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SAVE THE DATE:

**Annual Cocktail
Reception Fundraiser**

**April 17, 2010
Details to follow**

A MESSAGE FROM THE PRESIDENT

Happy New Year! I hope this newsletter finds you well. The past two years have been very exciting, rewarding and busy. I am honored to be the President of this wonderful organization. The passion, energy and dedication of our members who volunteer their time to make a difference in the lives of NICU families during their time of crisis is tremendously inspiring. I want to extend a special thank you to all of our family, friends, volunteers, generous donors, sponsors, and business partners who have supported our efforts. With your help, we established an incredible support system enabling Hailey's Hope Foundation (HHF) to raise over \$65,000 to fund our mission and achieve our initial goals.

As 2009 has quickly ended, I reflect on the wonderful progress HHF has made in providing hope and critical support to over 190 NICU families in need at the Regional Neonatal Center (RNC) at Maria Fareri Children's Hospital in Valhalla, NY. This newsletter highlights the success of our Financial Support Program and our Memories of a Lifetime Camera Program. Both have received very warm responses from the NICU staff and families. We have also partnered with TerraCycle in their Drink Pouch Brigade Recycling Program, which inspires children to recycle and help NICU families.

With 2010 upon us, our goals are to continue to search for different ways to help NICU families. Some of our goals include:

- ♥ Implement a Discharge Bag Program for all NICU families (700+ per year) that will include essential baby items and important information, in a reusable tote, to help ease their transition home.
- ♥ Sponsor a room at the new Ronald McDonald House facility under construction at RNC, to help provide NICU families with temporary housing.
- ♥ Expand our reach to NICU families at Greenwich Hospital (CT), the birthplace of Hailey Zion and the home of the other three Zion children for over 12 weeks.
- ♥ Exceed 2009 fundraising efforts by kicking off our 2010 campaign with our second annual event to be held on April 17. We look forward to seeing you there!

To the dedicated team of doctors, NICU nurses, social workers, and other medical professionals who went above and beyond to help save and care for our babies, we are forever grateful. While our NICU journey is one in which no parent and baby should have to take, unfortunately we know that many families will follow in our footsteps. With your support, we will continue to make a meaningful impact in their lives and lessen the burdens they face during such difficult times. Thank you.

Many blessings,



Jeffrey Randazzo
President

Did you know: The RNC manages approximately 700 sick babies a year, and as a Level IV NICU, it can treat the most critical babies with extremely low birth weights.

HIGHLIGHTS FROM 2008 & 2009

- ♥ Launched our Financial Support Program in February 2008 at the RNC.
- ♥ Raised over \$65,000 to help fund our programs.
- ♥ Provided financial support to over 190 NICU families in need at the RNC.
- ♥ Partnered with TerraCycle and launched our Drink Pouch Brigade Recycling Program.
- ♥ Partnered with Courtyard Marriot, Tarrytown, in January 2009 to provide hotel lodging for NICU families.
- ♥ Distributed disposable cameras to every NICU family at the RNC during the holidays.
- ♥ Amy Lloyd ran her first full marathon in Quebec City, Canada in August 2009 and raised \$500 for HHF.
- ♥ Board members, Debra Randazzo and Donna Zion, spoke at the NYS Perinatal Association Annual Conference in Albany addressing the important needs of NICU families.

A NICU MOTHER'S STORY OF SURVIVAL

My daughter, Daniella, was born prematurely on October 24, 2008 at 27 weeks gestation, weighing only 2 pounds, 8 ounces. I developed HELLP Syndrome and had to deliver. Doctors were unable to keep Daniella in my womb long enough because she was going to have a lack of oxygen. As soon as she was born, she cried, but when she was taken to the NICU, her father saw her breathing rapidly. She had to be intubated because her lungs were immature, and she remained intubated for 3 weeks. She had the bacteria called MRSA, which meant she had to be placed in isolation. We thought we were going to lose her, but God worked his way bringing her to life again. With the antibiotics she received, her condition improved. Our prayers to have her home for Christmas were answered—she was discharged

5 days before Christmas (my due date was January 15, 2009). Today, Daniella is a happy and healthy beautiful girl. I am so thankful to all the people in the NICU, and God working through their hands. I am also very thankful for the gifts we received from Hailey's Hope Foundation. Having a premature baby is hard, but with all the help and support from people in the NICU and the support and resources that Hailey's Hope Foundation provides for parents like us makes the time go faster and lighter. Thank you again. It is a blessing what your foundation does for parents like us.

*Jenny and Wilson Quintanilla
Middletown, New York*

OUR PROGRAMS

FINANCIAL SUPPORT PROGRAM.

