

BIRTHLINE IMPACT REPORT 2025



654

families served



1,861

client visits



4,500+

children supported

Top Zip Codes Served

92105 – 92115 – 92113 – 92102 – 92111 – 92021

Essential Items Distributed



265,493

clothing, diapers, toys, shoes, post partum supplies, and feminine products

5,369

service activities



200,000+

diapers distributed

Client Data



97%

of clients were women

87%

of families earned under \$30,000/year

FINANCIAL SNAPSHOT

\$587,114

in Revenue

\$530,688: Contributions & Grants
\$56,426: Investments/other

\$634,557

in Expenses

\$274,527: Programs Services
\$241,287: Salaries
\$118,743: Operations & Admin

81%

of every dollar supports families directly.

COMMUNITY CONTEXT

12%

of San Diego children live below the poverty line.
1 in 3 grow up in families struggling to meet basic needs.

100,00+

children experience food insecurity.
Half of local families with young children cannot afford child care or housing.

40%

of San Diego renters spend more than half of their income on housing

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Expanded Programs Making a Deeper Impact

Birthline is more than diapers. It's comprehensive care — health, nutrition, dignity, safety, and stability — all delivered with compassion and cultural humility.

Health & Wellness Support



- **1,122 medical referrals** connecting moms and children to prenatal care, pediatricians, immunizations, and specialty services.
- **62 pregnancy tests administered** — with 61 confirmed pregnancies, ensuring early support and case management.
- **Hundreds of postpartum care items** (nursing kits, shampoo & soap sets, breast-feeding supplies) distributed to ease the transition home.

Nutrition & Family Stability



- **1,165 WIC referrals** providing long-term nutrition for infants, toddlers, and expecting mothers.
- **785 CalFresh/EBT referrals** helping families access stable, ongoing food support.
- Families received **398 cans of formula**, helping close critical nutritional gaps for infants.

Hygiene & Dignity Essentials



33,000+ feminine hygiene products distributed

- **26,430 packs of pads**
- **6,614 postpartum liners**
- **2,537 packs of wipes** and hundreds of bath/hygiene kits (shampoo sets, soap, personal care items).
- Hygiene supplies accounted for **over 12% of all items given** — a major support for women living on the edge.

With your heart and support, we can close Birthline's financial gap and ensure every family receives the stability they deserve.

YOUR ACTION CAN CHANGE LIVES — IT TAKES HEART

- **Schedule a tour today** — come witness the impact.
- **Join as a monthly donor now** — power a family's stability.
- **Apply to serve on a committee or Board** — step up and lead.
- **Make a tax-wise gift that creates lasting change** — strengthen our future.
- **Submit your employer match request** — amplify your generosity.
- **Share Birthline's story across your social networks** — champion our mission.

