



## 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.

## OUR IMPACT

\*as of January 1, 2026



**\$1,832,060**

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



**4,002**

families we've provided with financial assistance



**389**

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

# DRINK PINK

## DRINK PINK IS EXPANDING!

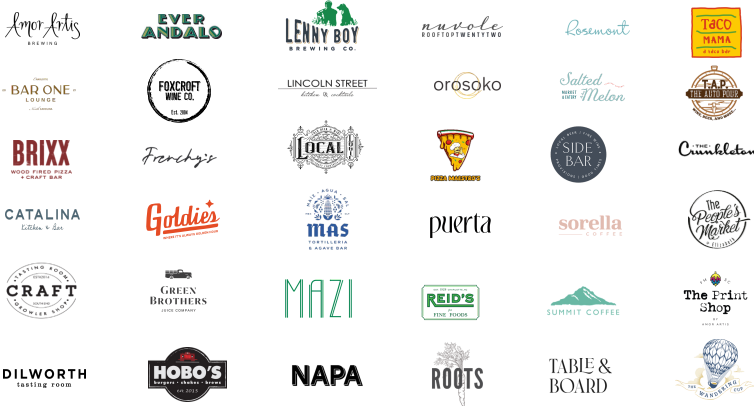
Madelyn's Fund is bringing its successful fundraising campaign to even more communities in its fourth year. This summer, restaurants and bars across the greater Charlotte area, will serve up pink drinks—wine, cocktails, or creative non-alcoholic options—with a portion of sales supporting NICU families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

Kicking off **Memorial Day weekend (May 22)** and running through **June 30**, 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 2025 PARTNERS



## 2025 HIGHLIGHTS

Madelyn's Fund partnered with **36 Charlotte-area businesses** at **52 locations** for the 2025 Drink Pink campaign, raising nearly **\$17,000** to support NICU families, making a real impact in our community!

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

# DRINK PINK

## BOOST YOUR BUSINESS WITH DRINK PINK 2026

Partnering with *Drink Pink 2026* 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?

#### High-Impact Social Media Exposure

Campaign content consistently reaches **5.5K–7.5K+ engaged users per post**, delivering meaningful visibility and audience growth. Partner features outperform industry benchmarks, generating **engagement rates 6–8% above average**.

#### Seamless Promotional Support

We provide **professionally printed signage** along with **custom-designed social media assets**, giving you a cohesive, ready-to-use toolkit to promote the campaign with ease and confidence.

#### Direct Access to an Engaged Audience

Our **2,932-subscriber newsletter** achieves an impressive **52.9% open rate**, connecting your brand directly with a highly invested community. In addition, our website attracts **1,200+ monthly visitors**, expanding your exposure beyond social platforms.

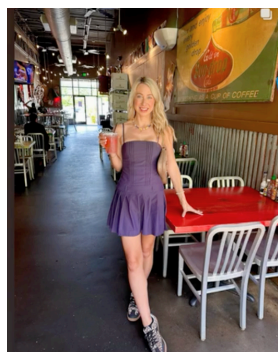
#### Proven Media Visibility

The campaign has earned coverage across respected regional outlets, including **Queen City News, Axios Charlotte, Scoop Charlotte, Front Row Charlotte, LKN Magazine, and Queen City Magazine**, amplifying awareness and strengthening partner credibility.

### 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.



Follow along

@madelynsfund  
#DRINKPINKCLT #DRINKPINKSC