



HOMEAID UTAH: AN OVERVIEW

HomeAid Utah is a 501(c)(3) nonprofit provider of housing and resources for people experiencing or at risk of homelessness in Utah. HomeAid builds and renovates housing and resources for families and individuals so they can take the steps they need to become self-sufficient. HomeAid's mission is to help people experiencing or at risk of homelessness build new lives through construction, community engagement, and education.

HomeAid works directly with the home building industry, community partners, local businesses, and individuals to provide construction and renovation services to reputable providers of homeless services. Every dollar we can save the providers on construction projects is a dollar they can apply directly to their clients' needs.

ANNUAL DIAPER DRIVE

In addition to HomeAid's core mission of helping provide safe, dignified housing through our unique relationship with the home-building industry, we also work to promote awareness and community engagement to help those who need a hand. One notable initiative that exemplifies this commitment is our annual Diaper Drive, which has been a resounding success for the past five years.

Our Diaper Drive is specifically aimed at supporting the Utah Diaper Bank, and it brings us great satisfaction to be acknowledged as their largest annual donor and the leading statewide Diaper Drive initiative. Our commitment to this cause is unwavering, and year after year, our donations have consistently surpassed expectations, with each successive year setting new records of generosity.

Diapers are not covered by government safety net programs, posing a considerable financial burden for families experiencing homelessness or housing instability. Disturbingly, 1 in 3 mothers face challenges in affording diapers for their children. Through our collaboration with the Utah Diaper Bank, We ensure that diapers are distributed to those who are most vulnerable in our community.

We are immensely proud of the impact we have made through our Diaper Drive, and it serves as a testament to the compassionate spirit and generosity of our community. Together, we are making a tangible difference in the lives of families in need.





SUPPORT

We wholeheartedly invite you to join us in supporting the HomeAid Utah Diaper Drive, a cause that holds immense significance in addressing the critical need for diapers within our community. We deeply value your involvement, as it plays a vital role in making a tangible difference in the lives of families in need.

We encourage you to rally your churches, neighborhoods, businesses, and families to become active participants in this remarkable initiative. Together, we can amplify the impact of HomeAid's Diaper Drive and create a profound ripple effect of generosity and compassion.

By taking part in this exciting initiative, you demonstrate your unwavering commitment to community engagement and your dedication to creating a lasting impact on the lives of those in need. Your esteemed support will help us achieve remarkable outcomes and uplift our entire community.

DONATIONS

To access the donation platform and contribute, simply scan the QR Code provided below. We want to ensure everyone has a convenient experience, so those participating will receive a copy of the QR Code and a link to the donation platform. Donors must select "2023 Diaper Drive" via the dropdown.

Please make sure to join us for our Finale Collection Event on August 23, 2024 at IKEA in Draper from 8:00am - 5:00pm!

TRY IT OUT AND DONATE NOW!



DONATION STRATEGY

To make this endeavor even more engaging, we have curated a range of resources and activities that will foster charity and generosity within our community. This drive will inspire the community at large to raise funds and gather diapers, encouraging a sense of camaraderie while making substantial contributions toward meeting the diaper needs of families facing financial challenges.

We greatly appreciate your invaluable support in championing this initiative. Your active involvement is crucial in driving awareness and generating donations. The most effective way to achieve this is by being a spokesperson for the mission and sharing with the community about the pressing need and inspiring them to contribute.

By sharing the facts and raising awareness about the challenges faced by individuals and families in our community, we can create a deeper understanding of the impact of their donations. Help convey the importance of their support and emphasize how even small contributions can make a significant difference in the lives of those in need.

We kindly request your assistance in spreading the message through various communication channels available to you. Utilize newsletters, emails, social media posts, printed materials, Facebook groups, and any other means to inform and engage your circles. Encourage them to participate in the campaign, highlighting the positive impact their donations can have on our community.

By fostering a sense of shared responsibility and inspiring others to donate, we can collectively make a meaningful impact. We are grateful for your commitment to this cause and for joining us in creating positive change within our community.

