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June 1, 2017

Dear Friend of the Junior League of New Orleans Diaper Bank,

Diapers can cost up to \$100 per month, and babies need six to ten diapers per day. Despite the expense and need, no direct government assistance is available for diapers. **Consequently, one in three mothers in the U.S. struggles to provide her child with clean diapers.**

- Without diapers, babies cannot attend childcare or participate in early childhood education.
- Without childcare, mothers cannot go to school or work to further their education and provide for their families.
- Educated women and stable families are critical to solving the larger, systemic problems facing Metropolitan New Orleans.

Non-governmental organizations provide 100% of diaper assistance, and diaper banks provide diapers to 1.2 million infants and toddlers each year. By hosting a diaper drive, you join the Junior League of New Orleans in helping families from the bottom up.

Your donations will add to 450,000 diapers we hope to collect this year, and we'll provide these to our community distribution partners, ensuring they are put to use by the most vulnerable in our area. Diaper drives can collect disposable diapers of all sizes, training pants, swim diapers, wipes, and creams. JLNO will accept opened packages of diapers, but they should be labeled with the size if they are not in their original package. Donated wipes and creams should be unused and unopened.

We've enclosed a Diaper Drive Toolkit with flyers, facts about diaper need, ideas, and the steps you can take for a successful diaper drive. We appreciate your commitment and effort and are here to support that. Please call on us with any questions or for more information. You can visit www.jlnodiaperbank.org, email diaperbank@jlnodiaperbank.org, or contact our Headquarters at 504-891-5845.

Sincerely,

Chalon Dominick, Co-Chair

Lara Mintz, Co-Chair

Caroline Phillips, Co-Chair

Junior League of New Orleans

4319 Carondelet Street • New Orleans, LA 70115 • 504-891-5845 • Fax: 504-897-9496 • www.jlno.org

The Junior League of New Orleans is an organization of women committed to promoting voluntarism, developing the potential of women and improving communities through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable.



Hosting a Diaper Drive

You can help collect diapers for families in need. Whether you hold your diaper drive at your work, school, event, or church, let these **six simple steps** guide you. Want to get creative? Check out our Diaper Drive Ideas fact sheet to get started.

1. Contact the Junior League of New Orleans.

Before you hold your event, contact us. We can tell you if the Diaper Bank needs specific types or sizes, and you can make that part of your donation request and goal. We can also help publicize your drive, provide additional support, and schedule pickup times.

Phone: 504-891-5845
Email: diaperbank@jlno.org

2. Choose a Location.

People should be able to easily donate to the drive; however, you want to ensure that your donations remain secure. Choose a location that is convenient but also monitored or locked. If you have collection bins, clearly label them and check them regularly. Good donation locations include an office, kiosk, or supervised reception area.

3. Choose a Deadline for your Diaper Drive.

The most successful drives last between one week and one month. This gives people enough time to acquire their donations and deliver them. Consider tying your deadline to a specific event or holiday. This would enable you to give something in return for a donation, like a discount, free event entry, or other incentive. Be sure that you let JLNO know the dates of your drive, so that we can coordinate publicity and pickups.

4. Set a Goal.

You increase your drive's success when you provide a goal, like 1,000 diapers or 100% participation. Then, you can keep people updated on how you are progressing toward your goal, and then thank them after the drive for helping to reach it.

5. Get the Word Out.

Let people know the location, deadline, guidelines, and goal for your Diaper Drive. JLNO is providing signs for you to publicize your drive, but you can also send emails and post to Facebook, Twitter, and Instagram. Include information on "Diaper Need" to raise awareness, and encourage people to share it. Contact us for sample emails and social media posts.

6. Collect the Diapers.

Be sure to label the collection locations or containers so they are easily recognized as drop-off spots. Use the Diaper Drive Tally Sheet to count what you collect. Stay in contact with JLNO for pickups if we haven't already scheduled them.



Diaper Drive Tally Sheet

Complete the following information and submit this form each time you donate to the Junior League of New Orleans Diaper Bank. You should also make a copy of this form for your records so you can keep track of your progress for your overall Diaper Drive Goal.

Drive Information

Date of Drive	
Name of Person Organizing Drive	
Name of Organization Holding Drive	
Contact Phone for Organizer	
Contact Email for Organizer	

Number of Diapers

Size Newborn	
Size 1	
Size 2	
Size 3	
Size 4	
Size 5	
Size 6	
Training Pants	
Swim Diapers	

Miscellaneous Items

Containers of Wipes	
Packages of Diaper Cream	

Return completed forms in one of the following ways:

-  With donation
-  Scan/email to diaperbank@jlno.org
-  Fax to 504-897-9496



Diaper Drive Guidelines

-  Disposable diapers can be of any type, size, and brand.
-  Opened packages of disposable diapers are acceptable; however, please label them with the size if they are not donated in their original packaging.
-  Unopened, unused wipes and diaper cream are also appreciated.

Please note that we cannot accept cloth diapers. Many of those in need use public laundry facilities, which do not permit washing cloth diapers for hygiene reasons. Accordingly, this is a disposable diaper collection only.



