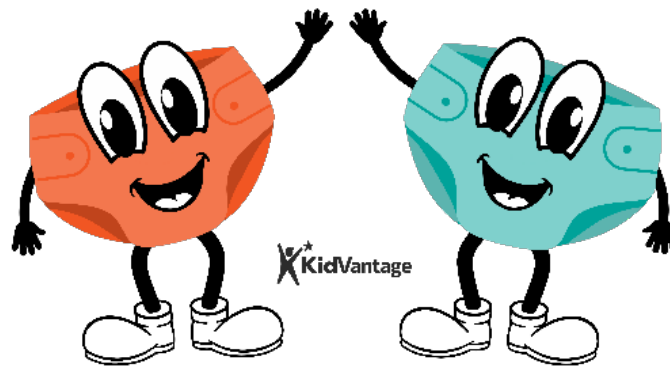


High 5 Diaper Drive!



Tool Kit

Everything you need to know to participate in the drive!

Welcome to the High 5 Diaper Drive!

The drive is a fun competition between businesses and organizations to collect diapers. Inside you'll find out more about why a diaper drive is important, how the drive works and how your team can win!



The High 5 Diaper Drive was created to help kids have what they need to be healthy, clean, and dry. The goal of the drive is to collect 150,000 (or more) diapers so every child has a better and healthier start at life.

What is the High 5 Diaper Drive?

The High 5 Diaper Drive is a fun competition among local businesses and organizations to collect diapers for children who are experiencing economic insecurity, family disruption, or crisis. This diaper drive includes businesses, organizations, groups, clubs, churches, and more, that are committed to getting as many diapers as possible for kids that need them.

The diapers your team collects for the High 5 Diaper Drive will give kids what they need, when they need it. **In 2025, KidVantage provided 1.7 million diaper changes for children in the region.** Diapers are an essential healthcare need for babies and for families struggling to make ends meet. The cost of diapers can become a barrier to work, and to the well-being of their children.

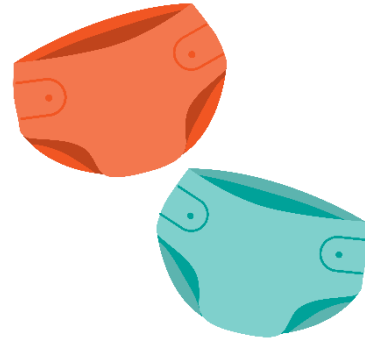
Keep the High 5 Alive! The drive at a glance...

High 5 Diaper Drive Goal: 150,000 diapers!

Diaper Collection: April 20 – May 22, 2026

Diaper Drop-offs at Issaquah Hub:

- Wednesday, May 20th between 9 am – 3 pm
- Tuesday, May 26th between 3 pm – 7 pm
- Saturday, May 30th between 9 am – 12 pm



Diaper Drop-offs at Bremerton Hub:

- Wednesday, May 20th between 12 - 7pm

Diaper Drop-offs at Shoreline Hub:

- Wednesday, May 20th, between 9 am -12 pm
- Saturday, May 30th between 10 am -1 pm

All Cash & online donations, plus Creative entries (due via email): May 22nd

Winner Announcement: Week of June 1st

Team Divisions

Small (up to 10 employees or members): Suggested minimum goal is 2,000 diapers

Medium (11 – 49 employees or members): Suggested minimum goal is 10,000 diapers

Large (50 or more employees or members): Suggested minimum goal is 15,000 diapers

What Should Be Donated

Disposable diapers and Pull-Ups (most needed sizes are 4 – 7, all sizes accepted). Sizes 4 – 7 are the sizes our families communicate to us as most needed for their families. Diapers are accepted in boxes, packages, or unpackaged (bagged by size).

5 Ways to Win!

- 🏆 Up Top – Most diapers collected
- 🏆 Gimme 5 – Highest percentage to goal collected
- 🏆 High Need High 5's – Largest number of the most needed sizes
- 🏆 Up High – Most donated money
- 🏆 Biggest Fan! Fan votes for diaper creations / diaper creative ideas
(details on all 5 ways below)

Ways to Collect and Win: How It Works

Collect Diapers

Collect diapers in person or purchase diapers through your own Amazon Wish List (or choose both options – it's up to you!). Your supporters will bring diapers to your location and you'll bring them to a KidVantage location.

