



MILWAUKEE COUNTY AMERICAN RESCUE PLAN ACT ALLOCATION

Community Support Program Proposal

Milwaukee Diaper Mission

COMMUNITY SUPPORT CATEGORY

Please select the community support category that applies to this proposal:

- Household Assistance.** Proposals may include expenditures related to food programs; rent, mortgage, and utility aid; cash transfers; internet access programs; eviction prevention; unemployment benefits or cash assistance to unemployed workers; housing support: affordable housing; and housing support: services for unhoused people.
- Mental & Behavioral Health.** Proposals may include expenditures related to mental health services; substance abuse services; and other public health services.
- Other Social Determinants of Health.** Proposals may include expenditures related to job training assistance; small business economic assistance; aid to nonprofit organizations; aid to other impacted industries; healthy childhood environments: home visiting and services to foster youth or families involved in child welfare system; social determinants of health: community health workers or benefit navigators and community violence interventions; clean water; drinking water; and broadband.

PROJECT DESIGN

Provide an overview of how the community support project being proposed addresses an urgent community need brought on by the COVID-19 pandemic. Demonstrate how the project provides a feasible solution to the demonstrated need and is being coordinated with partners. Include any collaboration that will occur during the project. Explain how the proposal falls within Milwaukee County's scope of services. (500-word max response)

Diaper need is an often-overlooked measure of economic disparity. It shows us the many people who do not have enough money to meet their basic needs. Prior to the COVID-19 pandemic, [one in three US families](#) struggled to afford enough diapers to keep their child clean, dry, and healthy. As the COVID-19 pandemic set in, millions of Americans lost their jobs, and the nation descended into a recession that disproportionately affected women and low-wage earners. Additionally, school and daycare closures upended childcare arrangements. Families that lost access to publicly funded daycare also lost access to the free diapers they typically provide. Most public aid programs don't cover diapers, which run about \$80 a month per child.

[In 2020, the National Diaper Bank Network \(NDBN\) distributed more than 100 million diapers to 220 diaper banks across the country, a 67 percent spike year-over-year.](#) As a member of the NDBN, Milwaukee Diaper Mission has distributed over 350,000 diapers since our launch in September of 2020 - providing hundreds of families with a previously non-existent resource. However, there is still [substantial unmet need in our community.](#)

MDM provides another vital resource to the Milwaukee community - period supplies. The National Alliance for Period Supplies has identified that [2 in 5 women struggle to purchase period supplies due to a lack of income.](#) As a member of this alliance, MDM has distributed over 142,000 period products in collaboration with our partners - local social service agencies throughout Milwaukee. The [current tampon shortage crisis](#), a result of pandemic supply-chain issues, compounds the need in our community and increases the importance of this service.

With the proposed funding, Milwaukee Diaper Mission would purchase tens of thousands of diapers and period products to serve hundreds more families and individuals in need. MDM would be able to double the number of diapers each child receives per month, providing more security to families in need. By 2024, MDM plans to onboard new distribution partner organizations (in addition to the 11 agencies we already serve) to strategically diversify and increase our outreach. We have a partner agency waitlist that includes a diverse group of organizations that work with community building, birth workers, foster programs, food pantries, home visiting agencies, and more.

In order to support our growing organization, MDM would utilize this funding to 1) hire an Operations Coordinator thus creating a new job for a Milwaukeean, and 2) hire a strategic planning consultant to create a 5-year growth plan. This, in collaboration with corporate sponsorships from organizations like NUNA, and community partnerships, like the Milwaukee Bucks, will amplify our impact as MDM expands.

With the support of local partnerships, as well as our national alliances, MDM is in a unique position to advocate on behalf of Milwaukee families in need for policies, funding, and programs that aim to end diaper need and period poverty in our community. This proposed funding would accelerate MDM's growth to ensure these vital resources are accessible and sustainable.

TRACKABLE PERFORMANCE INDICATORS

Provide an overview of the project's goals, objectives, outcomes, and/or outputs that will be achieved by December 31, 2024. Please ensure that proposed project outcomes align with the Milwaukee County vision to achieve racial equity and eliminate health disparities. (250-word max response)

Goal: Milwaukee Diaper Mission aims to end diaper need and period poverty in Milwaukee.