Diaper Drive Ideas

Try out some of these clever ideas to increase your Diaper Drive's success and make it fun!

Host Healthy Competition

Competition among friends or colleagues can motivate donors and help spread the word.

-  Hand out stickers to those that donate.
-  Offer incentives, like coupons, event entry, or raffle tickets.
-  Reward the department, class, or group with the most diapers or highest percentage of participation.
-  Create a sign or online visual that tracks your progress toward the goal.
-  Set a goal and hold a party or give incentives when the goal is reached.
-  Give prizes for the largest donation from a single individual.
-  Hold a “decorating” competition where people submit their donations as part of a craft project or art installation.
-  Have a trivia contest about Diaper Need to raise awareness.
-  Challenge neighbors, vendors, schools, or other relationships to match your donations.

Make It a Party

Hold an event and ask for a pack of diapers in lieu of gifts or as the “admission fee.”

-  Baby Shower
-  Birthday Party
-  Cocktail Hour
-  Game or Movie Night
-  Work Breakfast or Luncheon
-  Playdate

Extend Your Communications

In addition to posting flyers and sharing on Social Media, use these ideas to increase awareness.

-  Insert a Diaper Drive flyer with employee paychecks.
-  Include a notice in your church or business newsletter.
-  Put yard signs in front of collection locations.
-  Email your customers, clients, and vendors.
-  Ask employees or friends to add information on the Diaper Drive to their email signatures.
-  Send “thank you” notes to everyone that donated.



Diaper Need Defined

Imagine having to choose between **diapering and feeding your child**. Imagine **not being able to go to work or school** because you don't have diapers to send with your child to daycare or an early education program. Imagine your child having to **spend from dawn to dusk in the same diaper** because you don't have the money buy the six to ten diapers she needs in a day.

What you are imagining is the reality for **one in three mothers** in the U.S. who struggles to provide her baby with clean, dry diapers. Those experiencing this “diaper need” have **difficulty with stress management and depression**, which in turn **negatively affects their children’s health and development**.

Facts About Diaper Need

Without diapers, babies cannot attend childcare or participate in early childhood education. Without childcare, mothers cannot go to school or work to further their education and provide for their families. Educated women and stable families are critical to solving the larger, systemic problems facing Metropolitan New Orleans.

- 👶 Infants require up to ten diapers per day, and toddlers need about six.
- 👶 Disposable diapers cost up to \$100 per month per baby.
- 👶 Despite being a basic hygiene need, diapers are not covered by Supplemental Nutrition Assistance Program (SNAP – formerly “food stamps”) or the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC). They are classified with cigarettes, alcohol, and pet food as disallowed purchases.
- 👶 Over 30% of women with children in diapers can't afford an adequate supply, forcing many families to make one or two diapers last the whole day.
- 👶 Lack of diapers has a profound and complex impact on families, including health risks like rashes and urinary tract infections for children and emotional challenges such as stress, anxiety, and depression for parents and children.
- 👶 Diapers are necessary for children entering daycare. Without a reliable supply of diapers, parents cannot enroll their child and, therefore, cannot take a job or attend school.
- 👶 Low income families are unlikely to have private laundry facilities, meaning cloth diapering is not an option for them.

Additional Resources

National Diaper Bank Network – www.nationaldiaperbanknetwork.org

The HUGGIES® Every Little Bottom – www.huggies.com

Junior League of New Orleans Diaper Bank – www.jlnodiaperbank.org



DIAPER NEED DEFINED

- 1 IN 3**  moms struggle with diaper need
- 8 TO 10**  diapers needed each day per baby
- \$100**  a month needed to buy diapers



Diaper Need has adverse health affects on families, including rashes & urinary tract infections for children along with stress, anxiety, & depression for parents.

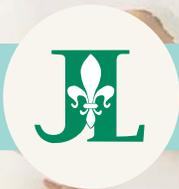
Without diapers, babies cannot attend childcare or early education programs.
Without childcare, mothers cannot go to school or work to further provide for their families.



HOW YOU CAN HELP



JLNO leverages your donation for families.
Donate dollars or diapers to our Diaper Bank at www.jlnodiaperbank.org.



DONATE
HERE

MORE INFO
AT JLNO.ORG

Helping families from the bottom up.

Changing Babies, Changing Lives

Imagine your child having to spend from dawn to dusk in the same diaper. Imagine having to choose between diapering and feeding your child.

This is a reality for one in three mothers in the U.S.

Provide one small thing that makes a big difference. Your donation of diapers or money keeps babies healthy and in daycare to ensure parents can attend work and school.

-  Donate unused, disposable diapers of any size, type, and brand.
-  Opened packages of diapers are acceptable, but they should be labeled with a size.
-  Unused and unopened wipes and diaper creams are also needed.



Find out more about the impact of the JLNO Diaper Bank at www.jlnodiaperbank.org

Diaper Drive Sponsored By:

Donations Accepted Until:

Donations Accepted At:

