

Dollars for Diapers campaign kicks off

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Dry babies are happy babies.

But, unfortunately, many Wisconsin families struggle to afford diapers for their children.

A study by Huggies found that one in three American moms considers cleaning out and reusing soiled diapers or sacrificing other basic needs, like food, to buy new ones.

To help change that, the Green Bay Press-Gazette, Appleton Post-Crescent and Oshkosh Northwestern are launching this year's Dollars for Diapers campaign.

Dollars for Diapers is a diaper drive and fundraiser undertaken in partnership with Kimberly-Clark Corp. It collects diapers and other baby supplies, as well as money to be distributed to local United Ways and their partnering agencies to help low-income families across northeastern Wisconsin keep babies happy, healthy and in fresh diapers.

“Every baby deserves to be clean and dry,” said Pamela Henson, regional president of USA TODAY NETWORK-Wisconsin. “We are so proud of this program, because it brings our communities together with the sole mission of helping moms give their babies the best of what

they deserve. It is very encouraging and heartwarming to witness the impact that each of us can have on the lives of our friends and neighbors, when we join together for a common goal.”

This year's campaign will collect diaper and monetary donations from Aug. 27 through Oct. 1. The final week falls on National Diaper Need Awareness Week.

In addition, Kimberly-Clark will donate up to \$50,000 worth of its products to be dispersed among the Green Bay, Oshkosh and Fox Cities communities.

Rhonda Hannemann, community development program officer at the Fox Cities United Way, said Dollars for Diapers works to spread an awareness of the needs of families in the region.

She said the campaign sustains the Fox Cities Diaper Bank, helping the organization to provide the more than 350,000 diapers it distributes annually. The diaper bank helps 700 local families — 900 children — each month.

"We want to make sure our little ones have enough diapers to stay dry throughout the day and are not exposed to greater health risks by staying in dirty diapers," she said. "In addition, a recent study in the Journal of Pediatrics shows that not having enough diapers is even more distressing to moms than not having enough food for their family ... Our mission goes beyond distributing diapers, it is about building a strong foundation for healthier early childhood development, which can have lasting impacts later in life.”

Dan Wadle, community services liaison for the Brown County United Way, said last year's campaign brought in about 135,000 in diaper donations.

"Previously the diaper bank might have only been able to help families twice a month, he said. "But Dollars for Diapers has bumped that to three times a month."

How to donate:

Brown County

Online donations can be made through [diaper drive page](#) on the Brown County United Way website.

Donations can be dropped off at:

- » Green Bay area Festival Foods and Shopko locations
- » Brown County United Way, at 112 N. Adam St., Suite 201, Green Bay

For a full list of drop-off locations visit the diaper drive page on the Brown County United Way website: <http://www.browncountyunitedway.org/diaperdrive/>

Fox Cities

Online donations can be made through the [Dollars for Diapers page](#) on the Fox Valley Community Foundation website.

Donations can be dropped at:

United Way Fox Cities - 1455 Midway Road, Menasha

Oshkosh

Online Donations: oshkoshunitedway.org/diapers

Drop off: Oshkosh United Way, 36 Broad St., Suite 100, Oshkosh