

# Kimberly-Clark donates \$50K to Dollars for Diapers

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GREEN BAY - A diaper drive and fundraiser benefiting children and families in Northeast Wisconsin is getting a big boost.

Dollars for Diapers, a campaign undertaken by the Green Bay Press-Gazette, Appleton Post-Crescent and Oshkosh Northwestern, is set to receive a sizable contribution from its partner Kimberly-Clark Corp.

The company is donating more than \$50,000 worth of its products to the cause.

Kimberly-Clark spokeswoman Heather Smith said the donation amounts to 442,704 diapers, which will be dispersed across the campaign's three sites.

Dollars for Diapers 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.

"It only makes sense that with Huggies we look out for families with children in need of clean diapers," Smith said. "It's addressing and helping with the issue of diaper need which is very true and real within the Fox Cities and surrounding areas."

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.

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Huggies Brand Director Aric Melzl said Green Bay falls right on par with that figure. That's why Kimberly-Clark is dedicated to partnering with diaper drives and The National Diaper Bank Network — which now consists of more than 300 diaper banks.

"Diaper need often slips through the cracks," he said. "There are lots of friends and families out there who are struggling, and one insight most people don't realize is you can't buy diapers through any of the government assistance programs. Diapers aren't a part of that and in today's day and age, diapers are a pretty essential part of raising a child."

Kimberly-Clark's donation of more than 230,000 diapers to the Fox Cities Diaper Bank, will go a long way in sustaining the organization, which helps 700 families, and about 900 children, each month.

"We are very fortunate for this," said Rhonda Hannemann, community development program officer with the Fox Cities United Way. "Especially with specifically getting size 6 diapers, we are able to serve families with a supply of diapers for kiddos from newborns and up. That's exactly what we want and need to continue our mission."

The Green Bay and Oshkosh locations will each receive 104,416 diapers from Kimberly-Clark.

The Dollars for Diapers campaign runs through Oct. 1. The final week falls on National Diaper Need Awareness Week.

## **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](http://oshkoshunitedway.org/diapers)

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