



DOLLARS FOR DIAPERS

NATIONAL DIAPER NEED AWARENESS WEEK

9.18.2023 - 9.24.2023

Sponsorship Packet

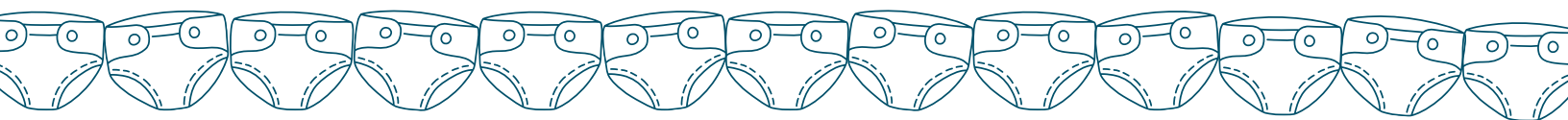
National Diaper Need Awareness Week draws attention to the issue of diaper need in the U.S. One in two U.S. families struggles to provide enough diapers to keep a baby or toddler clean, dry, and healthy.

This year the JLA Diaper Bank will participate in National Diaper Need Awareness Week through our annual Dollars for Diapers Campaign. Our goal is to fill our Diaper Bank with 25,000 Diapers or raise \$10,000!

We invite you to get involved and be a part of a growing movement across the U.S.!

Dollars for Diapers provides individuals, organizations, communities, and elected officials the opportunity to engage in real talk and simple actions. By working together we can ensure that all babies have access to clean diapers and other basic necessities required for them to thrive and reach their full potential.

By sponsoring Dollars for Diapers, you support the Junior League of Albuquerque's mission of investing in and empowering women to build better communities.



What Is the Junior League of Albuquerque Diaper Bank?

The JLA Diaper Bank was founded in 2018 and is the only Diaper Bank serving the Albuquerque Metro area. Run by our volunteer members, the Diaper Bank collects, purchases, and packs diapers for our community partners across the Albuquerque Metro Area. Our partners place monthly orders and receive diapers at no cost, to distribute to their clients. Through these partnerships, we are able to distribute thousands of diapers annually.

We are proud members of the National Diaper Bank Network, a national organization of banks working to end period poverty in local communities.

JLA Mission Statement

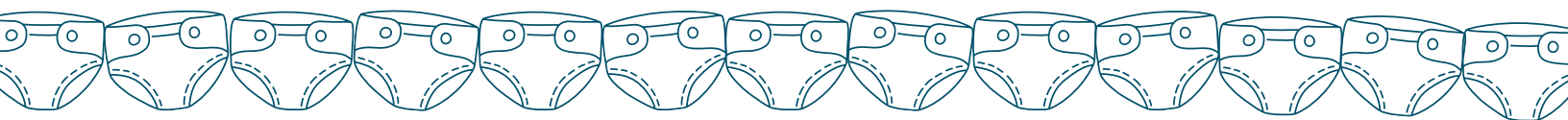
The Junior League of Albuquerque is an organization of women whose Mission is to advance women's leadership for meaningful community impact through volunteer action, collaboration, and training.

What Is the Junior League of Albuquerque?

The Junior of Albuquerque is an organization of women dedicated to building better communities. Since 1934, JLA has been a driving force behind initiatives that make our community a healthier more vital place to be. Some of our past projects include Prenatal Clinic at Presbyterian Hospital, Ronald McDonald House, The Children's Theater, Kindergartens in Demand Statewide (KIDS) and the Construction of Family Focus Center at Zia Elementary School.

Our 200+ members have a vision to identify the needs and create positive change for all women, children and families through collaborative programs and effective advocacy by providing time, money, volunteers and leadership for our community. We are a legacy of women making a difference.

The Junior League of Albuquerque is a 501(c)(3) and all donations are tax deductible.





