



# HYGIENE PRODUCT DRIVE TOOLKIT

LIVE UNITED

**In this toolkit you will find:**

Hosting a Hygiene Product Drive . . . . . 2

Hunterdon Hygiene Connection Facts . . . 3

Fast Facts About Diaper Need in the U.S. . . . . 4

Fast Facts About Period Poverty in the U.S. . . . . 5

Fast Facts About Adult Incontinence in the U.S. . . . . 6

Ideas for Hosting a Hygiene Product Drive . . . . . 7

How to Use Social Media . . . . . 8

Hygiene Product Drive Poster . . . . . 9

Diapers & Baby Products Collection Forms . . . . . 10

Period & Incontinence Products Collection Forms . . . . . 11

Diapers & Baby Products Thank You Poster . . . . . 12

Diapers & Baby Products, Menstrual Hygiene, and Adult Incontinence Thank You Poster. . . . . 13



## PLAN

a successful hygiene product drive



## COLLECT

the donated hygiene products



## GIVE

to United Way of Hunterdon County

The Hunterdon Hygiene Connection Toolkit includes helpful information, handouts, flyers, and everything you need to make your hygiene product drive a success. Feel free to choose and download any or all of the flyers and forms in the toolkit that will be helpful to get you or your organization started.

**Share your plans with us!**

We can help promote your drive and provide you with support. To contact United Way of Hunterdon County for more information or to get started, please email [health@uwhunterdon.org](mailto:health@uwhunterdon.org).



Hunterdon Hygiene Connection





# HOSTING A HYGIENE PRODUCT DRIVE

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**W**e encourage you to contact United Way of Hunterdon County if you are hosting a hygiene product drive.

The Hunterdon Hygiene Connection Toolkit includes helpful information, handouts, flyers, and everything you need to make your drive a success.

Feel free to choose and download any or all of the flyers and forms in the toolkit that will be helpful to get you or your organization started.

### Share your plans with us!

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## CHOOSE YOUR LOCATION

selecting a central location that is easily accessible will generate greater participation



## DECIDE ON A TIME FRAME

plan your drive for at least a week or longer so people have enough time to donate



## GET THE WORD OUT

announce your drive through social media, press releases to local media, and post notices near donation locations



Hunterdon Hygiene Connection





# HUNTERDON HYGIENE CONNECTION FACTS

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**T**he Hunterdon Hygiene Connection Program is a partnership between United Way of Hunterdon County and food pantries and agencies throughout the county, established to help ease some of the financial stress our neighbors experience. We provide free diapers and baby supplies such as wipes and lotions, period products, and incontinence supplies.

If you can help our community meet these needs, we have several ways you can contribute:

- Purchase hygiene products and drop them off:  
United Way of Hunterdon County  
[Community Volunteer Center](#)  
20 Fulper Road, Flemington, NJ 08822  
(908) 237-1689
- Purchase hygiene products via our [Amazon Charity](#) website list
- Purchase hygiene products via our [Walmart Registry](#) website link
- Donate to [United Way of Hunterdon County](#)

## Why do we do this?

One in three families struggle to afford diapers for their infants and toddlers. It costs about \$1,000 for a 1-year supply of diapers for one child. For someone who works a full-time minimum wage job, or families with more than one child in diapers, this is a major expense.

We are seeing an increased need to provide period products to individuals in our community who cannot afford or struggle to access these supplies. This is also known as Period Poverty, and the results often lead to missed days of school and/or work.

The monthly cost of adult incontinence products exceeds \$300 per month, which is a significant cost for adults with disabilities and our elderly neighbors. More than 2,000 senior households in Hunterdon County earn under \$25,000 annually, and the monthly cost of incontinence products is often beyond their reach.

The Hunterdon Hygiene Connection strives to meet a critical community need, as the supplies we collect are not covered by Supplemental Nutrition Assistance Program (SNAP), Women, Infants and Children (WIC), or other programs. The demand for supplies has been exacerbated by the pandemic. The program has seen a 25% increase in diaper requests, and a 100% increase in incontinence requests from seniors. Over the last year, we regularly have needs that exceed our supply.





# FAST FACTS ABOUT DIAPER NEED IN THE U.S.

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**D**iapers are as essential to a child’s basic needs as food and shelter. Yet, state and national safety net programs do not recognize diapers as a basic need.

### What is diaper need?

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

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

### Why is this important?

- 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.

According to a recent study conducted by National Diaper Bank Network and Huggies®:



**5.2 MILLION BABIES & TODDLERS** live in poor or low-income families



**\$70-\$80** the cost of diapers per baby per month



**ZERO** number of federal programs that cover diaper cost



**4 PER MONTH** average number of work days missed by parents who struggle with diaper need

The Hunterdon Hygiene Connection is a partnership between United Way of Hunterdon County and food pantries and agencies throughout the county, established to help ease some of the financial stress our neighbors experience by providing free diapers and baby supplies (wipes, lotions, etc.).

