



# Annual Impact Report

2024-2025

# A Decade of Impact



Founded in 2014 out of personal experience, ICU baby was born from a passion to ensure that no NICU family would ever have to walk their journey alone. Over the past decade, while babies in South Florida have continued to receive world-class medical care, ICU baby has proudly stood beside their parents—helping them navigate the emotional, financial, and logistical challenges that come with the NICU experience.

From launching our very first program at South Miami Hospital on World Prematurity Day in 2015 to expanding to Holtz Children’s Hospital just a year later, our reach has grown steadily and meaningfully. Ten years later, ICU baby has blossomed into a lifeline for NICU families, delivering programs that provide emotional comfort, financial relief, practical resources, and—perhaps most importantly—a sense of connection and hope.

Today, we celebrate the honor of serving over 1,000 families each year, while staying true to our heartfelt mission: to help one family at a time. Because when families do better, babies do better—and after 10 years, we are just getting started.



## Mission

Uniting NICU families and providing them with financial, emotional and informational support so that families and babies can thrive together in the NICU.

## Vision

Working to transform the NICU experience so that parents feel more empowered, babies feel more nurtured, families feel more connected, and communities offer more support.

# Primary Hospital Partners



**Mount Sinai**  
MEDICAL CENTER



**Nicklaus**  
Children's  
Hospital

**South Miami**  
Hospital  
BAPTIST HEALTH SOUTH FLORIDA



**UHealth Jackson**  
Children's Care

## *We Care Transportation Program* Hospital Partners

- Baptist Hospital of Miami
- Halifax Health Medical Center
- HCA Florida Palms West Hospital
- HCA Florida University Hospital
- Holtz Children's Hospital
- Johns Hopkins All Children's Hospital
- Mease Countryside Hospital
- Morton Plant Hospital
- Mount Sinai Medical Center
- Nicklaus Children's Hospital
- South Miami Hospital
- Wellington Regional Medical Center

# Letter from our Executive Director

Dear ICU baby Friends and Family,

This year, ICU baby joyfully celebrates 10 years of compassion, impact, and hope for NICU families. Thanks to your unwavering support, a small idea has grown into a powerful community that has lifted thousands of NICU families when they need it most -- and we're just getting started!

Our year started with a challenge by the Florida Perinatal Quality Collaborative to rapidly expand our Transportation Assistance Program beyond South Florida, and we rose to the occasion! Today, ICU baby's transportation program is reaching families across the state, helping parents be at their baby's bedside.

This unprecedented challenge confirmed our belief: our model works, and the need for support from NICU families is undeniable.

Built on years of your investment ICU baby scaled with strength—reaching not just a few more families, but hundreds more. We have become a lifeline to NICU families in Florida, and the widespread impact has been deeply moving.

Importantly, this statewide growth did not come at the expense of our local commitment. In Miami, we continued to strengthen our core programs: increasing Meaningful Meals, reintroducing the beloved ICU Read program, and expanding bedside visits from our NICU Parent Mentor team—each moment filled with connection, compassion, and often, a comforting hug.

We also deepened our digital support. In partnership with NBCUniversal, our ICU baby App continued to evolve, offering families powerful tools like digital journaling, NICU education videos, a parent guidebook, and a photo log—all available when and where they need them most.

Our popular Youth Ambassador Program grew significantly this year, with nearly 130 students joining the mission. To support their efforts in service, advocacy, and offering hope to NICU families, we welcomed a dedicated leader to guide this inspiring group.

As our presence in NICUs has grown, so has our ICU baby community. We proudly hosted our second Little Miracles Luncheon, where NICU graduates and their parents walked the Runway of Hope, courageously sharing their journeys. More than 1,000 people marched in solidarity at our fourth annual Hope Parade at Zoo Miami. And we began our 10-year celebration with our Celebration of Miracles Gala, honoring the families we've served and toasting the incredible supporters, like you, who made it all possible.

Because of you, our first 10 years have been extraordinary. And with you by our side, the next 10 will be even greater.



**Elizabeth Simonton**  
Executive Director | Co-Founder



**Nichole Aldrich**  
Director of Finance | Co-Founder



# 3 Pillars of NICU Family Support

- NICU Parent Mentors
- NICU Packs
- Foster Care Kits
- Bereavement Support
- Meaningful Meals
- ICU Read

## Emotional Support

There for families in their greatest time of need.

- Transportation Assistance
- Burial Assistance

## Financial Support

Easing life's additional challenges.

- My NICU Baby Book
- NEST Video Library
- NEST Guidebook
- Community Resources

## Informational Support

Sharing what we have learned.

## Volunteer Initiatives

## ICU baby App

The ICU baby App is a free, trusted companion designed to help parents feel supported, informed, and confident throughout their NICU journey.



# Programs



## Bereavement Support

Provides grief support and a memorial gift. Includes burial financial assistance for families of low-income levels.



## ICU Read

Brings trained ICU baby volunteers into the NICU to read to babies who are not being visited or need extra comfort, offering a soothing voice and loving presence.



## Meaningful Meals

Provides catered meals through Cuisine & Crafts and Suppers of Support, connecting NICU parents for peer-to-peer support in the hospital.



## NEST NICU Empowerment Support Tools

Offers a guidebook, journal, video library, and online resources to help parents understand and navigate the NICU experience.



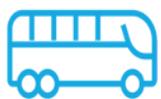
## NICU Packs

Provides a tote bag filled with essential items that help parents care for their baby in the hospital.



## NICU Parent Mentors

Connects NICU parents with one-on-one mentorship from veteran NICU parent volunteers, offered bedside or through virtual support.



## Transportation Assistance

Provides monthly stipends to offset transportation costs, ensuring parents can be at their baby's bedside.



## Volunteer Initiatives

Engages community members through opportunities to support NICU families via mentorship, meal hosting, NICU Pack assembly, event support, professional services, and youth involvement.

