LITTLE BOTTOMS
free store



2024 IMPACT REPORT

diapers, wipes, clothing, & community

A NOTE FROM HEIDI

As I look back on all we accomplished together in 2024, I am filled with gratitude for each of you and the families we serve. 2024 was a big year for Little Bottoms Free Store. Not only did we break our records for the 6th year in a row on number of children and families served, but we also added an additional staff member to support our services (welcome, Gail!).

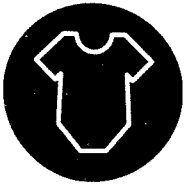
Our biggest celebration over the past year was that in 2024, in partnership with Franklinton Development Association, we raised over $1,000,000 to acquire our building and address deferred maintenance needs, ensuring our space can be used to serve the community for many years to come. We are celebrating the security this accomplishment brings to our mission and eagerly anticipating some renovation dust this year to take care of several overdue needs around Little Bottoms.

Each year, I am continually amazed by the sacrificial ways you all are serving our community through your time, presence, care, and financial support. Thank you for all the ways you are helping us create the warm, welcoming, generous space we offer at Little Bottoms. Many of the families we serve are continuing to volunteer and support Little Bottoms while facing frightening times ahead. Please continue to keep us and all the families we serve in your prayers. Thank you, from the bottom of our hearts, for all you do to partner with us in this important mission!

HEIDI WEAVER-SMITH
Executive Director



COMMUNITY MEMBERS RECEIVED



13,035 OUTFITS

for babies and toddlers, including 939 sleepers.



58,118 DIAPERS

keeping every little bottom clean and healthy!



96 DIAPER BAGS

stocked with baby supplies for first-time moms.



1,343 COATS & JACKETS

keeping kids warm!



350 BLANKETS

with safe sleep instructions to keep babies safe.



195 PAIRS OF SHOES

for little feet, sizes 0-12



232 CHRISTMAS TOYS

for family holiday celebrations



1,882 BABY WIPES

keeping every little bottom clean and healthy!



669 MATERNITY ITEMS

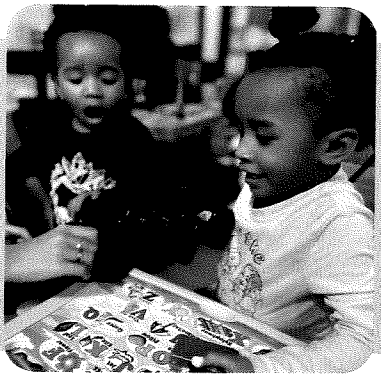
to support pregnant moms



PLUS

19 Strollers,
17 carseats, and
51 cribs/basinets

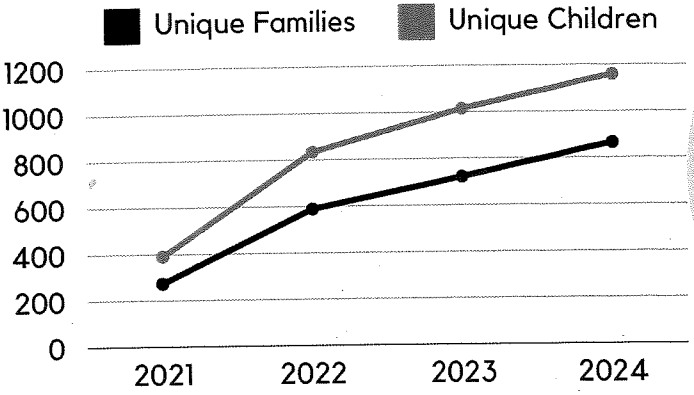
"Little Bottoms has made such an impact on my family. I am a single mother of two girls that is new to the community. They have helped me by gaining useful resources that help bridge the gap between financial hardships and my children's needs. This program is essential for the community and I appreciate everything you do."



ABOUT OUR COMMUNITY

865 UNIQUE FAMILIES & 1,159 UNIQUE CHILDREN SERVED

In 2024, we supported 4,600 visits to the free store. Unique children served increased by 14.3% over last year and unique households served increased by almost 20%.



