Supporting resilience through basic needs: Investing in vulnerable families with diapering supplies.

FY2021 Strategic Partnership Grants

Babies Need Bottoms
Ms. Alicia Heacock
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Asheville, NC 28813
info@babiesneedbottoms.com
O: 9198846338

Ms. Alicia Heacock
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Application Form

INSTRUCTIONS
As part of the FY2021 Strategic Partnership Grants program, Buncombe County requests proposals for community-based projects working toward outcomes in alignment with Strategic Plan focus areas.

Please refer to the Grant Guidelines published on the Strategic Partnership Grants website at buncombecounty.org/grants for complete information about the grant program, including: Purpose; Funding; Eligibility; Timeline; Grant writing workshop; Review process; Awards; and more.

Applications are due by 5:00 on February 14, 2020.

BASIC INFORMATION

BASIC INFORMATION – Before completing the application, please tell us a little about the request.

Project Name*
Supporting resilience through basic needs: Investing in vulnerable families with diapering supplies.

Strategy*
Recognizing that some projects will use more than one strategy, select the strategy that most closely applies to this project:

- Environmental Stewardship - High quality air, water, farmland and renewable energy for future generations
- Educated & Capable Community - A county where all people thrive and demonstrate resilience throughout their lives
- Vibrant Economy - A robust and sustainable economy that builds on homegrown industries/talent and provides economic mobility for all
- Resident Well-Being - A county where residents are safe, healthy, and engaged in their community

Resident Well-Being

Funding Request*
How much funding is this project requesting for FY2021?
$19,286.00
Grant Guidelines*
Have you read and understand the information presented in the FY2021 Grant Guidelines Strategic Partnership Grants?

Click here for the Grant Guidelines.

If no, please contact County staff to request assistance: Rachael Nygaard, (828) 250-6536 or rachael.nygaard@buncombecounty.org.

Yes

Nonprofit Status*
Upload proof of nonprofit status, such as IRS Determination Letter or documentation from the North Carolina Secretary of State. If this documentation is not available, briefly state the reason.

501c3-Approval.pdf

Board of Directors*
Upload a current list of your organization’s Board of Directors. If your organization does not have a board of directors, briefly state the reason.

Babies Need Bottoms Board List.pdf

APPLICATION
APPLICATION QUESTIONS – Responses to these questions will be scored by the grant committee. Each question is worth 10% of the final score.

Organization*
Tell us about your organization. What is your mission? Highlight two or three key facts and accomplishments that best define your organization.

Nationally, 1 in 3 families struggle to afford enough diapers -- an essential need for the health of young children not currently covered by Federal assistance programs. Lack of clean diapers affects more than a child’s health; it affects parental stress, the ability for children to attend daycare and parents to work. In 2017, Babies Need Bottoms (BNB) was formed as there was no diaper bank in WNC. In August 2019, Board Members, Alicia Heacock and Meagan Lyon Leimena took over operations and now serve as Co-Executive Directors. The mission of BNB is to improve the lives of babies, toddlers, and parents in WNC through diaper distribution, community awareness and partnerships.

Since 2017, BNB has distributed over 80,000 diapers; meeting only approximately 40% of the known diaper need of current partners. Actual diaper need is much greater than what BNB can serve with current funding. BNB has a wait list of 7 agencies and has turned off the partner application until new funding will...
enable expansion. BNB collects donated diapers through collection boxes in the community and drives hosted by individuals and organizations. When funding allows, we purchase diapers at a bulk-rate which are repackaged and distributed through partners. We focus resources on families living at or below the poverty rate and partner with established agencies providing services to those who qualify. We do not duplicate services, providing a discrete, essential support to partners who understand their clients' needs. Diapers are one piece of comprehensive service planning for families in poverty to promote their health, well-being and self-sufficiency.

In two years, BNB grew to 14 distribution partners, including early childhood education centers, Head Start programs, homeless shelters, domestic violence agencies, baby supply pantries, and substance abuse treatment facilities. Partners submit a request each distribution cycle (every 4-8 weeks) and fulfills requests based on inventory.

**Need for the Project***

What is the main issue this project is established to address? What data or qualitative factors/stories are available to show that need?

This project meets diaper need among the vulnerable members of our county. Diaper need reflects living in a state of punishing poverty and instability for families. We do not have data on diaper need in Buncombe County outside of proxy poverty data. 25% of children under the age of 5 live in poverty, a known risk factor correlated with diaper need (NC Child Buncombe County Child Data Cards, 2016). BNB receives requests for approximately 11,500 diapers a distribution cycle and an average of 2-4 emergency requests per month.

