



ICU baby

Impact Framework



Contents

Impact Framework Summary	3
What is the UpMetrics Impact Framework?	5
Why is this important?	5
Vision, Mission, Values, Themes	6
Dimensions	
Who are we serving	7
What are we delivering and how much	8
What is the quality of our delivery	11
Are those we serve better off	13
Community Contribution	14

Impact Framework Summary



Who are we serving

The people that you serve and are helping.

- 01 Support Families with a baby in the NICU

12 Kils



What are we delivering and how much

The programs or services you are delivering for the people you serve.

- 01 Provide Emotional Support via Interpersonal Connections
- 02 Provide Emotional Support via What we're delivering
- 03 Provide Financial Services for families with a baby in the NICU
- 04 Provide Information for Families with a baby in the NICU
- 05 Activate and engage volunteers to support the NICU community

10 Kils

6 Kils

9 Kils

8 Kils

8 Kils



What is the quality of our delivery

How you ensure what you are delivering is quality and that your team is executing at a high level.

- 01 Provide quality emotional support for the families
- 02 Provide quality financial support for the families

6 Kils

4 Kils

Impact Framework Summary



What is the quality of our delivery

How you ensure what you are delivering is quality and that your team is executing at a high level.

03 Provide quality informational support for the families

8 KILs

04 Provide a best in class volunteer experience

3 KILs



Are those we serve better off

How the people you serve are better due to the quality services you provided.

01 Improve NICU Family Health

8 KILs



Community Contribution

Impact is a collective effort. There are two types of community contribution, direct and indirect. Direct contribution is an extension of your better off KILs. Indirect contribution is often tied to your vision statement. Your defined target community should take geography and demographics into consideration.

01 Improve NICU Family Health in the U.S.

3 KILs

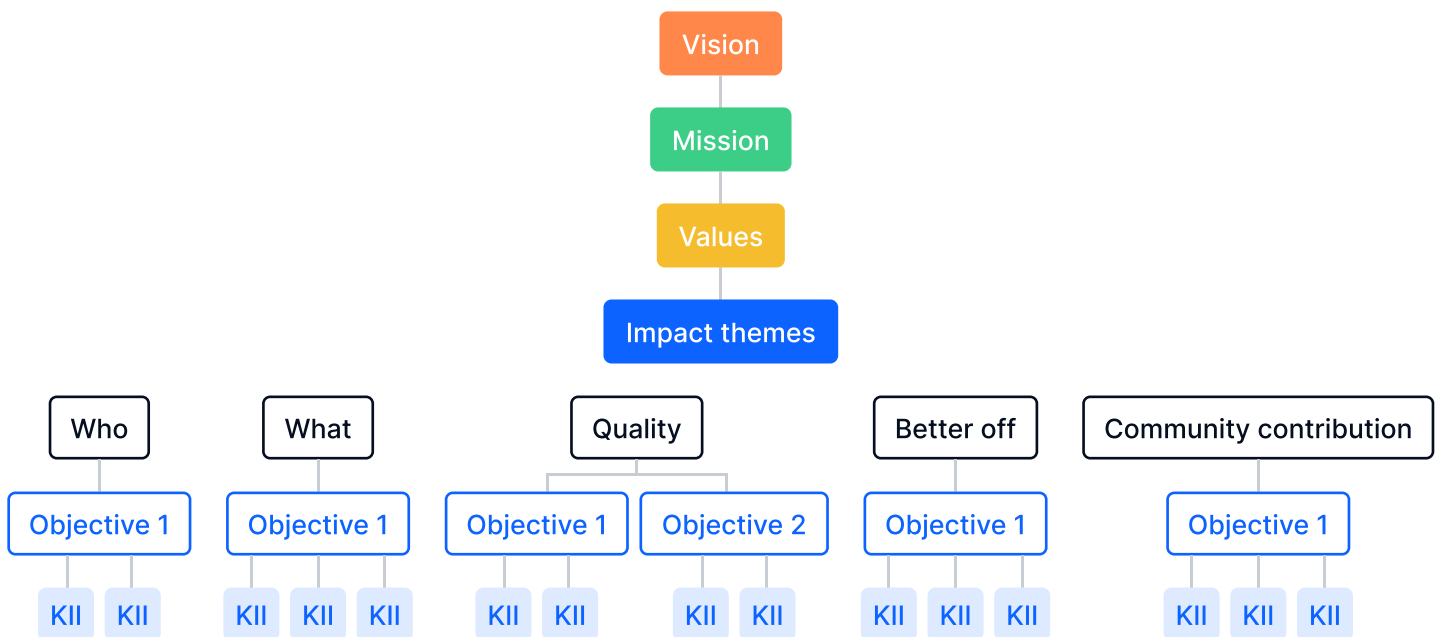
What is the Impact Framework?

An Impact Framework is a structured approach that helps mission-driven organizations define and operationalize their impact - allowing teams to identify, measure, and communicate their social or environmental impact.

Why is this important?

