

Help Me Bounce

By Spare Key

HOW DOES IT WORK?

Help Me Bounce (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.



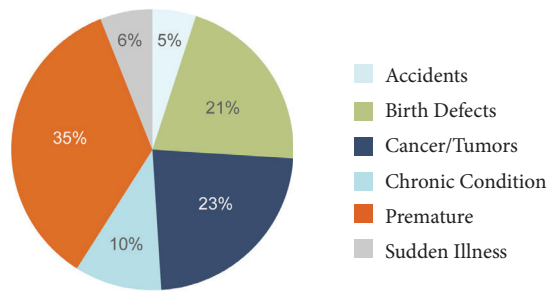
SERVICE PAYMENTS

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

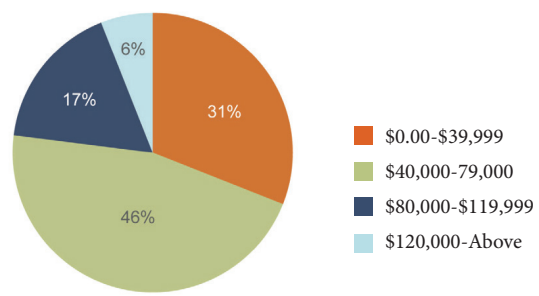
WHO DO WE SERVE?

Spare Key (sparekey.org) 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.