We encourage you to make use of the attached statistic and donation success sheets, as they will provide valuable guidance in crafting a successful campaign for children in need. These resources have been thoughtfully prepared to assist you in making a meaningful impact.

Should you have any inquiries or require further assistance, please do not hesitate to reach out:

infoutah@homeaid.org



STEPS TO SUCCESS



UNDERSTAND THE CAUSE

Familiarize yourself with the purpose and significance of the Diaper Drive. Review HomeAid's mission and the Diaper Statistics page. This knowledge will help you communicate effectively with potential donors.

PLAN YOUR APPROACH

Brainstorm creative ideas to engage the community to encourage donations. Consider hanging posters, creating competitions, or leveraging social media platforms to spread awareness. Collaborate with your neighbors, friends, colleagues, and family to generate innovative strategies.

UTILIZE INTERNAL COMMUNICATION CHANNELS

Leverage your varied communication channels, such as email newsletters, text messaging, or notice boards, to inform your community about the diaper drive. Provide them with key details, including the drive's purpose, timeline, and donation instructions.

LEAD BY EXAMPLE

Be the first to donate and encourage your circle to do the same. Share your personal reasons for supporting the HomeAid Utah Diaper Drive and inspire others to get involved. Your enthusiasm will encourage participation and create a positive ripple effect. Use the hashtag #HomeAidUtahDiaperDrive!

ENGAGE THE COMMUNITY

When interacting with friends, mention the HomeAid Utah Diaper Drive and its significance. Share information about how their donations will benefit the community. Display signage and QR Codes in frequently visited areas to catch attention and encourage contributions.

RECOGNIZE AND APPRECIATE DONORS

Express gratitude to those who contribute to the HomeAid Utah Diaper Drive. Consider recognizing their generosity through thank-you notes or social media shoutouts. Showing appreciation will encourage continued support and strengthen relationships.

**THANK YOU FOR YOUR
COMPASSION,
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DIAPER STATS

- 1 in 3 moms struggle to afford diapers
- \$1 in diapers equates to \$11 in earnings for the recipient family
- Diapers are the 4th highest expense for low-income families
- Diapers are taxed like a nonessential good
- There is no government subsidy or food stamp equivalent for diapers
- Parents miss an average of 4 days of work per month due to a lack of diapers
- The average child costs roughly \$1000 to diaper each year
- 55% of Utah Mothers with infants are in the workforce
- Access to diapers has been shown to positively impact maternal mental health, child health, and overall family well-being
- Childcare centers require parents to provide an adequate supply of diapers, making it difficult for low-income families to access childcare. This poses a significant challenge for low-income families, further exacerbating their struggle with poverty
- Lack of diapers can cause children to be excluded from early childhood education programs or daycare facilities, impacting their early development and socialization
- In the United States, 5.2 million children under the age of three live in families that struggle to afford diapers
- Single-parent families allocate approximately 26% of their income toward infant care
- HomeAid Utah runs the largest diaper drive in the state of Utah
- Diaper need disproportionately affects marginalized communities and families living in poverty
- The population of children under the age of three in the state of Utah is 145,948
- 45% of families experiencing diaper need have to choose between purchasing diapers or food for their family
- Diaper need is not limited to low-income families; it can affect families across various income levels during times of financial hardship
- HomeAid Utah has raised over 1 million diapers for the Utah Diaper Bank
- Low-income families spend 14% of their income on diapers
- Roughly 6,000 diapers are used during the first year of life
- Inadequate access to clean diapers can lead to health issues for infants
- Mothers who have access to diapers are less likely to report symptoms of depression and anxiety
- 48% of low-income families in the United States experience diaper need
- 57% of parents admitted to delaying changing their child's diaper to make their supply last longer
- 32% of low-income families reported not having enough diapers to change their child as often as necessary
- Diaper need is associated with a higher risk of neglect and child abuse
- Non-profit organizations like HomeAid Utah, diaper banks, and community initiatives play a crucial role in bridging the gap in diaper affordability and providing support to families in need
- Inadequate access to diapers can impact the social and emotional well-being of children