The Gift of Time: A Workplace Guide to Supporting NICU Families

Every moment with your baby matters. For parents with a child in the Neonatal Intensive Care Unit (NICU), those moments are often threatened by the weight of financial uncertainty. This guide outlines how your organization can partner with 16 Days to ensure that no parent is forced to choose between a paycheck and their child's survival.

Mission & Vision

Our Mission
To improve outcomes for babies receiving Level III and IV NICU care by giving parents the gift of time, ensuring that they can be present at their child's bedside.

Our Vision
A world where every NICU family—regardless of income—has the financial freedom to hold, comfort, and fight for their baby through every day of their stay.

The Case for Support

The Financial Burden

For many families, a NICU stay is a financial crisis. Statistics show that 53% of parents with infants in the NICU worry about healthcare costs, and many face the impossible choice of returning to work prematurely to pay for basic necessities like gas, parking, and meals. These financial barriers keep parents away from the NICU bedside as well as keep parents away from being fully engaged in work as well.

The Impact

At 16 Days, we believe "presence is as strong as medicine". Our data shows that when financial barriers are removed:

- **Faster Recovery**: Babies with present parents are discharged an average of 24% sooner than expected.

- **Improved Outcomes**: 100% of parents feel less stressed about finances and able to show up in the NICU at an increased rate.
- **Biological Stability**: Skin-to-skin (Kangaroo Care) by parents stabilizes a baby's heart rate, oxygen levels, and vitals in ways technology cannot replicate.

Employee Engagement

Supporting employees through a NICU crisis by offering paid leave is a strategic investment in your workforce.

- **Reduced Stress: Paid parental leave allows employees to focus on their family, reducing the cognitive load and anxiety of a medical crisis.**
- **Organizational Loyalty: Providing a lifeline during a family's most vulnerable time builds deep, long-term commitment to the organization.**
- **Retention & Return: Effective support improves retention rates and allows employees to return to work after having been fully present for their child's most critical days.**

Companies Can Partner

Partnership Level	Description	Impact
Benny's Circle	A leadership-level corporate giving program for entrepreneurs and organizations who want to make a transformational impact.	Directly funds grant cycles and provides permanent recognition on our platform.
Employee Service Days	Staff participate in hands-on activities, such as packing sibling support packs or writing handwritten cards of encouragement.	Builds community within your team while providing emotional support to families in the NICU.

Partnership Level	Description	Impact
Charitable Giving	Include 16 Days as a direct workplace giving or matching option for your employees.	Empowers your staff to support NICU families through recurring or one-time contributions.

Empowering Families: Trusted Resources

Emotional Support

- NICUnity Podcast — real conversations with NICU parents and experts.
- The NICU Dad — support specifically for fathers in the NICU.
- Postpartum Support International — mental health support for parents.
- Parents Helping Parents — online support groups and stress line.
- NICU Helping Hands Mentoring Program — one-on-one mentoring from trained graduates.

Medical & Developmental Resources

- Neopedia — a parent-friendly guide to NICU terminology and equipment.
- Family-Centered NICU Care — guidance on advocating for your role as a parent.
- Kangaroo Care Benefits — evidence-based resources on the benefits of skin-to-skin care.
- Developmental Milestones for Preemies — resources on what to expect after discharge.

Conclusion

Join the 16 Days movement. By partnering with us, your organization becomes a vital part of the care team, transforming the NICU experience from a period of isolation into a journey of presence and healing. Together, we can ensure that every baby has the best chance to thrive—because their parents are right where they belong: at the bedside.

To discuss partnership opportunities, please contact:
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