THERE ARE **1.66 MILLION NEW CANCER DIAGNOSES** EACH YEAR
MANY OF THESE FAMILIES WILL HIT **FINANCIAL HARDSHIP**
A LIFELINE FOR FAMILIES FIGHTING CANCER NATIONWIDE
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Page</th>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>06</td>
<td>Mission</td>
</tr>
<tr>
<td>08</td>
<td>Letter from our Executive Director</td>
</tr>
<tr>
<td>10</td>
<td>Year at a Glance</td>
</tr>
<tr>
<td>12</td>
<td>Cancer Storm</td>
</tr>
<tr>
<td>14</td>
<td>Services</td>
</tr>
<tr>
<td>18</td>
<td>Family Story</td>
</tr>
<tr>
<td>20</td>
<td>Major Gifts + Partnerships</td>
</tr>
<tr>
<td>22</td>
<td>Financials</td>
</tr>
<tr>
<td>24</td>
<td>Board + Staff</td>
</tr>
</tbody>
</table>
SINCE 2003, FAMILY REACH HAS GENERATED ALMOST $7 MILLION IN GROSS CONTRIBUTIONS AND HELPED OVER 3,500 FAMILIES.
Since 1996, Family Reach has been helping families with a child or parent afflicted with cancer deal with the overwhelming financial and emotional burdens of the disease. As families try to cope with years of cancer treatment, out-of-pocket medical expenses, and everyday living costs, they often reach critical breaking points. Not only do they risk losing their homes, stability and hope, but also their ability to ensure their loved-ones receive the vital care they need to survive. Through an effective process developed through years of close collaboration with hospital social workers, Family Reach provides urgent assistance to families in a timely, compassionate fashion. Family Reach is a lifeline for families fighting cancer nationwide.
Since the Morello, Colangelo and Wiatrak families figured out how to deliver much needed financial relief to families fighting cancer back in 1996, their vision has risen to a whole new level! What started as a way to remember their young loved ones who lost their battle to cancer, is now a recognizable, rapidly growing, national foundation!

We saw many great accomplishments in 2013. Our hospital partnership and national footprint expanded; we helped a record number of families dealing with cancer; the Family Reach team added great new talent and passion to our around-the-clock efforts; and we launched our new brand identity with a logo and tagline.

Family Reach is the only national non-profit organization solely focused on relieving the highly overlooked financial devastation a cancer diagnosis often brings to a family. Medical emergency is the #1 cause of personal bankruptcy, cancer being the leading culprit. Cancer isn’t something you plan for and often leaves families dealing with debilitating stress and financial devastation on top of trying to nurture a loved one.
through grueling cancer treatments. In some cases it actually impedes access to care. Family Reach steps in to ensure a family has access to lifesaving treatments and that their very basic needs are met, such as shelter, heat, electricity and food.

In the pages that follow you will see our astounding 2013 results, meet some of the brave families helped by Family Reach and see why your support is so vital as it allows us to continue to expand and to be a lifeline for families fighting cancer nationwide.

The reality is that there are many more families that need our support. It is with steadfast determination and an aggressive 5-year growth strategy that we plan on delivering it to families across the country no matter where they live.

This year we put together a National Advisory Board that will play a major role in getting us to reach that goal. This group of highly sought-after entrepreneurs and corporate leaders meet to discuss the Family Reach mission twice a year and have solidified a strategy to accelerate our critical growth allowing us to help more families. We look forward to putting that plan into place in 2014.

We also have a brand new look! Thanks to Harrison & Star and Porter Novelli our in kind communications, marketing and PR firms out of New York, we were able to create a custom logo icon and tag line, putting us in the best light possible as we prepare to step onto a national stage. The new look was finalized one day before our Executive Celebrity Chef Ambassador Ming Tsai stepped into the national spotlight talking about our mission on The Today Show, Rachael Ray and Katie Couric’s show Katie!

It is with heartfelt gratitude and sincere appreciation that Family Reach recognizes the outstanding individuals who made this record-breaking year possible. We also salute our brave Family Reach families who so quickly become a part of our own family and who are willing to tell their stories to allow us to raise awareness for this devastating, overlooked reality of cancer. They inspire us every day to do our very best and to be there for them when they need us most.

Thank You for your continued support.

Carla Tardif
Executive Director
APRIL
Development Manager, Cassie Taylor, shares with CNN what motivated her to finish the Boston Marathon after being stopped short on Marathon Monday

MAY
The Anthony Rizzo Family Foundation named Family Reach one of the beneficiaries of the First Annual Cook Off for Cancer

APRIL
The 13th Annual Oldies Night dinner dance raises $150,000
SEPTEMBER
State Street Bank treats the Petrocini family to a VIP Red Sox experience

NOVEMBER
Culture and Caring highlights young adults’ fight with cancer, while raising $100,000.

OCTOBER
San Francisco Golf Classic raises a record-breaking $165,000.

OCTOBER
Discovery Communications executives bike 100 miles to support Family Reach.

NOVEMBER
Executive Chef Ambassador Ming Tsai discusses Family Reach on the Today Show

NOVEMBER
Celebrity Chefs join the Chef Ambassador Program to raise money for families fighting cancer.

