

C O V I D - 1 9

JAKE'S DIAPERS RESPONSE



**APRIL
2020**

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CONTENTS



03

MESSAGE FROM
THE EXECUTIVE DIRECTOR

04

COMMUNITY
COLLABORATION

05

CRISIS DURING A CRISIS

11 - 14

IMPACT DATA

15

MEDIA + VIDEOS, PLUS
HOW YOU CAN HELP

16

THANK YOU

Executive Director Stephanie Bowers opens a shipment.

A hand holding a white surgical mask against an orange background. The hand is positioned at the top left, with the fingers gripping the white elastic straps of the mask. The mask is partially visible, showing its pleated front and the top edge. The background is a solid, vibrant orange color. The overall composition is clean and focused on the act of holding the mask, symbolizing care and protection.

A WORD FROM THE EXECUTIVE DIRECTOR

**"Alone we can do so little. Together,
we can do so much."**

- Helen Keller

There are so many families that are struggling right now to buy essential products, like diapers, for their families. We are so grateful for recent grant funding and organizational partnerships as we come together to help our community get through this time.

In March, we accelerated our mission to help vulnerable populations struggling with financial decisions between food and other basic needs. We knew these people would need extra help and care to circumvent the pandemic that would disproportionately affect people living in poverty.

We've seen this come to life through the various individuals we've been able to help, with donations of things that seem simple but are oh-so-big: like diapers, period products and adult care essentials.

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

Stephanie Bowers

STEPHANIE BOWERS
EXECUTIVE DIRECTOR

COMMUNITY COLLABORATION



The coronavirus pandemic is surrounding all of us, yet each person and family are impacted in different ways. We continue our committed partnerships with other community organizations to support the increasing needs locally.

Operation Community Cares is an example of one of those vital partnerships. OCC is an emergency response nonprofit organization playing a large role in distributing our products.

“We only consolidate resources in emergency situations such as pandemics, when people are not allowed to travel, or when disasters occur,” said Executive Director Will Nothing.

Together, we've helped people in a variety of scenarios. For example, a woman in her 80s had recently had a surgery and doesn't have any local family. With the huge shortage of toilet paper early on, she resorted to using cut up sheets and towels to wipe herself for about a week, unable to get to the store.

“When she called the number for age and disability, we did an instant delivery for food and also wipes and Depends from Jake's Diapers,” Will said.

Hygiene supplies and other support from Jake's Diapers and OCC also helped a veteran in his 60s, stranded at home with not a crumb of food left on his shelves for days; and a recently homeless individual - due to the impact of COVID-19 - secure supplies needed to stay healthy.

CRISIS DURING A CRISIS



Shortly before Wisconsin went on lockdown, a NE Wisconsin woman was ready to start a life of her own after leaving her abuser in a domestic violence situation.

The woman, who is anonymous for her protection, was working with Safe Haven, a domestic abuse and sexual assault support center.

“She had just been hired to start her dream job, then the pandemic hit and the business was closed,” said Executive Director Stacey Cicero. “She didn’t have other work and was now jobless. Unfortunately, her ex-husband lost his job and child support stopped. She had no income coming in. Safe Haven was able to assist with food, hygiene, and other assistance to help her through this time. She continues to receive our support and is working toward self sufficiency.”

Safe Haven is another one of Jake’s Diapers community partners, helping to distribute important hygiene items from our programs. The nonprofit continues to offer all its services, but the pandemic has shifted its approach.

“Our focus has really shifted to just managing the basic needs of our clients,” Stacey said. “They need emotional support, food, hygiene, diapers, medicines and activities! We have been distributing food boxes, gas cards, grocery cards and other needed items as much as we are able. We are helping victims of domestic violence and sexual assault find safe housing.”

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 April, we delivered 85,529 diapers to 1,747 children and families. This is an increase from our March response to COVID-19, and we expect this number to continue to grow.

In Partnership With



**National
Diaper Bank
Network**



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.

We started collaborating with Thompson Center on Lourdes, a nonprofit organization that provides mental and physical health and wellness activities for seniors. The center had to shift from social activities instead to basic needs and emotional support.

"I just wanted to tell you what a blessing you are to others," said Executive Director Elizabeth Neuman. "(We) were so thankful for the Depends, Poise Pads and Soft Soap. It made my day – and I wanted to share their gratitude and mine – for all that you are doing for our senior population that are homebound."

"So many seniors are dealing with this every day, and the number one reason they experience isolation is incontinence."

— Adam Greenberg, owner of North Shore Care Supply. North Shore provided an in-kind and financial donation to help with COVID-19.



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?



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. In April, we even had the opportunity to share toys with kids in need to spread a little joy- thanks to a generous donation from Toys for Tots.

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**



APRIL 2020

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

126,253

Items Distributed

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

2,785

Lives Impacted

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

CLOTH COVID RESPONSE

THE BELOW DATA REFLECTS OUR APRIL 2020 IMPACT



\$30,711

Cloth Kit Value Distributed

This is the value of the cloth diapering kit items we've sent to Diaper Drop and local partners in need of reusable diapering options.



1,940

Diaper changes

The number of changes provided with reusable items.



313,665

Items Distributed

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

7,054

Lives Impacted

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

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

TOTAL COVID RESPONSE

COVID-19 APRIL IMPACT

THE BELOW DATA REFLECTS RESPONSE FOR ONLY APRIL 2020

562

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.

16,756

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.

1,747

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.

85,529

TOTAL DIAPERS DISTRIBUTED

We serve more than 40 partner organizations focused on helping those struggling with poverty.

476

TOTAL AGING ADULTS HELPED

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

23,968

TOTAL ADULT CARE ESSENTIALS DISTRIBUTED

We provide both single-use and reusable period products to elderly in need.



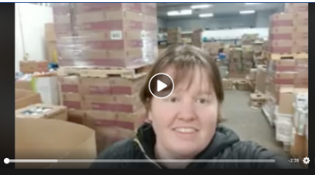
VIDEO

OSHKOSH + WAUTOMA,
WE'RE ON OUR WAY



VIDEO

SENIOR SAFETY DRIVE
THROUGH EVENT, MARCH 18



VIDEO

BEHIND THE SCENES:
PRODUCTS OUT THE DOOR



VIDEO

LOADING AIRPLANE
TO SEND TO WAUKESHA



VIDEO

COMMUNITY PARTNER
SUPPLY PICKUP

MEDIA MENTIONS

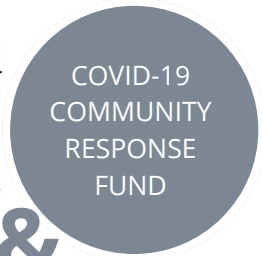
- **Packers continue to give back to those impacted by COVID-19**
- **Brown County United Way awards over \$40,000 financial grants to 6 local nonprofits**
- **Need for help spikes as pandemic takes toll**
- **Demand for personal hygiene products skyrockets due to COVID-19**
- **Jake's Diapers flying hygiene kits to the homeless community**
- **\$115,000 from Fund Provides Critical Support to Local Nonprofit Organizations During COVID-19**
- **Oshkosh Business Steps Up to Help Feed Families in Need**

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



THANK YOU!!!

