

Helping Mamas

Partner Agency Eligibility Requirements and Ongoing Partnership Criteria

Helping Mamas partners with agencies that share our mission by providing diapers, period product, and other essential baby supplies. Agencies must meet both initial and ongoing criteria as outlined below.

Initial Partnership Criteria*

1. Nonprofit or Government Status

- Must be a registered 501(c)(3) nonprofit organization, faith-based organization, or government agency.
- Proof of status may be requested annually (IRS determination letter or official documentation).

2. Minimum Operational History

- Must have been in operation and actively providing services for a minimum of two (2) years.
- Must have an active professional website outlining services provided.

3. Mission Alignment

- Services must include or support families and individuals with children aged 0–12 or menstruators in need of basic hygiene assistance.
- Provision of diapers or period supplies directly supports programmatic goals.
- Eligible partners must demonstrate a broader mission and scope of services that go beyond basic distribution of baby supplies and period products.

4. Service Delivery Capacity

- Must consistently serve 30 or more individuals each month to qualify.
- Must have the infrastructure to store, track, and distribute supplies in a safe, sanitary, and timely manner.
- Must designate at least one staff member or volunteer as the point of contact for partnership management and reporting.
- Required to work with Helping Mamas with family referrals where appropriate.

* Meeting the outlined eligibility criteria does not guarantee partnership approval. Helping Mamas reserves the right to use discretion in all partnership decisions and may decline to establish a partnership based on internal capacity, strategic alignment, or other organizational considerations.

On-Going Partnership Criteria*

1. Client Eligibility and Screening

- Must identify families in need and ensure equitable distribution of donated supplies.
- Agencies may not charge clients for diapers, period products, or other items received from Helping Mamas.
- Items received may not be raffled nor used for any form of fundraising efforts nor can they be used as gifts to staff or volunteers nor sold, traded, bartered, or otherwise used for financial gain.

2. Data and Impact Reporting

- Along with demographic data provided through the ordering process, partners are asked to work with Helping Mamas on outcomes through client and/or agency impact surveys/reports.
- Must participate in annual partner surveys and provide testimonials or case stories upon request.

3. Agreement to Terms of Use

- Must submit a completed Partner Information Sheet

- Must sign and adhere to the Partner Agreement which outlines terms of participation, branding guidelines, and compliance expectations.
- Must participate in any required distribution training sessions or partnership meetings.
- Must provide feedback to the diaper bank to help improve services and address community needs.

4. Site Visit and Review

- Must be willing to participate in an annual site visit or virtual review to ensure compliance with partnership standards and to foster a mutually positive partnership.

9. Compliance with Equity and Inclusion Standards

- Must operate and distribute provided products in a manner that is inclusive, non-discriminatory, and accessible to all clients, regardless of race, color, ethnicity, national origin, gender identity, sexual orientation, religion, age, disability, political beliefs, immigration status, nor marital and family status. In addition, the agency will not require attendance at religious services or proselytizing of any kind as a condition to receiving essential item assistance.

10. Partnership Maintenance

- Helping Mamas reserves the right, at its sole discretion, to remove an agency from its list of recipients if the agency fails to adhere to the terms outlined in the Partner Eligibility Requirements and/or the Partnership Agreement, or if the agency has not actively participated in programming for a period of one year.

11. Waiting List

- Helping Mamas may establish a waitlist for prospective partner agencies when capacity limits are reached. Interested organizations are encouraged to contact the Chief Impact Officer to express their interest. Submitted information will be kept on file. As resources become available or openings arise, Helping Mamas will contact agencies on the waitlist based on alignment with service criteria and population needs.

* Helping Mamas reserves the right to discontinue or revoke partnership status at our sole discretion at any time. Grounds for termination may include, but are not limited to:

- Lack of participation in distributions, communications, or programming for a period of 12 months or more
- Misuse or misrepresentation of Helping Mamas' resources, name, or brand
- Failure to adhere to partnership guidelines or reporting requirements
- Actions that conflict with Helping Mamas' mission, values, or commitment to dignity and equity
- Any behavior that compromises the safety, integrity, or effectiveness of our services or community relationships

We are committed to supporting strong, mission-aligned partnerships and maintaining a high standard of service for the families we collectively serve.