

SHAREBABY



2026-2028

STRATEGIC PLAN

EXECUTIVE SUMMARY

Dear ShareBaby Community,

In 2024, ShareBaby celebrated its 10th Anniversary alongside each person who contributed their time, intellectual and physical labor, passion, resources, and connections to help us distribute more than 10 million diapers and 5 million essential items to families in Baltimore City during that decade. We knew that ShareBaby had a strong foundation and that future growth needed to be sustainable, exponential, and highly strategic.

With the help of a capacity building grant from the Goldseker Foundation, we secured a Strategic Planning Consultant from Maryland Nonprofits who helped us form a Strategic Planning Committee (SPC). The SPC gained valuable feedback and direction from each of our key stakeholder groups, including the families we serve through our community distribution partnerships, and we determined that ShareBaby could best serve Baltimore City by ensuring that we are fully meeting the needs of each family in need of help and that we are well-resourced enough to quickly move trusted, community-based organizations off our waiting list to become ShareBaby community distribution partners. With this in mind, it became clear that our focus for the next three years should be on overall operational excellence facilitated by the following objectives:

1

Business Resource Development

ShareBaby will cultivate relationships with key stakeholders, with a keen focus on diversifying philanthropic funding, implementing a corporate engagement program, and increasing individual and family donors.

2

Organizational Growth and Development

By increasing training and resources for the staff, volunteers, and board of directors, ShareBaby is focused on investing in the leadership within the organization to expand their operational excellence. The efforts will include revision of staffing position descriptions and professional development plans.

3

Strategic Communications

The organization aims to be a trusted connector supporting families in Baltimore City, with the recognition that current stakeholders, connecting organizations, and individuals will be crucial to the future success of the organization.

4

Warehouse Efficiency

Physical space for the organization is a priority; the organization will identify best practices and new opportunities to enable adequate service and expansion. Efforts within this strategic plan include enhancing current operations while also planning for future space, exploring the feasibility of new space options.

To achieve these goals, the strategic plan was operationalized in a fashion that allowed the staff and board to visualize the three-year period with success metrics and clear action steps for implementation. Some of our goals include:

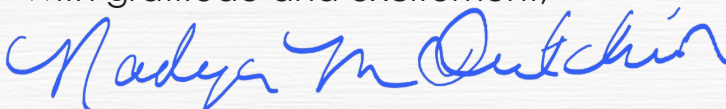
- Cultivating new national funding partnerships, with individual and family donors increasing steadily over the three-year period resulting in \$5M of funding raised in addition to approximately \$1.5M in annual operating funds each year.
- Creating and implementing a corporate engagement program, increasing corporate giving, and diversifying employee engagement at ShareBaby.
- Assessing staffing roles and responsibilities to realign roles and meet capacity needs with a new staffing hire focusing on funding, program management, and increased product delivery to distribution partner organizations.
- Increasing volunteer leadership, board diversity, and existing network relationships to expand the staff capacity and benefit the mission of the organization.
- Implementing technology to increase and automate communication, reporting, and information sharing with existing and potential partner organizations, funders, and board of directors.
- Optimizing our current warehouse footprint and inventory management to ensure that we can be responsive to the needs of families in Baltimore.
- Creating a warehouse acquisition plan and clearly defined steps for an accompanying capital campaign.

Within this strategic plan report, you will find a timeline that outlines when we will begin working on each goal and the date by which we expect to complete each task within. Many of these goals are already in motion and you should expect to see an update on our success and learning in each Annual Report delivered each spring.

We welcome your help, ideas, connections, and resources to help us achieve these audacious goals so that we can continue to serve families in need of a little help to care for their children, and imagine what it could be like to expand our geographic service-area to include families in the Greater Baltimore area as well as Baltimore City.

Cheers to our success!

