



BabyGoRound  
2024 | 2025  
ANNUAL REPORT





# OUR VISION

Through a shared and connected community, all families in the Lower Mainland have the resources they need to provide a healthy, strong start for their children.

# OUR VALUES

## WE LEAD WITH LOVE

We treat people with dignity, respect, and compassion.

## WE ARE CONNECTORS

We bring people and resources together.

## WE ARE INNOVATORS

We are forward thinking, continuously seeking solutions to provide greater impact.

## WE ARE UPLIFTING

We provide choice and possibilities.



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# A JOINT LETTER

## FROM OUR EXECUTIVE DIRECTOR + BOARD CHAIR

To our dear friends and supporters,

This year, BabyGoRound saw extraordinary growth and resilience — not only within the families we serve but also in the incredible community that stands behind them. Together, we provided \$1.63 million worth of essential baby gear to 2,283 families across 19 communities. These numbers reflect far more than cribs and strollers — they represent more babies receiving the safe, supported start they deserve, and families stepping into parenthood with renewed confidence, knowing they are not alone.

Welcoming a baby is a life-changing experience, one filled with hope, joy, and tender moments. But for families already facing financial hardship, it can also bring deep uncertainty. No parent should have to worry about whether their baby will have a safe place to sleep or warm clothes to wear. The gear we provide, because of donors like you, is more than practical — it's profoundly personal. Each item offers reassurance, dignity, and a reminder that a caring community is walking beside them.

That spirit of support grew even stronger this year. With the opening of our second location in Cloverdale, we brought essential resources closer to home for families in the Fraser Valley. New partnerships, including our car seat safety clinics and language-inclusive literacy initiatives, further expanded our ability to meet families where they are, offering wraparound supports that extend well beyond gear.

At BabyGoRound, we know that early support has lasting power. The services we provide during a child's most formative years help lay the foundation for lifelong wellbeing. When parents are equipped with the tools and support they need, their children benefit in countless ways; emotionally, physically, and developmentally. By reducing stress and fostering security in the earliest days of parenting, we are helping to create more stable, nurturing homes and brighter futures.

Thank you for standing with us. Your generosity is rewriting futures and changing the trajectory for thousands of children. As we look to the future, we are inspired by what we will continue to achieve together — one baby, one family, and one brighter beginning at a time.

In gratitude,



Meghan Neufeld  
Executive Director



Lynda Phinney  
Board Chair



# 2,283 FAMILIES SERVED

## FAMILIES EXPERIENCE

95% OF FAMILIES REPORT REDUCED PARENTAL STRESS

94% OF FAMILIES REPORT REDUCED FINANCIAL STRESS

96% OF FAMILIES REPORT IMPROVED MENTAL HEALTH

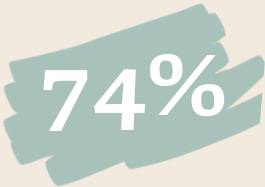




# WHO WE SUPPORT

## OUR IMPACT

Every day at BabyGoRound, we are inspired by the strength and resiliency of the families we support. Even with an abundance of resources, family support and financial means, welcoming a child can feel overwhelming. But strip those resources away, and the vulnerabilities and stress become immeasurable. For families facing poverty, single parenthood, or life as newcomers to Canada, the challenges of providing for a baby are magnified.

