



MADDIE'S PLACE

Nurturing care for drug-dependent newborns and their mothers

PRESS RELEASE

FOR IMMEDIATE RELEASE

Spokane, Washington March 10, 2021. Maddie's Place, a non-profit 501(c)3 corporation formed by a group of Spokane volunteers in 2018, today announced the recent acquisition of a 12,000 square foot facility previously owned by Vanessa Behan Crisis Nursery. Once licensed, the facility located at 1004 E. 8th Avenue, will become **the first Pediatric Transitional Care Facility in the Region, the second such facility in the State and the fourth nationally.** The mission of Maddie's Place is to treat drug-dependent infants in the crucial early months of life. Many of these infants suffer from withdrawal, or Neonatal Abstinence Syndrome (NAS). Maddie's will serve as a transitional residence to facilitate a more thorough recovery for these infants. Maddie's Place will also provide support services for families throughout the first year.

The founder of Maddie's Place, Tricia Hughes, has personally devoted herself to caring for these infants over the past two decades. An acute care nurse, Tricia has taken care of over twenty drug-affected children at home since moving to Spokane in 1999. Five of those infants were adopted by Tricia and her husband, Carey Hughes, including Maddie for whom the new non-profit and clinic has been named. In regard to the new facility, Tricia stated that "It's been my dream for years to create a safe, loving place where these innocent babies can receive the treatment and nurturing they need in that critical period that follows their discharge from the hospital. Maddie's Place is the culmination of that dream." Tricia Hughes will serve as the Clinical Director for the new clinic overseeing a staff that includes 7 RNs and 17 trained care givers. The clinic will employ 30 individuals. Tricia stated that "We hope to have a soft start this Summer and be fully operational by early Fall".

The closing of the purchase took place on December 30, 2020, with a purchase price of \$1,250,000. Shaun Cross, Chairman and President of Maddie's Place, said it was a "win-win for two great organizations in the Region, both devoted to helping children". Cross said that \$1 million was raised toward the purchase price of the facility stating that "it all happened over Zoom. Most of the million dollars we raised came in over the last 3 months of the year. We were totally overwhelmed with the incredible generosity of Spokane, even during a once in a century pandemic". Maddie's major supporters include Excelsior Foundation, Premera Blue Cross, Avista Foundation, Washington Trust Bank, the Harriett Cheney Cowles Foundation, Empire Health Foundation, United Healthcare, Yokes Fresh Foods, Alliant Insurance, the Patrick Foundation, Kalispell Tribe and Lee & Hayes, PC. Cross said Maddie's is still raising funds to complete the remodeling of the facility and for startup costs. Cross said the Board of Maddie's has designed the operations in a way that can be easily replicated throughout Eastern Washington and beyond.

Dr. Ron Ilg, a longtime local neonatologist, will serve as Maddie's Chief Medical Officer and Executive Director. Looking at the local healthcare landscape, Dr. Ilg believes that "Maddie's Place will fill a gap that exists in our support system for these infants, providing a safe environment where they can be treated and stabilized early in their journey". Dr. Ilg went on to say "right now many of these babies are falling between the cracks. I think we can do a better job in our community. Maddie's is one small step toward dealing with the drug crisis we're facing as a country and in our region."

Maddie's Place will, once licensed and open for business, have the capacity to treat up to 200 infants per year, plus provide support services for their mothers. It's estimated more than 1,000 drug-dependent infants are born annually in Spokane, which represents more than 10% of all live births.

Further information regarding Maddie's Place can be found at www.maddiesplace.org or by contacting info@maddiesplace.org.

1004 8th Ave Spokane, WA 99202
PO Box 2144 | Spokane, WA 99210
www.MaddiesPlace.org



Nurturing care for
drug-dependent newborns
and their mothers.

