



KIDS & CRITTERS
2024 NICU REUNION **21 YEARS**

SUNDAY, JUNE 9, 2024

PITTSBURGH ZOO & AQUARIUM

SPONSORSHIP OPPORTUNITIES

WELCOME TO THE KIDS & CRITTERS NICU REUNION!

The NICU Reunion has become an eagerly anticipated annual event that brings together NICU families and their care teams from UPMC Magee-Womens Hospital and UPMC Children's Hospital of Pittsburgh. With more than 10,000 babies born at UPMC Magee-Womens annually, its Neonatal Intensive Care Unit (NICU) is one of the largest in Pennsylvania and provides care to more than 1,900 severely or critically ill babies each year. UPMC Children's is also routinely recognized as one of the top pediatric hospitals in the country.

In addition to uniting the NICU community every year, the NICU Reunion also raises funds for the Parent Advisory Council, a support group for parents with babies in the NICU.

This event has continued to expand, and now welcomes more than 100 families each year — with the 2023 event setting a record number of 450 attendees.



ABOUT US



THE NEONATAL INTENSIVE CARE UNIT AT UPMC MAGEE-WOMENS HOSPITAL

Bringing a new life into the world is a miraculous journey. However, 1,900 babies every year need a little more medical attention after birth and are admitted to the UPMC Magee-Womens Neonatal Intensive Care Unit (NICU). The NICU supplies critically ill newborns with specialized, advanced neonatal medical treatment.

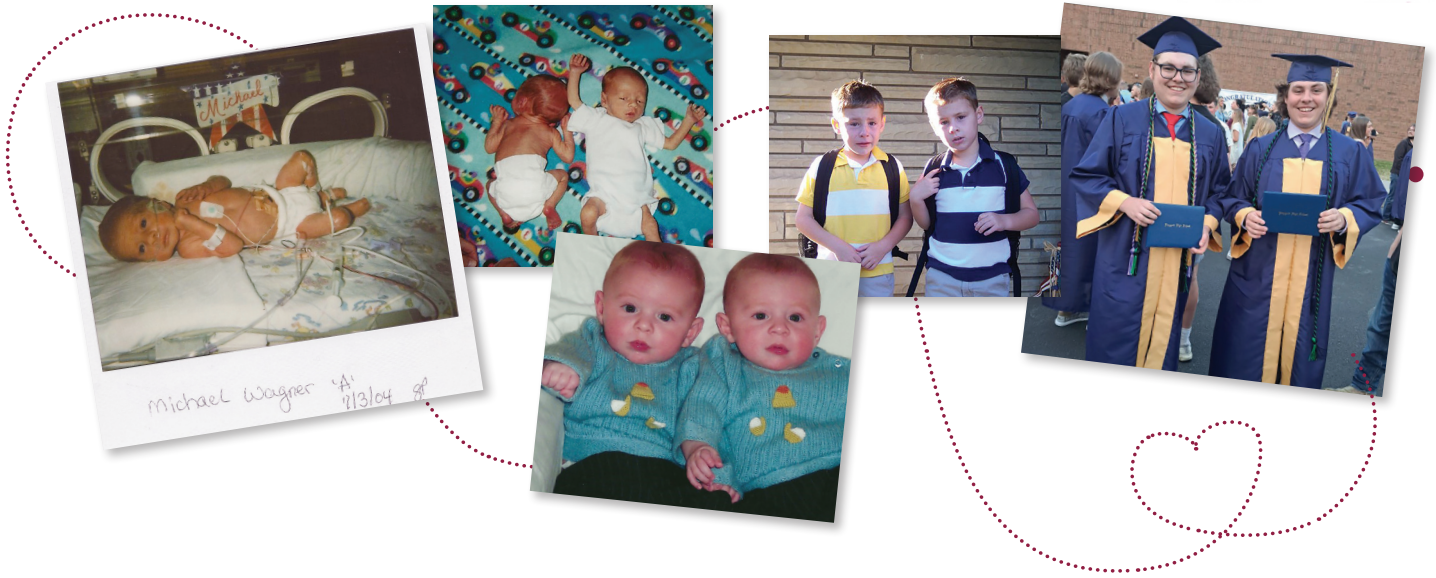
The Level III NICU at UPMC Magee-Womens is equipped with a total of 83 beds, consisting of 48 private bays, and three open-bay pods (located within the NICU, on the 2700 unit, and on the 2800 unit). With private bays that utilize solid walls instead of glass or curtains, it is one of the largest in Pennsylvania. The privacy of these walls enhances the family centered care philosophy and allows for increased family interaction with baby, nurses, and support staff. With its own triage area, the NICU is able to stabilize newly admitted patients before being transferred into a private room.

