

Spotlight | ICU Baby



It is very stressful under the best of circumstances for a family to have a baby in the Neonatal Intensive Care Unit (NICU). But, for families with limited financial resources, having a baby in the NICU presents many logistical challenges. From the cost of transportation from their home to the hospital day-after-day, to the additional financial hardship of childcare for siblings or unpaid maternity leave, families from low income communities are faced with enormous stress and, in some cases, obstacles to be with their baby. ICU baby was founded to ensure that no baby in the NICU would go unvisited because of financial or emotional hardship. The organization provides a range of services to NICU families, including meals, essential NICU supplies, transportation assistance, information and resources, and emotional support to ensure families visit their babies in the NICU and participate in their direct care.

COVID-19 contributed to a particularly competitive fundraising environment, ICU baby knew they had to be more intentional about data collection and analysis to ensure their organization's story stood out. With the help of the UpMetrics platform and team, in September of 2021, ICU baby embarked on a journey to become more data driven.

A Journey To Become More Data Driven

- **DEFINED** key metrics to highlight the population including distance from the family's home to the hospital, demographic info that would also help tell their story to local funders.
- **COLLECTED** data associated with their Transportation Assistance Program (TAP) and survey responses from the families.
- **ANALYZED** the financial transportation costs for low income families and the benefit renewal rates. Uncovered gaps in their historical data and made improvements for cleaner data collect next year.
- **LEVERAGED** the data to tell their story to gain additional funding as a result



Learning in Community



As a member of the cohort, ICU baby participated in a series of Learning Sessions with like minded leaders from nonprofit organizations in Miami area, as well as members of the UpMetrics team. Each of the 7 sessions were designed to equip organizations like ICU baby to use data more effectively and to train users on getting the most out of the UpMetrics platform. In addition to the Learning session, organizations had the opportunity to participate in Cohort Office Hours, and 1:1 Meetings, and learning/discussion groups with other cohorts nationwide. I am championing this UpMetrics Hub in Miami. It is so nice to convene with other nonprofits and learn how they are leveraging data at their organizations."

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“ICU baby is doing critical work for the community. I am going to be able to do so much more for our community with access to these numbers. The dashboards and ease of accessibility to the data is so impressive.”

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Telling the Story

Now that the ICU baby dashboards have been created and the data collection and updates are ongoing, Beth is excited to use this information to more effectively articulate the impact they are having to fundraise and continue to provide quality programs.

