



## Kim Amato

*Executive Director*

### Baby's Bounty

In 2008, Kim Amato was serving as the executive director of the Nevada Homeless Alliance, and discovered a gap in services for newborns.

"At our annual Project Homeless Connect, I was seeing mothers bringing in (infants) with clothes that were too big, and then I began wondering what it's like to bring a newborn home from the hospital when you have no home," said the former art consultant and owner of Amato Art Works.

Haunted by these images, the New Jersey native began investigating how often newborns were being released from the hospital without the proper clothing and supplies for their health, safety and well-being, and discovered that indeed, many new parents have no appropriate provisions whatsoever. So she started reaching out to family, friends, churches,

schools, businesses and eventually the government, and founded Baby's Bounty.

Now in its seventh year, Baby's Bounty provides families in need — who must be referred to the organization — with Baby Bundles, which include a portable crib, car seat, bathtub with hygiene products, blankets, bottles, a carrier, and all types of clothing, from socks and onsies to entire outfits, many with the tags still attached, thanks to the generosity of Southern Nevada individuals and businesses.

"In our first year, we helped about 175 babies, whereas last year we served 733 babies — including 19 sets of twins," Amato said, adding that this breaks down to about 60 Bundles per month that include some 2,500 pieces of clothing.

In 2015, Amato hopes to find better ways to collaborate on funding with Clark County agencies in order to enhance

sustainability — "we're in year seven, but we want to be around for year 17," she said — and is also committed to further promoting the organization's Safe Sleep program, which advocates the ABCs of safe sleep, namely: babies should sleep Alone, on their Backs, in a Crib.

"In our community over a five-year period, 113 babies died from sleeping with an adult or another sibling," Amato said. "So we have a statewide message and have collaborated with the health division. Babies in need can receive a portable crib through the referral process, because parents shouldn't have to choose between a crib and groceries."

Now a national presence with an affiliate in Maryland, "We're eager to share in other communities, because we may be small, but we're mighty," Amato said.

— Danielle Birkin

*Parents shouldn't have to choose between a crib and groceries.*