



MADELYN'S STORY

In 2014, our family was pretty much perfect. We had two healthy boys, Ryan and Adam, Andy was entering his 11th season with the San Francisco 49ers, and we were overjoyed to have a long awaited prayer answered – we were expecting a baby girl to complete our growing family. At the end of football season, we moved back to our permanent home in Charlotte to settle in and prepare to welcome our daughter.

On January 27, 2015, we welcomed Madelyn Elizabeth into our family. Born at 37 weeks, she was immediately taken to the Neonatal Intensive Care Unit (NICU) in order to assist with her breathing due to the fluid she swallowed during delivery. To our great excitement, her health began to improve and we spent the next few days bonding and connecting with our baby girl. During her sixth day in the NICU, she became extremely ill with an infection that she tried her best to fight. As eternal optimists, we remained hopeful that her health would improve. We will never forget receiving the chilling middle of the night call on February 4th that changed our lives forever. Upon our arrival at the hospital, we were faced with our worst nightmare - our little girl had passed away.

Through our faith in God, the love of family, and the support of friends, we made it through our darkest days. In the summer of 2015, Andy was traded to the Cleveland Browns. Although we missed being a part of the 49ers family, this move signified a fresh start for us. While with the Browns, Andy changed his jersey number to 8 in honor of Madelyn's eight short days of life. Our hearts are forever sealed to hers.

In the fall of 2016, Andy was traded to the Carolina Panthers and proudly wore the number 8 for Charlotte's home team. Andy is now beginning his 15th NFL season with the Arizona Cardinals. Our family's home base remains in Charlotte where we are committed to helping NICU families in our community.

Unfortunately, many NICU families incur unexpected costs including funeral expenses, but not all of them have the necessary means to fulfill their financial obligations. In November of 2016, we launched Madelyn's Fund in an effort to provide these families with the financial support that they so desperately need. On December 23, 2016 we helped our first family and through June 2018 we have provided assistance to over 260 families, 48 of which were for funeral expenses.

We are humbled to honor our daughter's memory through monies raised and support provided by Madelyn's Fund.

-Rachel and Andy Lee



OUR MISSION

Madelyn's Fund supports NICU patients and their families, including those who experience the trauma of infant loss.

OUR GOAL

Time spent in the NICU is financially draining on a patient's family. Parents are forced to take unforeseen time off of work, incur travel costs, pay countless medical bills, and in the worst of cases, bear the expense for their child's funeral. Our goal is to ease the stress they experience through financial assistance, allowing them to focus their time and energy on the well-being of their family.

OUR IMPACT

Since launching Madelyn's Fund in November of 2016, we have provided financial assistance to over 250 families, 53 of which were for funeral expenses (as of July 2018). We continue to receive multiple requests weekly.

GET INVOLVED

The 2018 Pink Bow Gala once again proved to be the hottest ticket in town! This **SOLD OUT** evening raised over \$280,000!

As we continue to assist the many NICU families in need, Madelyn's Fund is hosting our

3RD ANNUAL PINK BOW GALA

FRIDAY, MAY 17, 2019 | CHARLOTTE COUNTRY CLUB

NICU AT A GLANCE

- The average length of stay for an infant in the NICU is 32 days.
- Daily NICU costs exceed \$3,500 per infant.
- The average birth and related costs for a child in the NICU are 10 times that of an infant who does not require NICU care.
- Over 80 families in our community will experience loss before leaving the hospital within the next year.
- Over 60% of NICU families are on Medicaid, making them especially financially fragile.
- Over 50% of NICU families reside outside of Mecklenburg County. Many families travel as far as 90 miles each way every day to visit their children.

AVERAGE FUNERAL EXPENSES - \$4,400

- Funeral preparation services and casket - \$300
- Chapel or church service - \$200
- Grave site (including open and close) - \$2,100
- Plaque/Headstone - \$1,800





PRESENTING SPONSOR OPPORTUNITY

\$15,000

3RD ANNUAL PINK BOW GALA

MAY 17, 2019

CHARLOTTE COUNTRY CLUB

7 PM

THE PRESENTING SPONSOR IS AN EXCLUSIVE OPPORTUNITY RESERVED FOR **ONE** SPONSOR WISHING TO SUPPORT MADELYN'S FUND AT ITS MOST PRESTIGIOUS LEVEL.

THE PRESENTING SPONSOR'S NAME WILL BE INCLUDED IN THE TITLE OF THE EVENT:

**MADELYN'S FUND PINK BOW GALA
PRESENTED BY **YOUR NAME HERE****

ADDITIONAL BENEFITS INCLUDE:

- OPPORTUNITY TO SPEAK AT EVENT
- LOGO ON STEP AND REPEAT BANNER FOR PROFESSIONAL AND GUEST PHOTOS
- APPEARANCE ON VIDEO SHOWN AT THE EVENT AND ON MADELYN'S FUND WEBSITE
- VERBAL ACKNOWLEDGEMENT AT GALA
- PROMINENT RECOGNITION ON ALL EVENT-RELATED MARKETING AND PROMOTIONAL MATERIALS
 - SOCIAL MEDIA
 - GALA INVITATION
 - SAVE THE DATE AND OTHER EVENT RELATED EMAILS
 - PRINTED MATERIALS INCLUDING EVENT PROGRAM
 - LOGO WITH HYPERLINK ON MADELYN'S FUND EVENT WEB PAGE
 - LOGO DISPLAYED ON "SPECIAL THANKS" SIGNAGE AT EVENT
- ADMISSION FOR UP TO FOURTEEN (14) GUESTS





