

ANNUAL REPORT

A YEAR IN REVIEW: MADELYN'S FUND 2022

A NOTE FROM OUR FOUNDERS

2022 marked the sixth year of operation for Madelyn's Fund, and our busiest yet. Over the years we have seen a steady increase in requests for assistance with the exceptional level of care we have here in Charlotte. The recent rise in inflation has raised the cost of gas prices, living expenses, baby supplies and pretty much everything else. These cost increases have had a significant financial and emotional impact on families that experience an unexpected NICU hospitalization for their child. As a result, we received a record number of requests this year, and reached new milestones with the funding we were able to provide.

Thanks to the generosity of our sponsors, individual supporters and donors, and new initiatives, we had our most successful fundraising year to date. This allowed us to provide assistance to more NICU families than ever who were in need of assistance including those who experienced the tragedy of infant loss.

When we launched Madelyn's Fund in late 2016, we wanted to be the reliable resource NICU families needed to allow them to focus their energy on their family. We knew there was a gap, but we did not anticipate how many families would need the support Madelyn's Fund could provide. We also did not anticipate the kindness shown through the generosity of our community. We continue to be overwhelmed with gratitude by the support we've received from our Board of Directors, dedicated staff, committees, volunteers, donors and local partners. We are sincerely thankful to be able to serve NICU families when they need it most in such a meaningful way to us, honoring our dear daughter, Madelyn. With this incredible support, we are looking forward to advancing our mission and expanding our reach across the Carolinas in 2023.

Rachel and Andy Lee

Madelyn's Fund launched in November of 2016 and we assisted our first family on December 23rd, 2016. Since that time we have been honored to continue to provide support to NICU families in our community:

\$917,644

in Assistance
Provided

3,948

Total Applications
Received

2,071

Families
Assisted

2,222

Children
Assisted

221

Funerals
Funded

CUMULATIVE FUNDS DISTRIBUTED

Atrium Health Levine Children's Hospital – **\$603,255**
Novant Health Hemby Children's Hospital – **\$271,256**
Other – **\$11,025**

OUR IMPACT

2022 ASSISTANCE HIGHLIGHTS

- New families served in 2022: **512***
- New infants served in 2022: **549**
- Funerals funded in 2022: **51* (\$69,396)**
- Inventory distributed: **73 Car Seats + 72 pack and plays***
- Requests approved: **1,046 (average of 87 per month)***
- Average # of families assisted each month: **66**
- % of families who have Medicaid or are uninsured: **76%****

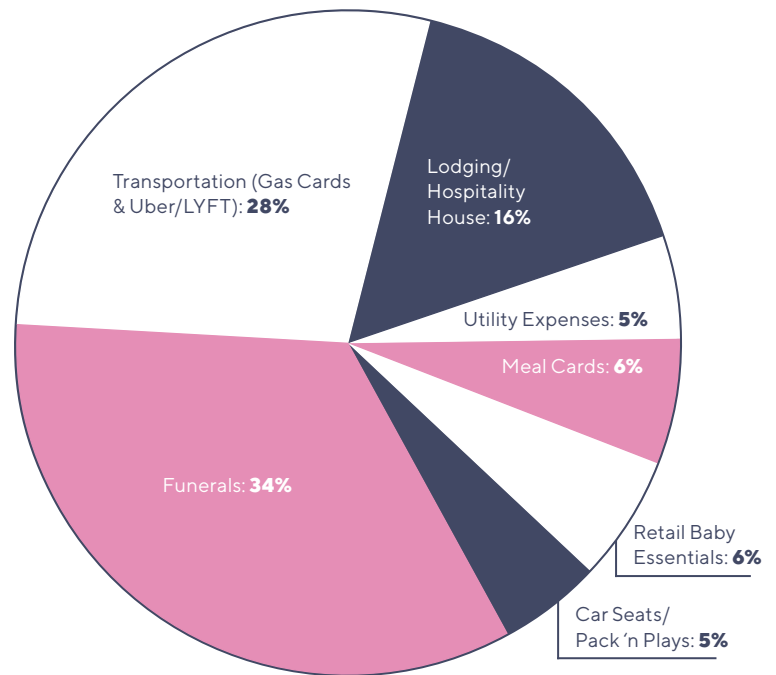
** MOST IN A SINGLE YEAR SINCE INCEPTION*

*** INCLUDES THOSE WHO HAVE MEDICAID AS A SECONDARY*

2022 FUNDS DISTRIBUTED

Atrium Health Levine Children's Hospital	\$104,094
Novant Health Hemby Children's Hospital	\$66,041
Levine Children's Hospital CVICU	\$32,109

% FUNDS DISTRIBUTED



WELCOME, STEFANIE



In the summer of 2022, we welcomed Stefanie Lippard as Fundraising Director. Stefanie's passion for our mission is close to her heart as she is founder, Rachel Lee's, sister and Madelyn's aunt.