Infants use approximately 12 diapers and young children up to 8 diapers a day. Average monthly cost of diapers are $80 per child. Frequent diaper changes are key to preventing and treating diaper dermatitis but for families living in poverty, this is often impossible. They may not be in a position to buy diapers in bulk, paying a higher per diaper price for smaller packs. Well-meaning parents may stretch the time between diaper changes, use paper towels, reuse old diapers or use less wipes than necessary. This can lead to painful skin rashes, urinary tract infections and hospitalization (Porter, 2015). Insufficient diapers can limit child care access as most daycare centers require families provide diapers in advance, impeding a parents' ability to work.

Diaper need negatively affects a child’s health and contributes to parental stress. In a cross-sectional study of 877 low income pregnant and parenting mothers assessing diaper need and psychosocial correlates, mothers reporting mental health issues were more likely to also report diaper need (Smith, 2013). This contributed to parental stress, known to negatively affect child development. Stress is an established risk factor for neurobiological vulnerability in young children, especially when living in poverty (Thompson, 2014). Research shows 12-20% of new mothers experience postpartum depression, with higher prevalence for low income mothers compared to affluent mothers (Segre, 2007).

**Project***

Explain the project and how it will work. Include the overall purpose and any models or evidence-based practices that will be included. What specific activities and milestones are included in the project plan?

The National Diaper Bank Network (NDBN) has concluded approximately 25 diapers is the amount most families need to supplement their month's supply of diapers. By providing this approximate amount, this helps families avoid crisis, not compromise their child’s health and stretch their monthly budgets. Using this best-practice model, BNB provides diapers sizes newborn-5 in packs of 24 and sizes 6 and pull-up style diapers in packs of 12 (to account for older children using fewer diapers per day). These guidelines allow our partners to estimate how many diapers they need per distribution cycle to support their families or the need they see among clients. Our project is designed to specifically support some of our most vulnerable county residents to promote their well-being and resilience. By these partner agencies knowing they have sufficient
diapering supplies every distribution period, they can reallocate resources and are better supported in providing services. BNB will improve the health of young children and mothers in Buncombe County by increasing diaper distribution to vulnerable families who lack an adequate supply of diapers.

We will do this by
1) Increasing the number of diapers provided annually through specific partner agencies
2) Expanding service to new partner agencies, who are currently wait-listed for diaper distribution until funding is secured to support this expansion

Funding will be used to:
* Bulk-purchase diapers, particularly consistently needed sizes (newborn, 4, 5, 6) to meet current levels of need and expand as these agencies continue to serve an increasing number of clients
* Purchase pull-up style diapers to assist with potty training
* Purchase shelving, storage bins, plastic wrap, diaper size identification cards, and transport bags to accommodate increase in distribution amounts
* Pay staff to oversee increased diaper distribution, community engagement, fund development and access trainings via NDBN membership, conferences and events

**People Served**

How many people will be served by this project? Describe the people served, including demographics such as geography, income, race & ethnicity, age, etc.

This project will support clients at Steadfast House, Insight Women’s Recovery Center and Helpmate and wait-list clients at ABBA’s House, MAHEC and a wait list partner serving low income mothers. These agencies serve women of all ages who are pregnant or parenting and of all races and ethnicities. These programs are serving clients who are largely low income and low wealth with limited resources and abundant challenges. BNB can provide basic needs to mothers, increasing their opportunities for success.

Steadfast House provides emergency and transitional housing for adult women, including veterans and their children. They provide meals, laundry facilities, case management, training and employment assistance. In addition to connecting women to physical and mental health services, they work on the skills of self-sufficiency and independence.

Insight Women’s Recovery Center is an addiction treatment center. Serving adolescent and adult women they provide outpatient treatment services for addiction and mental illness with specialized programming for perinatal mothers parenting or seeking custody. These intensive therapeutic services provide women with tools for recovery while navigating the stresses of motherhood.

Helpmate is an organization supporting those affected by domestic violence and operates an emergency shelter. Helpmate is an onsite partner at the Buncombe County Family Justice Center. They serve women and mothers through their emergency shelter and housing assistance, psychosocial support and court advocacy, and service coordination. Helpmate works with mothers and young children in dangerous and violent situations to promote their safety and well-being.

