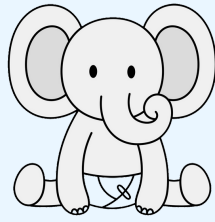




Bottoms Up Diaper Drive



**INDIANA
DIAPER
SOURCE**
& Baby Boutique

Our Vision:

To bring awareness to and eliminate diaper need in Johnson County.

Our Mission:

At Bottoms Up, our mission is to provide diapers to parents in need, ensuring every child's dignity and well-being. We empower families in Johnson County, collaborate with communities, and advocate for change to eliminate diaper insecurity and create a brighter future for children and their caregivers.

Project Summary

One in two families struggle financially, which can result in their child's diaper being left on longer than it should be. Approximately \$100/month is required to diaper one child, and this does not include the cost of wipes used within that same month. Our group (partnering with Indiana Diaper Source) will host a diaper drive on Sunday, April 14th from 3-5pm at Grace Assembly of God. In combination with our drive, we will have several convenient private and public drop off locations strategically placed across Johnson County. Those locations will collect items from April 1st to 13th. The overall goal is to collect 100,000 items (diapers and wipes) – which will provide for the community for one month through Indiana Diaper Source.

Project Process :

Establish budget:

- \$500 for marketing costs and various other needs

Marketing

- Flyers: Two flyers to advertise the event/need and drop off locations have been
- Thank You Card: Will be shared, along with a video tour of Indiana Diaper Source. Letting the donor see the impact they have made and thanking our key partners
- Yard Card: This will be placed on US Highway 31 the week leading up to the event with details
- Social Media Blast: various paid social media posts to reach maximum targeted audiences

Drop Off Sites

- Each group member will be in charge of both public and private drop off sites leading up to the drive by being the point of contact for each location, dropping off flyers and donation boxes, and picking up donations

Day of the Event

- Our group will be at Indiana Diaper Source's Baby Boutique in Grace Assembly of God's parking lot
- We will have the brand new IDS Mobile Unit of their Baby Boutique parked where the cars will turn into the parking lot
- Cars can drive up to the building and drop off their donations and circle back through the parking lot and receive their thank you card with out even getting out of their cars or they will have the option to park and tour both the IDS Baby Boutique and the new Mobile Unit

Project Team Members

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