



**NEIGHBORS
HELPING
NEIGHBORS**



#GreatBigDiaperDrive **TOOLKIT**

National Diaper Need Awareness Week,
September 24 – October 2, 2022



August 2022 Edition

WELCOME

Dear #GreatBigDiaperDrive Organizer,

Thank you for partnering with the Community FoodBank of New Jersey (CFBNJ) on our second annual #GreatBigDiaperDrive! Last year's inaugural drive was a great success! We collected over 5,000 pounds in donations, wipes, and creams. We raised over \$32,000 for CFBNJ's Diaper Program (\$1 = 6 diapers!) and generated roughly 3 million social media impressions while 54 people attended our Lunch & Learn webinar.

We are just getting started! Diaper need is something we can all solve together!

CFBNJ, our state's largest anti-hunger and anti-poverty organization, is a member of Feeding America® and the National Diaper Bank Network (NDBN). CFBNJ currently distributes diapers to over 175 community partner agencies throughout the state and is excited to be expanding its reach to more underserved areas. NDBN'S member diaper banks in NJ distribute over 1.9 million diapers annually, helping over 3,200 infants and toddlers monthly.

National Diaper Need Awareness Week is September 24-October 2. Together we can create some energy around diaper need, an important and often hidden public health issue that has only been exacerbated by COVID-19, inflation, and supply chain problems. 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 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.

In this packet:

- DRIVE CHECKLIST
 - How & What to Collect (what to collect, and where to bring it)
 - Virtual Diaper Drive Add-on (anyone can easily get involved if you also create a customized virtual donation page for your group)
- GET THE WORD OUT
 - Social Media Tools (to help spread the word, and engage your community)
- FAST FACTS
- #GREATBIGDIAPERDRIVE DROP OFF SITES (to date)
- ABOUT THE COMMUNITY FOODBANK OF NEW JERSEY

Finally, we want to invite you and members from your organization to join us for a virtual Lunch and Learn during the last week of September (date TBD). We will have some fantastic thought leaders who can share insights and knowledge about their efforts to combat the inadequate availability of diapers.

Your leadership and involvement are greatly appreciated. **One pack of diapers may not last long, but if we all work together, we can be the CHANGE.** Let's go!

Sincerely,

Lauren Parisier Weiss & Miriam Haier, #GBDD Co-Chairs, Women Fighting Hunger, Hillside

Kathy Corbalis & Diane Ramftl, #GBDD Co-Chairs, Women Fighting Hunger, Egg Harbor Township



#GreatBigDiaperDrive

CHECKLIST



1. PLAN YOUR DRIVE:

Determine the scope of your project. Product Collection Drive alone? Or collection and simultaneous Virtual Drive?

Note: 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. In addition, some people in your community may want to skip the store and elect to participate in **#GreatBigDiaperDrive** virtually. We can easily customize a donation page for your group, just ask! Electronic contributions can be made on the main Virtual **#GreatBigDiaperDrive** page at cfbnj.org/gbdd, or via a specific custom page for your group. Checks are also welcome:

Community FoodBank of New Jersey, 31 Evans Terminal
Hillside, NJ 07205. ATTN: Evelyn Chiu (Add #GreatBigDiaperDrive to Memo)

2. MAKE THE LOGISTICS EASY:

Choose central, easily accessible drop-off location(s), and select a start and end date for your collection. Please tell us your timetable too so we'll be expecting your items. (See page 5 for drop off signage.)

3. SPREAD THE WORD:

Announce your drive via social media, emails, and notices to your specific group. (See next page.)

4. READY SET COLLECT!

The most needed items are:

- Diapers, all sizes (newborn through pullups), especially 4, 5 and 6, as well as adult diapers
- Baby Wipes
- Baby Cream

Important Note: All items must be new and in original packaging.