THE NEONATAL INTENSIVE CARE UNIT AT UPMC CHILDREN'S HOSPITAL OF PITTSBURGH

The Neonatal Intensive Care Unit (NICU) at UPMC Children's, is located on the 8th floor of the 10-acre medical and research campus in Pittsburgh's Lawrenceville neighborhood.

This Level IV NICU at UPMC Children's has a 55-bed combined medical-surgical unit that provides breathtaking views of the Pittsburgh skyline. The unit also provides staff with the appropriate space and technology designed to care for newborns with the most complex surgical and medical conditions, including those infants requiring neonatal extracorporeal membrane oxygenation (ECMO).

A NICU STORY



Every birth story is unique. But some are filled with extraordinary challenges and moments that leave a lasting impact on the parents' lives. Michele Wagner's experience of becoming a mother shaped her in ways she never anticipated.

From the NICU *to* Graduating with Honors

Seeing Babies, and Mom, Through the Pregnancy Journey

Michele's journey started with the joyous news of pregnancy. But from the first appointment with her ob-gyns, Dr. Pierce Sofronoff and Dr. Carol Krupski, Michele was classified as a high-risk patient due to being over the age of 35 with her first pregnancy.

"I remember the day I went in for what I thought was a routine ultrasound. When I left, I was shell- shocked," says Michele.

Little did she know that she was in for another surprise during one of her early visits. At around 10 weeks, an ultrasound revealed the unexpected news: she was pregnant with twins.

"I was so surprised. Now I was double high-risk. Then some complications arose," Michele says. "I developed gestational diabetes. I was at risk of preeclampsia, which required weekly visits to Magee for checkups. And then at 34 weeks, I got told my blood pressure was too high. My doctor told me, 'You're done working' and I got put on bed rest."

As Michele headed to the lobby to get her parking validated, her water broke.

"I turned around and headed back up, and they admitted me," Michele says. On June 30, after 18 hours of labor, Michele delivered her identical twins via C-section.

Michael James Wagner was born at 3:20 a.m. weighing 4 pounds 9 ounces, and Mathew William Wagner was born at 3:21 a.m. weighing 4 pounds 6 ounces.

Born with underdeveloped lungs and respiratory distress syndrome, the twins needed specialized care. For 10 days, Michael and Matthew resided in the NICU, gaining strength and getting healthy.

"It was a rollercoaster of emotions. You don't expect your infants to require NICU care when you go into labor, or at least I didn't. My lengthy labor, unplanned C-section delivery, and the twins' unexpected health issues which necessitated NICU care left me quite disconcerted," Michele says.

As a first-time mother to premature twins, Michele felt caught off guard and overwhelmed. Yet, the open NICU room provided a glimpse into the struggles of other parents facing difficult situations.

"Seeing I wasn't there alone, and getting to connect with other mothers in similar situations really shaped me during that time," Michele says. "It was eye-opening and a learning experience for me, and it made me even more grateful for my situation and for the care and support we received."

Michele also found solace in connecting with the NICU nurses, whom she describes as the "heart and soul" of the unit and "angels on earth" who supported and guided her through every step.

"Not only did they take care of my infants, but they took care of me," says Michele.

"They were so kind, patient, compassionate, and reassuring. They encouraged me to change my babies' diapers in between all the tubes and wires. No matter what came, they helped me bond with my babies," Michele says.



After 10 days in the NICU and passing their car seat test where their breathing, heart rate, and oxygen levels were monitored, Michele and her twins were cleared to go home.

"We left with confidence, feeling prepared, and I am thankful to every person who supported and educated us during my stay," Michele says. "And the care didn't stop there. We received in-home follow-up care."

As the twins grew, Michele's initial concerns about potential cognitive delays were alleviated.

"Other than needing some speech therapy when they were 6 years old, they flourished in school, and graduated with honors. They would not have been able to do so if it weren't for the NICU at UPMC Magee-Womens Hospital," Michele says.

Their 19th birthday marked not only a celebration of life, but also a reminder of the incredible journey they have traversed together. Although they may squabble like typical siblings, their bond as twins remains strong.

