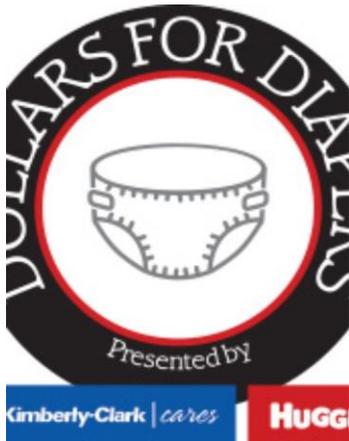


Help local babies with Dollars for Diapers



[Shane Nyman](#), Post-Crescent Media 9:27 a.m. CDT May 11, 2015



Dollars for Diapers campaign has a goal of \$60,000 this year. (Photo: submitted)

Dollars for Diapers is doubling down.

The Post-Crescent Media Do It! Community Challenge, which supports the Fox Cities Diaper Bank, launches today with a [fundraising goal of \\$60,000](#), twice the amount eyed a year ago.

The campaign, presented by Kimberly-Clark Cares and Huggies, continues through June 21 — a stretch that not coincidentally runs from Mother's Day to Father's Day.

"Every year with the success of the Do It! campaign, we're seeing a greater demand and a greater awareness of the program," said Rhonda Hannemann, community development program officer at United Way Fox Cities. "I think with any good program that is providing a really valuable need and a real valuable service, we're just distributing more and more diapers every year so we really appreciate the resources that are provided as a result of the Do It! campaign."

United Way Fox Cities established the Fox Cities Diaper Bank in 2011 with the mission of raising awareness in the community of the need for diapers and to assist low-income families in meeting their diaper needs.

The bank collects, stores and helps distribute diapers — which are either donated or purchased with financial donations — to Fox Valley families in need. The diapers are distributed through several local organizations, including the Salvation Army Fox Cities, St. Joseph Food Program, Hortonville Area Food Pantry and Community 2000 in Seymour.

For this year's Dollars for Diapers challenge, J.J. Keller, US Venture, Thrivent Financial, United Way Fox Cities and Kimberly-Clark Cares will match total donations up to \$5,000.

Prospera, Capital, Unison, Thrivent Federal, Badger Globe, Evergreen, Fox Communities and St. Elizabeth Employees credit unions together will match total donations up to \$10,000.

"I'm feeling optimistic and hopeful," Hannemann said. "The Do It! campaign is such a wonderful opportunity to promote awareness of the Diaper Bank. Not only does it provide the Diaper Bank with revenue and resources but also gets the word out to people who might not know about it. We tend to get calls during and after the campaign from people wanting to know how they can access diapers. It does help promote awareness and in the end serve more people. So that is my hope — not only getting money but creating awareness and getting to help more people."

An infant uses up to 12 diapers per day and a toddler up to eight, which means families will often spend more than \$100 per month on diapers for every child. For low-income families, safety net programs like FoodShare, Medicare and Women, Infants and Children (WIC) do not cover diapers.

A 2010 study by Huggies found that one in three families struggle to provide diapers for their babies, reinforcing the studies done by United Way's Basic Needs & Self-Sufficiency Impact Area that indicated the need for diapers is a real concern for many in the Fox Cities.

Cloth diapers aren't practical since many low-income families do not have access to washing facilities in their homes and most coin-operated Laundromats don't allow diapers to be washed for health and sanitary reasons. And when a child is in a disposable diaper too long, it increases health risks like skin disease and hepatitis.

The Diaper Bank distributes more than 400,000 diapers annually and an average of 900 children benefit on a monthly basis.

The money raised each year helps the Diaper Bank keep diapers in a variety of sizes stocked, as opposed to relying on the physical donations that come in.

"We might have people that are donating diapers, but we need to maintain inventory in all sizes and this helps us do that. If we're running low on Size 1 we can go ahead and buy them versus praying we get them donated," Hannemann said. "And I can buy them in bulk. With the money, that really comes in handy to buy them at a bulk rate."

The 2014 Dollars for Diapers campaign surpassed its goal of \$30,000, tallying more than \$41,000. That sum resulted in more than 205,000 diapers. In its three-year history, more than \$133,000 has been raised.

"We are so proud to be involved again this year with the Dollars for Diapers campaign," said Pamela Henson, president and publisher of Post-Crescent Media and president of Gannett Wisconsin Media. "I want to make a heartfelt plea to everyone in our community to join me in contributing to this important cause. Together we can make a difference."

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Post-Crescent Media's Dollars for Diapers campaign

Did you know that one in three families struggle to pay for diapers for their babies? Help provide diapers for families in need and keep local babies healthy and dry. Financial contributions will be used to purchase diapers for low-income Fox Valley families and will be distributed through a number of organizations. Dollars for Diapers is presented by Kimberly-Clark Cares and Huggies and will run through June 21 with a goal of \$60,000. To donate, visit www.cffoxvalley.org.

Your dollars will be matched by the following generous matching grant partners: J.J. Keller, US Venture, Thrivent Financial, United Way Fox Cities, Kimberly-Clark Cares and Prospera, Capital, Evergreen, Badger Globe, Fox Communities, Unison, Thrivent Federal and St. Elizabeth Employee credit unions.

Prospera, Badger Globe, Evergreen, Fox Communities and St. Elizabeth Employee credit unions will also be drop-off sites for diapers and baby supplies.

How to help

- Donations can be made online at cfoxvalley.org or by completing the form in The Post-Crescent ads and mailing them to the Community Foundation for the Fox Valley Region, 4455 W. Lawrence St., Appleton. Checks should be made payable to The Post-Crescent Community Fund.
- Donations of diapers and baby supplies can be dropped off at Badger Globe, Fox Communities, Prospera, Evergreen and St. Elizabeth Employees credit unions.