



**NFI Advancement Committee
NFI FY 2020-2021
End of Year Report
September 30, 2021**

Advancement Committee Members

Co-chairs: *D. Buehler, J. Degl*

Members: *J. Alberts, S. Butler, K. Cascamo, M. Daly, J. Helm, S. Kosta, G. McAnulty*

Family Advisory Council

Co-chairs: *S. Butler, M. Daly, J. Degl*

Members: *Denis Al Khalili, Katie Cascamo, Monica Ceccatelli, Joanna Celenza, Deb Kaganowich Discenza, Yamile Cendales Jackson, Juliette Lee, Nina Nikolova, Pani Pantelides, Debra Paul, Livia Nagy Speicyte, Asta Radzeviciene, Keira Levit Sorrells, Katharina Staub, and Lelis Vernon, Monica Virchez*

Consultants: *J. Kehoe, M. Hiland, W. Rieser, C. Jones, N. McNeil, A. Hovhanesian*

This Advancement Committee End of Year Year Report covers activities and accomplishments of the committee from the NFI FY2020-2021 (October 1, 2020 to September 30, 2021).

Bi-monthly video conference calls were held to discuss fundraising and communications/outreach topics.

Development

The Advancement Committee gained one new member, Katie Reginato Cascamo, MA. Ms. Cascamo is a member of the NICU Parent Network and has an extensive background in organizational leadership. She is currently pursuing her PhD in Leadership Studies.

The Task Force of D. Buehler, G. McAnulty, D. Vittner was formed to contract and plan with Non-Profit Board Consultant Mary Hiland, PhD to consult with the NFI Board of Directors at the upcoming Mid-Year Meeting. Dr. Hiland presented on “why the Board matters; roles, responsibilities and legal duties; and how the board fits into the NFI organization.” Our signed Letter of Agreement included preparation and the two-hour board presentation via zoom. The fee for her services was \$850 USD.

Collaborations and Human Resources

The NFI Family Advisory Council with international representation continues to support the NFI and its development and outreach. Integrating family perspectives into NFI efforts is underway. This year, Jennifer Degl became a Co-Chair of the council with Samantha Butler and Mandy Daly and new members joined the council: Denis Al Khalili (Macedonia), Katie Cascamo (USA), Monica Ceccatelli (Italy), Juliette Lee (UK), Pani Pantelides (Cyprus), Monica Virchez (Spain). This NFI year, the Family Advisory Council has reviewed the content of new NFI website; led and participated in the recording of the podcast

Mentoring caregivers. Changing hospitals. Improving the future for newborns and their families.

series (J. Degl); Managed World NIDCAP Day social media content throughout the month of March (J. Degl on Twitter and M. Daly on Instagram); Promoted the March 1st inaugural webinar by H. Als, PhD; Called for contributions for the blog series and articles for the *Developmental Observer*; Created Family Resource Videos (due to launch mid-May). An introduction meeting for the council members is planned for end of May to gauge availability and plan for the year ahead. Council members plan to: Declare their affiliation with the NFI on their websites/social media platforms; Like and share the NFI social media posts; Help create social media posts; Develop content for World NIDCAP Day 2022; Promote World NIDCAP Day; Provide feedback on the NFI website; Contribute towards the NIDCAP Trainers Meeting; and Develop additional family resource materials. Additional efforts are in progress to add information on our website for families around hospital discharge and to include contact information for organizations for parents with infants with cardiac complications.

Discussions to develop future collaborations and partnerships between the NFI and the NICU Parent Network (NPN) are underway. D. Vittner presented the NFI's survey and findings of parent participation in Newborn Intensive Care Nurseries during the coronavirus pandemic during the June 4-5 NPN Members Action Meeting.

Fundraising

Sponsorships: (1) The NFI Board of Directors approved two policies for NFI Sponsorships. The *NFI Corporate Sponsorship Levels* serves as a guide to outline the levels of partnerships (Corporate Partner \$50,000 USD; Corporate Contributor \$25,000 USD and Corporate Supporter \$10,000 USD) with corresponding benefits. The *Developmental Observer NFI Sponsorship Policy* outlines corporate and institution/organization rates and for sponsorships at the Gold, Silver and Bronze Levels. These guidelines outline criteria for vetting and accepting sponsors' monies and in publishing their content in the NFI's newsletter. (2) J. Helm secured a \$3,000 WaterWipes sponsorship for the 2020 Annual NIDCAP Trainers Meeting. Per agreement with the NFI, WaterWipes supplied their company logo, a short description of their company for NFI webpage *Our Sponsors*, a brochure for the NTM invitee page, and a short promotional video to be shown once each of three days during the NTM. WaterWipes also provided \$3,000 funding for our upcoming 2021 Annual NTM. (3) J. Helm also secured a \$3,000 sponsorship from Sentec, producer of noninvasive monitoring equipment (including for newborn and pediatric intensive care nurseries). Monies will also be used for our upcoming NTM. Per agreement with the NFI, Sentec supplied their company logo, a short description of their company for NFI webpage *Our Sponsors* and the *Developmental Observer*, as well as a short promotional video to be shown once each of three days during the NIDCAP Trainers Meeting. (4) Ongoing fundraising explorations, led by J. Helm, are being made to Kimberly Clark, Proctor and Gamble and Dandle•Lion Medical.

