

ANNUAL REPORT

2024 YEAR IN REVIEW

A NOTE FROM OUR FOUNDERS

In 2024, Madelyn’s Fund expanded its reach to support more NICU families across the Carolinas, offering vital assistance amidst growing challenges. As families faced the complexities of a NICU stay—including the heartbreaking loss of an infant—we provided a record level of aid. This year, we supported 628 families across our partner hospitals in Charlotte, NC, and Columbia, SC, bringing critical resources to more families than ever before.

At our newest partner hospital, Prisma Health, the full scope of our program has been successfully implemented at their Richland and Baptist Hospital NICUs. It has been an honor to expand our support to reach more NICU families in South Carolina this year and we are thankful for the opportunity to work alongside their exceptional team of social workers.

The “why” behind our mission is rooted in a core belief: no family should face barriers that prevent them from being a part of their infant’s care. We strive to be a reliable resource for our hospital partners, providing NICU families with the practical support they need to navigate their NICU journey and know that they are not alone. We are especially thankful for our dedicated Program Manager, Sarah Turza, who works tirelessly to ensure families receive this crucial support.

The increasing needs of the NICU community can only be met through the incredible support of our sponsors, donors, volunteers, community partners, board of directors and staff. We are deeply grateful for the opportunity to work with so many of you this year. Our mission would not be possible without the unwavering commitment of individuals and organizations who make our work possible.

As we approach our daughter’s tenth birthday, we are humbled that her life and memory continue to live on in the families that Madelyn’s Fund serves. From a simple meal offered to a family to easing the burden of funeral expenses for the bereaved, Madelyn’s light continues to shine.

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, 2025*

\$1,467,575

in assistance provided

3,190

families assisted

3,413

children assisted

6,842

total applications received

327

funerals funded

CUMULATIVE FUNDS DISTRIBUTED

Atrium Health Levine Children’s Hospital (NICU/CVICU) ... **\$929,299**
 Novant Health Hemby Children’s Hospital **\$440,479**
 Prisma Health Children’s Hospital **\$86,773**
 Other **\$11,024**





2024 ASSISTANCE HIGHLIGHTS

- Financial assistance provided: **\$308,766***
- New families served: **628***
- New infants served: **663***
- Funerals funded: **63 (\$94,373)***
- Inventory distributed: **61 car seats & 35 pack-and-plays**
- Requests approved: **1,521* (average of 127 per month)**
- Average # of families assisted each month: **89***
- % of families who have Medicaid or are uninsured: **70%****

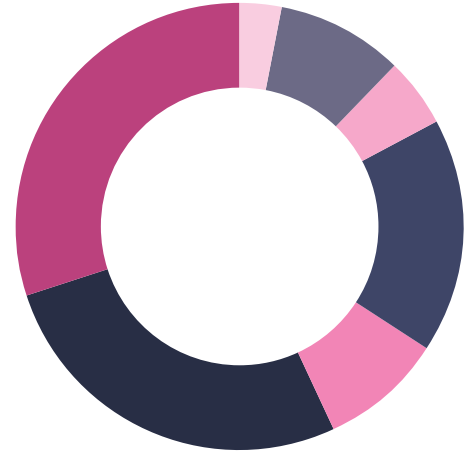
**Most in a single year since inception*

***Includes families with Medicaid as secondary coverage*

2024 FUNDS DISTRIBUTED

Atrium Health Levine Children's Hospital	\$108,127	
Novant Health Hemby Children's Hospital	\$91,753	
Prisma Health Children's Hospital	\$64,773	
Levine Children's Hospital CVICU	\$44,113	

FUNDS DISTRIBUTION



● Funerals	30.56%
● Transportation	26.97%
● Lodging/Hospitality House ...	8.70%
● Utilities	17.44%
● Meal cards	4.77%
● Retail baby essentials	8.88%
● Car seats & pack-and-plays ...	2.68%

AN UPDATE ON OUR NEWEST PARTNER HOSPITAL

In 2023, we began our partnership with Prisma Health's Richland and Baptist Hospital NICUs in Columbia, SC.

In February 2024, we expanded our full program to assist families in their units. Since that took effect earlier this year, we have provided assistance to 138 NICU families (a total of 407 since inception), including funding 17 funerals for families who suffered loss.

In addition to financial assistance, Madelyn's Fund was able to gift \$12,720 to the Prisma Health Richland NICU to purchase new recliners for their unit. These new recliners will offer families a comfortable place to bond with their babies during visits, helping to create a more supportive environment for both parents and infants.



2024 EVENTS

We are so thankful for all of our incredible supporters who participated in our many events this year, including our newly reimagined Pink Bow Gala, Celebrity Golf Tournament, Ladies Doubles Tennis Tournament, Pink Bow Fashion Show in Columbia, SC, Mahjong Tournament and 3v3 Basketball Tournament with Charlotte Skill Factory. Thanks to your enthusiasm and generosity, we were able to raise **\$820,000** for NICU families across the Carolinas.



