

Make the Race a Breeze

The Need For Diapers

The struggle to provide enough diapers is apparent from the data showing how much Americans spend on them per year. Families right here in our community experience diaper need every day.

That's why in 2024, KidVantage provided 2.1 million diaper changes. KidVantage provides diapers to keep babies protected, healthy, and secure. Diapers give family caregivers what they need to care for their children.

Why Diapers? Fast Facts on #DiaperNeed

What is #DiaperNeed?

- The lack of a sufficient supply of diapers to keep a baby clean, dry, and healthy.
- Infants require up to 12 diapers each day, at a cost of \$80-\$100 per month, per baby.
- The cost of diapers, along with other necessities, is rising everyday.

How many families experience diaper need?

- 1 in 2 families experience diaper need in America.
- 4.9 million infants and toddlers live in low-income or very low-income families.
- Government safety-net programs— including SNAP (food stamps) and WIC— do not recognize diapers as a basic need and do not provide funding for diapers.

What is a diaper bank?

- Diaper banks are nonprofit organizations that focus on addressing diaper need by collecting, storing, and distributing free diapers to struggling families.
- Diaper banks obtain diapers through local diaper drives, in-kind donations, and by purchasing diapers directly with donated funds.
- KidVantage is a member of the National Diaper Bank Network (NDBN), and the Baby2Baby Network, nationwide nonprofits dedicated to eliminating diaper need in America and to helping meet the need of all babies and their families.