

Choose Your Own Adventure:



Sweet Cheeks

DIAPER BANK

Mission: Sweet Cheeks Diaper Bank partners with local social service agencies to provide free diapers to low-income families while raising awareness of the basic health need for diapers. Our vision is to eliminate the existence of diaper need in our community so that ALL babies have a chance to be healthy, happy, and safe.

In general, there are 3 main ideas about our mission that have an impact on people we talk to: emotional, medical, and economic. The more you talk to people about Sweet Cheeks, the better you'll get at reading reactions and knowing which reason to push on to make a solid connection that inspires someone to want to get involved with us. And sometimes, depending on where you are or who you're talking to, you'll go into a conversation already knowing which idea(s) to lead with. *For example:* are you with a group of parents? Start with the emotional bucket and lean on how it would feel to be a caregiver who couldn't afford diapers for the baby they love. We are intuitively connecting someone to an amazing opportunity to do good things in their community in a way that makes the most sense *to them*. Here's some thoughts to help you on your elevator pitch journey.

Emotional

- ★ Diaper Need is one of the leading causes of maternal depression.
- ★ Babies who experience diaper need sever their emotional attachment to their caregivers.
- ★ What would it feel like to love a baby and not be able to give it something as simple as a clean diaper?
- ★ Babies experience severe rashes, infections, and developmental delays because of diaper need.
- ★ 44% of the families we serve say our diapers reduce household stress.

Medical

- ★ By the time low-income babies end up in the ER for diaper rash, it is often the equivalent of a 3rd degree burn.
- ★ Babies with diaper need experience developmental delays that keep them from preschool readiness on time with their peers.
- ★ Babies experience frequent rashes and infections when experiencing diaper need.
- ★ Potty-training is often delayed, and children who are out of diapers frequently regress, if they experience diaper need.

Economic

- ★ If caregivers can't supply a full day's supply of diapers, daycare won't accept a child for the day, which means no work or school for the caregiver.
- ★ It can cost \$80-\$100 per month, per kid, for diapers.
- ★ 39% of the families we serve say receiving our diapers allows them to buy more food for their families.
- ★ 40% of the families we serve say receiving our diapers allows them to pay their bills.

The ask is always a donation of: Time (volunteers), Talent (professional skills), or Treasure (financial donations).