



## 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 MARCH 1, 2025



# \$1,525,361

financial assistance provided to families since the Fund's inception in 2016



# 3,323

families we've provided with financial assistance



# 337

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

# DRINK PINK

## DRINK PINK IS EXPANDING!

Madelyn's Fund is bringing its successful fundraising campaign to even more communities in its third year. This summer, restaurants and bars across the greater Charlotte area, Columbia, SC and now York County, SC will serve up pink drinks—wine, cocktails, or creative non-alcoholic options—with a portion of sales supporting NICU families across the Carolinas.

Kicking off **Memorial Day weekend (May 23)** and running through June, participating locations will receive marketing materials, signage, and social media recognition. We're excited to team up with generous, community-minded businesses to make a real difference!

## WANT TO PARTICIPATE?

Contact [info@madelynsfund.org](mailto:info@madelynsfund.org) or visit [madelynsfund.org/drinkpink](https://madelynsfund.org/drinkpink) for more details.

## THANK YOU TO OUR 2024 PARTNERS



## 2024 HIGHLIGHTS

In 2024, Drink Pink partnered with 26 Charlotte-area businesses at 31 locations, raising \$9,000+ for NICU families.

The campaign gained media coverage in Axios Charlotte, Queen City News, Scoop Charlotte and was named Share Charlotte's Best Fundraising Campaign of 2024.

*Learn more* [madelynsfund.org/drinkpink](https://madelynsfund.org/drinkpink)

# DRINK PINK

## BOOST YOUR BUSINESS WITH DRINK PINK 2025

Partnering with *Drink Pink 2025* offers valuable exposure across multiple channels, introducing your business to new audiences while connecting with a diverse, engaged community that supports local businesses and a meaningful cause.

## WHY PARTNER WITH US?

**Social Media Reach** – Each post reaches **1.9K-5.5K+ users**, ensuring consistent visibility and attracting new customers.

**Hashtag Impact** – #DrinkPinkCLT reached **30K+ unique accounts**, with **250+ posts and stories** generating **50K+ impressions** in June 2024.

**Extensive Media Coverage** – Featured on Axios Charlotte, Fox 46 Queen City News, Scoop Charlotte, Front Row Charlotte and more.

**High Engagement** – Partner promotions saw engagement rates **6-8% above industry averages**, while Instagram stories averaged 1K+ views per story.

**Newsletter & Web Visibility** – Our **2,358-subscriber newsletter** boasts a **52.9% open rate**, ensuring direct exposure to an engaged audience. Plus, our website attracts **1,200+ monthly visitors**, further expanding your reach.

## WANT TO GET INVOLVED?

Let's *Drink Pink* for a cause! Contact [info@madelynsfund.org](mailto:info@madelynsfund.org) or visit [madelynsfund.org/drinkpink](https://madelynsfund.org/drinkpink) for more details.



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#DRINKPINKCLT #DRINKPINKSC