"It has been so cool to watch them grow. They have each other's back. They are each other's champions," Michele says.

As Michele looks back on her NICU experience at UPMC Magee, she is filled with gratitude for the extraordinary care that helped her twins be here today.

"To my NICU nurses, Donna, Kelly, Lauren, Linessa, Loretta, and Sheila, if you're still there, I just appreciate you guys so much. My kids might not even be alive if it wasn't for you and the NICU unit at Magee," Michele says. "The doctors and nurses are legends and rock stars in my eyes. I would say to any soon-to-be mother, anyone pregnant with twins, anyone with a high-risk pregnancy, anyone really — go to Magee. There is no other advice I could give you that would be as valuable as that."



SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR: \$10,000 INVESTMENT

- 20 complimentary event tickets
- Branded gift bag for all attendees (only Title Sponsors logo will appear)
- Your company logo included on all advertising as title sponsor (i.e., The Company Name 2024 NICU Reunion). This includes event promotions, such as: radio spots, media releases, posters, T-shirts, digital message boards, social media, and invitations (this event is generally visited on event day by WTAE, KDKA, WPXI, the Tribune Review, and Pittsburgh Post-Gazette).
- Recognized as Title Sponsor during the welcome and opportunity to provide comments
- Dedicated social media post as Title sponsor
- Logo on website with link and event-day signage
- Special recognition plaque
- Opportunity to distribute marketing materials at exhibit table
- Recognition in Magee-Womens Publications
- Right of first refusal for 2025

PRESENTING SPONSOR: \$7,500 INVESTMENT

- 12 complimentary event tickets
- Your company logo included on all advertising as presenting sponsor. This includes event promotions, such as: radio spots, media releases, posters, T-shirts, digital message boards, social media, and invitations (this event is generally visited on event day by WTAE, KDKA, WPXI, the Tribune Review, and Pittsburgh Post-Gazette).
- Recognized as Presenting Sponsor during the welcome and opportunity to provide comments
- Dedicated social media post as presenting sponsor
- Logo on website with link and event-day signage
- Opportunity to distribute marketing materials at exhibit table
- Recognition in Magee-Womens Publications
- Right of first refusal for 2025

GIRAFFE SPONSOR: \$5,000 INVESTMENT

- 10 complimentary event tickets
- Logo on invitation and posters
- Logo on website with link and event-day signage
- Opportunity to distribute marketing materials at exhibit table
- Recognition in Magee-Womens Publications

LION SPONSOR: \$2,500 INVESTMENT

- Eight complimentary event tickets
- Logo on website with link and event-day signage
- Opportunity to distribute marketing materials at exhibit table
- Recognition in Magee-Womens Publications

AQUARIUM SPONSOR: \$1,000 INVESTMENT

- Six complimentary event tickets
- Logo on website and event-day signage
- Opportunity to distribute marketing materials at exhibit table
- Recognition in Magee-Womens Publications

POLAR BEAR SPONSOR: \$500 INVESTMENT

- Four complimentary event tickets
- Logo on website and event-day signage
- Recognition in Magee-Womens Publications

Questions may be directed to Molly Schneider:
412-641-6079 or sponsor@mageewomens.org



21ST ANNUAL NICU REUNION

Sunday, June 9, 2024 | Pittsburgh Zoo & Aquarium

Please consider support for this annual event and check one of the following sponsorship levels:

- Title Sponsor: \$10,000
- Presenting Sponsor: \$7,500
- Giraffe Sponsor: \$5,000
- Lion Sponsor: \$2,500
- Aquarium Sponsor: \$1,000
- Polar Bear Sponsor: \$500

We cannot sponsor at this time, but please accept this donation of: \$ _____

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Check (Please make checks payable to Magee-Womens Research Institute & Foundation and note "NICU Reunion" in the memo line.)

Please invoice me

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Name as it appears on the card

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Billing Street Address (if different than above)

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Date

For sponsors to be included on the event invitation, please forward commitment form by March 15, 2024.

This form may be returned via snail mail or email to:

Molly Schneider, Magee-Womens Research Institute & Foundation
3240 Craft Place, Suite 100, Pittsburgh, PA 15213
sponsor@mageewomens.org | 412-641-6079

Magee-Womens Research Institute & Foundation - Tax ID - 25-1462312