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



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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 Aaina 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

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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

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• Supports a collaborative network of social service providers in WNC working with families

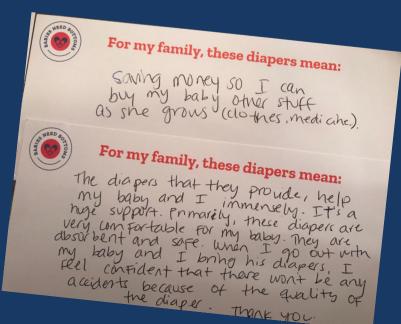
"Given the uptick in need, having reliable and consistent access to healthy food and essential nonfood items, like diapers, have greatly impacted those struggling to provide for themselves and their families."

-- 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





Leadership and Governance



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.



ABIRS

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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