

Crowdfunding as a social fundraising strategy for the medical treatment of children with disabilities

Procuración de Fondos como estrategia social de recaudación de fondos para el tratamiento médico de niños con discapacidad

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Abstract:

Children with disabilities live with many deficiencies and are excluded from various actions that they should carry out because they do not have health, which is why it is sought to be able to support them through micro-financing (crowdfunding). Therefore, the objective of this article is to establish crowdfunding as a social fundraising strategy for the medical treatment of children with disabilities, for which it was carried out under the thematic analysis methodology to process qualitative information, within the framework of the social phenomenology, the individual identification of the health problem for 11 cases of crowdfunding during the months of October to December 2021. The results obtained in this first stage provided information on the perceptions, opinions, and feelings that the donors had, the data processing was carried out using the ATLAS.ti 22 software. It is concluded that the results help to understand the donors' behaviour, to be established in the social fundraising strategy.

Keywords:

Crowdfunding, donations, social marketing.

Resumen:

Los niños con discapacidad viven con muchas carencias y son excluidos de diversas acciones que debieran realizar al no contar con salud, es por ello por lo que se busca poder apoyar mediante la micro financiación (crowdfunding). Por lo tanto, el objetivo de este artículo es establecer el crowdfunding como estrategia social de recaudación de fondos para el tratamiento médico de niños con discapacidad, por lo que se realizó bajo la metodología de análisis temático para procesar información cualitativa, en el marco de la fenomenología social, la identificación de forma individual el problema de salud para 11 casos de micro financiación durante los meses de octubre a diciembre del 2021. Los resultados obtenidos en esta primera etapa proporcionaron información, sobre las percepciones, opiniones y sentimientos que tuvieron los donadores, el procesamiento de los datos se realizó mediante el uso del software ATLAS. Ti 22. Se concluye que los resultados ayudan a comprender el comportamiento de los donadores, para ser establecidos en la estrategia social de recaudación de fondos.

Palabras Clave:

Crowdfunding, donativos, mercadotecnia social

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Introduction

In Mexico, social projects are struggling, despite the benefits, a civil association could have in helping children with disabilities. However, when requesting help or support for social causes, some distrust does not allow it to be so easy to request donations, so tools such as crowdfunding, or collective financing, have been seeking to make transparent the destination of the resources collected. Chronic disorders or disabilities mean that many families need to be supported to receive medical care that decreases the risks they face when coexisting with a disability. By using social marketing campaigns, the participation and financing of the different problems of children with some types of disability are promoted differently, allowing to unite the traditional forms of participation such as volunteers, collectives, activists, and donations through a crowdfunding platform. For donations where all the information is transparent to the general public, so the objective for this work is to establish crowdfunding as a social fundraising strategy for the medical treatment of children with disabilities. This leads us to ask ourselves: What is the perception of people when making donations, which are intended to raise funds for medical treatment in favor of a child with disabilities? and how much are you willing to contribute depending on a specific minor? Does it have to do with the age, condition, or sex of children to be supported in their treatment? And, on the other hand, to know what happens after obtaining resources for children with disabilities, what is the feeling of children and their families?

In this first phase, resources have been obtained for 11 children (boys and girls) in some cases, many donors, and others one or few donors, so it shows the fact of using crowdfunding as a social fundraising strategy in the period October – December 2021.

Literature Review

Within the economy, there is a sector that corresponds to all those legal entities that are constituted of their own volition for solidarity, humanitarian, and volunteer purposes, among others, and do not distribute benefits among their associates (Barranco, 2005) cited in Caballero, M et al. (2019) supporting to reduce social problems such as hunger, poverty, disease, and inequality. We will start the theoretical framework, by first knowing the concepts that lead us to review the theories on crowdfunding, social strategy, fundraising, medical treatments, and children with disabilities and with it, the research carried out.

