

FundRazr for little girl's medical costs exceeds goal



Brooke Fights Back

by **Jessica Moore Hester**

When your child is diagnosed with cancer, your life stops, changes course, and begins instead toward a path to do anything & everything to help your baby. Brooke is my baby; this is her story. She is 3 1...

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Progress Supporters

\$2,077 raised! \$2,000 goal

Create your own FundRazr \$ USD **Give**

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Brooke's Story

Beau and Jessica Hester's daughter, 3- 1/2-year-old Brooke, is a fun-loving, vivacious, curious girl—much like any other child her age. Sadly, however, Brooke was diagnosed with stage IV neuroblastoma cancer in late 2010—a disease which has a childhood survival rate of less than 50%. Upon learning of Brooke's condition, a family friend set up the website *BrookeFightsBack.org* as a way for people to learn of Brooke's plight, and to give support to families facing similar challenges.

Since the diagnosis, Jessica has been administering 24-hour-a-day care for Brooke—forcing Jessica to take leave from her full-time job and postpone her full-time doctorate studies. Further, the family is now faced with the financial burden of prolonged, extensive travel to meet with specialists in Brooke's disease.

How FundRazr Helped

The *Brooke Fights Back* FundRazr was created by Jessica after she heard of the application through a friend. In her words, "I have no time to work toward anything outside of the hospital or home besides my 3-year-old—including fundraising. FundRazr opened the door for me to do it right from the Children's Hospital bedside."

The FundRazr which Jessica created showcases a tone which allows visitors to begin to understand Brooke's challenges, as well as be inspired by her positivity and hope for a cure. Further, the use of youthful, feminine colors underscores the fact that this campaign is for a small child—someone in need of care and protection from the world's ills. And by including a YouTube video, Jessica has been able to show people just how positive, high-spirited, and loving her daughter is.

The social media aspect of FundRazr also appealed to Jessica. According to her, "Since we have widespread friends and family, social networking was a good way to get the word spread about the effort to raise money for Brooke's battle."

Evaluation

Support for the *Brooke Fights Back* FundRazr has been overwhelming so far—it has been shared more than 175 times online, and exceeded its goal within 5 weeks.

As summarized by Jessica, "I was tremendously surprised at the response friends and family and even extended friends of friends gave toward the FundRazr. It has been truly humbling."

Raised Donations Time	\$2,077 42 5 weeks
Category	Medical Costs
Location	Texas, USA
Tone	Inspirational
Fundraising Goal	\$2,000

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