



Baby Basics Supply Drive Tool Kit

Baby Basics provides free nutritional formula and diapers for babies, newborn through two years of age, along with a safety net of emotional support and referrals for low-income families living and/or working in Bergen County. Baby Basics has been keeping babies happy, healthy and dry for over 25 years!

Hosting a supply drive for Baby Basics is easy and fun. Local diaper drives allow us to collect thousands of diapers each year, helping to ensure that no parent has to choose between diapers and food, medicine or paying rent to keep their babies strong and healthy. Thank you for helping us to change lives—from the bottom up!

How to Run a Baby Basics Supply Drive

- ✓ When you decide to organize a drive, please call Children's Aid and Family Services at 201-261-2800 and ask for Christina Diomedede, our Volunteer and Resource Specialist. Let us know where and when you would like to conduct the drive. You can also register your drive on our website or fill out the registration form in this Baby Basics Supply Drive Tool Kit and send it to us at 200 Robin Road, Paramus, NJ – Attention: Christina Diomedede.
- ✓ **GET THE WORD OUT!!!** Make posters, send out e-mails and posts on social media, and tell friends, family and coworkers about the supply drive. Be sure to let them know that **DIAPERS SIZES 3, 4 AND 5 ARE ALWAYS IN THE GREATEST DEMAND**. Formula (Similac or Enfamil) and baby wipes are also needed.
- ✓ The duration of a typical diaper drive is usually one to four weeks, depending on your organization. Select the time frame that best suits your organization. Consider a fun theme or timing your drive with a particular event.
- ✓ For optimal results, you should provide information about the Baby Basics program and its mission to all individuals in your organization. Baby Basics' mission is to support low-income, working families with babies under the age of two, who are struggling to meet their basic needs. You can find additional information in your Tool Kit, and a Baby Basics program representative is available to speak with your group, if requested.

- ✓ Designate a drop off area for the diapers and supplies. Decorate a large box, bin or use a playpen to collect the diapers. Decorating with baby items is a great way to have fun and to draw attention to the donations. The more people who see the donations, the more likely they will donate! A large box covered in baby gift wrap works well.
- ✓ At the end of the drive, gather all the donations in boxes or bags and contact the program staff to set up a time for drop-off or pick-up.
- ✓ Please give the program staff all the necessary information regarding who, what, when and where the drive took place so everyone involved can be recognized!
- ✓ CONGRATULATIONS!! You have provided a tremendous service to families and children in need in our community!
- ✓ Monetary donations to Baby Basics (*checks made out to Children's Aid and Family Services with a designation to "Baby Basics" on the subject line*) are also greatly appreciated! Through our diaper purchasing partnerships, we receive discounts that maximize your donation and stretch your dollar to keep more babies clean, dry and healthy!
- ✓ If you would like to collect the names and contact information for individuals who contribute supplies to the drive so that we can thank them for their generosity and keep them informed about our programs, please use the contact sheet in this Baby Basics Supply Drive Tool Kit to easily record this information. We'll be sure to send a note of appreciation for their generous donations! (Baby Basics will not share this contact information with other businesses or organizations.)

Diaper Drive Ideas

Locations/Groups:

- **Workplaces**
- **Schools and Child Care Facilities**
- **Places of Worship**
- **Rotaries and Other Service Clubs**
- **Girl Scouts/Boy Scouts**
- **Private Parties**
- **Libraries**
- **Gyms**
- **Grocery Stores/Pharmacies**

Themes for your drive:

- **Baby Showers**
- **Birthdays**
- **Mother's Day**
- **Office or School Competition**
- **Baby Olympics**
- **Diaper Dash**
- **Holiday-related Themes**
- **Any Special Occasion**

Publicize Your Drive:

- **Post flyers in your neighborhood or office**
- **Advertise in your newsletter or local newspaper**
- **Promote the drive on Facebook, Twitter and other social media**
- **Add to your email signature line**
- **Share the drive information with Children's Aid and Family Services, so we can promote your drive to our friends, supporters and followers**
- **Post flyers in local businesses**
- **Post flyers in your library**

Other Tips for a Successful Drive:

- **Educate everyone involved about diaper need**
- **Host a kickoff event**
- **Set a goal and track your progress**
- **Provide an incentive for the most diapers collected**
- **Recruit a volunteer committee to help run the diaper drive**
- **Take pictures to share in your recap and for future publicity**
- **Personally thank your donors for their generosity**



CHILDREN'S AID
AND FAMILY SERVICES

Baby Basics Supply Drive Registration Form

Name of Organization: _____

Contact Person Name & Title: _____

Contact Person email: _____

Contact Person Phone: _____

Street Address: _____

City: _____ State: _____ Zip: _____

How many members or employees are in your group/company?

Start Date of Supply Drive: _____ End Date of Supply Drive _____

Location of Baby Supply Drive: _____

- Yes, please publish our drive on your website so that the public may drop off diapers
- We will arrange for delivery of the donated baby supplies when the drive is concluded; or
- We will need someone to retrieve the baby supplies when the drive is concluded.
- We would like a Baby Basics representative to speak to our group.

Please email this completed form to cdiomede@cfsnj.org or mail to:

Children's Aid and Family Services

200 Robin Road

Paramus, New Jersey 07652

Attention: Christina Diomede, Volunteer and Resource Specialist

[Sponsoring Organization Name]

DIAPER AND SUPPLY DRIVE

[INSERT DRIVE DATES]

DONATED ITEMS WILL BE DISTRIBUTED TO
LOCAL FAMILIES IN NEED THROUGH
CHILDREN'S AID AND FAMILY SERVICES' BABY
BASICS PROGRAM

WE ARE COLLECTING:

DIAPERS (SIZES 3, 4 & 5)
FORMULA (SIMILAC OR ENFAMIL)
BABY WIPES

*NEW AND UNOPENED ITEMS ONLY PLEASE
THANK YOU!*



BABY BASICS

A program of Children's Aid and Family Services

What is Diaper Need?

Diaper need is the lack of a sufficient supply of diapers to keep babies and toddlers clean, dry and healthy.

Fast Facts

- ❖ 1 in 3 families report experiencing diaper need.
- ❖ An adequate supply of diapers for a baby or toddler costs \$70 to \$80 per month.
- ❖ No state or federal child safety-net program allocates dollars specifically for the purchase of diapers.
- ❖ Babies require up to 12 diapers a day and toddlers about 8.
- ❖ Without transportation, buying diapers at a convenience store rather than a “big box” store can significantly increase the monthly cost of diapers.
- ❖ Cloth diapers are not accepted at the vast majority of child care centers.

The Consequences of Diaper Need

- ❖ Babies who remain too long in diapers are exposed to potential health risks.
- ❖ 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 enough diapers for their babies in child care.
- ❖ A recent study found that parents who struggle with diaper need missed an average of four days of work in a month!
- ❖ Moms who don't have enough diapers are three times 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.