1. Crowdfunding

Crowdfunding is derived from the broader concept of crowdsourcing. Since 2006, crowdsourcing has been defined to leverage of the creative solutions of a distributed network of individuals (Howe, 2008 cited in Ménez et al, 2017). So, we can understand that microfinancing (crowdfunding) is collective financing, which is carried out through economic donations, which invests in a project, can raise funds for a charitable cause, a creative project, the start-up of a business, school tuition, and personal

expenses. in exchange for a reward or participation. The vision of crowdfunding is to harness the power of the crowd to fund small businesses, and projects that are unlikely to be funded by traditional means, using platforms or social networks, to realize their ideas (Lambert and Schwenbacher, 2010 cited in Ménez et al, 2017). In such a way that various models are considered to implement crowdfunding, so the donation model is the only one in which there is no stipulated consideration for the collaborators who finance a project (Lorente Junqueras, 2016). This means that a large part of the donations to these projects are of a solidarity or humanitarian nature, so the people or organizations that make the donations have an altruistic and generous condition. On the other hand, the term fundraising comes from the English "fundraising" and means obtaining financial resources for a non-profit organization or civil society, being a relatively new activity in our country and fundamental for the subsistence of Civil Society Organizations [CSOs] (Velasco, 2012, p. 14 cited in García, 2015 p. 5), in such a way that having the funds on a crowdfunding platform, it will be safer for donors and more accurate to cover medical treatments. According to the Global Crowdfunding Market Research Report (Market biz, 2022), the market is approximately \$11,786.5 billion in total revenue during the year 2020, (see figure 1)

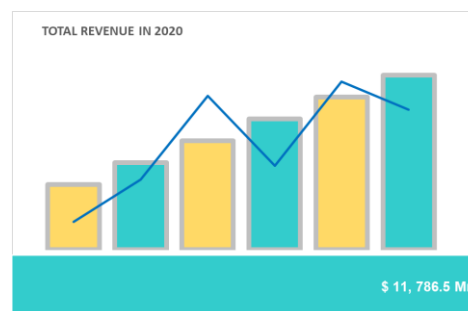


Figure 1. Global crowdfunding marketplace total revenue in 2020 from the global crowdfunding market research report (Market biz, 2022)

By 2030 it is intended to reach 34,074.8 billion, (see figure 2) which gives a growth of 17% between 2021 and 2030, so the world market will continue to grow, and with it the payment of medical treatments that after the COVID 19 pandemic have increased, due to the problems they must pay for treatments.

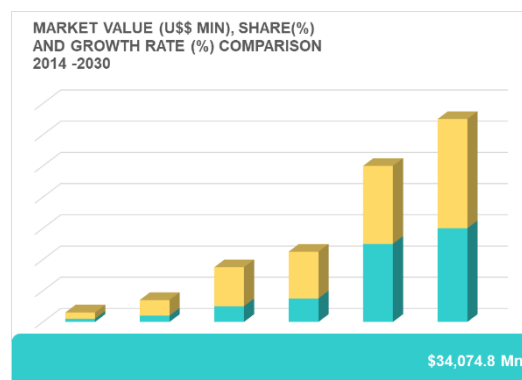


Figure 2. Growth and expected market value (2014 -2030) taken from the global crowdfunding market research report (Market biz, 2022).

2. Social Marketing

The concept of Social Marketing according to Kotler and Zaltman, (1971) is considered "... the design, implementation, and control of programs designed to influence the acceptance of social ideas, involving considerations of product planning, pricing, communication, distribution and, marketing research". (pp. 8-12), some years later Kotler et al. (2014) indicate that social marketing comprises efforts to change public behavior for another that society considers. On the other hand, for Fernández Lorenzo et al. (2020) it is a tool that is used for the construction of competitive advantages, to enhance public welfare through marketing tools, and to respond to social problems (p. 4). Galarza (2021) states that "social marketing takes on great relevance by making it applied for the good of society in common to improve different aspects of daily life" (p. 30). Therefore, by applying the good in favor of children with disabilities, it is shown that crowdfunding can be an alternative that generates impact and supports through small donations. On the other hand, García and Romero, (2019) know social marketing as a technique that focuses on the whole society as its axis of action to solve problems for individuals, so we consider it an excellent tool to support crowdfunding.

