

2025 IMPACT REPORT



Overview

In 2025, Give Like A Mother reached a meaningful milestone: **Eight years of serving children and families.** This year was defined by focus, refinement, and impact. By listening closely to families, strengthening operations, and deepening partnerships, GLAM ensured that every item entrusted to us translated into confidence, stability, and opportunity for children who need it most.

Our Mission

To ensure children in our community have appropriate clothing needed to ensure safety, comfort, and higher self-worth.

“



What you're doing is a wonderful and amazing thing for both parents and children. I have been receiving clothes for a few years now and my girls get so excited to have new clothes and new shoes, you really have no idea how much it means to our family. The impact you are making in such a positive way will stick with us for years to come! Thank you for everything!

Nicole
Clothing Recipient

”

Community Impact



PACKs Distributed

4,451 PACKs, a total of **111,883** clothing items, were distributed locally representing \$646,905 in financial relief.



Families Supported

1,199 families across 54 zip codes in our service area received critical support during a time of need.



Children Served

2,780 infants, children, and teens attending 17 school districts received clothing PACKs tailored to their needs.

Expanding Access

In 2025, GLAM launched a shopping experience designed for children with unique clothing needs.

For Braxtin, who is allergic to cotton, the shop offered something rarely available in secondhand stores: the freedom to select clothing that was safe, comfortable, and able to meet his unique needs.

He was one of **104 shoppers** who benefited from an experience that turned clothing from a barrier into confidence and relief.



Volunteer Impact

Central to our work, our incredible volunteers logged the equivalent of **5 full time staff** members!

10,333
Hours Served

817
Total Volunteers

91
Volunteer Groups

109
New Volunteers

Volunteer Spotlight

Every Friday, **John Nordmeyer** walks through GLAM's doors ready to help. From laundering clothing and participating in Tidy Friday to delivering PACKs to families without reliable transportation, John shows up with consistency, care, and always a smile, sometimes in costume as Santa or the Easter Bunny.

On one delivery, John met Milika, a mother of three who shared that disruptions in SNAP benefits left her unsure how she would feed her children. After completing the delivery, John left feeling the pull to do more and returned just minutes later with a meal in tow. Milika later shared her gratitude with our team, reminding us how much volunteers like John matter when families face impossible gaps.



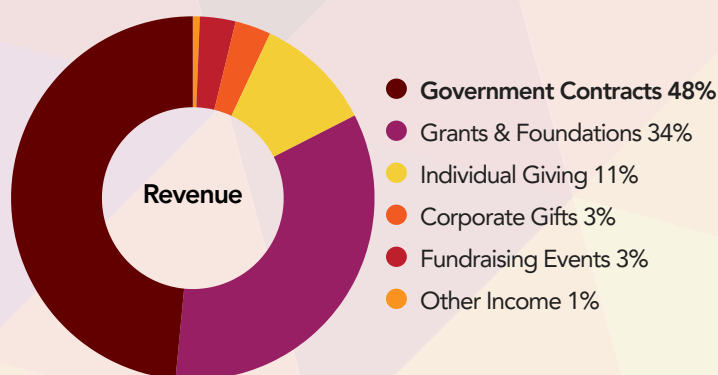
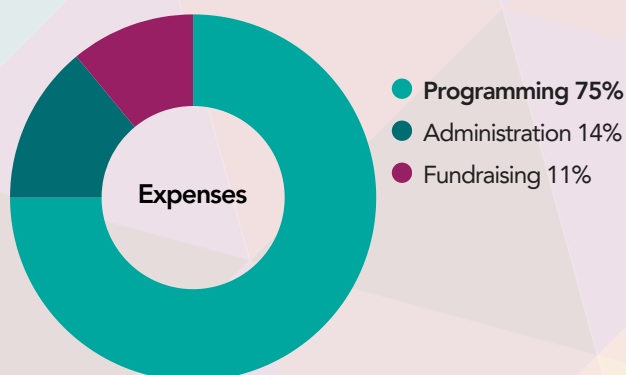
Beyond GLAM, John volunteers with the Batavia Rotary Club, Ronald McDonald House, Salvation Army, and the New Richmond Garden Club, among several others. His generosity reflects the heart of our volunteer community and the impact of showing up and doing a little more.

