



Community Fundraising Toolkit

SUPPORTING NICU FAMILIES TOGETHER

Thank you for choosing to host a fundraiser in support of Project Sweet Peas.

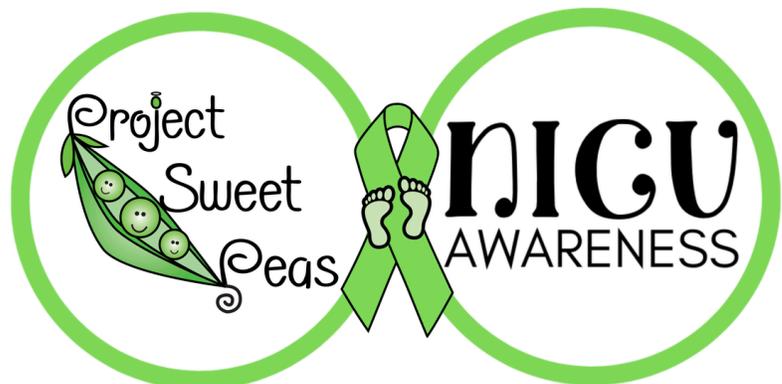
Community fundraisers play a powerful role in helping us bring comfort, resources, and connection to families navigating the Neonatal Intensive Care Unit (NICU) journey.

Because of supporters like you, Project Sweet Peas supports over 25,000 NICU and bereaved families each year through care packages, remembrance initiatives, emotional support resources, and practical assistance.

Your fundraiser helps ensure that no NICU family has to walk this journey alone.

This toolkit is designed to help guide you through the fundraising process and provide helpful resources, ideas, and templates to support your success.

We are grateful to have you as part of the Project Sweet Peas community.



About Project Sweet Peas



Project Sweet Peas is a 501(c)3 national non-profit organization coordinated by volunteers, who through personal experience have become passionate about providing support to families of premature or sick infants and to those who have been affected by pregnancy and infant loss.

Project Sweet Peas acknowledges the importance of parental involvement in caregiving and decision-making in the neonatal intensive care unit (NICU), and seeks to promote family-centered care (FCC) competencies in hospitals nationwide. Care packages, hospital events, peer-to-peer support, financial aid, educational materials, and other Project Sweet Peas services, support the cultural, spiritual, emotional, and financial needs of families as they endure life in the NICU.

Project Sweet Peas makes a lifelong commitment to support families experiencing pregnancy and infant loss. In a baby's last moments, families are encouraged to make cherished memories with custom Project Sweet Peas keepsake items. Healing and remembrance continue to be fostered through programming such as peer-to-peer support, and our annual candlelight vigil.

Through our services, we give from our hearts, to inspire families with the hope of tomorrow.

OUR COMMITMENT

- Promote parental involvement in caregiving and decision-making in the NICU by empowering parents and caregivers with resources [and support] they need
- Deliver opportunities for memory-making and bonding
- Give a bit of normalcy and joy to the NICU experience by helping parents embrace and celebrate milestones
- Comfort families faced with saying goodbye by providing cherished keepsakes
- Foster healing and remembrance for bereaved families through peer-to-peer support and an annual candlelight vigil

Our Programs

NICU CARE PACKAGES

Comfort and essential items to support parents and babies during their time in the Neonatal Intensive Care Unit.

NICU MILESTONES

Empowering NICU parents to celebrate and honor their baby's unique journey to home.

NICU GRAD

Celebrates a baby's graduation from the NICU with thoughtful keepsakes to honor their strength and journey.

NICU AWARENESS

Every September we honor the strength of babies, families, and caregivers while raising awareness and support for the NICU community.

EVENTS

NICU dinners, graduate reunions, and more. Bringing families together to share support, and foster connection within the community.

FOOD & FUEL

Meal and transportation assistance to help support families.

PEER SUPPORT

A compassionate online community where families can connect, share experiences, and find understanding and support.



Our Programs Cont.

JOURNALING SERIES

On-demand journaling series designed for NICU and bereaved families to provide guidance, reflection, and emotional support.

MEMORY BOXES

Provides comfort to grieving families by offering keepsakes and meaningful items to honor and remember their baby.

BEREAVEMENT

Compassionate support through our annual candle vigils and the We Remember anniversary program.

Our Impact

Over 25,000 families supported annually

From 2009-2026

168,300+ NICU Packages, Kits & Holiday Gifts

14,450+ Bereavement Memory Boxes

226,000+ Misc Support Items

\$350k+ Funding Awarded to NICU Parents



The Impact of Your Fundraiser

Every fundraiser helps Project Sweet Peas provide comfort, support, and meaningful resources to families navigating the NICU journey.

Your support helps ensure that families feel less alone during one of the most challenging times of their lives.

\$10

Provides a gift to a family celebrating their baby's first holidays in the NICU.

\$15

Provides a Milestone Badge Kit or a NICU Grad kit to a family to honor the moments that matter.

\$25

Provides a care package to a NICU family or a memory box to a family experiencing a loss.

\$50

Provides meaningful items that support bonding and connection between parents and babies.

\$100

Provides a food and transportation to a family in need

\$250

Supports programs that bring emotional support and practical resources to NICU families.