3. Phenomenology

The study of social phenomena from phenomenology as a method has its roots in philosophy, a science that aims to explain the real world from consciousness to understand the meanings, structures, and essence behind phenomena, from what people or groups of people live from their personal experiences (Patton, 2002 cited in Porras, 2020). Phenomenology as a coherent philosophical system has its formal origins in the work of Edmund Husserl (1859-1938) and is understood more as a broad philosophical movement that brings together various heterogeneous developments in the same area than as a theoretical system closely delimited by the approaches of Husserl himself (Moreira, 2001; Moreno, 2000; Waldenfels, 1992). As a methodological tool, phenomenology allows for investigation through the experience of the subjects, how they experienced a certain phenomenon, and with it know how they interpret a reality in which they interact (Lara et al., 2019 cited in Vega-Barrios, et al., 2021) Being a methodology for the understanding and description of phenomena, has been used over events and social events that happen to a certain social group in everyday life, such as children with disabilities and people who are available to make

donations to help with the medical treatments they require. However, as mentioned by Dantas and Moreira (2009), cited in Vega-Barrios et al., (2021) for a better understanding of the experiences it is pertinent to start with a detailed description of the lived experience. For these, the experience is the construction that the informant makes from his experience and the experiences of others, therefore, being a merely subjective experience, it should not be understood as absolute truth, but as a reflective description of an experience captured by the senses of the subjects.

Methodology

To study the perceptions, opinions, and feelings from the experience of the participants in the crowdfunding of 11 cases of children with disabilities. The epistemological paradigm of qualitative research has been chosen using phenomenological interpretation and descriptive exploratory method, while in the interpretation of the results the guidelines established by phenomenology were used to study the phenomena from the experience of people. For the construction of this work, 11 cases of crowdfunding were delimited to identify themselves as participants, by age, sex, medical treatment, or support required for each of the children with disabilities (see Table 1), during the months of October to December 2021, the donations were deposited directly to a digital piggy bank, in which the moment in which the goal stipulated by the participant was met, obtaining a total final of 150,000 pesos.

Table 1.

Participants and conditions to support crowdfunding

Participants	Sex	age	Medical treatment	crowdfunding
P1	M	3 Y	Android tablet	\$ 6,000.00
P2	M	4 Y	Study: Methylation Ms-Maps Sx Angelman	\$ 5,000.00
P3	M	22 Y	Study: Clinical Exome	\$ 9,000.00
P4	F	8 Y	Study: Microarrays	\$ 7,500.00
P5	M	6 Y	Study: Microarrays	\$ 7,500.00
P6	M	8 Y	Controlled Growth Right Knee	\$ 20,000.00
P7	M	6 Y	Spastic PCI/Thyrierosmus	\$ 15,000.00
P8	M	5 Y	Review Lpm Left	\$ 15,000.00
P9	F	7 Y	Bilateral Review PM	\$ 25,000.00
P10	F	2 Y	Privacy/Ata Recurrence	\$ 20,000.00
P11	F	5 Y	Left Privacy	\$ 20,000.00

Note. Data obtained from the cases requested for support through a digital piggy bank of the non-profit institution

The invitation to be part of the donors for this project was made using current media, such as social networks (Facebook, Instagram, and Twitter) where the case of each of the participants was published and promoted, explaining the problem for which support was required for

medical treatment and the amount requested. Donors could make their contribution through a direct link to the digital piggy bank prepared for each case, in such a way that they had the number of donors and the amount they represented per case, likewise they were invited to give their testimony when they were donors and why they had done it

A guiding tool was developed after the literature review on crowdfunding and social marketing as a studied phenomenon; In addition to the quantitative analysis, of the descriptive data, 15 of the donors selected from the amounts contributed were invited to participate through a recorded interview with three defined questions:

1. What is your perception of fundraising for medical treatment for a child with a disability?
2. Why are you willing to contribute to a specific minor?
3. Does it have to do with the age, condition, or sex of the children to be supported in their treatment?