JLA Sponsor Levels

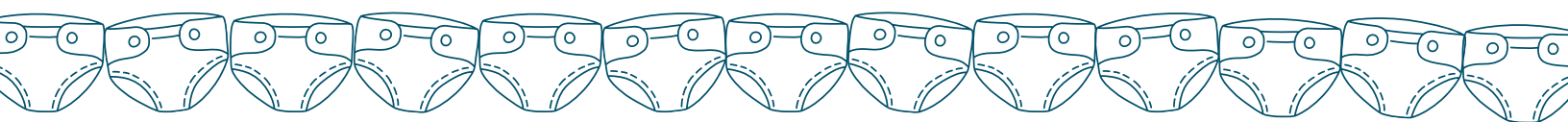
JLA is offering the following opportunities to sponsor Dollars for Diapers with with unrestricted funds.

Sandia Level \$5,000+
Rio Grande Level \$2,500+
Turquoise Level \$1,000+
Roadrunner Level \$500+
Yucca Level \$250+

	Sandia Level \$5,000+	Rio Grande Level \$2,500+	Turquoise Level \$1,000+	Roadrunner Level \$500+	Yucca Level \$250+
Logo included on Dollars for Diapers T-Shirt	●				
Logo and link to your website on JLA's website homepage	●				
Opportunity to submit proposal to speak and/or distribute materials/door prizes at a membership meeting or ad placement during meeting	●	●			
Article written by you regarding JLA partnership with your org. (~300 words).	●	●			
Thank you social media post and additional social media posts connected to Dollars for Diapers event	4	3	2	1	●
Ad in JLA's Newsletter	Full Page	1/2 Page	1/4 Page	Business Card Size	
Listing on Dollars for Diapers webpage *with link to your website for all except Yucca	●	●	●	●	●
Listing on JLA's donor webpage *with link to your website for all except Yucca Ad in JLA Newsletter	●	●	●	●	●
2 Dollars for Diapers T-Shirts	●	●	●	●	●

Unrestricted Funds

Unrestricted funds support the overall mission of the Junior League of Albuquerque and do not have a specific use required for spending. These funds allow the League the freedom of discretionary spending, and they are essential financial resources contributing to the effective operation of a nonprofit organization. If you are interested in reviewing the League's Annual Budget, please feel free to reach out to FundDevelopment@jlabq.org



Diaper Bank Sponsor Levels



JLA is offering the following opportunities to sponsor the JLA Diaper Bank.

Sandia Level \$5,000+

Rio Grande Level \$2,500+

Turquoise Level \$1,000+

Roadrunner Level \$500+

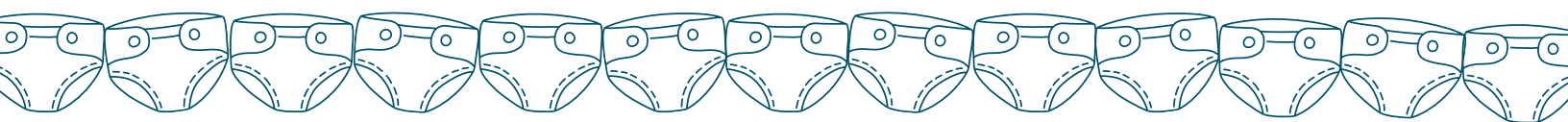
Yucca Level \$250+

	Sandia Level \$5,000+	Rio Grande Level \$2,500+	Turquoise Level \$1,000+	Roadrunner Level \$500+	Yucca Level \$250+
Logo and link to your website on JLA's Diaper Bank webpage	●	●			
Opportunity to submit proposal to speak and/or distribute materials/door prizes at a membership meeting or ad placement during meeting	●				
Thank you social media post and additional social media posts connected to Dollars for Diapers event	4	3	2	1	●
Listing on Dollars for Diapers webpage *with link to your website for Sandia and Rio Grande	●	●	●	●	●
Listing on JLA's donor webpage *with link to your website for Sandia and Rio Grande	●	●	●	●	●
Ad in JLA Newsletter	Full Page	1/2 Page	1/4 Page	Business Card Size	
2 Dollars for Diapers T-Shirts	●	●	●	●	●

Please Note:

- All sponsorship opportunities can be customized for any organization or budget.
- All sponsor benefits are subject to change as League programming may shift to meet the needs of the League.
- Sponsor benefits will not roll over into the coming fiscal year, except upon the discretion of the the League .
- Specific JLA Logo items will vary and are available while supplies last.

