

CASE STUDIES

Building bridges to mental health support — One call at a time.

When you lose someone you love, you can either break — or build. In the case of The Cashleigh Foundation, the team chose to build.

**Company:**

The Cashleigh Foundation

Website:

thecashleighfoundation.org

Industry:

Nonprofit / Mental Health

Number type:

Toll-free

Features for success:

Call Forwarding
Vanity Phone Number



“For any small business or nonprofit, especially those managing sensitive conversations, 800.com is a game-changer. It’s affordable, easy to use, and makes your organization look and feel professional. I highly recommend it.”

Lana Gruell

Founder | Executive Director

About

The Cashleigh Foundation was founded in 2023 to honor the life and legacy of the founder’s daughter, Cashleigh. Driven by compassion and purpose, the nonprofit is committed to making mental health support more accessible—especially for youth and their families who often struggle to find timely, accessible care. Instead of duplicating what already exists, the foundation serves as a vital connector, guiding people toward trusted crisis lines, support groups, and free mental health resources. They use their website, social media, and toll-free number to ensure these resources are available 24/7, when they’re needed most.

The challenge: personal and business calls colliding

At first, all foundation communication happened through the founder’s personal cell phone. That meant crisis calls, volunteer outreach, media inquiries, and everyday texts were all tangled together—making it nearly impossible to stay organized or set healthy boundaries. The lack of a separate line made it harder to be fully present in urgent conversations and raised concerns about professionalism. There was also a risk that someone in crisis might hesitate to reach out if the experience didn’t feel trustworthy or structured.

The solution: a simple, trustworthy, and professional phone system

Searching for a better communication system led the team to 800.com. It offered exactly what they needed: a toll-free number, voicemail, and texting tools that were affordable, easy to use, and instantly gave the foundation a more professional presence. With no technical expertise required, they had their number, call forwarding, and voicemail set up in minutes. These tools now support daily communication—helping the team stay responsive, protect their personal time, and build deeper trust with every caller.

The results: clearer boundaries, better support

The impact was immediate and far-reaching. With fewer missed calls and faster response times, the foundation can now offer timely help when it matters most. Families and partners say the toll-free number signals credibility and care, encouraging more people to reach out. For the founder, the change brought a renewed sense of balance—making it easier to be fully present during work calls and to unplug at home. With a small team and a big mission, the right tools made all the difference in growing their reach and sustaining their well-being.

Connect with The Cashleigh Foundation

