

BABY GIFTS NEEDED FOR NEW MOTHERS

Mile High United Way's Women United hosts an annual Community Baby Shower to educate our community about the challenges faced by young families to provide basic essentials for their new babies, creating a challenging cycle that affects a family's ability to access childcare and the overall stability of the home. By providing diapers and other essentials, you are helping young families in Denver thrive.

Why We Support Young Families:

- It costs a family about \$1,000 a year to buy a supply of average-priced diapers for one child. For someone who works a full-time minimum-wage job, making just over \$15,000 a year, that's a huge expense.¹
- About 30% of mothers report not being able to afford diapers for their children, and one in 12 admit to stretching their diaper supply, leaving their child in a wet diaper or partially cleaning the diaper and reusing it.²
- Nearly 60 percent of families in diaper need report having missed work or school because they didn't have enough diapers for childcare.³
- Diapers are not considered essential and therefore are not covered by federal assistance programs. Diapers are not covered by social welfare systems like WIC or food stamps because they are considered "hygiene items."⁴
- Last year, Women United collected over \$17,000 in diapers, wipes, and other essential care items to distribute to families who need it most.
- Community Baby Shower partners: Bridging the Gap, The Family Tree, Florence Crittenton, The Gathering Place, and Mountain Resource Center.

YOU CAN HELP

Donating the most-requested items (diapers, wipes, and bath items) can make a world of difference to a new family in need. **See the back side for a full wish list of items we are collecting.**

¹ The Nation: <https://www.thenation.com/article/welcome-to-america-where-parents-cant-afford-diapers/>

² New York Daily News, July 29, 2013

<http://www.coloradokids.org/data/kidscount/2014kidscount.html>

³ National Diaper Network, 2017

⁴ <https://babybasicsinc.org/why-diapers/>

BABY GIFTS WISH LIST

The baby gifts listed below are those of greatest need by our partner agencies. Last year, Mile High United Way collected and donated gifts worth more than \$20,000 for new families.

Bath & Diapering:

- Diapers, sizes 3-6 (most needed)
- Diapers, sizes newborn to 2
- Pull-ups
- Wipes
- Tear free soap and shampoo
- Infant tub
- Wash cloth
- Hooded towel
- Diaper ointment

Activities & Toys:

- Activity/coloring books
- Seek and Find books
- Educational books
- Baby dolls
- Dress-up clothes
- Play kitchen items (Food, pots, pans, and baking)
- Trains, construction vehicles, cars
- Balls
- Exploration toys
- Dinosaurs
- Art supplies
- Building blocks (cloth or wood - NOT Lego Style)
- Bath toys

Baby Gear:

- Portable cribs
- Fitted sheets
- Umbrella strollers
- Diaper bags
- Baby carriers
- Baby gates
- Baby proofing supplies
- Swaddle blankets
- SleepSacks/wearable blankets (size 0-9m)

Feeding:

- Bibs
- Bottles/sippy cups
- Pacifiers

Baby & Toddler Clothing:

- Pajamas
- Footed sleepers
- Onesies
- Toddler t-shirts (size 2T-5T)
- Toddler underwear (size 2T-5T)
- Socks

Donation Delivery

Please deliver diapers and other gifts during the week of **April 20 to:**

MileHigh United Way
711 Park Avenue West
Denver, CO 80205

Make it easy!

Visit our online registry at tgt.gifts/womenunited2019 and have your gift shipped to Mile High United Way.

Registry Info

First name: Women
Last name: United

Questions? Contact

women.united@unitedwaydenver.org or 303.561.2347