



PRESS RELEASE

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Bee Mighty and Pierce's Project join forces to help more families in need

Two beloved nonprofits come together to provide more comprehensive services to NICU families across the Greater Charlotte region

CHARLOTTE — [Bee Mighty](#), a nonprofit dedicated to supporting NICU graduates, is proud to announce it is acquiring the nonprofit fund and advocacy group [Pierce's Project](#) to further its long-running and comprehensive financial support for NICU babies and their families.

The merger brings two impactful NICU advocacy organizations together under one hive. Launched in 2012, Bee Mighty provides medical equipment and therapy grants for NICU babies with ongoing medical challenges. The organization has issued more than 350 grants to families to date. Pierce's Project also launched in 2012 to support Charlotte-area families with premature babies and chronically ill infants before, during and after NICU stays. Both organizations have operated as sister funds serving the same community. In the acquisition, all existing Pierce's Project services will be rolled into Bee Mighty, and the new, combined organization will operate under the Bee Mighty name.

"The goal of us joining forces is to make it as simple as possible for families to access resources and get the help they need," said Joanna Kay, Bee Mighty executive director. "Together, we now have one organization that can provide more comprehensive services for NICU babies, moms and dads."

Bee Mighty will work to ensure a seamless transition between the organizations to ensure services continue as planned, and it will celebrate the acquisition during its [2021 Bee Something for Bee Mighty Gala](#), presented by the Charlotte Hornets, on Sept. 18, 2021 at the Charlotte Country Club. Lindsay Franks, Pierce's Project co-founder, and several other board members will also join Bee Mighty's board to ensure a smooth transition.

"Times of transition are when communication makes a huge difference," said Heather Hucks, chair of the Bee Mighty board of directors. "We've had many purposeful conversations about how to come alongside Pierce's Project to align and grow our objectives. We are committed to being good stewards on behalf of our shared donors, and we are thrilled to begin our work together as an expanded organization serving this large NICU population."

Both organizations were inspired by local miracle babies with extended stays in the NICU. Franks, a NICU mom, expressed gratitude for the many loyal supporters who have allowed the organization to make a powerful impact over the past 10 years.

“Joining forces with Bee Mighty is a wonderful opportunity to amplify the vision of Pierce’s Project and give love and support to even more families,” Franks said. “We give our sincerest thanks and appreciation to all the donors, community partners and sponsors who made our work possible throughout the years. We are so excited about the next step for our organization.”

Bee Mighty welcomes that family of donors, partners and sponsors into the new, expanded organization with open arms, said Candace Richter, Bee Mighty co-founder.

“This merger means our family is growing, our slate of services is growing, and our mission is growing,” Richter said. “This work is deeply personal, and Lindsay and I have known each other for years as we have grown our respective organizations. I always hoped the time would come when we could join forces and create greater impact for the families we serve, and I’m thrilled that time is now.”

The announcement comes as in-person charity events return in the wake of the COVID-19 pandemic. For the safety and comfort of all guests, the 2021 Bee Something for Bee Mighty Gala, will be held outside. It will feature dinner, drinks and a silent auction for a buzzworthy evening. Tickets are on sale now.

To learn more and get involved, visit www.beemighty.org.

About Bee Mighty

Bee Mighty is a 501(c)(3) charitable organization that provides funding for medical therapy and equipment to Neonatal Intensive Care Unit graduates. The organization was founded by Candace and Michael Richter, parents of Avery Shaw Richter, who was born at 27 weeks in February 2011.

Bee Mighty was created to alleviate the financial burden of additional therapeutic and equipment needs following a NICU stay. By providing timely financial support (access to therapies not supported by insurance, subsidizing out-of-pocket therapy copays and expenses, and funding medical equipment like wheelchairs, helmets and adaptive bicycles), Bee Mighty strives to maximize each NICU graduate’s potential and quality of life. Bee Mighty funds directly impact the lives of the children who have already endured many challenges since birth and optimize the possibilities for their future.

About Pierce’s Project

Pierce's Project launched in 2012 to support Charlotte-area families with premature babies and chronically ill infants before, during and after NICU stays. The organization provides free professional counseling and care packages to families at Novant Health Hemby Children's Hospital and Atrium Health Levine Children's Hospital. The organization was founded by Nik and Lindsay Franks, proud parents of Pierce Franks, who was born more than four months early on April 12, 2011. Pierce's Project was managed by Novant Health Foundation until its recent acquisition by Bee Mighty.