



FACT SHEET

Overview

The Free Formula Exchange is a **nationwide mutual aid tool** connecting families who need baby formula to people who have excess or surplus formula to donate. This online tool is completely free to use.

How It Works

The site is very simple to use. Here's how it works:

1. Visit FreeFormulaExchange.com. If you need baby formula, click where it says "I need formula." If you have extra baby formula to donate, click where it says "Donate formula." Each party completes a simple form that collects some basic information.
2. People requesting formula are then prompted to [search for available donations](#) in the Free Formula Donation database.
3. People donating formula are then prompted to search for recipients in the Free Formula Request database. (Feature releasing soon.)
4. People requesting formula and formula donors then connect on their own to arrange how they'll exchange the formula.

Who Created This Platform?

Free Formula Exchange was created as a volunteer effort by Swampscott, Mass. mom [Keiko Zoll](#). Since it launched on Friday, May 13, the site has processed thousands of baby formula requests from families all over the United States. She would like families to know that Free Formula Exchange is 100 percent free for anyone to request or donate formula.

Where Can I Get More Information?

- For more information and to sign up, please visit FreeFormulaExchange.com.
- Keiko is also happy to talk to anyone who needs help or assistance with the site, and she can be reached at contact@freeformulaexchange.com.
- Members of the media can contact Keiko at keiko@freeformulaexchange.com.