



## PRESS RELEASE

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### **Hushabye Nursery Raises \$2.2 Million for Infants in Recovery with Support from The Bob & Renee Parsons Foundation**

**PHOENIX (May 31, 2023)** – Hushabye Nursery partnered with The Bob & Renee Parsons Foundation on a dollar-for-dollar \$1 million match to support inpatient detox and recovery for infants experiencing Neonatal Abstinence Syndrome (NAS). The campaign concluded on April 18, 2023, and raised over \$2.2 million, including the \$1 million match from The Bob & Renee Parsons Foundation.

“We are so thankful for The Bob & Renee Parsons Foundation,” said Tara Sundem, Hushabye Nursery Executive Director and Founder. “They have been with us from the beginning. To date, we have served over 500 babies. We provide a private, quiet room with dim lighting for babies to receive constant, specialized care as they go through withdrawal. Moms can be with their babies during this process and have access to resources and support services while they are staying at Hushabye Nursery.”

In the U.S., a baby is born every 15 minutes with NAS as a result of prenatal opioid exposure, which involves a complex and painful detoxification process in the days following birth. Hushabye Nursery provides a therapeutic environment, short-term medical care and social services for infants suffering from NAS, along with outpatient services and resources for families experiencing opioid use disorder (OUD).

“The families seeking help from Hushabye Nursery are doing so at what is likely the most challenging time of their lives,” said Renee Parsons, Co-Founder of The Bob & Renee Parsons Foundation. “Hushabye Nursery not only provides them with exceptional care but also with an opportunity to heal together as a family.”

Founded by neonatal nurse practitioners, Hushabye Nursery is the only NAS-focused nursery in the country to integrate health care and social services while prioritizing both keeping infants safe and having the families directly involved in their care and recovery. They were recently

recognized as one of 10 organizations across the country for the First-Ever Behavioral Health Recovery Innovation Challenge by the Department of Health and Human Services through the Substance Abuse and Mental Health Services Administration (SAMHSA).

“Hushabye Nursery’s care is second to none for treating babies withdrawing from opioids,” said Bob Parsons, Co-Founder, The Bob & Renee Parsons Foundation. “Their approach is better for the babies, is more cost-effective than traditional hospital care and, at the end of the day, is the most caring option for the families. Supporting Hushabye Nursery was a no-brainer for us.”

Other notable donations made during the match campaign include: The Diane and Bruce Halle Foundation, Thunderbirds Charities, Mercy C.A.R.E.S Community Reinvestment Program and The NARBHA Institute.

### **About Hushabye Nursery**

Since 2017, Hushabye Nursery has provided prenatal and postpartum outpatient education. With the emerging crisis in the number of substance-exposed newborns suffering Neonatal Abstinence Syndrome (NAS), Hushabye Nursery opened its 12-bed residential detoxification nursery in Phoenix for newborns painfully withdrawing from opioids they were exposed to in the womb and their families struggling with opioid use disorder. It is the first-of-its-kind NAS nursery in the US to provide state-of-the-art, evidence-based NAS care with wraparound family support services and provides a safe and inclusive space for mothers, family members and babies. It is exceeding existing models of care in improved health outcomes, cost efficiencies, and social determinants of health including less use of pharmacological treatments such as Morphine, shorter lengths of stay, less expensive care costs, and increased family reunification. The Level-1 sub-acute facility accredited by the Commission on Accreditation of Rehabilitation Facilities (CARF) has treated more than 500 babies and their families since opening in November 2020. For more information, please visit: [www.hushabyenursery.org](http://www.hushabyenursery.org).

### **About The Bob & Renee Parsons Foundation**

The Bob & Renee Parsons Foundation offers support to nonprofit organizations successfully working to empower, educate, nurture, and nourish people during what is often the darkest time of their lives. Founded in 2012 by philanthropists and business leaders Bob and Renee Parsons to provide hope and life-changing assistance to the country’s most vulnerable populations, The Bob & Renee Parsons Foundation offers critical funding at critical times to those in need. The Foundation’s giving is driven by the core belief that all people – regardless of race, religion, roots, economic status, sexual orientation, or gender identity – deserve access to quality healthcare, education and a safe place to call home. Follow @WeDeallnHope on social media or visit [TBRPF.org](http://TBRPF.org) to learn more about partner organizations and the important work being done in the community.

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