

Walk the Walk Foundation

WE NEED YOUR HELP WITH OUR BIGGEST EVENT EVER!



MAY 1-7, 2023

HELP US REACH OUR GOAL OF 100,000 DIAPERS!

Every single day in our community tens of thousands of mothers have to use (and re-use) diapers because they can't afford to purchase enough diapers to keep their child clean, dry, and healthy. It's a sad fact that one in three families in Anne Arundel County need help to diaper their babies.

THREE WAYS TO HELP!

HOST A DRIVE • DONATE • VOLUNTEER

SCAN TO HELP!



Walk the Walk Foundation Diaper Drive Toolkit

Quick Start Guide



Follow this checklist to ensure you have a successful diaper drive. #DiaperOn



Supporting Families in Our Community

Holding a diaper drive is a great way to support Walk the Walk Foundation! It replenishes our quickly diminishing inventory while also sharing our mission with others who may not have heard of us before.

1. Decide

Partner with Walk the Walk Foundation to host your diaper drive.

2. Select a start and end date

Typically, diaper drives run for one week to a month.

3. Set your goals

How many donations would you like to collect? Develop a way to track your progress. (Use our goal chart!) Will you offer an incentive? Can you make it a competition?

4. Prep

Your drop off location with visible signs. Print your own from this document.

5. Promote

Announce your diaper drive via social media, emails and signage. Distribute the diaper need fact sheets in this toolkit. Be active before and during the diaper drive!

6. Confirm

Plan for donation pick up or drop off with Walk the Walk Foundation.

Contact us at walk@wtwf.org

7. Celebrate

Post pictures on social media and let everyone know including National Diaper Bank Network (NDBN) & Walk the Walk your results! Don't forget to thank donors!
#NationalDiaperBankNetwork
#WalktheWalkFoundation



**National
Diaper Bank
Network**



NDBN and Walk the Walk Foundation are 501(c)(3) organizations and donations are tax deductible to the fullest extent of the law.

Walk the Walk Foundation

Fast Facts about Diaper Need

What Is Diaper Need?

Diaper need is the lack of a sufficient amount of diapers to keep a baby clean, dry, and healthy.

Babies require up to 12 diapers a day, toddlers about eight.

The Numbers

5M

Babies and toddlers live in poor or low-income families.

\$70-\$80

Average monthly cost of diapers per child.

0

Number of federal programs that cover the cost of diapers.



Diapers are material basic necessities all children require, as essential as food, shelter, and clothing. Yet, most state and national safety-net programs do not recognize diapers as a basic need.



The Consequences of Diaper Need

- Babies who remain too long in a soiled diaper 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 their babies at child care



A recent study conducted by NDBN and Huggies found that parents who struggled with diaper need missed an average of four days of work a month.*

*As revealed by the Diaper Need and Its Impact on U.S. Families study conducted by the National Diaper Bank Network and Huggies

Ways You Can Help

VOLUNTEER at Walk the Walk Foundation.

You can find one in your area by visiting wtwf.org.

HOST your own diaper drive and donate the product to Walk the Walk Foundation.

SUPPORT by donating at wtwf.org. All proceeds go towards our mission to help meet the basic needs of all babies and their families

Scan here to Give



[@wtwf.org](http://wtwf.org)



[@WalkTheWalkFoundation](https://www.facebook.com/WalkTheWalkFoundation)



[@WalkTheWalkFoundation](https://www.instagram.com/WalkTheWalkFoundation)



**National
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Social Media Samples



- I believe all babies deserve clean diapers. Please show support by donating to my diaper drive! (insert graphic with details on diaper drive)
- Did you know 1 in 3 families struggles with #DiaperNeed? Please donate to my diaper drive to help change that.
- Small things impact big things. That is why I'm holding a diaper drive on behalf of @WalkTheWalkFoundation/ Please consider giving today (add time and location details)
- Diaper need is a hidden consequence of poverty. Help me reach my goal today and donate to my diaper drive! Every diaper counts.
- Help make a difference in a family's life today. Donate to my diaper drive that will be taking place (location). #EndDiaperNeed
- #DiaperNeed Fact: Without a supply of diapers, babies cannot participate in early childhood education. Please consider donating to my diaper drive.
- Babies require up to 12 diapers per day, at a cost of \$70-\$80 per month per baby -- a cost many families cannot afford. #EndDiaperNeed.