Stefanie is a graduate of Clemson University where she majored in Marketing through the College of Business. In college she was involved as Vice President of Community Service in her sorority, Kappa Delta, which connected her marketing background to working in fundraising.

In her role as Fundraising Director, she will be writing grants, establishing new campaigns beyond our signature events, and working to develop community partnerships.

2022 EVENTS & INITIATIVES

OUR EVENTS



Thanks to all who participated in our events this year; our 5th annual Pink Bow Gala and Celebrity Golf Tournament, our 2nd annual Tennis Tournament and Couples' Tennis Social, and our NICU Awareness partner events with Erin McDermott Jewelry, CharBar No.7, The Common Market, Blackhawk Hardware, and Resident Culture Brewery. Through these events, we were able to raise a cumulative \$540,000!

OTHER FUNDRAISING INITIATIVES



Throughout the year, we were fortunate to benefit from a number of additional fundraising opportunities, including: The Ballantyne Ball, the Charlotte City Tennis social, Ellie & Zoe's Race, the Trove Pop-Up, and our partnership with SignatureFD through their SignatureGiving program. Together, these initiatives gave back \$160,000 to Madelyn's Fund.

YOUR GIFTS AT WORK

KAIDENCE'S STORY

"Almost immediately after Kaidence's birth, the doctors discovered that he was born with three VSD holes that affected his breathing. On day 6, an echocardiogram revealed that his aorta was almost completely closed. He would need open heart surgery immediately. We were devastated!"



After his birth, Kaidence was sedated, placed on a ventilator, and airlifted to Levine Children's Hospital where he would spend his first weeks of life. We were distraught and horrified, but also encouraged—we knew he was a fighter. The holes were not closing as hoped and Kaidence was not gaining the expected weight. We had no other choice but to get a permanent feeding tube in place. Kaidence also needed another open heart surgery before he turned six months old. Throughout our son's journey, we

continue to be grateful for Madelyn's Fund. If it wasn't for Madelyn's Fund, I don't know how we would've been able to stay at the Hospitality House, and be near our son daily. We're thankful for the gas cards, and the gift cards to help feed us. The list of things we're grateful for could literally go on for days and there aren't enough words to truly convey that."

CALVIN'S STORY

"When our son Calvin was in the NICU we were so worried and scared. We had no idea what we were doing as it was our first baby. We moved about an hour away from the NICU just 3 weeks after our son was born and felt so sad leaving him every night.



Madelyn's Fund provided us with gift cards for gas and dinners as well as our stay at the Hospitality House. We were trying to wean our son off respiratory support and hoping he would learn how to eat. The doctors recommended I was close to be there for as many feeds as possible. It helped us tremendously that I did not have to drive home those few days and could focus on Cal. We truly cannot thank Madelyn's Fund enough for helping us with gas while it was the most expensive it has ever been. We never

expected to have our baby in the NICU, and be so far away from our son for 3 months. I will never forget: it was Mother's Day and my husband had to go home to take care of our dogs... I was given a Panera gift card to eat dinner that night and I looked down and saw the Madelyn's Fund sticker on the card. I was sad and lonely but it made me smile and feel supported and loved knowing we were so taken care of so we could really just be there for Cal. THANK YOU."

KEY FIGURES

BOARD OF DIRECTORS

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Andy Lee
Abby Cenfetelli
Dr. Stephen Chow

Dr. Chuck Engstrom
Elizabeth Hill
Sara Linn
Alston Mann

Jessie Mann
Bethany Michael
Ryan Saunders
Nicole Sodoma

STAFF

Rachel and Andy Lee, **Founders**

Sarah Turza, **Program Manager**

Stefanie Lippard, **Fundraising Director**

AMBASSADORS

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Sarah Turza
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