OUR COMMUNITY IS DIVERSE

48% of our members identify as Black, 20% White, 23% Latinx, and 9% Middle Eastern or Other

WHO WE SERVED

90% had TANF-eligible household incomes, meaning they were living below the federal poverty line

40% are residents of the Greater Franklinton & Hilltop area

60% live within the ZIP codes idenitified by the City of Columbus as the highest risk for infant mortality





"Muchas gracias por su trabajo y por ser amables y respetuoso con las mamás que necesitamos ayuda"

Translation: "Thank you very much for your work and for being kind and respectful to the mothers who need help."

EVENTS

Along with providing physical resources, we provide opportunities for families to connect.

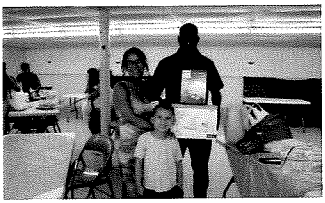
WALK WITH A DOC

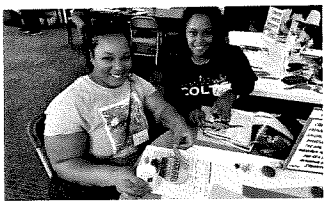
In partnership with Nationwide Children's Hospital, we launched a Perinatal Walk With A Doc program. Physicians from Nationwide provided health talks at each walk to educate families on various pediatric topics such as sleep and safety.

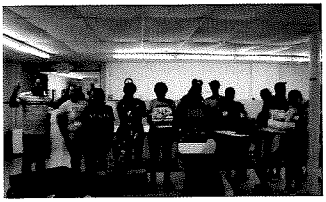












LITTLE BEGINNINGS: BUILDING A VILLAGE OF WELLNESS

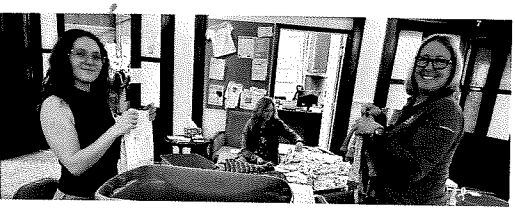
With the goal of nurturing the physical, emotional, and spiritual health of pregnant and postpartum persons, we launched our inaugural Little Beginnings event. Sponsored by ADAMH & The Ohio State College of Nursing, the event included free infant childcare, free massages for pregnant and postpartum parents, prizes, and a delicious dinner. 19 community partners offered pregnancy and postpartum education, free safe sleep training and cribs, signups for SNAP and Medicaid, doula services, medical care, case management services, and a community art project to help parents process fears and anxieties about pregnancy and parenthood.

VOLUNTEERS

OVER 124 PEOPLE COMPLETED OVER 3,098 VOLUNTEER HOURS!

Special Thanks To Our 2024 Volunteer Groups:

- Abbott Nutrition ANPD Team
- AEP
- BESA
- Contrast Church
- First Congregational Church
- Kaufman Development Group
- Nationwide Children's Hospital
- New Albany UMC Social Justice Group
- Northwest UMC
- OSU Health Science Scholars
- OSU Delta Omega Kappa Sorority
- OSU Physical Therapy Team











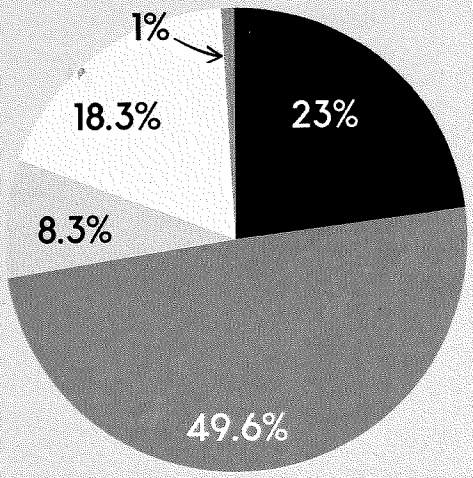


Volunteering at Little Bottoms allows me to directly assist families to get the help, supplies, and kind words they need. I am proud to work with the Little Bottoms leaders who consistently focus on what families need, listen to suggestions to make things better, and value every person who walks through their door. I appreciate what this group accomplishes and values, which is the reason I return to volunteer.
~Barbara

