THERE ARE **1.6 MILLION NEW CANCER DIAGNOSES** EACH YEAR

**64%** OF THESE FAMILIES WILL HIT **FINANCIAL HARDSHIP**
HOPE
CARE
COMPASSION
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OUR INSPIRATION
The original Colangela Morello-Wiatrak Cancer Fund was founded as a joint effort in 1996 by the families of Christopher Colangelo and Kristine Morello-Wiatrak. Christopher lost his battle with neuroblastoma at the age of 11 in 1981, and Kristine died in 1995 at the age of 27 after a year of fighting Ewing’s sarcoma, a pediatric-type cancer.

Shortly after Christopher’s death, the Colangelo family began a relationship with Columbia Presbyterian in New York to help families with the financial and emotional burdens of dealing with pediatric cancers. Over the years, the Colangelo’s offered special attention to families requiring palliative care, home health assistance and other needs in the final days of their children’s lives.

Kristine and her husband Chris had a similar vision during Kristine’s fight against Ewing’s sarcoma. They both were astounded by the plethora of secondary costs and burdens that mount during treatment - from transportation to cancer centers, to special nutrition needs, to daycare. Before her death, Kristine and her husband Chris agreed that they should create a fund to help families cope with these financial pressures and allow them to focus their emotions on the healing of loved ones. In particular, Kristine and Chris wanted to help families confronted by similar solid tumor cancers, those that often do not receive the same relative level of resource attention as other cancers.
SINCE 2003, FAMILY REACH HAS GENERATED OVER $4 MILLION IN GROSS CONTRIBUTIONS AND HELPED OVER 3,000 FAMILIES.
Our mission is to provide financial relief and heartfelt support to families fighting cancer.

The majority of our funds are dedicated to families with a child or young adult who is being treated for a pediatric type of cancer.

The focus of our efforts is to help families pay for a variety of significant expenses that mount during the patient’s treatment, including everyday home bills that accumulate due to lost wages of parents, e.g. mortgage and utility bills, insurance premiums, and transportation to care centers.

Patients and families have been identified primarily through relationships with social workers at prominent hospitals, including Memorial Sloan-Kettering Cancer Center and New York Presbyterian in New York City; hospitals on the campus of Robert Wood Johnson Medical Center in New Brunswick, NJ; Dana-Farber Cancer Institute in Boston; Johns Hopkins in Baltimore; Rady Children’s Hospital in San Diego; and many others.

For over a decade, Family Reach Foundation has been developing relationships with major cancer centers across the country and helped hundreds of families with critical needs. Since 2003, Family Reach has generated over $4 million in gross contributions and helped over 3,000 families.
The mission of Family Reach is driven by the memories of loved-ones who have lost their battles against cancer, and by the energies and passion of individuals who are determined to help others through incredibly challenging circumstances brought on in an instant by a cancer diagnosis.

In 2012, Family Reach’s mission was elevated to a true national stage through expanding our offerings to families dealing with the debilitating financial realities of cancer. This was made possible by the record-breaking fundraising numbers and strengthening our commitment to grow the organization for years to come.

Thanks to our rapidly growing network of volunteers, corporate partners and Ambassadors, Family Reach generated over $1.3 million in 2012. Our incredible financial success has allowed us to help over 560 families across the country and wisely invest in our infrastructure to ensure our continued, controlled growth and sustainability.

Our ability to reach hundreds of families in need is made possible in great part through our hospital
partners across the country. In 2012, Family Reach expanded our hospital partnerships to include Lurie’s Children Hospital in Chicago, bringing our national hospital partnership network total to 16 institutions.

While the heart of our mission centers on providing directed financial assistance to families in need, we also help deliver and facilitate additional support through navigation services offered by our in-house social worker team: being there to hand a special gift to a child struggling through treatment, bringing families together on various occasions knowing they will offer each other profound strength, and creating uplifting experiences outside of the hospital for families who desperately need it.