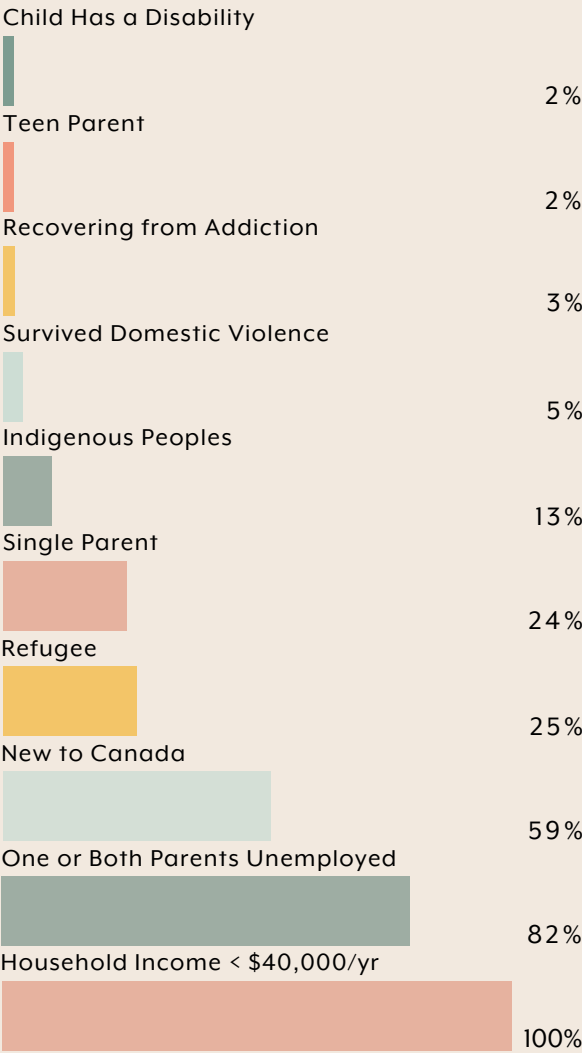


OF FAMILIES FACE  
3 OR MORE BARRIERS

Parents often share how the relief of receiving essential gear allows them to breathe a little easier, shift their focus away from financial worry, and fully embrace the experience of caring for their child. The sense of security and community that comes with this support is transformative — easing burdens and empowering parents to build loving, stable homes where their babies can thrive.

Through the collective strength of our community, we are not only meeting immediate needs — we are investing in the long-term outcomes of families across the region. Every dollar donated, every bundle of gear given, and every act of kindness creates a ripple of impact that reaches far beyond the first days of life.

### Families Facing Barriers





“Knowing that our children had everything they needed in early childhood was very rewarding. Because of BabyGoRound, we had strength and hope to continue our goals as a family. Thank you.”

- ÉVELYN AND KARINE, BABYGOROUND PARENTS



# ÉVELYN AND KARINE STORY

Becoming a parent is a transformative journey, but for Evelyn and Karine, it was also a journey of survival and resilience. Fearful for their safety after receiving homophobic threats of violence, they were forced to flee Brazil, leaving behind their home, family, and everything they knew. As refugees and new moms, the pair faced the daunting task of rebuilding their lives from the ground up.

Adapting to a new country came with immense challenges. From navigating language barriers to managing the high cost of living, Evelyn and Karine worked tirelessly to provide for their babies, Owen and Eli. Despite their determination, the financial strain of acquiring essential baby gear added another layer of difficulty.

But thanks to the support of BabyGoRound, their path became a little brighter. Through the generosity of our community, Evelyn and Karine received the essentials they needed to confidently care for their little ones — clothes, shoes, a crib, and more. Beyond material support, they found something even more powerful: a sense of belonging and security within a community that stands with them.

“We had to leave our country behind, but also our home, our personal things, our university, careers and our identity.”

Today, Evelyn and Karine continue to dream and build a future filled with hope. They embrace motherhood with strength and love, knowing they are no longer alone. It's stories like theirs that remind us of the incredible resilience of families and the profound impact of coming together to support one another.





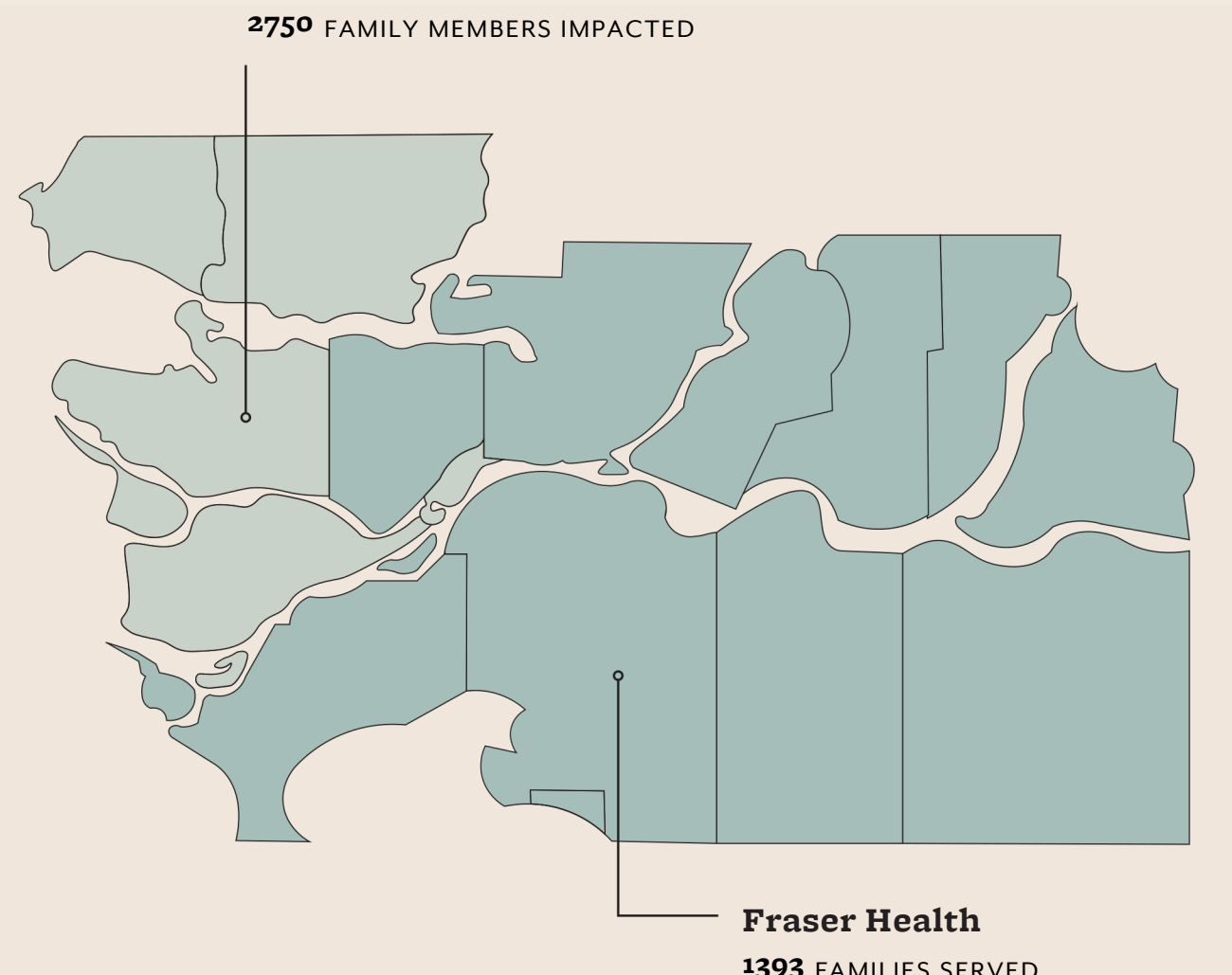
# WHO WE SUPPORT

## OUR REACH

### Vancouver Coastal Health

**890** FAMILIES SERVED

**2750** FAMILY MEMBERS IMPACTED



### Fraser Health

**1393** FAMILIES SERVED

**4302** FAMILY MEMBERS IMPACTED



# CLOVERDALE

## IMPROVING ACCESS

This past year marked a milestone for BabyGoRound with the opening of a second location in Cloverdale. The decision to expand came after extensive community consultation and a feasibility study that highlighted the growing need for better access to our program from families living east of the Port Mann Bridge. We explored a number of options, including a mobile service. While mobile programs can be incredibly helpful in some ways, at the heart of our mission is the desire to provide families with dignity and choice — values that are harder to uphold without a physical space. A storefront allows families to interact directly with our team, giving them the agency to browse, select, and decide what items they need for their children.

Each family is provided an opportunity to personally select items for their baby, in a private, compassionate shopping experience during an appointment in our new boutique. Located in the heart of Cloverdale, this space allows us to serve families more efficiently while fostering deeper connections with local partners and community organizations.

The Cloverdale expansion is a testament to the power of community collaboration. Already, families in the Fraser Valley are experiencing the benefits of having a BabyGoRound location within reach.

As we move into this exciting new chapter, we remain committed to learning and growing. Over the next three years, we will be actively evaluating the impact of this dual-location model, measuring outcomes and listening to families, to ensure this approach continues to align with our mission and meet the evolving needs of the communities we serve.





# A NIGHT TO CELEBRATE BRIGHTER BEGINNINGS SOIRÉE

The Brighter Beginnings Soirée was a heartfelt celebration of community, impact, and vision. While the evening raised critical funds to support our work, it also offered a powerful moment of reflection — honouring a journey that began with a vision and has flourished with unwavering dedication. Scan the QR code to watch our special “Origin Story” video:



[Or, click here!](#)







# EARLY INTERVENTION SUPPORT STARTING DURING PREGNANCY



80%

OF A CHILD'S BRAIN  
DEVELOPMENT OCCURS  
WITHIN THE FIRST 1,000  
DAYS, FROM CONCEPTION  
TO THE AGE OF TWO

From conception to a child's second birthday, this "Golden Period" is the most crucial window for brain development, emotional security, and lifelong well-being. Babies need safe sleep, warm clothes, and nurturing care to thrive, and parents need the support to provide it.

Every day, we witness the growing number of families entering parenthood without the essentials that are too easily taken for granted. The reality is, many parents are navigating this life-changing journey while weighed down by financial strain and emotional stress. The absence of basic baby gear doesn't just create logistical hurdles — it magnifies anxiety, stretches already thin budgets, and chips away at caregivers' well-being.

Providing this gear does more than fill a gap, it relieves crushing financial pressure and gives families space to breathe, connect, and focus on what matters most: loving and caring for their children. When that basic burden is lifted, stress eases, confidence grows, and a more stable, nurturing home becomes possible.

Research shows that stress during pregnancy and early parenthood can have lasting effects on both parents and babies. A parent's ability to provide warmth, love, and security is directly linked to their well-being. Yet, for many families facing financial hardship, the weight of providing for their newborn can be overwhelming.



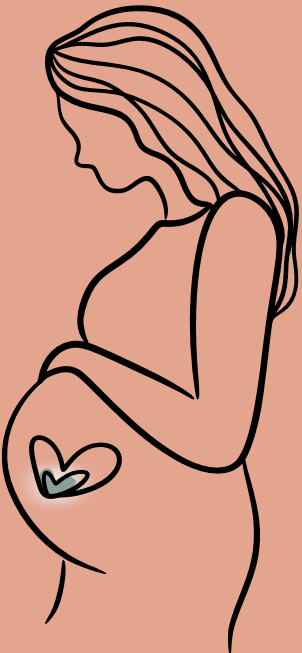
Stress and trauma during pregnancy can impact a baby's nervous system and have significant long-term health implications.



Parents who feel supported are better able to bond with their child, reducing anxiety and depression.



Access to essential resources, like a crib, stroller, and warm clothes, provides more than physical security; it brings peace of mind.





# \$1.63 MILLION + IN GEAR & CLOTHING DISTRIBUTED

**2565**

CLOTHING + SHOE BUNDLES

**2214**

BOOK + TOY BUNDLES

**1436**

STROLLERS + INFANT CARRIERS

**1957**

CRIBS, BASSINETS + BEDDING BUNDLES

**2200**

HIGH CHAIRS, NURSING PILLOWS + BREAST PUMPS

**1391**

BOUNCY CHAIRS, EXERSAUCERS, PLAYMATS + SWINGS

**1926**

CHANGE PADS, DIAPER BAGS, BATH TUBS + TOWELS

**765**

PACKS OF DIAPERS





# NEW LIFE FOR YOUR BABY GEAR

## ENVIRONMENTAL IMPACT

### Good for the Planet

By creating a purposeful outlet for families across our region to donate their baby gear and clothing, we extend the useful lifespan of thousands of items every year. Many of these items are made from non-recyclable plastics or materials that can take decades to decompose. Without intervention, they often reach landfills long before the end of their usable life.

This is why we believe in the power of circular giving — where one family's outgrown baby gear becomes another family's cherished essentials. By rehoming pre-loved items, it's a small but powerful way to lessen the environmental footprint of raising children while ensuring every family has the essentials they need to safely and confidently care for their baby.



96%

OF FAMILIES REPORTED THAT THEIR EXPERIENCE MADE THEM FEEL STRONGLY CONNECTED TO A COMMUNITY

### Good for the Parents

Each stroller that finds a new home, each crib that holds another baby's sweet dreams, and each bundle of clothes passed on represents a tangible reduction in waste. Each item — once cherished by another family — brings comfort and security to a new parent navigating the early days of parenthood. Through this act of giving, donors extend the joy and love once shared with their own babies, while families on the receiving end gain the peace of mind and dignity that comes with having what they need. It's a cycle of care that touches both the giver and the receiver, supporting brighter beginnings and a healthier planet.



87,400 lbs +

OF PRE-LOVED BABY GEAR  
DIVERTED FROM THE LANDFILL





## NOTES ♥ FROM OUR FAMILIES

"Just thank you deeply for your program, it helped me enjoy my pregnancy more by reducing stress from having a limited budget."

