

Children's Aid and Family Services

Baby Basics Drive

Baby Basics provides nutritional and hygienic essentials for babies, along with parent education and a safety net system of emotional support and referrals for low-income families in Bergen County.



Often, the needs and stresses of these families are neglected. The Baby Basics program ensures success and helps build stronger, healthier families.



How to Run a Diaper/Formula Drive

Organizing a drive is simple!
The agency will support you in every step of the way.

1. When you decide to organize a drive, please contact the **Baby Basics** Program at (201) 261-2800. Please give your name and where you would like to conduct the drive.
2. If you design your own flyer to announce the drive, please state that **Baby Basics** is a program run by **Children's Aid and Family Services**.
3. Before you begin, get the permission to conduct a drive from the appropriate individual (Superintendent, Principal, and/or Office Manager).
4. **GET THE WORD OUT!!!** Make flyers, posters, send out e-mails.
5. Designate a drop off area. Decorate a large box, bin or use a playpen for the drop-off area. Have fun with this and try to draw attention to the donations. The more people see others dropping donations off, the more likely they will donate, too!
6. At the end of the drive, gather all the donations and pack in boxes or bags. Contact the Program staff to set up a time for the drop-off or pick-up.
7. Please give the Program staff all the necessary information regarding who, what, when and where the drive took place so everyone involved can be recognized!
8. **CONGRATULATIONS!!** You have helped many families and their babies in your very own community.
9. Checks made out to **Children's Aid and Family Services** (designated to "**Baby Basics**" on the subject line) are also appreciated!

Please help by donating supplies and /or by organizing a **Baby Basics** drive. The following items are needed **NOW**:

FORMULA

Similac Advance Powder
Isomil Advance Powder

DIAPERS

All Brands / Sizes 3, 4, 5, 6

BABY WIPES

OTHER INFANT ESSENTIALS

Baby Shampoo/Wash



Extra Tips for Conducting a Baby Basics Drive

1. The duration of a typical product drive is one to four weeks, depending on your organization. Select the time frame that best suits your organization.
2. For optimal results, the drive should be preceded with information about the **Baby Basics** program and its mission to all individuals in your organization. **Baby Basics**' mission is to support low-income families with babies under the age of two. We can provide you with brochures if necessary. A **Baby Basics** program representative is available to speak with your group, if requested.
3. The transfer of collected items is usually handled in two ways:
 - We can come to your site at a convenient time to pick up what has been collected.
 - A group representing your organization can deliver to our distribution site in Ridgewood, Englewood, Paramus & Carlstadt. At the distribution sites all donated items can be sorted, inventoried and put away in our storage rooms. Arrangements can also be made to take photos for press releases.

**If you can help, or need more information, please call the
Development Department at (201) 261-2800 X222**



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