

# C O V I D - 1 9

## J A K E ' S   D I A P E R S   R E S P O N S E



**MAY  
2020**

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THANK YOU

*Executive Director Stephanie Bowers opens a shipment.*

A hand holding a white cloth mask against a green background. The hand is positioned on the left side of the frame, with the fingers gripping the top of the mask. The mask is white and has a visible elastic strap. The background is a solid green color. The overall image has a soft, slightly blurred quality.

# A WORD FROM THE EXECUTIVE DIRECTOR

**“Anything that’s human is mentionable, and anything that is mentionable can be more manageable.”**

– Fred Rogers

As we've evolved our programs since we first set out to end the choice between food and diapers, we've found ourselves having a lot of honest yet potentially taboo conversations.

Talking about tampons in a room of corporate professionals isn't every day material. But, as an essential nonprofit providing hygiene products to people who are struggling to afford all basic needs - these conversations are a must.

While we started out helping littles, our organization today helps all ages. In fact, since seniors are especially vulnerable to the COVID-19 pandemic, we have increased our support via incontinence products substantially.

As we continue talking about all the ways people are in need, we're finding more ways to manage the demand. Thank you to all our ongoing supporters and partners who've made this work possible.

*Stephanie Bowers*

**STEPHANIE BOWERS**  
EXECUTIVE DIRECTOR



# POSITIVE PARTNERSHIPS



Hygiene products are something every human uses to improve health and overall quality of life. Each individual may have different needs, and some may not be able to afford the products that others rely on – hence our mission.

Yet, personal hygiene is viewed in a somewhat taboo way. “

My father had brain cancer. When he was losing control and was in hospice, he was so ashamed to have his family see that he needed ‘diapers,’” said Adam Greenberg, CEO of NorthShore Care Supply. “He was more worried about that than us seeing him deteriorate from the cancer.”

Greenberg would love to see that change, and urges people to start talking about these taboo or “scary” and uncomfortable subjects more often – just as Mister Rogers suggested and often did on his famous show.

NorthShore Care Supply manufactures high absorbency adult diapers and incontinence supplies, and Greenberg explains that while we don’t talk about incontinence – it’s actually quite common. Greenberg says:

- 1 in 3 adults are dealing with some form of bladder control issues today
- 2 in 3 people will have incontinence during their lifetimes
- 100% of people will know someone, if not themselves, who have incontinence



# 'IT'S ALL ABOUT DIGNITY'



Greenberg started his company when family members were struggling to find a quality product to meet their needs, including the ability to feel comfortable continuing in everyday life.

"It's all about dignity," he said. "We feel that a sense of control is closely correlated with somebody's sense of dignity and ability to live a full life."

That sentiment aligns strongly with Jake's Diapers vision and mission to ensure that no person has to choose between food and basic hygiene. After Adam met our Executive Director Stephanie Bowers at a conference, it was clear how our missions aligned.

NorthShore Care Supply has since joined Jake's Diapers as one of our key business partners, providing in-kind donations of its products as well as financial support.

"NorthShore's mission is to improve the quality of life for those managing incontinence by offering life-changing products with compassion as well as to help #EndHealthStigma for Incontinence," Adam said. "The partnership between NorthShore and Jake's Diapers aligns the missions of both companies to help improve the lives of many by offering diapers to those in need while maintaining their dignity and bringing awareness to the ongoing problem of diaper need."

# 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 May, we delivered 71,534 diapers to 1,668 children and families.**



In Partnership With

**National  
Diaper Bank  
Network**





# ON THE DOT // RESPONSE

When young women can't access period products, the side effects reverberate to their education, ability to work, and personal lives.

We want to end this need – especially now, as COVID-19 makes it so much harder to work for many teenagers. We are currently active alongside several school districts and community pantries in distributing period product needs.

We are currently active alongside several school districts and community pantries in distributing period product needs through our On the Dot program.

1 IN 4

**Teens in the U.S. have missed school due to a lack of access to period supplies.**

*SOURCE: [Alliance for Period Supplies](#)*





# 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.

Some community partners we've worked with through our A.C.E. program include:

- Thompson Center on Lourdes
- Kingdom Come Food Pantry
- Orphan Grain Train
- ADVOCAP
- and more.

**"I am so thankful for the hygiene products I am receiving. I just can't afford them right now or get out to even get them. I appreciate it all, I love the people who are helping and doing so much for me and everyone else in need."**

*— Recipient via ADVOCAP,  
community partner*



Proudly supported by





# CLOTH DIAPER // RESPONSE

Cloth diapering has increased as families look for ways to save costs because of financial losses due to COVID-19. We're continuing to work with partners as well as offer our direct aid program to distribute to those unable to invest in these life-changing tools.

Here's a note from one such partner:

"Thankfully, through a partnership with Jake's we can give our families options that weren't on the table before. So thank you to everyone who made this a possibility and works hard to support Jake's! Check out these larger sized cloth diapers we got today."

1,321

cloth diaper changes  
distributed to babies in  
need during May 2020



# 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.

Now, we're starting conversations about how these supplies can fuel back-to-school support for kids in area school districts. Together with our community partners and supporters, we are helping all ages 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.

These products help me so much! I appreciate the effort that is put into this to reach the people who are in need of incontinence Products Like I am. It gives me a positive attitude during this uncertain time and it amazes me that people never stop caring about others. Thank you from the bottom of my heart!

— Recipient via ADVOCAP,  
community partner





# MAY 2020

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

## 149,741

### *Items Distributed*

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

## 3,186

### *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 MAY 2020 IMPACT

\$20,324

## *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.

1,321

## *Diaper changes*

The number of changes provided with reusable items.



A photograph of a large warehouse filled with tall stacks of cardboard boxes. Two people, a man and a woman, are standing in the aisle between the stacks, waving their hands. The man is wearing a dark jacket and the woman is wearing a dark t-shirt and jeans. The warehouse has a high ceiling with industrial lighting.

# 463,406

## *Items Distributed*

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

# 10,240

## *Lives Impacted*

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

THIS DATA IS FOR MARCH, APRIL  
AND MAY 2020 IMPACT FOR  
NORTHEAST WISCONSIN  
COMMUNITY PARTNERS ONLY

# TOTAL COVID RESPONSE

# COVID-19 MAY IMPACT

THE BELOW DATA REFLECTS RESPONSE FOR ONLY MAY 2020

478

## 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.

20,462

## 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.

1,668

## 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.

71,534

## TOTAL DIAPERS DISTRIBUTED

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

1,040

## TOTAL AGING ADULTS HELPED

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

57,745

## TOTAL ADULT CARE ESSENTIALS DISTRIBUTED

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



# MEDIA MENTIONS



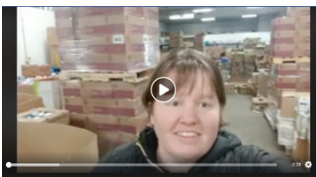
## VIDEO

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

- **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



COVID-19  
COMMUNITY  
RESPONSE  
FUND



THANK  
YOU!!!