In the in-depth interview, tentative questions were included to obtain more subjective information about the object of study. Thus, to explore the conditions under which donations are granted, it was asked if they agreed with the donation program and the results it could bring to each of the children with disabilities. This exercise resulted in an application guide for semi-structured interviews, consisting of 15 questions with the following dimensions:

- Integration into society.
- Stimuli.
- Type of Conduct.
- Emotional support.
- Perception of donations.

From a phenomenological framework, the results have been interpreted, analyzing the discourse of everyone at the time of the semi-structured interview. The requested interviews were recorded by informed consent and transcribed in their entirety for the analysis focused on the search for "units of meaning", indicating the phenomenological reduction through the elimination of narrative parts that did not contribute to the construction of the data, as is usually done in thematic analysis, in addition to guaranteeing the confidentiality of personal data, both crowdfunding participants, the donors and the institution that supports the collection under the crowdfunding model.

Results

The data indicate that the donors were men and women of legal age, identified through their name or name used on the platform (digital piggy bank), as well as the total amount collected, so in Table 2, you can see the number of donors, medical treatment and the total collected

Participants	Sex	donors	Medical treatment	crowdfunding
P1	M	5	Android tablet	\$ 6,000.00
P2	M	1	Study: Methylation Ms-Maps Sx Angelman	\$ 5,000.00

P3	M	48	Study: Clinical Exome	\$ 9,000.00
P4	F	7	Study: Microarrays	\$ 7,500.00
P5	M	13	Study: Microarrays	\$ 7,500.00
P6	M	73	Controlled Growth Right Knee	\$ 20,000.00
P7	M	44	Spastic PCI/Thyjeriosmus	\$ 7,198.00
P8	M	22	Review Lpm Left	\$ 15,000.00
P9	F	129	Bilateral Review PM	\$ 25,000.00
P10	F	181	Privacy/Ata Recurrence	\$ 20,000.00
P11	F	94	Left Privacy	\$ 20,000.00

Note. Data obtained from the number of donors and amounts registered in the digital piggy bank of a non-profit institution

Likewise, it can be observed that the younger the children with disabilities, the more supported, and they are more likely to get fundraising, girls, especially because more surgeries were required so that they could establish a more normal life in terms of long-term recovery. The proposed crowdfunding of 150,000 pesos, was not achieved, since there was the participation of 617 donors among the 11 cases with a total amount raised of 134,898 pesos, so it is important to determine the failure of the social strategy, which aims to increase collection and achieve the goal

From the recordings, because of the analysis, the results have been classified into two main categories according to the parameters: "favorable" and "unfavorable". The answers that were included in the "favorable" category included expressions indicating high levels of perception of fund-raising such as: "I like it", "I think it's positive", "it's to my liking", "it's okay" and "good". The answers that were included in the "unfavorable" category were those that were understood as negative responses that include expressions such as: "I dislike", "it's bad", "it's negative", "it's wrong", "I'm not satisfied", among others.

On the other hand, categories were obtained that were registered through thematic analysis, processed using the ATLAS. ti 22 software, and where the respondents expressed common categories such as: "it is part of a positive behavior" to integrate into society, as the main perception about fundraising while questioning why they are willing to contribute for a minor, found as a category "Se me hace agüita el corazón", as well as giving emotional support and love through the money that can be granted, and when asked if the age, condition, or sex of the child is important to donate, it was answered that it has to do with the stimuli and behavior that manifests itself in the social campaign that is presented.

