Diaper Drive Toolkit

St. Louis Area Diaper Bank
Diaper need is a serious problem and YOU can help!

Did you know that 1 in 3 mothers struggle to provide the diapers her children need to stay clean, healthy and happy? By hosting a diaper drive you can help us make sure diapers get to those families in the St. Louis region who need them the most!

How to host a diaper drive at work

1. Let the St. Louis Area Diaper Bank know about your drive! Register your drive on our website or fill out the registration form at the end of this toolkit and send it to us.

2. Alert your HR department and create awareness!
   • Find a convenient place for people to drop off diapers
   • Label the collection bins colorfully and clearly – you can use our nifty sign that we included at the end of the toolkit!
   • Set goals for your collection

3. Choose a date and time – a week or even a month!
   • Consider a fun theme or timing your drive with a particular event.

4. Enlist colleagues & online community
   • Post fliers, send emails, share on social media
   • Ask colleagues to help promote and organize the drive
   • Consider a friendly competition between departments or groups
   • Send reminders and progress updates at the beginning, middle, and end of the drive.

5. Collect and Tally!
   • Count donations and track on a spreadsheet
   • Coordinate drop-off at the Diaper Bank

6. Recap and inspire others
   • Publicize results throughout your company
Diaper Drive Toolkit

Did you know...

Babies need an average of 6-10 diapers a day to stay clean, healthy and happy? That is a total of up to 3,650 diapers a year for one child!

How to Host a Diaper Drive in Your Community

1. Let the St. Louis Area Diaper Bank know your plans!
   - Register your drive on our website or fill out the registration form at the end of this kit and send it to us!
   - We can help you promote your drive or come to speak to your group!

2. Choose a location
   - Find a convenient place for people to drop off diapers
   - Label collection bins colorfully and clearly! Pack n’ Play type portable cribs make great collection bins!
   - Setting a goal for your collection helps motivate folks to get involved

3. Choose a time
   - Pick a week or even a month
   - Can you partner with a specific community event?
   - Consider using a fun theme

4. Spread the word
   - Share a personal story
   - Share on social media
   - Send reminders and weekly updates

5. Collect and Tally
   - Count donations and track on the Diaper Drive Closing Statement form at the end of this toolkit.
   - Coordinate drop-off with the Diaper Bank
Other Creative Ideas

Host a diaper drive at:

- School
- Church
- Library/Coffee Shop
- In lieu of gifts (for weddings, birthdays, showers)
- Virtual drive (using Amazon wish list, collect $)

Ideas to make your diaper drive stand out...

- Host a bake sale or collect loose change and donate the $ to the diaper bank or use the money to buy diapers.
- Ask people to shop in their own closets – maybe little ones have outgrown their diapers.
- Host a “Bring your Left Over Gift Certificates” Party – ask friends to bring gift cards and use them to buy diapers.
- Partner with another special event – get the organizer to cross promote your drive and award attendees who bring diapers with a free entrance or other prizes.
- Challenge another group or business to see who can collect more diapers.

Motivate donors:

For Teachers: A diaper drive is a great opportunity for incorporating real life lessons about poverty and the working poor. It drives home a concept that everything we do impacts people in our communities.

For Parents: Kids who host a diaper drive learn how to organize themselves and others, set goals, figure out logistics, how to negotiate rides, make pickups and deliveries, and maybe even get local businesses to give discounts and donations.

For Companies: Your company can show how good it’s doing in the community by matching donations or providing incentives to others for donating (free trial membership, gift cards, discount coupons).

Tips and Tricks

- Personal acknowledgement for donations goes a long way!
- Teaming up with others allows for a larger network to spread the word.
- Language like “this time we collected/raised…” helps people understand there is an ongoing need.
- Pictures are great and can help people feel really connected to your important work!
Sample Letter/Email

Subject: Diaper Drive (be creative for your audience)

Insert Name(s) will host a Diaper Drive in support of the St. Louis Area Diaper Bank, a non-profit organization that exists to help strengthen low-income families in the St. Louis region by ensuring access to an adequate supply of diapers and by raising awareness about the causes and consequences of diaper need in our community.

Our participation will help these families who are unable to provide an adequate monthly supply of fresh diapers for their children. Our efforts in this diaper drive will go a long way to ensuring that these babies get a healthier start in life. On behalf of the St. Louis Area Diaper Bank and the families we will help, Thank You!