"I really appreciate BabyGoRound for the help. It really helped with some of the stressors I had, especially since my baby was born early. Had no time to prepare her stuff or save up for them."

"I am just incredibly grateful for the support and it made a world of difference for me and my son."





# THE PEOPLE BEHIND THE PROGRAM

## VOLUNTEERS & SUPPORTERS

At BabyGoRound, the heart of our work is powered by the extraordinary people behind the program. Volunteers, donors, and community partners are the lifeblood of our mission, dedicating their time, resources, and energy to ensure families have the support they need. From sorting and preparing donated gear to welcoming parents with warmth and care during private shopping appointments, their compassion is woven into every moment of our work.

5,947  
VOLUNTEER HOURS



It takes remarkable coordination to keep our shelves stocked with the essential baby items that families rely on. Volunteers host community gear drives, transport donations, and meticulously inspect and clean every item to ensure safety. Others dedicate their time behind the scenes, managing logistics and lending their expertise to enhance our operations. Each role is vital, contributing to the greater goal of easing the burdens families face.

“I loved the positive, hands-on environment and the sense of purpose in helping families access essential baby gear and support.”

- RACHEL BHATIA, VOLUNTEER

Their contributions extend far beyond physical tasks. Volunteers provide reassurance, kindness, and a sense of belonging to families they meet. Their dedication helps parents feel empowered, knowing they are supported by a community that cares.

“Volunteering at BabyGoRound has been such a meaningful journey. I’ve learned valuable life lessons and gained a deeper appreciation for the impact of community involvement.”

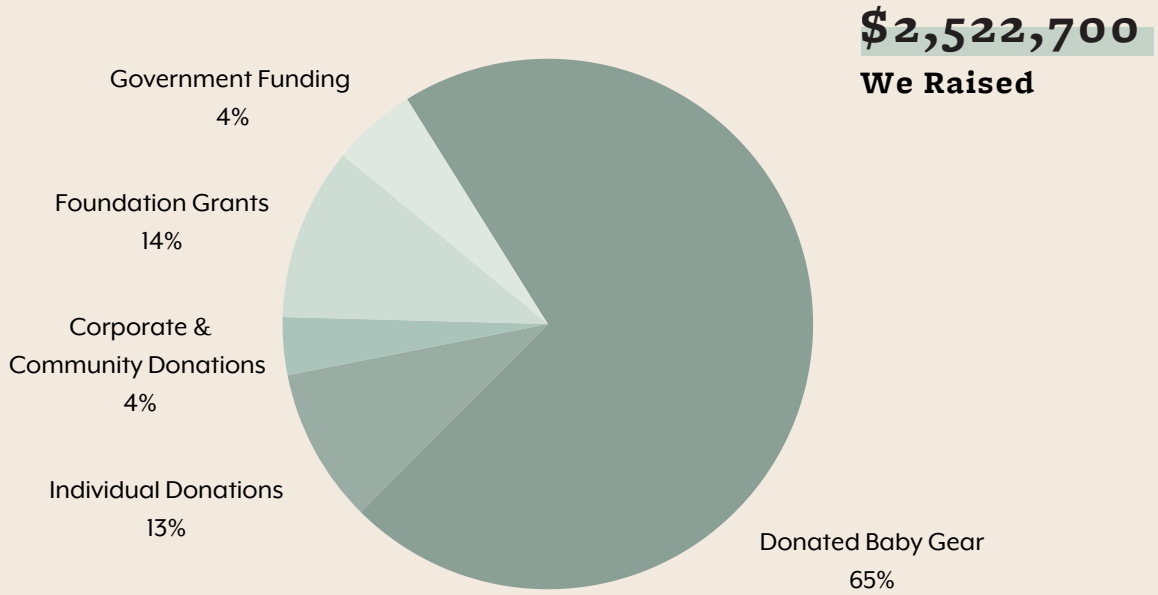
- VIVIAN NGUYEN, VOLUNTEER

Together, with the support of our donors and partners, they spark meaningful change rooted in generosity and compassion — support brighter beginnings for thousands of babies each year.

