



2021 ANNUAL IMPACT REPORT



**DID
YOU
KNOW?**

1 in 9

babies in Miami-Dade County is admitted to the NICU for prematurity. ICU baby is the only organization in Florida to offer direct, comprehensive support to NICU families.



Our 2021 Leadership

A message from our CEO & CFO

Dear ICU baby Friends & Family,

As we reflect on 2021, we are overwhelmed with gratitude. Our programs to support NICU families were more innovative and accessible to families than they have ever been. Our efforts to unite our South Florida NICU community at the Hope Parade was one of the most meaningful mornings in ICU baby history. Our partnerships with other organizations and companies grew to new levels. Our team expanded to include one new position and a half dozen new NICU parent mentors.

Our day-to-day efforts had a significant impact on our community's families, helping them to navigate their NICU journeys during the pandemic. And, we couldn't have done any of this without your unwavering support. Thank you.

In our first Annual Impact Report, we celebrate our successes, thank those who made them possible, and reveal exciting developments for 2022.

With gratitude,

Elizabeth Simonton
CEO | Co-Founder

Nichole Aldrich
CFO | Co-Founder



2021 Board of Directors

Chairman | Drew Stoudt, MD | Gables Pediatrics

Nichole Aldrich | ICU baby

Ani Buraglia | Fernandez Pave-the-Way

Ana Glass | Miami HEAT

Prakash Mahtani | PwC

Carolina Mazuera | McKinsey & Company

Elizabeth Simonton | ICU baby

Gloria Fonts -Suarez | Cymbidium Events

Rafael Urquidi | Wells Fargo

Family Advisory Council

Janet Castro, Alejandro Llanos-Chea, MD,

Shayna Dominguez, Paul McDowell,

Katherine Reyes, & Shakeema Smiley

Medical Advisory Council

Alejandro Llanos-Chea, MD, Jorge Mendia, MD,

Karen Murray, RN, & Drew Stoudt, MD

Leadership Team

Elizabeth Simonton, JD | CEO

Nichole Aldrich | CFO

Leah MG Jayanetti, PT, DPT | VP Programs & Education

Vanessa Salvo | VP Volunteer Engagement

Diana Murcia | Program Coordinator

Karina Klab | TAP Coordinator

Rosy Andrews | Social Media Director

Valerie Hernandez | Marketing Advisor

Serve the Moment

Annual Corps Members | Stacey Alpert & Clara Loose



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ABOUT ICU BABY



Mission

ICU baby unites NICU families and provides emotional, financial, and informational support so that babies and families can thrive together.

Vision

To build a community of NICU families who empower each other to be confident and present in their own NICU journeys, leading to better outcomes.



PROGRAMS

Transportation Assistance

Monthly stipends to offset transportation costs for families whose visits to the NICU are limited because of financial hardship.

NICU Parent Mentor

One-to-One mentorship for new NICU families by volunteers with previous NICU experience. Support is delivered bedside and via telephone-support.

Bereavement Support

A memorial gift and parent-to-parent grief support by volunteers who also lost a baby in the NICU. Financial assistance to low-income families for funeral arrangements.

Meaningful Meals

Monthly Suppers of Support, Cuisine & Crafts, and Coffee & Conversation events to connect fellow NICU parents with a baby admitted in the NICU.

NICU Pack

A tote bag filled with essential NICU items to help parents care for and bond with their critically ill baby.

NICU Empowerment Support Tools - NEST

A resource guide that helps parents navigate the NICU so they can confidently participate in their baby's care.

OUR HISTORY

ICU baby Leadership
Takes Form



MAY 2015

DEC. 2014



Fiscal Sponsorship Fund
Opened @ Key Biscayne
Community Foundation

Programs Begin @ Holtz
Children's Hospital



NOV. 2016

NOV. 2015



Programs Begin @ South
Miami Hospital

Transportation
Assistance Program
Launched



AUG. 2017

FEB. 2017



Meaningful Meals
Program Launched

Receive 501(c)(3) Status



FEB. 2019

OCT. 2018



First Paid Employee
Hired

COVID-19 Relief Plan
Launched



MAR. 2020

MAY 2019



Win United Way
Trailblazer Award

FPQC Director Award
Given to CEO & Parent
Advisors



MAR. 2021

SEPT. 2020



Win Greater Miami
Chamber of Commerce
Novo Award

Bedside Support
Resumes at SMH after
COVID-19 Threat
Decreases



JAN. 2022

NOV. 2021



1st Annual HOPE
Parade Held

SCAN TO SEE
THE FULL
TIMELINE



FINANCIAL SUPPORT

TRANSPORTATION ASSISTANCE PROGRAM (TAP)

The Transportation Assistance Program provides monthly financial stipends to families of low-income levels to offset expensive home-to-hospital travel costs. For families who are financially insecure, the cost of transportation can be a barrier to consistent in-hospital visits with their babies.