Foundation: Last year, D. Buehler and J. Helm met with Elizabeth Krause, ScM, Director from Perigee Fund in September. Perigee is a national philanthropic fund dedicated to *advancing work in the field of infant and early childhood mental health and maternal mental health*. This foundation is based in Seattle with most of their projects targetted for within the state of Washington. Plans are underway to submit "a concept note" with project ideas that align with Perigee's funding opportunities.

Donors: Monies from individual and family donors totaled \$103,545. From individual donors, \$3,545, was contributed and \$2,660 of that was restricted for Program-related activities. The Buehler Family donated \$100,000 (\$70,000 unrestricted funds and \$30,000 restricted for Advancement-related initiatives).

Campaigns: Across the NFI campaigns over this funding year \$3,730.08 was raised. (1) *AmazonSmile Charity Fundraiser* is ongoing raised \$275.36 this funding year; (2) *H. Als' 80th Birthday Fundraiser* (November/December 2020) which became combined with *Giving Tuesday* (December 3, 2020), plus

other Facebook Birthday fundraisers raised \$3179.72 using Network for Good; (3) *Annual NIDCAP Trainers Meeting Participant Drives* with the opportunity to add a \$15 USD donation to registration fees from two different annual meetings was \$275. Relatedly, J. Degl created a short video for NFI members to encourage fundraising participation using Facebook Fundraisers and Amazon Smile sign-ups. She describes how purchasing Amazon items online through smile.amazon.com with NIDCAP Federation International selected as the nonprofit is an effortless way to raise funds. J. Degl's guide will be posted on our website's Member page.

Advancement Materials and Outreach

The NFI participated in the 2020 World Prematurity Day (WPD) held on November 17th. NFI/NIDCAP information and resources as well as links to the European Foundation for the Care of Newborn Infants website were shared. This awareness day was promoted on the NFI's social media platforms and members shared their WPD activities with the NFI for our website.

The NFI shared our annual winter holiday e-greeting with the NFI membership on December 17, 2020 with a compilation of greetings from the NFI Board of Directors, Staff and Consultants and our Founder.

The NFI celebrated its third annual World NIDCAP Day (WND) on March 20, 2021 and throughout the month of March. Bill Rieser, from Agency Orange, updated the WND materials in collaboration with D. Buehler and S. Kosta. Our annual poster was created to honor NIDCAP care with photographs submitted by members of NIDCAP from around the world. D. Buehler developed graphics for social media posts that included wisdoms of what "NIDCAP means to our members." F. Clemente, J. Degl and M. Daly posted the messages on our NFI Facebook, Instagram and Twitter social media sites. S. Kosta posted materials and updates to support WND/Month activities on our website. In honor of WND, S. Kosta orchestrated four bridges throughout the state of Massachusetts (Leonard P. Zakim Bunker Hill Memorial Bridge, Longfellow Bridge, Fore River Bridge, and Kenneth F. Burns Memorial Bridge) to be lit in teal (the symbolic color of the NFI) on March 20th. The Massachusetts Department of Transportation announced this event on their social media platforms and the lightings were shared on our nidcap.org website.

In addition to the annual WND events, two new initiatives occurred: webinars and podcasts. First, on March 1st, the NFI hosted its inaugural webinar with Heidelise Als, PhD as the featured speaker. She presented *Supporting Parents' Understanding of Their Preterm Infants' Behavior*. This event, free to all, was attended by over 1200 participants via Zoom and the livestream on Facebook. On July 12th, Jane Holmes Bernstein, PhD presented a webinar entitled *Preterm Children Growing Up: Thinking and Learning*. The webinar was offered at \$20 USD to everyone. Continuing Education Credits were offered for Occupational Therapists. On September 27th, our third NFI webinar was held on *Trauma Informed Care and NIDCAP: Transforming the NICU Experience*. The presenters were from the Caring Essentials Collaborative, LLC and included the President and Founder Mary Coughlin, MS, NNP, RNC-E and team members and NIDCAP Professionals, Kristy Fuller, OTR/L, CNT, CLC & Tara DeWolfe, DPT, CNT, CLC. The webinar was offered free of charge to Professional, Student and Family Members and a charge of \$35 USD for non-members. Continuing Education Credits were offered for Occupational Therapists. All webinars were recorded and will be posted on the NFI's Learning Center as soon as the platform for offering professional resources is available. Second, on March 20th, podcasts from Season One: *NICU Care with NIDCAP* were available for listening. This project was realized with an educational grant Jennifer Degl received from Prolacta for \$3,000. She donated these monies to the NFI. J. Degl provided her leadership on this project. Jeff Bradbury (educator, speaker, broadcaster) is producing the podcasts. At this time, the first five episodes (with the interviewees in parentheses) for Season One have been produced

