



GoldBug™

CSR Report
2024





Contents

03 | Executive Summary

05 | Healthy Beginnings

07 | Denver Health

08 | March of Dimes (MOD)

09 | La Junta

09 | Project Angel Heart

10 | Organizations and Thought Partners

10 | Traceability, Sustainability and Safety

11 | Looking to 2025

Executive Summary

The Dignity of Motherhood

There is so much to be grateful for as we wrap up another year of learnings and support. GoldBug continued to connect with new moms as we expanded our commitment to improving maternal health both in Colorado and around the country. As proud as we are about the impact we are having, it is important to remember the stark reality around maternal health in the U.S.

- **2 women** will die from pregnancy related causes today.
 - **2 babies** die every hour in the U.S.
 - **1 in 10 babies** is born too soon which can lead to serious health risks and lifelong complications.
 - **50,000 women** experience life-threatening pregnancy-related challenges every year.
 - **5.6M women** live in counties with limited or no access to prenatal care, which impacts 350,000 babies born each year.
- Sources: CDC, NIH, March of Dimes

In this report you will find highlights about our work in 2024 and our plans as we continue to invest in maternal health.

Denver Health

We helped establish a program to train and support doulas with the goal of moving from a volunteer doula program to one that is fully staffed. With 23 doulas currently onboard, Denver Health was able to increase supported births from 25 in March to nearly 100 in November. And these numbers are growing every month.

Health Beginning Pilot

We funded guaranteed basic income for 20 moms in both Denver and Cortez over a 15-month period through our *Healthy Beginnings* pilot. This pilot continues into 2025 and we, along with our policy group, are learning about the needs of these rural and urban mothers.

Project Angel Heart

In partnership with Project Angel Heart, we launched a program to provide specialized meal assistance to high-risk pregnant individuals.

Arkansas Valley Regional Medical Center

In La Junta, we continued to educate patients about maternal mental health resources.

It Starts with Mom

As part of our Allyson Felix product collaboration, we sponsored the March of Dimes' It Starts with Mom campaign with financial support and with donations of over 39,000 products to be given out in Neonatal Intensive Care Units (NICUs) around the country.

Delivering Good

A nonprofit that connects individuals and families with new products, we donated over 100,000 products to families in need due to poverty, homelessness and natural disasters.

And that is only part of our 2024 story. It is not the whole story. The most compelling part of the story comes from the narrative that is unfolding in our work. And the narrative this year was very much about dignity.

How exactly do you measure dignity?

You measure it through the stories. One of the moms we worked with talked about the dignity of being able to make purchases that are not restricted by what the government will and will not pay for. For this mom, it was the dignity of being able to pay for her groceries and not feel like she was being judged or stood out in the line at the store.

Dignity

The dignity for doulas to have the training and the resources needed to focus on the moms they are supporting.

The dignity of having access to nutritious food in your third trimester when you don't have access to transportation or a large social network.

The dignity of having the resources to make your own decisions over what you buy and how you provide for your baby.



What we know is that when you provide moms with the resources they need for their babies, and give them the dignity to care for their children in the way they think is best, they overwhelmingly invest in their kids. During our Healthy Beginnings pilot, we found that most of the money the moms received was spent on food, transportation, and utilities.

As we share our annual report and look forward to 2025, our commitment to working in this space with so many other great partners is stronger than ever. We know that the measure of success is not just in how many people we reach or how many units of care we provide or how many dollars we invest. It is in how we do this work and the approach we take to the service providers working in this space and to the moms and babies.

We admire the community leaders and organizations working to improve the dignity of motherhood through service delivery, policy-making, and advocacy. We are proud of the work we did with amazing partners this year and look forward to building on that work in 2025, finding more areas where GoldBug can make a difference.

And we will measure that difference not just in how many moms we serve but with the dignity of motherhood in mind.

Katherine Gold
CEO & President, GoldBug



Healthy Beginnings

Overview

GoldBug is nearing the conclusion of the Healthy Beginnings pilot, the first privately funded, guaranteed income program for mothers in Colorado. GoldBug distributed \$750 a month to 20 participants over 15 months, starting in their 3rd trimester and continuing through the baby’s first year. We also provided additional stipends to encourage participants to attend medical appointments.

