



Help Hope Live

MISSION

As a 501(c)(3) national nonprofit, Help Hope Live's mission is to support community-based fundraising for people with unmet medical and related expenses due to cell and organ transplants or catastrophic injuries and illnesses.

NEED

Even for patients who have health insurance, a medical crisis often becomes a financial crisis.

- Transplant patients regularly have to cover \$5,000 per month in out-of-pocket medication co-pays.
- Yearly costs for someone with a severe spinal cord injury can top \$110,000.

Most families cannot afford the out-of-pocket costs alone.

IMPACT

At Help Hope Live, we HELP relieve the financial burden of a medical crisis, provide HOPE at a time of overwhelming need, and support patients and their families to LIVE life as fully as possible.

In Fiscal Year 2017, we helped:

- **Launch** 400 new medical fundraising campaigns, managing 3,763 campaigns nationwide.
- **Raise** more than \$8.5 million from 29,080 donors and hundreds of community fundraising events across the country.
- **Pay** \$9.2 million to cover the out-of-pocket medical needs of 1,290 patients and families.

OUR ADVANTAGE

ONE-ON-ONE SUPPORT

We pair you with one of our Client Services Coordinators to help you fundraise.

NONPROFIT STATUS

We offer your community a way to donate that is tax deductible to the full extent allowed by law.

ONLINE DONATION PAGE

Share your story, collect donations, and receive messages of support through a customizable online campaign page.

EASY WAY TO PAY BILLS

Once you begin fundraising for Help Hope Live, you are eligible to submit Fund Request Forms to us to cover unmet medical needs.

KEEP YOUR MEDICAID

Because Help Hope Live maintains discretion over the funds you raise, they shouldn't jeopardize your eligibility for asset-based assistance programs. You should check with your state Medicaid office to be sure.



Help Hope Live Key Messages

- Even for patients who have insurance, a health crisis often becomes a financial crisis. Uninsured medical expenses place a significant financial burden on as many as 1 in 5 Americans. We believe no patient should have to choose between buying food and paying for medical care.
- For more than 30 years, Help Hope Live has been showing community volunteers how to bring together a network of relatives, friends, and neighbors in fundraising efforts to help cover the costs of uninsured medical expenses. These efforts play a critical role in helping patients recover and maintain their health and independence.
- Help Hope Live fundraising campaigns often involve community events, online engagement, and social fundraising. The contributions made to Help Hope Live in honor of patients that are made by friends and neighbors are tax deductible to the fullest extent allowed by law.
- Help Hope Live is the administrator of all funds raised and often pays bills directly, helping patients and their families focus more on treatment and recovery while providing accountability to donors who can be sure their funds will be spent for medical and related expenses.
- By supporting the work of Help Hope Live, you can make a positive difference in the lives of thousands of people each year who need a lifesaving transplant or are affected by a life-changing catastrophic injury or illness.

Q&A

- **What makes Help Hope Live different from medical crowdfunding sites like GoFundMe?**

Help Hope Live works with social workers, financial coordinators, case managers and other health care professionals at hospitals and medical centers across the country to verify the medical and financial need of each patient.

It's important to understand that all patients and their families face unique challenges that may be difficult to address with template, generic fundraising options. At Help Hope Live, our fundraising coordinators provide one-on-one consultation that allows us to develop personalized campaigns that are tailored to the needs and interests of each patient's support network. We understand that patients often face medical expenses for extended periods that may not be fully covered by a one-time fundraising effort. We are able to develop long-term and sustainable fundraising plans to support patients.

- **What is the one thing I should know about Help Hope Live?**

Thousands of patients each year face significant financial hardship because they need a transplant or are living with a catastrophic injury or illness. In many cases community members want to get involved in efforts to help. We show patients, families, and friends how to rally their support networks to raise funds to help pay uncovered medical and related expenses.

- **How big of a problem are uncovered medical expenses in America?**

Even with good insurance coverage there can be significant long-term out-of-pocket expenses related to transplants or the treatment of many catastrophic injuries or illnesses. What many people don't realize is how severe these financial challenges can be. It's a major and ongoing problem affecting thousands of families in our country. For example, yearly costs for a C-6 quadriplegic can range up to \$113,000 and transplant patients regularly have to cover \$2,500-5,000 per month in out-of-pocket medication co-pay expenses.

- **What expenses does Help Hope Live raise funds to cover?**

To meet the needs of each patient effectively, we work closely with patients and their family and friends to identify a fundraising plan of action that fits their unique needs. Of course, each patient's needs vary based on his or her medical issues. For example, many patients who are dealing with paralysis after a catastrophic injury need to make renovations to their homes or find new transportation options. Patients who need a transplant may need to travel to specialized treatment centers or even relocate for an extended period of time. Many may need to pay out-of-pocket fees for medications.

- **Do you always do event-based fundraising?**

Our approach to community-based fundraising is three-pronged, including online engagement, social fundraising, and events. For many patients our plans continue to involve very traditional options for fundraising including benefit dinners and sporting events. Over the last decade, however, 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 also dedicated ourselves to staying informed about new media and technology that can help patients and their families take full advantage of online fundraising opportunities.

- **Why do you have to turn some patients down?**

We are focused on helping as many people as possible and look forward to expanding the population of patients we can work with in the coming years. This is one reason why support for Help Hope Live is so important. For each patient we work to assess whether they are a good match for our services. There are often times when a patient's medical expenses can't realistically be met through community-based fundraising. We do our very best to meet the needs of as many patients as we can and take pride in helping people identify many new opportunities to build support within their communities. We often provide guidance to patients who are not candidates for our services, helping them identify other avenues of support.

- **What does Help Hope Live hope to accomplish over the next few years?**

Uninsured and unexpected medical expenses will continue to be a major issue for many people who face serious health challenges, especially for people who need a transplant or 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 Help Hope Live to help us expand our reach even further.

For more information, contact: Help Hope Live Director of Communications Shannon Shensky at 800.642.8399 (ext. 31) or sshensky@helphopelive.org.