and shared with the public: *How NICU Babies Communicate* (Heidelise Als); *NICU Family Partnerships* (J. Degl, L. Rouse, and Melissa Johnson); *NIDCAP Goes Beyond the NICU* (J. Helm); *Everyone Matters in the NICU* (Dorothy Vittner with gretchen Lawhon); *Everything Matters in the NICU* (gretchen Lawhon with Dorothy Vittner). The podcast entitled *How NIDCAP Helps Babies* (Jeff Alberts) is planned to be recorded in the coming year. A final one, *NIDCAP Care during the Coronavirus Pandemic* (Samantha Butler and D. Vittner), is being considered. The individual podcasts may be found on our nidcap.org's Learning Center, as well as on Captivate, Apple Podcasts, Google Podcasts, Spotify, Amazon Music and Overcast. Season Two of the NFI's podcast series, tentitively entitled *NIDCAP Voices from Around the World*, is planned for the the coming year.

The NFI developed its first set of NIDCAP Care-related videos for family support. Jennifer Degl and J. Helm led this effort with funding from Draeger, Inc. (\$10,800). Filming via Zoom video recordings were made and edited throughout the year. A series of 17 two to five minute videos were developed for the NFI's Family Resource Series, including: *Can I hold my NICU baby?* (Latoshia Rouse); *Skin-to-skin holding* (Dorothy Vittner); *What can I do while my baby is in the NICU?* (Jennifer Degl); *Preparing for discharge* (gretchen Lawhon); *Life after the NICU* (Latoshia Rouse); *Taking home your NICU baby* (Jennifer Degl); *It's OK to ask questions* (Dorothy Vittner); *What do I need to know about the NICU?* (Melissa Johnson); *It's not easy being a NICU parent* (Jennifer Degl); *How can I know what my baby is feeling?* (Dorothy Vittner); *How does my baby grow?* (gretchen Lawhon); *Does my baby feel pain?* (Melissa Johnson); *Why is my baby sleeping so much?* (James Helm); *What is the NIDCAP approach?* (James Helm); *What is developmental care?* (James Helm); and *How can I help my baby's brain development?* (gretchen Lawhon). The videographer, Seth Reiber from VAST Videography, produced the project. He has charged a reduced rate for his work because of his personal connection to the topic of prematurity and the Degl family hospital NICU. The NFI retains the rights for the ownership and the decision-making for the films. Draeger received sponsorship benefits, including acknowledgement on the opening and closing frames of the films, rights to post the films on their website, listing as an NFI corporate sponsor, advertisement space in the *Developmental Observer* and recognition of sponsorship on the NFI's social media platforms. The first three videos to be released in May in conjunction with Kangaroo Care Awareness Day (May 15th) focus on skin to skin holding. Subsequent sets of videos will be released twice a month on our Learning Center.

The Vida Health DVD series is an NFI product and is being prepared to be included on the NFI's Learning Center (in English and Spanish). The series includes: *Als, H. 3 DVD Series: Focus on the Brain, [DVD-1] Part 1: The Science of Preterm Infant Development. [DVD-2] Part 2: Clinical Care Practices for Special Care Nurseries. [DVD-3] No Matter How Small. A Parent Guide to Preterm Infant Development. [Additional CD-ROM] Focus on the Brain: Professional Resources. 2006.* Agency Orange is working to include NFI branding and copyright information on the digitized films. Transcripts of the films are available for future translations into additional languages.

Currently, the NFI's Learning Center for Professionals is under development. The NFI has several resources that are in the process of being uploaded and made available in the coming year, including: NFI's Inaugural H. Als Webinar; an eight-part introductory NIDCAP lecture by g. Lawhon and D. Vittner; and several sets of educational PowerPoint lectures submitted by NIDCAP Trainers on a variety of NIDCAP-related topics. Additional NIDCAP Nursery training films, webinars, and online resources for health care professionals are in early discussions for development. All developed materials will be available with the NFI website's Learning Center.

