



PRESS RELEASE

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

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

CHARLOTTE — [Pierce's Project](#), a nonprofit that provides free professional counseling and care packages to families in the neonatal intensive care unit, is proud to announce it has been acquired by fellow NICU nonprofit [Bee Mighty](#) to further its long-running and comprehensive financial support for NICU babies and their families.



The acquisition brings together two impactful NICU advocacy organizations inspired by local miracle babies with extended stays in the NICU. Pierce's Project launched in 2012 to support Charlotte-area families with premature babies and chronically ill infants before, during and after NICU stays. Also launched in 2012, Bee Mighty provides medical equipment and therapy grants for NICU babies with ongoing medical challenges. Both organizations have operated as sister funds serving the same community. In joining forces, all existing Pierce's Project services will be rolled into Bee Mighty, and the new, combined organization will operate under the Bee Mighty name.

"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," said Lindsay Franks, co-founder of Pierce's Project. "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 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.

“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.”

To ensure continuity of the mission and the work, Franks will join the Bee Mighty board of directors, along with several members of the Pierce’s Project board.

“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.”

Candace Richter, Bee Mighty co-founder, agreed.

“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,” Richter said. “This acquisition means our family is growing, our slate of services is growing, and our mission is growing.”

The announcement comes as in-person charity events return in the wake of the COVID-19 pandemic. The 2021 Bee Something for Bee Mighty Gala on Sept. 18 will feature dinner, drinks and a silent auction for a buzzworthy evening. The event will be held outside to encourage the safety and comfort of all guests. Tickets are on sale now.

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

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.

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.