

## Fox Cities 'Diapers' campaign nears halfway point to goal

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Thanks to a surge of support in the past week, Post-Crescent Media's "Dollars for Diapers" campaign is closing in on 50 percent of its \$30,000 goal. Including matching funds, the fundraiser in support of the Fox Cities Diaper Bank has collected \$14,900, 49.7 percent of the target. Half of that amount —\$7,450 —has been donated through 146 individual contributions from readers, businesses and civic groups.

"Our partners at the Community Foundation for the Fox Valley Region have collected almost \$2,100 in the first half of this week, and almost \$3,000 in the last full week," said Dan Flannery, Post-Crescent Media's executive editor.

"That's the kind of boost we need to get to our goal. But we're running pretty short of time and we need a lot more help to hit the mark by Father's Day. Let's challenge each other to make this happen. "The Fox Cities Diaper Bank serves as a supplementary source of disposable diapers for low-income families. Families struggling to make ends meet often have to decide between diapers and food, or diapers and transportation, or diapers and medicine.

When infants and toddlers stay in soiled diapers too long, they can develop diaper rash, which can lead to more serious illnesses if untreated. Those illnesses can leave struggling families in even more dire financial straits, if a working parent needs to stay home to care for a sick child. Further, disposable diapers —which can cost upwards of \$100/month —are required by child care facilities and coin-operated laundry facilities. "Dollars for Diapers," which began on Mother's Day, is scheduled to end on June 15. The campaign launched with \$5,000 matching grants from the J. J. Keller Foundation, Thrivent Financial and United Way Fox Cities, which founded the Fox Cities Diaper Bank in 2011 and continues to administer the program.

To reach the goal, individual donations of \$15,000 are needed. The campaign is \$7,550 short of satisfying all the matching grant money. "We have less than two weeks to meet this challenge," Flannery said. "That's a tall order, but I've been pleasantly surprised by this community countless times over the years.

"Dollars for Diapers' is a great way to help low-income families create a better life, and to keep our youngest neighbors healthy and dry."

### At a glance

The Fox Cities Diaper Bank, founded and administered by United Way Fox Cities, distributes about 300,000 diapers to families in need. On average, 600 children receive diapers on a monthly basis. More than 900 community volunteers have been involved in repackaging diapers for distribution to families.

For more information, call the United Way at 920-954-7210 or go to [www.foxcitiesdiaperbank.org](http://www.foxcitiesdiaperbank.org).

To contribute online to Post-Crescent Media's "Dollars for Diapers" Do It! Community Challenge, go to [cffoxvalley.org](http://cffoxvalley.org).

To contribute by U.S. mail or in person, complete the donation form that appears in The Post-Crescent on Sundays and some weekdays (in today's P-C, on **Page C2**). Mail the form and a check to the Community Foundation for the Fox Valley Region, P.O. Box 563, Appleton, WI 54912. Checks should be made payable to The Post-Crescent Community Fund.

To donate in person, the Community Foundation is at 4455 W. Lawrence St., Appleton, near the Fox River Mall area.