



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 1, 2025

127

average number of requests
for assistance we receive
each month

65%

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

327

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

3,190

families we've provided with
financial assistance

\$1,467,575

financial assistance provided to
families since 2016

HOW WE HELP



Reduce barriers, allowing families
to be present caregivers.



Minimize stressors, so families can focus
more of their energy on their child's health
and their own well-being.



Ensure safe discharge, helping families to
prepare for their transition home.



Fund memorial and funeral services
to relieve the financial burden
for families experiencing loss.

"I don't know how we would have managed financially without Madelyn's Fund. From covering our son's funeral expenses to helping us financially through our time in the NICU, we cannot thank you enough."

The Covell 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 4th 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 12th 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 2024 we have provided assistance to 3,190 families, 327 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





2025 SPONSORSHIP OPPORTUNITIES

October 17, 2025

The Casey

1801 N. Tryon Street

We hope you will join us this year at the Pink Bow Gala for an unforgettable evening, featuring a distinguished dinner, reception, and more. The event will bring together our valued supporters, including corporate partners and community leaders, to advance our mission. All sponsorships are tax-deductible and deeply appreciated.

RECEPTION SPONSOR (1 AVAILABLE)

\$12,000

- One (1) premium table (includes tickets for up to 10 guests) with logo or name displayed
- 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) premium table (includes tickets for up to 10 guests) with logo or name displayed
- 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

2025 SPONSORSHIP OPPORTUNITIES

October 17, 2025

The Casey

1801 N. Tryon Street

ACTIVITY SPONSOR (5 AVAILABLE)

\$8,000

LIVE AUCTION SPONSOR

SILENT AUCTION SPONSOR

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

DINNER SPONSOR

VIP LOUNGE SPONSOR

- Logo/recognition associated with your particular sponsor activity
- Recognition on all marketing materials (socials & invitation)

ENTERTAINMENT SPONSOR

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 (LIMITED AVAILABILITY)

\$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 (LIMITED AVAILABILITY)

\$1,000

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



2025 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

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Andy@madelynsfund.org

Tax ID# 82-3577117

[MadelynsFund.org](https://www.MadelynsFund.org)

MY IMPACT

I am honored to support Madelyn's Fund as a Sponsor of the 2025 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), 2025.

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, 2025.*

