



*Welcome to the 4<sup>th</sup> Annual*  
**Meet Us For Brunch Fundraiser**

May 4th, 2019

## Overview

### Our Mission

*“To enrich the Neonatal Intensive Care Unit experience of premature and sick babies by providing non-medical support”*

### Summary

Hats and Peas, Inc. is a charitable organization focused on providing neonatal intensive care units with non-medical materials to support babies in the units. We are a team of professionals passionate about helping babies throughout the NICU experience during the first few weeks of life. We primarily serve the New York City boroughs, Westchester and Long Island.

*Hats and Peas, Inc. is based in Long Island, New York and is incorporated as a Not-for-Profit Corporation in the state of New York, reg. #44-99-34.*



# Introduction

## Our Team



**Tade Akinkugbe**  
Founder



**Kamali O'Meally**  
Director



**Anna Diolosa**  
Director



**Jason Rice**  
Director

## Our Story

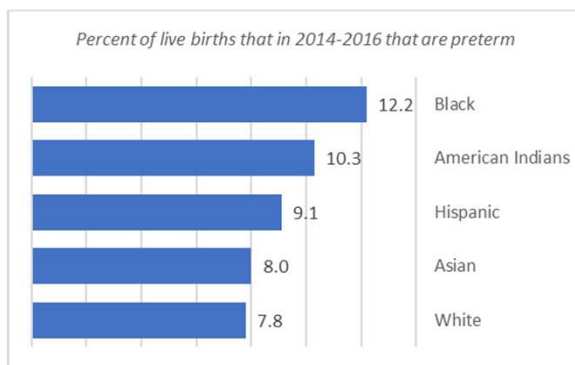
- Personal: Tade's experience with her son
- Commercially unavailable products: Infants typically in NICU due to premature birth are very small
- Create a way to make an impact: The willingness of a few to use their professional skills and networks



## Did you know...

- Full-term babies usually weigh 6 to 9 pounds and are typically 20 inches long
- Premature babies weigh anywhere from 1 pound, 1 ounce (about 500 grams) to 5 pounds, 8 ounces (2,500 grams)
- The potential amount of time they spend in the hospital is daunting
  - ❑ Born at 23 weeks gestation – Average of 163 days (23 weeks) in hospital
  - ❑ Born at 30 weeks gestation – Average of 51 days (7 weeks) in hospital
  - ❑ Born at 36 weeks gestation – Average of 11 days (2 weeks) in hospital
- Temperature regulation is one of the biggest challenges for premature babies.
- Who is affected?

In New York, the preterm birth rate **among black women is 48% higher** than the rate among other women.



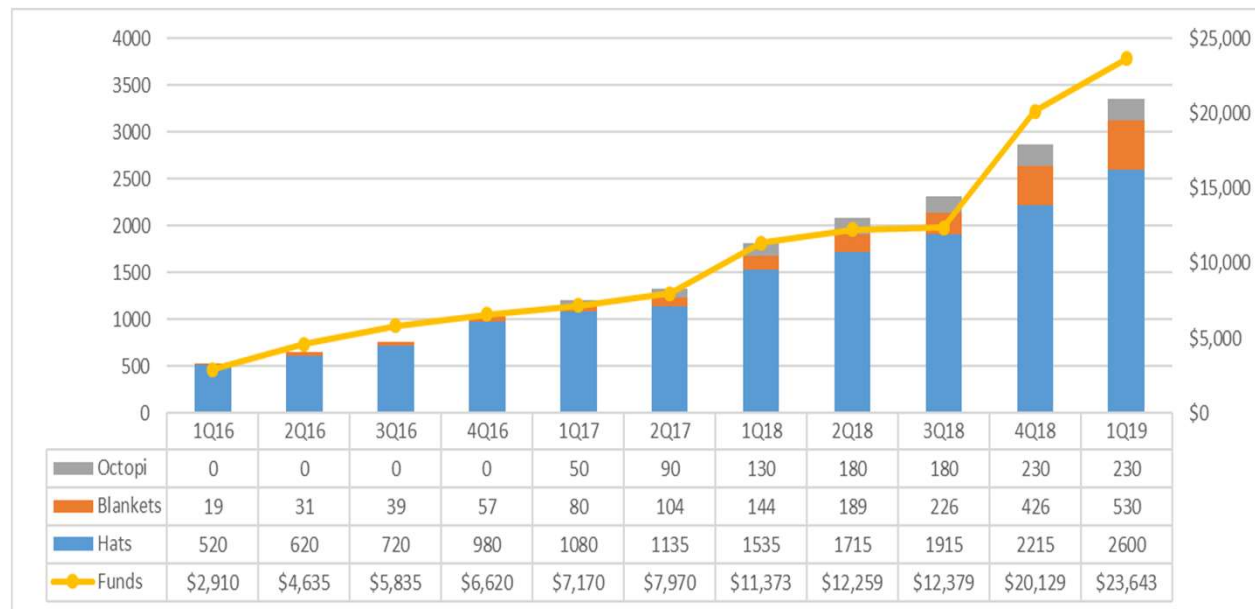
County	Preterm Birth Rate	Change in the last year
Bronx	9.50%	Improved
Brooklyn	8.60%	Worsened
Nassau	9.30%	Worsened
NYC/Manhattan	8.60%	Worsened
Queens	8.60%	No Change
Suffolk	9.90%	Worsened

Source: 2014 to 2016 combined data  
[www.marchofdimess.org/reportcard](http://www.marchofdimess.org/reportcard)



## Summary Report (Jan 2016 to Mar 2019)

- ✓ Donated Over 2600 Handmade Hats
- ✓ Donated 530 Handmade Blankets and 230 Octopi
- ✓ Raised over \$23,000



