

What is HelpLink?

HelpLink is a 501(c)3 nonprofit platform that exists to help people overcome short-term challenges quickly, quietly, and with dignity. We partner with companies and communities to provide a safety net when life throws a curveball. Whether it's an unexpected bill, a past due payment, new work boots, or a car that won't start, HelpLink is here to provide a safety net for those who are struggling and don't know where to turn.

Asking for Help:

- Scan QR code, click employer link, or go to app.helplink.org
- Fill out a short, confidential need request.
- HelpLink reviews the request, verifies the need within standard requirements, and then publishes it to receive donations from employers, companies, and community members. **Posting a need on HelpLink does not guarantee it will be funded**
- Once the need is funded, HelpLink pays the vendor or purchases the item directly. ***No cash is sent to individuals***
- Upon fulfillment, receivers are invited to thank those who contributed and the thank-you will be sent to all donors.

What Kinds of Needs Can HelpLink Help With?

Common examples include:

- Utility shutoff prevention
- Emergency car repairs
- Work uniforms or safety gear
- Rent/Mortgage assistance due to emergency circumstances
- Medical co-pays or unexpected prescriptions
- Basic needs such as gas, food, clothing, diapers, etc.

Giving Help:

HelpLink was built to bridge the gap between those in need and those who can help and make it a positive experience for both parties. We believe in full transparency and provide a robust donor dashboard that includes graphs, real-time impact reports, and to-the-penny reporting about where your money went, to who and why, and when with downloadable statements of giving. There are several ways to donate through the platform:

- Browse real, verified needs and directly donate to the needs and individuals you want
- Set up a program fund as a company or individual with specific giving parameters (ie. by location, need type, demographic, etc)
- Set up a recurring pledge based on what you want to give to
- Donate into a company or individual program fund to help take their mission to the next level
- Set up a payroll deduction

Every donation goes toward meeting actual needs—like keeping the heat on, repairing a car, buying diapers, or covering medical expenses.

Donations:

While companies and individuals CAN donate into the HelpLink General Fund to help with operational costs, the most common way to give to our cause is to simply give to needs in the platform. Every need you see in our platform has a small built-in general donation based on the need type and our cost to fulfill it that only comes to us once the need has been met and fulfilled. By including a percentage (usually between 15 - 18%) in every need, we avoid having to do large scale general fundraisers which take away time, energy, and focus on our mission of making sure that everybody has somebody in their time of need. It also aligns with two of our core beliefs: we are better together (everybody gives a little to something bigger than themselves), and giving hand ups not hand outs (we do not take a general donation if we cannot meet the need.)

What Can You Do?



Track Your Dollars
From Start To Finish



Donate Directly to Staff &
Community Members in Need



Receive Impact Reports
With Detailed Giving Data

Maximize Donations | Meet Direct Community Needs | Understand Your Impact

What Are The Benefits?



**Help Staff
In Need**



**Remove
Work Barriers**



**Reduce
Absenteeism**



**Support Your
Community**

How Does It Work?

1

Organization creates an
account and sets profile
preferences

2

Community members ask
for help in time of need

3

Needs are verified by
HelpLink and posted

4

Donations from companies,
foundations, & individuals are
matched to needs based on giving
profile settings