Our Financial Support Program (FSP) continues to grow and reach more families each month. To date, we have provided over 190 NICU families from 11 different counties in NY with a combination of hotel rooms, gas cards, metro cards, hospital parking passes and food vouchers for the hospital's café to help ease financial and emotional burdens they face with frequent visits to the hospital and lengthy NICU stays. Families soon realize just how quickly expenses accumulate when their babies are hospitalized. Our support gets these families to the hospital to be beside their baby's isolette/crib and keeps them there for

longer periods of time. HHF has been working closely with the Courtyard Marriot in Tarrytown to provide as many families as possible with overnight hotel stays. The hotel lodging for families living long distances from the hospital have satisfied a critical need due to last year's flooding of the in-house Ronald McDonald Family Room at the Maria Fareri Children's Hospital, which gave approximately 90 families temporary housing while their babies were hospitalized in the NICU. For more information about our FSP, please contact us or visit our website at www.haileyshopefoundation.org.

DRINK POUCH BRIGADE RECYCLING PROGRAM

HAILEY'S HOPE FOUNDATION GOES GREEN! Each year BILLIONS of disposable drink pouches end up in dumpsters and landfills across America. HHF has teamed up with TerraCycle, an eco-friendly innovator, to help reduce wasteful disposal of Capri Sun and Honest Kids drink pouches and to reinforce the important principals of Reduce, Recycle and

Reuse. TerraCycle donates \$.02 to HHF for every pouch we collect and recycle with them, and they convert these pouches into unique useable products for children and adults. To participate, please contact us for more information. Together we can make a difference in the lives of NICU families and the planet earth.

MEMORIES OF A LIFETIME CAMERA PROGRAM

Thanks to the generous donations of disposable cameras by CVS stores, Walmart and our volunteers, we supply a new gift-wrapped disposable camera to every family in the NICU during the holidays for family members and NICU staff to capture

special baby moments. We welcome donations of disposable cameras throughout the year. If you would like to donate cameras or know of any businesses that would be interested in participating, please contact us.

2009 FUNDRAISING HIGHLIGHTS

Despite the tough economic times, many people continue to open their hearts and generously support our cause. On April 25, 2009, over 80 guests joined HHF at its First Annual Cocktail Reception Fundraiser at Whitby Castle in Rye, New York. The event was a huge success and raised over \$34,000 to help fund our FSP. We extend a special thank you to our corporate sponsors: *Reckson, a division of SL Green, and Omtool, Ltd.*, and to the donors of raffle items: *Sharp Electronics Corporation, Tiffany & Co., Thule, Inc., Frederick Fekkai Salon in New York City, and the Wechsler family.* We would also like to thank our guest speaker, Dr. Edmund La Gamma, Chief of Newborn Medicine at Maria Fareri Children's Hospital, for his kind words and continued support.

The following July, HHF raised over \$5,000.00 at its Cocktails & Dinner Fundraiser held at Delancey's Restaurant in Goshen, New York. One of many highlights of the evening was the attendance by Orange County Executive, Edward Diana, who spoke of his personal NICU experiences and his high regard for the work of HHF. Many thanks to the following corporate donors who donated raffle items: *Sharp Electronics Corporation, Golf Club at Mansion Ridge, American Girl Place, Dangerfield's Comedy Club, Shop Rite, Select Express & Logistics Courier, Big Apple Circus, and Subtle Energies Holistic Health Center.*

What Your Donations Can Buy:

- \$12** 2 disposable cameras
- \$20** A Metro Card for public transportation to and from the hospital; or 4 meals at the hospital's café.
- \$32** A monthly hospital parking pass
- \$50** 2 gas cards for commuting to and from the hospital
- \$120** An overnight hotel stay at the local Courtyard Marriott to keep families close to their babies in the NICU
- \$250** A gift card to Babies R' Us for a family to purchase an infant carrier and other essential baby items.
- \$500** A one-month's support package for one family to help pay for multiple overnight hotel stays, commuting and hospital parking expenses

Ways You Can Help

- ♥ Donate
- ♥ Solicit donations of baby items for our Discharge Bag Program
- ♥ Volunteer for our Fundraising Events Committee
- ♥ Solicit Corporate Sponsorship
- ♥ Assist with grant writing and information on grants
- ♥ Research Assistant
- ♥ Collect Capri Sun and Honest Kids disposable drink pouches
- ♥ Solicit donations of disposable cameras for our Memories of a Lifetime Camera Program
- ♥ Email us your suggestions and ideas – we welcome them!

"Nobody can do everything, but everyone can do something.

~ Author Unknown

PHOTO GALLERY

2009 COCKTAILS & DINNER FUNDRAISER:



Guests, Dr. and Mrs. Edmund La Gamma (center), and HHF Board Members



Guests enjoying great food and cocktails



Our incredible volunteers, Camille Ferrara and Kathy MacGowan



From left to right: Member, David Decina, and guests, Mr. and Mrs. Kevin Kelly, and Mr. and Mrs. David Zion

MEMORIES OF A LIFETIME CAMERA PROGRAM



Susan Downes, Senior Medical Social Worker at the RNC, and Board member Donna Zion



NICU graduate and super volunteer, Shawna White from Spotlight Radio Show on WTbQ Radio, and Board members Donna Zion and Ann Siegel