Our Diaper Drive will take place insert date

You can drop off your donated diapers during this time frame at: Insert location

Add additional event information, prize incentives and goals as applicable

Did you know?

• You can’t buy diapers with food stamps or get them through WIC
• 22% of all children under five years old in the US live in poverty and 40% of children under five in St. Louis city live in poverty?
• If a family can’t afford diapers, a baby may spend extended periods of time in the same soiled diaper.
• Diapers can cost an average of $75-$100 per month and that accounts for nearly 10% of the yearly income of a person living at the poverty line.

What this means:
The severe health and social consequences for babies and families who do not have access to diapers is a bum deal. Lack of diapers can lead to a whole mountain of problems for families in need: unhappy babies, unhealthy communities, under-educated toddlers, and under-employed adults. Something as basic as a diaper can actually have a big impact on a family’s ability to become financially stable and self-sufficient!
Diaper Drive Toolkit

St. Louis Area
Diaper Bank
Changing Diapers, Changing Lives

Diaper Drive

Food Stamps
Don’t Pay for
Diapers

Help families in need throughout the St. Louis Area keep their little ones clean, dry and healthy.

Sizes Needed: 4, 5, 6 & Pull-Ups

When:

Where:
Got Diapers?

Help Families in Need in Our Community

Many low-income families in St. Louis have to make the tough choice of whether to buy diapers or food for their little ones. When diapers are in short supply, babies can spend the whole day in the same soiled diaper – putting children at risk for serious diaper infections and making them very unhappy.

Diapers of any size and brand are welcomed!

Do you have diapers your child has grown out of?
Do you have pull-ups left over after potty training?

Bring in those open packages of diapers and make a difference in the life of a family struggling to provide the diapers their little one needs.

Size 4, 5, 6 and pull-ups are always most needed

Your financial contributions are also welcome!

The St. Louis Area Diaper Bank exists to help strengthen low-income families in the St. Louis region by ensuring access to an adequate supply of diapers and by raising awareness about the causes and consequences of diaper need in our community.

Changing Diapers
Changing Lives
6141 Etzel Ave.
St. Louis, MO 63133
314.624.0888
www.stldiaperbank.org
info@stldiaperbank.org
DONATE DIAPERS HERE!

Place your diapers – any size, any brand and even open packages here and we’ll get them to the Diaper Bank!

The St. Louis Area Diaper Bank exists to help strengthen low-income families in the St. Louis region by ensuring access to an adequate supply of diapers and by raising awareness about the causes and consequences of diaper need in our community.
Changing Diapers, Changing Lives

www.stldiaperbank.org

Diaper Need is a serious problem, and YOU can help!

Did you know that 1 in 3 mothers struggle to provide the diapers her children need to stay clean, healthy and happy? When you volunteer or donate to the Diaper Bank you can help us make sure diapers get to those families in the St. Louis region who need them the most!

What is the Diaper Bank?
The St. Louis Area Diaper Bank is an organization that seeks to help streamline the collection and distribution of diapers to low-income families in the St. Louis region. With diapers and financial donations collected from the community, the Diaper Bank will partner with existing service organizations to serve families who are most in need of diapers to keep their little ones clean and dry, healthy and happy.

What is Our Mission?
The St. Louis Area Diaper Bank exists to help strengthen low-income families in the St. Louis region by ensuring access to an adequate supply of diapers and by raising awareness about the causes and consequences of diaper need in our community.

2019 Snapshot

• 150,000 diapers distributed monthly
• 4,000 children served monthly
• 40+ community partner agencies providing diapers to their clients
• Over 200 volunteers contributing over 10,000 hours of service annually
• Grew annual distribution of ~2.0 Million diapers to families in the St. Louis Area.
Why Diapers?

When diapers are in short supply, mothers and babies struggle.

- 70% of moms who get Diaper Bank diapers report leaving their child in soiled diapers longer than they want to in order to make a small diaper supply last longer.
- Some parents without enough diapers report limiting their child’s liquid intake to make diapers last longer.
- Moms who don’t have enough diapers are 3x more likely to suffer from depression and anxiety.
- Children who are left in soiled diapers are uncomfortable and cry more. Children who cry more are at a greater risk of child abuse.
- Children’s brains build the foundation for attachment, trust, and emotional maturity at just a few weeks old – when children suffer the stress of being left in a dirty diaper their brains can actually change permanently.

