have access to training guides for best practices on running a nonprofit. They will be connected to other leaders in the field and we will standardize care in hygiene distribution.

## Long-term

### ✓ Improved Public Health

As more people are able to locate and access hygiene care, there will be improved health and wellness. The standards of care will improve the care people receive and reduce the spread of disease that comes from lack of hygiene.

### ✓ Equity + Accessibility

Quality standards will include a focus on equity and inclusion, such as the need to require variations on supplies that support any gender, age, ethnicity, and so forth.

### ✓ Public Health Advocacy

The shared data and reporting will help us to better advocate for stronger public health measures around the globe and also give organization the tools needed for their own local advocacy.

# 2020-2021 Highlights

## Certificate of Honor from Mayor London Breed

We were honored by San Francisco Mayor, London Breed, for our service to the community. This commendation demonstrates our great impact and the importance of our services for the people that we serve.



## Celebrated 5 Years of Service

Simply the Basics became a 501c3 nonprofit in 2016. We virtually celebrated 5 years of service and impact with our supporters and friends!

## Hired First Employees

Simply the Basics has grown from being entirely volunteer based to a mighty team of two! We are grateful to our Board and donors who helped make it possible, through this we can achieve so much more!



# How to Support

## Make a Donation

Simply the Basics is a privately funded organization, so every donation made makes a tremendous impact toward our program.

### Donate online:

<https://www.simplythebasics.org/donate>

### By mail:

PO Box 591453 San Francisco, CA 94159

## Volunteer

Simply the Basics is a community based organization. We rely on volunteers for nearly all of our services!

Activities are available for Teams/Groups, Households, and individuals virtually, at your office, or at our location in San Francisco.

### Learn more at:

<https://www.simplythebasics.org/support>





SIMPLY  
THE  
BASICS  
1,000,000  
FACE MASKS



**SIMPLY  
THE  
BASICS**

**THANK YOU FOR MAKING  
OUR 2020-21 FISCAL YEAR  
SO IMPACTFUL!**