



The National Children's Cancer Society (NCCS) Testimonial
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From our very first conversations with the team at Storyteller Studios, we knew we picked the right group to produce an impactful video for the organization. Their team made the entire process feel incredibly easy. They made the entire process feel effortless. We shared information about the family we wanted to feature, and they handled the rest; coordinating schedules, developing thoughtful interview questions, and guiding the project from start to finish with incredible attention to detail. They communicated every step of the way, were flexible when plans changed, and made what could have been a stressful project feel completely manageable.

As we moved into filming, it became even more apparent that we had chosen the right team. Childhood cancer is deeply personal, and families have already endured more than anyone should have to. We wanted to create a space where a family felt comfortable sharing their journey because they wanted to, not because we asked them to. Amelia's family wanted people to understand what they had been through and how organizations like the NCCS made it possible for them to focus on their daughter's survival instead of worrying about how they were going to get to specialized treatment.

Storyteller Studios understood that from the start. Working with Josh, Lydia, Chris, and the entire team was honestly such a wonderful experience. They approached every conversation with genuine care, compassion, and respect. They took the time to build a relationship with Amelia's family, making everyone feel comfortable enough to simply be themselves. Nothing ever felt forced or rehearsed, and I think that's exactly why the video resonates so deeply.

Watching the video premiere at our gala was something I'll never forget. You could feel the entire room focusing on a very powerful moment. More than 500 people were completely captivated by Amelia's story. That impact carried directly into our Fund-a-Need portion of the night. In less than ten minutes, our guests donated more than \$300,000. To give a little perspective, at our gala the year prior, our Fund-A-Need portion of the night raised about \$80,000 and did not include a video of this caliber. After the event, one of our table sponsors shared that two of his guests were so moved by the video that they each made a five-figure gift.

When we first started talking about producing a professional video, one of our biggest concerns was the cost. Great video production is an investment, and it's certainly not cheap. It's one of the best investments we've made. Through this project, we gained a collection of powerful storytelling pieces that we'll continue using throughout the year to connect with donors, educate people about our mission, and showcase the incredible resilience of the families we serve.



I'm incredibly grateful to the entire Storyteller Studios team. They treated Amelia's story with the respect and sensitivity it deserved, cared deeply about getting every detail right, and created something that will continue making an impact long after gala night. We truly couldn't have asked for a better team to tell this story alongside us. Thank you!