In 2012, Family Reach introduced the Cooking Live with Ming Tsai and Friends event in Boston and New York City. By teaming up with world-renowned chefs and Hollywood icon Matt Damon, we raised over $350,000 and enjoyed international press with media circulation reaching over 250 million people. We are extremely grateful to Family Reach Ambassador Chef Ming Tsai for creating the Cooking Live concept.

Our incredible success in 2012 was the result of many dedicated, hardworking and determined people coming together with a common sense of mission and collective compassion to make it happen. It is with heartfelt gratitude that Family Reach recognizes these outstanding individuals whose generosity made this record-breaking year possible.

Thank You,

Carla Tardif
Executive Director
YEAR AT A GLANCE

APRIL
Reach Athletes compete in Boston Marathon and raise $35,000

MAY
Family Reach launches Cooking Live event with Ming Tsai in Boston

APRIL
Oldies Night, New Jersey

JULY
New Jersey Golf Classic
**SEPTEMBER**
Cooking Live event launches in NYC and features Matt Damon, raising $250,000

**OCTOBER**
San Francisco Golf Classic

**OCTOBER**
The 7th annual 5k raises $50,000

**NOVEMBER**
Culture & Caring Event in Boston

**DECEMBER**
Holiday Cycle raises $32,000

**DECEMBER**
Family Reach partners with the Boston Celtics to offer a night out for families battling cancer
THE CANCER STORM

CANCER STATISTICS 2012

US
1,638,910*

CA
165,810

AK
3,640

HI
6,610

CA
165,810

AK
3,640

HI
6,610

THE CANCER STORM

CANCER STATISTICS 2012

US
1,638,910*
1.6 million cases of cancer diagnosed every year

110,000 children + young adults in cancer treatment every year

40% of families fighting cancer report depleting their savings

20% fall below the poverty line

40,000 families fighting cancer need our support each year

PEDIATRIC CANCER IS THE LEADING CAUSE OF DEATH AMONG CHILDREN.

* Estimated numbers of new cancer cases for 2012, excluding basal and squamous cell skin cancers and in situ carcinomas except urinary bladder.

NOTE: State estimates are offered as a rough guide and should be interpreted with caution. State estimates may not add to US total due to rounding
Family Reach relies on its network of hospitals and social workers to serve families in need.

While we also receive direct requests from families in the community, the majority of grants we provide are through collaboration with oncology social workers and hospitals that stay by the sides of families while they have a child or parent in treatment.

We communicate regularly with the social workers and hospitals to ensure our mission is fulfilled, and we rely on their dedication to help families persevere.

**IN 2012, WE DISTRIBUTED $560,000 IN FINANCIAL SUPPORT TO FAMILIES IN 34 STATES.**

While we cannot provide grants to every family for every situation, we pride ourselves on our flexibility and dedication to helping people get through a period of great strife so they can focus on caring for loved ones.

**NEW JERSEY**
- Morristown Memorial, Morristown
- Newark Beth Israel Medical Center, Newark
- Robert Wood Johnson Medical Center, New Brunswick
- Saint Barnabas Medical Center, Livingston

**NEW ENGLAND**
- Dana-Farber Cancer Institute, Boston
- Floating Hospital for Children at Tufts Medical Center, Boston
- Massachusetts General Hospital, Boston
- Rhode Island Hospital, Providence

**NEW YORK**
- Morgan Stanley Children’s Hospital of New York-Presbyterian, New York City
- Memorial Sloan-Kettering Cancer Center, New York City

**CALIFORNIA**
- Rady Children’s Hospital, San Diego
- UCSF Benioff Children’s Hospital, San Francisco
- Lucile Packard Children’s Hospital at Stanford, Palo Alto

**OTHER STATES**
- Children’s Hospital of Philadelphia, Philadelphia
- Johns Hopkins Hospital–Sidney Kimmel Cancer Center, Baltimore
- Ann and Robert H. Lurie Children’s Hospital, Chicago
**A SAMPLE REQUEST FROM A FAMILY IN NEED**

The following paragraphs are from a Family Grant Request Form used by social workers at a hospital in the Family Reach network. The situation described below reflects a typical family in dire need of financial assistance and emotional support as a child battles against a pediatric cancer. In 2012, Family Reach provided assistance to nearly 600 families in similarly challenging circumstances.