- After your team registration is confirmed, diaper collection can begin.
- Collect diapers at your place of business or where your group meets. KidVantage will supply boxes and posters.
- Your team can also set up an Amazon Wish List – a guide for creating a wish list is included in this kit. **Please do not send diapers directly to KidVantage from your list.**
- Collection boxes, posters, flyers and High 5 Diaper Drive media assets will be provided to help you engage your supporters!
- Deliver the collected diapers, including those from the wish list, to a KidVantage location in late May (Issaquah, Bremerton, Shoreline).

The Big 5 – 5 Ways to Win



Teams have 5 ways they can win, making it fun for everyone! Everyone has a chance to participate and everyone has a chance to win. Choose one or more ways below to participate, it's up to you. Choose your way – pick one of the categories or pick more than one category. Whatever works for you!

Up Top

The team that collects the most diapers during the High 5 Diaper Drive, will win the “Up Top” category (diaper boxes and packages of diapers are both accepted, no matter the size). Each diaper donated is counted. For example, if a supporter brings in a box from Costco of size 5 diapers with the quantity of 168, then 168 diapers will be added to your team’s total.

Gimme 5

The team with the largest percentage of diapers of their goal, will win the Gimme 5 category. The winner of this category is the team that exceeds the team goal by the largest percentage.

At registration, a category is assigned to teams based on the size of their business / organization and this category will have a “suggested diaper collection” number. The team that goes over their suggested diaper collection number by the largest amount will win the Gimme 5 category.

For example, if the category you joined is the “Small” (committing to bringing in 2,000 diapers), yet at the end of the High 5 Diaper Drive you’ve actually brought in 4,500 diapers and you’ve surpassed the goal amount by more than any other team, you will win the Gimme 5 category.

High Need High 5’s

The team that has collected the largest number of diapers in the sizes most needed (sizes 4 – 7) will win the High Need High 5’s category.

The sizes of diapers that we are always in need of and that our families tell us that they need more than any other size are sizes 4, 5, 6 and 7.

Up High

The team that donates the most money will win the Up High category. Since KidVantage purchases diapers in bulk each month, financial gifts allow us to stretch each dollar to get more diapers and in the specific sizes needed, immediately.

You can donate online at <https://kidvantagew.org/high-5-diaper-drive/>. All cash and online donations must be received by 5 pm on Friday, May 22nd.



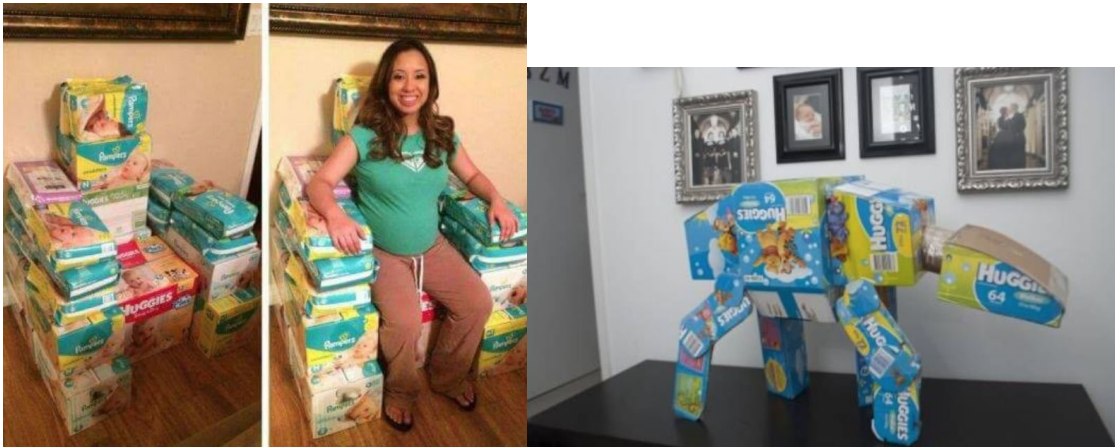
Biggest Fan

Let your creativity shine through! As soon as you register, you can start creating something fun with the diaper boxes or packages you’ve collected (whatever is fun or creative to you, let your imagination soar!).

Diaper creations can be anything you choose. Pictures of diaper creations will be shared with all of the teams via email and on KidVantage's social media as well, asking for votes.

