

BABIES NEED BOTTOMS



CASE FOR SUPPORT



Diaper Need

Nationally, 1 in 2 families struggle 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 3,000,000 diapers through over 75 community partners to serve families across WNC. In the fall of 2024, Hurricane Helene devastated our region; BNB was on the front lines of relief efforts and continues to support recovery through distributing hygiene supplies

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 2

families struggle to afford
diapers

\$80-\$100

Average monthly diaper cost
per child

\$0

Federal assistance to families
for diapers

80+

Distribution Partners

3,000,000+

Diapers Distributed

550+

Volunteers

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 18 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.

Governance

Babies Need Bottoms is governed by a Board of Directors that provide oversight and leadership through:

- Fiduciary Oversight
- Approve Annual Budget
- Guide Strategic Planning
- Support Operations through Volunteerism
- Advocate on Behalf of the Organization



Programs

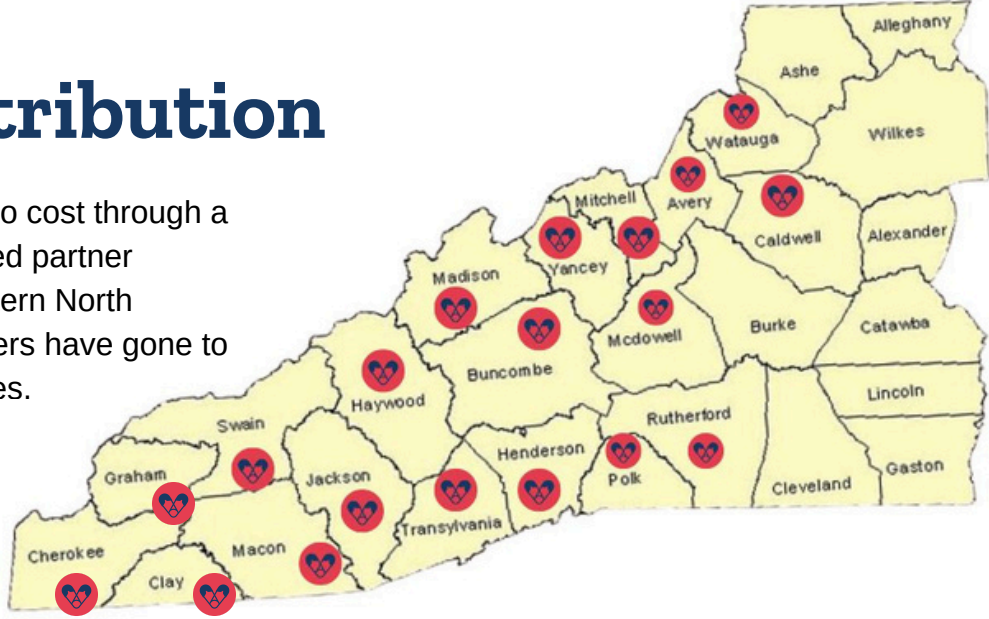


Babies Need Bottoms leverages community and corporate in-kind support, access to collective discounts on diapering supplies, the financial support of local communities and grant-makers, and volunteer support to provide disposable and cloth diapers, baby wipes, potty-training supplies and infant hygiene 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 19 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*

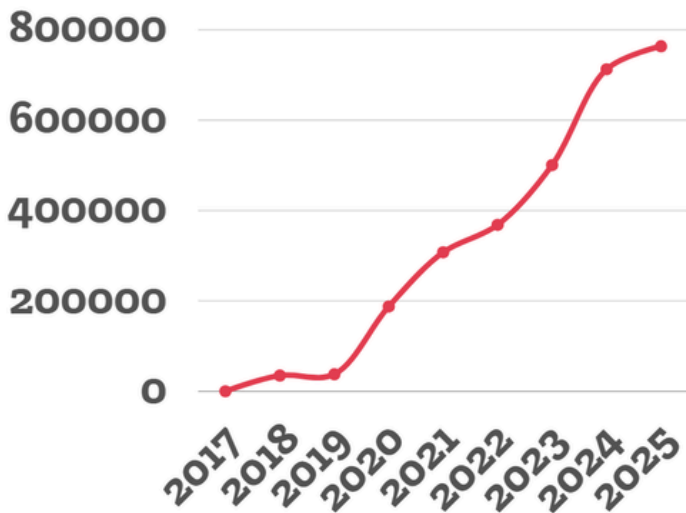
Impact



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.

Annual Diaper Distribution

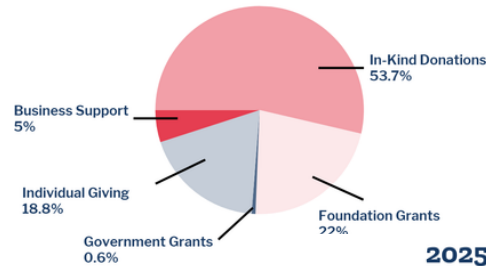


2025 IMPACT

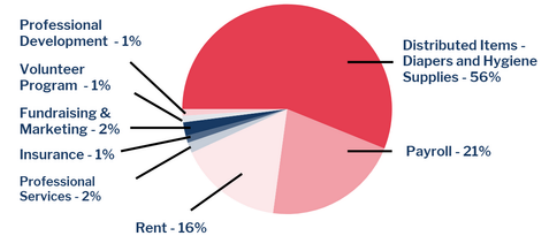


over 2.5 Million
diapers distributed since
2018!

