



## HOW DOES IT WORK?

Help Me Bounce ([helpmebounce.org](http://helpmebounce.org)) is a platform that combines the power crowdfunding with Spare Key's direct financial support to help 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 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.

## HELP ME BOUNCE IS INTENDED TO:

### » Allow us to serve more families, in more ways.

Through crowdfunding, we support families with many critical financial needs such as mortgage, rent, car payments, utilities and more!

### » Optimize application and administrative processes.

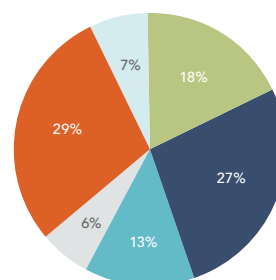
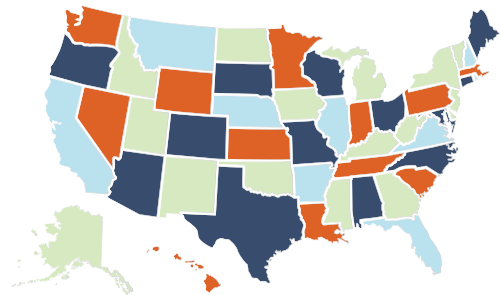
### » Provide longer-term financial support for families whose medical crisis may involve many months of care and support.

### » 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.

## WHO DO WE SERVE?

Spare Key ([sparekey.org](http://sparekey.org)) is a Minnesota-based non-profit that helps families facing real hardship pay real bills in real time. No matter the illness, no matter the injury, no matter the income, we help families across the nation "Bounce and Not Break"!



**Types of Illness/Injuries**

Sudden Illness    Infant-Related Illness  
 Cancer    Premature Birth  
 Chronic Condition    Injury/Accident