# Moments of Pride

**12**

Hospital Partners  
Included

**1,459** **1,372**

Babies  
Benefited

Families  
Supported



Number of People  
Who Volunteered

**511**

Total Support  
& Revenue

**\$1,285,141**

## A Statewide Movement - *We Care Transportation Program*

ICU baby was honored to partner with the Florida Perinatal Quality Collaborative (FPQC) to launch the We Care Transportation Assistance program, removing transportation barriers for NICU families statewide. The goal: distribute over \$500,000 in assistance within six months. Thanks to our decade of experience and donor support, we were grateful for the opportunity and rose to the occasion.

We swiftly onboarded hospitals across Florida while continuing local support. Our proven systems enabled us to scale efficiently, helping hundreds of families—from Miami to Tampa—be at their baby’s bedside.

This wasn’t just expansion—it showed the power of our mission, operational structure, and the community rallying behind us. It was a moment that affirmed ICU baby’s core values: compassion, innovation, and keeping parents at their baby’s bedside.



**607 families supported in 4 months**

Generously Funded by the  
the Jennie K. Scaife Charitable Foundation care of



# Emotional Support



Our **NICU Parent Mentor Program** includes 24 trained volunteers who have personally experienced life in the NICU. Each week, they dedicate 2–5 hours to providing one-on-one support—at the bedside or by phone—to families currently navigating the NICU journey. Their shared experience allows them to offer deep empathy, connect families with helpful resources, and remind parents they are not alone.

## 582

Families Received  
Emotional Support

## 1,070

Bedside Visits by  
Parent Mentors



# 445

NICU Packs  
Distributed

Valued at \$125 Each

Our **NICU Pack Program** is designed to provide parents with essential items they can use to help care for and bond with their baby. Items include:

- Information Package
- Personalized Message
- Tote Bag
- My NICU Baby Book
- NICU Milestone Cards
- Baby Blanket
- Scent Bonding Doll
- Story Book
- Breast Milk Cooler
- Water Bottle
- Hand Sanitizer
- Laundry Bag Set



# Emotional Support

Our **Meaningful Meals Program** offers NICU families a comforting, catered meal and the chance to connect with others who understand their journey. **Cuisine & Crafts** provides art therapy and peer support during lunchtime, while **Suppers of Support** are held in the evenings to be sure to include working parents. These shared moments remind families that—even in the hardest times—they are not alone.



**36**   **301**   **552**

Events  
Hosted

Families  
Attended

People  
United





Our **ICU Read Program** brings screened volunteers into the NICU to read aloud to babies, offering comfort, connection, and early stimulation. Research shows that early reading supports language development—even in the NICU. These soothing moments help ensure babies spend less time alone and more time hearing a caring, nurturing voice.

# 238

Babies  
Read To

# 10,835

Minutes Spent  
Reading

Our **Bereavement Support Program** offers compassionate care to families grieving the loss of a baby in the NICU. Led by volunteers who have experienced similar loss, along with Parent Mentors, the program provides meaningful connection, emotional support, and the reassurance that no parent walks this journey alone.

