



Making connections *that make a difference*



ANNUAL REPORT



FISCAL YEAR 2013

October 1, 2012 to September 30, 2013



Dear Partners in HOPE,

Thank You For Another Great Year!



More than three decades ago HelpHOPELive was founded with a clear vision – to ensure no patient was denied the opportunity for a lifesaving heart transplant because of an inability to pay for it. Of course, for many years this was a special challenge because transplantation was considered an experimental procedure and was not often covered by insurance. Today transplantation is a widely used treatment for end-stage organ failure, and other medical advances are helping thousands of people each year find life after serious illness and injury with prospects for improved health and function. But despite these advances, one thing hasn't changed: the high out-of-pocket costs that can place a severe financial burden on patients during times of extraordinary need.

For the past 12 years I have had the privilege and honor of guiding HelpHOPELive into a new era in health care defined by exciting treatment advances and transformative communications technologies. As a national nonprofit our organization has grown to become the leader in community-based fundraising for people who need a transplant or are living with a catastrophic injury or illness. We have provided more than \$82 million in support to more than 7,000 families facing serious financial challenges due to medical expenses. With our guidance and support, community-based fundraising has helped families cover expenses ranging from home accessibility renovations and vehicle adaptations, to home health care services and long-term therapy and rehabilitation.

I am extremely proud of the growth we have seen together. When I recognize that over the last 12 years, we have helped provide:

- 302 accessible home renovations for people living with a catastrophic injury
- 208 adaptations for vehicles allowing maximum independence
- \$2.3 million in home health care for 321 patients
- \$3.4 million in continued therapy for 516 patients

– it all feels very real, very tangible to me. I feel the difference we're making together, and I honor the wonderful work our team does day in and day out to make this impact possible.

Our success in meeting our constituency's growing demand for our services has made us a strong and vibrant organization. It has also brought us to the beginning of a new era in patient support that will require innovation and innovative fundraising solutions. It represents an ideal time to introduce new leadership and fresh ideas that will take HelpHOPELive to the next level in our goal to always be the strongest and most effective partner to help families in need. With supreme confidence and enthusiasm for where our organization is headed, I have decided to step down from my position as executive director effective this summer.

I am sincerely grateful for your support during my tenure as executive director, and in the years ahead your contributions will continue to make it possible for HelpHOPELive to deliver even greater innovation and support in fundraising solutions for thousands of families in need.

HelpHOPELive is taking important steps to strengthen the ways we communicate. Social media and mobile devices are presenting many opportunities to help us connect communities with patients and families who need help. In keeping with the times, HelpHOPELive now applies new technologies to communication with our constituents and supporters, maximizing the reach and success of each fundraising campaign. In honor of National Donate Life Month in April, we initiated the *Touched by Transplant* series, sharing stories from many patients we have supported. We have also used social media tools to bring inspiring perspectives about the challenges faced by people in medical crisis to a wider audience. HelpHOPELive will be even more active on social platforms in the years ahead, and I encourage you to engage with us on Twitter, Facebook, and on our new blog just launched this year.

Over the years, your support has been essential to our success. During this important period of transition for our organization, I want to reinforce that you have an important opportunity to remain involved in HelpHOPELive's efforts to bring together communities in support of patients and families facing financial challenges related to a serious health crisis. We recently hosted the first fundraiser for HelpHOPELive, raising more than \$80,000, and we are poised for another wonderful gathering in September. Personalized service and compassionate professionalism will continue to shape our mission, and with your support HelpHOPELive has a historic opportunity to expand its influence.

With gratitude,



Lynne Coughlin Samson
Executive Director and C.E.O. for [HelpHOPELive](#)

A Message from HelpHOPELive Board Chair Art Rainey

“ While it's impossible to measure Lynne's countless contributions to HelpHOPELive in dollars and cents, one can't help but notice that during her tenure as executive director: the amount of funds raised each year more than doubled to over \$8.6 million, annual fundraising for catastrophic injury patients grew by more than 1000%, and HelpHOPELive touched the lives of thousands of patients and families in need.

We will miss Lynne's passion and boundless energy, but she leaves us exceptionally well positioned to grow and thrive in pursuing our mission to engage communities in fundraising to help patients and families ease the financial burden of a medical crisis.

”



Art and Lynne at HelpHOPELive's inaugural benefit *HelpHOPE—Live it up!* in September 2013.



Making Connections *that count!*

A collective response to a medical crisis can help patients, families and entire communities heal and move forward.

