



THE BROWN FAMILY

"Eliza Kate was born at 37 weeks and 6 days at Atrium Health's Levine Children's Hospital. When we were in the NICU, we were holding onto the news

likely not be able to leave with Eliza. She was there 6 days, not counting the first 3 days she spent with us at the hospital, before realizing something wasn't right. We felt helpless. When Eliza was hooked up to all the tubes and wires, it felt like she was no longer our baby, although we know that's not the case. The nurses and doctors treated Eliza like their own child, and we will forever be grateful for that.

We heard about Madelyn's Fund through one of the nurses while at Levine's. We were so focused on Eliza being with us during those 6 additional days, we couldn't think or worry about what a world would be like when she wasn't with us anymore. After the funeral on October 16, 2020, we asked our pastor about the funeral expenses, and he said "Madelyn's Fund provided and covered all of Eliza's funeral expenses." We cannot express the gratitude for that little glimmer of light that Madelyn's Fund provided, allowing us to not have to worry or wonder what we were going to do after Eliza had gone. It was a simple "it was taken care of", and we were able to just weep and be."

our mission

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

MADELYN'S FUND LAUNCHED IN NOVEMBER OF 2016. WE ASSISTED OUR FIRST FAMILY ON DEC. 23, 2016.

The numbers below reflect our impact from inception through Dec. 31, 2020.

\$557,050

IN ASSISTANCE
PROVIDED

1,156

FAMILIES ASSISTED

1,259

CHILDREN ASSISTED

2,067

TOTAL APPLICATIONS
RECEIVED

CUMMULATIVE FUNDS DISTRUBUTED:

Atrium Health's Levine Children's Hospital



\$390,560

Novant Health Hemby Children's Hospital



\$156,391

Other



\$10,099

COVID-19 impact

NICU families faced additional challenges this year brought on by the Covid-19 pandemic, and Madelyn's Fund strived to help meet those needs. With the temporary suspension of housing families at the Ronald McDonald House and the Hospitality House of Charlotte, out of county families who needed to be closer to their NICU infants were left without free or low-cost lodging options. In collaboration with the Hospitality House, Madelyn's Fund was able to work with two local hotels to cover the costs of NICU families' stays at a reduced rate. Lodging requests quadrupled during this time.

Another impact from the pandemic was the temporary suspension of meal deliveries at both hospitals, the Ronald McDonald House and the Hospitality House of Charlotte. Madelyn's Fund was made aware of this need and decided to provide grocery gift cards to families staying in hotels, allowing them to purchase food and prepare meals in their hotel room. With no plans for meal donations to resume due to the pandemic, Madelyn's Fund will continue to provide grocery meal cards to those who have this need.

Additionally, Madelyn's Fund provided assistance to NICU families directly affected by Covid-19. If a mother is admitted for delivery and tests positive, the baby could be taken to the NICU for a few days while the family, including the mother and father, quarantines. Oftentimes, last minute arrangements are made for these infants to go home in the care of a friend or extended family member who has little to no baby supplies. This results in an increased demand for supplies that Madelyn's Fund donates to the NICUs, including pack 'n plays and discharge bags containing essential items like diapers, baby wipes, and hypoallergenic baby wash.

2020 HIGHLIGHTS

We had to make the difficult decision to cancel both our Pink Bow Gala and Celebrity Golf Tournament due to the Covid-19 pandemic in 2020, but because of the generosity of our donors and supporters who gave back to Madelyn's Fund, we could remain fully operational this year. Through donations alone, we were able to raise over \$110,000.



fundraising highlights

POP UP MARKET
\$7,000

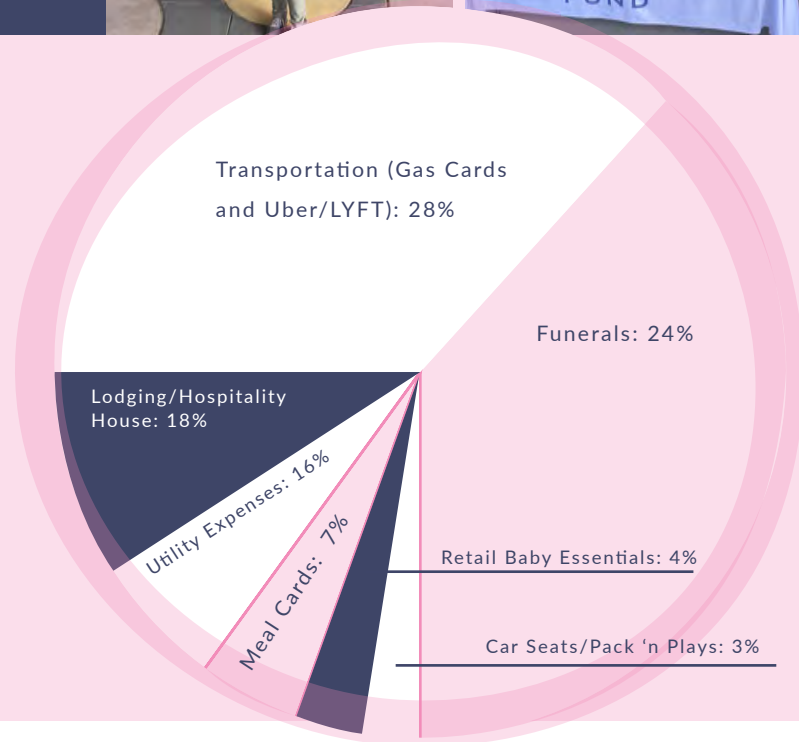
VIRTUAL RAFFLE
\$9,490



2020 ASSISTANCE BREAKDOWNS

FUNDS DISTRIBUTED:

Atrium Health's Levine Children's Hospital	■	\$79,834
Novant Health Hemby Children's Hospital	■	\$59,041
Levine Children's Hospital CVICU	■	\$43,245



"NOW MORE THAN EVER, NICU FAMILIES NEEDED SOME EXTRA ENCOURAGEMENT"...



Worked with Erin McDermott Jewelry to provide bracelets to all NICU moms on Mother's Day

Partnered with Bee Mighty, Pierce's Project, and The Cottie & Cake Fund to gift "NICU Dad" mugs on Father's Day

Partnered again with Bee Mighty, Pierce's Project, and The Cottie & Cake Fund to give holiday candy bags to all NICU families in December

Sponsored a CVICU family for the holidays.



After her daughter Jayda was born in October, Ms. Little was unable to work due to a lengthy hospitalization in the CVICU. She wanted to give her two older daughters as "normal" of a Christmas as possible. Madelyn's Fund was able to provide them with gifts and essentials to make their holidays brighter.