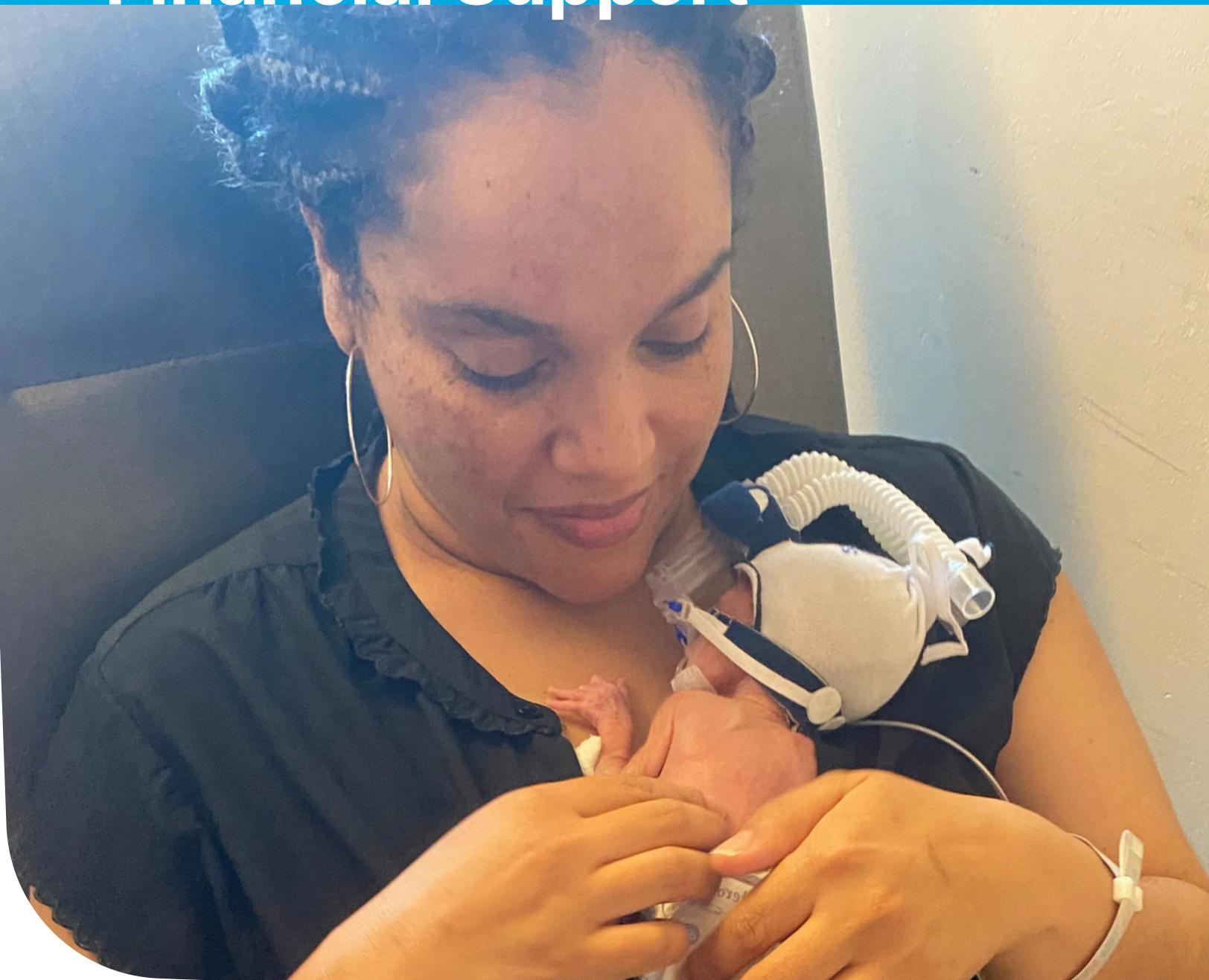


# 21

Families Received  
Bereavement  
Support



# Financial Support



## Compassion in Motion - Transportation Support Since 2017

Our **Transportation Assistance Program** was created in 2017 to offset hospital travel costs for families of low-income levels, ensuring financial hardship never keeps parents from their NICU baby's bedside. ICU baby offers this program at South Miami Hospital, Holtz Children's Hospital, and Nicklaus Children's Hospital.



## Scaling Support - From Local Beginnings to Statewide Reach

Through our collaboration with the Florida Perinatal Quality Collaborative (FPQC), we helped launch an expanded version of our established transportation program - the **We Care Transportation Program**. Unlike our standard model, this initiative includes all NICU families—regardless of financial need or the length of their baby’s stay. Healthcare teams eagerly enrolled families from the very start of their NICU journey. The impact was immediate and powerful: more parents present when it mattered most.

### Burial Assistance

ICU baby distributed financial assistance to **23 families** of low-income levels to help pay for the burial costs of their babies.



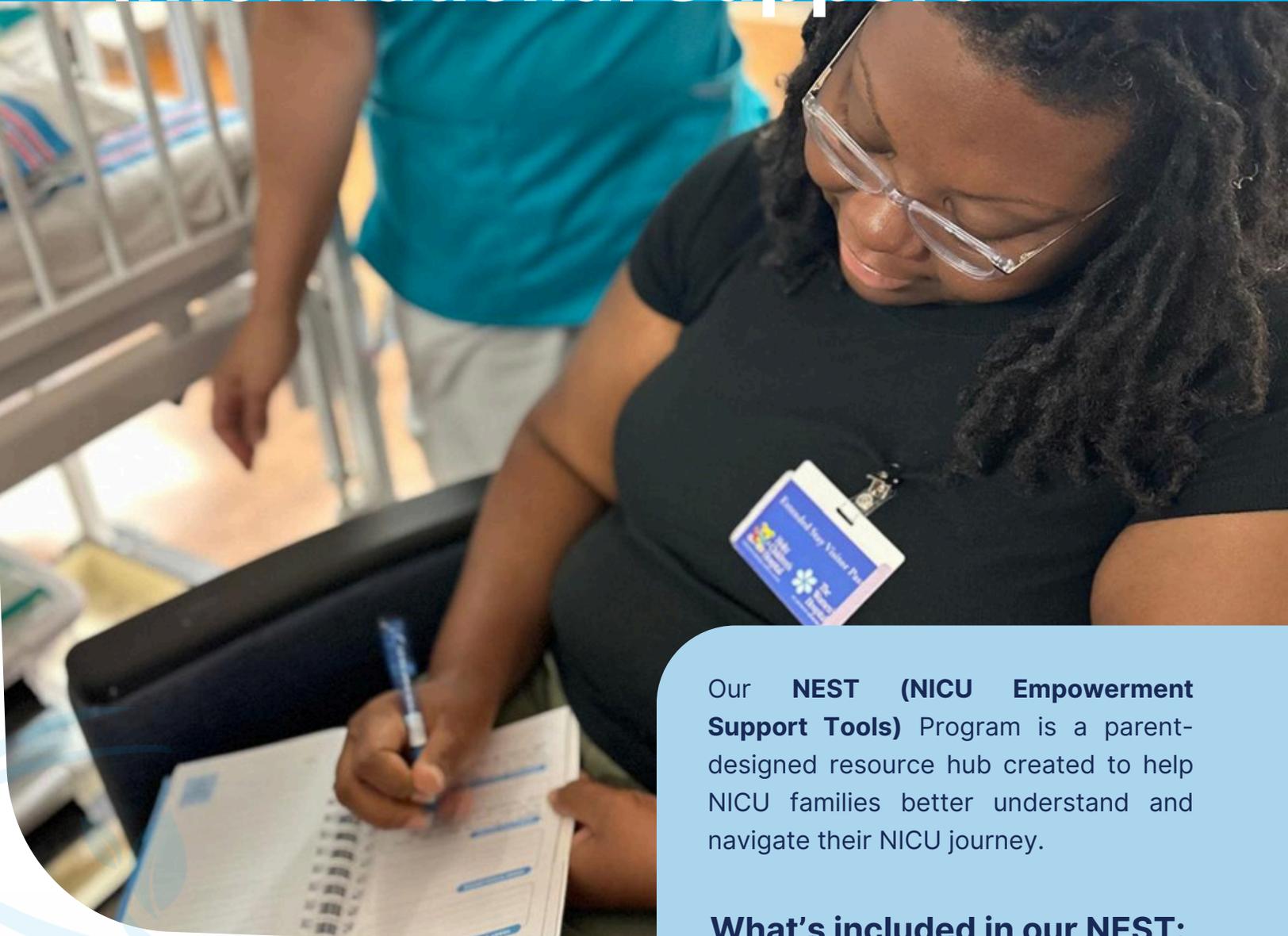
# 773

Families Received  
Transportation Assistance

# \$408,035

Awarded in  
Transportation Stipends

# Informational Support



Our **NEST (NICU Empowerment Support Tools)** Program is a parent-designed resource hub created to help NICU families better understand and navigate their NICU journey.