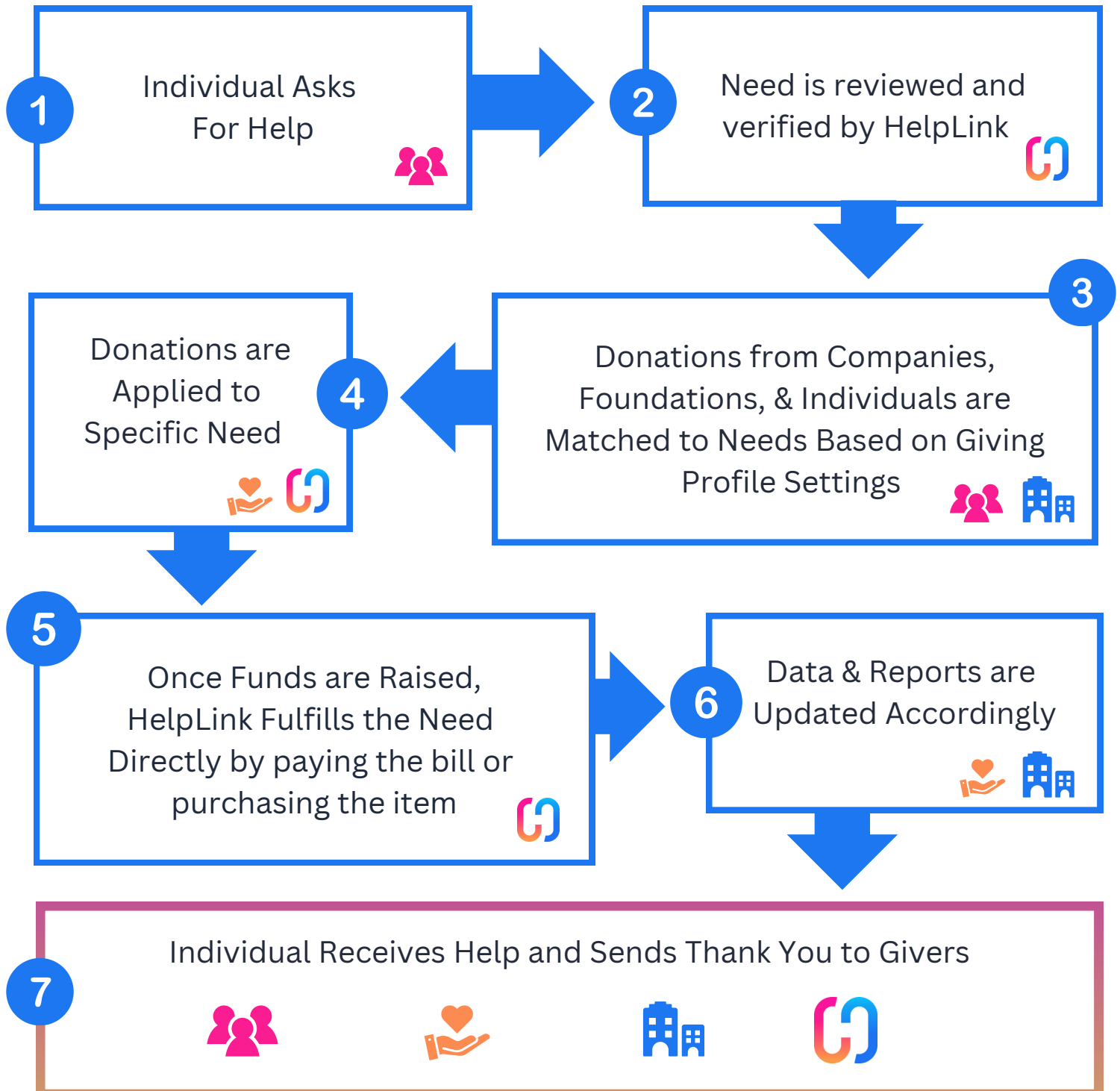
5

When funds are
raised, HelpLink
fulfills the need
directly

6

Reports and
thank you notes
are sent to
donors

Working Together to Meet Needs





Create a program fund through HelpLink, a 501(c)(3) nonprofit, to support employees and community members in times of need. Every contribution is a charitable gift, with impact you can see along the way. Choose the fund type that fits your mission, from flexible support for off-platform needs to hands-off giving that automatically supports posted requests.

Distribution Fund



Set your giving preferences once and HelpLink automatically distributes, tracks, and reports every dollar.

- Low time spend with high impact
- Fair and equitable giving across staff and community
- Transparent impact reporting

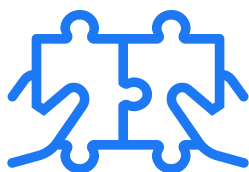
Reserve Fund



Set aside dollars for off-platform or unique situations, and direct distributions within the fund's stated purpose while HelpLink approves and processes them.

- Handle exceptions and emergencies quickly
- Reimburse services rendered by your company (where applicable)
- Budget giving dollars for the unexpected

Matching Fund



Create match rules (cause, need type, location, etc.) and instantly match qualifying donations in the system.

- Amplify giving around causes you care about
- Boost giving participation in philanthropic campaigns
- Target priority causes and regions you care about most.

The Collective Fund



The ultimate fundraising tool, the collective fund allows you to rally those around you to create special funds for specific needs, areas, or demographics

- Meet needs within hours of them being posted
- Invite friends, family, neighbors, and colleagues to give alongside you
- Receive direct thank-yous for you and anyone who contributes to the fund

INDIVIDUAL ORGANIZATION IMPACT REPORT COMFORT KEEPERS OF NORTHWEST MICHIGAN

JUN 2025 - MAY 2026

COMMUNITY IMPACT

37

TEAMMATE
NEEDS MET

40

COMMUNITY
NEEDS MET

236

PEOPLE
IMPACTED

Every need your organization meets helps the requester and their entire household.

PROGRAM SNAPSHOT

AS OF THE END OF THE PERIOD

0

OFF-PLATFORM
IMPACT

\$149K

AVAILABLE
FUNDS

FINANCIAL IMPACT: \$32,423

\$238

COMMUNITY
DONATIONS

\$248

TEAMMATE
DONATIONS

\$31.9K

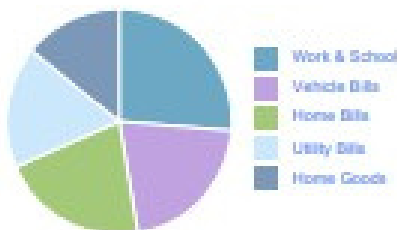
COMPANY
DONATIONS

\$0

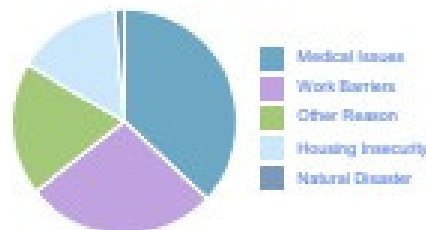
TEAMMATE
MATCHES

\$0

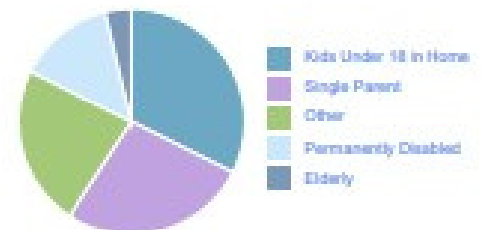
COMMUNITY
MATCHES



NEED CATEGORIES



NEED REASONS



DEMOGRAPHICS

PLEDGE SNAPSHOT AS OF THE END OF THE PERIOD

233

TOTAL
TEAMMATES

0

TEAMMATE
PLEDGES

\$0

AVERAGE
PLEDGE

\$1.04K

COMPANY
PLEDGE

\$0

TEAMMATE
PLEDGES

\$0

COMMUNITY
PLEDGES