Your Donations at Work in FY 2013



22,000 donors



countless volunteers



\$8.6 million raised

At HelpHOPELive, we have made it our mission to engage communities in fundraising to help patients and families ease the financial burden of a medical crisis. We are focused on keeping patients who need a transplant or who are living with a catastrophic injury or illness as healthy and independent as possible by developing community-based fundraising campaigns that can help make sure they have access to the full range of health care products and services they need.

In Fiscal Year 2013, HelpHOPELive brought hundreds of communities together nationwide to launch 583 new campaigns in support of patients in need – managing 2,700 campaigns total. Thanks to the support of nearly 22,000 donors and 560 community events, we helped raise more than \$8.6 million toward medical expenses. Funds raised through our community campaigns allowed us to provide financial support to 1,175 patients and families, fulfilling assistance requests totaling more than \$6.7 million.

Transplant Campaigns *raised over \$4.1 million*

- Launched 484 campaigns on behalf of organ, marrow and stem cell transplant patients
- Paid out more than \$3.1 million to cover expenses such as:
 - transplant medical care for 514 patients
 - medical relocation for 260 patients and caregivers
 - anti-rejection medications for 408 patients.

Catastrophic Injury/Illness Campaigns *raised \$4.5 million*

- Launched 99 campaigns on behalf of individuals living with a catastrophic injury or illness
- Paid out more than \$3.6 million for uninsured expenses such as:
 - physical therapy and rehab for 128 clients
 - home health care costs for 71 clients
 - accessibility modifications for 58 homes and 27 vehicles.

HelpHOPELive awarded \$259,000 in challenge grants to 237 campaigns that reached fundraising goals as incentive to meet their next goal.

Real Campaigns *in action*

In FY 2013, 188 HelpHOPELive patients received the gift of life, and nearly 100 individuals started the long, courageous road to recovery after a catastrophic injury or illness.

Aaron Loy a part of the Southwest Catastrophic Illness Fund



"While some choose to hole up while they heal, Aaron is out being Aaron," said the Loy Family.

Aaron Loy was a freshman playing lacrosse at the University of California Santa Barbara when he contracted an extremely aggressive strain of bacterial meningitis. The meningitis led to complications that required doctors to amputate both his lower legs. Even with insurance, Aaron's family was facing the high out-of-pocket costs of co-pays and deductibles, prosthetics and rehab. To help finance this long and challenging road to recovery, their rehabilitation center referred the Loy family to HelpHOPELive.

Desperate to help, Aaron's community at home and at UCSB planned dozens of fundraisers in his honor from percentage of sales nights, to car washes, to bake sales. In December 2013, Aaron's Southern California lacrosse family came together to organize the Aaron Loy Lacrosse Shootout. The event was an all-ages lacrosse festival that featured more than 300 players and raised more than \$18,000 toward Aaron's medical expenses.

More than 60 doctors and a dozen surgeries later, Aaron is at home in California and continues outpatient care. Although he still has a long road ahead, he has already made huge strides in his recovery. In March Aaron took his first steps in his prosthetics. He goes to a prosthetic clinic 3-5 times a week; his legs are getting stronger and his skin/tissue is getting tougher. His goal is to be able to return to UCSB and life as a college student in Fall 2014.



Since joining HelpHOPELive in November 2013, the Loy Family has raised more than \$230,000 towards Aaron's recovery.



Cathryn Sellers a part of the Southeast Heart Transplant Fund

"HelpHOPELive gives our family and friends support and guidance to raise awareness and financial support, in turn giving us peace of mind as we focus on healing and getting stronger!"



David Jeffers a part of the South-Atlantic Spinal Cord Injury Fund

"HelpHOPELive has made it easy for us to raise funds the correct way, by setting up the nonprofit structure for us. It's served as a sounding board for setting up our events and (they) have provided solutions we couldn't have come up with ourselves. The bottom line is that when you go through a traumatic experience the last thing on your or your family's mind is the logistics of raising funds and HelpHOPELive was there to do that for us."