181 Families Supported

14% from South Miami Hospital
86% from Holtz Children's Hospital



72 Parking Passes



1,001 Gas Stipends

UBER

86 Uber Rides



8 Bus Passes

Proven Outcomes

- Decreased financial stress
- Increased frequency of NICU visits
- Increased duration of NICU visits
- Greater involvement in baby's NICU care
- Greater opportunity for bonding
- Improved developmental outcomes for babies

Thanks to Our TAP Partners



Research shows...
that higher levels of parental
engagement in the NICU results in
better outcomes for babies.

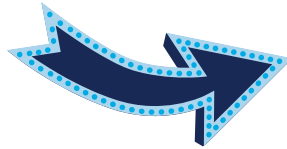
**Parents need to be present in
the NICU.**

EMOTIONAL SUPPORT

NICU PARENT MENTOR PROGRAM

Our NICU Parent Mentor Program includes 19 parent volunteers, who have each experienced the difficulty of having a child in the NICU. In 2021, volunteers offered support via tele-support due to COVID-19 hospital restrictions. Tele-support parent mentors are paired with a NICU family for the duration of the baby's hospital stay to provide emotional and informational support. Mentors serve as active listeners, and when appropriate, they connect parents to the resources they may need to have a better NICU journey.

342 Families Emotionally Supported
28,491 Tele-Support Minutes of Support
2,210 Telephone Calls
9,004 Text Messages



THE BEST PART OF SUPPORT

"The genuine care in our situation that was taken. It was very interpersonal and felt like a community which was a welcome change."

- NICU Mom,
South Miami Hospital

TESTIMONIAL

"Thank you to the supporters of ICU baby who help bring peace and closure to the most delicate little lives and their families."

- Kimberly Juanico, RN, BSN,
CHPPN Palliative Care
Nurse Coordinator



BEREAVEMENT SUPPORT PROGRAM

Our Bereavement Support Program was further developed in 2021 to better meet the needs of parents who suffered the loss of an infant in the NICU. This program was designed with the help of Naomi Rosenkranz, M.S., M.S.Ed, PMH-C, who specializes in bereavement counseling. Grieving parents are paired with a volunteer who has also experienced the loss of a NICU baby to offer bereavement support.

In 2021, ICU baby also began offering financial assistance to families of low-income levels to pay for a part of the burial costs of their baby.

NICU PACK

.....

What's Inside...Let's Unpack The NICU Pack

- A large **tote bag** to transport baby items to-and-from the hospital.
- A **cooler** for the transport of breast milk to the hospital.
- A **NICU journal** for parents to keep track of their baby's daily progress.
- **Laundry bags** for the hygienic transport of the baby's clean and dirty clothes.
- A **swaddle blanket** to promote healthy sleeping practices.
- A **water bottle** to encourage self-care & breast milk production.
- A list of commonly used **NICU medical terms**.
- A **baby book** to promote early literacy & baby-parent bonding.
- A **Baby K'tan** baby carrier to promote skin-to-skin care.
- A **knitted gift** prepared by local knitting groups.

Thanks to Our In-Kind Pack Partners!

*Swaddle
& Swaddle*



BABY K'TAN
SMART • SIMPLE • STYLISH™

WaterWipes®

306 NICU Packs Distributed

Valued @ \$160+ Each

**Thanks to Our
Hospital Event
Partners!**



HOSPITAL EVENTS

.....

ICU baby followed CDC guidelines and was able to host several hospital events (or special events) to honor families with a baby in the NICU.

- March | Sibling Virtual Story Time
- May | Mother's Day & Father's Day
- November | World Prematurity Day
- December | Holiday Gift Drive

225 Parent Gifts Distributed

178 Sibling Gifts Distributed

202 Baby Gifts Distributed

INFORMATIONAL SUPPORT

Research shows that parents who are informed and involved in their baby's care leads to better outcomes and improves their experience in the NICU.

The strength of ICU baby's emotional & financial support has served as the bedrock of our programmatic structure. In 2021, the ICU baby team sharpened its focus on what "informational support" would be most impactful for NICU families. We began to develop a new community partnership and a new program.

