

Annual Impact Report

2025



What we do with our heart affects the *whole universe*

The Lovey Project is dedicated to nurturing emotional wellness in children ages 3–13 through creative, tactile, and community-based programming. We believe kids deserve more than coping mechanisms—they deserve connection, comfort, and confidence.

We raise funds for programming and partnerships that support mental wellness initiatives for our young ones as they grow up in an increasingly complex digital world – because emotional support should be as normal as snack time.



With gratitude to all donors for their generous support



From the Founder

This year reminded us that the smallest gestures can create the biggest shifts. From the daily hugs we send to the big dreams we're building, 2025 was filled with heart. We grew, we stretched, and we created new spaces for emotional safety and connection.

Thank you for joining us as we strive to make this world a softer, safer, more caring place for children. We are helping children of all ages feel seen, heard and supported. When feelings get easier, the world gets better. Together, we can do it – one Lovey at a time!

With gratitude,

Jen Dean



Training wheels for your Brain



Training Wheels for your Brain!



From comforting, tangible tools like Lovey Kits and journals to the deeper, lasting impact of self worth, confidence, resilience, and courage—everything we do is designed to help children navigate our technology-based world with a healthy approach to mental wellness and self-care.

CORE COMMITMENTS

Emotional Wellness

The Lovey Project's mission is mental wellness. We offer programming, events and resources to help children adapt early-learning tools and techniques for self-confidence, mindfulness, resiliency, focus and creativity in order to achieve long-term mental self-care success.

Early Intervention

By focusing on ages 3-13, we can provide proactive wellness techniques and practices during the formative years. The goal is to build a strong, self-confident and creative foundation so that children use technology as the tool it was meant to be as part of a healthy, well-rounded life.

Creativity & Play

Mr. Rogers very wisely said, "Play is really the work of childhood." The Lovey Project's programming will focus on storytelling, creativity, teamwork and free play to help children accomplish that most important of life skills – dynamic learning through play.

Community Support

Through events and partnerships, we bring families and communities together to support the evolving needs of children. We create spaces to build a strong foundation across generations, making support collective and accessible for all.



Face Your Fears *Fundraiser*

10.31.25

Beneath the costumes, laughter, and dance floor beats was a deeper mission. Attendees stepped into the haunted Cheney Mansion where mental wellness became a shared value—and the best Halloween Party ever became a bridge to helping kids face their fears.



Thank You Scary Much

Funding Lovey. Fueling bravery.

An Unforgettable Night of Courage, Connection, and Community- we hosted the inaugural Face Your Fears Ball on Halloween evening. It was a celebration that brought together over 100 of our growing Lovey Project community for a night of freaky, meaningful fun.

What This Event Means For The Lovey Project's future

- Funds entire slate of 2026 programming for children
- Funds slate of adult book club series and speaker series
- Funds our continued support of established charities, both locally and nationally, for partnerships focusing on children's mental wellness
- Funds Lovey Lost & Found initiative – digital community and physical boxes
- Funds Lovey Kits custom-tailored to address specific challenges in childhood (ie; illness, grief, school anxieties, big life changes like moving or a new sibling, etc)
- Funds digital marketing platform offering resources and tools nationally
- New partnerships with local therapists, teachers, coaches and volunteers
- Volunteer and donor network grew by over 40%



Costume Contest



Freaky Food



Auction + Raffle



Other Events & Fundraisers

Synaptyx Turkey Bowl

A Turkey Bowl competition the weekend before Thanksgiving– participants raised over \$1,100, fully funding our Yoga4Kids initiative and then some!

Family Halloween Bash

The Osborne family all-day Halloween bash featured bounce houses, a live band, a food truck, and a glow-in-the-dark whiffle ball field. This year, they asked guests to skip the gifts and chose overwhelming generosity, donating close to \$1,600!

Family Beanie Baby Donation

After the passing of Carolyn Sparks' mother in 2024, the family donated decades-worth of carefully preserved Beanie Babies to The Lovey Project. These adorable Loveys – over 1,500 of them – are now helping children across the country find comfort and hugs.

Lovey Lost & Found Library

Jen's dream of a Lost & Found Lovey box went from a rough sketch to a beautiful, lovingly crafted reality when placed in the hands of the Fullers Home & Hardware crew. They donated this dollhouse-inspired free library of Loveys that will be made available in a public space in the spring of 2026.