## What's included in our NEST:

- **NEST Guidebook & Journal**
- **Video Library**
- **Community Resources**

## Topics covered:

NICU Orientation | ABCs of the NICU | Roles of the Care Team | Caring for Your NICU Baby | Feeding & Breastfeeding | Kangaroo Care | Parent Self-Care | Support for NICU Dads | Transitioning Home



# 617

**Families  
Participated**

# 8

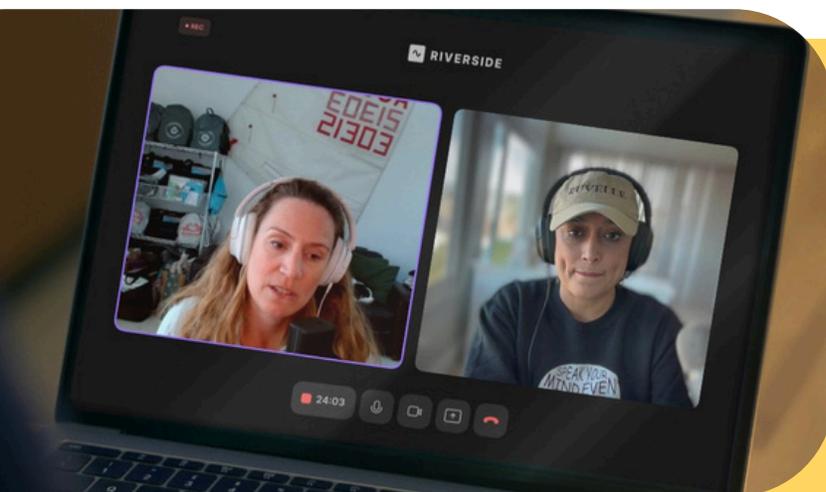
**Lunch & Learns  
Attended by  
52 Families**

# The ICU baby App



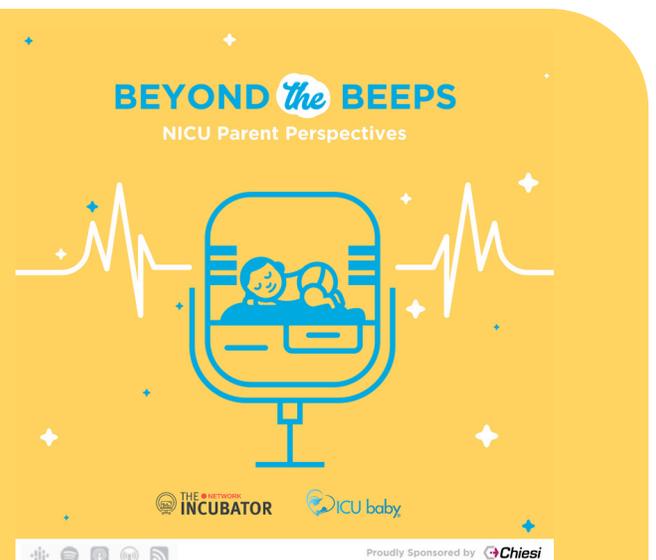
## Empowering Families Digitally – The ICU baby App

We also deepened our digital support. In partnership with the NBCUniversal Talent Lab and Pyxera Global, our ICU baby App continued to evolve, offering families powerful tools like digital journaling, NICU education videos, and a parent guidebook - all available when and where they need them most.



## Beyond the Beeps Podcast

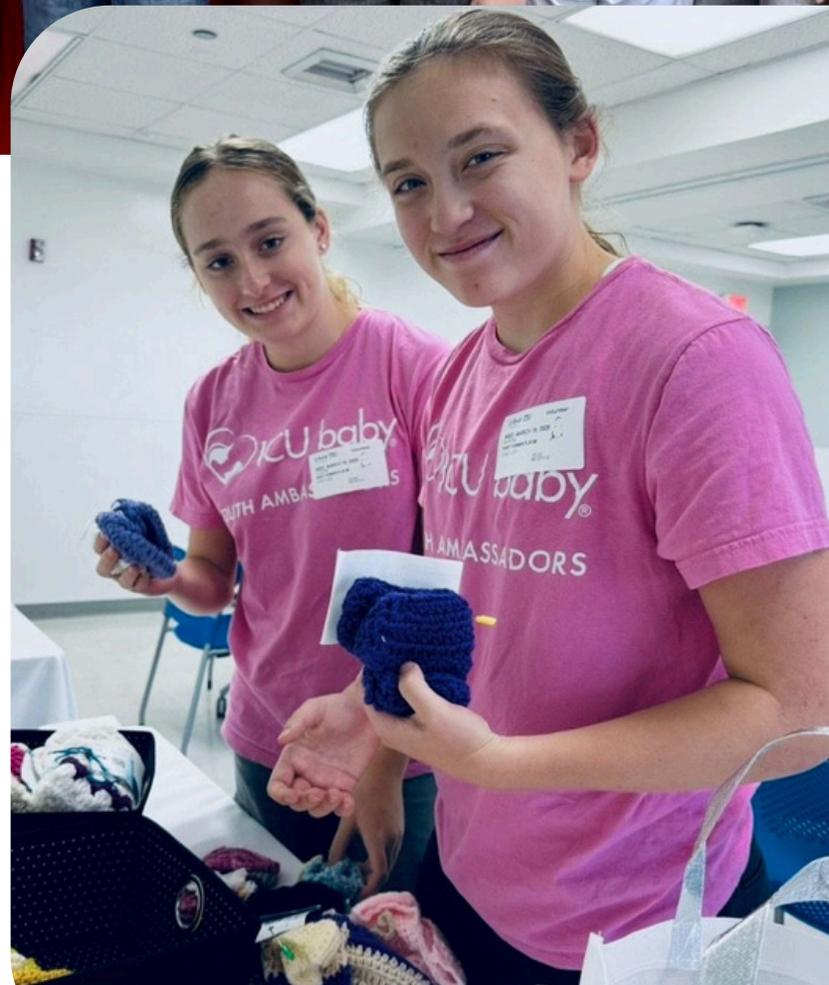
This podcast pulls back the curtain on the NICU experience, helping parents navigate their baby's journey, understand medical care, and engage confidently with the healthcare team. Through storytelling and expert insights, we foster hope, build knowledge, and strengthen communication between families and providers.