Objective 1: Utilize the tens of thousands of diapers and period supplies secured through this funding to expand our outreach by December 31, 2024.

Outcome: Widen MDM's distribution to outside of the city of Milwaukee thus reaching more underserved populations throughout Milwaukee County.

Objective 2: Allocate funding to purchase hard-to-acquire supplies (highly requested but also least donated) as needed through December 31, 2024.

Outcome: Reliably supply a variety of products to provide individuals with the dignity of choice as well as the opportunity to utilize chemical-free alternatives.

Objective 3: Onboard additional social service organizations to expand MDM's distribution network.

Outcome: Further supporting community organizations with a reliable source of products for the families they serve, allowing them to allocate funding to other important aspects of programming.

Objective 4: Hire an Operations Coordinator to support current MDM staff as MDM expands.

Outcome: Provide a well-paying job for a Milwaukee resident.

Objective 5: Contract a nonprofit-focused strategic planning consultant to create a 5 year growth plan.

Outcome: Accelerate MDM's growth and secure MDM as a sustainable resource for the Milwaukee community.

Outputs:

- 166,000 diapers serving 6640 children
- 6640 packs of baby wipes
- 75,600 pads and tampons serving 2520 menstruating people

INVEST IN EQUITY & INTENTIONAL INCLUSION

Provide an overview of how the proposed project supports historically underserved, marginalized and/or adversely affected groups. Projects will be scored by their alignment with Milwaukee County's strategic objectives to (1) achieve racial and health equity, (2) dismantle barriers and (3) invest "upstream" to address root causes of health. Demonstrate how this proposal supports any or all of these objectives. If applicable, include how this proposal was informed by community input and builds capacity of community organizations. (500-word max response).

Milwaukee Diaper Mission is Milwaukee's only basic needs bank sourcing and distributing a reliable supply of free diapers and period supplies to our community. As Milwaukee's basic needs bank, we partner with local social service agencies to provide a reliable source of basic essentials for the families they serve. MDM is improving community health via the distribution of clean diapers, wipes, and period supplies. This means families can rely on having the diapers they need to utilize childcare services. This also means increased attendance at school or work for people who menstruate and would have otherwise stayed home due to a lack of period supplies. MDM secures equitable access to sustainable alternatives like cloth diapers and menstrual cups. We strive to educate the community and provide ongoing support to families who choose reusable products.

MDM is also alleviating the burden on local social welfare agencies by efficiently and cost-effectively sourcing diapers and period supplies for the Milwaukee community. Our resources attract individuals to utilize broader social services - improving community health. Our partner agencies preserve their limited resources and can focus on the broader programs they provide. Our partner organizations (see full list below) are strategically chosen to support a diverse section of the Milwaukee community. These organizations work in the areas of food security, community building, empowering communities of color, foster family programs, supporting Black birth workers, babies and Black maternal health among many other things (see full list below). We work in tandem with these organizations - side by side - to uplift one another through shared resources and visibility.

Milwaukee Diaper Mission is uniquely positioned to gain knowledge from our relationships within the Milwaukee community as well as from our national alliances to advocate on behalf of the individuals we serve. We create an avenue for dialogue to flow from the people receiving our support, through our partner organizations, to us and upstream via national partner organizations (like the National Diaper Bank Network and the National Alliance for Period Supplies) to advocate at the state and national levels. Milwaukee Diaper Mission is a bridge-builder and community organizer. MDM educates and promotes change through our grassroots network of supporters and volunteers.

Milwaukee Diaper Mission believes:

- 1. We believe that diapers and period products are necessities, not luxuries.** Even as we advocate locally and nationally for better funding and resources, MDM bridges the gap by providing a reliable source of basic needs items.
- 2. We believe that all people in Milwaukee deserve to be clean, healthy, and happy.** As Milwaukee's only basic needs bank, our services elevate community health. By alleviating the burden of sourcing supplies, our partner agencies can focus their limited resources on the other good works they do for our community.

