

ANNUAL REPORT

2023 YEAR IN REVIEW

A NOTE FROM OUR FOUNDERS

2023 marked another year of growth for Madelyn's Fund. We continue to see a rising need for assistance from NICU families in Charlotte, including those who experience the heartbreaking loss of their infant. Due to the growing number of families experiencing a NICU hospitalization, we had another record breaking year in requests for assistance. With the continued support shown to us through our incredible donors, sponsors, volunteers and community partners, we were able to meet this need and provide more support than ever in 2023.

One of the highlights of 2023 was reaching the milestone of providing over \$1,000,000 in assistance to NICU families. This would not be possible without the incredible partnerships we have with the social work teams at our partner hospitals who connect us with families in need of support, as well as our dedicated Program Manager who works closely with hospital staff to ensure a seamless application process.

Our growing support allowed us to expand our support to new hospital partners in 2023. The community in Columbia, South Carolina embraced our mission, and allowed us to create a new program to serve the NICUs at the Richland and Baptist Hospitals.

As we look back on our nearly seven years of operation and the impact we have been able to make, it is not lost on us what an honor it is to be able to do this good work in memory of our daughter, Madelyn, whom we love so much. We could have never imagined the legacy her life would leave on so many families, in big ways and small, and we thank all of our generous supporters for helping us to serve out our mission in her memory.

We look ahead to 2024 with gratitude for all that we have been able to accomplish this year, and are encouraged that we will continue to make an impact on families facing the challenges a NICU journey can bring.

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.

**The numbers below reflect our impact from inception through January 1, 2024*

\$1,136,810

in assistance
provided

2,562

families
assisted

2,750

children
assisted

5,321

total requests
approved

264

funerals
funded

CUMULATIVE FUNDS DISTRIBUTED

Atrium Health Levine Children's Hospital **\$777,059**
Novant Health Hemby Children's Hospital **\$348,726**
Prisma Health Children's Hospital **\$22,000**

OUR IMPACT

2023 ASSISTANCE HIGHLIGHTS

- Financial assistance provided: **\$219,166***
- New families served: **491**
- New infants served: **528**
- Funerals funded: **43 (\$60,457)**
- Inventory distributed: **64 car seats & 48 pack and plays**
- Requests approved: **1,332* (average of 111 per month*)**
- Average # of families assisted each month: **72**
- % of families who have Medicaid or are uninsured: **72%****

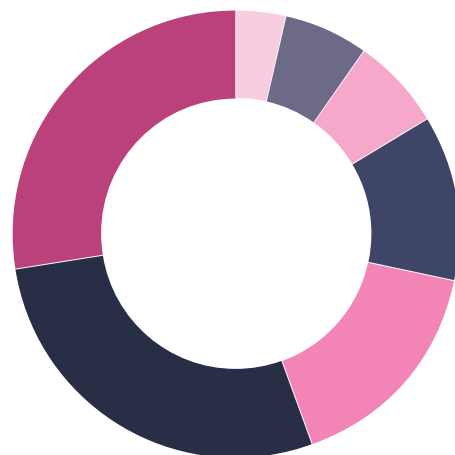
**Most in a single year since inception*

***Includes those who have Medicaid as a secondary*

2023 FUNDS DISTRIBUTED

Atrium Health Levine Children's Hospital NICU . . .	\$108,040	<div></div>
Novant Health Hemby Children's Hospital NICU	\$77,471	<div></div>
Levine Children's Hospital CVICU	\$33,655	<div></div>
Prisma Health Children's Hospital NICU	\$22,000	<div></div>

FUNDS DISTRIBUTION



● Funerals	27.59%
● Transportation	28.01%
● Lodging/Hospitality House . .	16.29%
● Utility	11.89%
● Meal cards	6.52%
● Retail baby essentials	6.19%
● Car seats & pack and plays	3.52%

AN UPDATE ON OUR NEWEST PARTNERSHIPS

In 2023, Madelyn's Fund took our first steps forward in expanding our support across the Carolinas.

At the beginning of the year, we launched a brand new partnership with Prisma Health in Columbia, South Carolina. With extensive support shown by their community, we were able to support 210 families at Prisma Health Richland and Baptist Hospital NICUs by assisting with transportation, supplies, and meals. Our hope is to have the full scope of our program in operation in 2024 to further support NICU families in need.