Community House Color Walk

The Lovey Project was thrilled to be a sponsor of this Hinsdale-based event celebrating movement, expression and unity. During the walk, we gave away close to 300 Loveys of all sizes, as well as fidget spinners, warhead candies, meditation stones and other resources to help all ages with mental wellness.

Community creativity,
big-hearted giving,
and incredible impact.



Impact you made *possible*

Because of you, we transformed dollars into difference, and gifts into growth.

\$101,556

Total Raised in 2025

1,000 +

Loveys, Books, Tools & Resources sent to children and their families – locally, nationally and even internationally through military base requests.

Organization

Effort

Impact

Hephzibah Home

Halloween Costumes + Christmas Drive

Brought joy to children in residential care during the holidays.

Operation Paperback

Halloween Party Book Drive

Delivered over 100 new books to children, fostering imagination and comfort.

SCBWI Legacy Fund

Children's Books & Education

Support projects that highlight the important role of children's literature and literacy rates in all communities.

Mercy Home for Boys & Girls

Lovely Kits + Creative Journaling Supplies

Supports healing through tactile tools and emotional wellness kits.

DuPage PADS

Comfort & Calm Kits for Families in Shelter

Provide comfort kits for children experiencing housing insecurity, offering calm and connection in times of stress.

Ways to keep the love(y) Going Strong



You are part of this movement—one that sees kids not as problems to fix, but as hearts to hold and minds to nurture. Thank you for choosing to love boldly, give generously, and believe in a world where emotional support is part of everyday life. You're helping kids face fear with creativity, community, and courage. And the light in their eyes is the magic we're building, together. Join us in any way:

Learn More



Donate Now



Become a monthly giver

Become a sustaining supporter with a monthly gift—your ongoing generosity helps us expand reach and deepen impact year-round.

Volunteer with us

Whether packing kits, supporting events, or spreading the word—there's a place for you in the Lovey community.

Sponsor a Lovey Kit

Cover the cost of a full Lovey Kit delivered to a child or classroom. It includes tactile tools, creative prompts, and emotional support resources.

Host a Drive or Bootcamp

Plan a themed event like a chili cook-off, lemonade stand, bake sale, Turkey Bowl—any way to raise funds for Lovey!

Attend Or Sponsor The Ball

Join us for the Face Your Fears Ball on October 30, 2026—a joyful, purpose-filled evening of costumes, connection, and fundraising.

Donate to Our Auction

Donate an auction item, raffle item or professional service in support of our Lovey Project Initiatives.

A look Ahead

Big Heart. Bold Vision.



2026 Initiatives

Launch

Lost & Found digital national resource center via updated website and physical lost & found boxes in communities.

Expand

Partnerships with existing foundations and groups that focus on mental wellness; offer programming and events in cooperation with these groups.

Host

Events for adults in-person and via Zoom; book clubs, speaker series and boot camps to address emotional connectiveness for parents and caregivers.

Pilot

“Training Wheels for Your Brain” Boot Camp – one-day events offered within community centers, park districts and schools, tailored by age, for up to 100 children at a time.

Build

Early-stage plans for The Lovey Building—a future hub for children’s mental wellness and healing.

Thank you to Our Donors



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Thank you to Our Sponsors



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We'd like to thank our community for their generous *support*



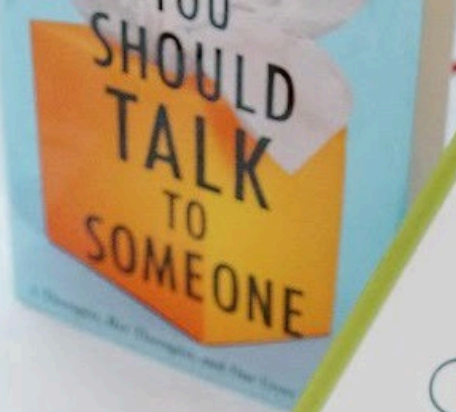
With Gratitude

We would like to thank our incredible community for their generous support. Every donation, every volunteer hour, every shared story, and every show of encouragement makes a difference.

Because of you – our first supporters, donors and cheerleaders – we are able to offer children and families the programming and resources we believe is critical for the mental wellness of our youngest generation. We can offer tools, techniques and a vast array of resources to bring communities together. Your belief in our mission fuels everything we do – and we are so honored to have you join us on this journey.

Every dollar, every drive, every gesture—protects a child's mental well-being. And THAT—changes everything.





See you in 2026