

BABIES NEED BOTTOMS



2023 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 1,000,000 diapers through over 65 community partners to serve families across 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 to families
for diapers

65+

Distribution Partners

1,000,000+

Diapers Distributed

120+

Volunteers

Programs

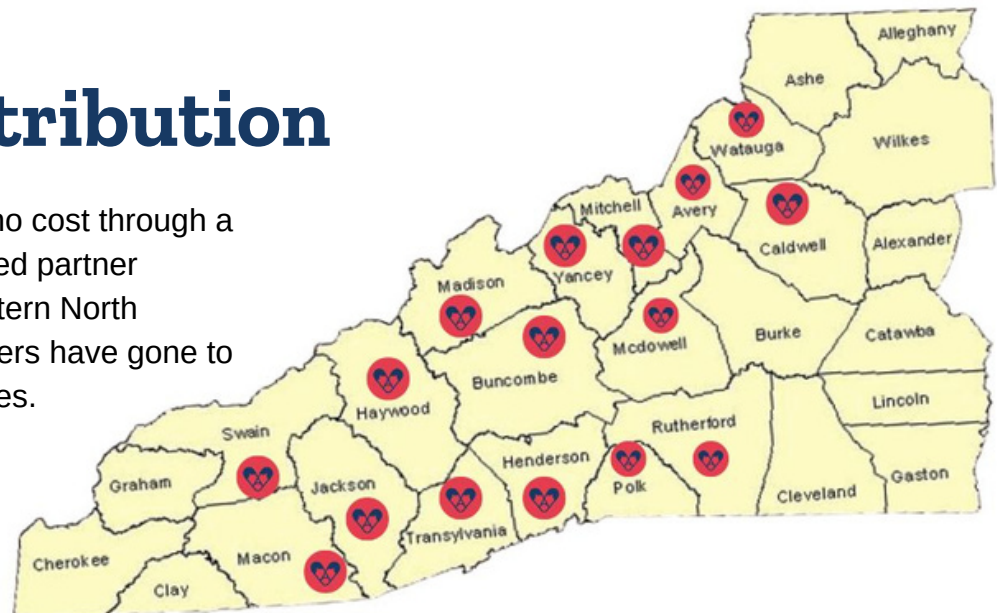


Babies Need Bottoms leverages community and corporate in-kind support, access to collective discounts on diapering supplies, the financial support of local communities and grant-makers, and volunteer support to provide disposable and cloth diapers, baby wipes, potty-training supplies and infant hygiene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



Diaper Distribution

Diapers are distributed at no cost through a network of community based partner organizations serving Western North Carolina. Since 2017, diapers have gone to families in 16 WNC Counties.



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.

Mobile Diaper 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

Abba's House
ABCCM Crisis Ministry
Asheville City Schools Family Resource Center
Beacon of Hope
BEAR Closet - Abernethy UMC
BEAR Closet - East Asheville
BEAR Closet - Cross UMC
BEAR Closet - Snow Hill UMC
BEAR Closet - St. Paul's UMC
BEAR Closet - Weaverville
Bounty & Soul
Buncombe County Division of Social Services
Buncombe County Foster Care Program
Buncombe County Schools Family Resource Center
Caring for Children
Catholic Charities
Children & Family Resource Center
Christine W. Avery Learning Center
CIMA/Consulta tu Compa
Community Action Opportunities
Eliada Homes
Fostering Hopes
Helpmate
Homeward Bound/Ahope Day Center

Insight Women's Recovery Center
Intermountain Head Start
Irene Wortham Center
Lutheran Services Carolinas Asheville
Madison County Health Department - CC4C
MAHEC-Project CARA
MANNA Food Bank
Mitchell County Department of Social Services
Nurse Family Partnership
Polk County Health Department
Salvation Army - Project Fight
Sharing House Pantry
Sistas Caring 4 Sistas
St. Vincent de Paul Food Pantry & Diaper Program
Swannanoa Christian Valley Ministry
Thermal Belt Outreach
Transformation Village
Verner Center for Early Learning
WNC Source
Yancey County Department of Social Services
YWCA Childcare Program
YWCA - MotherLove Program

**This list represents some, but not all of the community partners served in 2022*

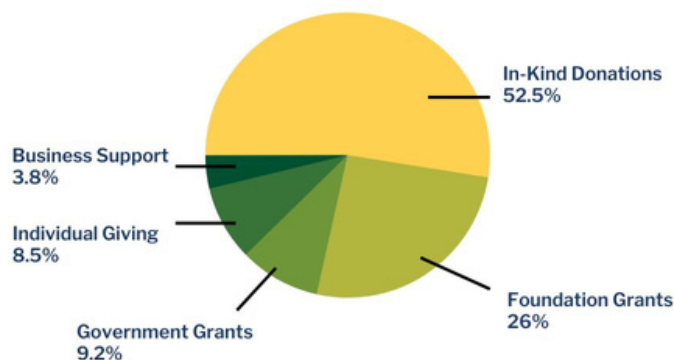
Impact



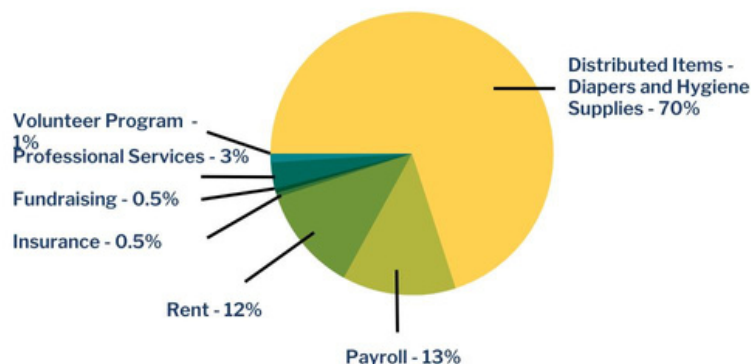
2022 IMPACT



2022 REVENUE SOURCES



2022 EXPENSES



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.



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](#) [#closetheddiapergap](#) [#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, MSW, MPH. 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.



Community Leadership

Babies Need Bottoms staff serve as members of the following local community advisory groups: BEACON, Junior League of Asheville, Mothering Asheville, Nurse Family Partnership and the Perinatal Emotional Health Network.

Board of Directors

CHAIR

Michelle Neff

Social Media Strategist and Community Advocate

Kelley Hubbell Adams, LCSW

Social Emotional Learning Coach, Buncombe County Schools

VICE-CHAIR

Allie Ellenbogen

Survey & Assessment Analyst – Office of Institutional Research, Effectiveness, and Planning, UNC Asheville

Emily Lynes

Freelance Communications

Leslie Roberts

Director Physician Recruitment, Mission Health

SECRETARY

Kate Moore

M.Sc., RDN, LDN

Erica Whyman

Director of Human Capital Strategies, McHenry Consulting, Inc.



Babies Need Bottoms

PO Box 5171 , Asheville, NC 28813
www.babiesneedbottoms.org



**National
Diaper Bank
Network**