At UNC Children's Hospital, we were able to provide the NICU with 128 meal cards and a cuddle cot with the funds raised from our March Madness Bracket Challenge. A cuddle cot is a small, portable unit used by families who experience loss to allow them more time with their infant, thereby improving their appearance, condition, and dignity. We are honored to support UNC Children's Hospital in this meaningful way.



Some of the incredible NICU staff who fuel our partnership with Prisma Health in Columbia, SC

EVENTS & INITIATIVES

2023 EVENTS

We are so grateful for our amazing supporters who participated in our many events throughout the year! Through our 6th annual Pink Bow Gala, 6th annual Celebrity Golf Tournament, 3rd annual Tennis Tournament, and the first-ever Pink Bow Fashion Show in Columbia, SC, we were able to raise **over \$675,000** for NICU families.



ADDITIONAL FUNDRAISING INITIATIVES

This year, Madelyn's Fund was able to experience a record year for fundraising through numerous fundraising initiatives, including: our inaugural Drink Pink campaign, NICU Awareness Month, Ellie & Zoe's Run, our March Madness Bracket Challenge, and our partnership with Brasfield & Gorrie through their payroll giveback program. Together, these initiatives raised **\$65,483**.



Thank you to our 2023 Drink Pink and NICU Awareness Month Partners

Bar One Lounge | Blackhawk Hardware | Capizzi, MD Cosmetic Surgery & Med Spa | CharBar No. 7 | Coco Leto
Common Market | Ever Andalo | Foxcroft Wine Co | Goldie's | Green Brothers Juice & Smoothie Co | Katsu Kart | Mere's
Renata Gasparian | Salted Melon | Summit Coffee | Table & Twine | The Autopour | The Co-Op Frosé & Eatery | Y2 Yoga

GIFTS AT WORK



AARIV'S TESTIMONIAL

"Our son Aariv was born at 26 weeks. During his time in the NICU we had terrible anxiety and were constantly in fear of losing our child. Madelyn's Fund provided us with gas cards and food vouchers during our stay.

The gas cards were the largest help as this allowed us to be able to come visit our child daily without having to worry about gas expenses. They also helped to provide us with some essential things that we would need when we brought

our baby home such as diapers, a bassinet, and a car seat and stroller. This was such a blessing. We are beyond grateful for the support during such a stressful time for our family."

Bina

Aariv's mother

REAL MADELYN'S FUND FAMILIES HELPED THIS YEAR



NICU SOCIAL WORKER'S TESTIMONIAL

"As NICU Social Workers, we witness firsthand how many individuals are impacted by the generosity and support of Madelyn's Fund.

Without Madelyn's Fund, our ability to provide immediate resources and support would be greatly reduced. Given the increased need in financial support within our NICU families, Madelyn's

Fund has contributed necessary funds to allow families to actively engage in their child's care and bond during such a crucial time period of the infant's life."

*Jessica Williams &
Elizabeth Lammie*

NICU Social Workers at Levine Children's Hospital



KEY FIGURES

BOARD OF DIRECTORS

Rachel Lee

Andy Lee

Abby Cenfetelli

Dr. Stephen Chow

Dr. Chuck Engstrom

Elizabeth Hill

Sara Linn

Alston Mann

Jessie Mann

Bethany Michael

Mujaahadeanah Pohlheber

Ryan Saunders

Nicole Sodoma

Sarah Turza

Stefanie Lippard

STAFF

Rachel and Andy Lee, *Founders*

Sarah Turza, *Program Manager*

Stefanie Lippard, *Fundraising Director*

AMBASSADORS

Amanda Bills

Whitney Bowen

Meghan Brooke

Katie Darling

Jimmy Derrick

Stephanie Flower

Dalissia Grothe

Leann Hein

Tracie Hendrix

George Lippard

Lillian Lippard

Elizabeth McNabb

Neonatal Nurse Practitioners Team

Mujaa Pohlheber

Caroline Raglin

Elizabeth Smith

Katherine Mann

Sarah Turza

Jessica Valentine

Jessica Williams

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