Making Connections *online and on the go*

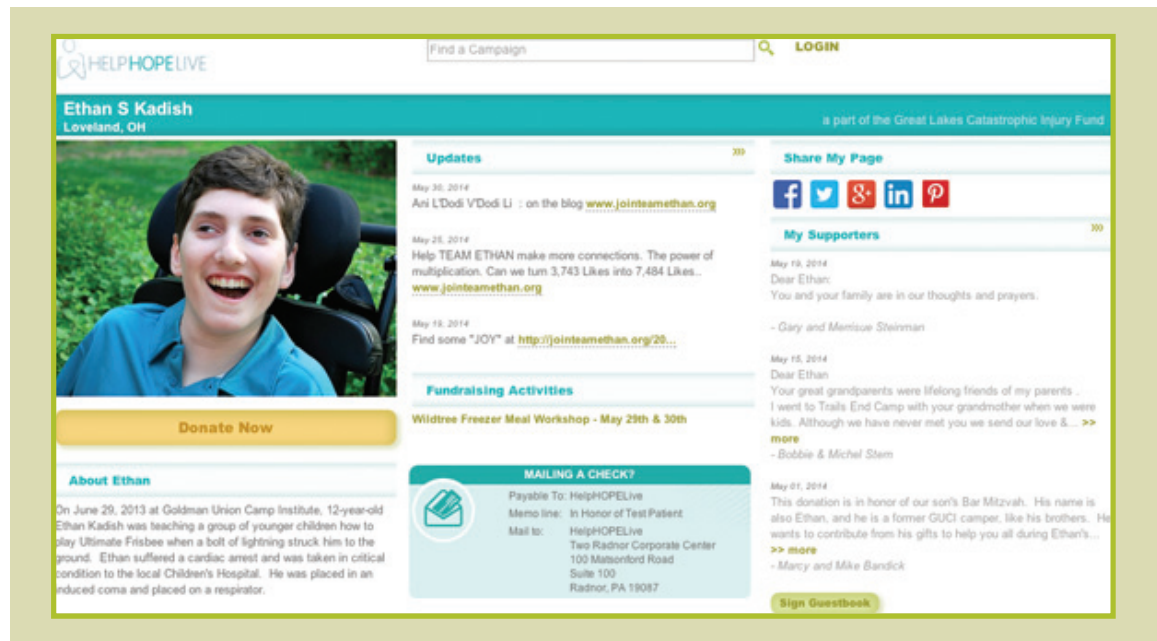
New Mobile-Friendly Campaign Pages

While many of our patient campaigns continue to involve community events that provide long-term financial support to cover expenses, we have seen a significant increase in the number of patients and families who prefer to use online fundraising tools because they can overcome geographic barriers, helping expand their support network. As a result we have dedicated ourselves to staying informed about new technologies that can help patients and their families take full advantage of online fundraising.

In October 2013, HelpHOPELive launched new mobile-friendly campaign pages on our website at www.helphopelive.org to help patients and families raise more money online and on the go. Our new campaign pages work great on all devices: desktop computers, tablets and smartphones. Our new pages also organize each campaign's fundraising activities all in one place. Everything is now within one click: view a campaign story, donate, get updates, share the cause through social media, or leave a message of support for the patient. Patients and their fundraising volunteers can easily keep campaign content up to date from the convenience of their phone wherever they are.

Since the launch of our new campaigns pages through FY 2013:

- Online donations increased by 24%
- 11% of all online donations were made through a mobile device
- We helped raise more funds in one year than ever before - nearly \$9 million!
- Hundreds of fundraisers took advantage of our online campaign tools to register and collect entry fees for community events, and to process donations at their events.



Search for a HelpHOPELive patient campaign at www.helphopelive.org

Raising Klout *through social media*

In FY 2013, we grew our social media presence by 102% on Twitter and 24% on Facebook (already over 3,000 fans strong). The popular social networking sites provide a forum for HelpHOPELive to engage people in our mission, extend the reach of our fundraising campaigns and connect with our constituents.

During National Donate Life Month in April 2013 HelpHOPELive launched its second *Touched by Transplant* series in an effort to raise awareness about the importance of organ donation by sharing stories of HOPE from patients and families touched by transplant. The month-long online campaign reached more than 1,800 people on Facebook in just one day!

The Allums Family, a part of the Southeast Bone Marrow Transplant Fund, are just one of several HelpHOPELive families who shared their touching personal journey.

Touched by Transplant: Waiting for a Match



In 2005 our son James Christopher was diagnosed with Fanconi Anemia. This disease causes cancers, shuts down vital organs, and causes bone marrow failure. James Christopher needs a bone marrow transplant in order to survive, and since his diagnosis we have been searching for a lifesaving match. We are determined to make sure James Christopher lives to see adulthood.

Over the years, we have organized several bone marrow drives and registered thousands of potential bone marrow donors. Although matches have been found for others on the waiting list, we have not been able to find a match for James Christopher. We are still holding out hope that we will find his perfect match soon.

With such a diagnosis, we quickly realized how expensive it is to have bone marrow testing done, to travel to a hospital specializing in such a disease thousands of miles away, and all the other unforeseen medical costs. We are blessed and grateful for our friends in our community who have helped us fundraise for the many uninsured, transplant-related expenses we face. We have been working with HelpHOPELive since 2005 and it has given us a great sense of security knowing that we have a trusted organization helping us meet the daunting obstacles ahead of us.