Nineteen-year-old “Jason” suffered a relapse of Hodgkin Lymphoma and receives weekly chemotherapy treatments at the hospital on both an inpatient and outpatient basis. He lives with his single mom and younger teenage brother. His mom works and had just gotten out of debt from expenses associated with Jason’s previous treatment for cancer in 2010. Due to Jason’s care and treatment needs, his mother had to cut her hours at work. The loss of income and new treatment-related expenses on top of the family’s everyday living expenses led to significant financial stress for this family and assistance from Family Reach was requested.

Family Reach provided a $1,250 grant to assist the family with rent.

**NAVIGATION SERVICES**

The following story is an example of how Family Reach has leveraged its partnerships to give families extra support when it is needed the most.

In 2012, the needs of a homeless family came to the attention of Family Reach Foundation. This family had all of their belongings packed in their car when they pulled into the parking lot of a hospital emergency room with their sick child, a two-year-old boy named “Brett”. What they thought would be only a minor illness turned out to be cancer. At the time of his diagnosis, Brett’s mom had to stop working in order to be at his bedside and his dad was unemployed. After an initial adjustment period, Brett’s mom resumed working at her part-time job and his dad was actively seeking new employment. Family Reach provided a $1,000 grant to help the family gain access to an affordable apartment. To help prevent the family from becoming homeless again as they worked to get back on their feet financially, Family Reach turned to its partner, Small Can Be Big for help in raising funds to cover a second $1,200 grant for additional rent.
In addition to the important financial assistance that Family Reach and its partners provide, we also strive to support the families through referrals to other services available to them. The following story illustrates this commitment.

“Jake”, now six years old was diagnosed with Acute Lymphoblastic Leukemia at age two. His dad had lost his full-time job prior to his son’s diagnosis and was working a couple of part-time jobs to make ends meet. The family went through a very long and difficult treatment period that was beset with complications requiring extensive medical rehabilitation services. They were significantly impacted financially because Jake’s mom was no longer able to work and his dad had to significantly reduce the number of hours he could work after Jake’s diagnosis, due to his son’s extensive needs for care and treatment.

Family Reach provided the family with an $850 grant to help with a partial rent payment in the summer of 2011. A Family Reach social worker also assisted the family by providing a referral to a non-profit legal services organization when the family was having difficulty with their landlord. The legal services subsequently provided helped to prevent an eviction.

Additionally, Family Reach provided a $1,200 grant for first month’s rent in the spring of 2012 to help the family gain access to a more affordable apartment. To offer further help, a referral was made by a Family Reach social worker to another cancer foundation and resulted in a grant for financial assistance with the family’s moving expenses to the new apartment.
A diffi cult journey made easier by Family Reach

“All of a sudden everything falls apart and not knowing what’s ahead of us... not knowing, is he going to be cured? He’s only three years old. What’s going to happen to us going forward?”

These are the words of Gavin’s step-dad, Jose, when describing the overwhelming feelings that he and his wife, Maryan, experienced at the time of their now four year-old son’s diagnosis of Acute Lymphoblastic Leukemia in February of 2011. The road ahead would be diffi cult but made easier through help from family, friends, and Family Reach Foundation.

Gavin’s illness and treatment course were beset with complications and all possible side effects. After several chemotherapy treatments, the cancer returned, so a bone marrow transplant was considered the best hope for beating Gavin’s cancer. Following the bone marrow transplant, Gavin experienced many complications and side effects, including graft versus host disease.

