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Help Hope Live Gaming – Streaming Asset Kit

Thank you for taking the time to fundraise for Help Hope Live! We're very glad to have you as part of our program and want to help you in putting together a fantastic charity event for you and your viewers. Please feel free to use the assets in this kit on stream!

First, the legalese

We want to help make things simple and easy, so we kept this short! In order to use the assets in this document, you agree to follow these guidelines:

1. You may not alter any of the logos or images contained herein.
2. Please be respectful of the people whose names, photos, and stories are found in this kit. They have generously agreed to share their experiences with us (and you!) so please do not editorialize or alter the text we have given you to use.
3. We grant to you a limited right to use the images and text contained in this kit for use during your gaming events that fundraise for Help Hope Live.

Now the fun part!

Who is Help Hope Live?

We are a 501(c)(3) charity that helps families facing a medical crisis. We assist people with paying medical bills, fundraising, and navigating what is often a challenging process to receive lifesaving medical care. We focus on assisting people who need an organ transplant, cell transplant, traumatic injury, or traumatic illness.

When was Help Hope Live founded?

We were founded in 1983 by a Philadelphia transplant surgeon and his wife, a nurse, to mobilize communities to fundraise for neighbors in need of a lifesaving heart transplant—a procedure then considered experimental and not covered by insurance.

What is Help Hope Live's advantage?

Because of our nonprofit status, we enable people to fundraise for their medical needs without ever having to go through a third party like Go Fund Me. In most cases, families that come to us don't have to worry about losing government assistance –this is a huge advantage for those in need!

Why does the support of the gaming community matter?

You are directly supporting and enabling our mission to help provide life-saving medical care! Without your generosity we wouldn't be able to provide the game-changing support that we do to our families in need. Our program is a force multiplier, putting lifesaving medical care within reach of 3,000 families each year!

Stories from those we help

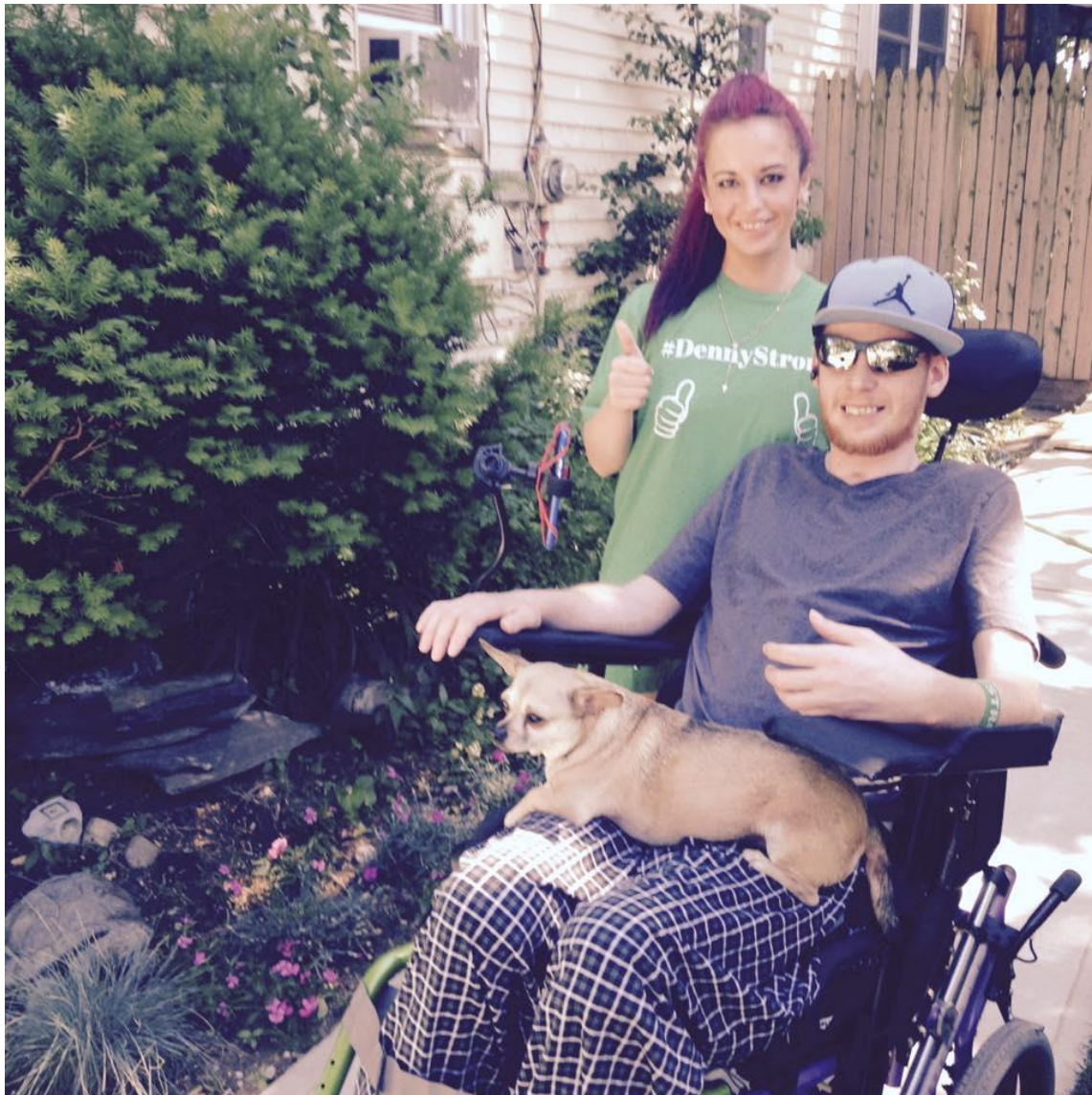
Xander - Born with a heart defect, Xander spent his first days of life in the NICU—and his first few months waiting for a heart with medical bills mounting. Xander's family reached out to Help Hope Live in their time of need to rally their community to raise funds and hope for their precious son's gift of life. The gift came: on September 26, Xander received his new heart.



Diane - An award-winning educator and jazz performer, she experienced a stroke that left her paralyzed on her left side during a live performance in April 2016. With help from fundraisers and seasonal appeals, Diane has been able to access the care she needs to achieve major milestones, including swaying to music, sitting unassisted, and taking steps in therapy sessions. Her out of pocket expenses for physical therapy and full-time nursing assistance total roughly \$75,000 per year.



Denny - At age 24, Denny was a passenger involved in a car accident that left him with a spinal cord injury. Denny's out-of-pocket expenses during his first year included home modifications up to \$15,000, physical therapy up to \$38,000, and at least \$3,500 in home care supplies. Amazingly, Denny was able to walk all the way across the room in physical therapy only about a year after his injury!





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Logos you can use

The logos below can be used as part of your event in promotional materials, as overlays on your broadcast, or as assets in the channel description section of your profile on Twitch, Mixer, or any other broadcast platform you use. High resolution files of these logos with transparency have been included alongside this asset kit PDF. If you would like, we've included our full brand guidelines in the ZIP file for more detail and further review.

