



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

\$1,445,576

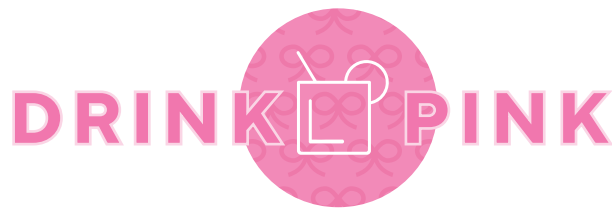
financial assistance provided to families since 2016

327

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

3,190

families we've provided with financial assistance



This summer, Madelyn's Fund is partnering with greater Charlotte area restaurants and bars, as well as Columbia, SC, for our third annual "Drink Pink" campaign. Participating establishments will give back a portion of sales from a pink drink item on their menu. Drinks can be existing menu offerings such as wine, cocktails, or non-alcoholic beverages, or new pink drink creations are welcome! We will launch this campaign on the Friday of Memorial Day weekend, May 23, and carry on throughout the month of June. Madelyn's Fund will provide marketing materials for display, and will recognize participating restaurants/bars on social media and in our newsletter to promote these give back efforts. We are looking forward to working with the many community-minded and generous restaurants in the community who will help us impact the lives of NICU families in need.

THANK YOU TO OUR 2024 PARTNERS



DRINK PINK 2024

In 2024, Madelyn's Fund held our second annual Drink Pink campaign, partnering with 26 Charlotte area businesses at 31 locations, raising over \$9,000 for NICU families.

The campaign received recognition in Axios Charlotte, Queen City News, Scoop Charlotte, and was recognized as Share Charlotte's "Best Fundraising Campaign of 2024".

AMPLIFY YOUR BRAND

By partnering with Drink Pink 2025, your business gains valuable exposure across multiple channels, reaching a diverse and engaged audience. Our robust marketing efforts highlight your brand in meaningful ways, connecting you to a community passionate about supporting local businesses and a worthy cause.

Social Media Reach:

- Between 1.9K-5.5K per post across platforms, ensuring consistent visibility for our partners

Extensive Media Coverage:

- Our 2024 campaign was featured on prominent outlets like Axios Charlotte, Fox 46 Queen City News, and Scoop Charlotte, providing wide-reaching recognition for our sponsors

Hashtag Success:

- #DrinkPinkCLT reached over 30,000 unique accounts in June 2024 and was used in over 250+ posts and stories, generating an estimated 50,000 impressions

High Engagement Rates:

- Posts promoting partners specials achieved engagement rates 6-8% above industry averages, and Instagram stories during the campaign period averaged 1,000+ views per story

Newsletter & Web Visibility:

- Our monthly newsletter boasts a 2,358 subscriber list with an impressive 52.9% average open rate, providing direct exposure to an engaged audience

