



**NEIGHBORS
HELPING
NEIGHBORS**



**Diaper Drive
TOOLKIT**



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DIAPER NEED FAST FACTS

Did you know that 1 in 3 families in the U.S. cannot afford diapers?

WHAT IS DIAPER NEED?

- Diaper need is the lack of a sufficient amount of diapers to keep a baby clean, dry, and healthy.
- Babies require up to 12 diapers a day, toddlers about eight.
- Diapers are not covered by most federally funded public assistance programs such as SNAP (formerly food stamps) or WIC because they are not food items.
- Parents who struggled with diaper need missed an average of four days of work a month.*

THE CONSEQUENCES OF DIAPER NEED

- Babies who remain too long in a soiled diaper are exposed to potential health risks.
- Most child care centers, even free and subsidized facilities, require parents to provide a day's supply of disposable diapers.
- Many parents cannot go to work or school if they can't leave their babies at child care.

THE NUMBERS*

5M Babies and toddlers live in poor or low-income families nationally.

\$70-\$80 Average monthly cost of diapers per child.

69% Percentage of NJ mothers in the workforce with infants, compared to 63% nationally. (2018)



The diaper gap is real, and COVID-19 has only worsened the need.

The Community FoodBank of New Jersey (CFBNJ), the state's largest anti-hunger and anti-poverty organization, is a member of Feeding America® and the National Diaper Bank Network. CFBNJ currently distributes diapers to over 100 community partner agencies throughout New Jersey and is aiming to expand its reach to more underserved areas.

One pack of diapers may not last long, but if we all work together, we can be the CHANGE.

*Sources: National Diaper Bank Network and Huggies



BE THE CHANGE HOW TO ENGAGE



HOST A DIAPER DRIVE

Bring your community together and host a diaper drive to collect diapers, baby wipes and baby cream. Choose central, easily accessible drop-off location(s), and then select a start and end date for your collection. Please tell us your timetable, too, so we will be expecting your donated items.

When your diaper product drive is completed, email events@cfbnj.org to help determine if your items should go to either our Hillside or Egg Harbor Township warehouse or directly to a local network partner for immediate distribution. Report back to us how you did! Send a picture of the pile of products, and tell us a grand total!

RAISE DIAPER NEED AWARENESS

Spread the word. Share your engagement via social media, emails, and notices to your network. Use CFBNJ's Diaper Drive resources, including sample messages and social media images to share information and educate your family, friends, colleagues and community about diaper need.

Contact events@cfbnj.org to use CFBNJ's social media images to help raise diaper need awareness and promote your event.

VIRTUAL DIAPER DRIVE

Every \$1 donated can provide 6 diapers for a family in need. With its enormous purchasing power, CFBNJ can procure more diapers per dollar than any individual alone. Stretch your gift to be more impactful by hosting a virtual diaper drive. In addition, some people in your community may want to skip the store and choose to support virtually.

All cash and check donations need to be sent to CFBNJ. Make all checks out to the Community FoodBank of New Jersey. Add Diaper Drive the memo.

Mail checks to:

Community FoodBank of New Jersey
31 Evans Terminal
Hillside, NJ 07205
ATTN: Evelyn Chiu

(Add Diaper Drive to Memo)

The Community FoodBank of New Jersey is a registered 501(C)(3) charity. Tax ID: 222 423 882. Gifts to the Community FoodBank of New Jersey are tax-deductible to the extent provided by law.



GET THE WORD OUT



SAMPLE SOCIAL MEDIA MESSAGES*

Did you know that 1 in 3 families in the U.S. cannot afford diapers? Be the CHANGE. \$1=6 diaper. Donate now. #FoodHelpHope #CFBNJ (INSERT VIRTUAL DIAPER DRIVE LINK HERE)

No parent should have to make the impossible choice between food and diapers for their child. Help wipe out diaper need. Donate now. #FoodHelpHope #CFBNJ (INSERT VIRTUAL DIAPER DRIVE LINK HERE)

Without an adequate supply of diapers, caregivers cannot leave children at day care to go to work or school. Help wipe out diaper need. Donate now. #FoodHelpHope #CFBNJ (INSERT VIRTUAL DIAPER DRIVE LINK HERE)

Babies require about 12 diapers a day. Many families in New Jersey simply cannot afford this necessity. \$1=6 diapers. Be the CHANGE. Donate now. #FoodHelpHope #CFBNJ (INSERT VIRTUAL DIAPER DRIVE LINK HERE)

*Social media images are available upon request. Please contact events@cfbnj.org.



GET THE WORD OUT

SAMPLE EMAIL MESSAGE

Dear [INSERT NAME],

Did you know that 1 in 3 families in the U.S. cannot afford diapers?

Babies require up to 12 diapers per day, which adds up to \$70-\$80 per month per child - a cost many struggling families simply cannot afford. In addition, diapers are not covered by most federally funded public assistance programs such as SNAP (formerly food stamps) or WIC because they are not food items. Simply put, no parent should have to make the impossible choice between food and diapers for their child.

The diaper gap is real, and COVID-19 has only worsened the need.

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Every \$1 donated can provide 6 diapers for a family in need. With its enormous purchasing power, CFBNJ can procure more diapers per dollar than any individual alone. Stretch your gift to be more impactful by hosting a virtual diaper drive.

One pack of diapers may not last long, but if we all work together, we can be the CHANGE.

Donate now: [INSERT VIRTUAL DIAPER DRIVE LINK HERE]

Thank you,
[YOUR NAME]



ABOUT US

The Community FoodBank of New Jersey (CFBNJ), a member of Feeding America®, has been delivering food, help, and hope across the state for over 45 years. CFBNJ provides 85 million meals of nutritious food annually through its network of more than 800 community partners throughout the 15 New Jersey counties it serves, addressing hunger holistically through workforce development initiatives, nutrition education, and connection to critical resources.

For more information, contact events@cfbnj.org or visit cfbnj.org/diaper-drives.