Our Partners

The St. Louis Area Diaper Bank works with organizations serving low-income women and children to make sure those families have the diapers they need. Each month, our partners distribute our diapers to their clients at free distribution events, home visits, and child care centers. Our partners are:

- Bethany Christian Services
- Epworth Children and Family Services
- First Congregational Church of St. Louis, United Church of Christ
- Hancock/Bayless Parents as Teachers
- Harvey Kornblum Jewish Food Pantry
- Hazelwood Bright Futures
- Neighborhood Houses
- Northwest School District, Valley Food Bank
- Queen of Peace Center
- Raising St. Louis
- Ritenour School District Parents as Teachers
- Riverview Gardens Parents as Teachers
- Southside Early Childhood Center
- St. Anthony of Padua Food Pantry
- St. Louis Public Schools Parents as Teachers
- St. Vincent DePaul Society at St. Ferdinand Parish
- Strong Start for Mothers and Newborns
- Sweet Babies at St. Mary’s Hospital
- + Many more!
St. Louis Area Diaper Bank

Mission
The St. Louis Area Diaper Bank exists to help strengthen low income families in the St. Louis region by ensuring access to an adequate supply of diapers and by raising awareness about the causes and consequences of diaper need in our community.

www.stldiaperbank.org facebook.com/stldiaperbank info@stldiaperbank.org

Diaper Need By the Numbers

$15,080
Annual income of a single mom working full time at a minimum wage job

$1000
Average annual cost of diapering one child

ZERO
Safety net programs that provide assistance for purchasing diapers

What can you do to help?

Donate Dollars
Financial contributions to the Diaper bank are uniquely leveraged through our wholesale purchasing agreements so that every $1 you donate buys nearly $3 worth of diapers!

Volunteer
Volunteers for the Diaper Bank help us in the warehouse - sorting, counting and packaging diapers for our partners and help us with special events like Diaper Need Awareness Week. Check out the website to sign up!

Host a Diaper Drive
Diaper Drives are the number one way we get the diapers we need to keep St. Louis babies clean and dry. Check our our website to find out how to host your own!
Diaper Drive Toolkit

Diaper Drive Registration

Yes! We will help keep St. Louis babies clean and dry!

You can fill out this form on-line by going to https://www.stldiaperbank.org/give-diapers/

Company/Group Name: _________________________________________________
Contact Name and Title: ________________________________________________
Address: ______________________________________________________________
City: _______________________ State: ___________ Zip: ________________
Work Phone: ___________________ Cell Phone: _______________________
Email: __________________________________________________________________

How many members does your company/group have? ______________________

Start date of diaper drive: _________________ End date: _________________
Please publish our diaper drive on your website, so the public may contribute diapers.

_______ We will arrange for delivery to your warehouse on (date) __________

_______ We would like Diaper Bank envelopes for financial donations

_______ We would like for someone from the Diaper Bank to come talk to our members

Comments: ____________________________________________________________________________

________________________________________________________________________

Our goal is to collect:

___ 0-500 diapers  ___ 500-1000  ___ 1000-2500  ___ 2500-5000  ___ 5000+

St. Louis Area Diaper Bank
6141 Etzel Ave.
St. Louis, MO 63133
314-624-0888
www.stldiaperbank.org
Diaper Drive Closing Statement
Thank you for your hard work and efforts on this diaper drive!

Company/Group Name: _________________________________________________
Primary Contact Name: _________________________________________________
Primary Phone: _______________ Contact Person Phone: _______________
Email address: _________________________________________________________
Number of diapers collected:

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<td>4T Trainer</td>
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Total Financial Contributions: $_____________________

Did you meet your goal? (circle one) Yes! Not Quite We Exceeded Our Goal! Are you interested in having a diaper drive again next year? Yes! Probably Not
Approximate number of donors in your drive ______________________________
What worked best for your drive? _________________________________________

What would you do differently next time? __________________________________

How could the Diaper Bank have helped to make your drive more successful?
_____________________________________________________________________
_____________________________________________________________________

Additional comments or questions: _______________________________________
_____________________________________________________________________
_____________________________________________________________________
Because every baby deserves a clean diaper!

**Goal Sheet**

**GOAL:**

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