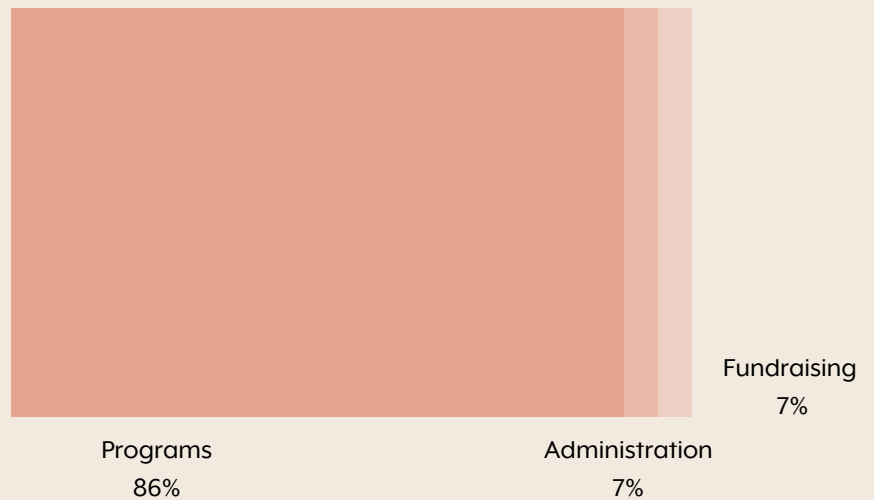
Every donation, whether it be a one-time gift or a recurring donation, allows us to meet the growing demand for our services. From gear drives to in-kind contributions by businesses and community groups, your act of kindness and generosity bring us closer to a future where all babies are welcomed into safe and loving homes. To our volunteers and supporters — thank you.



## FINANCIALS



**\$2,557,200**  
**We Invested**



\*\*\*\*\*  
\* VALUE OF DONATED GEAR IS CALCULATED BASED ON FAIR MARKET VALUE  
THIS DATA REFLECTS OUR 2024/2025 FISCAL YEAR BETWEEN APRIL 1, 2024 - MARCH 31, 2025.



# THANK YOU

## IN GRATITUDE

### Foundations + Granting Funders

Beyond BC Greenhouse Charitable Foundation  
Canucks for Kids Fund  
Cause We Care Foundation  
CIBC Children's Miracle Fund  
Crosby Family Fund, held at Nicola Wealth Private Giving Foundation  
Eagle Family Fund, held at Nicola Wealth Private Giving Foundation  
Face The World Foundation  
IHN Foundation  
Ivan & Laurie Gasoi Fund, held at Nicola Wealth Private Giving Foundation  
OpenRoad Foundation  
OspreyTree Foundation  
Park Place Foundation  
Province of British Columbia  
Randall Foundation  
RBC Foundation  
Red Envelope Foundation, held at Vancouver Foundation  
Seedlings Foundation  
Senft Family Foundation  
Social Venture Partners Vancouver  
TELUS Friendly Future Foundation  
The Houssian Foundation  
The Wheelbarrow Fund  
Wilson Family Fund

### Corporate + Community Supporters

1-800-Got-Junk?  
Artee Screenprinting  
Avison Young  
BinVision Solutions Inc  
Bocci Design  
Bodie & Co  
CBRE Limited  
Church of Jesus Christ of Latter-Day Saints  
Clementine Natural Health Inc  
Drew Ferrie - Director, Portfolio Manager, Odium Brown  
Entertainment Partners Canada  
Fasken Martineau DuMoulin  
Glitter & Spice Accessories  
Guzzie & Guss  
Jack & Lily  
Janis Nicolay Photography  
Jax & Lennon Clothing Co  
Jeff Swartz Agency  
Jill and Joey Preloved Kids  
Kiwanis Club of Vancouver  
Langley Loop by the Barley Merchant  
Little Treasures Kids  
Longboard Architectural Products  
MCS Photography  
Moms Meeting Moms  
Naetal Skincare  
Nationwide Fuel Ltd  
Nest Designs  
Nicola Wealth  
Pan American Silver Corp  
PommeBerry Inc  
Run Like A Girl Adventures Inc  
Shape Properties  
Stork Craft Manufacturing Inc  
Stryder Motorfreight Canada Ltd  
The Secret Garden Tea Co  
Vancouver Etsy Co  
Vancouver Renfrew Lions Club  
Water Wipes  
Westland Insurance  
ZLC Financial


A special thank you to the 497 individual donors who gave financial donations



NEW LIFE FOR YOUR BABY GEAR  
**Supporting Brighter Beginnings**



BabyGoRound

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