# Youth Ambassador Program



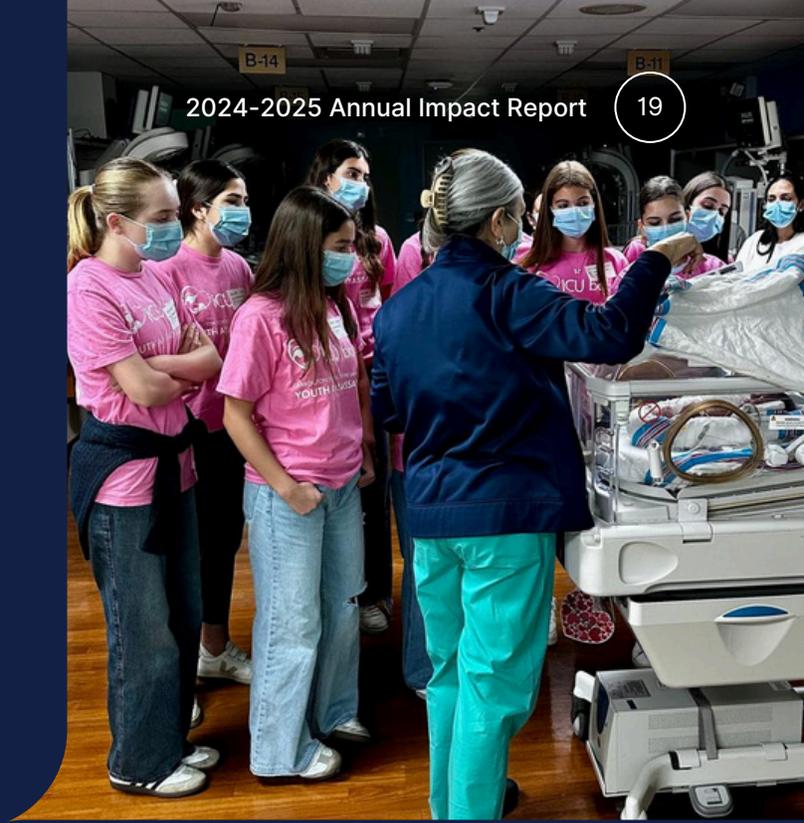
Our **Youth Ambassador Program** unites NICU families by bringing together middle and high school students—including NICU grads, siblings, and compassionate peers—to support others through service and advocacy. These students offer hope, especially when NICU parents see healthy, thriving graduates giving back. Ambassadors volunteer at events, lead service projects, raise awareness, and visit hospitals to offer comfort.



## Highlights

### NICU Tours & Rounding with Experts

Youth Ambassadors toured the NICU with healthcare professionals and neonatologists, learning about neonatal care, observing rounds, and engaging in Q&A. These immersive experiences inspire future healthcare professionals while deepening understanding of the NICU journey.



### Mother's Day Baby Showers

One of the year's most heartwarming moments came from our Youth Ambassadors, who hosted Mother's Day Baby Showers for NICU families at three hospitals. With décor, food, games, and gifts, students created unforgettable celebrations that filled the NICU with joy and connection. The smiles said it all!



# 126

Ambassadors from 19+  
Schools Volunteered

# 1,765

Hours

# Volunteer Initiatives



## Our Mission Fueled by Volunteer Spirit

Our mission is fueled by the passion and dedication of volunteers as young as five, each bringing their own unique form of support. From organizing events and providing hands-on assistance to sharing their creativity and energy, every volunteer helps us make a meaningful difference in the lives of NICU families.

**511**      **6,558**

Total Volunteers

Volunteer Hours



**296**

**Project  
Volunteers**

**136**

**Fundraising  
Event Volunteers**

**126**

**Youth  
Ambassadors**

**29**

**NICU Parent  
Mentors**

**8**

**Bereavement  
Mentors**

**3**

**Readers**

**12**

**Professional  
Volunteers**



# Fundraising Events

## H PE PARADE

Presented by



Nicklaus  
Children's  
Hospital

Where Your Child Matters Most™

### A Walk in Support of NICU Families

Our fourth annual **Hope Parade** was a record-breaking success! Thanks to the incredible support of our Title Sponsor, Nicklaus Children's Hospital, and our other dedicated sponsors, donors, and 44 teams, over 1,000 participants joined us at Zoo Miami on November 3rd. Together, we raised over \$80,000 to support NICU families—ensuring they receive the critical resources and care they need.





1,100+

Participants



### Give Miami Day



Miami District Commissioner Danielle Cohen Higgins and The Miami Foundation kicked off Give Miami Day with a \$5,000 boost for ICU baby! With the generous support of 167 collective donors, we raised \$80,194 on our Give Miami Day platform and even more gifts came in from private donations made offline.



COMMISSIONER DANIELLE COHEN HIGGINS  
Miami-Dade County, District 8



**SOLD OUT**  
250 GUESTS

# Little Miracles Luncheon

Our community came together for our second annual Little Miracles Luncheon to celebrate NICU Awareness Month at the Rusty Pelican Miami. The highlight of the morning was the Runway of Hope, where NICU graduates and their parents walked the runway, sharing powerful stories of resilience and strength. Our models wore looks from Love Shack Fancy, Menocento, Julian Chang, State of Kid, and Wish Fine Jewelry and enjoyed hair styling by Dry Bar.

