

Title	<b>Little Hands Virginia</b>	07/16/2024
	by <b>Taylor Keeney</b> in <b>Impact 100 Richmond Grant Application (2024)</b>	id. 47004317
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Original Submission

07/16/2024

Score	n/a
1. Name of Organization	Little Hands Virginia
2. 501C3 Number	84-1904601
3. Geographic Area(s) Served:	Chesterfield County City of Richmond Goochland Hanover Henrico Powhatan
4. Application Contact Name:	Taylor Keeney
5. Application Contact Phone Number:	+18045437053
6. Application Contact Email:	taylor@littlehandsva.org
7. Organization Website (if applicable):	<a href="https://littlehandsva.org/">https://littlehandsva.org/</a>
8. Organization Executive Director/CEO Contact:	Taylor Keeney

9. Organization Executive Director/CEO Phone Number:	+18045437053
10. Organization Executive Director/CEO Email:	taylor@littlehandsva.org
11. What is your highest rating on GuideStar (we recommend at least Gold):	Platinum
Provide a link to your GuideStar organizational profile, if applicable.	<a href="https://www.guidestar.org/profile/84-1904601">https://www.guidestar.org/profile/84-1904601</a>
12. Please confirm that the following grant criteria are met by the applicant:	<p>Organization has an annual operational budget above \$250,000.</p> <p>Organization has been in existence for 36 months or longer, and is currently in good standing in the state where the entity was formed.</p> <p>Project will serve needs in the City of Richmond and/or the surrounding counties (Chesterfield, Goochland, Hanover, Henrico, and Powhatan).</p> <p>Funds will be utilized within 12 - 18 months, and the program/project has demonstrated sustainability following the use of Impact 100 Richmond funds.</p>
13. Select ONE of Impact 100 Richmond's focus areas where your proposed work best aligns:	Health & Wellness
14. Summary: Provide 1-2 sentences that summarize your specific funding request and the goal of this project or program effort?	We request funding to support the delivery of diaper distribution through community outreach events, aiding more low-income families and children.

15. Organization: Founded in 2019, Little Hands Virginia serves children aged newborn to three years old in Central Virginia. Our mission is to ensure that every child has a healthy and safe start in life by providing essential items such as diapers, clothing, and safety gear, including car seats, pack 'n plays, and strollers. We partner with 70 diverse organizations across the region.

Our partners come from a wide array of sectors, including social services, health districts, hospitals, schools, Head Start programs, family shelters, police and fire departments, home visiting programs, low-income preschools, and various nonprofits. This extensive network ensures that we can effectively support the most vulnerable families in our community.

In June 2024, we moved into a new warehouse, tripling our space to better serve the community and enhance our role as a primary diaper bank warehouse. This expansion allows us to increase our capacity, store a larger inventory, and streamline our operations to meet growing demands.

From humble beginnings, where we served 100 children a month, we now reach over 5,000 young children annually. Our commitment to diversity, equity, and inclusion ensures that all families, regardless of background, have access to the resources they need. By collaborating with our partners and expanding our outreach, we strive to create a community where every child can thrive.

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16. Community Need: Diapers are a basic necessity, creating a significant burden for low-income families. They are not covered by government assistance, forcing parents to choose between buying food or diapers. For these families, diapers can consume nearly 14% of their income, adding immense strain. One in two families face diaper need, worsened since the pandemic.

The impact is profound. Mothers living below the poverty level are 11 times more likely to develop postpartum depression, affecting their ability to care for their children or maintain a job. As one mother shared, "It's exhausting being poor. I have to prove that I'm worthy to every single place I go when I just need a little support right now." This captures the struggle of parents trying to provide for their children and who Little Hands aims to help..

Access to diapers changes everything. It means health, stability, and hope for a brighter future. Our program addresses several key areas:

Health: Clean diapers prevent rashes and infections, keeping babies healthy.

Emotional: Providing diapers reduces stress and worry for parents, reducing the risk of abuse.

Financial: Supplying diapers eases the financial burden, allowing parents to work and provide for their families.

Educational: Access to diapers means children can attend daycare, supporting early learning and development.

With additional funding, Little Hands can ensure no child in Central Virginia goes without clean diapers and the essentials they need for a healthy, happy start.

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17. Community Need: Describe how a \$100,000 Impact 100 Richmond grant for this program/project would be transformational for your organization and/or the community.