Read the full story and listen to Milika's heartfelt thank you message here.



givelikeamother.org/volunteer-spotlight

Financials

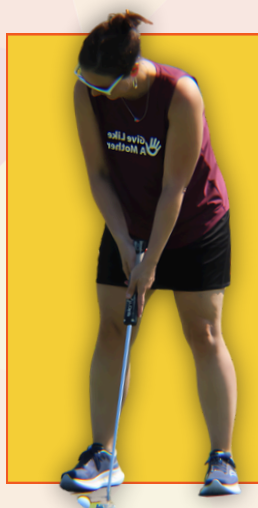


In addition to the monetary contributions received from our generous donors, community support through in-kind clothing donations totaled an astounding **\$819,746.04 in Fair Market Value**. These donations, instead of being sold for profit, went home to youth in our community, free of charge.

Our First Annual Golf Outing

On a picture-perfect August day at Aston Oaks Golf Course, 119 golfers across 28 teams came together for our first annual Golf Outing, hosted in partnership with **Great American Insurance Group**. From the very first tee-off to the last putt, the day was filled with friendly competition, laughter, and community spirit, all in support of our efforts to clothe kids in confidence! In total, the event **raised over \$8,000** and was a swinging success.

We are so grateful to our sponsors: Great American Insurance Group, Jake Sweeney, TapIn, Two Danes Enterprises, David and Shirley Tabor, Wiers Fleet Services, Chick-fil-A Eastgate, Vivian L. Martin, Attorney at Law, and the Honorable Mary Lynne Birk.



Partnerships

142,392
Lbs of Clothing Redistributed

Our work is made possible by a trusted network of clothing partners who help ensure every donated item reaches its best next use, even if it isn't with us. Organizations like **Matthew 25 Ministries**, **Cinderella's Closet**, and **Soles4Souls** help us maximize every donation, reduce waste, and extend clothing access beyond our walls.

Key Measures

Parental Stability & Relief

97%

97% of parents surveyed reported feeling increased stability and financial relief as a result of our program.

Greater Engagement in School

82%

82% of families noted their child was more excited to attend school after receiving clothing from our program.

Enhanced Self-Confidence

97%

97% of clothing recipients shared that their child felt more confident after receiving clothing.

High Satisfaction & Trust

86

Our Net Promoter Score (NPS) of 86 far exceeds the national benchmark, underscoring the trust families place in GLAM and the quality of support we provide.

Those We Serve

82%

Rely on a
Single Income

13%

Have a Child with
Special Needs

83%

Completed High
School or Beyond

5

Average Household
Members

\$1,416

Average Monthly
Income

Empowering Local Families

The snapshot above highlights the everyday realities facing the families we serve. **Most rely on a single income** and support larger households on limited monthly earnings, often while navigating additional challenges such as caring for a child with special needs. These pressures leave little room for unexpected expenses, making outgrown, seasonal, or specialized clothing a real barrier. Even with careful budgeting, multiple jobs, and constant trade-offs, many caregivers find that their hard work simply does not stretch far enough to meet every basic need.

By providing free, thoughtfully curated clothing and choice-based options, GLAM helps relieve financial strain, reduce stress, and ensure children have what they need to show up confidently at school and in their community.



Looking Ahead

2025 was a year of growth with purpose. By refining our service areas, strengthening systems, and listening closely to families, GLAM is building a sustainable foundation for the years ahead. As we celebrate eight years of impact, we remain committed to one simple truth:

Every child deserves to feel confident, included, and worthy, **starting with the clothing they wear.**

The impact of Give Like A Mother is built one PACK, one family, and one community at a time, and the work is far from finished. With your partnership, we can expand access, respond to growing needs, and continue transforming clothing from a barrier into a source of confidence for children and relief for families.

Join Us

Together, we can continue removing barriers for families and clothing kids in confidence.

Give Time

Give Funds

Give Clothing

 givelikeamother.org

 Give Like A Mother

 contact@givelikeamother.org

 [givelikeamother](https://www.instagram.com/givelikeamother)

Individual Donors \$200+

Anonymous
Barry and Robin Blaxberg
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Park National Bank
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Total Quality Logistics
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Vivian L. Martin, Attorney at Law
Weirs Fleet Partners

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The Bayley at Green Township
The Cincinnati Women's Club
Crossroads Eastside Church
Mother Theresa Catholic Elementary School
Mount St. Joseph University
Seven Hills School
Turpin High School
Williamsburg Rotary Club

Foundations and Grantors

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The Teran Family Foundation
The Unnewehr Family Foundation
The United Way of Greater Cincinnati
The Wilhelm Charitable Fund

THANKS FOR ANOTHER AMAZING YEAR!