

# 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 250,000 diapers through over 50 community partners to serve families in seven 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

**185,000+**

diapers distributed annually

**120+**

Volunteers

# Programs

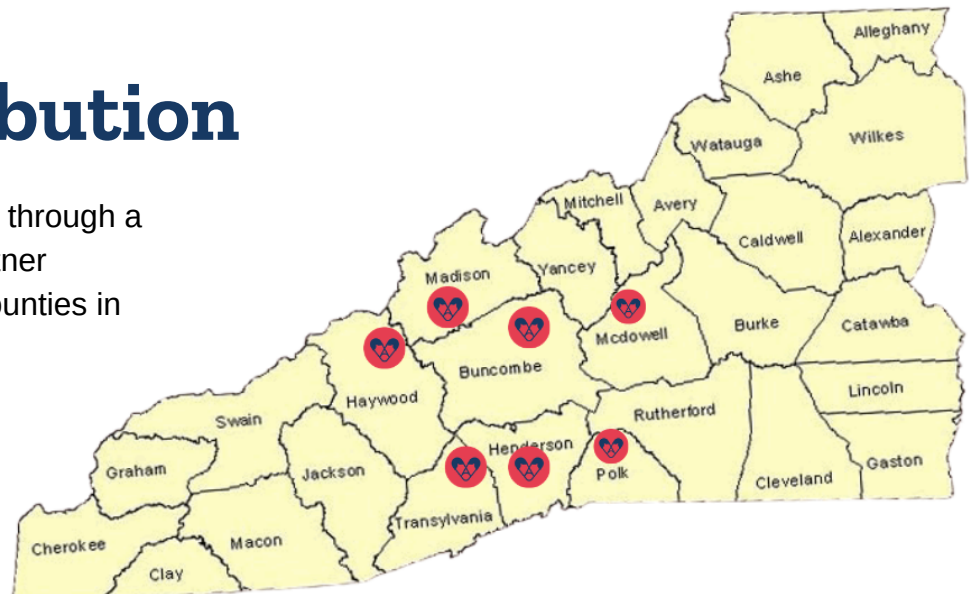


Babies Need Bottoms leverages community and corporate in-kind support, access to collective discounts on diapering supplies, the financial support of local communities and grant-makers, and volunteer support to provide disposable and cloth diapers, baby wipes, potty-training supplies and infant hygiene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

## 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

Helpmate  
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

*\*This list represents some, but not all of the community partners served in 2021*



# 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

**Gretchen Heacock, M. Eng, CSSGB**

*Business Systems Analyst, Alliance for a Healthier Generation*

**Stephanie Krucher**

*Co-Founder, Babies Need Bottoms*

**Sara Monteith**

*Owner and Photographer, Sara Monteith Photography*

**Kate Moore, M.Sc., RDN, LDN,**

*Ruckus Health*

**Michelle Neff**

*Social Media Strategist and Community Advocate*

**Sara Pacifici, CIC**

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

## Advisory Board

**Carla De Maria**

*Founder, CDM Group*

**Shelbie English**

*Adolescent Parenting Program Coordinator, Children and Family Resource Center*

**Theo Gunkler**

*Co-Founder, Babies Need Bottoms*

**Sonia Kay, MSW, LCSWA**

*MotherLove Coordinator, YWCA of Asheville and WNC*

**Judy Lyon**

*Senior Vice President, AmWINS Access, Finance at AmWINS Group*

**Emily Swartzlander**

*President, EBS Strategies; Chief Strategist, Family Forward NC*



# Babies Need Bottoms

PO Box 5171 , Asheville, NC 28813  
[www.babiesneedbottoms.org](http://www.babiesneedbottoms.org)



**National  
Diaper Bank  
Network**