A \$100,000 Impact 100 Richmond grant would be life-changing! We spend \$96,000 annually on diapers for our diaper bank program. With this grant, we could double our reach by serving families through community outreach events.

Diaper need is a huge economic issue for our community. It forces 25% of parents to miss work because they don't have enough diapers for daycare, costing them an average of 5 missed workdays. Diaper assistance can save parents 19 work hours a month, which means over \$228 extra for their families. In Virginia, 67% of moms with infants are working, and 43% are single parents—\$228 can make a huge difference for these families!

In addition to purchasing diapers, we would hire a part-time Diaper Distribution Manager to plan and run our expanded diaper distribution program, organizing events and finding new partners.

By organizing these events, we take the load off our community partners so they can focus on their essential services. As Kelaya, one of our beneficiaries, shared, "Receiving diapers, clothes, and even a pacifier clip may seem like a small thing. But it changed our lives and supported me in becoming the mom I wanted to be for my kids."

Transformational Impact:

Double Diaper Distribution: Reach more families through community events.

Support Working Parents: Help parents stay employed and reduce missed workdays.

Strengthen Partnerships: Create new partnerships and ensure families receive holistic support through expanded partnerships.

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<p>18. Program/Project: Provide a high-level description of the program/project for which you are seeking funding.</p>	<p>The goal of our community outreach event diaper distribution is to meet families where they need us and to provide diapers and essentials for at-risk children in Central Virginia. Over the past few years, the traditional diaper bank in Richmond has shifted its focus to only offer diapers to clients of its maternal health and doula program. In response, we have stepped in to support organizations requesting bulk diapers. Recognizing the growing need, we launched our diaper bank program in May 2023.</p> <p>Our bulk distribution program partners with over 40 local organizations, distributing 25,000 diapers each month and serving over 5,000 children annually. In June 2024, we moved into a new warehouse equipped with pallet shelving and a loading dock, which has streamlined our operations and increased our distribution capacity.</p> <p>Each month, the distribution process begins with an order form that opens on the first and closes on the 15th. After collecting orders, we package and distribute diapers to our partners between the 15th and the 30th. Partners submit an impact survey by the 15th of the following month to measure the program's impact.</p> <p>Margaret Dodson-Codre from the YWCA of Richmond's Sprout School shared, "This program means that we can give every child diapers and pull-ups regardless of their socio-economic status. When the financial pressure of buying diapers for daycare/preschool is alleviated, we see lower rates of child abuse, lower rates of stress in parents, etc. This impact is BIG for our programming, so thank you for making it possible."</p> <p>With this \$100,000 grant, we aim to expand our diaper distribution capacity, hire a Diaper Distribution Manager, and enhance our community outreach. Funding will allow us to double diaper distribution through community events, leveraging wholesaler relationships to purchase diapers in bulk. Additionally, we will employ a Diaper Distribution Manager to plan, execute, and evaluate the expanded program. This role will involve coordinating with local caseworkers and service providers to identify eligible families and new partners, ensuring efficient distribution of diapers and essential items.</p> <p>We also aim to include targeted items such as soap, lotion, diaper cream, and baby safety items in our bulk distribution. This comprehensive approach addresses broader family needs and promotes overall well-being. Our integrated support services allow diaper recipients to access additional resources such as parenting classes, healthcare referrals, and food assistance.</p> <p>Organizing these distribution events in collaboration with community partners allows us to be present in the neighborhoods we serve, fostering stronger relationships and trust within the community. This visibility not only ensures that families receive the supplies they need but also strengthens our network of support, making our services more accessible and impactful.</p>
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<p>19. Program/Project: What challenges are you likely to encounter? How will your organization address them?</p>	<p>Implementing our expanded diaper distribution program will present several challenges, but we have strategies to help address.</p> <p>One challenge is establishing a registration system and determining eligibility without adding barriers for families. To address this, we will collaborate with our partners who have established criteria and processes. By using their systems and/or having them handle initial qualification and referrals, we can maintain our commitment to minimizing obstacles for the families we serve.</p> <p>Ensuring timely and efficient delivery of diapers to various locations is another challenge. Our strong relationship with Estes, a sponsor of our new warehouse loading dock will be helpful. Estes currently delivers the diapers we purchase wholesale. Additionally, a donor has expressed interest in supporting the purchase of a vehicle when the timing is right, further enhancing our distribution capabilities.</p> <p>Determining the best locations and times for our community outreach events is another challenge. We'll work closely with our partners like the Department of Social Services (DSS), health districts, and Communities in Schools (CIS) to find the best spots and times. These partners know the community well and can help us reach as many families as possible.</p> <p>Finally, establishing effective processes and models specific to our community is crucial. We will pilot different approaches in collaboration with our partners and gather feedback to continuously improve our methods.</p>
