

april showers bring may diapers

help happybottoms cover more bottoms this spring!

Let's Do A Diaper Drive

Annually, HappyBottoms celebrates "April Showers bring May Diapers" with a community diaper drive, bringing in over 50,000 diapers to support our programs. Due to Covid, we cannot safely process that volume of diaper donations. This year, will you join us in a new way to help us meet our **60,000 diaper** goal?

Virtually Donate Diapers

Similar to shopping for diapers on Amazon, **visit** <https://happybottoms-101520.square.site>, **where you can select and donate diapers** directly from our vendor. You can donate in the amount and size diaper that you want and the diapers will be shipped to us, pre-packaged and ready to be distributed. If you are participating as part of a group, be sure to **enter your group or company name** in the comments before adding the item to your cart.

Why Diapers?

The economic disparity for families, and even more specifically, mothers in Kansas City is greater than ever before. Your participation in a diaper drive is essential to us being able to meet this need. All diaper donations will go towards our fundraising goal of 60,000 diapers. Although that sounds like a lot, we distribute 215,000 diapers a month and hundreds of new families are asking for assistance every day.

For more information on how to make your drive a success, visit happybottoms.org or for questions, contact susan@happybottoms.org

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diapers for families in need





Hosting a group virtual drive is easy! See the steps below (including the language you can use to get started!)

Step 1: Fill out the following form to let us know you are doing a drive.

<https://forms.gle/Xet6DuMAXM8fnFXy5>. Once submitted, a member of our team will reach out to answer any questions to help make your drive a success.

Step 2: Set a goal or offer a match to maximize your impact.

Step 3: Compose an email and social media post to share. Don't forget to include a link to our donation page: <https://happybottoms-101520.square.site> and remind participants to enter your group/company name

Step 4: Post the flyer in your office or on your website.

Step 5: Share your progress on social media, tag HappyBottoms, and we'll share the amazing way you're making a difference during this challenging time.

Here are sample social media posts (feel free to copy and paste, combine messages or make your own):

- One year after the onset of Covid-19, families continue to struggle from the effects of the pandemic. Everyone knows how important food is, but we must also pay attention to other basic needs that have a drastic impact on families. Our clients report that diaper need is more stressful than food insecurity. We can help HappyBottoms by donating diapers that are ready to be distributed to families. Please donate at <https://happybottoms-101520.square.site>.
- Mothers without access to an adequate supply of diapers for their children are twice as likely to suffer from depression. Thirty percent of low-income mothers feel diaper need is even more stressful than food insecurity. Maternal stress and depression negatively impact a child's health and development and increase the risk of physical and mental abuse and neglect. HappyBottoms addresses this need and in these uncertain times, help is needed more than ever. You can be the difference they need. Please donate at <https://happybottoms-101520.square.site>. All donated diapers will go to families in the Kansas City Metro area.
- Last year, 20% of Kansas City families HappyBottoms surveyed took out a payday loan in order to purchase diapers. More and more families face the challenges of job layoffs, lack of child care, and threats of eviction. Join our virtual diaper drive for HappyBottoms and donate diapers that are ready to be distributed to a family in Kansas City. Please donate at <https://happybottoms-101520.square.site>.

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- Infrequent diaper changing can cause urinary tract infections and secondary skin infections resulting in 1,000,000 pediatric visits per year. The extra stressors placed on families right now will only amplify these issues and no family wants to make extra visits to the doctor. We can help HappyBottoms by donating diapers that will go directly to children in Kansas City. Please donate at <https://happybottoms-101520.square.site>.
- A 2019 HappyBottoms survey told us that 27% of families could not pay their bills when they didn't have HappyBottoms to rely on for their diaper needs. HappyBottoms is receiving hundreds of new calls daily with families requesting diapers. Your support means more than ever. Make an impact by donating at <https://happybottoms-101520.square.site>. All donated diapers will go to families in the Kansas City Metro area.
- Chronic toxic stress of poverty affects a child's brain development, language development, vocabulary, memory, and cognition. Stress affects parental mental health, parenting style, and nurturing. Families report not having diapers is more stressful than not having food. If you're feeling like there is nothing you can do to help, there is. Join our virtual diaper drive. Please donate at <https://happybottoms-101520.square.site>.