UpMetrics' impact measurement and management platform helps purpose-driven organizations maximize positive social outcomes by making it easy to collect and use data to measure, improve, and report on impact - then share their story with the world. This structure is valuable in creating a data-driven story of impact and tying quantitative measures to how your organization is driving towards the success of your vision.

Find out more about the framework including what terms like dimensions, objectives and KIIs are at UpMetrics.com



Vision

To build a community of NICU families who empower each other to be confident and present in their own NICU journeys, leading to better outcomes.

Mission

ICU baby unites NICU families and provides emotional, financial and informational support so that babies and families can thrive together.

Values

Themes

Health Access

Health Literacy

Social Services

Community Service



Who are we serving

Objective 1

Support Families with a baby in the NICU

- Total families served
- Total families receiving financial support
- Total BIPOC families served
- Total families served with family income below 'x'
- Total long term families
- Total NICU beds served (average weekly census)
- Total families receiving emotional support
- Total families receiving informational support (per Books Distributed)
- Total single mothers served
- Total families of non-english speakers
- Total babies in the NICU
- Total NICU beds served (hospital capacity)



What are we delivering and how much

Objective 1

Provide Emotional Support via Interpersonal Connections

- Total bedside visits
- Total text messages exchanged
- Total telephone conversations to support bereavement
- Total minutes of bereavement tele-support
- Number of minutes read to babies as a part of ICU Read
- Total telephone conversations
- Total minutes of tele-support
- Total text messages exchanged to support bereavement
- % of survey respondents who indicate they connected with another family
- Number of babies read to as a part of ICU Read

Objective 2

Provide Emotional Support via What we're delivering

- Total meaningful meals events hosted
- Total people attended meaningful meals events
- Number of Gifts given
- Total families attended meaningful meals events
- Total NICU packs distributed
- Number of bears given to siblings



What are we delivering and how much

Objective 3

Provide Financial Services for families with a baby in the NICU

- Total bus passes provided
- Total Uber rides
- Total \$s awarded through transportation services
- Total burial assistances
- Total foster kits assembled
- Total parking passes provided
- Total gas stipends
- Total \$s provided through transportation services
- Total \$s provided for burial assistances

Objective 4

Provide Information for Families with a baby in the NICU

- Total My NICU Baby Books provided
- Total online portal visits
- Total app subscribers
- % of families that we provide (additional community service) referrals to
- Total videos watched
- Total minutes of video view time
- Total app active users
- % of families that connect with community partners via the NEST portal



What are we delivering and how much

Objective 5

Activate and engage volunteers to support the NICU community

- # of volunteers providing support to NICU Families (mobilized community)
- # of volunteers providing support to NICU Families (Beareavment support)
- # of ICU baby walk participants - awareness (united community)
- # of Youth Ambassador Program participants
- # of volunteers providing support to NICU Families (Parent Mentor, bedside & tele support)
- # of volunteers providing support to NICU Families (Meaningful Meals)
- # total volunteer hours
- # of Youth Ambassador projects delivered



What is the quality of our delivery

Objective 1

Provide quality emotional support for the families

- Families that felt supported by ICU baby
- Which NICU pack items were used the most
- Opportunity for family time at our Meaningful Meals (husband & wife, other children)
- % of items in NICU packs that were used by families
- Families that connected with another family at a meal
- Families that returned to meaningful meals

Objective 2

Provide quality financial support for the families

- % of parents that are able to (bring breast milk, hold baby) because they had help with transportation costs
- % of families that were able to Access health classes and learn baby skills; participate in baby's care due to transportation assistance
- What the parents are able to do because they had help with transportation costs (bring breast milk, hold baby)
- Hours spent in direct contact for transportation solutions (concierge services); customization plan for each plan based on their unique needs



What is the quality of our delivery

Objective 3

Provide quality informational support for the families

- % of families comfortable speaking with NICU staff
- % of families comfortable caring for baby
- # of ways to access to information (different channels of access - book, videos)
- Written by NICU parents for NICU parents (unique resource)
- % of families comfortable with use of terminology and information
- # of families accessing community resources and report learning more
- # of languages offered
- Connection to outside resources

Objective 4

Provide a best in class volunteer experience

- % of ICU Baby Volunteers who would recommend ICU Baby as an organization to support
- % of Volunteers Retention Rate yoy
- # of ambassadors recruited to program who feel more confident they can give back to the community



Are those we serve better off

Objective 1

Improve NICU Family Health

- % of families in NICU receiving support reporting feeling less stressed
- % Families that felt more confident because of tele-support
- % Families that felt more prepared to care for their baby b/c of support received
- # of users utilizing online NEST resources which yields increased health literacy that follows them throughout their lifetime
- # Families with improved NICU experience due to transportation services
- % Families that found meaningful meals events helpful
- % of families that make Connections to the community resources
- % Connections to the community resources



Community Contribution

Objective 1

Improve NICU Family Health in the U.S.

- Number of NICU beds in Miami Dade County
- Number of NICU beds in Florida
- Number of NICU beds in U.S.