## Summary Report (YoY)

- ✓ Total Donated Hats (YoY) = **680 (49% Increase)**
- ✓ Total Donated Blankets = **368 (500% Increase)**
- ✓ Total Raised = **\$12,270 (200% Increase)**
  - Corporate Matching
  - Online Drives/ Half Marathon Fundraiser
  - Individual Contributors
  - Business Contributions
- ✓ Total Hospitals = **14 (27% Increase)**



**HATS & PEAS**  
paying it forward in hats and blankets

## How did we do it?

- ✓ Secured legal Not for Profit and Corporation status
- ✓ Developed Website and Social Media Presence
- ✓ Incorporated online & handheld payment system
- ✓ Cultivated relationships with product vendors and repeating donators
- ✓ Created a monthly newsletter and distribution list
- ✓ Developing an Advisory Committee and additional Subcommittees

### Areas for Opportunity

Supply Chain/Partnership – Knitting clubs

Family Fundraising Activity

Corporate Sponsorship

Distribution





## Handmade Hats and Blankets

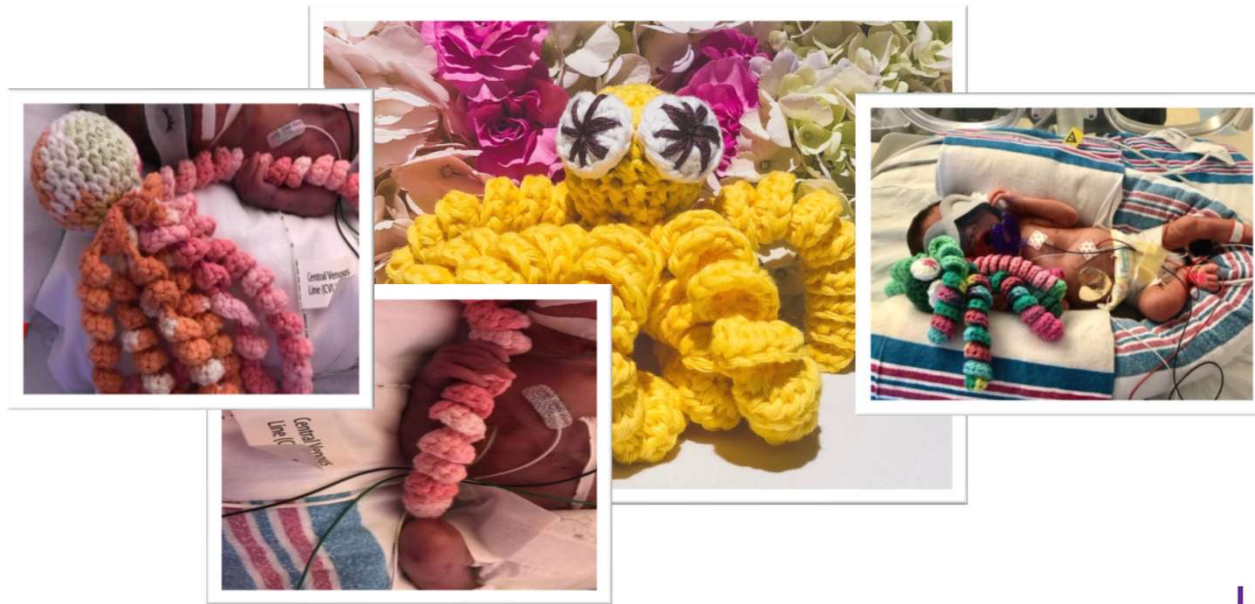


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## Latest Addition: Crochet Octopi

- Started in the Denmark, and empirical studies underway but families and NICU's have observed a positive impact
- Soothing effect -> helps infant with better breathing, leading to a more regular heartbeat and higher levels of oxygen



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paying it forward in hats and blankets

## NICU Recipients



"As a mother of one who was 3 months premature I certainly share ... and applaud your efforts of doing what you do to help those tiny babies."

"... pink one...was just right for a baby in the cardiac NICU"

"Sometimes these hats and blankets are all that a parent leaves here with."

"Your efforts and caring really shine through. These blankets brighten up the hospital and make our families feel that you care about them"

**HATS & PEAS**  
paying it forward in hats and blankets

## A Warm Thank You!

### Gifts In Kind

Laura DeMarco  
Kathleen Muskopf  
LaShanta Forbes-Gonzalez

### Talent Contributors

Norma Belvette  
Kelli Johnson  
Hillary Eisenberg  
George & Bethany Phillips  
Oluwatoyin Raji  
Oluwatomi Adesanya

### Corporate Contributors

Potty Genius  
L'Oreal  
Motorola  
Kiehl's  
Citrin Cooperman  
Tommy Bahama  
Ultimate Dojo, Lynbrook  
Trade Joes  
KnitPick

### Corporate Contributors

Unicorn Jewels, Lynbrook  
D' Cocco's Pizzeria &  
Restaurant, Oceanside  
Incredible Feets Oceanside  
HL Gross & Brothers  
Jewelers, Garden City  
Kravit Jewelers, Oceanside  
Protass Gifts Oceanside  
Lion Brands



## How can you help?

- ☐ Attend our Annual Fundraising Brunch
- ☐ Host a Fundraiser/ Lemonade Stand
- ☐ Volunteer with Hats and Peas, Inc.
- ☐ Corporate Matching and Partnerships
- ☐ Participate in Future Events
- ☐ Spread the Word!



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**Web**

<http://www.hatsandpeas.org/>





**Thank You!**