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COMMUNITY FOODBANK OF NEW JERSEY SPEARHEADS FIRST-EVER #GreatBigDiaperDrive
Campaign aims to collect funds and diapers for families in need in honor of National Diaper Need Awareness Week

HILLSIDE, NJ—September 23, 2021

To address diaper need throughout the state, the Community FoodBank of New Jersey (CFBNJ) will hold its inaugural #GreatBigDiaperDrive in honor of National Diaper Need Awareness Week, occurring from September 27 through October 3. Leading the campaign are CFBNJ's Emerging Leaders Board and Women Fighting Hunger.

In partnership with community organizations, corporate supporters, and caring individuals, CFBNJ will collect diapers, hygiene supplies, and cash donations to help the 1 in 3 families who struggle to afford diapers and must often choose between diapers and other necessities.

"The diaper gap is real, and families struggling to afford food often lack access to essential hygiene supplies, too," said Carlos Rodriguez, President & CEO of the Community FoodBank of New Jersey. "Diapers are not covered by most federally funded public assistance programs, such as SNAP or WIC, because they are not food items. No parent should have to make the impossible choice between food and diapers for their child."

Most needed items for the drive include diapers (all sizes, but especially sizes 4-6, as well as adult diapers), baby wipes, and baby cream. All items must be new and in original packaging. Cash donations to the virtual diaper drive can be made online, and groups and individuals are also invited to help raise awareness and run their own drives.

For more information on how to support #GreatBigDiaperDrive, visit cfbnj.org/gbdd.

"Cash gifts are valuable because with every \$1 donated, CFBNJ can provide six diapers to families in need," Rodriguez added. "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."

Since 2014, CFBNJ has been a member of the National Diaper Bank and distributes diapers to more than 100 community partners annually throughout the state, an effort it hopes to expand by making #GreatBigDiaperDrive an annual affair. In the coming year, CFBNJ's ongoing diaper and hygiene initiatives aim to distribute over 13.2 million diapers and 8.6 million menstrual supplies, which will be made possible by the generous #GreatBigDiaperDrive donations, as well as leadership gifts from the New Jersey Pandemic Relief Fund, the New Jersey Department of Community Affairs, Greater Newark Health Care Coalition, The Melchiorre Family, Jewish Women's Foundation, and The Nicole and David Tepper Foundation.

On Tuesday, September 28 at 12:30 pm, CFBNJ's Women Fighting Hunger will also host an informative virtual lunch & learn about diaper need. A panel of local thought leaders will share their insights about this important and often hidden public health issue. Registration for the event is available at cfbnj.org/gbdd.

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[The Community FoodBank of New Jersey \(CFBNJ\)](https://cfbnj.org), a member of Feeding America®, has been delivering food, help and hope across the state for more than 45 years. Last year, CFBNJ provided nutritious food for over 85 million meals through its network of more than 800 community partners including pantries, soup kitchens, emergency shelters, mobile pantries, and child and senior feeding programs throughout the 15 New Jersey counties it serves. For our hungry neighbors, the Community FoodBank of New Jersey is the powerful agent of change that fills the emptiness caused by hunger and provides resources that are essential to earning a sustainable living.