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<p>20. Program/Project: Will you collaborate with any other organizations? If so, who will be your partners, and what will they contribute?</p>	<p>Yes, we collaborate with over 70 local and state partners, such as health districts, social services, school districts, hospitals, family homeless shelters, state and local agencies, and nonprofits serving children from newborn to three years old.</p> <p>We work through a partner referral model, leveraging our partners' on-the-ground presence. Little Hands fills a unique role in our region's support ecosystem by ensuring families receive essential items for young children. Through these partnerships, we limit duplication of services, reduce administrative expenses, and work collaboratively to address basic human needs.</p> <p>Our partners contribute by identifying families in need, providing comprehensive care, and offering feedback to improve our services. We maintain a working group of about a dozen partners with whom we collaborate most frequently. This group provides feedback and ideas, helping us continuously adapt our models and systems.</p> <p>We also ask for feedback from our partners about our programs and monitor trends they observe, such as difficulty accessing formula, an increase in homelessness, and an increase in WIC enrollment. This feedback helps us prepare for future needs and adjust our inventory accordingly.</p> <p>Our collaborative approach ensures we efficiently and effectively support families in crisis. By working together, we address the comprehensive needs of struggling families, ensuring they receive the care and resources necessary for their well-being.</p>
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<p>21. Program/Project: Using metrics appropriate for your program/project, describe your goals, indicators of success, and plan for achieving success (i.e., people served, dollars raised, community outcomes, etc.).</p>	<p>Our goals for the expanded diaper distribution program include measuring the number of children served, the number of diapers distributed, the number of events held, and the number of new partners signed up. We will collaborate closely with our partners to gather information and feedback as we refine our process. Our new Diaper Distribution Manager will play a key role in collecting this information and preparing monthly reports, ensuring we have up-to-date data to make informed decisions.</p> <p>Currently, we track impact through quarterly reports from our partners, which include data on the number of children served, new children compared to the previous quarter, demographics, localities, and zip codes. This helps us gauge changes and growth in the population we reach. We also have a working group of partners, holding regular conference calls to get feedback, discuss community issues, and review potential program changes.</p> <p>The stories we hear show us the real impact. At a recent diaper distribution event at the YMCA's Manchester Welcome Center, we supported 20 families by providing diapers to keep their children dry and healthy. The YMCA told us about a single mom who found our support to be a lifeline, helping her afford crucial autism therapy for her child. Another family with three young kids, struggling to pay bills, found much-needed help through our program during a tough time. These stories highlight how even a small act, like providing diapers, can make a big difference.</p>
<p>22. Program/Project: Is there a specific timeline for your program/project, or will it be ongoing? If ongoing, describe the metrics used to evaluate it in the long term.</p>	<p>Funding will allow us to launch our expanded diaper distribution program immediately, enabling us to serve more families. This initiative is part of our First Steps: Building Brighter Tomorrows campaign. A key part of this plan was moving to a larger warehouse in June 2024, tripling our space and adding loading docks, a community room for volunteer events, and additional office space.</p> <p>With this expanded capacity, we hired a Program Manager to oversee inventory, process controls, and volunteer groups. Our next crucial step is to increase outreach and hold community events, but we cannot do this without a sufficient diaper supply. Seed funding is essential to purchase diapers and hire a Diaper Distribution Manager, ensuring we are ready for this growth. Currently, our diaper costs are \$96k annually, and expanding requires additional resources.</p> <p>The program will be ongoing. We will evaluate long-term success by tracking the number of children served, diapers distributed, events held, new partners signed up, and partner feedback. Regular impact reports and community feedback will help us continuously refine and improve our efforts. This investment will meet immediate needs and build a sustainable foundation for future growth.</p> <p>We're ready to start now, and any delay means families and babies will face challenges longer than necessary. Your immediate support will help keep babies healthy, empower families through challenging times, and improve outcomes for all.</p>