Helpful Hint

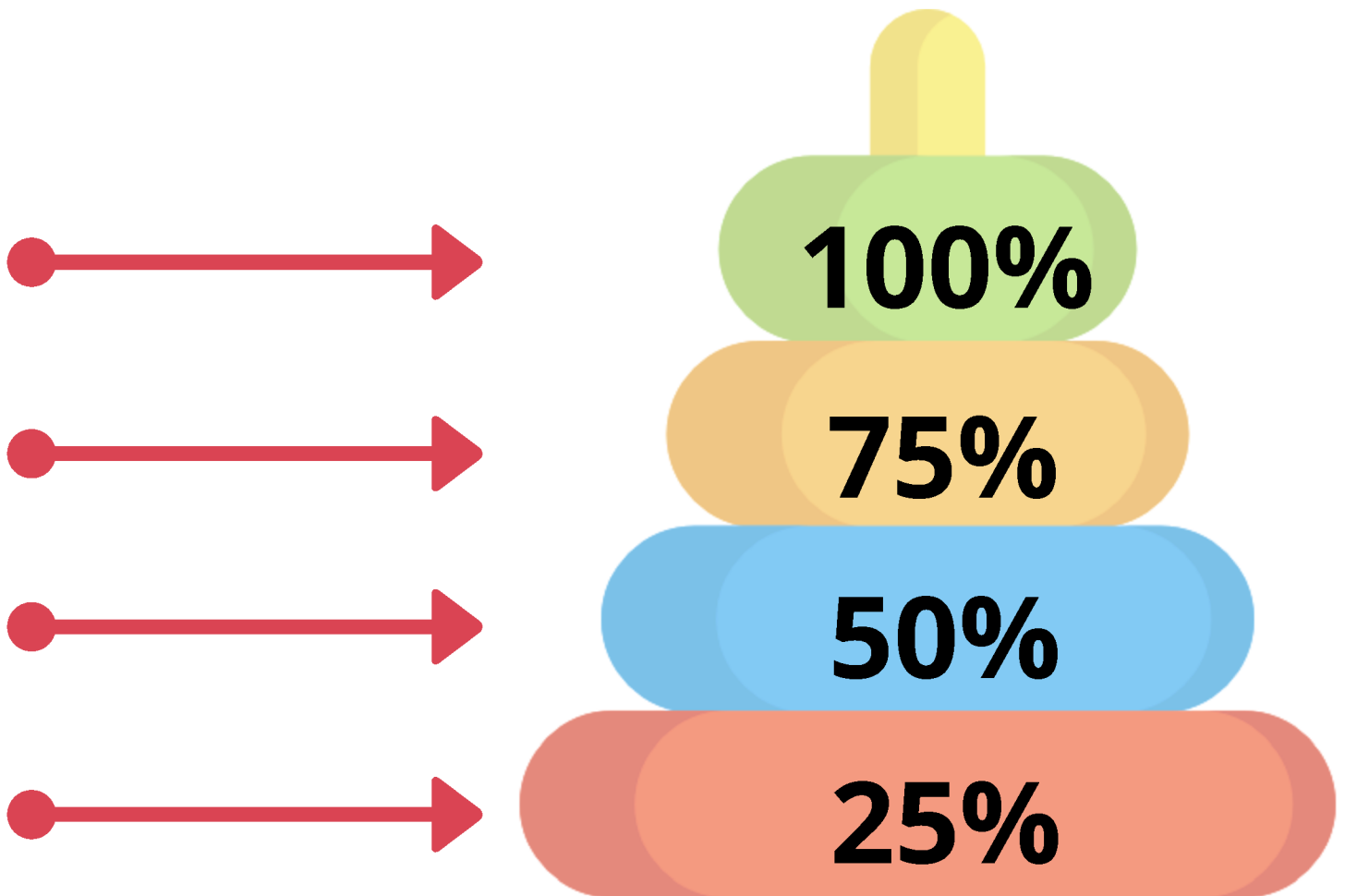
Walk the Walk Foundation has graphics you can use in your social media posts. Ask your Walk the Walk Diaper Ambassador



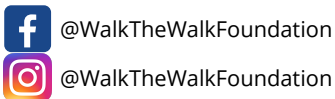


1 in 3 families struggle with #DiaperNeed.
Help a family today by donating a box of diapers!

Our Goal: _____ Diapers!



Follow us on social media:



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Scan here to Give





BASICS AREN'T BASIC.*
*They're essential.

Please support our
DIAPER DRIVE

All funds and diapers donated benefit
Walk the Walk Foundation

Date(s):

Location(s):

Hosted by:

Scan here to Give



Thank you for helping keep babies in your community clean, dry, and healthy.

Your Logo Here



Drop Diapers Here*

To Donate
Online



Scan here



* Now feel good for helping keep babies in your community clean, dry, and healthy.