\$500

Helps expand our programs that support NICU families and those experiencing infant loss.

\$1000+

Helps Project Sweet Peas reach even more families through hospital partnerships and community programs.

Together, we are making sure that no NICU family has to walk this journey alone.



What is a 3rd-Party Fundraiser?

A community fundraiser (also called a third-party fundraiser) is an event or campaign organized independently by supporters to raise funds for Project Sweet Peas.

These fundraisers can be hosted by individuals, businesses, schools, or community groups.



How Fundraising Works

Step 1

Submit your fundraiser request form

Step 2

Receive approval and access to toolkit resources

Step 3

Set up your fundraiser or online campaign

Step 4

Promote your fundraiser to friends, family, and your community

Step 5

Host your fundraiser and celebrate your impact

Step 6

Submit funds raised and share your success story

Fundraising Ideas

There are many creative ways to support Project Sweet Peas.

Personal Celebrations

Birthday fundraiser
NICU Grad celebration
Anniversary fundraiser
Baby shower fundraiser

Community Events

Bake sale
Lemonade stand
Car wash
Charity walk or run
Community yard sale
Craft fair booth
-a-thon fundraisers (read, dance, bowl, etc...)

Workplace Fundraisers

Casual Friday donation day
Office raffle
Company matching gifts
Employee wellness challenges



Online Fundraisers

Crowdfunding page
Virtual fitness challenge
Social media fundraiser
Gaming livestream
Memorial tribute fundraiser

Business Fundraisers

Restaurant give-back night
Percentage-of-sales donation
Product fundraiser
Round-up donations at checkout
Donation jars at checkout counter

Planning Timeline for events

3–6 Months Before

- Choose your fundraiser idea
- Submit fundraiser request form
- Set your fundraising goal
- Recruit a planning team if needed

1–3 Months Before

- Confirm event location
- Secure sponsors or partners
- Create promotional materials
- Launch your online fundraiser

3–4 Weeks Before

- Promote your fundraiser on social media
- Send invitations or announcements
- Confirm volunteers and supplies



1-2 Weeks Before

- Send reminders
- Confirm logistics
- Prepare donation collection tools

After Your Event

- Submit funds raised
- Send thank-you messages
- Share photos and highlights

Promoting your fundraiser

The most successful fundraisers actively share their campaign with their community.

Ways to promote your fundraiser include:

- Social media posts
- Email invitations
- Flyers or community announcements
- Workplace newsletters
- Text messages to friends and family



Sharing why you care about supporting NICU families can inspire others to donate.

Example Social Media Post

I'm hosting a fundraiser to support Project Sweet Peas, a nonprofit that helps families with babies in the NICU and those who have experienced infant loss.

Every donation helps provide comfort, resources, and support to families during one of the most difficult times of their lives. Join me in making a difference.

Donate here: [link]

Short Caption

Help me support NICU families through Project Sweet Peas ❤️
Every donation helps provide comfort and resources when families need it most.

Donation Collection Options

The easiest way to collect donations is through an online fundraising page.

We can help you set up a customized page through our GiveButter platform.

If donations were made through an official Project Sweet Peas donation page, donors will automatically receive a tax receipt.



Other options include:

- Direct donations through the Project Sweet Peas website
- Cash donations
- Check donations

Checks should be made payable to Project Sweet Peas.



Checks can be mailed to:

Project Sweet Peas
860 West Shore Road
Warwick, RI 02889

Fundraiser Guidelines

To ensure transparency and protect both fundraisers and Project Sweet Peas, please follow these guidelines.

- All fundraisers must be approved in advance.
- Promotional materials must clearly state the event is in support of Project Sweet Peas.
- Organizers are responsible for all event planning, promotion, and expenses.
- The Project Sweet Peas logo may only be used with approval.
- Funds raised should be submitted within 14 days of the event.
- Project Sweet Peas cannot assume liability for third-party events.



Contact Us

If you have questions while planning your fundraiser, we are here to help.

Email: info@projectsweetpeas.com

Website: projectsweetpeas.com

Thank you for supporting NICU families.

Logo Usage Guidelines

Project Sweet Peas is grateful for your support and for helping us share our mission with your community. To ensure our brand is represented accurately and consistently, please follow the guidelines below when using the Project Sweet Peas logo.



Approved Logo Usage

The Project Sweet Peas logo will be provided and may be used on materials that promote an approved fundraiser supporting Project Sweet Peas.

Correct Event Language

When promoting your fundraiser, please use wording such as:

"This event supports Project Sweet Peas."

or

"Proceeds from this event will benefit Project Sweet Peas."

This helps ensure clarity that the fundraiser is organized in support of Project Sweet Peas rather than hosted directly by the organization.

Logo Appearance

To maintain brand consistency, please follow these guidelines:

- Do not stretch or distort the logo
- Do not change the colors of the logo
- Do not add effects, shadows, or outlines
- Do not alter or rearrange logo elements
- Please allow enough space around the logo so it remains clear and visible.

WE APPRECIATE OUR COMMUNITY!

Hundreds of volunteers, thousands of lives touched with care and compassion.

THANK YOU FOR MAKING A DIFFERENCE!