HIGHLIGHTS

- In 2017 the state legislature passed laws creating Pediatric Transitional Care Facilities (PTCF's)
- In 2018 Congress amended Medicaid to provide payment to PTCF's for support services
- In 2018 Maddie's Place became a 501(c)3 non-profit to treat drug-dependent babies & their moms
- In 2020 over \$1m was raised during the Covid crisis with the community embracing the message
- In 2020 Maddie's Place acquired a 12,000sf facility in Spokane to serve these babies and moms
- In 2021 Maddie's Place will be ready to start caring for up to 200 babies and 100 moms per year
- Maddie's Place is the 2nd PTCF in Washington State and 1 of only 4 in the United States
- The Maddie's Place model can easily be replicated throughout the region, WA and the U.S.

HEART BREAKING STATISTICS

- More than 1,000 drug-dependent babies are born in Spokane County each year
- Covid and the resulting economic crisis are creating a dangerous wave of increased births
- Without proper care, 90% of these babies will suffer lifelong mental, physical and emotional pain
- These babies are 3X more likely to die before age 12 and almost 2X as likely to commit suicide
- Over 70% of the girls will become pregnant before age 18 and with related substance abuse
- 90% of these babies go from the hospital into Foster Care, shelters or the streets
- 78% of these babies will grow up to be homeless and/or addicted and/or incarcerated
- 100% of these babies' moms are not equipped to give the love & care needed

FINANCIAL IMPACT

- The average NICU hospital stay for these babies is over \$90,000. Our cost will be approx. \$20,000
- Maddie's Place will employ 30 people with an annual payroll of \$1.5m
- The funds to operate will come from Medicaid reimbursements for services provided
- Funds needed to cover facility renovation and future expansion will come from the community



Nurturing care for
drug-dependent newborns
and their mothers.

THE PROBLEM

Every year in Spokane County, more than 1,000 babies are born drug-dependent or affected by drugs. Unless these babies receive 24/7 specialized care during the first few months of life, they will never fully recover. The hospitals do their best to provide initial medical care, but once released, there is no prepared place to care for these babies. Most of their mothers do not have the skills or capacity to take care of their babies which means these little ones are released into foster care, shelters, or onto the streets. Because of pain, tortuous withdrawal symptoms and trauma, these babies struggle to attach to their mothers or a caregiver. These precious little ones are far too often doomed to repeat cycles of relational brokenness, mental illness, substance abuse, incarceration, teen pregnancy, homelessness, and hopelessness.

OUR SOLUTION

These babies need therapeutic and highly nurturing care to continue to recover from their physical addiction and to develop the necessary skills of attachment at the most critical time in their lives. Maddie's Place provides this specialized, 24-hour care while supporting, encouraging and teaching their mothers, in a loving, non-judgmental environment, to read their cues and meet their needs. Maddie's Place offers continuing relationship as families transition into the community with phone support, developmental follow-up clinics and ongoing trainings.

OUR VISION

Our vision is to see every drug-dependent or affected newborn given the love, care, and support for a chance to live a life full of hope, health, and opportunity. Maddie's Place will serve as many of these babies and their parents as capacity allows and work together with other community agencies and non-profit organizations to ensure these precious newborns receive life-changing care. Our broader vision is to see facilities like Maddie's Place spread through the state and nationwide, impacting more babies, more moms, families, and communities.

THE IMPACT

The care provided at Maddie's Place changes the life trajectory of these newborns and gives them a chance at a healthy path forward. Connected and trusting caregiver relationships create resilience in children, and help mitigate the long-term effects of newborn drug exposure. Moms who are able to connect with their babies are more successful at breaking free from their addictions, retaining custody of their children, and having healthier future pregnancies. As a result, families are strengthened; homelessness, mental illness and criminal behavior all diminish. Children thrive. When children thrive, communities thrive.

HOW ARE WE FUNDED?

