

COVID-19 REPORT

JAKE'S DIAPERS
DATA + IMPACT
COVID-19 RESPONSE



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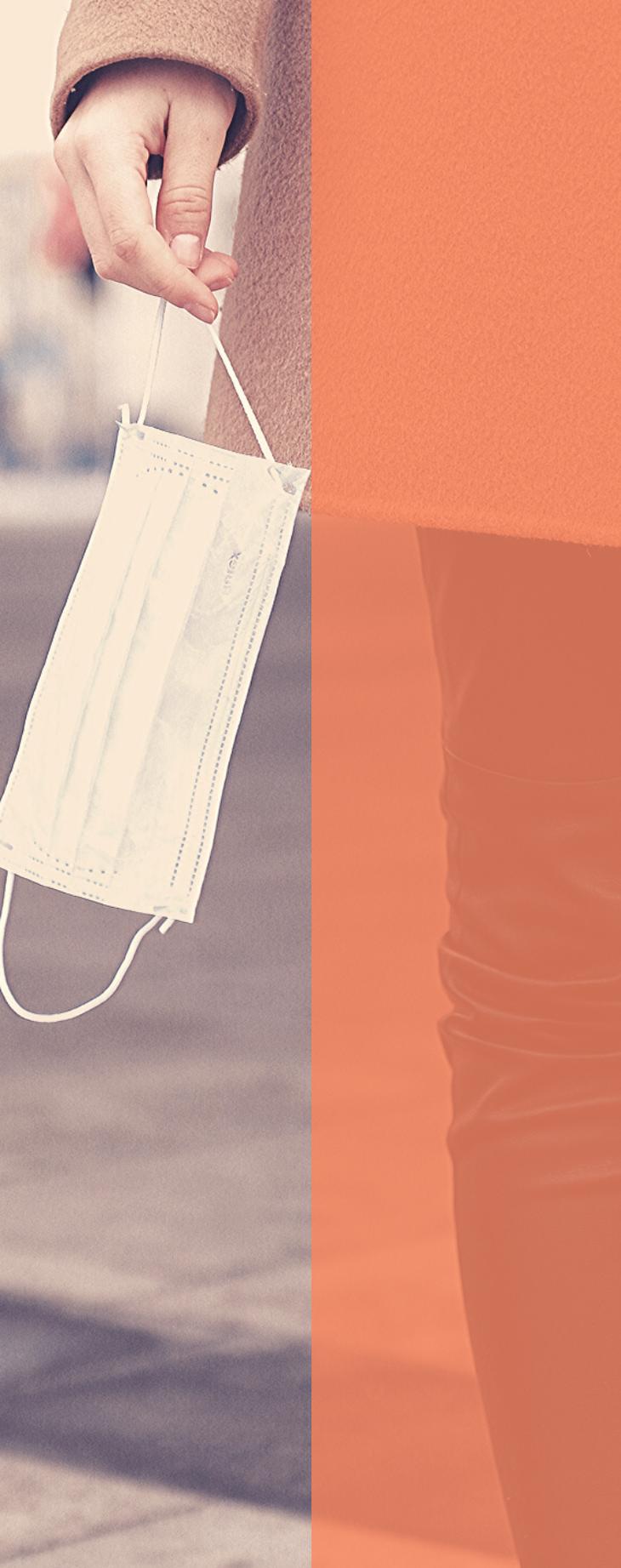
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THANK YOU

Katie, Program Manager, preparing orders for delivery



A WORD FROM THE EXECUTIVE DIRECTOR

We were prepared for this. At Jake's Diapers, our team often responds to disaster situations around the globe. We've helped people through situational poverty after devastating natural disasters such as Hurricane Maria in Puerto Rico, wildfires in California and more recently the tornadoes in Tennessee.

As COVID-19 popped up in Wisconsin earlier in March, we knew this would be the time to activate our emergency response. This is a devastating health emergency for people around the globe.

We first looked to serve our most vulnerable populations. Our amazing donors rallied around the cause, quickly funding efforts to support our increased need and setup a drive through event for adult care essential products.

We've since continued to build on community partnerships- distributing adult care essentials, period products, diapers and other basic needs to help our community through these turbulent times.

Together, with our community partners and supporters, we are building a better tomorrow.

Stephanie Bowers

STEPHANIE BOWERS
EXECUTIVE DIRECTOR

POVERTY IN A PANDEMIC



Senior Safety Basic Needs Drive-Thru in Oshkosh

Working on the frontline to support people with basic needs, we've known for a long time that poverty scenarios are more commonplace than you might imagine. Consider:

- A single mom, trying to maintain a job to support her two young children.
- A family living in a rural area that lacks access to resources.
- A grandmother struggling with incontinence.
- A teenage girl missing school because of her period, and no money for period products.

While the coronavirus pandemic will impact us all in some way, people already living in desperate situations will have a more difficult time coping and avoiding the spread.

That's why now is the most essential time for us to react and support basic needs.

We're working with community partners already distributing other basic needs to reach those most in need and minimize contact points. This helps people who cannot otherwise afford to stock up have the items they need. This helps people to ...

- Afford other basic needs, such as food and rent or mortgage payments
- Avoid going to the store more frequently to purchase supplies

Bottom line, we're keeping people #SaferAtHome with resources they need.

DIAPERS // RESPONSE

The COVID-19 pandemic is disproportionately impacting children and families who lack access to clean diapers and other basic necessities.

Hoarding, loss of jobs and shelter in place orders have forced more families to turn to nonprofit diaper banks, depleting available supplies.

As the only diaper bank serving the Greater Green Bay/Greater Oshkosh areas, we are the main supplier to many area families in need.

In February, our program distributed 23,621 diapers to 472 children and families. This is a pretty normal month.