VIDEO INFO. SERIES

Parenting a baby in the NICU comes with a lot of questions and emotions. Our Video Info. Series features local experts answering the questions parents ask most so that families and their babies can thrive together.



SCAN TO WATCH
THE VIDEOS!

HEALTHY START

We proudly partnered with the Healthy Start Coalition of Miami-Dade (HSCMD) to create an event to celebrate Mother's Day and Father's Day, which resulted in ongoing direct referrals of NICU mothers to the Connect Program of HSCMD.

NEST

NICU Empowerment Support Tools (the NEST) are a targeted effort to increase parents' NICU health literacy so they can more confidently and competently care for their baby in the hospital.

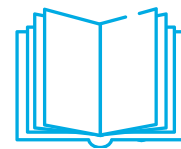
The NEST will be presented in English, Spanish, and Haitian Creole and is a series of three information channels designed to be accessible to parents with diverse backgrounds and different NICU journeys.

Thanks to Our NEST Partners!

the **Prolacta Bioscience**
FOUNDATION

Florida Blue 
Foundation

Arriving Spring 2022



My NICU Baby Book
a journal & information guidebook



NEST Video Library
a series of informative NICU videos



NEST Parent Portal
a website with
resources & information

Providing financial, emotional, & informational support
so that babies & their families can

THRIVE TOGETHER!



TESTIMONIAL

“The first few days when everything felt so overwhelming and lonely and scary, receiving the gift bag made us feel supported and gave us very helpful resources. Also getting checked up on by text or phone made me feel supported and less alone and it was comforting to talk to someone who had been there.”

- NICU Mom, South Miami Hospital



BUILDING COMMUNITY

VOLUNTEER PROGRAM

297 Total Volunteers
6,506 Volunteer Hours

Our Core Volunteer Team
19 NICU Parent Mentors
4 Bereavement Supporters
9 Youth Ambassadors

TESTIMONIAL

"Serving ICU baby has been both transformative and rewarding. It has allowed me to take a stressful time in my life, which was the experience of having two babies in the NICU, and turn it into something positive. Helping other parents navigate the emotional difficulties of NICU not only helps them, but it helps me, and I'm grateful for all the connections I've made along the way."

- ICU baby NICU Parent Mentor since 2019



Pack-a-NICU Pack & Gift Prep. Volunteers

assembled 275 NICU Packs,
packaged 150 Breast Milk Coolers,
and wrapped 75 gifts for our NICU families.

Bridge Prep Academy & Charter School
Divine Savior Academy Students
Junior League of Miami
Families of Temple Beth Sholom

...

Adriane Rodriguez and Friends & Family
Carolina Rosales & Friends
Christelle Luc
Fabiana Lacayo & Friends
Haviva Gelman & Friends
Jacqueline Banegas
Maria Valdivieso de Uster & Family
Natalie Perez & Family
Salvo Family
Sandra Giraldo
Stefanie Urrieta
Vinita Rajpal & Family



Thanks to Volunteer Florida for funding our volunteer program through the Volunteer Generation Fund.

COMMUNITY EVENTS

Thanks to Our Parade Partners!



WATCH THIS 3 MIN.
VIDEO OF THE PARADE

HOPE PARADE

A Walk in Support of NICU Families

Parading with a Purpose

On November 6, nearly 600 community members joined together for ICU baby's inaugural Hope Parade at Tropical Park, kicking off World Prematurity Month 2021. The Miami HEAT dancers & mascot, Bernie, energized the crowd, and the memorial butterfly release started the walk in a meaningful way. The Miami Lighthouse for the Blind Band performed a post-walk show and the youth dancers from Miami Dance Project closed the event with spectacular routines. Members of our community came together to show their support and have some fun!

This begins ICU baby's annual tradition of uniting our community to pass hope to families with a baby in the NICU.