For more information, please email [health@uwhunterdon.org](mailto:health@uwhunterdon.org).



Hunterdon Hygiene Connection





# FAST FACTS ABOUT PERIOD POVERTY IN THE U.S.

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**A**ssuming three to five period products are used per day, the total cost can range between \$4,750 and \$6,500 per lifetime. Unfortunately only 4% of women are aware of a local resource where free or reduced cost period supplies are available.

Yet, state and national safety net programs cannot be used to purchase period supplies.

### Why is this important?

- Lack of access to period supplies is linked to using substitute products such as toilet tissue or socks, and stretching product usage.
- An adequate supply of menstrual hygiene products is important to keep clean and healthy.

According to a recent survey by U by Kotex® conducted with youGov:



## 1 IN 4 WOMEN

struggle to purchase period products within the past year due to lack of income



## 1 IN 5 LOW-INCOME WOMEN

report missing work, school or similar events due to lack of access to period supplies



## 88% OF WOMEN

overwhelmingly agree that period products are a basic necessity

The Hunterdon Hygiene Connection is a partnership between United Way of Hunterdon County and food pantries and agencies throughout the county, established to help ease some of the financial stress our neighbors experience by providing free period products.

For more information, please email [health@uwhunterdon.org](mailto:health@uwhunterdon.org).



### Hunterdon Hygiene Connection





# FAST FACTS ABOUT ADULT INCONTINENCE IN THE U.S.

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**L**eakage of urine from the bladder due to increased pressure is called Urinary Incontinence (UI). It affects more than 25 million people in the United States. Of those, about 75% are women and 25% are men.

### Why is this important?

- Access to a sufficient supply of hygiene products is essential for the health of individuals and families.
- Lack of incontinence products leads to social isolation and increased risk of urinary infections.
- Many members of our community do not have the financial resources to adequately provide for these basic needs.

### According to the National Association for Continence:



**25 MILLION PEOPLE** are affected by Urinary Incontinence (UI)



**43+ MILLION MEN** worldwide have Overactive Bladder (OAB)



**NEARLY 40% OF WOMEN** between the ages of 20 and 45 have Overactive Bladder (OAB)

The Hunterdon Hygiene Connection is a partnership between United Way of Hunterdon County and food pantries and agencies throughout the county, established to help ease some of the financial stress our neighbors experience by providing free incontinence products.

For more information, please email [health@uwhunterdon.org](mailto:health@uwhunterdon.org).





# IDEAS FOR HOSTING A HYGIENE PRODUCT DRIVE

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**H**osting a hygiene product drive with a few friends, coworkers, or family members can help spread the word and minimize the work load by sharing it among a few people.

## Picking a theme

A theme can make your drive stand out. Themes can be simple, such as “Moms Helping Moms” and “Cartons of Caring.” Or get creative with a hygiene product themed dinner dance.

## Party it up!

Plan a party and ask guests to bring a donation of personal hygiene products as their admission to a:

- Baby shower
- Block party
- Birthday party
- Cocktail party
- Game night
- Movie night

## Find the perfect location

Be creative and convenient. Some ideal locations are:

- Schools
- Places of worship
- Community centers
- Offices
- Libraries
- Coffee shops
- Car dealerships
- Gyms
- Grocery stores
- Fire stations

## Make it a competition

Make your drive fun and engaging. Have a competition and offer small prizes or recognition for the team, class, or office that brings in the most items. Friendly competition can help spread the word and increase participation.

## Pass the torch

Be sure to promote your results to all those who participated and others as well. Use terms like “this time we collected...” or “this time we raised...” so people understand there is an ongoing need. Offer encouragement to those who are interested in hosting a drive of their own.

## Share your plans with us!

We can help promote your drive and provide you with support. To contact United Way of Hunterdon County for more information or to get started, please email [health@uwhunterdon.org](mailto:health@uwhunterdon.org).





## HOW TO USE SOCIAL MEDIA

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**G**et the word out that you are hosting a hygiene product drive through social media. It is a highly effective tool to reach a large amount of people in very little time. Take advantage of your online presence to notify as many people as possible to participate in your drive.

### Get personal

Sending an email is an effective tool to utilize throughout your drive. Personalize your message and go into detail on why you are hosting a hygiene product drive and how you would like that individual or company to participate. Explain what you are collecting, where, and of course, your goal.

### Share your plans with us!

We can help promote your drive and provide you with support. To contact United Way of Hunterdon County for more information or to get started, please email [health@uwhunterdon.org](mailto:health@uwhunterdon.org).

