



**NEIGHBORS  
HELPING  
NEIGHBORS**



# Diaper Drive **TOOLKIT**



September 2023 Edition

# DIAPER NEED FAST FACTS



## What is Diaper Need?

- Diaper need is the lack of a sufficient number of diapers to keep a baby clean, dry, and healthy. Nearly 1 in 2 families nationally struggle to provide clean diapers for their baby (47%)
- Infants require up to 12 diapers a day.

## The Consequences of Diaper Need

- Babies who remain too long in a soiled diaper are exposed to potential health risks, including but not limited to Urinary Tract Infections and Diaper Dermatitis.
- 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 which often forces parents to make the difficult decisions in order for them to still provide a paycheck for their family.

## The Numbers



In a recent survey, more than a quarter of respondents who reported diaper need said that they skipped meals so they could afford diapers.

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



46% of families reported reducing other expenditures to afford diapers; 35% of those families reported having to cut back on food.



66% of families with diaper need were categorized as low income.



1 in 4 parents & caregivers with diaper need reported missing work or school because they didn't have enough diapers to drop off their child off at daycare.

- 5.1 workdays on average missed in the past 30 days (\$296 lost/month) \*for a parent earning the federal minimum wage of \$7.25.

[Click here for Additional Diaper Need Facts](#)



# WHAT CAN YOU DO?



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## HOST A DIAPER DRIVE

Collect diapers, baby wipes, and baby cream.

The most needed items are:

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

Please drop off donations at one of CFBNJ's warehouses at:

31 Evans Terminal, Hillside, NJ 07205 | 908-355-3663

6735 Black Horse Pike, Egg Harbor Twp, NJ 08234 | 609-383-8843

\*NOTE: All items must be new and in original packaging.

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## HOST AN ONLINE FUNDRAISER

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. Set up a regular or custom page at [cfbnj.org/GBDD](https://cfbnj.org/GBDD).

Checks are also welcome:

Community FoodBank of New Jersey

31 Evans Terminal

Hillside, NJ 07205

ATTN: Evelyn Chiu

(Add Diaper Drive to Memo)

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## ORGANIZE A BUNDLE OF HOPE BABY KIT PACKING EVENT

Pick a date, grab your friends, neighbors, colleagues, and collect/purchase items. Check out CFBNJ's "[Bundle of Hope Baby Kit](#)" for ideas.

\*NOTE: All items must be new and in original packaging.

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## RAISE AWARENESS + ADVOCATE + EDUCATE

Spread the word. Announce your drive via social media, emails, and notices to your specific group. Use CFBNJ's Diaper Awareness resources (see page 4), including sample messages and social media images, to share information about diaper drives and educate your family, friends, colleagues, and community about diaper need.

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



Click to download images.

## Sample Social Media Posts



### DIAPER DRIVE

Lack of diapers is a hidden consequence of poverty. One in four parents & caregivers with diaper need reported missing work or school because they didn't have enough diapers to drop off their child off at daycare. Donate and drop off packs of diapers, packs of baby wipes, and baby creams at [INSERT DROP-OFF LOCATION]. #DiaperNeed #CFBNJ #GBDD



### ONLINE FUNDRAISER

Did you know that 1 in 2 families in the U.S. cannot afford diapers and must make impossible choices every day – buy food or keep their children clean and healthy. More than a quarter of respondents who reported diaper need said that they skipped meals so they could afford diapers. Donate now at [INSERT FUNDRAISER LINK]. #DiaperNeed #CFBNJ #GBDD



### BUNDLE OF HOPE BABY KIT PACKING EVENT

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. No parent should have to make the impossible choice between food and diapers for their child. Join us to pack Bundle of Hope Baby Kits on [INSERT EVENT DATE/TIME] at [INSERT LOCATION].



### RAISE AWARENESS + ADVOCATE + EDUCATE

Diapers are not covered by most federally funded public assistance programs such as SNAP or WIC because they are not food items. Every \$1 donated, CFBNJ can provide 6 diapers to a family in need. Your voice matters. Be the change and spread awareness.

#DiaperNeed #CFBNJ #GBDD



# NEEDED ITEMS

## Diaper Drive

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EVENT DATES: 

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PACKS OF DIAPERS\*



PACKS OF BABY WIPES



BABY CREAMS

*\*Important Note: All sizes (newborn through pullups), especially 4, 5 and 6, as well as adult diapers.  
All items must be new and in original packaging.*



\*A personalized fundraising page with custom QR code can be provided upon request.



# DiaperDrive

# DROP OFF HERE

Thank you for providing food, help, and  
hope to our neighbors in need!



# ABOUT US

## WOMEN FIGHTING HUNGER (WFH)

Women Fighting Hunger is a volunteer group supporting the goals and priorities of the Community FoodBank of NJ. We provide rewarding engagement in the fight against hunger – please reach out if you'd like to learn more about our many volunteer projects or get involved in ongoing work to serve our neighbors in need. We'd love to have you join us! Visit [cfbnj.org/womenfightinghunger](https://cfbnj.org/womenfightinghunger) to learn more.

## COMMUNITY FOODBANK OF NEW JERSEY (CFBNJ)

The Community FoodBank of New Jersey (CFBNJ), a member of Feeding America®, has been delivering food, help, and hope across the state for nearly 50 years. CFBNJ provides more than 85 million meals of nutritious food annually through its network of more than 800 community partners throughout the 15 New Jersey counties it serves. In addition, it helps under-resourced neighbors with connection to critical resources, nutrition education, and workforce development.

CFBNJ is a longtime partner of the National Diaper Bank Network. Since 2018, Women Fighting Hunger has raised funds, generated awareness, and collected diaper products as a part of their #GreatBigDiaperDrive program. The 2022 #GreatBigDiaperDrive campaign raised over \$19,000 and collected over 250,000 diapers, tens of thousands of wipes and other necessities for our neighbors in need. For more information, contact [events@cfbnj.org](mailto:events@cfbnj.org) or visit [cfbnj.org/GBDD](https://cfbnj.org/GBDD).

