

# Help Me Bounce

By Spare Key

## HOW DOES IT WORK?

Help Me Bounce ([helpmebounce.org](http://helpmebounce.org)) is a powerful new platform that combines the power of crowdfunding with Spare Key's direct financial support to leverage social media to raise more funds to support families facing a medical crisis.



### APPLICATION

Families apply for aid on Help Me Bounce and are approved based on our program guidelines.



### SET UP PROFILE

Each family is given a Help Me Bounce profile upon approval. They populate their profile and begin writing blog posts to share updates on their journey.



### SHARE WITH NETWORK

Families share their profile with their own network and Spare Key works to drive traffic to the site to grow the "crowd."



### DONATIONS

Donors choose a family to impact. There are no administrative fees, and donors can have 100% assurance that 100% of each donation will go exactly for what it was intended.



### SERVICE PAYMENTS

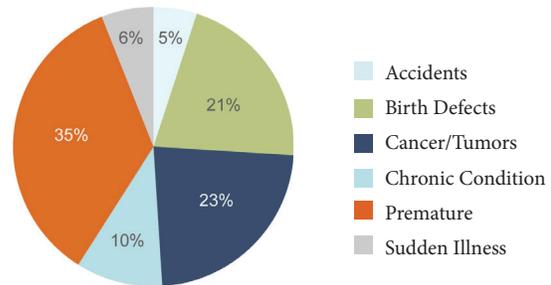
Once a family reaches their goal, Spare Key sends a payment directly to their service provider.



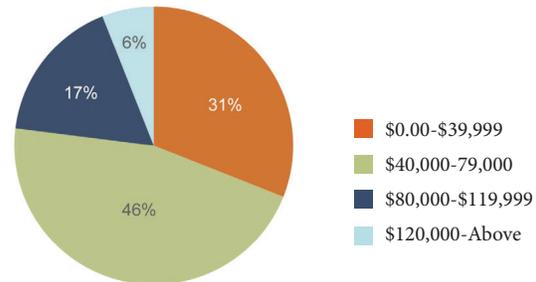
## WHO DO WE SERVE?

Spare Key ([sparekey.org](http://sparekey.org)) is a Minnesota based non-profit that provides financial assistance and support to families facing a medical crisis resulting from a family member's critical illness or serious injury. No matter the illness, the injury, or the income.

Types of Illness/Injury



Income of Families Helped



## HELP ME BOUNCE IS INTENDED TO:

- » **Allow us to serve more families, in more ways.** This Spring, we added several new options for families, including rent, car payments, and utilities! Once a family reaches their goal, Spare Key sends a payment directly to their service provider.
- » **Optimize** application and administrative processes.
- » **Provide longer-term financial support** for families whose medical crisis may involve many months of care and support.
- » **Create opportunities** for companies, foundations and individuals to participate in ways that allow us to continue to expand our ability to serve more families in more ways.
- » **Provide a blog feature** to allow families to keep friends and family updated on the medical and health status of their critically ill or seriously injured family member.