Partners for our pilot expansion project include MAHEC Centering Pregnancy and ABBA’s House, and a third organization to be determined from our wait list. These organizations serve pregnant and parenting women and young children with limited resources who are seeking services around perinatal health.
Results*

What results do you hope to achieve with this project? Be specific about how much impact the project will have in line with Commissioner focus areas.

Funding will support our efforts to expand diaper distribution in Buncombe County, through partnership with Steadfast House, Insight Women’s Recovery Center, Helpmate and our pilot expansion programs. Full funding of this project will enable us to provide 50,900 diapers throughout the 12-month grant period, which would be divided into 2,730 packages of diapers for local children.

The impact of this project is directly contributing to improving the well-being of residents, both mothers and young children. Having supplemental support with diapers is a key part of keeping children safe, healthy and engaged. It can be a vehicle to helping mothers work reliably, access and maintain appropriate child care and keeping young children clean and dry. Having basic needs met allows parents and children to be able to reduce some stress and focus on different aspects of their lives, engaging in work, school and community activities. Diaper need can contribute to social isolation when families are unable to use child care, and miss out on a range of positive social-emotional experiences for parents and children. This project specifically addresses multiple means of improving the health, well-being and engagement of Buncombe County residents.

And from partner agencies, we will be better able to capture and track diaper need over time to understand both need and trends. The Diaper Bank of NC uses metrics for partners we will be modeling our data collection on. Additionally, we will meet with each partner agency once during the funding period for a qualitative interview to review thematic trends and their narration of the lived experience of clients. This will be a useful proxy measure for developing a clearer picture of diaper need in Buncombe County.

We expect to significantly extend our presence in the community, increasing awareness and education, fostering relationships and working closely with our partners.

Evaluation*

How will you know you have succeeded? Explain the project evaluation process, including specific measures that will be tracked.

This project will be successful when we are able to meet the stated diaper need of each of our partners and those in the pilot expansion project. These numbers will be tracked through quantitative data collection of stated and met needs for the agencies. A qualitative interview with each partner will occur once during the funding period, along with our regular ongoing communication with partners for trouble-shooting and collaboration.

We will measure the effectiveness of our activities by monitoring our capacity to meet the diaper need of our community via our partner agencies’ requests using the tools of process evaluation. By monitoring and fulfilling partner need we can practice fidelity to our model. To assess reach, we can track through our distribution cycles the diaper requests that come in and compare this to our existing inventory, showing us our capacity to accommodate existing and future need.

BNB will measure the success of our distributions by the ability to provide diapers every 4-8 weeks throughout the year to mothers and children who most need them. Metrics include number of diapers requested by and distributed per agency, emergency requests by agency to better understand need, and number of children served by agency. We will measure the success of using funding to increase community diaper collections by the purchasing of 10 collection boxes and placement in local businesses and organizations throughout the year. We will measure the success of staff time by efficient and timely operation of the diaper bank for distributions, increased volunteer engagement (both increased numbers of volunteers and volunteer events measured monthly), quantifiable social media metrics for assessing reach and online engagement and the submission of additional grants for supplemental funding throughout the year.
Collaboration*

List any formal and/or supportive partners. Describe their roles in the project. How will they make it stronger?

Steadfast House, Insight Women’s Recovery and Helpmate, along with pilot expansion partners will collaborate with BNB as dynamic partner agencies receiving diapering supplies. Junior League of Asheville has become a reliable volunteer partner, regularly wrapping diapers and helping to prepare orders. They share a focus on perinatal substance use, especially opioids and bring energy, passion and community connections to our relationship. We are fortunate to be members of Baby2Baby, a national network based in Los Angeles, CA that provides technical support, grant opportunities, an annual conference, peer network of social service agencies and facilitates corporate in-kind donations to support our inventory and capacity. We have recently been invited to apply for membership of the National Diaper Bank Network which provides opportunities to engage in collaborative research, a national conference, grant applications for project specific and operational funding and a national network of diaper bank specific peers. Members also have exclusive access to bulk donations of diapering supplies from corporations. These national networks are both resource rich and can be leveraged for different kinds of materials, financial and technical support. BNB has recently begun attending BEACON meetings which are an assembly of social service agencies addressing crisis and acute needs in the community including housing and hunger. Participation in this group provides an opportunity for dialogue and collaboration with agencies serving clients experiencing immediate needs and there is mutual benefit in including diaper need awareness and action with this group. We have begun developing a volunteer and educational program with a local public charter school that will help support our operations for wrapping diapers along with outreach and public education. BNB is also connected with the Perinatal Emotional Health Network providing education and partnering with advocates.

