

Do It! for 'Diapers' reaches quarter of \$30,000 goal

Written by Post-Crescent Media

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The campaign started on Mother's Day and is scheduled to conclude on Father's Day, June 15. "We need a shot in the arm," said Dan Flannery, Post-Crescent Media's executive editor. "If we're going to match all the grants that were pledged to this effort, we need to see more than \$11,000 come in in the next three weeks. That's ambitious, but very possible.

"This community always responds to need, and the Fox Cities Diaper Bank needs support, to help scores of families." The diaper bank houses and distributes hundreds of thousands of disposable diapers to low-income families, to keep infants and toddlers dry and healthy and to supplement the family's existing diaper supplies. The program is not intended to be the main source of diapers for any family.

Avoiding diaper rash or other potentially serious skin diseases is critical for low-income families with working parents, and no at-home laundry facilities. Child care facilities and coin-operated laundry facilities almost never accept cloth diapers, and almost always require disposable diapers.

"Keeping a child too long in a soiled diaper can easily lead to more serious problems, and that causes a working parent to stay home to care for a sick little one, instead of staying on the job," Flannery said. "Clearly, this is an avoidable problem, but it sometimes requires help from sources such as the Fox Cities Diaper Bank. We want to keep parents in productive roles and building a better life for their kids. Three \$5,000 matching grants for the campaign have come from the J. J. Keller Foundation, Thrivent Financial and United Way Fox Cities. As of Friday, \$3,820 — 25.5 percent of the \$15,000 needed to match the grants — had been received by the Community Foundation for the Fox Valley Region from individuals, businesses, community and civic groups, and faith communities.

"We're looking for a strong finish," Flannery said. "It's a great cause, and supports the good work of United Way Fox Cities. We're hopeful of a surge of donations in the next few weeks."

At a glance

The Fox Cities Diaper Bank, founded and administered by United Way Fox Cities, distributes about 300,000 diapers to families in need. On average, 600 children receive diapers on a monthly basis. More than 900 community volunteers have been involved in repackaging diapers for distribution to families.

For more information, call the United Way at 920-954-7210 or go to www.foxcitiesdiaperbank.org.

To contribute online to Post-Crescent Media's "Dollars for Diapers" Do It! Community Challenge, go to cfoffvalley.org. To contribute by U.S. mail or in person, complete the donation form that appears in today's Post-Crescent on Page F2. Mail the form and a check to the Community Foundation for the Fox Valley Region, P.O. Box 563, Appleton, WI 54912. Checks should be made payable to The Post-Crescent Community Foundation.

To donate in person, the Community Foundation is at 4455 W. Lawrence St., Appleton, near the Fox River Mall area.

More than 25 percent of the goal has been reached in Post-Crescent Media's "Dollars for Diapers" Do It! Community Challenge, a fundraiser in support of the Fox Cities Diaper Bank.