

GUIDE TO GIVING

Your complete guide to independent fundraising for Project Sweet Peas



Project
Sweet
Peas





We thank you for your interest in supporting Project Sweet Peas! Your generosity is pivotal in making a difference in the lives of families experiencing life in the NICU. Enclosed in this packet you will find many ways in which you can provide the resources needed to empower NICU families and to provide comfort in a life's most difficult of hours.

A third-party or independent fundraiser is a wonderful way to provide these resources. An independent fundraiser is an event, promotion, or sale hosted by a non-affiliated individual or group in which proceeds benefit Project Sweet Peas. Fundraising is Project Sweet Peas' primary vehicle for funding and we encourage our community to engage in this process by hosting an independent fundraising event.

We hope that you will find this information valuable. Fundraising can be a rewarding and fun experience. We are committed to helping you realize your fundraising goals in every step of the way as we work together to help families. For more information and to begin fundraising, please contact Sarah King at 765-490-9876 or by email at sarahking@projectsweetpeas.com or you may reach out to your local Project Sweet Peas Project Coordinator.



Ways to Fundraise

Project Sweet Peas Signature Events



Paint for Preemies

Gather your friends, your favorite wine, and host a painting event to benefit Project Sweet Peas. Most cities nationwide are home to businesses which offer instructor guided painting sessions to groups. These sessions sometimes called “Paint N’ Sips” or “Painting with a Twist” often offer fundraising options to individuals and groups interested in raising funds for their favorite non-profit organizations. Check your local directories to find one nearest to you.

Take the Plunge

Every year Project Sweet Peas’s New England and Indianapolis, IN divisions host an annual “Plunge for Preemies”. Take the plunge in your own hometown by organizing an event to benefit Project Sweet Peas. You can also take the **Plunge Challenge** with our New England division from afar every February or March by contacting Corin at Corin@projectsweetpeas.com.



Ways to Fundraise (Cont.)

Host a “Sweet Pea” Baby Shower

Invite family and friends to a sweet pea inspired baby shower for local families in the NICU. They can purchase items from our commonly used item list and wrap them up for you to see! Have some hor’ devours, cupcakes and some cute raffle items for a great time!

Set Up Sweet Coin Jars

Ask local businesses if they would be willing to let you put up a small coin jar to collect donations. Make sure you add on the jar who it is for and personalize your jar with YOUR story! Donate the monies collected in honor or memory of your loved one.

Wedding

In lieu of favors, make a donation in honor of your guests or encourage your guests to make a gift to NICU families in lieu of a wedding gift.

Krista Davis describes why she decided to make a gift to Project Sweet Peas:

“Gregg and I decided to donate to a charity as opposed to get favors because we wanted to give back on our special day. And the perfect donation was to help loved ones that do so much for a great cause. I have seen first-hand what Gwen and Jake Weber do with Project Sweet Peas, and find it very awe-inspiring. They are a wonderful family and we want to help as much as we can throughout the year. Our wedding was a perfect chance. We hope that the wedding helps to raise more awareness.”

Host Your Favorite Home Show

Many independent consultants from Thirty One, Scentsy, Pampered Chef, Partylite, Premier Jewelry, ect., would love to let you host a party where some of the proceeds are donated to a great cause! Many of them have special pricing just for these types of fundraisers. Have a great time with family and friends and then donate the monies collected in honor or memory of your loved one



Ways to Fundraise (Cont.)

Celebrate Someone's Special Day

Ask that gifts be made to your Project Sweet Peas division in lieu of gifts. Donate the gifts to Project Sweet Peas in memory or in honor of someone special

Honoring Madelyn

May 4th, 2010 was the day we said hello and goodbye to our baby girl Madelyn Hope Henry. We were so excited when we found out we were having our fifth little blessing and couldn't wait to meet her. At 37 weeks, I had a placental abruption and by the time I got to the hospital our sweet girl was gone. We spent that day holding and loving our little girl. Our life was forever changed at that moment. After we lost Madelyn it was our desire to honor Madelyn every year and help others struggling through the loss of a child. We dedicated the month of her birth to **May for Madelyn**. The first several years we made monetary donations with the help of friends and family to an organization. In September of 2012 my husband Andy was asked to sing at the Children's Mercy Memorial Service in Kansas City. It was at that service that we heard MJ's story from MJ's Memories, a division of Project Sweet Pea's. I was moved by the story and immediately wanted to help. We decided to help that year with collecting teddy bears for their Christmas Teddy Bear Drive. We have continued to donate for the last three years at Christmas time. The second year we were able to donate 310 bears and this past year 682 bears. We also decided to donate baby items for their NICU care packages and memory boxes during May for Madelyn the last two years.

We feel led to donate so that we can bring hope to those who are in need. We want to honor Madelyn's life and the blessing she is to our family. We want to bring praise and glory to the God we serve and help others. We know the loss of a child and we know the grief and hurt that comes with it. We want others to know that they aren't alone and they can carry on. Our life was forever changed on May 4, 2010 but we know there will be a day when we see our Madelyn again and until then we will continue to honor her and help others and spread hope.





Ways to Fundraise (Cont.)

Item Drive

Take a couple weeks and collect items from our commonly used item list. Make flyers and posters asking family and friends to help you in your mission. Then contact your local division to drop off the donation!

Dine and Donate

Many restaurants will host fundraising days and provide a percentage of their revenue to your cause. Contact your local restaurants for more details.

Involve Your Workplace

Host a workplace competition or hold a dress down day at work with proceeds to benefit Project Sweet Peas.

Yard Sale

Have your friends and family members clean out their closets and host a yard sale. This is a great way for you to get rid of that unwanted clutter and support a cause you care about.

Athletic Tournaments

Spark up some competition amongst friends and family to benefit NICU and loss families. Golf, volleyball, tennis, and bowling are just a couple of sports that are great for fundraising events!



Some Other Ideas include:

- Bake Sale
- Wine Tasting
- Pet wash
- Auction
- Open Mic Night
- Car Wash
- Weight Loss Competition
- Walks/Runs
- Craft and Vendor Shows



Getting Started

We are truly grateful that you are interested in hosting your own third party fundraising event to support our mission! Your efforts are a catalyst for all that we do. Please know that we are committed to supporting you in everything you need during your planning. Thank you for giving your time, talent, and treasure to the families that we serve.

Before getting started, here's what you need to know:

1. Fundraising events for the benefit of Project Sweet Peas need to be approved by the organization prior to the event.
2. Please contact us at info@projectsweetpeas.com at least 30 days in advance letting us know your thoughts about hosting an event. Please include details on anticipated date/time, location, and a brief description of the event.
3. For terms and conditions, please reference our third-party fundraising agreement. You must sign a third-party fundraising agreement prior to receiving approval for your event. This agreement can be obtained on our website under the “get involved” tab or by emailing us at info@projectsweetpeas.com.
4. If you would like exposure on our website and social media outlets, please specify in your correspondence with us.
5. Project Sweet Peas brochures and other promotional materials are available upon request.
6. Use of Project Sweet Peas' name, logo, and graphic materials must be approved before use. Graphic materials will be made available after approval has been given.