**Interested in sponsoring the JLA Diaper Bank?
Contact us at FundDevelopment@jlabq.org**





JLA Sponsor Levels

Dollars for Diapers Sandia Level \$5,000+

(\$5,000 to Unrestricted Funds)

- Logo included on Dollars for Diapers T-Shirts
- Logo and link to your website on JLA's homepage
- Opportunity to submit proposal to speak and/or distribute materials/door prizes at a membership meeting or ad placement during meeting
- Full page ad all of JLA's newsletter (2 a year)
- Thank you social media post and 4 additional social media posts connected to Dollars for Diapers event
- Listing on Dollars for Diapers webpage with link to your website
- Listing on JLA's donor webpage with link to your website
- Article written by you regarding JLA partnership with organization (300 -250 words)
- (2) Dollars for Diapers T-Shirts

Dollars for Diapers Rio Grande Level \$2,500+

(\$2,500 to Unrestricted Funds)

- Opportunity to submit proposal to speak and/or distribute materials/door prizes at a membership meeting or ad placement during meeting
- Half page ad one of JLA's newsletters
- Thank you social media post and 3 additional social media posts connected to Dollars for Diapers Event
- Listing on Dollars for Diapers webpage with link to your website
- Listing in JLA's donor web page with link to our website
- Article written by you regarding JLA partnership with organization (300 -250 words)
- (2) Dollars for Diapers T-Shirts

Dollars for Diapers Turquoise Level \$1,000+

(\$1,000 to Unrestricted Funds)

- Quarter (1/4) page ad in one of JLA newsletters
- Thank you social media post and 2 additional social media posts connected to Dollars for Diapers Event
- Listing on Dollars for Diapers webpage with link to your website
- Listing in JLA's donor web page with business link added to our website
- (2) Dollars for Diapers T-Shirts

Dollars for Diapers Roadrunner Level \$500+

(\$500 to Unrestricted Funds)

- Business card size ad in a JLA newsletter
- (2) Thank you social media posts connected to Dollars for Diapers event
- Listing on Dollars for Diapers web page with business link added to your website
- Listing in JLA's donor web page with business link added to our website
- (2) Dollars for Diapers T-Shirts

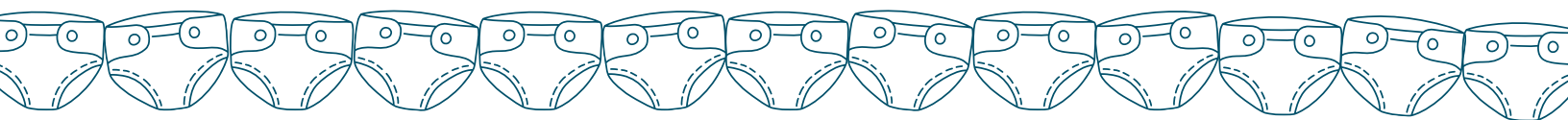
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Dollars for Diapers Yucca Level \$250+

(\$250 to Unrestricted Funds)

- Thank you social media posts connected to Dollars for Diapers event
- Listing on Dollars for Diapers web page
- Listing on JLA's donor webpage
- (2) Dollars for Diapers Teams Challenge T-Shirts





Dollars for Diapers Sandia Level \$5,000+

(\$5,000 to Diaper Bank)

- Logo and link to your website on JLA's Diaper Bank webpage
- Opportunity to submit proposal to speak and/or distribute materials/door prizes at a membership meeting or ad placement during meeting
- Full page ad in one of JLA newsletters
- Thank you social media post and 4 additional social media posts connected to Dollars for Diapers event
- Listing on Dollars for Diapers webpage with link to your website
- Listing on JLA's donor webpage with link to your website
- (2) Dollars for Diapers T-Shirts

