

BCiA

ANNUAL REPORT 2025

MESSAGE FROM THE DIRECTOR

Wow! What a full and wonderful year! It has been a joy to welcome new members and connect with so many of you over the past 12 months.

When I founded the BCiA in 2010, I owned a small wrap business. The compliance landscape for carriers was changing rapidly. My colleagues and I knew that as very small businesses, we needed to work together to navigate all the changes.

This year marks our 15th anniversary – 15 years of ensuring families have access to babywearing education and a wide variety of comfortable, safe products to help them carry their little ones. I'm thrilled to be here sharing it with you.

KRISTI HAYES-DEVLIN
Executive Director

22 MEMBER COUNTRIES



ASIA

India
Indonesia
Israel
Israel
Singapore
Turkey

EUROPE

Bulgaria
Czech Republic
Finland
Germany
Hungary
Italy
Netherlands
Poland
Romania
Switzerland
United Kingdom

NORTH AMERICA

Canada
Dominican Republic
United States

OCEANIA

Australia
New Zealand

SOUTH AMERICA

Chile

YEAR IN REVIEW



These are the topics and resources our members found the greatest value in over the past 12 months:

- General Product Safety Regulation for the EU
- Updates to the US Soft Carrier standard
- Product labels and templates
- BCiA & Registria Product Registration Program
- Babywearing Industry Roundtable
- BCiA Education Committee

2024-2025 TEAM



Kristi Hayes-Devlin | US
Founder, Director & Board Chairwoman
Subcommittee chair, ASTM F2907
Babywearing educator
Founder, former owner of Wrapsody



Rachel Batiste | US
Digital Marketing Specialist



Allie Vella | US
Board Secretary
Brand Marketing Associate Director for Ergo Baby



Melissa Macleod | US
Board Treasurer
Operations Manager for Wildbird



Diana Mateescu | Romania
Board Member and CEN Liason
Babywearing educator
Owner, PoartoMa



Tina Hoffmann | Germany
Board Member
Owner of Didymos



Rebecca Grove | Canada
Board Member
Owner of Grove Family Care
Babywearing and Postpartum Educator

2026: LOOKING FORWARD

Our board is excited to grow together as an industry in 2026! In the past 18 months, many of our members have experienced increased sales, suggesting our industry is finally recovering from the COVID slump. Several of you moved to a higher membership tier, allowing us to do more work on your behalf. **Thank you for your support!**

We will continue to stand beside you as we all face new global challenges in the coming year. In developing our 2026 strategic plan, our board looked at several key factors:

- Member requests for more education and connection
- Global events and the shifting regulatory landscapes
- The rising costs of doing business and increased needs of our members

PUBLIC OUTREACH

Our board as well as our members were deeply impacted by the release of a coroner's report in London. In response, **we've pledged to focus on several public safety initiatives in the coming year:**

- Continued involvement with the CEN and ASTM committees to hone and promulgate evidence-based standards. Available data shows these standards have been effective at reducing adverse incidents in carriers and other nursery products.
- Partner with nonprofits and health organizations to create to promote babywearing safety initiatives
- Create additional educational opportunities for members around safety messaging, instructional materials, etc.
- Increase direct-to-consumer outreach around positioning in soft carriers, slings, and other nursery products
- Distribute "Visible and Kissable" brochures to promote infant airway safety

MEMBER RESOURCES AND OPPORTUNITIES

You can look forward to more of the following resources and opportunities:

- Webinars on a variety of topics
- Opportunities for networking and volunteering
- Educational partnerships
- Sponsorship options
- Additional formats for utilizing your member resources

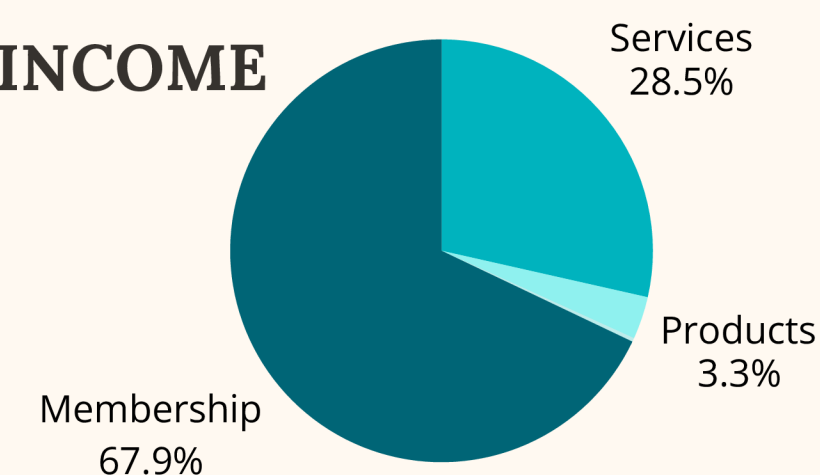
GET INVOLVED

BCiA membership is better when you are active in the organization!

- Join our monthly Roundtable talks
- Join or lead a committee
- Create conversations in our Facebook group
- Share a meal or a coffee with us at any of the events we attend
- Help us expand our discount program

BUDGET: 2025-2026 FY

INCOME



EXPENSE

