

BABIES NEED BOTTOMS



CASE FOR SUPPORT



Diaper Need

Nationally, prior to the pandemic, 1 in 3 families struggled to afford enough diapers to keep young children clean, dry and healthy. Diapering supplies are an expensive essential need not covered by Federal assistance, directly impacting the health of young children and caregivers.

Mission Statement

The mission of Babies Need Bottoms is to improve the lives of babies, toddlers, and parents in Western North Carolina through diaper distribution, community awareness and partnerships.

Vision

Our vision is that diaper need is commonly recognized as a public health crisis, and adequate resources are allotted to help caregivers obtain a sufficient supply of diapers, wipes and barrier cream to keep their children clean, dry and healthy.

History

In November 2017, Babies Need Bottoms (BNB) formed to improve the health of babies in WNC, and help fill a gap in the social safety net that leaves families vulnerable. Since then, BNB has distributed over 200,000 diapers through over 50 community partners to serve families in six counties in WNC.

Impact

Regular diaper changes are the key to preventing painful diaper rash and its complications; access to a sufficient supply of diapers is essential to keep children clean, dry and healthy. By reducing the financial stress of affording diapers, caregivers' mental health benefits -- and household income can be stretched further for other necessities like food, medicine and rent. Because childcare centers often require families to provide their own diapers, having access to diapers can facilitate opportunities for education and work that can help families improve their lives.



1 in 3

families struggle to afford
diapers

\$80

Average monthly diaper cost
per child

\$0

Federal assistance for diapers

50

Community Partners

100,000+

diapers distributed annually

120+

Volunteers

Programs



Babies Need Bottoms leverages community and corporate in-kind support, access to collective discounts on diapering supplies, the financial support of local communities and grant-makers, and volunteer support to provide disposable and cloth diapers, baby wipes, potty-training supplies and infant hygiene products to socially and economically vulnerable families.



Diaper Distribution

Diapers are distributed at no cost through a network of community based partner organizations serving in six counties in Western North Carolina.



Partnership Model



Community Partners Distribution Program

Monthly Diaper Distribution to agencies serving known clients and regularly providing additional social services to support, stabilize and help lift families out of poverty.

Crisis Partners Distribution Program

Diaper distribution to agencies serving walk-in clients facing acute crises, such as baby pantries, food pantries, and food markets.

Diaper Hub Partners Distribution Program

Diaper distribution to agencies with mobile units or pop-up markets to expand into rural communities especially where transportation issues are a barrier for families.

2020 Community Partners

ABCCM Crisis Ministry
Asheville Buncombe Institute of Parity Achievement
Asheville City Schools Family Resource Center
Asheville Survival
BEAR Closet - Abernethy UMC
BEAR Closet - East Asheville
BEAR Closet - Cross UMC
BEAR Closet - Snow Hill UMC
BEAR Closet - St. Paul's UMC
BeLoved Asheville
Big Brothers Big Sisters of Western NC
Bounty & Soul
Brooks Howell Home
Buncombe County Division of Social Services
Buncombe County Schools Family Resource Center
Catholic Charities
Children & Family Resource Center
Community Action Opportunities
Community Engagement Markets Buncombe Co.
Council on Aging
Eckerd Caring4 Children
Eliada Homes

Free Community Market / Montmorenci UMC
Helpmate
Henderson County Public Schools
Homeward Bound
Insight Women's Recovery Center
Irene Wortham Center
Jewish Family Services
Lollipops Baby Pantry
Madison County Health Department - CC4C
Manna Food Bank
Mary Benson House
Nurse Family Partnership
Salvation Army - Project Fight
Sharing House Pantry
St. Vincent de Paul Food Pantry & Diaper Program
Steadfast House
Swannanoa Christian Valley Ministry
Verner Center for Early Learning
Western Carolina Community Action
Western Carolina Rescue Mission - Abba's House
YMCA Mobile Market
YWCA - MotherLove Program

Impact



Diaper assistance means much more than just diapers.

Having enough diapers leads to physically healthier children, mentally and emotionally healthier caregivers, and a stronger community where more members have basic needs met.

Access to diapers:

- Alleviates parental stress
- Frees up scarce financial resources for other necessities like medicine and rent
- Provides essential support for families with young children, filling a gap where Federal safety nets are failing to meet needs
- Enables parents to work or attend school when they have enough diapers to send their children to child care centers that require parents to provide them
- Supports a collaborative network of social service providers in WNC working with families

"Given the uptick in need, having reliable and consistent access to healthy food and essential nonfood items, like diapers, have greatly impacted those struggling to provide for themselves and their families."

-- Hannah Randall, CEO
MANNA Food Bank



Babies Need Bottoms

September 10 · Instagram · 🌐

Diaper drop off for the [YMCA of Western North Carolina](#)'s mobile markets! Families struggling to afford basics like healthy food and diapering supplies for their children can get both thanks to the mobile markets. [#babiesneedbottoms](#) [#diaperneed](#) [#enddiaperneed](#) [#diapergap](#) [#closethediapergap](#) [#wnc](#) [#avl](#) [#828](#) [#828isgreat](#) [#teamworkmakesthedreamwork](#)



For my family, these diapers mean:

saving money so I can buy my baby other stuff as she grows (clothes, medicine).



For my family, these diapers mean:

The diapers that they provide, help my baby and I immensely. It's a huge support. Primarily, these diapers are very comfortable for my baby. They are absorbent and safe. When I go out with my baby and I bring his diapers, I feel confident that there won't be any accidents because of the quality of the diaper. Thank you.

Leadership and Governance



Co-Executive Directors

Babies Need Bottoms is led by Co-Executive Directors, Alicia Heacock and Meagan Lyon Leimena. Alicia and Meagan were inaugural board members in 2018, and transitioned into their current shared leadership roles in August of 2019.

Alicia has over 10 years professional experience in nonprofit management, fundraising, governance and volunteer coordination. Meagan brings a wealth of academic and professional experience in social work, public health, research and community collaboration centered in maternal and child health.



Board of Directors

Alicia Heacock

Co-Executive Director, Babies Need Bottoms

Gretchen Heacock, M. Eng, CSSGB

Business Systems Analyst, Alliance for a Healthier Generation

Stephanie Krucher

Co-Founder, Babies Need Bottoms

Meagan Lyon Leimena, MSW, MPH

Co-Executive Director, Babies Need Bottoms

Sara Monteith

Owner and Photographer, Sara Monteith Photography

Sara Pacifici, CIC

Territory Manager, Personal Lines and Small Commercial at State Auto Insurance

Advisory Board

Theo Gunkler

Co-Founder, Babies Need Bottoms

Judy Lyon

Senior Vice President, AmWINS Access, Finance at AmWINS Group

Christy Rhodes

Case Management Coordinator, Catholic Charities Diocese of Charlotte

Emily Swartzlander

President, EBS Strategies; Chief Strategist, Family Forward NC



Babies Need Bottoms

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**National
Diaper Bank
Network**