5. DELIVER YOUR DIAPERS!

Once you've collected your haul, set up transportation to deliver your donated diapers and/or diaper-related items. You can drop off at our Hillside or Egg Harbor Township (EHT) warehouse, directly to a designated drop off site (see page 7) or a local network partner (search our [Find Food](#) app for a full listing of partners). You may also choose your own recipient organization. If dropping off at CFBNJ, please try to have donations at the FoodBank by early to mid-October to meet our inventory needs. For help, please contact lparisier@basqnyc.com (Hillside service area) or kathycorbalis@gmail.com (EHT service area). Then, report back to us how you did! ([Click here](#) for donation receipt form.) Send a picture of the pile of products and tell us a grand total!

6. SHARE YOUR SUCCESS!

Share your results on social media and let everyone know the results. And don't forget to thank your team's volunteers and donors. (See page 8 for template acknowledgement letter.)



GET THE WORD OUT



Help us spread the word by getting your organization and members to post. If we all amplify the same messages, we can magnify our collective efforts for big visibility and bigger success! We will provide you with a press release about **#GreatBigDiaperDrive** and its dedicated group of partners. CFBNJ will feature the campaign on its social media. Here are the social handles we want you to use when you post:

- Use the hashtags **#GreatBigDiaperDrive**, **#cfbnj**, **#FoodHelpHope**
- The Community FoodBank of New Jersey website is www.cfbnj.org
- The Facebook links are facebook.com/cfbnj and facebook.com/cfbnjsouthernbranch or tag us **@The Community FoodBank of New Jersey**
- The official Instagram is **@cfbnj**

Here are some posts ready to go and easy to pass along! [Click here](#) to view all social media assets.

The **#GreatBigDiaperDrive** is on! During the month of September, we are partnering with **@The Community FoodBank of New Jersey** for National **#DiaperNeed** Awareness Month. Lack of diapers is a hidden consequence of poverty. Diapers are material basic necessities all children require, as essential as food, shelter and clothing. Be the **CHANGE**. Donate now! Together we can wipe out **#DiaperNeed** **#CFBNJ** **(Add details about your specific product collection drive and/or virtual drive in your bio or in this caption)**

Did you know that 1 in 3 families in the U.S. cannot afford diapers and must make impossible choices every day – buy food or keep their children clean and healthy. Join us and **@the Community FoodBank of New Jersey** for **#GreatBigDiaperDrive**. Together, we can be the **CHANGE**. Here's how to help: **(Add details about your specific product collection drive and/or virtual drive option in your bio or in this caption)**



#GreatBigDiaperDrive

DROP OFF HERE

It's Diaper Need Awareness Week

Thanks for helping keep NJ babies clean, dry, and healthy!





What is Diaper Need?

- Diaper need is the lack of a sufficient number of diapers to keep a baby clean, dry, and healthy.
- Babies require up to 12 diapers a day, toddlers about eight.

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



4: The number of days of work or school missed in the past month, on average, by over half of parents experiencing diaper need.



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



14% of New Jerseyans under five years of age receive SNAP, slightly higher than national average.



3,251: The number of New Jersey infants, toddlers, and mothers who participate in Early Head Start and need diapers to do so.

[Click here for New Jersey Diaper Need Facts.](#)



#GreatBigDiaperDrive

PARTNERS



Local Network Partners Distributing Diapers Received from CFBNJ:

Atlantic County	<p>Jewish Family Service - 607 N. Jerome Ave, Margate (Mon - Fri: 9AM-3PM) - <u>Contact:</u> Vanessa Smith, (609) 822-1108, vsmith@jfsatlantic.org</p> <p>Community Assistance Pantry at CFBNJ, EHT - 6735 Black Horse Pike, Egg Harbor Township (Mon - Fri: 9AM-4PM) - <u>Contact:</u> Debra Fleischer, (609) 453-2979, dfleischer@cfbnj.org</p> <p>Friends of Jean Webster - 108 N. Pennsylvania Ave, Atlantic City (Tues: 10AM-1PM, Wed-Thur: 3PM-6PM) - <u>Contact:</u> Rev. John Scotland, (609) 457-2999, jrscotland@aol.com</p>
Bergen County	<p>Office of Concern at St. Cecilia - 55 W. Demarest Ave, Englewood (Mon - Wed: 9AM-12PM) - <u>Contact:</u> Donald Wuertz, (201) 568-1465 or 256-7179, donald2dumont@aol.com</p>
Cape May County	<p>Bethel Commandment Church - 402 S. George St, Whitesboro (Tues: 9AM-11AM, Thur: 4PM-6PM) - <u>Contact:</u> Monica Farrow, (609) 408-1337 or 675-8222, monica.b.farrow@bccofnj.org</p> <p>Caring For Kids - 31 E. Mechanics St, Cape May Courthouse (Mon - Fri: 9AM-2PM) - <u>Contact:</u> Deborah Brasch, (609) 408-5220 or 675-5400, debbrasch@comcast.net</p>
Cumberland County	<p>Salvation Army – Bridgeton - 29 W. Commerce St., Bridgeton (Call or email before drop off) - <u>Contact:</u> Rebecca Botbyl, (856) 451-0999, rebecca.botbyl@use.salvationarmy.org</p> <p>Chestnut Assembly of God - 2554 E. Chestnut Avenue, Vineland (Tues-Thurs: 9AM-5PM) - <u>Contact:</u> Cheron Rosado, (856) 691-1205: ext 111, vcrosado@chestnutag.org</p> <p>Forest Lake Family Success - 2009 Spring Garden Rd, Millville (Mon & Thurs: 8AM-5PM, Tues & Wed: 8AM-7PM) - <u>Contact:</u> Leahe Parmenter, (856) 413-5494, parmenterl@ihn.org</p>
Essex County	<p>Newark Emergency Services for Families - 982 Broad St., Newark (Mon-Fri: 9AM-4PM) - <u>Contact:</u> Anglee Cody, acody@nesfnj.org</p>
Somerset County	<p>Feeding Hands - 1480 Route 22 E, Bridgewater (Mon, Fri, & Sat: 10:30AM-12PM) - <u>Contact:</u> Lois Bennett, (908) 397-6452, lois@feedinghandspantry.org</p>
Morris County	<p>Table of Hope - 59 Spring Street, Morristown (Mon-Fri: 8:30AM-6:30PM) <u>Contact:</u> Theresa Williams, (973) 809-0061, teresa.williams@springstreetcdc.org or moswald@springstreetcdc.org</p>
Passaic County	<p>Father English Food Pantry - 435 Main Street, Paterson (Mon-Fri: 7:30AM-3PM) - <u>Contact:</u> Carlos Rolden, (973) 279-7100: ext 2108, croidan@catholiccharities.org</p>
Union County	<p>CFBNJ, Hillside - 31 Evans Terminal, Hillside (Mon-Fri: 8AM-3PM) - <u>Contact:</u> Reception, (908) 335-3663</p> <p>Christ Child Society (Area Baby Center) - 306 Morris Avenue, Summit (Mon-Fri: 9AM-4PM) - <u>Contact:</u> Donna Groskoph, (908) 451-5070</p>

Note: You can also drop off at a local CFBNJ network partner found on our [Find Food](#) app. You may also choose your own recipient organization. If dropping off at CFBNJ, please try to have donations at the FoodBank by early to mid-October to meet our inventory needs. For help, please contact lparisier@basqny.com (Hillside service area) or kathycorbalis@gmail.com (EHT service area).



SEND A NOTE OF THANKS



Please feel free to use or adapt this template to thank your donors:

Thank you so much for your generous support of the Community FoodBank of New Jersey's Second Annual #GreatBigDiaperDrive!

Due to your efforts, there will be babies and toddlers throughout our service area who are comfy, clean, and dry. And along with the babies, parents who constantly worry about how to eke out a dwindling supply of diapers will experience a little relief. So, as you can imagine, your help truly contributes to the well-being of entire families in our community.

CFBNJ will continue to provide as many diapers as the budget permits throughout the coming year, but as this need is ever-present, your generosity is truly appreciated.

We hope that you will join us again next year - we feel so privileged to have you as our ally in the fight against diaper insecurity.

Warmly,
[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 more than 85 million meals 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.

Please direct general questions to wfh@cfnj.org.