It was a morning filled with hope and inspiration—and thanks to the incredible support of our event Chair, Chelsea Mandler, community, sponsors, and donors, the event surpassed all expectations raising.



# Celebration of Miracles Gala

10 Year Celebration

Presented by amazon



**SOLD OUT  
AT 450 GUESTS**

## Celebration of Miracles

Our 10th Anniversary Celebration of Miracles Gala, presented by Amazon, was a magical evening of dinner, dancing, and giving. With over 450 guests in attendance, the sold-out event honored a decade of support for NICU families—including a heartfelt tribute to Dr. Jorge Perez, recipient of ICU baby’s first Hope Award. Together, we raised critical funds and celebrated the community that makes our mission possible.



# Financial Highlights

## Assets

Cash & Cash Equivalents	516,850
Accounts Receivable	134,927
Investments	119,491
Property & Equipment	7,879
Other	70,195
<b>Total Assets</b>	<b>\$849,342</b>

## Liabilities

Accounts Payable & Other Current Liabilities	49,257
<b>Total Liabilities</b>	<b>\$49,257</b>

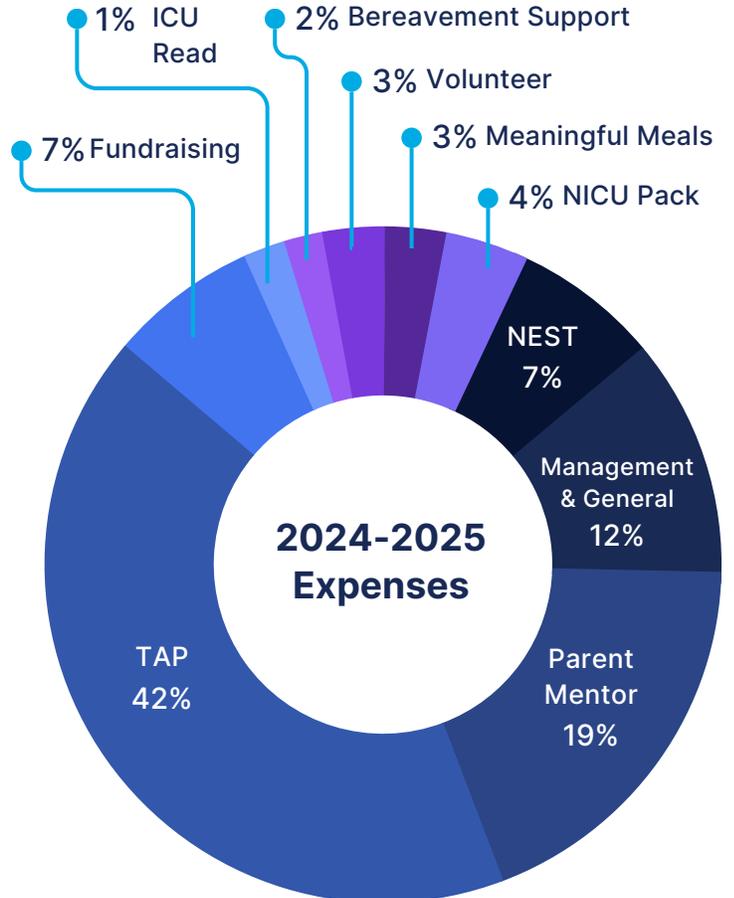
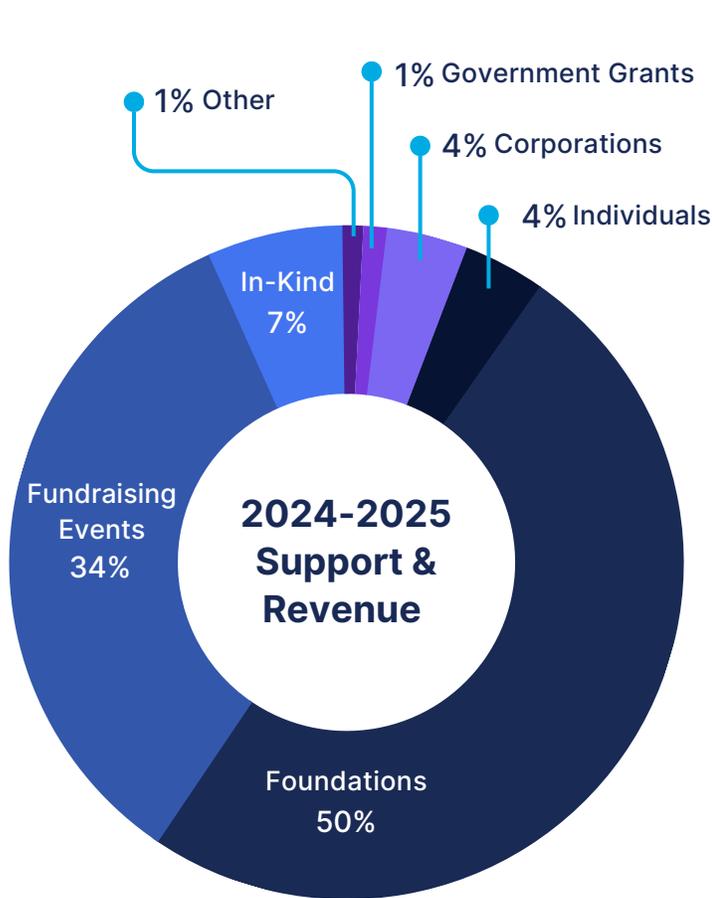
## Net Assets

<b>Total Liabilities &amp; Net Assets</b>	<b>\$800,085</b>
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## Total Expenses



\*ICU baby changed fiscal year end from 12/31 to 6/30.



