



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 JUNE 30, 2026



2,008,944

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



4,349

families we've provided with financial assistance



416

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

NICU AWARENESS MONTH

SUPPORT NICU FAMILIES. MAKE A LOCAL IMPACT.

Each September, Madelyn's Fund leads a special campaign in honor of NICU Awareness Month, a time to unite our community, raise critical funds, and shine a light on the challenges faced by families with babies in the NICU. We're calling on local businesses to join us in making a difference.

By partnering with Madelyn's Fund, you'll:

- Support NICU families in crisis with much-needed financial assistance
- Raise awareness for an important cause right here in our community
- Gain meaningful exposure across our digital, social, and media platforms
- Show your customers that your business gives back

Whether it's through in-store promotions, special events, or a creative idea of your own, we'll work with you to find a partnership that aligns with your brand and makes an impact.

THANK YOU TO OUR 2025 PARTNERS



2025 HIGHLIGHTS

In 2025, with the help of our NICU Awareness Month Partners, we raised over **\$21,202** to support local NICU families across the Carolinas.

Learn more

madelynsfund.org/NAM2026

NICU AWARENESS MONTH

BOOST YOUR BUSINESS WHILE MAKING A DIFFERENCE

Looking for meaningful ways to give back? Partner with Madelyn's Fund to support NICU families in need. Our partnerships offer valuable exposure across multiple channels and connect your business with a diverse, engaged community that supports local causes.

WHY PARTNER WITH US?

Social Media Reach – Each post reaches **5.9K-9.7K+ users**, ensuring consistent visibility and attracting new customers.

Media Coverage – Featured on Fox 46 Queen City News, Queen City Magazine, Front Row Charlotte and more.

High Engagement – Partner promotions consistently outperformed industry benchmarks, achieving **engagement rates 6-8% above average**, generating **56.1K monthly views** and reaching **10.5K users**.

Newsletter & Web Visibility – Our **2,900+-subscriber newsletter** boasts a **51.3% open rate**, ensuring direct exposure to an engaged audience. Plus, our website attracts **1.6K monthly visitors**, further expanding your reach.



WANT TO GET INVOLVED?

Contact info@madelynsfund.org or visit madelynsfund.org/NAM2026 for more details.



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