

**KELLY PATRICOF AND
NORAH WEINSTEIN**
BABY2BABY

"So many families have more than they need for their children, and we help put those essentials in the hands of those who don't," says Kelly Patricof (pictured left), co-president of Baby2Baby, an organization on a mission to distribute baby gear and clothing to less fortunate families in Los Angeles, helping more than 67,000 children to date. "While our goal to help every low-income child in L.A. is ambitious, even one item can change the life of a family," says the foundation's other co-president, Norah Weinstein (pictured right). The concept also draws major celeb power, attracting star moms like Molly Sims, Julie Bowen and Jessica Alba—who not only donates products and a percentage of the profits from her brand, The Honest Company, to the cause, but also frequently pitches in, unloading trucks and attending every board meeting. In fact, since 2011, when the org's original founders—Karis Jagger, Lee Michel and Marnie Owens—handed over the reins to Patricof (wife of Hollywood producer Jamie Patricof) and Weinstein (whose spouse is CAA head Brian Weinstein), Baby2Baby has grown far beyond its originators' dreams of finding in-need homes for their overflow of child paraphernalia. Now, it's a full-time operation with 57 nonprofit partners, including Good Shepherd, Para Los Niños and Los Angeles Mission, plus multiple corporate sponsors—Huggies, Splendid and Old Navy, to name a few. With the help of these companies and other gracious individuals, the organization has dispensed close to 2 million diapers, toys, books and clothes in the last year, and saw its gala raise more than \$1 million. Hopes are high that this year's follow-up, held Nov. 9 and honoring Drew Barrymore, will top that figure. Although Patricof, a former model, and Weinstein, an attorney who has performed pro bono work for low-income women, joke that the program is "our third child," their message is quite grown-up. Explains Weinstein, "There are 575,000 L.A.-area children in need, and I'd like to help them all." A seemingly overwhelming number, but "we can take each day to focus on more manageable goals." In other words, baby steps. baby2baby.org

