



September 2025

# 16 Days

QUARTER 3 UPDATE



## Inside this issue:

**PILOT GRANT  
UPDATES**

**UPCOMING  
INITIATIVES**

## Building Strong Roots for the Future

### A NOTE FROM FOUNDERS BEN & JENNA LAWS

Fall often brings time for reflection and here at 16 Days, we've been reflecting on the roots we are growing together that will sustain families for years to come, transforming future lives.

We've also been reflecting on the roots we're planing for future growth. When we first imagined Benny's ripple, we dreamed it might spread wide. What we couldn't have anticipated was how deeply it would take hold and how your support would impact the foundation of healing for an entire NICU community.

Our grantees are living proof that roots grow strongest when nurtured with care. Their stories remind us that even in the hardest soil, love and connection take hold and flourish.

Because of your belief in this mission, families in the NICU are planting roots for a future filled with love, strength, and possibility and for that, we are endlessly grateful!

With deep appreciation,

*Ben & Jenna*







## Pilot Grant Outcomes

### Maple Grove Hospital, MN - Pilot Grant 4

Maverick is a champion and loving so much time with mom and dad! Mom stays in Mav's hospital room because Maple Grove Hospital provides private beds for parents to stay 24/7. Plus, they live 3.5 hours away! Mom has shared lots of videos and photos that we have begun to share on social media. Good things are happening in Mav's world thanks to you!

### St. Elizabeth Hospital, Appleton, WI - Pilot Grant 3

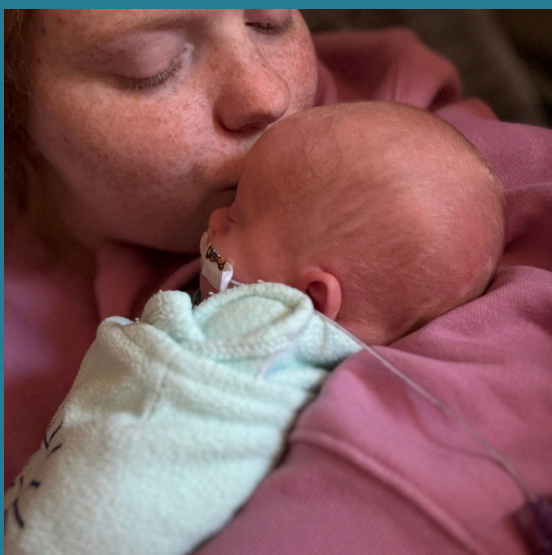
Mom spent time with her twins every single day during the 5.75 week grant and they were discharged early! The twins received 351 healing hours.

### Minneapolis Children's Hospital - Pilot Grant 2

This 1-week grant made a world of difference. Seventeen hours were gifted to a family who hadn't yet been able to visit their NICU baby due to caring for two little ones under 18 months. This mom learned feeding techniques, discovered her baby's personality, and read to her for the very first time. Baby was discharged early due to having one:one time with mom!

### Minneapolis Children's Hospital - Pilot Grant 1

After 99 days in the NICU, Jaxx is home! Thanks to your generous support, mom was by her baby's side for more than 16 hours a day, totalling over 350 hours of time during the 6-week grant. Mom's daily involvement lead to Jaxx being discharged sooner than expected because the hospital team knew he would be in good hands!



## WAYS to give

**GIVING  
TUESDAY**  
DECEMBER 2, 2025

Workplace Match \* Individual Match  
Donor Advised Fund \* Planned Giving  
Year-End Giving \* Legacy Giving  
Corporate Sponsorships \* Mailed Checks

**GIVING  
TUESDAY**  
DECEMBER 2, 2025

To learn more about ways to give, visit [www.16days.org/donate](http://www.16days.org/donate).  
Online donations are always open!

## Future Plans

### Website/Brand Reimagined: Coming Fall 2025

The reimagined website will enhance our storytelling, make giving easier, and provide more ways to engage with our mission. Additionally, sending donor emails and overall donor experience will become more user-friendly and personable. A big thank you to **The Maker AI** for their design leadership and heart-centered creativity. We'll let you know when the new site is live!

### NICU Awareness/Prematurity Awareness Months

If you're on Facebook or Instagram, you've probably seen the postings about NICU Awareness month (September) and we're gearing up for Prematurity Awareness Month (November). We are working hard to grow our followers so if you're not already following us, please follow and share posts on [Insta](#), [Facebook](#), and [LinkedIn](#)!

### GivingTuesday

December 2nd is Tuesday Giving and we're inviting you to be part of a radical movement of generosity. Last year, 81 donors came together to raise \$51,050, which was doubled through a \$50,000 match from Ben and Jenna. This year Ben and Jenna, along with Benny's Circle members Regan and Jess Archibald, will be matching donations up to \$100,000! (Benny's Circle is a new feature and information will be coming soon on our website!) Your generosity helped us establish strong roots for our programs and now we're ready to grow. Your donations this December will allow us to strategically expand our pilot grants and share them with NICU support groups nationwide.





# Future Plans, Continued

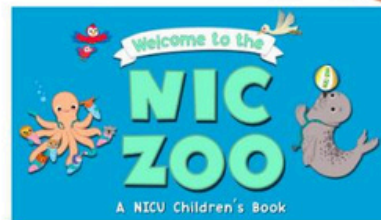
## NICU Parent Network (NPN) Announcement

16 Days was officially welcomed to the NICU Parent Network! By joining this network, 16 Days is stepping into a leadership role in advocacy, aligning with partners who share our vision of ensuring every parent can be by their baby's side without financial barriers. Together, we will amplify NICU stories and build a stronger movement that transforms neonatal care across the country.

For donors, this means that your support is now part of a larger, united front for systemic change!

# Welcome

## TO OUR NEW MEMBERS!



dear  
NICU  
mama,



JANE CRANSTON

TAMARA THRASHER

[nicuparentnetwork.org](http://nicuparentnetwork.org)



## The Story Behind 16 Days

When Ben and Jenna welcomed their son Benny into the world, their joy quickly turned to concern as he was born prematurely and required immediate care in the NICU. During this challenging time, they recognized the critical role of parental presence and bonding.

Witnessing many fragile newborns left alone without their parents' comforting touch deeply affected them. They learned that financial constraints often kept parents from being present, igniting their passion for change. They understood that the bonds formed in those early days are essential for both babies and their parents.

Reflecting on their own childhood experiences of comfort and connection, Ben and Jenna committed to advocating for other NICU families. Their mission is clear: to ensure that every parent has the opportunity to be with their newborn during these crucial moments, regardless of financial challenges.

Thanks to their dedication, 16 Days has established a support fund aimed at helping families facing financial hardships, ensuring that more babies like Benny receive the love and attention they need.

