

WeeCycle

# Annual Report 2021





# A Message from Morgan

IT TAKES A VILLAGE.

"WEE" ARE GLAD YOU ARE A PART OF OURS.

None of us could have imagined that 2021 would be a year filled with so many of the same challenges that were put before us in 2020. While we continued to navigate the COVID-19 health crisis and a "new normal" we are grateful for your continued support that has allowed us to respond quickly and efficiently to the needs of infants and toddlers throughout Colorado.

Some highlights include collecting and distributing over 277,000 items of essential baby gear (valued at over \$1.3M) to infants and toddlers in need, providing over 200,000 age-appropriate infant and toddler meals of baby food and formula to Colorado children, recycling 831 unsafe car seats—and providing over 761 infants and toddlers with safe car seats to travel in, the introduction of our Clothing for All program that encourages everyone to reuse gently used clothing over purchasing new whenever possible, the passage of Senate Bill 27 which provided \$2M in assistance for diapering supplies to Colorado families, and providing over 2 million diapers to continue to chip away at our goal to wipe out diaper need!

As we move into 2022, we are optimistic and hopeful to begin gathering again, and building our connections and community to be a stronger, more equitable and abundant place for Colorado's littlest to grow and thrive!

With gratitude,

*Morgan Seibel*

Morgan Seibel  
Executive Director



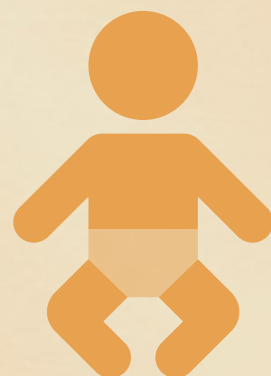




In 2021, here's what "Wee"  
provided to our community:

**41,014** CHILDREN

received essential items, including diapers,  
wipes, formula, baby food and baby gear



**277,112** GEAR ITEMS

distributed, including car seats, cribs, clothing,  
strollers, breast pumps, toys, books and more

VALUED AT **\$1,328,238**

**2,037,543** DIAPERS

distributed to Colorado families

AN AVERAGE OF **39,183** PER WEEK



**205,553** MEALS

of formula, baby food, baby cereal and  
pouches provided

AN AVERAGE OF **3,953** PER WEEK



**60,120**

POUNDS OF CLOTHING

to babies and toddlers



THIS IS EQUIVALENT TO **8.5** ELEPHANTS!

**600+** SAFE SLEEP  
SOLUTIONS

including cribs, bassinets, co-sleepers  
pack-n-plays and toddler beds



**7,600** BOOKS

for infants and toddlers

**761** CARSEATS

including infant car seats, convertible car seats  
and booster seats



**831** RECYCLED CARSEATS

WHICH WEIGHED **14,004** POUNDS!





## Where else were "Wee"?

### *The Clothing for All Program*

This program encourages our supporters to choose gently used clothing items over purchasing new items to benefit our environment. WeeCycle receives tens of thousands of clothing items each year, so much so that it is more than our partner agencies can use. To give all of this clothing a second life, WeeCycle piloted the Clothing for All Program in 2021 to offer up some of this amazing excess clothing to families that could afford to buy new, but instead, make the intentional decision not to!

### *Mobile Baby Essentials Distributions*

We served families where they live at our Mobile Baby Essentials Distributions with diapers, wipes, baby food and formula.

**83** Mobile Baby Essentials Distributions

**8** Toy Mobiles

provided thousands of toys and books  
to the families of our partner organizations!

### *Bulk Diaper Distributions*

With funding we received from SB-27, we were able to start our Bulk Diaper Distribution program which allows us to give bulk diapers to partner organizations so that they can distribute them to their clients. These partnerships ensure that babies throughout the state have access to the essentials they need to remain clean, dry and healthy!

**364,881** Diapers Distributed

through the Bulk Diaper Distribution program



## Who Do "Wee" Partner With?

We work closely with nonprofit partner organizations to provide the families they work with the baby gear and supplies needed to grow and thrive.

### *Primary Partners*

**53** nonprofit organizations are able to access WeeCycle Baby Gear for their clients as needed

### *Secondary Partners*

**71** organizations across Colorado are able to receive bulk distributions of diapers, wipes, formula, clothing and more!

Our partnership model allows WeeCycle to expand the reach of our services to infants and toddlers in need in **ALL 64 counties** throughout Colorado!






# "Wee" Love Our Volunteers!



## 258 INDIVIDUAL VOLUNTEERS

gave over **1,400 hours** of their time!



Volunteers sorted clothing, created clothing bags, inventoried donated gear, distributed diapers & wipes at our Mobile Baby Essentials Markets.



## What Do Our Clients and Partners Say?

"I'm a 73 year old great grandmother that has custody of my 2 1/2 year old great granddaughter. I've gotten diapers, clothing, bedding and a car seat from WeeCycle. My great granddaughter has hip dysplasia so the first time I went, she was in a full body cast so I needed two different size diapers. For families like ours, WeeCycle is such a blessing and for just the average child as well. Buying diapers is a real struggle when you have limited income/resources"

- Ella, WeeCycle Client

"I was able to pay rent and electricity with the money I saved from diapers."

- Norma, WeeCycle Client

"Doctor's Care is extremely grateful for the support we receive from WeeCycle. Knowing we can provide diapers and wipes to our littlest patients brings joy to us and relief to parents."


- Elizabeth, Doctor's Care

"The reliability and quality of everything from Wee Cycle adds to the reputation that our agency has valid and reliable community partnership with Wee Cycle."

- Melanie, Spring Institute for Intercultural Learning

"WeeCycle has allowed us to strengthen partnerships with other community organizations that also serve pregnant adolescents."

- Stephen, Colorado Adolescent Maternity Program at Colorado University Anschutz





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Our mission is to recycle  
essential baby gear and  
match it to Colorado  
families in need.

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WeeCycle

helping new + gently used baby gear find another home

WeeCycle