



(Photo: Dollars for Diapers)

Dollars for Diapers gets a big boost

[Sarah Riley](#), USA TODAY NETWORK-Wisconsin 2:02 p.m. CDT
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When you see the numbers, they're shocking.

One in three Wisconsin families struggles to find enough money to keep their children in dry diapers. It's a vague concept, but picture it this way: In one of three homes, moms and dads have to think twice about whether to put a dry diaper on their baby or wait a little longer with a wet one.

We feel incredibly strongly that we can help fix that problem our community, thanks to your generous donations and the giving spirit of our partners. When we help local diaper banks, great things happen.

Our Dollars for Diapers campaign is going on now, and this past week we got great news from our partner Kimberly-Clark Corp., the maker of Huggies. The Dallas-based company with deep roots in the Fox Valley is donating \$50,000 worth of their products — that's an unbelievable 199,854 diapers — to the campaign.

That's a lot of happy babies in [Appleton](#), [Green Bay](#) and [Oshkosh](#).

But the need exceeds even that amazing donation and we need your help to support families.

"Diaper need is a critical issue in the United States," Chris Brennan, Kimberly-Clark North America's senior communications consultant, told me this week. "We are focused on being an integral part in contributing to the well-being of all of the communities where we operate and providing essentials for a better life. These essentials include diapers to help babies stay clean, dry and healthy."

And dry does equate to healthy. Babies in dry diapers can avoid severe diaper rash, which means a costly trip to the doctor's office at a time when young parents are already financially stressed.

Plus daycare centers require disposable diapers, so parents with diaper assistance can avoid one more headache and stay in their jobs.

There are consequences for babies and families that we can help stop now with a simple donation. And \$50,000 worth of diapers goes a really, really long way.

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HOW TO DONATE

Appleton

Give online at cfoxvalley.org/dollarsfordiapers or look for our ad in print. Monetary donations can also be given at Badger Globe, Fox Communities and St. Elizabeth Employees credit unions.

Drop off diapers or supplies at The Post-Crescent (306 W. Washington St., Appleton), United Way Fox Cities (1455 Midway Road, Menasha) or Fox Cities Stadium (2400 N. Casaloma Drive, Grand Chute).

Green Bay

Give online at browncountyunitedway.org/diaperdrive or look for our ad in print. Monetary donations can also be given at Fox Communities Credit Union locations.

Drop off diapers or supplies at the Green Bay Press-Gazette (435 E. Walnut St., Green Bay), Brown County United Way (112 N. Adams St. Suite 201, Green Bay) or Green Bay Bullfrogs stadium (315 S. Baird St., Green Bay).

Oshkosh

Give online at oshkoshunitedway.org/diapers or look for our ad in print.

Drop off diapers or supplies at The Northwestern (224 State St., Oshkosh) or Oshkosh United Way (36 Broad St. Suite 100, Oshkosh).