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JUNIOR LEAGUE OF NEW ORLEANS PROVIDES UPDATE ON FLOOD RELIEF EFFORTS

September 14, 2016, New Orleans, LA – When the Junior League of New Orleans (JLNO) set out just over a month ago to assist those affected by historic flooding in South Louisiana, we could never have anticipated the awe-inspiring response to our call to action. Donations from across the country have amounted to the following:

- 344,000 diapers
- 176,000 wipes
- 16,000 oz formula
- 53,000 feminine products
- \$14,000 in gift cards
- \$65,000 in monetary donations

All of these items spent little time at Headquarters and were immediately dispensed to impacted areas. JLNO flood relief supplies have been delivered to New Iberia, Youngsville, Lafayette, Denham Springs, St. Amant, Gonzales, Baton Rouge, Paulina, French Settlement, Bogalusa, and other areas along the I-12 corridor. JLNO has partnered with the United Way, Catholic Charities, Junior League of Baton Rouge Diaper Co-Op, Junior League of Lafayette, What You Give Will Grow Foundation, Louisiana Flood Outreach-New Orleans Cooks and other groups to distribute relief supplies.

JLNO members witnessed the tears of relieved mothers who received diapers or other baby supplies, the gratitude in the eyes of people who received donated gift cards, or heard the many thank-yous and gotten the numerous hugs from appreciative recipients of donated items. Most of the people seeking aid were women trying to hold their families and children together in the chaos of this disaster. As an organization of women seeking to Advance the Wellbeing of Women, JLNO made a difference while also raising awareness of how necessary diapers were to families in crisis. Many people have been surprised to learn that diapers are classified with alcohol and tobacco and are, therefore, prohibited from being purchased with supplemental government assistance, including disaster relief funds.

These donations have been significant, but so are the needs. JLNO's experience with Hurricane Katrina's aftermath taught it that recovery and rebuilding can take months, if not years. With the community's support, JLNO will continue to help our neighbors, especially through our Diaper Bank. It is beginning the transition from helping with immediate needs to supporting the agencies who will be providing long-term assistance to victims in rebuilding their lives. JLNO has the largest diaper bank in Southeast Louisiana and, as such, may need to help in an expanded geographic area. JLNO hopes that the public continues to support and promote the efforts of the JLNO Diaper Bank so that it has the resources to meet not only the needs of the immediate community, but also the ongoing needs.

JLNO appreciates the public's belief in it as a trustworthy, fiscally efficient organization that best knows how to mobilize its volunteer base and match community needs with resources. It will use 100% of your donations and any other monetary contributions toward its community projects, not administrative or operational costs. The Junior League always multiplies what it receives. Not only can it leverage buying power for deep discounts on diapers, wipes, and other items, it amplifies our positive impact with over 2,200 members who invest over 45,000 volunteer hours in the community annually.

To learn more about or donate to JLNO's flood relief efforts, jlno.org/louisiana-flood-relief.

To learn more about or donate to the JLNO Diaper Bank, visit jlno.org/diaper.

The Junior League of New Orleans is a 501(c)3 not-for-profit organization committed to promoting voluntarism, developing the potential of women and improving communities through the effective action and leadership of trained volunteers.

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