### Facebook

- Create a Facebook event and invite all your friends
- Update with posts on your collection status
- Create a sharable profile picture frame
- Recognize and thank donors by tagging them in your posts
- Upload plenty of photos and use hashtags: #DiaperNeed, #PeriodNeed, #IncontinenceNeed

### Twitter

- Tweet before, during, and after your drive to let supporters know how planning is going, how close to your goal, and the results
- Share a link to your Facebook event, or fundraising page where followers can learn more about your drive
- Include hashtags: #DiaperNeed, #PeriodNeed, #IncontinenceNeed

### Instagram

- Share pictures of your drive flyer and donations
- Utilize the location tagging tool to share your collection site(s)
- Tag anyone you want to get involved – including us @UnitedWayofHunterdonCounty
- Include hashtags: #DiaperNeed, #PeriodNeed, #IncontinenceNeed







# PLEASE SUPPORT OUR HYGIENE PRODUCT DRIVE

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**A**ccess to a sufficient supply of hygiene products is essential for the health of individuals and families. Many members of our community do not have the resources to adequately provide for these basic needs.

Baby diapers/supplies, period products, and adult incontinence items collected will be distributed to individuals and families through food pantries and agencies throughout Hunterdon County. Your support helps to ease some of the financial stress our neighbors experience.

### Donations of the following period products is greatly appreciated:

- Diapers – size newborn, 1, 2, 3, 4, 5, 6, and baby wipes
- Menstrual hygiene liners, pads, and tampons
- Male/female/unisex incontinence liners, pads, and briefs



**1 IN 3 AMERICAN FAMILIES** reports experiencing diaper need



**1 IN 4 WOMEN STRUGGLE** to purchase period products



**25 MILLION PEOPLE** in the US have urinary incontinence (UI)

DATE:

TIME:

LOCATION:

HOSTED BY:



Hunterdon Hygiene Connection





# DIAPERS & BABY PRODUCTS COLLECTION FORM

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**A**fter your drive is done, use this form to track the amount of products you collected during your Hunterdon Hygiene Connection Product Drive.

**Instructions:**

- Count individual pieces in each package\*.
- Record totals on this sheet.
- Provide this information to United Way of Hunterdon County.
- Or email completed collection form to: [health@uwhunterdon.org](mailto:health@uwhunterdon.org).

DIAPERS*	
SIZE/ITEM	QUANTITY
Newborn	
Size 1	
Size 2	
Size 3	
Size 4	
Size 5	
Size 6	
Pull-Ups 2T-3T	
Pull-Ups 3T-4T	
Pull-Ups 4T-5T	
GoodNites®	
<b>TOTAL DIAPERS*</b>	

BABY PRODUCTS*	
ITEM	QUANTITY
Wipes	
Vaseline	
Diaper cream	
Baby shampoo	
Baby wash	
Baby lotion	
<b>TOTAL PRODUCTS*</b>	

TOTAL NUMBER OF DONATIONS*	
Total Diapers:	
Total Baby Products:	
Financial Contributions:	

.....  
**YOUR GROUP/ORGANIZATION/NAME(S):**  
 .....

.....  
**PHONE NUMBER:**  
 .....

.....  
**EMAIL:**  
 .....

.....  
**DATE:**  
 .....





# PERIOD & INCONTINENCE PRODUCTS COLLECTION FORM

LIVE UNITED

**A**fter your drive is done, use this form to track the amount of products you collected during your Hunterdon Hygiene Connection Product Drive.

**Instructions:**

- Count individual pieces in each package\*.
- Record totals on this sheet.
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PERIOD PRODUCTS*	
STYLE	QUANTITY
Pads	
Tampons	
Menstrual Cups	
Liners	
<b>TOTAL ITEMS*</b>	

INCONTINENCE PRODUCTS*	
STYLE	QUANTITY
Briefs	
Incontinence Pads	
Adult Wipes	
<b>TOTAL ITEMS*</b>	

TOTAL NUMBER OF DONATIONS*	
Total Period Products:	
Total Incontinence Products:	
Financial Contributions:	

.....  
**YOUR GROUP/ORGANIZATION/NAME(S):**  
 .....

.....  
**PHONE NUMBER:**  
 .....

.....  
**EMAIL:**  
 .....

.....  
**DATE:**  
 .....





# THANK YOU!

LIVE UNITED

**P**lease accept these heartfelt thanks on behalf of United Way of Hunterdon County for your generous commitment of time and effort to coordinate a community hygiene product drive for individuals and families who experience need of baby diapers, period products, or adult incontinence products. The number of those in need of these products and other basic needs each month may fluctuate, but thanks to you, and your charitable donation, more individuals and families will be served, more people will have learned about the need, and why it is so important to help community members who are struggling.

Your leadership in helping reduce this need is much appreciated. One diaper, or hygiene product may not last long, but the effects of raising awareness in your community will lead to more positive change.

Sincerely,  
Laura Hernandez  
Program Coordinator

## TOGETHER WE COLLECTED

Diapers & Baby Products:	
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Sincerely,  
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Program Coordinator

## TOGETHER WE COLLECTED

Diapers & Baby Products:	
Menstrual Hygiene Products:	
Adult Incontinence Products:	



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Connection

