Diaper banks operate on the belief that every parent wants the best for their child. That’s what makes diaper need so horrific. Imagine not being able to keep your baby clean, dry and healthy.

A package of diapers can change a parent’s life and therefore change their baby’s present and future. That’s what we’re about here at the National Diaper Bank Network (NDBN) and at our more than 300 members across the United States.

Our friends at the Diaper Bank of North Carolina have partnered with researchers to quantify the amazing outcomes from providing families with diapers. Parents who receive diaper assistance report feeling less stress and having more positive interactions with their children. That means healthier brain development and a lifetime of benefits for those babies. Most families also say that receiving diapers leaves more cash for other necessities, such as food.

Diapers are a way in ... a way to transform lives. In 2017, NDBN developed new partnerships, services and programs that help member diaper banks work smarter, and we advocated for policy reforms to make diapers more affordable. I am proud of all these initiatives and grateful for the support that makes them possible.
We live in a world in which we need to share responsibility. It’s easy to say, “It’s not my child, not my community, not my world, not my problem.” Then there are those who see the need and respond. I consider those people my heroes.

–Fred Rogers

The essentials of our work, however, do not change. We’re helping families get what they need to thrive — and when we do this, we are also helping them to give their child what every parent wants — the best.

Diaper On!

Joanne Goldblum
Chief Executive Officer
Inspiring Change

This year, NDBN’s $100,000 Funds for Change grant initiative, the only national, competitive grant program dedicated solely to supporting community-based diaper banks in the U.S., included four $10,000 strategic investment grants awarded to member diaper banks to create programs to overcome geographic challenges. Recipients included:

• Diaper Bank of the Ozarks, Springfield, Mo., to hire a rural program manager to improve diaper distribution and capacity.

• Diaper Bank of North Carolina, Durham, N.C., for an expansion project to serve a U.S. military base and its surrounding community in Cumberland County.

• Inland NW Baby, Spokane Valley, Wash., to create diaper cupboards (small distribution programs) based in rural health clinics.

• The HopeLine, Bronx, N.Y., to create neighborhood diaper cupboards through a Bronx-based nutrition program.

NDBN is investing in member organizations capable of leveraging local assets in order to ensure the long-term sustainability of vital community-based diaper bank programs.

—Susan Van Ness, Chief of Programs
More people in more communities are learning about the prevalence and impact of diaper need through retail partnerships made possible by NDBN founding sponsor Huggies. Since 2013, Huggies has worked with Meijer (a Michigan-based retailer that operates supercenters and grocery stores in five states) and its customers on an annual in-store diaper need awareness initiative that has resulted in the cumulative donation of 600,000 diapers and $40,000 to NDBN and member diaper bank programs. The success sparked new Huggies/NDBN partnerships in 2016–17 with national retailers including Amazon and Walgreens.
The Academics of Diaper Banking

We know donating, collecting and distributing diapers to help keep babies clean, dry and healthy is a rewarding endeavor. We also know that it benefits babies and families physically, mentally and economically. But did you know that community social service organizations that partner with diaper banks agencies become measurably stronger? Dr. Kelley Massengale proved it.

Dr. Massengale earned her doctorate in public health education from the University of North Carolina at Greensboro in 2017 by focusing on diaper need in under-resourced communities. Working in partnership with the Diaper Bank of North Carolina, Dr. Massengale’s research served as the basis for two peer-reviewed articles published in *Children and Youth Services Review* and the *Maternal and Child Health Journal*. The work adds to the academic literature on diaper need and recognition of the vital work of the diaper bank community throughout the U.S.
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Chief Executive Officer
National Diaper Bank Network
New Haven, Conn.
The National Diaper Bank Network receives major support from founding sponsor Huggies®, including the annual donation of 20 million diapers distributed to babies in need through the Network’s member diaper bank programs.

### July 2016–June 2017

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<th>Income</th>
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<tr>
<td>Contributions</td>
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<td>In-Kind Support</td>
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