Budget*

Download a copy of the budget form HERE. Complete the form, and upload it using the button below.

FY21_SPGrant_Budget_Form (1).xlsx

Total Project Amt = $26,392 ; Total ask BSP ask = $19,286; Total Project Budget:
$8424 - Personnel (ED: 5 hrs/wk @ $30/hr + payroll taxes @8%)
$1000 - Training (2 diaper bank conferences for 2 ED)
$1000 - Travel (2 diaper bank conferences for 2 EDs)
$200 - Equipment/Furniture (Shelving for increased inventory)
$450 - Dues (Fees for volunteer recruitment event, NDBN Membership)
$270 - Insurance ($900 annual insurance req; 6/20 agencies = 30%; 30% of insurance cost = $270)
$14,608 - Supplies
$14,158 - Diapers
$200 - Plastic Wrap (1 roll/5000 diapers; 10 rolls at $20 ea)
$100 - Diaper size cards/inventory signage
$150 - Collection boxes, signage, tape
$440 - Other: Mileage - Diaper Pick-ups ($0.575/mile (Federal rate 2020), bi-monthly diaper collection box pick-ups; Black Mtn 17 mi, Leicester 12 mi, Arden 16 mi, Candler 11 mi, Weaverville 8 mi = 768 annual)

Diapers explanation
50,900 total diapers: 1490 babies (N-5) ; 1240 Toddlers (6+): 2,730 packages of diapers to children
Insight Women’s Recovery Center 24,480 annual diapers
N-5: 17,280 @ $0.14ea + 7% Sales Tax = $5,365
6-4T: 5760 @ $0.35ea + 7% Sales Tax = $2,158
XL: 1,440 @ $.60ea + 7% Sales Tax = $925
$8,448
Steadfast House 7,920 annual diapers
N-5: 6,624 @ $0.14ea + 7% Sales Tax = $993
6-4T: 1,296 @ $0.35ea + 7% Sales Tax = $486
$1,479
Helpmate 10,000 annual diapers
N-5: 6,500 @ $0.14ea + 7% Sales Tax = $974
6-4T: 3,500 @ $0.35ea + 7% Sales Tax = $1,311
$2,285
Tier 1: 1,000 Annual Diapers (ABBA's House)
N-5: 650 @ $0.14ea + 7% Sales Tax = $98
6-4T: 350 @ $0.35ea + 7% Sales Tax = $132
$230
Tier 2: 2,500 Annual Diapers (MAHEC)
N-5: 1,625 @ $0.14ea + 7% Sales Tax = $244
6-4T: 875 @ $0.35ea + 7% Sales Tax = $329
$573
Tier 3: 5,000 Annual Diapers (TBD)
N-5: 3,250 @ $0.14ea + 7% Sales Tax = $487
6-4T: 1,750 @ $0.35ea + 7% Sales Tax = $656
$1,143
TOTAL DIAPERS EXPENSE: $14,158; BSP: $8,052; other funding: $6106; 50% funding current diaper recipients: $6106; 100% funding expansion project diapers: $1,946

Other County Funding*
List all other Buncombe County funding that is provided to your organization. For each item, list the project being funded, amount of funding, source (grant, departmental contract, etc.) and whether funding is to be renewed for FY2021.

Buncombe County Tipping Point Grant ($5,000) Emergency Diaper Relief for Families Through Strengthened Community Partnerships, October 1, 2019- June 30, 2020 (not to be renewed in FY 2021).

Sustainability*
How will the project continue to succeed after the funding of the grant? Explain your plan for making this an ongoing effort.

Long-term sustainability is a primary concern as we consider how best to increase our capacity to ultimately serve more children and families. To that end, we are working to diversify funding streams, identify new funding opportunities, and elevate community awareness to attract local business and individual donors.

With an increasing national awareness of the opioid crisis and its devastating effects on communities and families especially in our region, we expect to seek additional funding from emergent funding streams aimed at curbing the opioid crisis. With pilot data, we will be better equipped to explore larger scale funding from state and federal sources including SAMHSA to continue to specifically serve mothers dealing with substance use and in recovery programs. In a state climate with a growing awareness of the imperative for strong physical and mental maternal health, especially for women of color, we are well positioned to join in these efforts and plan to seek additional relevant funding under this umbrella.
As a member of the national network Baby2Baby, we have access to periodic in-kind donations of diapers and wipes which we can use for partners and are also able to apply for grants. We have been invited to apply for membership in the National Diaper Bank Network which will also provide access to more in-kind donation of diapering supplies and the ability to apply for funding within their member-only grants program.