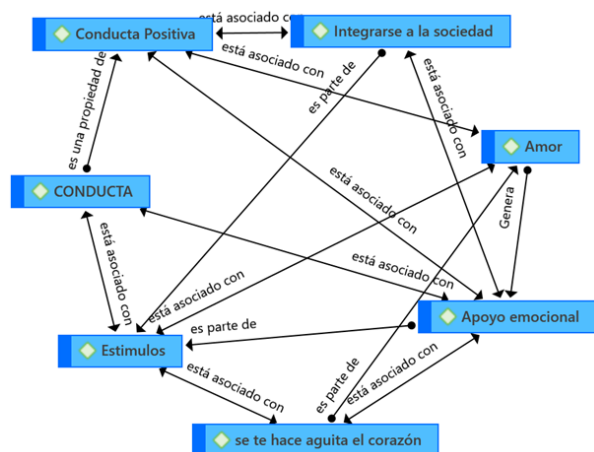


Figure 3. Emerging categories Triangulation

Discussion

Reviewing the information obtained, it has been possible to observe some variations in the aspects of crowdfunding that have not yet been explored in Mexico. Although people who agree to participate based on children with disabilities to obtain support for medical treatment are favorable, there are still doubts, about if the donation reaches those who need it, the same does not happen with the other dimensions. It is found that the dimension "Integration into society" is one of the most influential in the decision to donate since it is seen as a positive behavior that is associated with emotional support; This is more favorable in girls (female) of preschool age

Something similar happens with the dimension of "stimuli". In general, there is a greater intention of donation, since the dimension "Se me hace aguita el corazón" is established as an expression of pain and support so that children obtain medical treatment that will fill them with love, and we return to integration into a society which may be due to the feeling of people to help a specifically identified child. In such a way that the conception of crowdfunding as a social strategy, must show the main causes for which fundraising is required, since, using terms with strictly medical language, it es donors do not understand the importance of their contribution and it is possible that this brings as consequences not to achieve the planned goals. In addition, there is high consistency with the results of other studies, where fundraising must show where the resources are going and where the person requesting them will benefit, so it could be affirmed, then, that so many children with disabilities, present difficulties in the contexts in which they live, so it is important to support through crowdfunding to have the medical treatment required for a better quality of life to integrate into society. Therefore, according to García (2015, p.11) who quotes Layton (2014) philanthropy is the soul of civil society and means "love for humanity" (Cicotte and Jacob, 2001). Which is what is expressed through efforts to achieve the common good through personal acts, financial

support to one or more causes, mutual aid or assistance, and promotion of quality of life.

Conclusions

Therefore, we can conclude that there are some initiatives undertaken by non-governmental organizations (NGOs), and universities with social responsibility (CSR) that are investing and spreading awareness about microfinance to obtain financial support through social marketing campaigns, as well as decreasing distrust about the destination of the requested resources. So, in our question How much are you willing to contribute depending on a specific minor? there is still much to be known, which will help us to make the initiatives to achieve fundraising for medical treatments, more specific so it is worth working again with the main aspects of crowdfunding as a social strategy so that communication towards potential donors will be very specific and understand the relationship of treatment with stability and inclusion in society.

In the same way, to be able to understand that culturally there are still doubts about the destination of the contributions, despite having identified children with disabilities and ways to solve it through medical treatments. So, if you must see the age, condition, or sex of the children to be supported in their treatment? Donors allude to their feelings, especially when seeing the situation or context in which they find the child, so it is proposed to give more explanation about the conditions and solutions, however, they are more susceptible if the gender is female and is of school age.

Although this work does not yet have the degree of validity that is expected due to time and resource limitations, we consider it a good alternative guide for future research, presuming adequate use of the qualitative approach, since in this way it is possible to obtain, in a more reliable way, the perspective of the donor around his satisfaction in the crowdfunding strategy.

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