



Diaper Drive to take place between Mother's Day and Father's Day

On a daily basis, more than 5,200 families in Brown and Winnebago counties go without a stable supply of diapers for their babies. It's a major issue. Without an adequate diaper supply, it impacts the health and well-being of babies and it impacts a parent's ability to go to work or school as childcare sites require a supply for the children they care for.

In an effort to help alleviate the

problem, it was announced last week that dozens of businesses, nonprofits and other organizations from throughout Northeast Wisconsin are signing on to participate in the first-ever "Great CoverUp Diaper Drive," running from Mother's Day until Father's Day. The effort is sponsored by the Diaper Bank of Eastern Wisconsin; an initiative of the nonprofit Jake's Diapers.

"The need for reliable, low cost or free diapers is very real for thousands of local families living in poverty or who are considered ALICE (asset-limited, income-constrained, employed)," explained Jake's Executive Director, Stephanie Bowers. "With babies needing 6-10 diapers a day, diapers can cost upwards of \$80 a month. That's a lot of money." Currently, there are no federal safety net programs (WIC, food stamps, etc.) that cover the cost of diapers.

"What better time to collect diapers and supplies than to hold a diaper drive between Mother's Day and Father's Day; a time that is focused on the family?" stated Paula Breese, Executive Director of the Family and Childcare Resources of Northeastern Wisconsin. "We have an ambitious first year goal of collecting 500,000 diapers, and that's only a third of what is actually needed. It would take about 1.5 million diapers a year to meet the need of the more than 5,200 infants, children and families in Brown and Winnebago counties who need a stable diaper supply."

Ordinarily, an initiative such as this would take a year or more to plan, but The Great CoverUp came together quickly. A committee was formed three months ago with member representatives from [Bellin Health](#), Schreiber Foods, U.S. Venture, Northwestern Mutual, Thrivent, Jake's Diapers and

Family & Childcare Resources of N.E.W.

Greg Vandenberg, Director of Giving and Community Engagement at U.S. Venture said, "When we learned about this need, we knew we had to get involved. Although this is the first year of the drive, I'm confident it won't be the last. I hope more companies and organization's get involved."

More participants and collection sites are needed for the diaper drive. "It's easy to become a participant or collection site," explained Bowers. "You just have to let us know and we'll get the collection boxes delivered, provide materials to promote the diaper drive among your employees or customers, and pick up the boxes when they're full or the collection is complete. We also want to thank Green Bay Packaging for donating the boxes for this effort."

Some organizations are participating with employee collections, while other organizations will have their collection boxes open for public donations. Check Jake's website for the public collection sites.

As the list of participating organizations grows, it will be on updated Jake's website.

For those who cannot donate diapers, or there isn't a public collection site near them, they can still participate by making a financial donation via the online giving platform, CaringCrowd, go to [jakesdiapers.org](#) and follow the prompts to donate. CaringCrowd is a crowdfunding platform sponsored by Johnson & Johnson.

All donations up to \$250 are matched at 100 percent while matching funds remain.

Anyone interested in more information about The Great CoverUp, or would like to become involved should contact Bowers at 257-7890 or stephanie@jakesdiapers.org