3. **We believe that offering cloth diapers and menstrual cups gives people the dignity of choice** - because reusable personal hygiene products should be accessible, affordable, *and* achievable for everyone.
4. **We believe deeply in the power of our community and grassroots movement.** Diversity and inclusion make us better at our work to end diaper need and period poverty.

Our Distribution Partner Organizations:

1. Friedens Food Pantry - <https://friedenspantry.org/>
2. Jewish Community Pantry - <https://www.jccmilwaukee.org/programs/community/jewish-community-pantry/>
3. Kinship Community Food Center - <https://www.kinshipmke.org/>
4. Bayview Community Center - <https://bayviewcenter.org/>
5. Metcalfe Park Community Bridges - <https://www.metcalfeparkbridges.org/>
6. Next Door Millwaukee - <https://www.nextdoormke.org/programs/home-based-prenatal-services-early-childhood-education/>
7. Hmong American Women's Association - <https://www.hawamke.org/>
8. Robyn's Nest - <https://childrenswi.org/location-directory/locations/community-services/robyns-nest>
9. Lola's New Beginnings - <https://www.lolasnewbeginnings.com/>
10. Maroon Calabash - <https://www.marooncalabash.com/>
11. Proveedoras Unidas Association - <https://www.proveedorasunidasassociation.com/>

EVIDENCE-BASED STRATEGY

Please select the statement that aligns with the community support project. This project was developed with:

- Strong Evidence:** can support casual conclusions for the specific program with the highest level of confidence. This consists of one or more well-designed and well-implemented experimental studies conducted on the proposed program with positive findings on one or more intended outcomes.
- Moderate Evidence:** reasonably developed evidence base that can support casual conclusions. The evidence-base consists of one or more quasi-experimental studies with positive findings on one or more intended outcomes OR two or more nonexperimental studies with positive findings on one or more intended outcomes. Examples of research that meet the standards include well-designed and well-implemented quasiexperimental studies that compare outcomes between the group receiving the intervention and a matched comparison group (i.e., a similar population that does not receive the intervention).
- Preliminary Evidence:** can support conclusions about the program's contribution to observed outcomes. The evidence-base consists of at least one nonexperimental study. A study that demonstrates improvement in program beneficiaries over time on one or more intended outcomes OR an

implementation (process evaluation) study used to learn and improve program operations would constitute preliminary evidence. Examples of research that meet the standards include: (1) outcome studies that track program beneficiaries through a service pipeline and measure beneficiaries' responses at the end of the program; and (2) pre- and post-test research that determines whether beneficiaries have improved on an intended outcome.

Provide an explanation to support the statement that most aligns with the project. Include the experimental studies conducted on the proposed project. *Evidence-based strategies can be found through the following: [Results First Clearinghouse Database | The Pew Charitable Trusts \(pewtrusts.org\)](#) and [Homepage | CLEAR \(dol.gov\)](#). (250-word max)

There is moderate evidence to support the conclusion that providing families with diapers improves child health and reduces associated healthcare use. The first study referenced below found evidence that diaper need is common and associated with increased pediatric care visits - specifically for urinary tract infections and dermatitis.

The second study noted a level of diaper need in 2022 similar to what was documented before the COVID-19 pandemic - despite federal stimulus payments and increased distributions by local diaper banks.

The third study provides evidence of the prevalence of diaper need in low-income families. Nearly 30% of participants in the study for pregnant and parenting low-income women experienced diaper need. Researchers found that families who cannot afford enough diapers may stretch their diaper supply to reduce the frequency of diaper changes, increasing children's risk of diaper rash or urinary tract infections.

The fourth study found that families unable to provide the required number of diapers for the time a child attends childcare may have to keep a child home instead, limiting early childhood educational opportunities and parents' opportunities to attend work or school. Families may have to make difficult choices about which bills to pay or buy less of other basic necessities to instead buy diapers.

The fifth study found that providing diapers to parenting women participating in interventions to address mental health needs may reduce the negative effects associated between diaper need and maternal mental health.

