



**Second Stork®**  
Helping new parents in need

**Annual Report**  
**FISCAL YEAR 2024-2025**

## Dear Supporters,

Nurses and social workers are at the front line of our mission—providing families in need with essential care items to give their baby a safe and healthy start. They remind us that, regardless of the trends or major news stories we hear about daily, each of the families in need has their own story. Second Stork diapers, newborn blankets, clothing sets, and playards can be door-openers to hearing more of that story and they can be a tangible step towards improving the outcome. These essential care items, given with dignity and without red-tape, show that a community is listening and cares about the outcome.



As you can see in the 2024-2025 annual report that follows, families in five states see the care of our strong community every day.

On behalf of Second Stork, thank you to our community of generous financial donors and tireless volunteers! Thank you for listening to the story. Thank you for caring about the outcome.

*Brian Miller*

Brian Miller | Second Stork Board Chairperson

### OUR IMPACT IN FISCAL YEAR 2024-2025:



**3,191**

**Diaper Bags Distributed**

Bags include 100 diapers, wipes, a hygiene pack, and a sleep safety book.



**1,153**

**Clothing & Blanket Sets Provided**



**5**

**States In Network**

Hospital partnerships in MN, WI, and parts of IA, SD, and ND

**586**

**Playards with Bassinet Attachment**



**105**

**Active Hospital Partnerships**

**520**

**Packing Volunteers at Second Stork**



**247**

**Hospital Deliveries by Volunteers**



**25**

**Donation Drives**

## What makes Second Stork unique?

Second Stork was founded with a simple purpose: to make life easier for families in need who have just welcomed a newborn—and for the hospital staff who care for them.

### Second Stork is:

- ♥ **Non-religious and non-political** - welcoming and inclusive for all
- ♥ **Efficient with donor dollars** - powered by volunteers and strengthened by smart use of technology
- ♥ **Professionally guided** - shaped by input from nurses, social workers, and other healthcare experts
- ♥ **Committed to respecting the dignity of people in need** - we understand it can be hard to ask for help, so we make it simple, immediate, and discreet



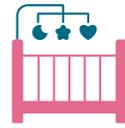
### Our impact since inception:

Since 2009, Second Stork has distributed nearly 27,000 totes filled with diapers, wipes, newborn hygiene essentials, and safe-sleep information. In addition, we've provided over nearly 5,000 playards with bassinet attachments to ensure babies have a safe place to sleep.



**26,994**

Diaper Bags Distributed



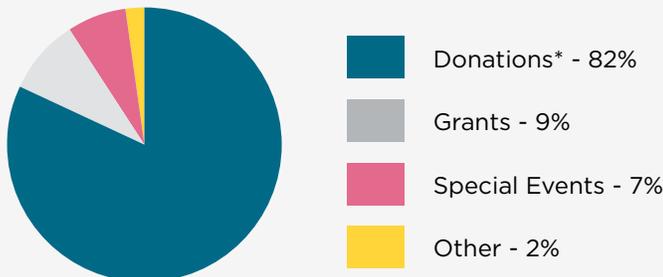
**4,757**

Playards Distributed

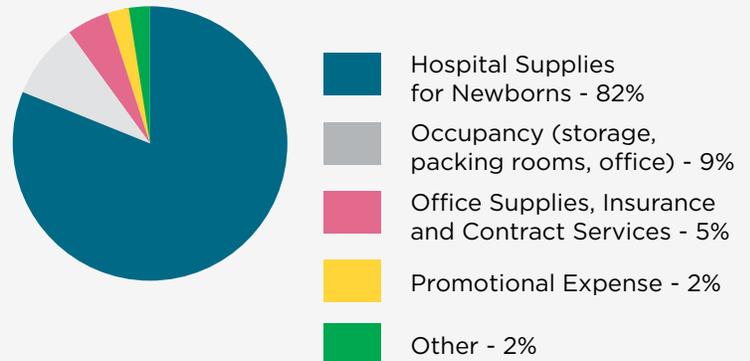
## Financial Snapshot for FY2024-2025:

Thanks to generous donors and volunteers, Second Stork is financially strong and guided by a vision of volunteerism and technology to help the most families possible. This stability ensures we're ready to meet growing needs, even in challenging times.

### REVENUE



### EXPENSES



\*In fiscal year 2024-2025, full inventory was placed on Second Stork's balance sheet. Donations in inventory included in-kind items, such as diapers, wet wipes, blankets and clothing, from collection drives and other gifts for families in need. In fiscal year 2024-2025, donations also include a very large donation of diapers from the Diaper Bank of Minnesota.

