

# Kelsey's Dream



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# Kelsey's Story

- ★ Fought a battle with cancer since age four
- ★ Passed away from Leukemia at the age of 12 in 2005
- ★ Was a 6th grader at Mifflinburg Area Middle School
- ★ Played field hockey, soccer, basketball, and softball
- ★ Member of her school's chorus, Girl Scouts, tap & jazz dancing, and ballet



# Main Goal of Kelsey's Dream

A registered non-profit organization that helps children with cancer through various programs that alleviate some of the stresses and fears that come along with battling cancer.



# What does Kelsey's Dream do?

- ★ Directly interacts with children battling cancer
  - Provides snacks during treatment
  - Blankets for those that attend camp for those affected by cancer
  - Hopper the Frog





# Hopper The Cancer Crusher

Be a friend

Educational  
tool



Dream is to shift  
Hopper to  
hospitals all  
across the US

## Desired Image

- Wants people to see proof of what we do and how it's helping children
- Wants to be known for the vast impact that it has on kids diagnosed with cancer across the country
- Wants to be recognized for being a REGISTERED non-profit with unpaid employees



## Who are They Trying to Reach?

- People looking to donate
  - Businesses
  - College Students/Volunteers
- People who want to learn more about the dream
- Child Life Specialist and Development/Donation directors of hospitals to request more Hoopers or learn more about play therapy in general



# The Website

- Frog Map
- Emphasize symbols
  - Tabs
- Catchy and fun





# Donate! Donate! Donate!

One of the main problems from their existing site is that the donation platform is not working

- Looking to switch to Amazon's donation platform for online donations
- Donation button on every page