Though Gavin’s mom and step-dad received support from family members and friends, they experienced fi nancial diffi culties during Gavin’s illness and treatment. Gavin’s mom had to stop working when Gavin was diagnosed in order to care for him. Maryan was also pregnant at the time, and her doctor advised her to rest for two weeks following the birth of her new baby. Thus, the family would soon need short-term childcare services, which they could not afford. A social worker from Lucile Packard Children’s Hospital arranged for a grant through Family Reach Foundation to cover these childcare costs.

Gavin was finally able to return home in June 2012 after a 321-day inpatient hospital stay. While he is still recovering from the bone marrow transplant and is limited at this time to his home—leaving only for medical appointments at the hospital—he is on his way to recovery, thanks to the efforts of Lucile Packard Children’s Hospital staff and support from his mom and step-dad, extended family, and Family Reach Foundation.
IN 2012, WE GREW GROSS RECEIPTS BY 35%, BRINGING IN $1.35 MILLION IN TOTAL REVENUE.

FINANCIALS

SOME MAJOR GRANTS AWARDED IN 2012 INCLUDE:

- Genentech Foundation $75,000
- Insurance Industry Charitable Foundation (IICF) $50,000
- Stratton Family Foundation $50,000
- Sara Elizabeth O’Brien Trust $25,000
- The Lapinski Foundation $20,000
- Boston Bruins Foundation $5,000
- Million Dollar Round Table $5,000

PARTNERSHIPS

- One Mission $42,500
- Leigh Sakoda Foundation $25,000
- Small Can Be Big $24,000
- Golf Fights Cancer $20,000
**FAMILY REACH FOUNDATION**

**23**

**PUBLIC SUPPORT + REVENUE**

**TOTAL**

$1,347,525

**EXPENSES**

**TOTAL**

$1,036,563
10-YEAR REVENUE GROWTH

GROSS REVENUE

NET REVENUE AFTER DIRECT EVENT EXPENSE
## STATEMENT OF ACTIVITIES
For the Years Ended December 31, 2012 and 2011

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<tr>
<th>PUBLIC SUPPORT + REVENUE</th>
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<td>Grants</td>
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<td><strong>Total Net Revenue</strong></td>
<td><strong>1,160,629</strong></td>
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<th>EXPENSES</th>
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<td><strong>Program:</strong></td>
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<td>Family Financial Assistance</td>
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<td><strong>Total Program Support</strong></td>
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<td>General and Administrative</td>
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<td>Fundraising</td>
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<td><strong>Total Other</strong></td>
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<td><strong>Total Expenses</strong></td>
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<td>Changes in Net Assets</td>
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<td>Net Assets as of Beginning of Year</td>
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<td><strong>Net Assets as of End of Year</strong></td>
<td><strong>474,842</strong></td>
<td><strong>350,776</strong></td>
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BOARD + STAFF
BOARD OF DIRECTORS
Richard J. Morello, President
Andrea Colangelo, Vice President and Secretary
Donna Cunningham, Treasurer
Lucille Ditta
Wendy Spivak
Chris Wiatrak

STAFF
Carla Tardif, Executive Director
Cassie Taylor, Development Manager
Brian Morello, Manager of Development Projects and Programs
Rosemary Pfreundschuh, Senior Program Manager/Social Worker
Jennifer Lorencovitz, Social Worker
Corey Fick, Operations Manager
Cindy Jones, Operations Intern

CONSULTANTS
FINANCE AND ACCOUNTING
Vincent Abate
Andrea Harmon and Mary Leaton, Jitasa (formerly Easy Office)

LEGAL
Michael K. Barron, Pro-Bono Attorney, Bingham McCutchen

GRAPHIC DESIGN + WEB DEVELOPMENT
Sarah Heckles, Heckles Creative
Leslie Jonas, Jonas Design
Andrew Santos, Interthrive Inc., Web Design and Development Consultant
Lisa Valenti, Design

AMBASSADORS
Ming Tsai
Ed Lynch
Michael Danziger
Joe Valenti
Kristen Kuliga
Kenji Freedman
Jennifer Winterhalter
Karen Capuzzi
Myrna Valez
Shawn Burgo