

FROM THE BOTTOM UP CAMPAIGN FAQ



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 (westsidebaby.org/from-the-bottom-up or at our Front Desk).



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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.

