

# Communities and companies support Dollars for Diapers campaign

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Dan Wadle of the Brown County United Way, left, and Heather Smith of Kimberly-Clark, pose Monday, September 25, 2017 with some of the 104,000 diapers the company has donated to the Green Bay Press-Gazette's Dollars for Diapers campaign. The drive partners locally with the Brown County Diaper Drive sponsored by Brown County United Way and the Greater Green Bay Labor Council Community Services Committee in collecting diapers and other baby products to assist low-income families in Brown County. (Photo: Jim Matthews/USATODAY NETWORK-Wisconsin)

When a mom considers reusing a diaper or must choose between food or a clean diaper, you get a sense of the realities facing families each day. A study by Huggies found that one in three American moms is faced with that dilemma.

The good news is that local communities and companies continue to step up to help. More than \$58,000 was donated to this year's Dollars for Diapers campaign, a USA TODAY NETWORK-Wisconsin effort done in partnership with Kimberly-Clark and United Ways in the Fox Cities, Brown County and Oshkosh.

"Diaper need often slips through the cracks," said Aric Melzl, Huggies brand director. "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."

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The donations will provide about 445,000 diapers to those communities. Kimberly-Clark alone donated diapers valued at \$50,000 to the campaign.

Thank you to Kimberly-Clark and all the donations by readers of the Green Bay Press-Gazette, Appleton Post-Crescent and Oshkosh Northwestern for clean, dry and happy babies.



Gail Table helps unload the diaper donation. A half of a semitrailer with over 20 pallets of Kimberly-Clark diapers were donated to Oshkosh Community Pantry, September 25, 2017. Kimberly-Clark donated 442,704 diapers, which are being dispersed across the campaign's three sites. Dollars for Diapers, a campaign undertaken by the Green Bay Press-Gazette, Appleton Post-Crescent and Oshkosh Northwestern, from its partner Kimberly-Clark Corp. Joe Sienkiewicz / USA TODAY NETWORK-Wisconsin (Photo: Joe Sienkiewicz, Joe Sienkiewicz / USA TODAY NETWORK-Wisconsin)