

# Children's Aid and Family Services



## **Baby Basics**

**200 Robin Road  
Paramus, NJ 0762**

**T: 201-261-2800**

**Baby Basics is a program of  
Children's Aid and Family Services**





## ***Did you know...***

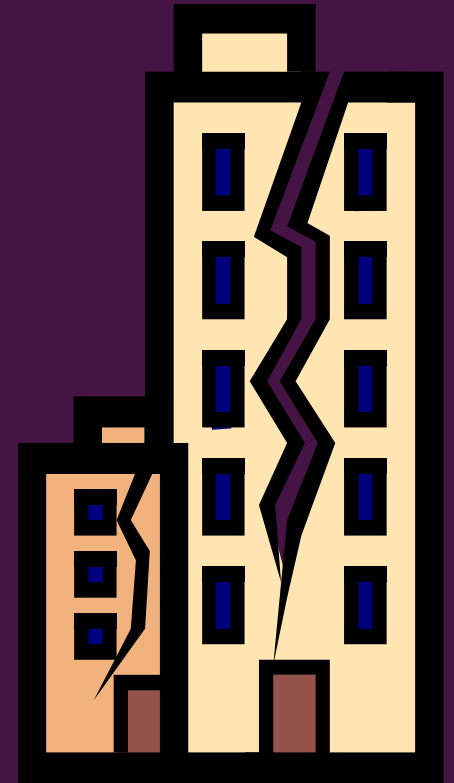
Diapers and formula purchased from a retail store can cost more than \$71 per week?



A single mother with 1 child, earning \$24,500 per year, is not eligible to receive government assistance?

**M**any families  
fall between the cracks with  
incomes too high to be eligible for  
assistance programs.....

.....but yet too low to afford  
their monthly bills.



**In 1994 a group of volunteers at West Side Presbyterian Church in Ridgewood, NJ started the *Baby Basics* program to help working families with young children.**



**Baby Basics  
assists families  
with infants and  
toddlers under the  
age of two who do  
not receive  
government  
subsidies and  
struggle to get by.**

**In response to the growing number of families that are facing terrible economic deprivation, Baby Basics is now adding to its traditional client base support for those facing the most severe financial hardship.**

We are prioritizing help to those:

- **Living in homeless, domestic violence or other shelters.**
- **Referred by food pantries, especially by the Center for Food Action, our Englewood distribution center.**
- **Those applying that have the lowest household incomes.**

## **Agency Mission:**

To preserve, protect, and when needed, provide families.

## **Baby Basics Goal:**

To provide low-income families in Bergen County with weekly supplies of diapers and infant nutritional formula, as well as parent education and support and referral services as necessary.



- In 1997 the program was adopted by the American Red Cross.



- In 2005, Children's Aid and Family Services adopted the program, and began to expand the range of services as well as the number of clients served.





Annually, over **175 families are helped** at locations in Carlstadt, Englewood, Paramus and Ridgewood

As well as supplies, we make available counseling, parenting classes, and other support services.



**Some of the Baby Basics volunteers who shop, pack and distribute weekly supplies to the families.**

**Many of the volunteers have dedicated years of service to the program.**



**In addition to helping with weekly distribution of supplies, the volunteers plan fundraisers and product drives for Baby Basics.**



Donations of diapers, formula and the “*extras*” given to the families are provided by corporations, community groups, schools and individual donors.



**Baby Basics relies entirely on philanthropic support from the individuals, corporations and community organizations**

**We need *your* help to serve these vulnerable infants!**



Your help can directly affect the lives of children and families in your local community.

# HOW YOU CAN HELP:

- **Make a donation**
- **Sponsor a child**
  - Fund diapers and formula for:
    - Week: \$71
    - Month: \$284
    - Year: \$3,692
- **Organize a product drive** at work, at your house of worship, or community organization
- **Volunteer** to shop, pack supplies, or help with collection and distribution. Volunteers of all ages are welcome!



# **Baby Basics**

***- Providing real solutions  
for real life family issues.***