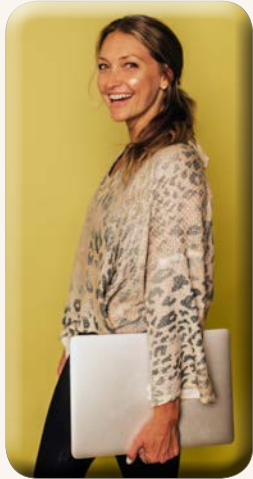


Local Spotlight with Danielle: The Superhero Project Celebrates a Decade of Support for NICU Families

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On Jan. 17, The Superhero Project marked a significant milestone, hosting its 10th Annual Fundraiser at the Crystal Tea Room in the historic Wanamaker Building in Philadelphia. The evening brought

together families, supporters, and community leaders to celebrate a decade of impact centered on one mission: supporting families navigating the NICU experience.

This year marked my first time attending the event, offering a powerful look into the heart of the organization and the story behind its founder, Kelly Gallagher. Gallagher launched The Superhero Project following the premature birth of her twin sons, 11 years ago, who required extended care in the Neonatal Intensive Care Unit.

Like many NICU parents, she experienced firsthand the emotional strain of balancing daily life while being physically separated from her newborns. Rather than leaving that experience behind once her sons came home, Gallagher transformed it into action—creating an organization rooted in empathy, connection, and practical support.

“I remember what it felt like to leave the hospital each night without my babies,” Gallagher shared. “The Superhero Project exists so families know they’re not alone during those moments.”

What began as small, thoughtful gestures has grown into a well-established nonprofit with both annual signature events and year-round programming. Today, The Superhero Project supports NICU families in tangible ways that address both emotional and logistical challenges.

Among the organization’s core initiatives are:

- **Angel Eye Camera Programs**, allowing parents to securely view their babies remotely when they cannot be at the hospital
- **Care and comfort packages** for NICU parents
- **NICU graduations**, celebrating babies as they are discharged home
- **Wrapped in Love**, supporting families experiencing loss
- **Lullabies of Love**, helping parents remain connected through recorded readings and stories
- **Kelly’s Closet**, providing clothing and necessities for families in need

In addition to its annual fundraiser, The Superhero Project hosts smaller events and outreach efforts throughout the year, offering multiple opportunities for community involvement through volunteering, donating, attending events, or partnering with the organization.

January’s fundraiser was not only a celebration of ten years of growth, but a reflection of how one family’s experience evolved into a sustained network of support for countless others.



pictured left to right: Danielle Gannon, Kelly Gallagher, Amber Daniels Luboff

The continued success of The Superhero Project underscores the lasting impact of organizations built from lived experience—and the power of turning personal hardship into collective care.

For more information or to get involved, visit thesuperheroproject.org

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