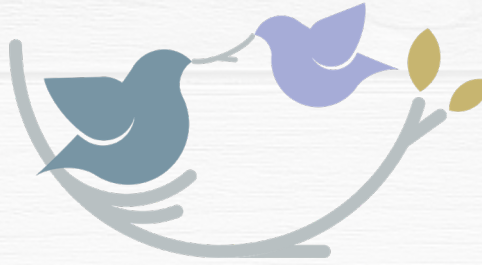
With gratitude and excitement,



Nadya Dutchin

ShareBaby Executive Director

SHAREBABY



OUR REVISED MISSION STATEMENT

ShareBaby believes that every child deserves the proper resources and support for the best start in life. ShareBaby addresses the unmet basic needs of young children in Baltimore by collecting diapers, clothing, and other basic goods and distributing these items to families in need through community-based organizations.

SHAREBABY OVERVIEW

Since its founding in 2014, the goal of ShareBaby has been steadfast: to address the unmet basic needs of young children in Baltimore through the distribution of diapers and other essential items. Our purpose has been realized by individuals who collect and donate items, sort and process millions of donations, and mobilize their professional and personal networks to make this work possible. In our first 10 years, we distributed 17+ million diapers, wipes, clothing and other essentials to improve the lives of more than 200,000 children.

ShareBaby, a 501(c)(3) organization, takes action every day to alleviate diaper need and material insecurity for families with children 0-10 years old in Baltimore City. Diaper needs impact families on many levels, including physical and mental health, parental employment, and access to early childhood education. Our work is more than providing material goods—it's giving children and families the dignity and resources they deserve.

With the rising costs of living and growing economic pressures, more families are in need of the resources we provide. Working with our 70+ community partners, we must continue to grow, ensuring that every child has the essentials for a healthy start in life.

STRATEGIC PLANNING COMMITTEE

Cayla Bledsoe | Kate Bryden | Molly Doran | Nadya Dutchin

Kate Mumaw | Alicia Sindlinger | Shani Walter

Strategic Planning Consultant: Misti McKeen, Ed.D., *Maryland Nonprofits*

TARGETED STRATEGIC GOAL

OPERATIONAL EXCELLENCE

ShareBaby will focus its efforts on operational excellence, driving the organization to become a well-oiled machine that rises to meet challenges and works strategically to more fully meet the needs of families in Baltimore.

4 PILLARS OF OPERATIONAL EXCELLENCE



Through the combination of the four pillars outlined in this plan, the success metrics will be shown clearly with increased ability to respond to the changing needs of our partner organizations & minimize the waiting time for organizations in Baltimore City to become distribution partners.

STRATEGIC PRIORITY #1

BUSINESS RESOURCE DEVELOPMENT

Cultivate relationships with key stakeholders to expand awareness and participation to contribute to a six-month operations & diaper reserve & facilitate organizational growth.


BUSINESS RESOURCE DEVELOPMENT

GOALS	SUCCESS INDICATOR(S)
Diversify philanthropic funding	Prospect and cultivate relationships with national funders to secure an additional \$150K in annual multi-year funding opportunities.
Implement a corporate engagement program	Forge new relationships and deepen existing relationships with local businesses and corporations to increase corporate giving by \$100K annually and scale employee engagement opportunities such as hosting lunch and learn events, volunteerism at ShareBaby.
Increase individual donors	Identify and curate opportunities to secure approximately 40-50 new major and mid-major individual donors.
Cultivate relationships with high-net wealth individuals/families for planned giving	Deepen relationships with donor advised funds and create processes, procedures, and collateral to facilitate annual and end-of-life financial gifts.

STRATEGIC PRIORITY #2

ORGANIZATIONAL GROWTH & DEVELOPMENT

Provide training and resources to all staff and Board of Directors, and identify needed positions to facilitate growth.