482 Registered Participants

48% NICU Grads & Their Families

89 Volunteers

\$42,656.93 Amount Raised

The Miami Foundation
GiveMiamiDay^{10TH}
ANNIVERSARY

Total Donors
203

Total Raised
\$68,975.03

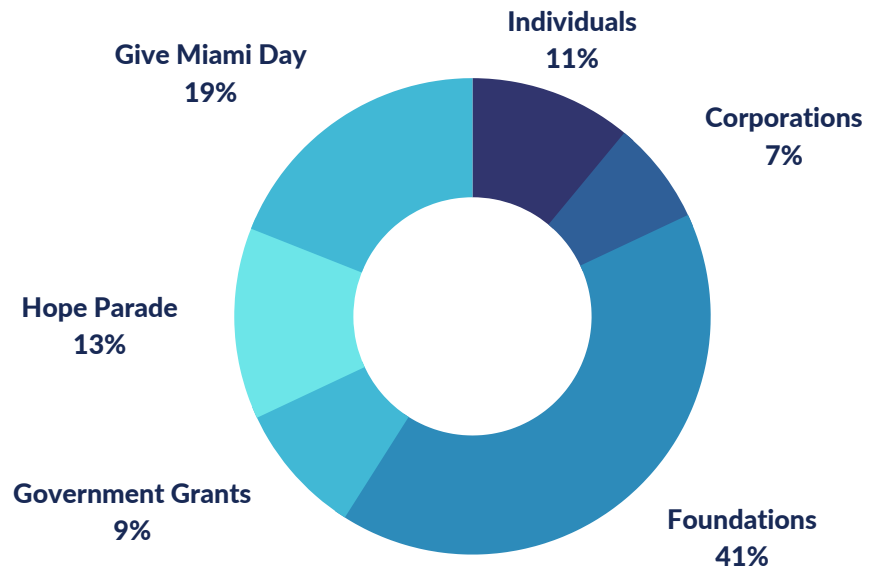
Give Miami Day has become the hallmark of ICU baby's fundraising efforts to support programming throughout the year ... and this year, we broke records!

Thanks to key match donations, the tremendous leadership of the ICU baby Board of Directors, and our loyal supporters for making this ICU baby's **most successful Give Miami Day yet!**

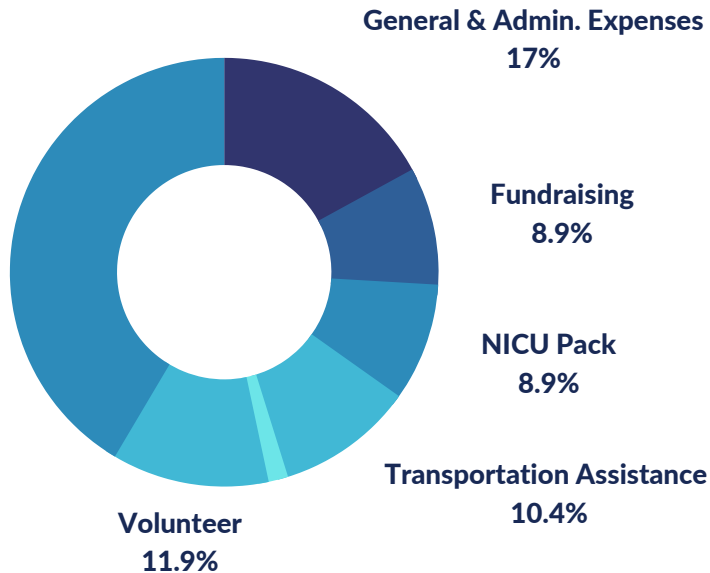
*Logos reflect monetary sponsors. For a complete list of in-kind sponsors and donors, please see our website.

FINANCIALS

WHERE DOES OUR FUNDING COME FROM?

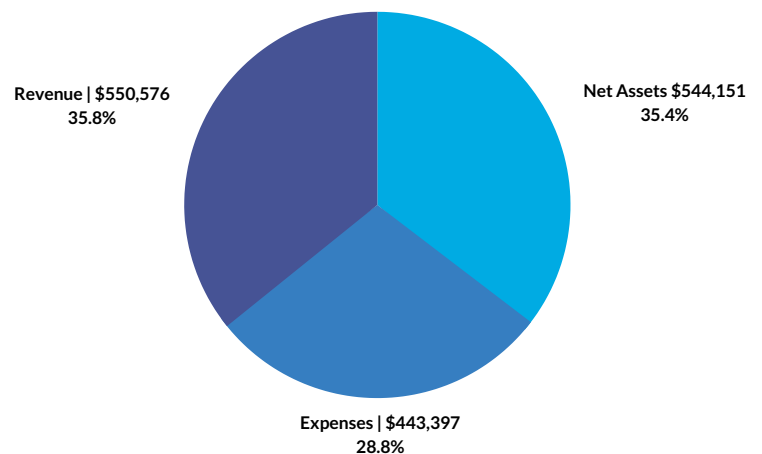


NICU Support
41.5%



HOW DO WE SPEND OUR FUNDING?