### Support & Revenue

Individual Contributions	\$49,711
Corporate Contributions	\$47,783
Foundation Support	\$637,140
Government Grants	\$13,000
Fundraising Events (Net)	\$435,357
In-Kind Contributions	\$91,761
Other	\$10,389

**Total Support & Revenue** **\$1,285,141**

### Expenses

Program Services	\$832,744
Management & General	\$127,286
Fundraising	\$74,178

**Total Expenses** **\$1,034,208**

# Partners

## Monetary Donors

### Champions of Hope \$10,000+

100+ Women Who Care  
Anonymous  
Anonymous  
Viqas & Sarah Akhtar  
Nichole and Rich Aldrich  
Baptist Health  
Roxana Casal  
Comcast

Daniel J. Rios Memorial Fund  
Dr. John T. MacDonald Foundation, Inc.  
Fernandez Pave the Way Foundation  
Peter & Anna Kolchinsky Foundation  
Lockton Cares, Inc.  
Chelsea & Nate Mandler  
Meredyth Anne Dasburg Foundation  
Ocean Reef Community Foundation

Prolacta Bioscience Foundation  
Ronald McDonald House Charities  
of South Florida, Inc.  
Scaife Family Foundation  
Drew Stoudt & Yosbel Ibarra  
The Children's Trust  
United Way Miami

### Partners

Anonymous  
John & Stacy Bolduc  
Commissioner Danielle Cohen Higgins  
Ed & Amy Easton  
Andria Holtz

### \$5,000-\$9,999

Impact Deposits Corp.  
Teresa Koster & Errin Siagel  
The Miami Foundation  
NBC Universal  
Jorge Perez

Dev Ramnarine  
Richard M. Schulze Family Foundation  
Gabriela Saca

### Patrons

Mike & Brigitte Aixala  
Caleb & Alyce Aldrich  
Hope Aldrich & Vytas Simas  
Wendy Allen  
Nathalia Ashworth  
Susan Bannon  
Katie Bourdeau  
Bruce & Amy Baird Charitable Fund  
Dr. Michael Bruck  
William Burdette  
Candice Carricarte  
Catalytic Philanthropy  
Ashley Cesario  
Stephanie Choate  
Steven & Grazie Christie  
Alex Clarke  
Christina Crespo  
Catherine Crystal Faust  
Alba Davalos  
Alex & Shayna Dominguez  
William Duquette  
Ed London & Claire Amerena London Foundation  
Grisel Galarza  
Greg & Carolina Gelber

### \$1,000-\$4,999

Justin Gray  
Greater Miami Jewish Federation  
Nicolette Hartman  
Maxiforce Inc  
Chaminda & Leah Jayanetti  
Jennifer & Ashley Keller  
The Key Biscayne Community Foundation  
Adil Khan  
Adil Khan  
Brian Liegel  
Kathy Lynch Haller  
Rebecca Mandler  
Maxiforce  
Carolina Mazuera  
Milli Metzker  
JOSE Migenis  
Alberto & Ivanna Omechevarria  
John Page  
Erik, Palmer  
Robert Parks  
Eliot Pedrosa  
Alex Perez-Silva  
Plymouth Congregational Church  
Wayne & Ana Ramoski

Alex Rodriguez  
Heather Rogoff  
Henry Roque  
Sadaka Family Charitable Fund  
Ricardo Sagrera  
Claudio Salazar  
Rachel Schapiro  
Emily Shear  
Kristen Smith  
Guida Sousa  
Nancy Stuart  
James & Becky Suarez  
The Brackin Fund  
Jose Torres  
Pascale Van Kipnis Caplow  
Brianna Varas  
Geiza Vargas Vargas  
Isabella Carolina Vizoso  
Christoph & Sylvia Westphal  
Melissa White  
Richard & Susan Zinn  
Michelle Zubizarreta

## Pals

Ed Acle  
 Charlotte Althin Hicks  
 Marissa Arguelles  
 Julio & Nova Bailon  
 Karoline Biondo  
 Amy Brown  
 Patrick Clingan  
 Rayza Cordero  
 Alex & Shayna Dominguez  
 Rebecca Dorfman  
 Robert Downing  
 Michael Dunn  
 Mark Englert  
 Enterprise  
 Suzanne Fekete  
 Rachel Geary  
 Macy Goldberg  
 Raisa Gutierrez  
 Santiago & Maria Jose Irurita  
 Kadapakkan Family Fund  
 Richard & Bri Kalikow

## \$500-\$999

Kendra Scott  
 James Kittler  
 Carlos & Maria Luchsinger  
 Isabella Lundeberg  
 Eli Mandler  
 Tom McIntyre  
 Mike & Caryn Musaffi  
 Joseph Paunovich  
 Dr. Joanna Perdomo  
 Edward Perry  
 William Perry  
 Mike Petrucelli  
 Winnie Pritchett  
 Bryan & Martha Probst  
 Jaimin Rangwalla  
 Elizabeth Reitman  
 Eduardo Rivadeneira  
 Jose Antonio & Consuelo Rodriguez  
 Colleen Rodriguez  
 Gerardo Rodriguez-Albizu  
 Joan Rozansky

Whitney Salazar  
 Rasheid Scarlett  
 Karen Shosfy  
 Eric Silver  
 Susan Simonton  
 Lauren B Stoute  
 Frances & Gloria Suarez  
 Rita Suarez  
 David & Susan Tayabji  
 Martha Toledo-Valido  
 Bueka Uwemedimo  
 Maria Valdivieso  
 Wendy Varela  
 Begona Verjano Vivas  
 Patrick Vinett  
 Javier & Isabella Carolina Vizoso  
 Charleen Volz  
 Ricky & Jennifer Weisfisch  
 Jon Weislow  
 Westminster Christian Private School, Inc.

