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Akin Launches “Bundles of Love” Campaign to Connect Families with Baby Essentials
Diaper giveaways at Fred Meyer locations across Washington are gateway for families to access network of Family Resource Centers

SEATTLE (JULY 6, 2026) – Akin, one of Washington state’s largest human services nonprofits, today launched the Bundles of Love campaign, a three-city outreach initiative that puts essential baby supplies directly in the hands of families for free. The series of baby supply giveaways will be hosted at Fred Meyer stores across the state.

The Bundles of Love campaign increases awareness of Akin’s Family Resource Centers (FRCs), which provide services and programs that promote health and well-being for families and caregivers. Attendees will receive a free tote bag stocked with at least 80 diapers and baby supplies including wipes, food, and other resources.

“Diapers are dignity. They are among the most requested items across all of our Family Resource Centers,” said Dr. Daniele Lyman-Torres, Akin’s Chief Operating Officer. “Bundles of Love responds directly to that need while increasing access to the full range of services and programs available for families. We want to offer free baby supplies to families and let them know we are here to partner with them for the long haul.”

Fred Meyer, with support from The Kroger Co. Foundation, is partnering with Akin to host the Bundles of Love activations at safe, accessible community locations. Fred Meyer is also donating diapers and other essential baby supplies to be distributed to families during the campaign.

“At Fred Meyer, we’re deeply committed to supporting the families and communities we serve every day,” said Tiffany Sanders, Fred Meyer Head of Public Affairs. “We’re proud to partner with Akin Bundles of Love to help meet families where they are and be part of building stronger, healthier communities across Washington.”

Events are scheduled and located at Fred Meyer locations as follows. All events are free and open to the public, and will take place from 10 a.m. to 4 p.m., while supplies last.

- Greenwood Fred Meyer: Seattle (100 NW 85th St.): July 18 to July 19
- Hazel Dell Fred Meyer: Vancouver (7700 NE Highway 99): August 1 to August 2
- Spokane Sullivan Fred Meyer: Spokane Valley (15709 E. Sprague Ave.): August 22 to August 23

During the diaper giveaway, families will receive information about their nearest FRC where they can replenish supplies and learn more about the variety of services and resources available to them through Akin. Some offerings available at the FRCs include access to Family Navigators, Play & Learn groups for young children, early learning programs, behavioral health and clinical services, and food assistance.

Akin operates seven FRCs across Washington state, including Seattle, Spokane, Vancouver, Walla Walla, and Wenatchee. FRCs are locations where generations of families can receive the support they need to thrive. More than 61% of Washington state's children and 59% of households receiving SNAP benefits live within 20 miles of an FRC.

"The current system waits for a family to break. At Akin, we focus on prevention, with a proactive approach that addresses the root causes of a family crisis," continued Dr. Lyman-Torres. "Our goal is to remove barriers to crucial family and caregiver resources."

By addressing the root causes of family stress early, FRCs prevent challenges from escalating into emergencies, offering families immediate, practical help and long-term community change. According to the HB 1237 Social Return on Investment Study, programs and support offered through FRCs have been shown to reduce child abuse by 63%. Every \$1 invested in an FRC saves up to \$4.93 in downstream public spending on crisis systems, including the foster care, and justice systems.

Community members unable to attend events can visit an FRC to receive diapers and baby essentials. Akin also welcomes donations via akinfamily.org/bundlesoflove.

About Akin

Established in 2024, Akin is a nonprofit family services organization formed through the merger of two century-old children and family support organizations, Childhaven and Children's Home Society of Washington. Akin is dedicated to the mission of working with children, families and communities to build a brighter future together, rooted in family. With a vision that all families can flourish, nurtured by the strength of community, Akin offers program services in early learning, family and community well-being, behavioral health and clinical services and Family Resource Centers throughout the state of Washington. To learn more information, visit akinfamily.org.

About Fred Meyer

Fred Meyer Stores, based in Portland, Ore., offers one-stop shopping at its 128 multi-department stores in four western states. More than 39,000 Fred Meyer associates help customers fill their food, apparel, and general merchandise needs in Alaska, Idaho, Oregon and Washington. Stores range in size from 65,000 to 200,000 square feet and carry more than 250,000 products under one roof. Additionally, Fred Meyer contributes \$5 million to communities across the Northwest each year through grants from the Fred Meyer Foundation as well as product donations, cash donations and sponsorships. Fred Meyer also donates 6 million pounds of food to local food banks each year via the Food Rescue Program. Fred Meyer Stores is a division of The Kroger Co. (NYSE: KR). For more information, please visit our web site at www.fredmeyer.com.

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