**ORGANIZATIONAL
GROWTH +
DEVELOPMENT**

GOALS	SUCCESS INDICATOR(S)
Clarify all staff position descriptions to define roles and responsibilities	Continue to update all position descriptions according to the growth needs of the organization and staff.
Assess ShareBaby professional development needs	Adjust professional development needs on an annual basis and provide training and mentorship to cultivate staff into progressively responsible roles.
Expand staff to best fill critical functions	Create new staff support positions and an accompanying 3-year budget to cover costs.
Better leverage the relationships and skills of volunteers	Increase Lead Volunteer recruitment efforts and create training materials to better support Lead Volunteers as they work more independently.
Focus board development to enhance the leadership, connections, and structure of the organization	Recruit highly-diverse Board Members with expertise in needed fields to help create more opportunities for ShareBaby, and continue to receive coaching and training to develop the skills of each member of the Board of Directors.

STRATEGIC PRIORITY #3

STRATEGIC COMMUNICATIONS

Optimize communications with current stakeholders, connect organizations and individuals with our cause, and reinforce ShareBaby as a trusted expert and partner regarding material insecurity for children in Baltimore City.



**STRATEGIC
COMMUNICATIONS**

GOALS	SUCCESS INDICATOR(S)
Create a forum for Distribution Partner communication and collaboration	Create a virtual hub for partners to access information and resources, and actively engage with each other.
Boost stakeholder engagement with our content	Increase overall audience engagement on all social media channels by 200%, including increasing shares by 75%.
Educate stakeholders and potential supporters about the issues related to our mission and call to action	Execute 2 engaging public education campaigns and 2 webinars each year highlighting issues related to diaper insecurity and driving visitors to the website.
Implement automated communication processes	Create a strategic communications plan for engaging each stakeholder group and build out automated journeys in Salesforce Account Engagement for new leads.

STRATEGIC PRIORITY #4

WAREHOUSE EFFICIENCY

Optimize and leverage physical space and warehouse processes within our current footprint while also planning for future space.



GOALS	SUCCESS INDICATOR(S)
Enhance physical operations of the current warehouse	Optimize physical warehouse space through an internal strategic assessment and implementation plan for improvements.
Plan for a future warehouse	Develop a Warehouse Committee to assess future warehousing needs and accompanying costs.
Regularly assess necessary infrastructure and equipment	Hold quarterly meetings with the Warehouse Committee to assess space and equipment to increase efficiency.
Improve real-time inventory accountability	Research warehouse management systems to better meet varying inventory needs and improve partner shopping experience.
Organize and simplify reporting with automated, proactive processes	Improve real-time reporting by creating customized reports, and provide quarterly inventory/operations reports to the Board of Directors.

SHAREBABY'S 3-YEAR FOCUS: OPERATIONAL EXCELLENCE

TIMELINE		JAN - JUNE 2026	JULY - DEC 2026
BUSINESS RESOURCE DEV.	Diversify philanthropic funding		
	Implement corporate engagement program		
	Increase individual donor giving		
	Create a planned giving program		
ORG. GROWTH & DEVELOPMENT	Assess and fulfill professional development needs of staff		
	Clarify all staff positions and roles & Expand staff to fill critical functions		
	Leverage relationships & skills of Lead Volunteers		
	Enhance leadership, connections, and structure of Board of Directors		
STRATEGIC COMMUNICATIONS	Create Distribution Partner communication and collaboration		
	Boost stakeholder engagement		
	Educate stakeholders and supporters about key issues		
	Implement automated communication processes		
WAREHOUSE EFFICIENCY	Optimize current warehouse operations		
	Plan for a future warehouse		
	Regularly assess necessary infrastructure and equipment		
	Improve inventory accountability		
	Simplify and automate reporting		

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**LET'S MAKE
IT HAPPEN
TOGETHER!**



**WE'RE EXCITED TO EMBARK ON THIS JOURNEY &
MAKE OUR STRATEGIC VISION A REALITY.**

We appreciate all connections to:

Philanthropic Organizations

High-Net Wealth Individuals

Small, Mid-Size, and Large Local Corporations

Policy Experts

Potential Board/Committee Members

Volunteers

NO ACTION IS TOO SMALL!

**TOGETHER, WE CAN REACH OUR GOALS & MAKE A PROFOUND
DIFFERENCE IN THE LIVES OF BALTIMORE FAMILIES.**

NOTES





SHAREBABY