Bill Rieser, from Agency Orange, collaborated with D. Buehler and S. Kosta to design a number of Annual NIDCAP Trainers Meeting products: a 2020 31st meeting group photo from the five screen shots taken during the virtual conference; an electronic NIDCAP Trainers Meeting bookmark that was distributed to meeting participants to print out for their own use; and the 32nd annual meeting logo redesigned from the one used the previous year and based on the virtual nature of the meeting.

J. Degl is planning to develop an NFI Speaker's Bureau over the coming year. This resource would be available for meeting organizers for a small fee. NFI Members interested in participating, and vetted by the NFI, would be listed on nidcap.org with their array of presentation topics. The availability of this service supports the spread information about NIDCAP and would be revenue generating for the NFI.

Communications

Ms. Kosta continues to take the lead working with the NFI's website, including developing, organizing and uploading material. The new nidcap.org website launched on April 1st. The site was designed and built by Agency Orange led by Chris Jones, Artin Hovhanesian, William Rieser and with Nick McNeil. The Agency Orange team worked with S. Kosta, D. Buehler, G. McAnulty and J. Helm very closely and were dedicated to creating a website that is functional, as well as beautiful. Weekly Agency Orange/NFI workgroup conference calls were held for the development of this new site. S. Kosta and D. Buehler took the lead with developing content for the pages, with support from G. McAnulty. The site received rich, constructive feedback from the NFI Board of Directors, Heidelise Als, and the Website Development Taskforce of Nolan Dyck, Krystal Johnson, Tamara Carson, Rodd Hedlund, Jennifer Hofherr, Nadine Griffiths and Samantha Butler. The new site includes a membership dashboard and online "NFI Learning Center." The website has been designed to be modern, responsive, and easy to use for NFI members and readers at large. Aside from the new design the site offers many new features, including: Unique member logins and passwords; Member Dashboard (containing: Membership payment information, Place to make payments, Links to *members only* resources (e.g. training binders, annual membership meeting minutes, etc), Quick Links to other pages on the site); Online membership application process; Credit card payment option; Automated payment reminders; Google Translate (with dropdown menu allows one to choose from a number of languages, note the translations are not exact given they have been computer-translated); A search engine (delivers categorized results making it easier to find what you are seeking); Live social media feeds (Facebook, Instagram and Twitter); Responsive design (for viewing on different types of devices); Our Story section (with history of NIDCAP and the NFI, note, NIDCAP Training Centers are invited to share photos and descriptions of their center and team and of NIDCAP Trainers Meetings hosted); and a Learning Center - Videos, podcasts and readings (this area is still under development and will include many more educational opportunities in the future).

At this time, Phase II of the website's development is nearly complete. The Agency Orange team has developed: Capacity for online confidential NFI Member Elections; Learning Center for Professionals – with distinct user groups (i.e. Open to All/NFI Members/NIDCAP Trainers; functionality being built include gated webinars, videos, podcasts, readings with eCommerce functionality and ability to assign specific media to existing member user groups); and an E-bulletin board for member communications.

One new email address was added to the family of NFI addresses: the NIDCAP and Science Subcommittee. This address will be used by the committee for inquiries, submissions, and communications.

M. Daly, S. Kosta, J. Degl and G. McAnulty, and Fatima Clemente, MD, regularly post NIDCAP-related content on the NFI's social media platforms (i.e. Facebook, LinkedIn, Twitter and Instagram). The NFI is also continuing to utilize Pinterest and its YouTube Channel.

The NFI blog (www.nidcap.org/blog) plans to post a submission by Keira Sorrells (NPN Founder and Executive Director) who experienced NIDCAP care with her own infant within the hospital. Plans are underway to regularly receive and post new blogs.

Two issues of the *Developmental Observer* were published in 2021. In February, Volume 14, Number 1 (Abstract Edition) was published and included abstracts and presentations from the 2020 Virtual 31st Annual NIDCAP Trainers Meeting. In August, *Volume 14, Number 2* was published.

The *Developmental Observer* (issues and individual articles) are archived through Indiana University's (IU) ScholarWorks, Indiana University (IU), a collaborative effort of the IU Libraries and University Information Technology Services. This effort is continued to be overseen by Senior Editor Kaye Spence, AM and Associate and Column Editors (Diane Ballweg, Deborah Buehler, Sandra Kosta, gretchen Lawhon, Maria Lopez Maestro, Jeffrey R. Alberts, and Debra Paul). Next year, an additional third issue of the *Developmental Observer* is planned.

The Co-Chairs of the Advancement Committee herewith respectfully submit the NFI FY2020-2021 End of Year Advancement Committee Report to the NFI Board of Directors.



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