

GLO Preemies  
NICU City

GLO  Preemies

Description:

Overview: GLO Preemies is a 501c3 black-led nonprofit organization focused on supporting and educating black NICU families. It aims to create racial and health equity through professional healthcare services, family educational initiatives, and family support.

Mission: GLO Preemies seeks to raise the voice of black families in the NICU and post-NICU, advocating for racial and health equity, providing professional healthcare services, and supporting African American families.

Programs: The organization offers a variety of programs, including job training, mental health counseling, and plans to introduce Sensory Care boxes for older families in 2024. There's also an emphasis on advocacy and policy-making in your work.

Differentiator: GLO  
Preemies NICU City  
distinguishes itself by  
offering long-term support  
to families, extending for  
18 years after a child's time  
in the NICU.

Team:

CEO: Ashley Randolph, a three-time black preemie mom, founded GLO Preemies after facing the difficult choice of staying pregnant with government assistance or dropping out of college.



Structure: GLO  
Preemies NICU  
City primarily  
relies on interns  
for its operations  
and support.

Team Location: GLO  
Preemies NICU City  
operates virtually,  
except for community  
events which are held  
in various states.

Collaborations:

Industry Partnerships:  
The organization  
collaborates with  
major industry  
leaders such as Sage  
Therapeutics and  
Prolacta Bioscience.

Sponsorships: GLO  
Preemies NICU City  
has secured a three-  
year sponsorship  
program with the  
Sacramento Kings  
and Dialpad.

Traction: GLO Preemies  
NICU City, along with  
the efforts of its CEO  
Ashley Randolph  
through CPQCC and  
NICHD, has assisted  
over 100,000 families.

# Funding Goals:

# Amount: \$100,000

Purpose: The objective is to establish a safe and secure location where families can access resources.



Funding Progress:

Total Goal: \$100,000

Amount Secured:  
\$10,000

Remaining: \$90,000

Future Milestones:

2024 Goals: Aim to  
secure the remaining  
\$90,000 of the  
fundraising goal.

Land Acquisition:  
Purchase the first  
piece of land to start  
the development of  
NICU City.

Initial Development:  
Begin with  
constructing tiny  
homes on the acquired  
land, with plans to  
build larger buildings  
in the future.



Competitors:

Existing  
Competitors:  
['Ronald McDonald  
House', 'March of  
Dimes']

Differentiation: GLO  
Preemies NICU City  
uniquely supports black  
NICU families and is the  
only organization offering  
support for a duration of  
18 years post-NICU.

Market Size:

Risk Factor: Black women have a higher risk for preterm labor and birth complications.

Preterm Birth Rate:  
Approximately 1 in  
6 Black babies are  
born prematurely  
in the U.S.

Comparison: The risk of preterm birth for Non-Hispanic black women is about 1.5 times the rate seen in white women, according to a CDC fact sheet.