



## OUR MISSION

Madelyn's Fund supports NICU patients and their families, including those who experience the trauma of infant loss. When families are faced with spending unexpected time in the NICU, they 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.

## BY THE NUMBERS

AS OF JANUARY 2, 2024

**111**

average number of requests  
for assistance we receive  
each month

**65%**

of all NICU families we assist  
travel from outside Mecklenburg  
County for care

**264**

funerals funded to allow families  
to properly honor & memorialize  
their child

**2,562**

families we've provided with  
financial assistance

**\$1,136,810**

financial assistance provided to  
families since 2016

## HOW WE HELP



Support NICU families with  
financial resources



Relieve the burden of funeral costs  
for families experiencing loss



Support and serve as a resource  
to local NICU social workers



Allow families to focus more of  
their energy on their child's  
health & their own well-being

**"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."**

*The Brown Family*





## MADELYN'S STORY

On January 27, 2015, our family joyfully welcomed Madelyn Elizabeth, a long-wished-for little sister to our two boys, Ryan and Adam. Born at 37 weeks, she was immediately taken to the Neonatal Intensive Care Unit (NICU) in order to assist with her breathing due to fluid she swallowed during delivery. To our great excitement, her health began to improve and my husband Andy and I 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 4<sup>th</sup> 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 – in his 12<sup>th</sup> season with the NFL – was traded to the Cleveland Browns where he changed his jersey number to 8 in honor of Madelyn's eight short days of life. Our hearts are forever sealed to hers. Our family has experienced other changes since then, but our home base remains in Charlotte, where we are committed to helping NICU families in our community.

In November of 2016, we launched Madelyn's Fund in an effort to provide families facing NICU stays or infant loss with the financial support that they so desperately need. On December 23, 2016 we helped our first family and through December 2023 we have provided assistance to 2,562 families, 264 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. Thank you for joining us in this important mission.

*Rachel and Andy Lee*





## 2024 SPONSORSHIP OPPORTUNITIES

October 18, 2024 | The Casey | 1801 N. Tryon Street

We hope you will join us this year at a new, reimagined Pink Bow Gala featuring an impressive dinner, reception, and more. At the event we will host our greatest supporters, including corporate partners and community leaders, to further our mission. All sponsorships are tax-deductible and greatly appreciated.

### RECEPTION SPONSOR (1 AVAILABLE)

**\$12,000**

- One (1) table (includes tickets for up to 10 guests) with logo or name displayed on table
- Logo displayed prominently in reception space
- Logo with hyperlink on event webpage
- Verbal acknowledgement at the event
- Ability to choose the first & final song of the reception with DJ recognition
- Recognition on all marketing materials (socials & invitation)
- Logo on special thanks signage
- Logo on custom reception drinkware

### BAR SPONSOR (LIMITED AVAILABILITY)

**\$10,000**

- One (1) table (includes tickets for up to 10 guests) with logo or name displayed on table
- Logo displayed prominently at bar
- Logo with hyperlink on event webpage
- Verbal acknowledgement at the event
- Ability to create a specialty cocktail with Beau Monde mixologist to be served at the event
- Recognition on all marketing materials (socials & invitation)
- Logo on special thanks signage



# PINK BOW GALA

## 2024 SPONSORSHIP OPPORTUNITIES

October 18, 2024

The Casey

1801 N. Tryon Street

### ACTIVITY SPONSOR (5 AVAILABLE)

**\$8,000**

#### LIVE AUCTION SPONSOR

#### SILENT AUCTION SPONSOR

#### DINNER SPONSOR

#### COCKTAIL HOUR SPONSOR

#### PHOTO BOOTH SPONSOR

- One (1) table (includes tickets for up to 10 guests) with logo or name displayed on table
- Logo with hyperlink on event webpage
- Logo on special thanks signage
- Logo/recognition associated with your particular sponsor activity
- Recognition on all marketing materials (socials & invitation)

### MISSION SPONSOR (LIMITED AVAILABILITY)

**\$5,000**

- One (1) table (includes tickets for up to 10 guests) with logo or name displayed on table
- Logo with hyperlink on event webpage
- Logo on special thanks signage
- Recognition on all marketing materials (socials & invitation)
- Verbal recognition at fund-a-need portion of the program

### TABLE SPONSOR

**\$3,000**

- One (1) table (includes tickets for up to 10 guests) with logo or name displayed on table
- Name on special thanks signage
- Recognition on event webpage

### FRIEND SPONSOR

**\$1,000**

- Two (2) tickets
- Name on special thanks signage
- Recognition on event webpage



# 2024 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 & Andy Lee

Rachel@madelynsfund.org

Andy@madelynsfund.org

Tax ID# 82-3577117

[www.madelynsfund.org](http://www.madelynsfund.org)

### MY IMPACT

I am honored to support Madelyn's Fund as a Sponsor of the 2024 Pink Bow Gala!

**\$12,000 Reception Sponsor**

**\$5,000 Mission Sponsor**

**\$10,000 Bar Sponsor**

**\$3,000 Table Sponsor**

**\$8,000 Activity Sponsor**

**\$1,000 Friend Sponsor**

Specify activity: \_\_\_\_\_

Please submit a high-resolution logo in PDF format to Rachel@madelynsfund.org.

### MY DONATION

I am **enclosing a check** made payable to Madelyn's Fund.

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), 2024.

My **employer**, \_\_\_\_\_, **matches donations**.

### 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.

Signature \_\_\_\_\_ Date \_\_\_\_\_

*\*To ensure print recognition, please return completed form, payment, and logo to the address above prior to September 1, 2024.*