<p>23. Funding: Describe your organization's financial position, including current financial state, cash flow, endowments, annual fundraising, and goals related to revenue.</p>	<p>Little Hands stands at a pivotal moment of growth and impact within our community. Our revenue has increased from \$254,000 in 2022 to over \$620,000 in 2023, marking a 144% rise. By the end of FY23 (Jan-Dec), we maintained a \$50,000 reserve, used for launching our First Steps warehouse expansion campaign.</p> <p>As we transitioned to a new fiscal year starting July 1, 2024, after completing a six-month bridge budget to align with our fundraising calendar, we've already achieved notable fundraising success, securing \$846,211. Key to this achievement were our strategic events, such as the Spring Tablescape Showcase, which saw a 175% revenue increase, and Night at the Museum, with a 50% revenue increase in January. These events not only support our financial resilience but also amplify our community outreach and donor engagement efforts.</p> <p>Looking ahead, we're hosting The Big Diaper Drive, a community-powered event where businesses, families, groups, churches, and schools come together to collect over 200,000 diapers for families in need. These efforts will not only support our current diaper bank operations but also set the stage for future expansion post-seed funding. By piloting and documenting impact data, we are poised to demonstrate compelling outcomes that attract further funding and ensure sustainable growth.</p> <p>Little Hands Virginia's rapid growth underscores our readiness for transformational grants, which will propel us to expand our impact and reach within the community.</p>
<p>24. Funding: What is the total program/project budget request? Have you raised any other funds to date to support the program/project? If awarded, how will a \$100,000 grant from Impact 100 Richmond be used?</p>	<p>The total program budget request for our diaper distribution initiative at community events, part of our First Steps project, is \$135,000. This allocation includes \$100,000 for diapers, \$25,000 for a part-time Diaper Distribution Manager, and \$10,000 for printing, t-shirts, bags, pop-up tents, and flyers. As of now, we have not raised any specific funds for this project since our fiscal year began on July 1, 2024.</p> <p>If awarded, the \$100,000 grant from Impact 100 Richmond will be pivotal in initiating and expanding our diaper distribution efforts at community events. We will prioritize completing this budget, potentially postponing smaller warehouse purchases or other non-program initiatives. This funding will directly enable us to provide essential diapers to families in need, significantly enhancing our community outreach and impact.</p>

25. Funding: How will you fund ongoing expenses associated with the program/project if awarded the Impact 100 Richmond grant? If funding is for a capital project, what are the anticipated ongoing expenses (maintenance, utilities, etc.), and how will you sustain these expenses?	<p>If awarded the Impact 100 Richmond grant for our diaper distribution initiative at community events, ongoing expenses will be sustained through a combination of strategic fundraising efforts and community partnerships. We plan to leverage the grant to boost our year-end giving appeal and cultivate donor relationships to secure additional funding. Specifically, ongoing expenses such as staffing, printing materials, and event logistics will be supported through targeted fundraising events, appeals and in-kind partnerships.</p> <p>Beyond initial program setup costs, we foresee ongoing needs for replenishing diaper supplies, maintaining outreach materials, and covering staffing costs for event coordination and distribution logistics. These expenses will be sustained through continued fundraising efforts, community engagement activities, and potentially seeking out corporate sponsorships aligned with our mission.</p> <p>For long-term sustainability, we are building a sustainable funding base through diversified revenue streams, including recurring donor campaigns, corporate partnerships, and grant funding. We are committed to ensure that ongoing expenses are effectively managed and supported beyond the initial grant period.</p>
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Upload PDF Format Only: Organizations 501c3 Letter

[LHVA\\_501c3\\_Determination\\_Ltr.pdf](#)

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Upload PDF Format Only: Organization Budget for this Current Fiscal Year (showing annual budget of \$250K or greater)

[LHVA\\_FY25\\_Budget.pdf](#)

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OPTIONAL Upload  
PDF Format Only:  
Partner Budget for  
Current Fiscal Year  
(showing annual  
budget of \$250K or  
greater), if applicable

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Upload PDF Format Only: Detailed Program/Project Budget in a template of your choice (limit one page)

[LHVA\\_Diaper\\_Distribution\\_Program\\_Budget.pdf](#)

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Upload PDF Format Only: List of Organization's Board of Directors

[LHVABoardDirectory2024.pdf](#)

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OPTIONAL Upload  
PDF Format Only:  
Letter of Commitment  
or MOU from Partner  
Organizations (if  
applicable)

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Thank you for taking  
the time to apply for  
the Impact 100  
Richmond grant!  
Once you submit you  
will receive a  
confirmation email.

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