

FROM DISCOURAGED TO FULLY FUNDED

# HELP HOPE LIVE CLIENT CASE STUDY

with Kelson Williams

Part of the Mid-Atlantic Catastrophic Illness Fund



## OVERVIEW

The family of Kelson Williams, who has cerebral palsy, began fundraising with Help Hope Live in 2022 after receiving an adaptive bike through our partnership with the Flyers Alumni Association. Kelson's mother, Stephanie, had a primary goal: to raise funds to cover the cost of his ongoing care, including training for a medically necessary service dog.

## THE PROBLEM

Despite the buzz-worthy medical need and 12-year-old Kelson's charisma, his campaign saw little meaningful progress over two years. Stephanie expressed how overwhelmed she felt planning in-person fundraisers. Community support felt stagnant and our first press outreach for the campaign about a local fundraiser had no traction.

## THE SOLUTION/APPROACH

We rethought our strategy, emphasizing how far the campaign had already come with the community's support. We revised our outreach list completely, making our press outreach more targeted and relevant.

## THE OUTCOME

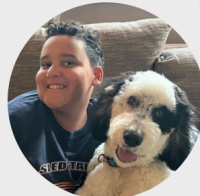
These efforts resulted in a massive and immediate reaction from the local press. Six local stations asked for interviews with the family, which led to Kelson and his community reaching their fundraising goal within hours. As of 2026, \$20,000 has been raised for Help Hope Live in Kelson's honor.

### The Help Hope Live Touch

We provided hands-on and on-demand support for each interview, including coaching both the Help Hope Live team and the client's family. Help Hope Live was prominently featured, spotlighting our mission. In fact, we received a \$1,000 donation to our General Operating Fund from a new donor!



6ABC.COM  
Community rallies behind 12-year-old boy with cerebral palsy to get service dog  
-med



**Kelson M B Williams**

Barrington, NJ

MID-ATLANTIC CATASTROPHIC ILLNESS FUND

\$20,402 of \$25,000 Goal



Total funds raised as of 09-18-2025

GIVE

## CAMPAIGN RESULTS



**\$20,000+**

RAISED IN KELSON'S HONOR AND  
EXCEEDED HIS FUNDRAISING GOAL



**\$1,000**

DONATION TO OUR  
GENERAL OPERATING FUND

**NEWS**

**6+**

CONNECTIONS BUILT WITH LOCAL  
REPORTERS AND STATIONS FOR  
FUTURE PRESS OPPORTUNITIES

[HELPHOPELIVE.ORG](https://HELPHOPELIVE.ORG)