## In-Kind Donors

### Champions of Hope Partners

#### \$10K and up

OneVision Technology  
 Soft Bolt, Inc

#### \$5,000-\$9,999

Baby K'tan  
 Bacardi

### Patrons

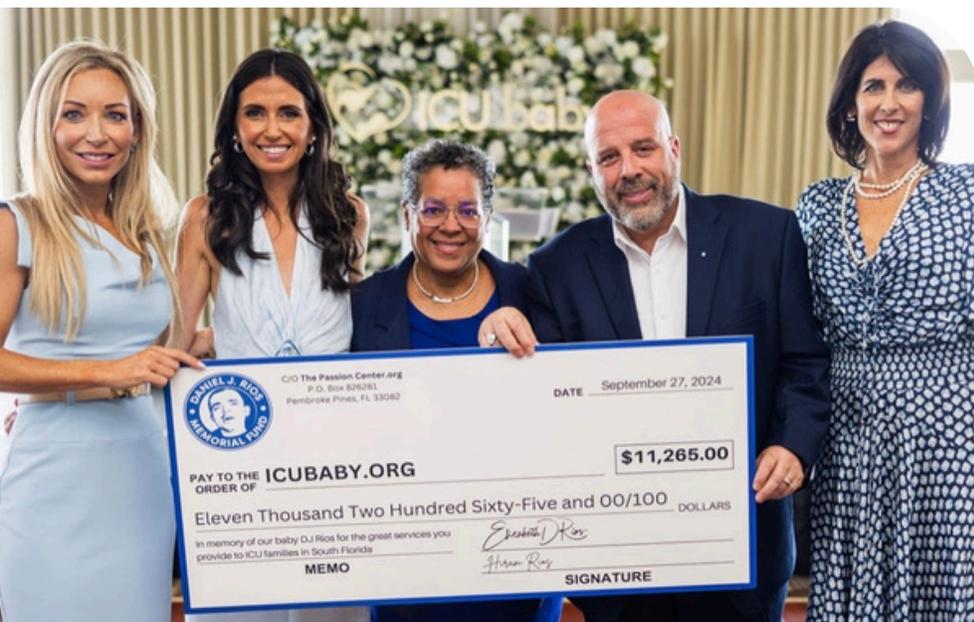
#### \$1,000-\$4,999

DB Brickell, LLC. (Drybar)  
 Exquisite Catering by Robert  
 Florida Department of Health  
 Greater Miami Jewish Federation  
 Greenberg Traurig LLP  
 Prizma Photo  
 St. Stephen's Episcopal Day School  
 The Flower Wall Co

### Pals

#### \$500-\$999

Miami Diaper Bank



# Event Sponsors

Thanks to the generosity of our event sponsors, ICU baby is able to unite the community in celebration and raise the vital funds that make our programs—and the heart of our mission—possible.

## Little Miracles Luncheon

Gold



Silver



## Celebration of Miracles

Monetary Sponsors

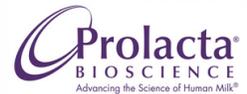
Title Presenting



Platinum



Gold



Silver



Underwriting Sponsors



Spirits Sponsors



## Hope Parade

Title Presenting



Silver



Bronze



# 2024-2025 Team

## Board of Directors

Drew Stoudt, M.D. | Chairman of the Board - Principal Partner, Gables Pediatrics  
 Nichole Aldrich | Co-Founder & Director of Finance, ICU baby  
 Shayna Dominguez, Ed.D. | Senior Director, Workplace Learning  
 Ana Glass | Director of Premium Client Services, The Miami HEAT  
 Nicolette Hartman | Partner, Daversa Partners  
 Prakash Mahtani | Director, PricewaterhouseCoopers LLP (PwC)  
 Carolina Mazuera | Consultant, McKinsey & Company  
 Chelsea Mandler | Attorney & Chair of ICU baby's Little Miracles Luncheon  
 Elizabeth Simonton, J.D. | Co-Founder & Executive Director, ICU baby  
 Gloria Fonts Suarez | Owner, Cymbidium Events

## Leadership Team

### Elizabeth Simonton, J.D.

Co-Founder & Executive Director

### Nichole Aldrich

Co-Founder & Director of Finance

### Leah Jayanetti, DT, DPT, PMH-C

Founding Board Member &  
 Director of Programs & Education

### Vanesa Salvo

Director of Programs & Operations

### Destiny Mack

Assistant Director of Communications & Events

### Karina Kalb

Director of Transportation Assistance Program

### Carmen Monterrey

Director of We Care Transportation Program

### Becky Suarez

Director Youth Ambassador Program

### Carolyn Koslen

Director of Social Media

### Valerie Hernandez

Marketing Advisor

## Hospital Volunteers

### NICU Parent Mentors

Nichole Aldrich

Elisa Rodriguez Vila

Marissa Arguelles

Rubi Santoro

Renata Aurelius

Nicole Shay

Celeste Bared

Elizabeth Simonton

Karime Beckmann

Barbara Vallenias

Adriana Del Vecchio

Pascale Van Kipnis

Hinda Feinblum

Sofia Vertiz

Haviva Gelman

Charleen Volz

Katia Herminio

### ICU Read

Valerie Hernandez

Charlene Gurucharri

Charlotte Hicks

Linda Isrel

Linda Isrel

Connie LoBello

Tiana James

Leah Jayanetti

Karina Kalb

Jordana Klausner

Isabella Lundeberg

Mei Yi Ng

Adriane Rodriguez

# Celebrate Miracles. Build Community.

|| UPCOMING EVENTS ||

Little Miracles Luncheon | September 19

Hope Parade | October 12

Give Miami Day | November 20

Celebration of Miracles | April 18

## Support Our Mission. Make a Gift.



[www.icubaby.org/donate](http://www.icubaby.org/donate)

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[icubaby.org](http://icubaby.org) | 305-680-4907 | [director@icubaby.org](mailto:director@icubaby.org)