

THE SUPERHERO ANGEL GRANT PROGRAM

Restricted visitation. New challenges need new solutions.



No parent expects to have their newborn in the Neonatal Intensive Care Unit (NICU). And no parent ever saw a day when they could not visit that child if the unforeseeable happened. *Welcome to the COVID-19 world.*

No hospital saw a day when their entire facility would be on lockdown. With no secure tools in place to support remote care coordination with family members. *Welcome to the COVID-19 world.*

SuperHero “Angel” Grants...Because those born small are almost always destined to do BIG things!

The SuperHero Project and AngelEye Health are expanding on their shared history and vision of supporting the families of premies and the care teams so critical to achieving the best possible outcomes. We’re teaming up to raise funds to ensure parents and the teams responsible for providing care can stay connected when families can’t be at the hospital. Today, we have proven technology solutions that promote bonding, provide comfort to parents and instill confidence with the care team through consistent, secure televisitation and communication.

NEW TECHNOLOGY IS DESPERATELY NEEDED

to achieve secure, HIPAA compliant virtual visitation. All while facing enormous challenges.



**DECLINING
REVENUE**



**RESTRICTED
VISITATION**



**HIPAA
CHALLENGES**



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Our goal: Raise \$500,000 from industry partners and friends who know the challenges faced by parents separated from their infant. To jumpstart the effort, AngelEye Health has committed \$100,000 in hardware and software to ensure the needed technology is available and accessible at the right time.

Why Now: Most hospitals expect visitation restrictions to remain stringent as the COVID-19 crisis continues.

Next Steps: Fundraising is the longest step in the journey. With your help, we can close that gap to ensure hospitals have what they need to support their families.

DECISION



FUNDRAISING
(6-10 MONTHS)



PROJECT
MANAGEMENT
(10-12 WEEKS)

The Funds Support grants for AngelEye TeleEngagement Solutions to help financially strapped hospitals meet the need so glaringly highlighted by challenges related to COVID-19.

- **bedside streaming video technology** so parents can bond with their baby anywhere, anytime;
- **digital patient communication technology** allowing care teams to keep parents in the loop with patient updates; and,
- **online parent education** to give parents the confidence that they can care for their fragile infant at home and ensure a timely discharge.

Awards will be granted to fund hardware and software that enhance capabilities in NICUs across the country. The SuperHero Project will manage the fund, and solely determine grant recipients and amount of the award.

How the Plan Works

1. Start by choosing your donation level.
2. All donations will be made to the SuperHero Project, designated for the Angel Fund.
3. When the fund reaches \$250,000 (including AngelEye's commitment), SuperHero Project will promote the grant opportunity to all NICUs in the US.
4. The SuperHero team will review applications and make awards at their discretion.
5. Recipients will be notified and funds distributed when the recipient presents proof of purchase.

YOUR DONATION IMPACT

Donation	\$100k	\$50k	\$25k
Brand Exposure (views / year)	121,667	60,833	30,417
Cameras Supported	33.3	16.7	8.3
Parents impacted/yr	1,217	608	304

ANGEL FUND LEVEL RECOGNITION

	Level up to \$100K	Level up to \$50K	Level up to \$25K
Logo/name on AngelEye App with daily brand exposure to families, and Hospital Site (must be approved by the facility) links to donor site	X	X	X
Logo/name on AngelEye Site, AngelEye Synova Site, and SuperHero Site with links to donor site	X	X	X
Mention in Press Release with local and national outreach	X	X	No outreach
Mention in Social Posts with Social Media Graphics and Promotion	X	X	Mention only
Attendance and recognition at the SuperHero Gala	X	X	
Added to the Resource Tab on the AngelEye App, providing brand exposure	X		
Logo on Cameras (facility must approve)	X		

Help hospital NICUs keep parents connected to their infant & care teams

Donate Today: superheroprojectinc.org/superheroangelfund

The Superhero Project works to assist families with babies born prematurely and residing in the Neonatal Intensive Care Unit of the hospital...because those born small are almost destined to do BIG things!



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