


Getting the crowd to care

Marketing illness through health-related crowdfunding in Aotearoa New Zealand

Caitlin Neuwelt-Kearns, Tom Baker, Octavia Calder-Dawe, Ann E. Bartos, Susan Wardell


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Tough guy faces hardest battle yet.

Cause page created in the [Health](#) category by [Hannah Sinden](#) for Jason "Levi" Holley

Auckland

Jason "Levi" Holley, a health nut who trains daily has been struck down with a terrible disease and needs your help.



\$33,595 donated

Given by **616** generous donors in 6 weeks

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**How do campaigners
secure crowdfunded
healthcare?**

give a little
from the  Spark Foundation

‘Rolling with’ responsibility

“We’d just run out of options. ... It was our only chance really to try and buy some more time.”

– Desiree

“we always knew [crowdfunding] was gonna be uncomfortable, but we don’t have many other choices, so you kinda just have to roll with it.”

– Vanessa

Crowd engagement

“Your time and energy and efforts should be going into really having quality time together as a family, rather than having to spend hours on end emailing, sending texts and that sort of thing to try and encourage them to support you.”

– Michelle

“When you’re a parent already having to care and cope with a child being severely ill, that is a handful enough. You literally do not have the mental or physical time or energy to also fight for things that you should be entitled to, such as just the [carer] benefit. So throw poor treatment into the works as well, and you’re struggling with three fronts. Hence the petition has gone on the backburner, which actually really needs to go across to help the many other thousands of families that are affected by this.”

– Chelsea

Funding accountability

“There has to be accountability in everything. You’re asking this of people, so I need to be accountable, and giving updates on it is a way of being accountable and going ‘hey’, you know, ‘this is it, her progress is this, we’re getting this much closer’.”

– Nancy


“[Making that post] was really hard, because we didn’t know what was happening over that time. ... I was fine with the possibility that people would take their money back, because it is much easier to donate to something when it’s for something specific and you know what’s going to happen with it, as opposed to our airy fairy alternative therapies, which we whole heartedly believe in. But yeah, that was really hard.”

– Desiree

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THE CONVERSATION



How crowdfunding campaigners market illness to capture the attention of potential donors

April 28, 2021 7:40am NZST

Shutterstock/izkes

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Liam's* crowdfunding campaign page is direct: his "sole purpose is to survive".

2 Before his diagnosis with inoperable brain cancer, Liam was a "healthy, fitness and sports minded 44-year-old, [who gave] his time and skills away freely by being a regular at charity events, fundraising for a number of organisations and more recently sponsoring amateur athletes".

3

Holly, Liam's friend, caregiver and now crowdfunding campaign manager, appeals to the crowd: "It's time for us to come together and help this amazing man out."



How crowdfunding campaigns succeed or fail

From **Nine To Noon**, 9:37 am on 3 May 2021

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