James Christopher was given two years to live – and that was eight years ago! We consider this God's grace! We have not given up hope, but continue to search for James Christopher's life-saving bone marrow match. We are meeting these daunting obstacles with lots of prayer and the support of our friends.

– James Christopher's parents, Chris and Ellen Allums



Find more stories from this series under News at www.helphopelive.org.



Follow HelpHOPELive





Making Connections *in our community*

Our Inaugural Benefit HELP HOPE *live it up!*

In September 2013, we hosted our first fundraiser for HelpHOPELive, netting over \$66,000 to benefit our programs and services.

More than 200 members of our local community turned out for our inaugural *HelpHOPE–Live it up!* benefit on September 19 at Appleford Estate in Villanova, Pa. to help us celebrate our 30th anniversary and raise funds to help lead us into the next 30 years of service.

We were delighted with the enthusiastic attendance, our wonderful honorees, the delicious food, lively entertainment, and funds raised for our mission.

Not only did we exceed our fundraising goal – raising more than \$80,000 through the evening's sponsors, ticket sales and auction – we had the great honor of presenting our first Help, Hope and Live awards. Joined by our guests, we celebrated a group of fundraising volunteers who raised over \$800,000 to support a teenage boy living with a traumatic brain injury, a father who donated his kidney to save his daughter's life, and a catastrophic injury survivor who is inspiring others through his dramatic recovery.

2013 Food & Beverage Sponsors

John Serock Catering • Passages Wine • Victory Brewing Co. • Binni & Flynn's • Brûlée Catering • Firinji • Greener Partners • Cescaphe Event Group • Nectar • Peppercorn • Sweet Jazmines • The Ultimate Bake Shoppe

2013 Event Sponsors

Gold

Margaret Barry & Jeffrey Abrams
Brown Brothers Harriman
Duffy + Partners
Tait, Weller & Baker, LLP
Michele & Peter Visceglia

Silver

Bryn Mawr Trust
Christine V. Kanter
Marie & James Logue
Nancy & Art Rainey
(In Memory of Charles DiLullo)

Bronze

Cathy & Jack Brennan
C. Irene & Kenneth D. Hill
Jacquette Consulting
Nora & Geoffrey Kanter
Keating Partners
Stark & Stark
Susquehanna Bank
Diane & Joe Walton

Table

We had too many to list here!
View a full list of event sponsors
at www.helphopelive.org.



Search @ Help Hope Live on Facebook to view more *Live it up!* photos.

Developing *partners*

Funding and Sustainability

We are grateful for the corporate, foundation and major gifts we received last year in support of our general operating needs. >>>

Because the vast majority of donations we receive are restricted to pay for our clients' medical expenses, funding for operational expansion is limited. In order to enhance and expand our services we depend on the generosity of foundations, corporations and individuals to support these efforts.

Funding sources for the HelpHOPELive operating budget include: a minimal 4% fee on gifts made in honor of patients, corporate and foundation grants, interest and dividends from investments, and other minor sources. We are pleased to report that 100% of our Board contributes financially to HelpHOPELive.

Your continued support is critical to our ability to serve more patients with more assistance.

Uninsured and unexpected medical expenses will continue to be a major issue for many people who face serious health challenges, especially for people who are living with a catastrophic injury or illness. In the years ahead we will work to bring our services to more patient populations and position more people to support HelpHOPELive to expand our reach even further.

Corporate, Foundation & Major Gift Supporters in FY 2013

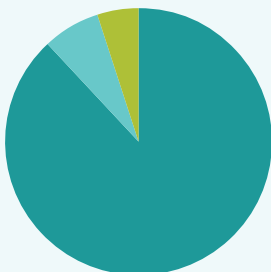
\$119,750

- The Barra Foundation
- The Charter Foundation
- Dolfinger-McMahon Foundation
- Thomas J. Duffy, Esq.
- Genentech
- F.M. Kirby Foundation
- Katie Samson Foundation
- John R. Sellon Charitable Trust
- Harold Simmons Foundation
- Samuel P. Mandell Foundation
- Jerry and Anita Zucker Family Foundation



Thousands of people supported the work of HelpHOPELive in FY 2013. Find your name at www.helphopelive.org/about/ourpartners

We are proud of our efficient use of your donations.



Low fundraising overhead

For every dollar raised by HelpHOPELive, only 7 cents is spent on fundraising.

