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# THE POWER OF STORYTELLING

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# CASE STUDIES

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# SPECIAL BOOKS BY SPECIAL KIDS



- Small charity, with 3.5m YouTube subscribers
- Promote acceptance and inclusion of disability community
- IWITOT... authenticity, transparency and staying true to their mission















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# THE AUTHENTIC APPROACH



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 <p><b>Raedyn's Unique and Fun Life (Pfeiffer Syndrome)</b> 161K views · 1 year ago</p>	 <p><b>An Intellectually Disabled Senior with Dementia (And Her Caregiving Brother)</b> 179K views · 1 year ago</p>	 <p><b>The Man with 2 Faces (Life as a Medical Refugee)</b> 1.6M views · 1 year ago</p>	 <p><b>Disabled and Lonely (Learn How to be Her Friend)</b> 471K views · 1 year ago</p>
 <p><b>The Love-Filled Life of Lazi (A Kid with Treacher Collins)</b> 267K views · 1 year ago</p>	 <p><b>A Happy Kid who Doctors Recommended Terminating (Cornelia de Lange Syndrome)</b> 346K views · 1 year ago</p>	 <p><b>Living with End-Stage Heart and Lung Disease (Finding Joy with a Short Life)</b> 208K views · 1 year ago</p>	 <p><b>Disabled and Abandoned at Birth (Now He's a Father of 5)</b> 589K views · 1 year ago</p>
 <p><b>A Deaf Kid with a Rare Syndrome (A Proud ASL User)</b> 107K views · 1 year ago</p>	 <p><b>An Autistic Sociopath's Story (A Life with Few Emotions)</b> 1.7M views · 1 year ago</p>	 <p><b>The Story of 2 Disabled Brothers</b> 1.1M views · 1 year ago</p>	 <p><b>A Kid with One of the World's Rarest Disorders (1 of 4 Known Cases)</b> 296K views · 1 year ago</p>

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**THROUGH EMPATHY,  
WE CREATE A BRIDGE  
FROM UNDERSTANDING  
TO ACTION**

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# FROM STORY TO ACTION

Search Donate Fundraise  About Sign in [Start a GoFundMe](#)





## Help Massiah Find a Safe Home




**\$65,658**  
USD raised 94%

[Share](#)

The organizer has currently disabled new donations to this fundraiser.

-  Reshsye  
\$40 · 2 mos
-  Deborah  
\$10 · 2 mos
-  Nicole  
\$25 · 2 mos
-  Abigail  
\$20 · 2 mos

 Christopher Ulmer is organizing this fundraiser on behalf of Takesha Powell.

[Donation protected](#)

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# STORYTELLING





# TRANSPARENCY


- Open about operational costs
- Patreon monthly donation

RECOMMENDED BY CREATOR

**\$5.00**  
**£4.50** / month (plus VAT)

Join

A contribution of any amount unlocks all content on this Patreon. Thank you for your continued support of SBSK.



Because we're able to do that because we don't have to worry about sponsors and their interests.

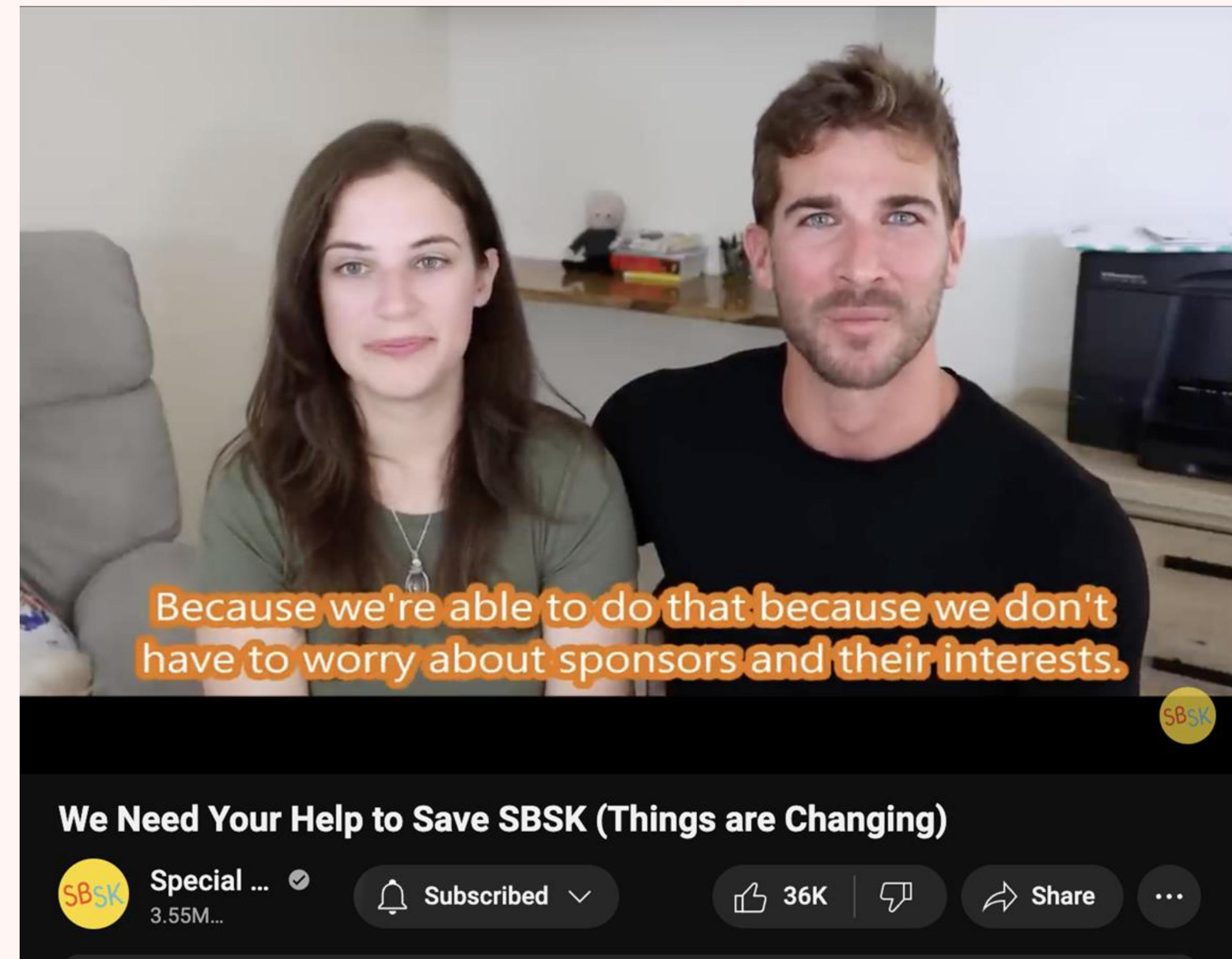
**We Need Your Help to Save SBSK (Things are Changing)**

SBSK Special ... 3.55M...  
Subscribed  
36K  
Share

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# STAYING TRUE TO THEIR MISSION

- Videos > 15 mins in duration
- Against current trends for bit-sized content
- Free from sponsorship influence



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**THE RIGHT STORY  
TOLD IN THE RIGHT WAY**

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