Voting will take place after the High 5 Diaper Drive is complete.

Send KidVantage pictures and / or videos of your diaper creations by 5:00 pm, May 22nd. See image examples below. All ideas are welcome!



Creative diaper ideas above.

Team High 5's

KidVantage is here to support your team! Here is information on setting up online purchasing, getting supplies and KidVantage locations and delivery times.

Purchasing Diapers Online

If you would like to purchase diapers online, we encourage you to set up your own Amazon Wish List and have diapers shipped to you directly. Diapers in the larger sizes (sizes 4 – 7) are preferred for the High 5 Diaper Drive Amazon Wish Lists. There will not be an online Giving Catalog or Amazon Wish List provided by KidVantage this year.

How to Set up Your Own Amazon Wish List:

Preferred diaper sizes are 4 – 7 as these are the sizes communicated to us from our families as the most needed.

Access Lists: Login to Amazon, hover over **Account & Lists** in the top right and select **Your Lists**. On mobile, click the three-line menu icon and select **Lists**.

- **Create List:** Click **Create List** (or the + sign).
- **Name & Type:** Name your list (ex. – “High 5 Diaper Drive) and select if it is for yourself or others.
- **Configure Privacy:** Click the three-dot menu icon, select Manage List, and set privacy to Public (anyone can see), Shared (via Link) or Private.

- **Add Shipping Address:** While in “Manage List,” update your shipping address so items can be sent directly to you.
- **Add Items:** Navigate to any product page and click the **Add to List** button (often located under the “Add to Cart” button).
- **How to Share Your Amazon Wish List:**
- Go to your list and click the **Share** button.
- Choose “View Only” to allow others to see items without editing, or “View and Edit” to allow them to add/remove items.
- Copy the link and send it to your team.

Diaper Delivery to KidVantage

All diaper drop-offs will take place during the last two weeks of the High 5 Diaper Drive and diapers will be counted as they are dropped off. Diaper count totals will be reported to the teams the first week in June.

When & Where

In the Bremerton area:

Contact Melanie Magnenat to coordinate dropping off your diapers at 360.616.0235 or Melaniem@KidVantagenw.org. Below is the timeframe to drop off in Bremerton.

- **Wednesday, May 20: 12 pm - 7pm**
- **Friday, May 22: 10am – 3pm**
- **Wednesday, May 27: 12 pm – 7pm**

In the Issaquah area:

Contact Tricia Barry at Triciab@KidVantagenw.org to coordinate dropping off your diapers, see the drop-off days and times below.

- **Wednesday, May 20: 9 am – 3 pm**
- **Tuesday, May 26: 3 pm – 7 pm**
- **Saturday, May 30: 9 am – 12 pm**

In the Shoreline area:

Contact Courtney Winburn to coordinate dropping off your diapers at 425.209.1136 or Courtneyw@KidVantagenw.org. Below are the timeframes to drop off in Shoreline.

- **Wednesday, May 20th: 9 am – 12 pm**
- **Saturday, May 30th: 10 am – 1 pm**

Teams

After registration is complete, teams will be notified of all of the competing companies and organizations.

Supplies

Email and social media examples are included in this toolkit as well as examples and ideas for you to customize and send to your employees, vendors and customers for their support. You will find a full list of tools, the High 5 Diaper Drive logo, and more, at this link www.kidvanganw.org/high-5-diaper-drive/

Collection boxes, posters and flyers are available to support your participation in the High 5 Diaper Drive as well. Included is information on diaper need. You can use this information to share with your employees, vendors and supporters.

High 5 Fun – Promoting your Drive, Connecting with Your Supporters

- Host celebrations at the end of each week during the High 5 Diaper Drive to celebrate your team's success.
- Add incentives to the employee that brings the most diapers to support your team.
- Promote the High 5 Diaper Drive through your own social media to encourage participation from your supporters.

Posters & flyers

Use High 5 Diaper Drive posters and flyers to reach out to your customers, colleagues, friends, neighbors and other potential supporters.

Need a Speaker?

We would be happy to speak to your organization in-person or online via Teams to share more about the High 5 Diaper Drive and answer any questions.