FINANCIALS

INCOME

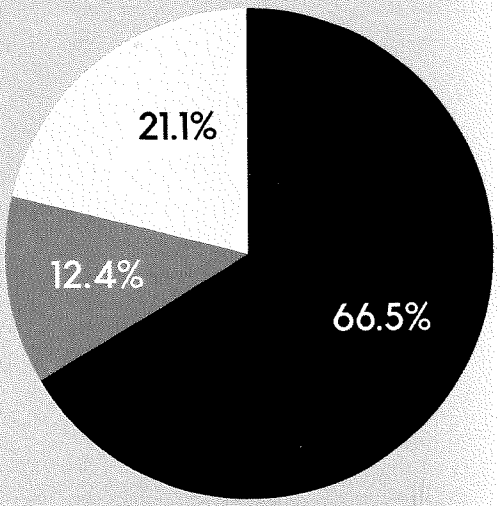
- Individual Donations $69,474
- In-Kind Dondations $150,000
- Church Partners $25,074
- Grants and Sponsorships $55,411
- Investments/Other $2,725



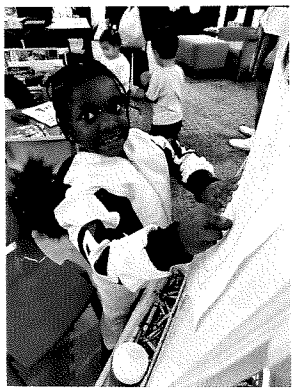
Total Income $302,684

EXPENSES

- Direct Programming $166,410
- Indirect Program $31,133
- Administrative $52,862



Total Expenses: $250,405



"My husband was laid off just a few weeks after our daughter was born and he has been applying for jobs nonstop while working odd jobs up until last week. Little Bottoms has helped us get what we need to take care of our baby with diapers, wipes, clothes, and big items. We couldn't have done it without Little Bottoms and their amazing staff!"

THANK YOU

TO OUR COMMUNITY OF SUPPORT THAT MAKES ALL THIS POSSIBLE

COMMUNITY PARTNERS

- ADAMH Board of Franklin County
- Adobe
- Balance Family Academy
- Barbara and Bill Bonner Family Foundation
- Besa
- City of Columbus
- Columbus Diaper Bank
- The Columbus Foundation
- Columbus Public Health
- Denison University Women's Basketball Team
- Fortra LLC
- Franklinton Board of Trade
- Franklinton Development Association
- Hilliard Food Pantry Plus
- Hous Foundation
- JPMorgan Chase
- Kiwanis Club of Columbus
- Macbea Foundation
- Marian Foundation
- McKesson Corporation
- Meza Wine Shop
- Nationwide Children's Hospital
- Ohio State College of Nursing
- OhioHealth Grant Family Medicine
- Olentangy River Brewing Company
- United Methodist Foundation of West Ohio
- United Way of Central Ohio
- Upper Arlington Rotary Fund
- WesBanco
- Westside Free Store
- Young Jewish Columbus

CHURCH PARTNERS

- Bethel International United Methodist
- Contrast Church
- First Community Church
- First Congregational United Church of Christ
- Friendship Missionary Baptist
- Glenwood United Methodist
- New Albany United Methodist
- Northwest United Methodist
- Peace Church United Methodist
- Refinery Church
- Scioto Ridge United Methodist
- St. John the Baptist Italian Catholic Church
- Trinity United Methodist
- Westerville Community United Church of Christ

INDIVIDUAL DONORS

Special thanks to our growing list of 69 individual supporters in 2024!

To join our team of givers, donate at bit.ly/3QJMkJq

Amy + First Community Church Friends,

What a year we've had! I'm so grateful for the ways your generosity + support have propelled our mission forward over the past year. Looking forward to more great work + ministry together in 2025!

With Gratitude,

Heidi Weaver-Smith