

Support the Fox Cities Diaper Bank, give to Donations for Diapers

Kristine Rhode, For USA TODAY NETWORK-Wisconsin

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(Photo: Joe Sienkiewicz, USA TODAY NETWORK-Wisconsin)

Clean diapers make for happy babies. Yet, one in three U.S. families lacks a sufficient supply of diapers to keep their baby or toddler clean, dry and healthy.

This is known as diaper need, and it's a serious issue that impacts the physical, mental and economic well-being of children and families throughout the country, including right here in the Fox Valley.

We understand the prevalence of this diaper need in our communities, which we highlighted in a national study conducted by Kimberly-Clark and Huggies® in 2010. The following year Huggies became the founding sponsor of the National Diaper Bank Network, which expanded our original research. Today, this work helps lead a national movement to help families secure this most basic need of all babies and toddlers. Efforts like the recent National Diaper Need Awareness Week (Sept. 24-30) serves to bring attention and engage the community to help.

You can support children in our community by joining Kimberly-Clark and Huggies in USA TODAY NETWORK-Wisconsin's Donations for Diapers campaign benefiting The Fox Cities Diaper Bank, a program of United Way Fox Cities. This year, Kimberly-Clark and Huggies are

donating 250,000 diapers to help local families provide diapers for their children. While an impressive figure, your support can help keep the diaper bank stocked with diapers year round.

Families with limited resources face choices no parent should have to make. Fortunately, community resources exist in the form of diaper banks that help address need by collecting, storing and distributing diapers to families experiencing financial hardship.

Diaper banks and pantries obtain diapers through local drives, in-kind donations and purchases made with donated funds. More than 200 diaper bank programs, including the Fox Cities Diaper Bank, make up the National Diaper Bank Network. Collectively these nonprofit organizations distributed more than 62 million diapers this past year. And as the founding sponsor of the National Diaper Bank Network, Huggies has provided ongoing support, including the donation of more than 200 million diapers and baby wipes to help families living in poverty, as well as those impacted by natural disasters.

Diaper need is an issue that we as a community can help solve. I encourage you to help make a difference by supporting this year's Donations for Diapers campaign to build a stronger Fox Valley community and help get babies the diapers they need to stay clean, dry and healthy. Together, we can help — one diaper at a time.

Kristine Rhode is marketing director for Huggies at Kimberly-Clark Corp.

Did you know?

Research shows that clean diapers help ensure that babies grow up healthy and thrive. According to the findings of "[Diaper Need and Its Impact on U.S. Families](#)," a national study of families in diaper need released in 2017 by the National Diaper Bank Network and Huggies:

- 1 in 3 households reported feeling stressed or overwhelmed by diapering “always” or “often.”
- 3 in 5 parents (57 percent) missed work or school due to a lack of sufficient diapers required by childcare, day care or early education programs to care for a baby or toddler. As a result, parents experiencing diaper need missed an average of 4 days of work or school in the past month
- 73 percent of all U.S. families feel they're not being good parents when their children are left too long in dirty diapers.