The pilot was designed to inform both GoldBug and our community partners about the impact of direct income on the health and well-being of new moms and their babies. We generated data through surveys, round table discussions and ongoing communications. We hope this pilot will inform other direct income projects and help model better public policy for maternal health.

Policy Advisory Committee

Thank you to our volunteer Policy Advisory Committee that was formed to provide insight, guidance and analysis throughout the process. They each brought a wealth of knowledge and expertise to inform and advise our work.

Colorado Health Foundation

- Khanh Nguyen

Gary Community Ventures

- Steffanie Clothier

Governor Polis’ Office

- Charlie Arnowitz

Growing Our Futures

- Sarah Barnes

Impact Charitable

- Jourdan McGinn

Income Movement

- Stacey Rutland
- Erica Wright

ReSCHOOL

- Amy Anderson

Rose Community Foundation

- Ray Barrie-Kivel

Women’s Foundation of Colorado

- Louise Myrland

Independent Advisor/Former Rose Community Foundation

- Sarah Indyk



“Compared to your project [WIC] it’s different because I have different opportunities to pay for rent and for food and even, ya know, buy some clothes or a little toy.”

Healthy Beginnings Participant

GoldBug In the News

These news stories speak to the important role the private sector can play in highlighting and being part of the solution of complex issues including maternal health.



Denver Company Gives Low Income Moms Cash for 15 Months



Harris, Vance Tout Child Tax Expansions Following Financial Assistance Success



Colorado pilots guaranteed income program for new moms



Perspective: Investing in Motherhood

Evaluation and Learnings

Healthy Beginnings consists of 20 participants from Denver and Cortez, Colorado. The small scale of the pilot allowed for a focused approach to qualitative data collection, emphasizing narrative-building with participants. [Income Movement](#), one of our partners, designed an evaluation process, drawing on insights from previous pilots to assess the outcomes of the initiative.

The evaluation includes six surveys, three in-depth roundtable discussions, and ongoing diary entries. We synthesized the results to date and will release a final report mid-year 2025.

The following themes emerged in the roundtable discussions:

Financial Stability: Participants reported a greater sense of financial security including being able to pay down debt and have the money for small “special things”.

Self-Determination: The participants were happy to be able to contribute to their family’s finances and felt a powerful sense of agency because of their ability to make decisions, even on small, mundane purchases.

Personal Time: The mothers expressed difficulty finding time for self-care. Some appreciated the program for enabling them to spend money on themselves (e.g. gym, cosmetics), despite some feelings of guilt.

Healthy Beginnings vs. Government Programs: Participants highlighted the increased freedom and autonomy provided by the cash support. They preferred the flexibility of using the funds in contrast to more rigid publicly funded programs (ex. WIC).

Dignity and Empathy: Several participants shared that their interactions with the Healthy Beginnings team were marked by dignity, respect, and less stigma, contrasted with their experiences with various welfare programs.

Supporting Services: Doula services, medical stipends and job training were important to the mothers participating in this program. Many participants mentioned feeling isolated after giving birth and appreciated having a community to connect with.

Our evaluation process captured the many unique voices of our participants and will contribute to the growing body of evidence that direct income both improves the livelihood of families and provides a dignity centered approach to serving marginalized communities.

As the pilot wraps up in 2025, we will work to ensure the participants feel supported and have a smooth transition with access to other resources. And we will stay connected to relevant policy initiatives.

“I think the medical stipend was good because it really encourages everybody to go to the doctor and get help because I had three kids in three years. So, I didn’t let my body heal. I didn’t want to admit that I had postpartum depression. This last one, I finally was like, I need to go to the doctor. I need help.”

Healthy Beginnings Participant

“The opportunity to be a part of this program. And then the opportunities that it’s opened, the doors to like meeting with the press and like sharing my story with everybody and just letting everybody know how this program has impacted me and my family and yeah. It’s just been nice.”