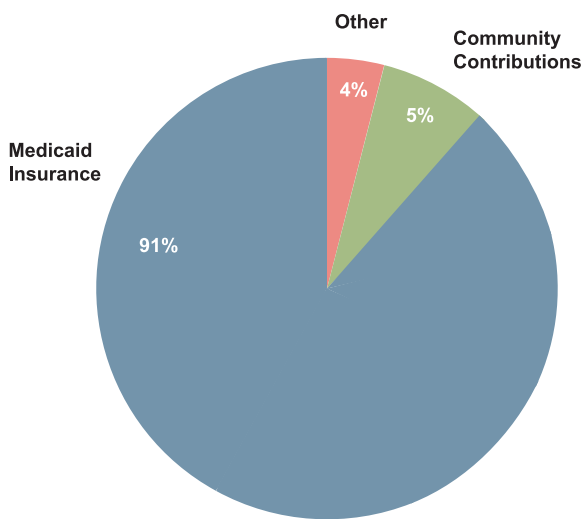
The funds to purchase and renovate the new facility as well as expansion projects will come from the generosity of individuals, foundations, community organizations and government grants. Current funding partners included Excelsior Youth Center, Cowles Foundation, Premera, WA Trust Bank, Avista, Empire Health, Alliant and Kaiser Permanente. Medicaid funds are projected to cover annual operating expenses.



Nurturing care for drug-dependent newborns and their mothers.

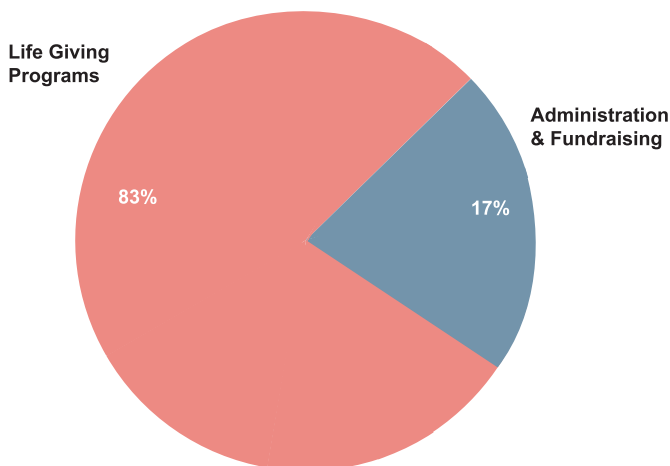
Total Income = \$1,865,210

Sources of Funds (Est. 2021)



Total Expenses = \$1,865,210

Uses of Funds (Est. 2021)



1,000+

drug dependent or affected newborn babies are born each year in Spokane County

90%

of these babies go from the hospital into Foster Care, shelters or back onto the streets

100%

will experience trauma, attachment disorders & other lifelong debilitating

0

places in Spokane equipped to give these babies the love & care they need

3X

more likely to die before age 12

200+

babies will be loved & cared for each year at Maddie's Place

94%

will have psychiatric disorders as they grow up

100+

moms will receive what is needed to give the love & care to these babies

78%

will grow up to be homeless and/or addicted and/or incarcerated

80%

less morphine needed to treat withdrawal using the model at Maddie's Place

100%

of these babies moms are not equipped to give the love & care needed



MADDIE'S PLACE

Nurturing care for drug-dependent newborns and their mothers

Media Contact List

- **Shaun Cross, President**
- **Tricia Hughes, Clinical Director**
- **Dr. Ron Ilg, Executive Director and Chief Medical Officer**
- **Russ Branham, Director of Operations**
- **Sammy Simpson, Administrative Assistant**

Shaun Cross

shaun.cross@maddiesplace.org | 509-496-3753

Tricia Hughes

tricia.hughes@maddiesplace.org | 509-768-2806

Dr. Ron Ilg

ron.ilg@maddiesplace.org | 509-954-8852

Russ Branham

russell.branham@maddiesplace.org | 509-209-6261

Sammy Simpson

sammy.simpson@maddiesplace.org | 509-315-5146 (office phone)