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## John Krasinski raises \$500k for Family Reach

*The actor asked his social media and some celebrity friends to donate to Family Reach to celebrate his 40th birthday. The event went viral with the hashtag #JKBday*

**Boston, MA [October 29, 2019]** — Family Reach, a national organization dedicated to eradicating the financial barriers that accompany a cancer diagnosis, announced today that a social media campaign featuring actor John Krasinski raised \$500,000.

The campaign was in honor of Krasinski's 40th birthday and kicked off when he posted a video to his Twitter account on October 20, 2019 at approximately noon EST. [Here is the link](#) to the original tweet. The official hashtag of the campaign was #JKBday.

In it, Krasinski referenced a Venmo account people can donate to, as well as the Family Reach website to learn more. Krasinski also announced this campaign on his Facebook page, which also allowed people to donate directly. To date, Krasinski's Facebook page raised \$10,000.

Krasinski spent most of the day answering tweets, Facebook comments, and responded to Venmo donations through the app. Toward the middle of the day, users posted screenshots of their interactions with the actor.

More importantly, the campaign inspired some families to talk about their experiences with Family Reach.

"Family Reach is one of the few organizations that has helped us during my husband's journey with Burkett's Lymphoma the past 6 months. Absolutely amazing. I cried like a baby when they called to say they would help. Most people don't realize how much cancer affects a family, especially with two toddlers! Thank you for helping families!!!" - Jackie Rose, Facebook comment

While others commented how they were happy the organization existed.

"I just found out about your organization through following John Krasinski. My daughter was diagnosed with cancer 2 years ago and has been in treatment since. Reading your website is like reading part of our story...we gave up our house, a car, my job. While my husband is still working, it's put such a major stress on us as we travel from coast to coast to treat our now 3 year old. I wish I knew about your organization 2 years ago! I just wanted to reach out and say thank you...there is such a need for your organization in the cancer community." - Instagram direct message, used with permission.

Since being founded in 1996, this was one of the biggest awareness campaigns for the organizations that both raised a significant amount of money as well as brought Family Reach to a new audience.

"The response we got from one day is tremendous," Carla Tardif, CEO of Family Reach said. "This amount will help us reach more families who have been financially devastated because of a cancer diagnosis, as well as increase the awareness of Family Reach. Cancer-Related Financial Toxicity is a health crisis and we can solve it."

Quick Overviews

### Twitter Engagement

- Total tweets: 127
- Impressions: 1.0M
- Link clicks: 1,200
- Retweets: 340
- Likes: 5,000
- Top follower: Ryan Reynolds
- [Top tweet](#) (TY to The Rock): 1M impressions. 3.8K likes.
- [Top media tweet](#) (Emma video): 4,886 likes. 7.8% engagement rate.

### Celebrities called out by Krasinski who donated

- Chris Evans
- Chris Pratt
- Ryan Reynolds
- Hugh Jackman
- Dwayne "The Rock" Johnson
- Ellen Degeneres
- Jimmy Kimmel
- Malala Yousafzai (← Was not called out, but did donate)

How Far \$500k can go

485 mortgage payments

Source: the median monthly mortgage payment for US homeowners is \$1,030 according to the latest American Housing Survey from the US Census Bureau - March 2019

1,373 grocery bills

Source: according to the Bureau of Labor Statistics, in 2018 Americans spent \$4,363 on food that's eaten at home (approximately \$364 on groceries per month)

4,477 utility bills

Source: according to the U.S. Energy Information Administration, the average monthly residential electric bill for roughly 132.6 million electric customers in the United States was \$111.67 in 2017

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About Family Reach

Family Reach is a national nonprofit that provides critical financial support to cancer patients and their families, who often have to choose between treatment and daily living essentials like food or electricity. Family Reach works with patients and healthcare professionals at more than 400 top-tier hospitals and cancer centers to reach families before they hit critical financial breaking points.

Visit [www.familyreach.org](http://www.familyreach.org) and follow @familyreach on Facebook, Instagram, Twitter, and LinkedIn.