BNB is actively engaged in fundraising, encouraging in-kind and financial donations for our operations as well as monitoring the current funding landscape.

**OPTIONAL INFORMATION**

**OPTIONAL INFORMATION – This information will not impact grant scoring but will be helpful to the committee.**

**Partial Funding**

If the project were to be offered a grant for partial funding, what factors would need to be considered?

If this project were to be partially funded, we could scale back our work to reduce the number of partner agencies receiving dedicated support for diapering supplies in different ways. We could only fund current partners and not wait-listed partners, or we could reduce the number of current partners funded. However, given the incredible importance of supporting families and young children during these tiring, expensive and challenging years with young children, we would prefer to provide this support to as many families as possible. While a smaller scale version of this project is possible, where fewer families are served and less diaper need met, we would love to see this project fully funded for the maximum benefit of our residents.

**Resource Support**

Beyond this grant request, how can Buncombe County support your organization with this project and in strengthening your work?

BNB is always looking for community partners to join us in raising awareness and activating engagement around diaper need in our communities. We welcome any opportunities for dialogue and partnership with interested parties within the County. Beyond project specific support, helping BNB elevate our presence in the community so residents are better informed about diaper need, its serious implications for resident health and well-being and about BNB’s work to ameliorate its effects would be greatly appreciated. BNB organizational goals for the coming year include expanding our volunteer base, better engaging with our local business community and exploring partnerships with the Asheville Police Department and Buncombe County Social Work & Protective Services (who are wait-list partners) to better understand the role diaper need plays in families engagement with protective services. We are always thinking about how best to expand our services programatically to make and sustain meaningful partners in the community. Additional elements of our 5 year strategic planning are expanding partnerships to groups such as Manna food bank and additional perinatal physical and mental health providers to broaden our scope and reach.

**Other**

Is there anything else that you want the committee to know?
References


File Attachment Summary

**Applicant File Uploads**

- 501c3-Approval.pdf
- Babies Need Bottoms Board List.pdf
- FY21_SPGrant_Budget_Form (1).xlsx
Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Letter 947
Sincerely,

Stephen A. Martin

Director, Exempt Organizations
Rulings and Agreements
Babies Need Bottoms, Inc. is a 501c3 agency (82-3574436) with the mission to improve the lives of babies, toddlers, and parents in Western North Carolina through diaper distribution, community awareness and partnerships. For more information visit www.babiesneedbottoms.org.

Babies Need Bottoms  PO Box 5171  Asheville, NC 28813  info@babiesneedbottoms.org
# Strategic Partnership Grants

**Proposed FY2021 Project Budget (July 1, 2020 - June 30, 2021)**

<table>
<thead>
<tr>
<th>Organization Name:</th>
<th>Babies Need Bottoms</th>
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<tbody>
<tr>
<td>Project Name:</td>
<td>Supporting resilience through basic needs: Investing in vulnerable families with diapering supplies</td>
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<td>Grant Amount Requested:</td>
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## FY2021 Proposed Project Revenue

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<th>Proposed Grant</th>
<th>Amount</th>
<th>Committed or Pending?</th>
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<td>Proposed Buncombe County Strategic Partnerships Grant</td>
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<td>List other sources: Wal-Mart Community Grant Program</td>
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<td>List other sources: Individual Donors</td>
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<td>List other sources: Local Business Donors</td>
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<td>List other sources: Gifts-in-Kind</td>
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<td>List other sources: Glass Foundation</td>
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<td>List other sources: Baby2Baby National Network</td>
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<td>Planned submission Oct. 2020</td>
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<td><strong>Total</strong></td>
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## FY2021 Proposed Project Expenses

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<td>Insurance and Bonds</td>
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<td><strong>Total</strong></td>
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## Overall Organization Budget

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<th>Budget Amount</th>
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<td>FY2019 Actual Year-End Expenses</td>
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<td>FY2020 Adopted Budget Amount</td>
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<td>FY2021 Proposed Budget Amount</td>
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<td>Assumes continued expansion of service</td>
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