

## NAME CHANGE / FREQUENTLY ASKED QUESTIONS

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**Q: Why did you change your name?**

A: While NTAF is an acronym for our legal name, **HelpHOPELive™** more accurately reflects what communities do when they work with us to raise funds for out-of-pocket medical expenses related to transplantation or catastrophic injury.

**Q: What is your legal name? Will it change?**

A: Our legal name is National Transplant Assistance Fund, Inc. It will change but not immediately, and will continue to appear on legal and financial documents such as our 990.

Charity evaluators, like Charity Navigator, will continue to list us as National Transplant Assistance Fund. View our [four-star rating](#) at [charitynavigator.org](http://charitynavigator.org).

## PATIENT SERVICES

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**Q: Will my campaign fund name change?**

A: Fund names will no longer include NTAF, only your region and transplant or injury type. Examples: Mid-Atlantic Heart Transplant Fund; Southeast Spinal Cord Injury Fund.

**Q: Will I need new fundraising materials (Tribute Gift Form, Gift In Kind, etc.)?**

A: Yes, but not right away. During the coming months you will see our new identity more and more. But for now, we've chosen to demonstrate good stewardship of our funds by using up our existing materials. You are encouraged to do the same. Please discuss with your Patient Services Coordinator a transition that will work best for you based on fundraising activities already underway.

**Q: Will the URL for my NTAF Web page change?**

A: Effective October 13, [helphopelive.org](http://helphopelive.org) will become the primary domain for our website. The URL for your Web page at [ntafund.org](http://ntafund.org) will automatically reroute users to your new URL at [helphopelive.org](http://helphopelive.org) (The same will apply for emails sent to our staff [@ntafund.org](mailto:@ntafund.org)).

Though your supporters will still be able to reach your Web page and our staff via [ntafund.org](http://ntafund.org), we encourage you to change any links/email addresses you have listed on other websites (e.g., CaringBridge, Facebook) to [helphopelive.org](http://helphopelive.org) (or [@helphopelive.org](mailto:@helphopelive.org)).

**Q: How will the name change affect my Cause on Facebook?**

A: Since our legal name will not change immediately, donations through Causes on Facebook will continue to be processed under our legal name National Transplant Assistance Fund, Inc. as we are listed through Network for Good. Please read [How to Create a Facebook Cause to Benefit Your Campaign](#), available as a download in the Patient Restricted Area of our website.

**Q: What happened to the Flyer Library?**

A: As we work to update our flyer samples to reflect our new name and logo, the Flyer Library will be temporarily under construction beginning October 13. To request a flyer for an event, please contact your Patient Services Coordinator: 800.642.8399.

## FINANCIAL

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**Q: How should a donor's check be written?**

A: Donations made to your fundraising campaign should be made payable to: HelpHOPELive, and the memo section should state: In honor of (Patient/Client name).

**Q: What if some of my checks are written to NTAF and some to HelpHOPELive?**

A: While we are in the transition of the name change, the bank will accept checks written out to both names.

**Q: How will the name change affect my matching gifts or corporate gifts?**

A: Our legal name will not change immediately and all corporate or matching gifts can continue to be processed under our legal name National Transplant Assistance Fund, Inc.

**Q: Will anything change with my campaign balance or list of contributors?**

A: No, everything will remain the same.

**Q: Will Fund Request Forms with the name NTAF still be accepted?**

While we are in the transition of the name change, we will continue to accept NTAF Fund Request Forms. Feel free to use up forms you already have printed. HelpHOPELive Fund Request Forms will be available for download in the Patient Restricted Area: [helphopelive.org/patients](http://helphopelive.org/patients). You can also request a mailed copy by calling: 800.642.8399.

**Q: Have hospitals/rehab centers, etc. been informed of the new name?**

A: Our name was presented at [2011 fall conferences](#) for health care professionals. Referring professionals also received a letter from Executive Director Lynne Coughlin Samson about the name change.