PINK BOW GALA
SPONSORSHIP OPPORTUNITIES
FRIDAY, MAY 17, 2019 | CHARLOTTE COUNTRY CLUB

MADELYN SPONSOR | \$8,000

BENEFITS AT THIS LEVEL ARE SIGNIFICANT TO THE NUMBER EIGHT (8) IN HONOR OF MADELYN AND HER 8 DAYS HERE WITH US AND THE IMPACT HER LIFE IS MAKING. AT THIS LEVEL, YOUR GIFT CAN COVER THE FUNERAL EXPENSES FOR TWO (2) FAMILIES IN NEED, ALLOWING THEM TO PROPERLY MEMORIALIZE THEIR CHILD.

- VERBAL RECOGNITION AT EVENT
- RECOGNITION ON MARKETING MATERIALS (INCLUDING SOCIAL MEDIA AND GALA INVITATION)
- LOGO WITH HYPERLINK PROMINENTLY DISPLAYED ON MADELYN'S FUND EVENT WEB PAGE
- LOGO DISPLAYED ON "SPECIAL THANKS" SIGNAGE AT EVENT
- ADMISSION FOR UP TO EIGHT (8) GUESTS

IMPRINT SPONSOR | \$4,000

THIS DONATION CAN PROVIDE FOUR (4) FAMILIES IN NEED WITH RENT AND UTILITIES FOR ONE MONTH.

- RECOGNITION ON MARKETING MATERIALS (INCLUDING SOCIAL MEDIA AND GALA INVITATION)
- LOGO WITH HYPERLINK DISPLAYED ON MADELYN'S FUND EVENT WEB PAGE
- LOGO DISPLAYED ON "SPECIAL THANKS" SIGNAGE AT EVENT
- ADMISSION FOR UP TO FOUR (4) GUESTS

FOOTPRINT SPONSOR | \$2,000

THIS DONATION CAN PROVIDE FOUR (4) FAMILIES IN NEED WITH GAS CARDS TO ALLOW THEM TO VISIT THEIR CHILD IN THE NEONATAL INTENSIVE CARE UNIT (NICU) FOR ONE MONTH.

- RECOGNITION ON GALA INVITATION
- NAME DISPLAYED ON MADELYN'S FUND EVENT WEBPAGE AND "SPECIAL THANKS" SIGNAGE AT THE EVENT
- ADMISSION FOR UP TO TWO (2) GUESTS

FRIEND SPONSOR | \$1,000

THIS DONATION CAN PROVIDE FOUR (4) FAMILIES WITH BASIC LIVING CONDITIONS INCLUDING CAR SEATS AND SAFE SLEEPING ARRANGEMENTS FOR THEIR INFANT.

- NAME DISPLAYED ON MADELYN'S FUND EVENT WEBPAGE AND "SPECIAL THANKS" SIGNAGE AT THE EVENT
- ADMISSION FOR UP TO TWO (2) GUESTS



MADELYN'S FUND

2019 PINK BOW GALA SPONSORSHIP FORM

MY INFORMATION

Contact Name _____
 Billing Address _____
 City _____ State _____ Zip _____
 Email _____
 Phone _____

Please recognize us in print* as:

Please do not acknowledge this donation publicly

MADELYN'S FUND
 7804 FAIRVIEW ROAD
 PMB #259
 CHARLOTTE, NC 28226

FOUNDERS:
 RACHEL AND ANDY LEE
 RACHEL@MADELYNSFUND.ORG
 ANDY@MADELYNSFUND.ORG

TAX ID#
 82-3577117

WWW.MADELYNSFUND.ORG

MY IMPACT

I am honored to support Madelyn's Fund as a Sponsor of the 2019 Pink Bow Gala!

- \$15,000 Presenting Sponsor (please submit a high resolution logo in PDF format)
- \$8,000 Madelyn Sponsor (please submit a high resolution logo in PDF format)
- \$4,000 Imprint Sponsor (please submit a high resolution logo in PDF format)
- \$2,000 Footprint Sponsor
- \$1,000 Friend Sponsor

MY DONATION

- I am ENCLOSING a check made payable to Madelyn's Fund. Check # _____ Check \$ _____
- I would like to PAY my donation online with a credit card. Please email my invoice to:

- I am PLEDGING my donation. Please send me an invoice in _____ (month), 20__ .
- My employer matches donations. Employer Name _____

MY AUTHORIZATION

Thank you for your generosity. Your donation is tax deductible as allowed by current tax laws. By signing below, I/we are committing to the above donation/pledge to Madelyn's Fund.

X _____ Date _____

*To ensure print recognition, please return completed form, payment, and logo (if applicable) to the address above prior to March 1, 2019.