



PRESS RELEASE

09/16/2025 – FOR IMMEDIATE RELEASE

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Brown County United Way Partners with Greater Green Bay Labor Council for 14th Annual Diaper Drive

GREEN BAY, WI – Too many families in Brown County are forced to make difficult choices when it comes to meeting basic needs. Nearly 1 in 3 households in the county live below the ALICE® Threshold*, including 25% of families with children who struggle to afford essentials like diapers.

To help address this need, Brown County United Way and the Greater Green Bay Labor Council are running their 14th Annual Diaper Drive, starting from Monday, September 15 through Friday, October 17. The drive coincides with National Diaper Need Awareness Week (September 15–21).

The diaper drive collects diapers, pull-ups, and wipes for local families, distributing them through area nonprofits. Donations can be dropped off at the following locations:

- All Brown County Festival Foods (Through October 9th)
- Hy-Vee
- Woodman's Market
- All Brown County Library branches
- All Brown County Pomp's Tire locations
- Humana (For Humana Employees through October 3rd)

Donors can also support the drive online through Target and Amazon Community Registries, with items shipped directly to Brown County United Way. Registry links are available at <https://tinyurl.com/bcuw14diapertarget> and/or <https://tinyurl.com/bcuw14diaperamazon>.

Kimberly-Clark is jump-starting the diaper drive with a crucial donation of diapers and pull-ups. Brown County Executive Troy Streckenbach is recognizing the diaper drive and National Diaper Need Awareness Week with a county proclamation.

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“The diaper drive has provided vital support to Brown County families since 2011,” said Robyn Davis, President and CEO of Brown County United Way. “Last year’s diaper drive collected nearly 95,000 diapers, pullups, and wipes and helped more than 1,400 families.”

“More than one million diapers and other baby and toddler items have been collected since the diaper drive’s inception,” said Steve McFarlane, Greater Green Bay Labor Council President. “With the community’s continued support, we will meet our goal of collecting 100,000 diapers this year.”

* ALICE® is an acronym that stands for Asset Limited, Income Constrained, Employed. Community support makes it possible for Brown County United Way to invest in the [Wisconsin ALICE® Report](#).

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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. The organization works toward building a 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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