



2026

DRIVE HANDBOOK

For 25 years, WestSide Baby has been committed to meeting the basic needs of vulnerable children to promote their safety, security, and healthy development by distributing essential items - such as diapers, clothing, formula, and equipment - to families across our region.



WestSide Baby
basics for children in need

THE 2026 FROM THE BOTTOM UP CAMPAIGN

WestSide Baby's **From the Bottom Up** campaign is the largest diaper drive in our region and a critical (and fun!) way for our neighbors to help provide essential items to families in our community.

By participating in this campaign, you are ensuring that children have access to diapers, clothing, and other critical resources that they need to thrive. Your support directly impacts families facing hardship, helping them create a foundation of stability and well-being.

Every donation, every drive, every fundraiser, and every diaper counts - and plays a crucial role in building a brighter future for those who need it most.

Ways You Can Support From the Bottom Up

***Sponsor the Campaign** | Sponsoring this campaign is a powerful way for companies to invest in the well-being of local families. A sponsorship is more than a logo placement - it is a tangible commitment to children's health, dignity, and opportunity. For more information on sponsorship opportunities, visit our [website](#).

***Make a donation** | Nothing means more than a financial contribution to this campaign. WestSide Baby is afforded bulk purchasing power with our diaper partners which allows us to maximize the impact of every single gift we receive. To make a gift, visit westsidebaby.org/donate.

***Host a donation drive** | Reach out to your community and host a diaper drive at your home, school or business. Collected donations are then dropped off at WestSide Baby. To host a drive, fill out the Host A Drive form [here](#) to let us know your plans and to ask any questions.

***Peer-to-Peer fundraiser** | Fundraise alongside your family, friends and neighbors! Through this option, you can add some context as to why you'd like your community to consider supporting WestSide Baby and customize both your ask and your goal; then, simply share the link to your page. You'll be able to see the funds you've raised in real time. We will share with you which of your guests donated so you can thank them personally (we do not share amounts).

***Share our QR code or link to our website and donate** | The easiest and most effective way to help WestSide Baby ensure families get the essential items they need is to donate directly to WestSide Baby, and encourage your friends, family, colleagues and neighbors to do the same.

***Send a Box** | If you prefer to send diapers our way, you can order and have them sent straight from our [Amazon Wish List](#).

INFORMATION & FAQs

Contact Us

Phone | 206 767-1662

Email | drives@westsidebaby.org

Address | [10002 14th Ave SW Seattle, WA](#)

Donation Drop Off

Please drop off items at our front office, through the double glass doors on 14th Ave SW.

Times:

Mondays - Thursdays

9a - 4p

Please bring your [Drive Count Sheet](#) along with your donations. (Count sheets can be found at the bottom of our [From the Bottom Up](#) webpage.) We will have extra forms at our front desk.

If these donation times do not work for your schedule, please contact us at drives@westsidebaby.org.

Most Needed Items

From the Bottom Up is our region's largest diaper drive and we hope to collect 50,000 diapers during the month of March. Below is a list of items our families need most!

- Diapers (All sizes)
- Pull-ups (All sizes)

Please note: open packages of diapers and pull-ups are welcome!

- Wipes
- Baby Wash
- Diaper Cream



DIAPER DRIVE FAQs

What is WestSide Baby?

WestSide Baby is a nonprofit organization serving families across Western Washington. For 25 years, we have worked to ensure children have the basic essentials they need - distributing diapers, clothing, formula, car seats, and other critical items through a network of partner agencies.

How does WestSide Baby help families?

We operate as a regional hub, collecting and purchasing diapers and essential items in bulk and distributing them to food banks, healthcare providers, early learning programs, and other social service organizations. These partners then provide items directly to families, free of charge - ensuring consistent, reliable access to necessities that are not covered by public benefits.

What is a “Diaper Drive?”

A diaper drive is a community-led effort to collect diapers (and more) to support local families. Drives can be hosted by businesses, schools, faith communities, neighborhood groups, or individuals. Collected diapers are distributed to families through our partner network, our bulk diaper program, and our Emergency Diaper program.

What does “hosting a drive” mean?

Hosting a drive means you:

- Set a goal (e.g., collect 5,000 diapers or raise \$2,500)
- Promote the drive to your network (employees, customers, friends, etc.)
- Collect physical diaper donations and/or financial contributions
- Coordinate drop-off with WestSide Baby
- We provide guidance, materials, and support along the way!

How and where do I get drive materials?

Materials, including a Drive Handbook, flyers, and optional branded bin signage are available on our website or at our Front Desk.

DIAPER DRIVE FAQs - CONTINUED

What types and sizes of diapers are most needed?

Larger sizes are typically in highest demand, including sizes 4, 5, and 6, as well as pull-ups. Open packages and wipes are also welcome.

Can I collect monetary donations instead of diapers?

Yes! Financial contributions allow us to purchase diapers at bulk rates, maximizing impact. Many hosts choose to collect both diapers and dollars. You can donate directly through our website, mail a check, or [host an online peer-to-peer fundraiser](#).

How and where do I drop off collected items?

Drive hosts coordinate a scheduled drop-off at our warehouse location. We will provide the address and receiving hours upon registration. For large drives, we may be able to coordinate special arrangements.

Can my company sponsor From the Bottom Up?

Absolutely. Corporate sponsorships amplify impact, engage employees, and demonstrate visible community leadership. Sponsorship opportunities may include matching gifts, volunteer engagement, and recognition.

Is there a deadline or timeline for hosting a Drive?

From the Bottom Up runs March 1 - March 31 but you can host a drive year-round. We will help you determine timing that works best for your group.

Why are diapers so important?

Diapers are not covered by food assistance or most safety net programs. Without enough diapers, parents may miss work or school, and babies can face serious health risks. A diaper drive is a simple, tangible way to support children's health, dignity, and development.

If you're ready to host a drive, we'd love to partner with you. Together, we can ensure every child in our community has the essentials they need to thrive.