Low administrative expenses

Just 5% of HelpHOPELive's total budget is spent on administrative costs.

Organizational efficiency

88% of HelpHOPELive's budget is directed to programs and service delivery.

Year after year, HelpHOPELive receives national recognition by top charity evaluators Charity Navigator, GuideStar and the BBB Giving Wise Alliance for our sound fiscal management and commitment to accountability and transparency.

Statements of Financial Position

September 30, 2013 and 2012

	<u>2013</u>	<u>2012</u>
ASSETS		
Cash and cash equivalents	\$ 1,438,864	\$ 1,293,896
Investments	17,279,955	15,262,537
Interest receivable	19,378	16,697
Prepaid expenses and other assets	5,843	-
Equipment and improvements, net	<u>108,110</u>	<u>4,488</u>
Total Assets	<u><u>\$18,852,150</u></u>	<u><u>\$16,577,618</u></u>
LIABILITIES AND NET ASSETS		
LIABILITIES		
Accounts payable and accrued expenses	<u>\$ 63,845</u>	<u>\$ 58,510</u>
NET ASSETS		
Unrestricted	3,111,734	2,157,767
Temporarily restricted	<u>15,676,571</u>	<u>14,361,341</u>
Total Net Assets	<u><u>18,788,305</u></u>	<u><u>16,519,108</u></u>
Total Liabilities and Net Assets	<u><u>\$18,852,150</u></u>	<u><u>\$16,577,618</u></u>



★★★★ 4-star rated for 10 straight years

In 2013 for the tenth consecutive year, HelpHOPELive earned 4 stars from Charity Navigator, a leading independent charity evaluator. Only 1% of the charities rated have earned such an exceptional evaluation indicating that HelpHOPELive "consistently executes its mission in a fiscally responsible way."

Statements of Activities

For the Years Ended September 30, 2013 and 2012

	2013	2012
Public Support and Other Income		
Public Support		
General	\$ 8,642,749	\$ 8,206,162
Combined Federal Campaign	9,913	19,178
United Way	13,499	18,957
Project/operating grants	132,980	131,205
Matching gifts	195,612	212,912
Pilot Patient Program	16,206	-
Special Event (30th Anniversary) Revenue, net of \$14,496 expenses	66,177	-
Memorial contributions	1,355	7,254
Total Public Support	9,078,491	8,595,668
Interest and dividend income, net investment fees	326,001	456,486
Net (loss) gain on investments	1,153,916	1,263,697
Total Public Support and Other Income	10,558,408	10,315,851
Expenses		
Program Services		
Patient services	553,671	566,802
Public education	245,755	238,791
Patient grants	6,465,317	6,454,187
Total Program Services	7,264,743	7,259,780
General operating expenses	422,510	386,740
Fundraising	601,958	578,231
Total Expenses	8,289,211	8,224,751
Change in Net Assets	2,269,197	2,091,100
Net Assets		
Beginning of year	16,519,108	14,428,008
End of year	\$18,788,305	\$16,519,108

Growth



HelpHOPELive's net assets grew 30% from the beginning of FY 2012 through the end of FY 2013.



Two Radnor Corporate Center, Suite 100
100 Matsonford Road
Radnor, PA 19087

Save the
Date



Celebrate with us
SEPTEMBER 17!

www.HelpHOPELive.org



Let's connect. Get to know us at www.HelpHOPELive.org/OurTeam

Staff

Lynne Coughlin Samson, Executive Director and C.E.O.
Susan R. Murray, CPA, Assistant Treasurer and C.F.O.
Judith B. Diner, M.A., Managing Director
Amanda Camacho, M.S.W., Patient Services/Social Media Coordinator
Georgette Caplan, Administrative/Patient Services Assistant
Claudia Caretto, Patient Resource Coordinator
Rebecca Carr, M.S.W., Patient Services Manager
Janice Chamberlain, Director of Information Technology Services
Vicki Denenberg, Intake Assistant
Madeleine Fitzgerald, Senior Accounting Manager
Sandy Gootman, Administrative Assistant
Fran Grossman, Financial Assistant
Joni Henderson, Patient Services Manager
Cathy Letcher, M.S.S., E-Communications Coordinator
Judy MacGregor, Patient Services Coordinator
Renée Patrick, Data Management Specialist
Susann Reiher, Patient Services Coordinator
Amy Rubinoff, Patient Services Coordinator
Shannon Shensky, Communications Manager
Terri Siggs, Financial Assistant

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Nick Ryder
Martin Schweiter
Elizabeth D. Shore, M.S.W., C.S.W.
Ron Siggs, C.F.R.E.