



NICU Family Support[®] 25th Anniversary

Celebrating 25 years
supporting families navigating
the NICU experience

What is NICU Family Support?

NICU Family Support[®] is the premier program for neonatal intensive care units (NICUs), offering family education, staff training on family-centered care, and an improved patient experience with the support of March of Dimes experts.

What we're celebrating

For 25 years, March of Dimes NICU Family Support has transformed the NICU experience for families during their most challenging moments. Since 2001, this pioneering program has:

- Supported 1.25 million families in NICUs nationwide
- Set the standard for family-centered NICU care
- Provided families with education, resources, and emotional support
- Equipped NICU staff with tools to deliver compassionate care
- Built communities that ensure no family faces the NICU alone

By the numbers: 25 years of impact

350,000+ babies

are admitted to NICUs
across the U.S. each year

1.25 million families

supported since 2001

**More than
50,000 families**

receive support annually

**25 years of setting
the standard**

for family-centered NICU care

Why this matters

Every year, hundreds of thousands of families navigate the challenges of the NICU. The 25th anniversary isn't just about celebrating our past — it's about ensuring every NICU family, today and for the next 25 years, receives the compassionate support they deserve. Your participation helps us expand this vital program to more hospitals and families in need.



How you can participate

NICU families and graduates

- **Share your story:** Join the celebration and share your story on social media. Tag @marchofdimes and use #NFS25
- **Thank your NICU team:** Submit thank you notes to the nurses and staff who cared for your family or recognize them on our [Wall of Gratitude](#)
- **Celebrate your graduate:** Host a birthday party for your NICU grad and share photos with #NFS25
- **Get involved:** [Join us to support NICU families](#) and make a lasting impact in communities like yours

Hospital partners and NICU staff

- **Celebrate your impact:** Host anniversary celebrations in your NICU using our toolkits
- **Share your voice:** Participate in staff spotlights and success stories
- **Amplify the milestone:** Use co-branded materials to showcase your partnership
- **Join key moments:** Participate in NICU Awareness Month (September) activations

March of Dimes corporate partners and sponsors

- **Become a partner:** Invest in NICU Family Support
- **Engage employees:** Organize book drives, kit-building events, or fundraising campaigns
- **Amplify your impact:** Co-brand anniversary materials and share your support story
- **Fund the future:** Sponsor family support kits or events

Community members and volunteers

- **Share awareness:** Use #NFS25 to spread the word on social media
- **Make a gift:** Support NICU families with a donation at marchofdimes.org
- **Advocate:** Help fight for NICU families by [signing up for our advocacy network](#) and taking action

Join the celebration

Together, we can ensure that no NICU family faces their journey alone. Whether you're a NICU graduate, healthcare provider, corporate partner, or community supporter, you're part of this 25-year legacy of compassion and support. Every action — big or small — helps support families during their NICU journey.

Learn more and get involved

Visit: marchofdimes.org/NFS25

Email: nicu@marchofdimes.org

Social: [#NFS25](#) [#NICUFamilySupport](#)