Healthy Beginnings Participant

“It has been an honor to work with the GoldBug team on the Healthy Beginnings Project. We are inspired by GoldBug’s commitment to innovation and supporting a community-led process. This is such a rare program, built by the community for the community, and we feel deeply privileged to be a part of it.”

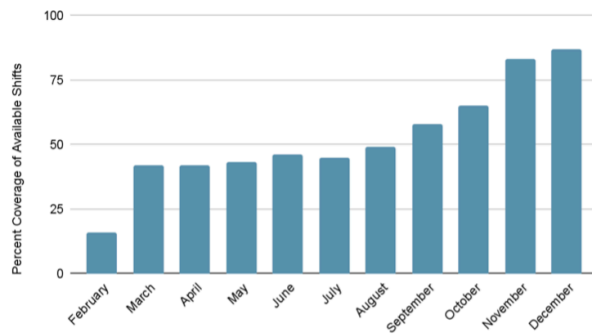
Jourdan McGinness – Impact Charitable

Denver Health



2024 marked GoldBug's third year as a partner and contributor to the [Denver Health Doula Program \(DHDP\)](#). The collaboration has addressed critical gaps in service and advanced a more robust program that can serve as a model for other communities.

2024 Doula Support Coverage per Month



- With GoldBug's support, DHDP moved from utilizing volunteers to fully staffed doulas and establishing a doula training program in 2024.
- The Community Doula Collaborative held its first scholarship-based training and is successfully diversifying the birth worker demographic in Denver.
- The program is expanding to include postpartum doulas and has already supported over 200 patients in breastfeeding, emotional and social support.

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"She was literally an angel She was very supportive, caring and calming and knew all the right things to try to help me get through contractions. She even set up the room to be a calming environment with tea lights and lavender. She taught my mom and my husband how to do counter pressure. She was an absolutely amazing support, and I am so grateful for her. Thank you!" Patient

"10/10, would recommend. SO helpful especially when RN is busy doing 1,000,000 other things. The emotional support is so appreciated and helpful! Wish we had a doula 24/7!" Labor and Delivery Nurse

"I wish everyone could experience this. Life changing and much needed." Patient

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Denver Health's work helped change policies in the state with the following results:

- Medicaid reimbursement
- Private Insurance will begin covering doula services in mid 2025. Senate Bill 24-175 Improving Perinatal Health Outcomes.
- Colorado Department of Health Care and Policy and Financing began reimbursing for lactation support services.
- **Ballot measure 2Q** ensuring Denver Health will not need to reduce systemwide services.



Doula Training - September 2024

Denver Health leads the way in making maternal health improvements in the state. In 2025 the team will continue to add fully staffed doulas, will focus on increasing the number of doulas that match the patient population culturally and linguistically and will work to build a robust postpartum support team.

March of Dimes (MOD)

GoldBug partnered with Olympian and mom, Allyson Felix for a new product collaboration.

The products were co-created with Felix to help moms on the go. They are functional and fashionable and make driving in a car, flying on an airplane or just going for a walk, easier and more fun.



[GoldBug Becomes Official Sponsor of March of Dimes](#)



[Instagram Live](#)

[Allyson Felix and Katherine Gold discuss state of maternal health in US](#)

GoldBug



[GoldBug Partners with Olympian Allyson Felix for New Product Collaboration](#)

As part of the collaboration, we sponsored the March of Dimes' It **Starts with Mom** campaign which advocates for the health of all moms and babies. The program uses a mixed media approach to create an accessible platform of campaigns, resources and events focused on education, advocacy, research and care.

Different maternal health themes are highlighted each quarter. One **theme** focused on doula support and postpartum health, highlighting intersections with our areas of focus at GoldBug. Their reach through social media and NICU family support in 70 hospitals nationally has helped expand our impact.

In addition to providing financial support, GoldBug donated over 39,000 socks and newborn scratch mittens to babies in neonatal intensive care units across the country.



GoldBug was also the matching sponsor for the **Signature Chefs Feeding Motherhood** fundraising event in Northwest Arkansas. This event focused on increasing funding for and awareness of the maternal health gaps in the state. As the matching sponsor we helped the MOD exceed its goal and raise over \$220,000 during an evening that drew over 270 attendees.