Hosting a High 5 Diaper Drive kick-off event for your organization? Let us know and we can send someone from KidVantage to help build excitement and to help explain diaper need in our community. Contact Tricia Barry, Community Engagement Lead, at Triciab@KidVantagenw.org or 425.372.7534.

Use the High 5 Diaper Drive & KidVantage Logos

Each participant will have access to High 5 Diaper Drive digital assets so that you can use logos and social media posts to promote your team.

Get Social

Follow KidVantage (@KidVantageNW) on Facebook, Instagram and LinkedIn! Tag us and use the hashtags, #KidVantage and #High5, so we can follow your progress. Consider sending email blasts to your supporters too. *See examples of social media tips and emails below.*

Email Tips

Here is a template for you to customize with your business / organization name and High 5 Diaper Drive goals. You can fill out the below information and share this email with your community for support during the High 5 Diaper Drive.

Email Template...

Hello,

BUSINESS / ORGANIZATION NAME is competing in the High 5 Diaper Drive, a fun and competitive diaper drive, supporting KidVantage and meeting diaper need for local children.

The competition is fierce and we need your help to win! Our goal is to collect (*insert number of diapers here*) by May 22, 2026.

Here are 5 ways you can help us win the High 5 Diaper Drive.

- **Donate diapers by dropping off one or more packages at** (*list location here, list more than one location if there is more than one*).
- **Donate funds** Financial donations will be used to purchase diapers. Don't forget – choose our team name when you donate from the website at www.kidvantagew.org/high-5-diaper-drive/
- **Collect diapers for our team** KidVantage provides collection boxes, posters, flyers, etc. and you can have a collection box in your neighborhood, church or elsewhere and bring them to us to help our team win.
- **Spread the word!** Help us and local children win by sharing information on social media and / or sending a quick email to customers or friends.
- **Share your creativity** Share your fun and creative ideas with us to help us win the “Biggest Fan” category (see page 5 for details). Learn more about KidVantage and how they support local children and families at www.KidVantagew.org.

High 5 Fun – Social Media Tips

Social media is a great way to engage your team and supporters reach a larger audience. Use your online presence to encourage as many people as you can to help us win the High 5 Diaper Drive. Don't forget to tag us and use the hashtags!

Sample Social Media Posts...

Example 1:

@KidVantageNW is a local nonprofit on a mission to help kids and families with essential goods! We are competing in their High 5 Diaper Drive against other local businesses and organizations and hope to win, while also supplying families with diapers to keep their children clean, dry and healthy. We will be collecting diapers now through May 22nd and we appreciate your support! #KidVantage #High5DiaperDrive

Example 2:

(We/I) are collecting diapers as a part of @KidVantage's High 5 Diaper Drive! Help us win by donating diapers to our team (*mention here how you want people to get their diapers to you*). Don't forget that you can make an online financial donation in support of purchasing diapers. You can visit this link to make a financial donation, www.kidvantage.org/donate-money/ Make sure you list our team's name in the Comment box.

Example 3:

Did you know that 1 in 2 families experience diaper need? Unfortunately, even government funded programs like WIC or SNAP don't cover the cost of diapers, so we've decided to help! Help us collect diapers for @KidVantage's High 5 Diaper Drive so we can help families have what they need to help their children have a strong start in life. You can drop off diapers to us at (*list your location*). #KidVantage #High5DiaperDrive



@KidVantageNW



@KidVantageNW
@WSKidVantageNW

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 2025,**

KidVantage provided nearly 1.7 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 a day, at a cost of \$80 - \$100 per month, per baby.
- The cost of diapers, along with other necessities, is rising every day.

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, don't 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, which are national nonprofits dedicated to eliminating diaper need in America and to help meet the need of all babies and their families.

Visit Your Local KidVantage Location

KidVantage has locations across Central Puget Sound (Bremerton, Issaquah & Shoreline). We'd love to show you around and give you and your High 5 team a tour so you can see how KidVantage prepares community donations and sends out over 6 million items for local children and families each year.

KidVantage in Bremerton

1463 NE Dawn Rd., Suite B
Bremerton, WA 98311

KidVantage in Issaquah

1510 NW Maple St.
Issaquah, WA 98027

KidVantage in Shoreline

17230 12th Ave. NE
Shoreline, WA 98155

If you are interested in touring a KidVantage Hub or bringing a group to volunteer, contact Tricia Barry at Triciab@KidVantagenw.org.