



PRESS RELEASE

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Brown County United Way and Greater Green Bay Labor Council Celebrate Successful Completion of 13th Annual Diaper Drive

GREEN BAY, WI – Brown County United Way and the Greater Green Bay Labor Council are excited to announce the successful completion of their 13th Annual Diaper Drive, which ran from September 23 to October 23, 2024; additional donations were received through November 12th. Thanks to the generosity of the community and key partners, this year’s diaper drive collected a total of 94,609 diapers, pull-ups, and wipes, valued at an estimated \$40,733. These essential items have been distributed to families in need across Brown County through longstanding partners Family & Childcare Resources of Northeast Wisconsin, Love Life Ministry, and other local nonprofits.

“This year’s diaper drive was truly a community-wide effort,” said Robyn Davis, President and CEO of Brown County United Way. “We are grateful for the support of local businesses, individuals, and organizations who helped us surpass our goal and ensure that families facing financial hardship have the supplies they need.”

The 2024 drive introduced a new element with the “Stuff the Bus” initiative, where Brown County United Way’s HubCAP vehicles and Community Resource Navigators collected donations directly from community members at Festival Foods, Hy-Vee, and Woodman’s locations throughout Brown County. This new addition contributed to the drive’s success and provided further opportunities to engage with the community.

“We are proud to see how the community rallied around this important cause,” said Steve McFarlane, President of the Greater Green Bay Labor Council. “With the addition of Stuff the Bus and the community’s continued support, we were able to make a significant impact again this year.”

Over the years, the Brown County Diaper Drive has collected more than 1 million diapers for local families, ensuring that many families struggling to meet their basic needs will receive critical support.

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A special thank you goes to Kimberly-Clark, whose donation of more than 75,000 diapers and pull-ups provided a strong foundation for this year's drive. Additionally, Brown County Executive Troy Streckenbach's recognition of National Diaper Need Awareness Week through a county proclamation helped raise awareness of the ongoing challenges local families face.

For more information about Brown County United Way and the impact of the diaper drive, please visit browncountyunitedway.org or contact Sarah Inman at sarah@browncountyunitedway.org.

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About Brown County United Way

Brown County United Way's mission is to unite people, resources, and ideas to co-create community solutions that strengthen every person and every community in Brown County. We envision an inclusive community where all individuals are able to meet their basic needs and have equal opportunity for stability in their health, education, financial well-being, and community connection.

About Greater Green Bay Labor Council

We are one of nearly 500 state and local labor councils of the AFL-CIO and are the heart of the labor movement. We are democratically elected bodies dedicated to represent the interests of working people at the state and local level. We mobilize our members and community partners to advocate for social and economic justice and strive daily to vanquish oppression and make our communities better for all people—regardless of race, color, gender, religion, age, sexual orientation, or ethnic or national origin.

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