"GoldBug's support has helped raise vital funds for March of Dimes to fight for the health of every mom and baby in Northwest Arkansas and across the country." – MOD



La Junta

We are proud to continue our successful partnership with River Valley Family Health Center in La Junta, Colorado where we support new parents by providing product gift bags and educational materials, with a particular focus on postpartum depression. We delivered 150 gift bags to families who gave birth at the hospital.

Through our partnership with the March of Dimes (MOD), we added a comprehensive dual language lactation guide to our resource bags.



Project Angel Heart

Project Angel Heart, a Denver-based non-profit, prepares and delivers medically tailored meals to those who are severely ill. With GoldBug's grant, the organization successfully launched a high-risk pregnancy program. Project Angel Heart networked with doctors, social workers and community groups to identify pregnant women in need of meal support.

This new program identified over 300 individuals experiencing a high-risk pregnancy and was able to serve them and their families over 6,500 meals.



GoldBug team

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“The program has expanded tremendously in the past year –from struggling to find referrals to high-risk pregnancy becoming one of the top 10 diagnoses in our client base.”

Andrea Pacheco
Chief Development Officer; Project Angel Heart

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In addition to our grant, our Denver-based GoldBug team volunteered to make meals and decorate delivery bags in support of the work done by Project Angel Heart's volunteer network.

Organizations and Thought Partners

We proudly provided financial grants and product donations to other organizations who are doing amazing work and who are aligned with our mission to support moms, babies and families. These collaborations have helped us expand our work and reach more moms. We appreciate these organization for all they do and for their thought partnership.



Traceability, Sustainability and Safety

Traceability

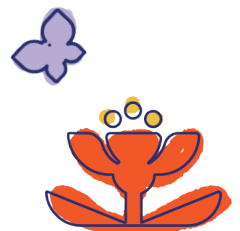
Supply chain mapping (SCM) is crucial for meeting federal regulations aimed at preventing forced labor and retailer requirements for traceability. GoldBug has implemented SCM training, auditing, and progress tracking. All tier I suppliers have completed training and audits, with corrective actions underway. An internal platform has been launched to track supplier performance and improve compliance. Additionally, a cross-functional team identified and onboarded two key tier II suppliers, who also received SCM training. GoldBug continues to strengthen processes to mitigate SCM risks.

Sustainability

GoldBug made substantial progress on sustainability goals, surpassing the 2024 target by shipping 100% of units in cartons with at least 50% recycled content. We expanded our packaging standards to include FSC-certified paper and post-consumer recyclability. Our Oeko-Tex certified product offering grew, with plans for all hosiery programs to be certified by 2027. GoldBug is committed to reviewing and expanding sustainability goals.

Safety

GoldBug quickly adapted the CPSC's new e-Filing of Certificates of Compliance rule, ensuring compliance before its 2025 deadline. The process requires electronic submission of product safety certificates. The project involved collaboration across various teams, showcasing GoldBug's commitment to safe, compliant products.



Looking to 2025

Looking ahead to 2025, we plan to support many of our established partners while also building new innovative partnerships that address gaps in maternal health. As we complete the Healthy Beginnings pilot, we are turning our focus to digesting and disseminating our learnings to inform policy makers and other maternal health programs across the country. We hope this will inspire and motivate other private sector leaders to engage in community change.

We developed and distributed our first RFP and will select a few proposals in the first quarter of 2025. We hope to broaden our reach and our impact with new innovative partnerships. We focused on communities where we have employees or do business including Arizona, Arkansas, Colorado, Minnesota and Missouri.

At GoldBug, we are proud of the products we design and deliver, and our success is attributed to the many families who believe in our brand and our products. It gives us great joy to give back to these families as we work together with leaders around the country to making sure that every mom and baby has access to the resources they need to thrive!

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"I'm able to be happier with [my children], see their moments, give them a solid base to life and certain things. And if I'm feeling happy, it's going to reflect on them."

Healthy Beginnings Participant



We look forward to another great year in 2025 and we thank you for being part of this important work!



Contact us!

To contact us please write to
csr@goldbug.com

Stay in the loop with us for parenting tips and helpful
products for every adventures!



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