2021 Annual Budget
\$441,602



*Budget includes in-kind while the informational charts do not include in-kind numbers.

PARTNERS

MONETARY

Preemie Partners {\$5,000+}

Aldrich Family
Baptist Health
Beautiful Minds Medical Center PPEC
Community Care Plan
Errin Siagel & Teresa Koster
Fernandez Pave-the-Way Foundation
Florida Blue
Giving | Grousbeck Fazzalari
Peter & Anna Kolchinsky Foundation
Prolacta Bioscience
The Children's Trust
The Miami Foundation
The Ocean Reef Community Foundation
United Way
Volunteer Generation Fund

Preemie Patrons {\$1,000-\$4,999}

Mike & Brigitte Aixala
Caleb & Alyce Aldrich
Hope Aldrich
Maria Alvarez
Bruce & Amy Baird Charitable Fund
Sarah Briggs
Andre Carbonell
Hana Callaghan
Coral Gables Community Foundation
Meredyth Anne Dasburg Foundation
Easton Family Foundation
East West Foundation Virtual Volunteering
Faist Family
Elizabeth & Louis Freeman
Maggie Fresen-Zulueta
William Helman
Impact Deposits Corp
Carolina Mazuera
Adam & Nathan Mendelson Foundation
Robert Parks
PediPec Inc
PURE Insurance
Radiology Associates of South Florida
Ramoski Family
Bruce & Karen Ricciuti

Preemie Patrons {cont. \$1,000-\$4,999}

Gabriela Saca
South Miami Pediatric Dental Associates
Drew Stoudt, M.D.
Roger Stoudt & Yosbel Ibarra
Sunshine Health
Nancy & Keith Stuart
Philip Teitelbaum
The Cowles Charitable Trust
Bricen & Rafael Urquidi
US Century Bank
Westphal Family
Susan & Richard Zinn

Preemie Pals {\$500-\$999}

Anonymous
Anonymous
Susan Arregui
Nathalia & Arron Ashworth
Renata Aurelius
Devina Bhandari
Carlos & Marianne Coto
Carolyn & Christophe Cadiou Charitable Fund
Elizabeth Dagres
John Finley
Florida Power & Light
Lauran Harvey
James Kittler
Anne & Joseph Liberati
Brian Ma
Prakash Mahtani
Joe Mamounas
Paul Moran
Caryn & Mike Musaffi
Ani & Gonzalo Nunez
Ivanna & Alberto Omeechevarria
Jen O'Neil
Antonio Pena
Yamile Perez
Edward & Jo Ann Perry
William & Peg Perry

*We apologize if we unintentionally omitted anyone. Please let us know.

MONETARY

Preemie Pals {cont. \$500-\$999}

Pricewaterhouse Coopers
Plymouth Congregational Church
Christopher Rall
Jaimin Rangwalla
Ramon & Elena Rodriguez
Susan Simonton
Suarez Family
James Suarez
Sachin Thskur
Maria Valdivieso
Pascale Van Kipnis

IN-KIND

Preemie Partners {\$5,000+}

Baby K'tan
Data for Good Fund
Frida
Greenberg Traurig, P.A.
Kohl's Dept Store
Repair the World
RxArt

Preemie Patrons {\$1,000-\$4,999}

McGlannon School
One Vision
The Lisa Novak Community Libraries
Zerofractal

Preemie Pals {\$500-\$999}

Jessica Handmade
Preemie Store

Foundation Partners for Capacity Building

The following foundations generously contributed funds to support the capacity building of ICU baby.



THANK YOU

One dollar donated to ICU baby
is a meaningful donation
to the donor and to us.

Our work makes a great impact because of
the support of our community.

Thank you for helping us fulfill our mission.



*We apologize if we unintentionally omitted anyone. Please let us know.



WHAT'S HAPPENING IN 2022

NEST LAUNCH

Our **NICU Empowerment Support Tools (NEST)** Program will be launched Spring 2022. NICU families will have access to resources and information about how to navigate the NICU - by NICU parents, for NICU parents.

LET'S GATHER!

Celebration of Miracles | May 26

Hope Parade | TBD

Give Miami Day | Nov. 17

"The way they help other moms in the NICU that really need it. I am fortunate enough to have a great support system, but I know not everyone does. The work they do is amazing and so beneficial to the community."

- NICU Mom, South Miami Hospital



**SUPPORT OUR WORK
SCAN TO DONATE**

711 Crandon Blvd, PH1
Key Biscayne, FL 33149

icubaby.org
305-908-3823
director@icubaby.org