

From the Editor: 'Dollars for Diapers' gives hand up to low-income families

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It's Mother's Day, when most of us call a halt to daily life so we can give moms a hand.

But you don't have to stop with just the moms in your family. With a financial donation to Post-Crescent Media's "Dollars for Diapers" Do It! Community Challenge, you can help scores of in-need families in our community.

As reporter Cheryl Anderson outlines in Sunday's front-page story, helping low-income families keep their infants and toddlers dry and healthy plays a big role in helping them escape the cycle of poverty.

Illnesses caused by diaper rash and related issues only put more pressure on moms and dads working low-wage jobs.

Taking time off from work to tend to a sick child is no different than taking a cut in pay.

Child care facilities don't accept cloth diapers, and, as a rule, neither do commercial laundry facilities. So they need your help.

"Dollars for Diapers" benefits the Fox Cities Diaper Bank, administered by United Way Fox Cities through several distribution points throughout our area. We've established a \$30,000 goal for the 2014 campaign, which ends on Father's Day, June 15.

Thrivent Financial, United Way Fox Cities and the J. J. Keller Foundation each have made matching donations of up to \$5,000 to boost the campaign.

Diapers distributed in this campaign are intended to supplement a family's own supply, not to be the full diaper budget.

In our first two "Dollars for Diapers" campaigns (2011 and 2012), a total of almost \$100,000 was donated, helping hundreds of our littlest neighbors stay healthy.

Details on how to help are on **Page F2**. We hope you'll see the need in other families on a day when all of us honor Mom.

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