In March, we delivered 46,378 diapers to 1,009 children and families. The increase came with COVID-19, and we expect this number to continue to grow.

In Partnership With



**National
Diaper Bank
Network**



Tim loading diapers to deliver to community partners in Green Bay

ON THE DOT // RESPONSE

We are currently active alongside several school districts and community pantries in distributing period product needs through our On the Dot program.

For example, we have supplied Green Bay area schools and Oshkosh area schools with period products to distribute with the free lunch and breakfast items.

We're also in communication with other school districts and community partners to increase distributions and meet demand.

1 IN 5 TEENAGERS
CAN'T AFFORD TO
PURCHASE PERIOD
PRODUCTS

SOURCE: [State of the Period report](#)



*Katie, Program Manager,
readying supplies for distribution*

A.C.E. // RESPONSE

We started responding to the coronavirus threat to prevent our elderly from exposure to COVID-19. This was an important first step as the coronavirus has high potential to take their lives. Our seniors and their family members feel especially stressed with worry from the situation.

Here are some stories we heard:

"My 72-year old dad is terrified to go to the store- and even if he went, would there be any supplies for him?"

"I have an elderly neighbor who needs adult diapers. She went to the store today and couldn't find any. Can you help? This is so sad."

"My father has cancer. We are in desperate need of adult incontinence supplies to care for him. Our family is struggling, and so afraid of what COVID-19 could do to us."

*— Adult Daughter,
seeking help from Jake's Adult
Care Essentials (A.C.E.) Initiative*



*Denise picking up
supplies for a client
of Community
Benefit Tree*

CLOTH DIAPER // RESPONSE

Parents strolling the baby aisle across the U.S. are running into limited options and even empty shelves as the world continues its fight against COVID-19.

Families who can afford the extra investment have turned to cloth diapering. On the other hand, families who live paycheck to paycheck can't even consider this investment nor did they have the ability to stock up in the first place - they simply didn't have the extra budget.

We're able to combat this with our Individual Aid program as well as partnerships with diaper banks across the U.S. We work alongside diaper banks across the U.S. from Maine to Arizona, California to Florida.

Jake's Diapers maintains an active partnership and membership at the National Diaper Bank Network. During COVID-19, we're working together to supply more diaper banks across the United States with cloth diapering kits. Can you help?



CLOTH AROUND THE WORLD

Our Diaper Drop partners around the world are increasingly affected by the global growth of the coronavirus.

For example, our partners at Ekisa prepare for a lockdown as the government is establishing parameters for dealing with the start of the outbreak there.

“A lockdown at Ekisa will mean a set group of staff would live on Ekisa’s premises, and no one would be allowed in or out,” the group sent in an email. “In anticipation of this, we had already begun to stock up on prescription medicines, food, and other supplies to support the 16 vulnerable children in our care. But with an impending lockdown, we’re in immediate need of \$7,000 to stock up life-sustaining supplies for the next several months.”

— Ekisa

The coronavirus is creating serious and immediate needs to keep many people struggling with poverty safe and healthy.

Cloth diapering is a great option to reduce financial strains that will be exacerbated by the pandemic.



WI MY NEIGHBOR // RESPONSE

Beyond diapers, period products, and adult care essentials there are other basic needs that are critical to every day life. Our newest program, My Neighbor, helps with these other critical essentials requested by our community partners.

Toilet paper, hand soap, cleaning supplies, toothpaste, sheet sets, blankets, and towels are just some of the other essentials we've been able to help with.

Together with our community partners and supporters, we are helping our neighbors in need with the everyday essentials they need to not only survive, but thrive as we overcome COVID-19 and prepare for a better tomorrow.

**"I have an elderly neighbor who needs Depends®. She went to the store today and couldn't find any. Can you help? This is so sad."
— Caller to Jake's Diapers**



THE BELOW DATA IS FOR MARCH
2020 IMPACT FOR NORTHEAST
WISCONSIN COMMUNITY
PARTNERS ONLY

187,412

Items Distributed

This includes disposable + cloth diapers, single use and reusable menstrual products and adult care essential items.

4,269

Lives Impacted

This includes children 5 and younger receiving diaper help, girls and women receiving menstrual items and, elderly receiving adult care essential products.

COVID-19 IMPACT

2,127

TOTAL GIRLS + WOMEN SERVED

We partner with school districts and agencies focused on serving women in order to distribute menstrual products through our On the Dot program.

76,382

TOTAL PERIOD PRODUCTS DISTRIBUTED

We provide both single-use and reusable period products to girls and women in need, respecting the right to choice and dignity in managing their periods in culturally appropriate ways.

1,009

TOTAL CHILDREN DIAPERED

We serve more than 40 partner organizations focused on helping those struggling with poverty, and through them provided cloth or disposable diapers to help 5,574 kids.

1,133

TOTAL AGING ADULTS HELPED

Sometimes deteriorating health can impact hygiene needs as we age. Our program ensures elderly age with dignity.



VIDEO

OSHKOSH + WAUTOMA,
WE'RE ON OUR WAY



VIDEO

SENIOR SAFETY DRIVE
THROUGH EVENT, MARCH 18



VIDEO

BEHIND THE SCENES:
PRODUCTS OUT THE DOOR

MEDIA MENTIONS

- [WBAY](#)
- [Spectrum News1](#)
- [WNFL-AM](#)
- [WTAQ-AM](#)
- [WIXX-FM](#)
- [WYDR-FM](#)
- [WBGA-TV](#)

GIVE NOW

DONATE ONLINE

Your monthly or one-time donation will make a difference in the ways you've just read about.
Thank you.

THANK YOU TO OUR SUPPORTING PARTNERS



COVID-19
COMMUNITY
RESPONSE
FUND



THANK
YOU!!!