## Mother's Day Campaign

### *A long standing Second Stork tradition continues*

More than a decade ago, Second Stork launched a special Mother's Day campaign: make a donation, and we'll send a card to a mother letting her know how extraordinary she is—and that you've made a donation in her honor to help a mom in need.



Then came Michele Gleason, who took the campaign to new heights! In 2026, she'll celebrate her fifth year leading the effort. Michele added a beautiful twist by partnering with local artists who generously donate original artwork for the cards, making each one truly unique. Behind the scenes, volunteers keep everything running smoothly—from managing the online ordering system to carefully mailing each card in time for Mother's Day.

Keep an eye out for this beloved campaign next spring. But don't wait too long—it sold out in 2025!

## Praise From Our Hospital Partners:

Hospital staff share stories of the families that receive Second Stork items, and the difference it makes as they work to keep their newborn safe and snug:

***“Family struggling with unstable housing, unemployment, and making ends meet were given diapers and a pack ‘n’ play for their baby prior to discharge. Parents shared that having those basic needs addressed (and ensuring they had a portable safe sleep option) helped reduce their overall stress.”***

***“Young couple, living in their car, trying to set up housing. They were moved up on the housing list due to early labor, got essentials from Second Stork... In 2 weeks he was working, at 6 months she was working in a daycare.”***

***“We had a patient recently that had just started a new job, so she didn't have any money throughout the majority of her pregnancy. We were able to supply a play yard and a bag of diapers through Second Stork - and she was so appreciative of it.”***

***“Recently, a mother was struggling to make ends meet, in a domestic violence situation, and had nowhere for her baby to sleep. I was able to provide her with a pack-n-play and diapers to ensure her baby had a safe place to sleep and diapers for at least 1 week while she got on her feet.”***



***“We had a patient who immigrated two weeks prior to delivery. She had no income as she had just arrived and we were able to give her all of the essential items she needed. She couldn't thank us enough for all of our help.”***

***“New mother seen in the emergency department after her house caught on fire—all baby items were given to mother to provide support. “***

***“For a mom who was fleeing domestic violence, the items not only were helpful from a financial standpoint but from an emotional standpoint as well. She felt loved and cared for.”***



# Second Stork Remains Volunteer-Powered!

From purchasing supplies to assembling packs, from delivering to hospitals to unloading pallets—every step is powered by volunteers.

## Volunteers:

We are honored to have a dedicated team of volunteers who keep our operations running:

**Missy Boland**

**Morgan Brady**

**Jo Chlebeck**

**Cyndie Claussen**

**Jacki Dykhuizen**

**Michele Gleason**

**Marian Huber**

**Terry Jackson**

**Nancy Johnson**

**Sharyl Kaufmann**

**Jane Kozlak**

**Kim Lee**

**Lori Lifo**

**Angie Malone**

**Lucy Plunkett**

**Kylla Rubbelke**

**Mary Schreifels**

**Lorraine Shire**

**Emmy Springer**

**Wendy Thames**

**Mary Waldvogel**

**Diane Williams-Johnson**

**Mary Jo Wolfe-Haider**

## Board Members:

**Brian Miller**

Chairperson

**Mary Alice Noel**

Vice Chairperson-  
Governance

**Deb O'Halloran**

Vice Chairperson-  
Operations, Co-Founder

**Laurie Boland**

Secretary

**Bill Gleason\***

Treasurer

**Matthew Michalski**

Co-Founder

**Jenny Dolphin**

**Sharyl Kaufmann\***

**Angie Malone**

**Rachael Stover-Haney**

**Penny Van Hale**

**Lindsay Ziezulewicz**

*\*Bill Gleason was voted into Treasurer position at July 2025 board meeting. Special thanks to Sharyl Kaufmann who served as Interim Treasurer.*



## What can you do to help?

Contact [info@SecondStork.org](mailto:info@SecondStork.org) if you or someone you know can deliver to hospitals in five state area, organize a collection drive, or bring a packing group to our warehouse. Or, support us with a donation!



**Second Stork®**  
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**Donate Online:**  
[SecondStork.org](https://www.SecondStork.org)



**Donate Via Venmo:**  
[@Second\\_Stork](https://www.venmo.com/Second_Stork)



**More Donation Options:**

Reach out to us for more information:

651-272-0356

[info@SecondStork.org](mailto:info@SecondStork.org)