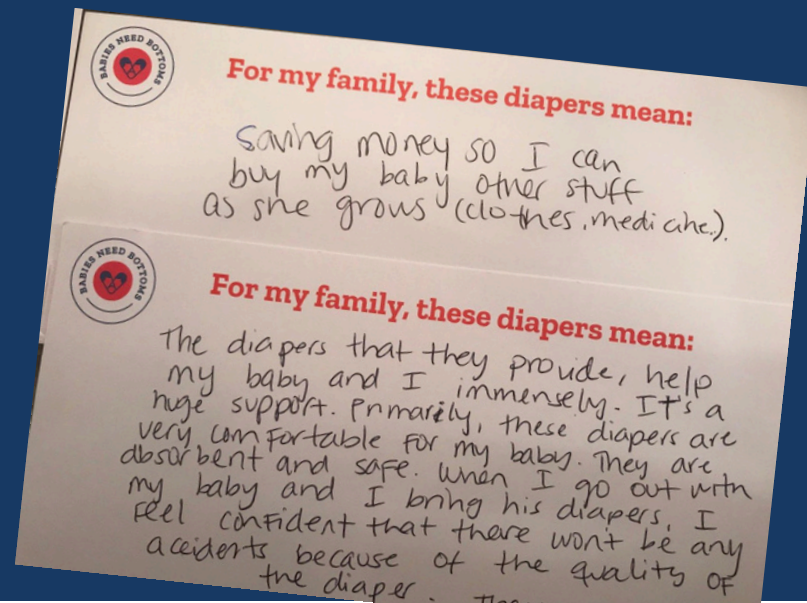
2025 REVENUE SOURCES



2025 EXPENSES



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](#)



Testimonials



THANK YOU FOR ALL
THE SUPPORT YOU
GIVE MY FAMILY.
AS A MOTHER, I AM
THANKFUL.

Diaper Recipient

Babies Need Bottoms
has risen to meet the
needs of the community
that has exponentially
grown amid a global
pandemic

Board Member

**Thank
you!**

I am proud that we
are able to take a little
bit of stress off of
families, specifically
mothers, by providing
diapers.

Board Member

I've been most proud of
this organization for
moving mountains --
literal mountains of
diapers into homes and
to the families that need
them the most.

Board Member

ONE OF OUR TEEN PARENTS WAS ABLE
TO PAY FOR HER CAP AND GOWN WITH
THE MONEY SHE WOULD HAVE SPENT
ON DIAPERS! THE RELIEF OF NOT
HAVING TO WORRY ABOUT
DIAPERS/WIPES ALLOWED HER TO
CONTINUE WITH HER HIGH SCHOOL
EDUCATION AND GRADUATE! THANK
YOU ALL SO MUCH.

- YWCA MotherLove Program

A MOTHER IS QUARANTINED WITH 2
IN DIAPERS AND SHE CAN'T GET
OUT, SHE SAID IT WAS SUCH A
BLESSING TO HAVE SOMEONE TO
DONATE DIAPERS AND WIPES IT
TOOK A LOAD OFF OF HER
SHOULDERS

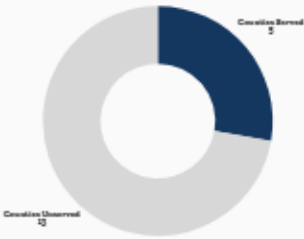
- Sistas Caring for Sistas

OUR CLIENTS ARE ALWAYS SO
GRATEFUL THAT WE ARE ABLE TO
HELP THEM WITH THEIR DIAPERING
NEEDS, AND THEY WANT TO MAKE
SURE THAT BABIES NEED BOTTOMS
KNOW HOW MUCH THIS PROGRAM
MEANS TO THEM AND THEIR
FAMILIES.

- Insight Women's Recovery Center



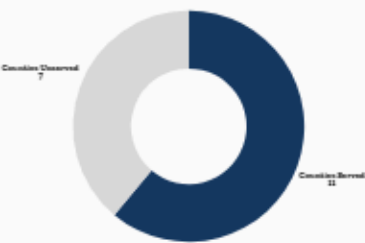
2019



2021



2022



2024



Where We Started



Where We Are Now



What We Started With

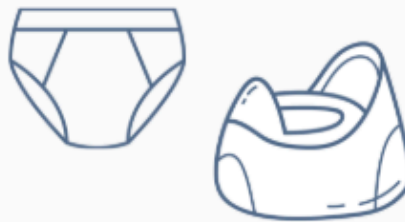


Diapers and Baby Wipes

What Else We've Supplied



Baby Wash, Lotion,
Rash Cream



Potty Training Kits



Feeding Supplies,
Formula, Bottles, Bibs



Baby Equipment



Clothing, Winter
Coats, Socks,
Blankets



Postpartum and
Breastfeeding Care
Kits



Babies Need Bottoms

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



**National
Diaper Bank
Network**