Studies for Reference:

1. Diaper Need Is Associated with Pediatric Care Use - <https://pubmed.ncbi.nlm.nih.gov/33130154/>
2. Diaper Need During the COVID-19 Pandemic Associated with Poverty, Food Insecurity, and Chronic Illness - <https://pubmed.ncbi.nlm.nih.gov/35265787/>
3. Diaper Need and Its Impact on Child Health - <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3727676/pdf/peds.2013-0597.pdf>
4. Diaper Need: A Change for Better Health - <https://nationaldiaperbanknetwork.org/wp-content/uploads/2022/02/Porter-Steefel-Diaper-Need-1.pdf>
5. Examining Material Hardship in Mothers: Associations of Diaper Need and Food insufficiency with Maternal Depressive Symptoms - <https://www.liebertpub.com/doi/pdf/10.1089/heq.2016.0023>

ARPA REPORTING REQUIREMENTS

Provide a detailed overview of the applicant’s experience managing federal funds. Detail any experience ensuring accurate data collection and adherence to federal reporting requirements. If this is an internal application, detail any experience managing contracts and ensuring reporting deadlines are met. If this is an external applicant, detail any experience receiving funding from Milwaukee County and ensuring reporting deadlines are met.

In December of 2020, Milwaukee Diaper Mission was granted \$20,000 of CARES Act funding through Milwaukee County. We submitted a proposal outlining the project objectives, timeline, and deliverables. Once we received the funds we worked with our Board Treasurer and accountant to ensure the funds were properly spent and documented in adherence to federal reporting requirements.

ARPA FUNDS REQUESTED

Provide the total request amount to be spent between 2022 – 2026. Explain how funds will be incurred and encumbered by December 31, 2024. Include if the project has matching funds or resources. (250-work max)

Milwaukee Diaper Mission submitted an initial project proposal in June of 2021. At that time, MDM was in a very different place as an organization. We had limited funding, an extremely small office space, and were 100% volunteer-run. MDM has grown exponentially over the past 12 months. We now have significant financial support from individual and corporate donors, a 5,000-square-foot facility, and one full-time staff member. While the original proposal is still relevant as far as deliverables are concerned, we have increased the budget for this project to account for an additional staff person and a Strategic Planning Consultant. We are requesting funding in the amount of \$173,441 to be used to support key aspects of capacity-building, programming, and operations.

We believe these additional line items will further support a strong infrastructure and long-term sustainability as a previously non-existent and crucial resource for families in Milwaukee. The majority of funds will be used to purchase products (diapers, wipes, and period supplies) for immediate distribution into our community. We plan to allocate a portion of the funding to support the hiring and training of a new employee. By providing a job for a Milwaukee resident, we are investing in the economic development of our city. The remainder of the funds will be used for Strategic Planning to create a multi-year growth plan.

BUDGET

Complete the short-form budget and provide a formula for your calculation by defining the expense item, number of units, and cost per unit for the requested project period. Please add rows as necessary. In the table below, outline any matching funds or resources. Please note: all costs needed for a project should be included in the budget below (example: staffing capacity, rent/space, utilities, etc.).

Expense Item	Description	Total Cost
Personnel Expenses (including fringe benefits)		

1. Operations Coordinator (2 years)	Warehouse, inventory, and distribution manager	\$85,000
2.		
3.		
Professional Services		
1. Strategic Planning Consultant		\$15,000
2.		
3.		
Supplies & Equipment **See attached proposed spending document**		
1. Supplies	Diapers,wipes, and period products	\$67,816
2. Storage Solutions	Shelving and containers for products	\$2,000
3. Other	Packaging supplies, warehouse equipment, distribution materials	\$3,625
Capacity Building Resources for Implementation		
1.		
2.		
3.		
Total Calculations		
Total Expenses		\$173,441

Other Revenue Source (s)	Committed or Available Revenue Amount	Potential Revenue Amount
Nuna Baby Sponsorship	\$50,000	
National Diaper Bank Network Funds for Change Grant	\$50,000	
Total Other Revenue Amount	\$100,000	\$0