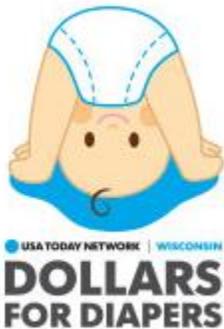


# Diaper Bank helps keep local babies healthy

Nanci Micke, For USA TODAY NETWORK-Wisconsin  
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“I lost my job and am a single parent with two children in diapers. If it were not for the [Fox Cities Diaper Bank](#) I would not be able to keep my baby and toddler in dry diapers. Thanks for helping me.”

This statement is from a mom who receives diapers from the Fox Cities Diaper Bank. She is not alone — one in every three families in our community struggles to provide diapers for their babies. This is an issue in the Fox Cities and across the country.

United Way became aware of this need back in 2010 when the Every Little Bottom study was released by Kimberly-Clark’s Huggies. Our local food pantries told us that they could not keep up with the requests for diapers from their clients, and in fact they could not envision a day when they would ever have enough diapers.

## [PLEASE DONATE TO DOLLARS FOR DIAPERS!](#)

Because of the results of the Every Little Bottom study, Kimberly-Clark asked United Way Fox Cities to take the lead in establishing a diaper bank in our community. Based on the work of diaper banks across the country, we would collect, store and distribute diapers to families with low incomes. Kimberly-Clark provided the startup money to establish the initiative and shared their products, staff expertise and volunteer support. United Way provided the organizational structure and staffing.

It has been very exciting to see so many people come together to make the Diaper Bank a reality. Valley Packaging said yes to our request to store and inventory the diapers at their location. St. Joseph Food Program and the Salvation Army Fox Cities were our first two partners for distribution, and they were on board from the get-go in establishing the framework. We now have 12 local organizations that distribute diapers for the Diaper Bank. It’s an efficient way to get them to the people who need them the most.

Response has been wonderful from local companies, organizations and nonprofits that have conducted diaper drives. Over 2,000 volunteers have helped us to repackage diapers into bags that make distribution equitable for all.

Since the Fox Cities Diaper Bank’s first distribution of diapers to local agencies in 2011, approximately 1.7 million diapers have been dispersed to families in our community. Annually, 300,000 to 400,000 diapers are distributed to 870 children each month.

"The Fox Cities Diaper Bank has been instrumental with meeting the needs of clients of Outagamie County Department of Health and Human Services-Child Protection Unit. There are children with special needs who are not able to be potty trained who benefit from the diapers. Social workers make home visits to low-income families who are struggling to pay the rent. Thanks to the diaper bank, they are able to keep their children in dry diapers instead of wearing soaked diapers, which causes diaper rash. The at-risk infants and toddlers are healthier and happier because they have a basic need met," said Lori Hewitt of Outagamie County's Department of Health and Human Services.

"If the Fox Cities Diaper Bank did not exist there would be more infants and toddlers left in soiled diapers much longer than they should because the parents have nowhere else to turn."

After being involved in the start of this initiative and seeing how so many groups have come together to help babies and families, I am a believer in the mantra that this is a very special place to live.

And all of this is possible because we have had Dollars for Diapers Do-It campaigns. Other communities look at us and envy the fact that we truly have a bank of diapers that can be distributed on a regular basis, and in the sizes that families need. Thank you to all the donors and supporters who have a special spot in their hearts when it comes to the babies that need our help.

Nanci Micke is the vice president of marketing and communications for the United Way Fox Cities.

### **How to donate**

Look for the ad inside today, fill it out and send it to the Community Foundation with your donation. Your name will be listed in The Post-Crescent.

Give at [CFFoxValley.org/dollarsfordiapers](http://CFFoxValley.org/dollarsfordiapers).

Drop off diapers at The Post-Crescent (306 W. Washington St. in Appleton), or at any of these locations: Badger Globe Credit Union, St. Elizabeth Employees Credit Union and the Wisconsin Timber Rattlers at Fox Cities Stadium.

### **Why donate?**

A healthy change of diapers costs \$100 a month or more for all ages.

Most child care centers require parents to provide disposable diapers.

Diapers cannot be obtained with food stamps.