

**Join the field with
other businesses
who care about their
community while
having fun!**



Diaper Derby
2017 the third running
EBC - Eastside Baby Corner
May 6 to June 10



**The Diaper Derby is a competitive race
to collect diapers for babies in need.**

Kentucky Derby...Preakness...Belmont...Diaper Derby

Whether you are a front-runner or a long shot, you can give kids what they need to be healthy and to thrive.

Join EBC in helping kids beat the odds, giving them what they need for a healthy start in life, and parents what they need to take care of their family.

Choose your horse and jockey, and hit the track for a fun competition.



Almost 55,000 diapers collected in 2016!



**The Diaper Derby is fun race
among local business and
organizations to collect diapers
for children living in poverty or
crisis.**

Be a part of the third running of the EBC Diaper Derby!

Just like the Triple Crown of horseracing, businesses and organizations enter the race and compete each week in a race to the finish. Progress around the racetrack (based on the number of diapers collected) is tracked weekly, and results posted on our Facebook page.

Think of EBC as your Jockey Club and trainer...we are here to support your race to the finish.

The Starting Gate

Enter the starting gate on **Saturday, May 6!** We'll count collected diapers each Friday through June 9. We ask that you begin collecting donations of diapers no sooner than the **registration deadline of May 4.**



Why a Diaper Derby?

Not being able to afford enough diapers is a barrier to stability and self-sufficiency for parents. Diapers are essential to a baby's healthy development. **Keeping babies and toddlers clean and dry builds a foundation for healthy growth, helping kids to reach their full potential.** Diaper need negatively affects the physical, mental and economic well-being of kids and families.

Without diapers - babies cannot participate in early childhood education. Without childcare - parents cannot go to work. *Why does early childhood education matter?* Students that participate in early childhood education are 2.5 times more likely to go on to higher education.

Babies left too long in a wet or soiled diaper are at risk for infections, endangering their long-term health. Babies need 8-10 diapers each day, costing \$80 or more each month.

Through our network of partner programs, EBC supplied **1,147,832 diapers** to families living in our communities in 2016, **supporting parents, caregivers and giving babies a stronger start in life.**

Race Winners

Winners in each division are determined by the total number of points accumulated during the race weeks of May 11-June 5.

DIVISIONS

- 🐎 Kentucky Derby – organizations of 50+ employees
- 🐎 Preakness Stakes – organizations of 11-49 employees
- 🐎 Belmont Stakes – organizations of 1-10 employees
- 🐎 Triple Crown – we will use a weighted system, normalizing the number of employees for a company, to calculate one overall winner.

POINTS

Earn point per package (or box) of diapers collected, based on the volume of the diaper package (number of diapers):

🐾 Diapers or Pull-Ups/Good Nites	Package/ Box	1-42 Count	=	1 point
🐾 Diapers or Pull-Ups/Good Nites	Package/ Box	43-112 Count	=	2 points
🐾 Diapers or Pull-Ups/Good Nites	Package/ Box	113-220 Count	=	3 points



Weekly Racing Form – Tracking Progress

Teams bring all the diapers collected during the week to one of the EBC Hubs on each Friday during the Derby.* Contact Christine White, Development Associate at 425-865-0234 x 709 to schedule your drop off time and location.

By 10:00 am every Monday, you will receive an email with the team track position and progress. Results will also be posted on the EBC Facebook page and your “horse” moved on the large track at the EBC Hub in Issaquah.

**Diapers can also be ordered through the EBC Amazon WishList but please be sure to include the name of the Diaper Derby participant!*



What should be donated?

Disposable diapers and Pull-Ups. The **most needed diapers** are sizes **4, 5 and 6**, and all sizes of Pull-Ups or Good Nites, but all sizes are welcome.

In the money

Cash donations count as points, too! Your jockey and horse racing team will get one (1) point for every \$10 donated, up to \$250 per week. Donations above \$250 are greatly appreciated, but to keep the race fair, they will be valued at ½ point for every \$10 dollars donated.

You can donate online at www.babycorner.org starting May 6. All cash and online donations must be received by 2 pm on Fridays during the competition to count toward your week's points.



The Bookmaker (Receipt Forms)

We will email receipt forms to you following the check in and counting each Friday. Please know that we cannot provide separate receipts for each customer or client that contributes to your drive, unless they make a donation by check or online. The diaper donation receipt will be directed to the registered business participant.

Supplies

We'll outfit you with posters and collection boxes. In your kit, you'll find a letter template for you to customize about the drive and a flyer that you can use to ask your customers or clients for their support. Electronic copies will also be provided.

Make it fun...

- 🐎 Have a contest to name your thoroughbred
- 🐎 Choose your own "silks" (colors)
- 🐎 Spur giving with some side bets between employee teams. What are the odds on which team can bring in the most size 5 diapers or packages of Pull-Ups? Even money or a longshot?
- 🐎 Promote the Diaper Derby through your own social media to encourage participation from your clients, vendors or community partners
- 🐎 **Tag us @babycorner, using hashtag #ebcdiaperderby**



Triple Crown
Winner
2016...
Proliance