Dollars for Diapers Rio Grande Level \$2,500+

(\$2,500 to Diaper Bank)

- Logo and link to your website on JLA's Diaper Bank webpage
- Half (1/2) page ad in one of JLA newsletters
- Thank you social media post and 3 additional social media posts connected to Dollars for Diapers Event
- Listing on Dollars for Diapers webpage with link to your website
- Listing in JLA's donor web page with link to your website
- (2) Dollars for Diapers T-Shirts

Dollars for Diapers Turquoise Level \$1,000+

(\$1,000 to Diaper Bank)

- Quarter (1/4) page ad in one of JLA newsletters
- Thank you social media post and 2 additional social media posts connected to Dollars for Diapers Event
- Listing on Dollars for Diapers webpage
- Listing in JLA's donor web page
- (2) Dollars for Diapers T-Shirts

Dollars for Diapers Roadrunner Level \$500+

(\$500 to Diaper Bank)

- Business card size ad in a JLA newsletter
- (2) Thank you social media posts connected to Dollars for Diapers event
- Listing on Dollars for Diapers web page
- Listing in JLA's donor web page
- (2) Dollars for Diapers T-Shirts

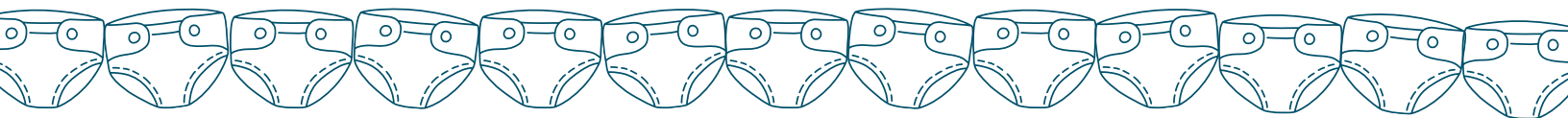
Dollars for Diapers Yucca Level \$250+

(\$250 to Diaper Bank)

- Thank you social media posts connected to Dollars for Diapers event
- Listing on Dollars for Diapers web page
- Listing on JLA's donor webpage
- (2) Dollars for Diapers T-Shirts

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Fast Facts about... Diaper Need in the United States

What Is Diaper Need?

Diaper need is the lack of a sufficient amount of diapers to keep a baby clean, dry, and healthy.

This is an issue affecting 1 in 2 families in our community.

Babies require up to 12 diapers a day, toddlers about eight.

The Numbers

5M

Babies and toddlers live in poor or low-income families.

\$70-\$80

Average monthly cost of diapers per child.

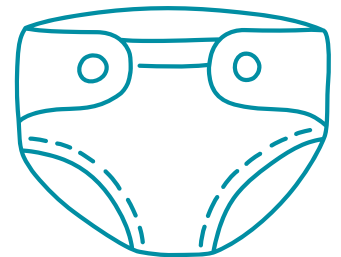
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Number of federal programs that cover the cost of diapers.

Diapers are material basic necessities all children require, as essential as food, shelter, and clothing. Yet, most state and national safety-net programs do not recognize diapers as a basic need.

The Consequences of Diaper Need

- Babies who remain too long in a soiled diaper are exposed to potential health risks
- Most child care centers, even free and subsidized facilities, require parents to provide a day's supply of disposable diapers
- Many parents cannot go to work or school if they can't leave their babies at child care



A recent study conducted by NDBN and Huggies found that parents who struggled with diaper need missed an average of four days of work a month.*

*As revealed by the Diaper Need and Its Impact on U.S. Families study conducted by the National Diaper Bank Network and Huggies

Ways You Can Help *

SUPPORT JLA Diaper Bank members by making a donation at jlabq.org/donte All proceeds go towards our mission to help meet the basic needs of all babies and their families.

HOST your own diaper drive and donate the product to JLA Diaper Bank. Download our free diaper drive toolkit on jlabq.org/diaper-bank

