



Dear Friend of the Junior League of Gainesville-Hall County,

Diapers can cost up to \$100 per month, and babies need six to ten diapers per day. Despite the expense and need, no direct government assistance is available for diapers. Consequently, one in three mothers in the U.S. struggles to provide her child with clean diapers.

- Of those in need 3 in 5 miss work or school due to lack of sufficient diapers to send their child to child care, day care, or early education programs.
- 1 in 3 families are affected by the diaper need-regardless of age, race, or income.

Non-governmental organizations provide 100% of diaper assistance, and diaper banks provide diapers to 1.2 million infants and toddlers each year. By hosting a diaper drive, you join the Diaper Bank of North Georgia and the Junior League of Gainesville-Hall County in helping families from the bottom up.

This year our goal is to collect 10,000 diapers. Your donations will add to our diaper inventory we provide to community partner agencies, ensuring they are put to use by the most vulnerable in our area. Diaper drives can collect disposable diapers of all sizes and brands. We also accept opened packages, and unused/unopened wipes and creams.

We have enclosed a Diaper Drive Toolkit with flyers, facts about the diaper need, ideas, and the steps you can take for a successful diaper drive. We appreciate your commitment and effort and we are here to support you.

Sincerely,

Emily Morgan
Diaper Bank of North Georgia
Committee Chair
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Hosting a Diaper Drive

You can help collect diapers for families in need. Whether you hold your diaper drive at your work, school, event, or church, let these six simple steps guide you. Want to get creative? Check out our Diaper Drive Ideas fact sheet to get started.

1. Contact the Diaper Bank of North Georgia.

Before you hold your event, contact us. We can tell you if the Diaper Bank needs specific types or sizes, and you can make that part of your donation request and goal. We can also help publicize your drive, provide additional support, and schedule pickup times. You can fill out the form on our website or contact us below.

Phone: 770-536-3616

Email: info@diaperbankofnorthga.com

2. Choose a Location.

People should be able to easily donate to the drive; however, you want to ensure that your donations remain secure. Choose a location that is convenient but also monitored or locked. If you have collection bins, clearly label them and check them regularly. Good donation locations include an office, kiosk, or supervised reception area.

3. Choose a Deadline for your Diaper Drive.

The most successful drives last between one week and one month. This gives people enough time to acquire their donations and deliver them. Consider tying your deadline to a specific event or holiday. This would enable you to give something in return for a donation, like a discount, free event entry, or other incentive. Be sure that you let us know the dates of your drive, so that we can coordinate publicity and pickups.

4. Set a Goal.

You increase your drive's success when you provide a goal, like 1,000 diapers or 100% participation. Then, you can keep people updated on how you are progressing toward your goal, and then thank them after the drive for helping to reach it.

5. Get the Word Out.

Let people know the location, deadline, guidelines, and goal for your Diaper Drive. Send emails and post to Facebook, Twitter, and Instagram. Include information on the "Diaper Need" to raise awareness, and encourage people to share it. Contact us for sample emails and social media posts.

6. Collect the Diapers.

Be sure to label the collection locations or containers so they are easily recognized as drop-off spots. Need a container? Let us know and we will provide you with one. Use the Diaper Drive Collection Sheet to count what you collect. Stay in contact with us for pickups if we haven't already scheduled them.



Diaper Drive Collection Sheet

Complete the following information and submit this form each time you donate to the Diaper Bank of North Georgia. You should also make a copy of this form for your records.

Drive Information

Date of Drive: _____

Name of Person Organizing Drive: _____

Contact Number for Organizer: _____

Contact Email for Organizer: _____

Name of Organization Hosting Drive: _____

Number of Diapers Collected

Size Newborn: _____

Size 1: _____

Size 2: _____

Size 3: _____

Size 4: _____

Size 5: _____

Size 6: _____

Training Pants: _____

Miscellaneous Items: _____

Return completed forms with your donation.



Diaper Drive Guidelines

- Disposable diapers can be of any type, size, and brand.
- Opened packages of disposable diapers are accepted. When possible, please label them with their size if they are not donated in their original packaging.
- Unopened, unused wipes and diaper cream are also appreciated.

Please note that we cannot accept cloth diapers. Many of those in need use public laundry facilities, which do not permit washing cloth diapers for sanitary reasons. Accordingly, this is a disposable diaper collection ONLY.



Diaper Drive Ideas

Try out some of these clever ideas to increase your Diaper Drive's success and make it fun!

Participate in our Annual Diaper Drive

We host an annual Diaper Drive that is publicized and supported by our members, and local businesses. If you would like to participate please contact us.

Host Healthy Competition

Competition among friends or colleagues can motivate donors and help spread the word.

- Hand out stickers to those that donate.
- Offer incentives, like coupons, event entry, or raffle tickets.
- Reward the department, class, or group with the most diapers or highest percentage of participation.
- Create a sign or online visual that tracks your progress toward the goal.
- Set a goal and hold a party or give incentives when the goal is reached.
- Give prizes for the largest donation from a single individual.
- Hold a "decorating" competition where people submit their donations as part of a craft project or art installation.
- Have a trivia contest about Diaper Need to raise awareness.
- Challenge neighbors, vendors, schools, or other relationships to match your donations.

Make It a Party

Hold an event and ask for a pack of diapers in lieu of gifts or as the "admission fee."

- Baby Shower
- Birthday Party
- Cocktail Hour
- Game or Movie Night
- Work Breakfast or Luncheon Playdate

Extend Your Communications

In addition to posting flyers and sharing on Social Media, use these ideas to increase awareness.

- Insert a Diaper Drive flyer with employee paychecks.
- Include a notice in your church or business newsletter.
- Email your customers, clients, and vendors.
- Ask employees or friends to add information on the Diaper Drive to their email signatures.
- Send "thank you" notes to everyone that donated.



Diaper Need Defined

Imagine having to choose between diapering and feeding your child. Imagine not being able to go to work or school because you don't have diapers to send with your child to daycare or an early education program. Imagine your child having to spend from dawn to dusk in the same diaper because you don't have the money to buy the six to ten diapers he or she needs in a day.

What you are imagining is the reality for one in three mothers in the U.S. who struggles to provide her baby with clean, dry diapers. Those experiencing this "diaper need" have difficulty with stress management and depression, which in turn negatively affects their children's health and development.

Facts About Diaper Need

Without diapers, babies cannot attend childcare or participate in early childhood education. Without childcare, mothers cannot go to school or work to further their education and provide for their families. Educated women and stable families are critical to solving the larger, systemic problems facing our community.

- Infants require up to ten diapers per day, and toddlers need about six.
- Disposable diapers cost up to \$100 per month per baby.
- Despite being a basic hygiene need, diapers are not covered by Supplemental Nutrition Assistance Program (SNAP – formerly "food stamps") or the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC). They are classified with cigarettes, alcohol, and pet food as disallowed purchases.
- Over 30% of women with children in diapers can't afford an adequate supply, forcing many families to make one or two diapers last the whole day.
- Lack of diapers has a profound and complex impact on families, including health risks like rashes and urinary tract infections for children and emotional challenges such as stress, anxiety, and depression for parents and children.
- Diapers are necessary for children entering daycare. Without a reliable supply of diapers, parents cannot enroll their child and, therefore, cannot take a job or attend school.
- Low income families are unlikely to have private laundry facilities, meaning cloth diapering is not an option for them.

Additional Resources

National Diaper Bank Network – www.nationaldiaperbanknetwork.org

The HUGGIES® Every Little Bottom – www.huggies.com

Diaper Bank of North Georgia – www.diaperbankofnorthga.com