

COVID-19 REPORT

JAKE'S DIAPERS
DATA + IMPACT
COVID-19 RESPONSE



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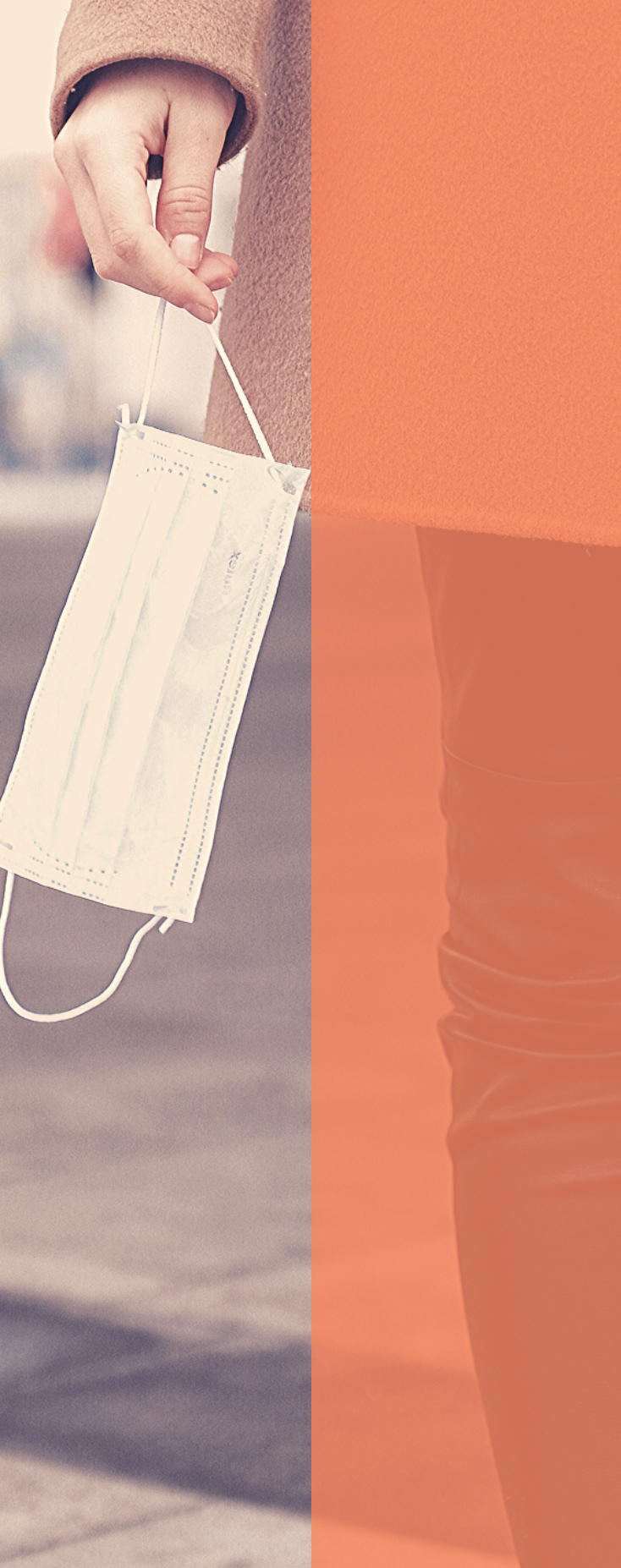
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A WORD FROM THE EXECUTIVE DIRECTOR

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.

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.



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



1,034

TOTAL CHILDREN DIAPERED

We serve more than 40 partner organizations focused on helping those struggling with poverty. Through these organizations, we've provided cloth or disposable diapers to help 5,574 kids.



784

TOTAL DIAPER CHANGES PROVIDED

This is the number of diaper changes provided to kids in need with reusable options.



1,133

TOTAL AGING ADULTS HELPED

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



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.



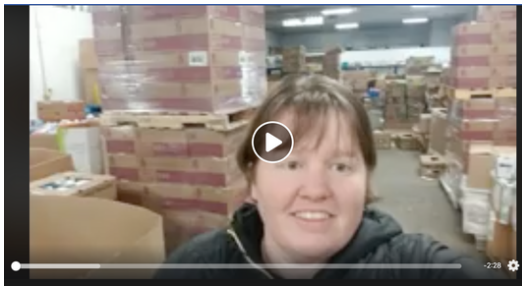
VIDEO

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!!!