ADDITIONAL FUNDRAISING INITIATIVES

2024 was our most successful fundraising year to date, driven by a variety of impactful initiatives and partnerships! Highlights include our award-winning Drink Pink campaign, recognized with Share Charlotte's award for Best Nonprofit Fundraising Campaign, as well as NICU Awareness Month partnerships, Ellie & Zoe's Run, the March Madness Bracket Challenge, the Veronica Beard Shopping Event, the Pour Wars Event in Columbia and the Charlotte City Tennis Social. These efforts, alongside ongoing community support and partnerships with IIRA Skincare and Kangaroo Cozies, helped us raise **over \$70,000**, to expand our reach in our mission to assist NICU families.



Thank You to Our Incredible 2024 Partners

Drink Pink Partners: Bar One, Billy Sunday, Brixx, Cheat's Cheesesteaks, Craft Tasting Room, The Crunkleton, Dilworth Tasting Room, Ever Andalo, Foxcroft Wine Co, Goldie's, The Goodyear House, Green Brothers Juice & Smoothie Co, Haymaker, Lenny Boy Brewing, Lincoln Street Kitchen and Cocktails, Maiz Agua Sal, Mere's, Napa, Puerta, Rosemont, Salted Melon, Side Bar Bottle Co, Spindle Bar, Summit Coffee, The Auto Pour and The Co-Op Frosé and Eatery

NICU Awareness Month Partners: Blackhawk Hardware, Chick-fil-a Cotswold, The Common Market, Designs by Kyong, Dilworth Car Wash, Erin McDermott Jewelry, Goldie's, Hayley's Hope, Heal Holistic Nutrition, Lillian's, Rally Pickleball, Renata by Renata Gasparian, Skin by Blair, Taco Mama, The Grove and The Market for Others

Additional Partners: BIA of Central South Carolina, Charlotte City Tennis, Charlotte Skill Factory, FS Food Group, Goldie's, IIRA Skincare, Kangaroo Cozies, Table and Twine, Veronica Beard and Zóe



BEREAVEMENT SUPPORT

Madelyn's Fund goes beyond financial assistance to offer meaningful support to NICU families in need. In collaboration with other local non-profits, Out of the Ashes and Mother of Wilde, we work together to send bereavement care packages to NICU families who have suffered a loss and offer memorial prints for families. In 2024, Madelyn's Fund also participated in a brand new event, a Bereaved Mother's Day Tea, hosted in partnership with several local organizations. This special event honored and celebrated motherhood for mothers grieving the loss of a child.



NICU REUNION

Connecting with NICU families is one of our favorite things at Madelyn's Fund. This fall, we had a wonderful afternoon attending the Hemby Children's Hospital NICU Reunion—the first in-person gathering in several years, and it was well worth the wait! The reunion held at Independence Park brought together former NICU families, doctors, nurses and support organizations to celebrate milestones and share their stories.



HOLIDAYS

The holidays can be an especially challenging time for NICU families and Madelyn's Fund works hard to bring cheer and comfort during this season. We brightened the holidays by delivering candy bags to families at our Charlotte Hospital partner NICUs. Thanks to our partnership with the Charlotte Skill Factory basketball program, we assembled hundreds of bags filled with candy to spread joy to families with an infant in the NICU over the holidays.



One of our most rewarding projects each year is working with the Levine Children's Hospital CVICU to bless a family for the holidays. This year, thanks to the overwhelming generosity of our community during our Giving Tuesday campaign, we were able to provide this special family with practical items and gifts this holiday season. This year's family faces the incredibly difficult challenge of caring for a child with a heart defect, the financial impact of a lengthy hospital stay and their struggles were further compounded by the devastation caused by Hurricane Helene. We are deeply grateful for the support that made this possible.



TALLULAH'S TESTIMONIAL

"My daughter was born early at just 27 weeks and 6 days. I was scared, exhausted and overwhelmed during her NICU stay, but also felt so loved and supported. I knew my daughter was in the best place and her care team was amazing.

While we were in the NICU, Madelyn's Fund provided our family with gas cards and assisted with our utility bills. It was amazing knowing these things were being taken care of and that visiting my daughter every day wasn't creating a financial burden. Madelyn's Fund was another way to know that other people were part of our village and had been where we were. We are so grateful for the support!"

The Ott Family

REAL MADELYN'S FUND FAMILIES HELPED THIS YEAR



A TRIPLET TESTIMONIAL

"On October 9, 2024, I delivered my triplets at Prisma Richland Hospital in Columbia, SC, and spent time in the NICU there. We were lucky that they were hitting milestones and doing well, but it was still so hard to say goodbye to them every day for the month that they had to stay in the hospital.

Madelyn's Fund helped support our family during our stay with things like gas cards, covering our utility bills, and helpful items like diapers. I just wanted to say thank you so much for your support. It was incredibly generous and a huge help to us. We are so appreciative and just amazed by the work you do day to day, along with our social worker, Leann, from Prisma. Thank you so much!"

The Dibble Family



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