SEPTEMBER
Cooking Live New York, featuring Jeffrey Donovan and Paul Pierce, raises nearly $300,000

DECEMBER
Hope for the Holidays supports more than 50 families
**1.66 million**
cases of cancer diagnosed every year

**40%**
of families fighting cancer report depleting their savings

**20%**
fall below the poverty line

MEDICAL EMERGENCY IS THE #1 CAUSE OF PERSONAL BANKRUPTCY, CANCER BEING THE LEADING CULPRIT.

*Estimated numbers of new cancer cases for 2013, 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.
The majority of grants that we provide are through collaboration with oncology social workers and hospitals across the country. These social workers stay by the sides of families while they have a child or parent in treatment. Family Reach relies on its network of hospitals and social workers to serve families in need efficiently.

As more families outside of our hospital network learn about Family Reach, our internal social workers become even more important. Not only do they coordinate with our network of over 90 social workers, but also process direct requests from families in the community.

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

**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
- Children’s Hospital Los Angeles, Los Angeles

**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
- Children’s Hospital Colorado, Denver

In 2013, we distributed $858,000 in financial support to families in 37 states.
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 2013, Family Reach provided assistance to nearly 900 families in similarly challenging circumstances.

“Ryan” is a one-year-old boy who was diagnosed with acute lymphoblastic leukemia in 2013. He lives with his mom and dad who were both employed full time prior to his diagnosis. Since his diagnosis, Ryan has been hospitalized due to infection and treatment related side effects. Ryan’s mothers has taken a full six month leave in order to care for him in the hospital and at home during the intense treatment period. Her leave is currently unpaid as she quickly exhausted her paid benefit time. Though this family has only a modest income, they do not qualify for public/government benefits. Due to the loss of Mom’s income and significant treatment related expenses (meals in the hospital, parking costs, gas and $50 medical co-pays per visit), this family has experienced financial hardship and is at risk for increasing financial difficulties. Assistance with the family’s mortgage payment is being requested.

Family Reach provided a first grant of $915 to assist with a mortgage payment and a second grant of $484 to cover an auto loan payment for additional financial relief as the family struggled to cover their treatment related expenses.

NAVIGATION SERVICES

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

“Tommy” was diagnosed with brain cancer in 2012 at the age of 11 and lives with his single mom and two siblings. Immediately following Tommy’s diagnosis, his mom had to close her small business in order to care for her son and bring him to treatment appointments at a specialized hospital, one and a half hours away from the family’s home. Trying to meet everyday living expenses on a greatly reduced income with added treatment-related travel costs was tough. Mom struggled to meet her auto insurance and auto loan payments.
Since the family car was vital to treatment access, Family Reach provided a grant of $1,424 to assist with auto insurance payments. Later Family Reach leveraged its partnership with Small Can Be Big to secure funding for a second $978 grant to help with Mom’s auto loan payments.

“Liliana” is a 17-month-old little girl who was diagnosed with retinoblastoma in 2012. Her treatment consisted of laser therapy and chemotherapy. Liliana lives with her mom and dad and siblings. Prior to her diagnosis Liliana’s dad was working out-of-state and coming home only on weekends. In order to be near his daughter and family during treatment, he transferred to a job closer to home but his salary was cut in half. Though Liliana’s mom works a weekend overnight shift to help make ends meet, her husband’s significant loss of income left the family struggling to pay their rent.

Family Reach came to the rescue with a $1,800 grant to assist. Additionally, a Family Reach social worker provided resources to help the family find more affordable housing and summer camp scholarships.

Without social workers like Amber, we would not be able to reach as many families.

Amber Denbleyker, LCSW has been a social worker at Children’s Hospital Los Angeles for the past 4 years. She currently works as an oncology social worker, primarily working with children and families facing Neuroblastoma and Retinoblastoma. Neuroblastoma treatment can be very lengthy and on average an 18 month long treatment. Collaborating with Family Reach is only a small part of her work at Children’s Hospital LA, and we are extremely grateful for her work to reach families in the Los Angeles area.
A difficult journey made easier by Family Reach

In January 2013, Camille was an award winning Irish step dancer enjoying 5th grade when she was diagnosed with osteosarcoma in her right tibia, a rare bone cancer. In a matter of weeks she went from a dance floor to an oncology floor. Camille soon underwent limb salvage surgery where the majority of her right tibia was removed and replaced with a donor bone allograft. Because of impaired healing due to chemotherapy, she underwent a second surgery with a graft to close her leg wound. She has spent many months in a wheelchair and full leg cast and is just now beginning to walk.

As a result of many complications, she has been hospitalized over 10 times and is currently receiving chemotherapy. In December, she underwent her second thoracotomy after a tumor was found in her left lung. Despite this difficult diagnosis, Camille has maintained a positive spirit and is determined to get her life back. When she is well enough, she sits in on Irish dance classes, encouraging others to do their best. And although she will not have a leg strong enough to return to competitive dancing, she hopes to somehow keep dance in her life. This has been an emotionally and financially difficult time for their family.

Without the generous help of Family Reach Foundation, the family would not be able to make ends meet. Camille has a long road ahead of her as her body tires from the repeated high doses of chemotherapy and surgery. More hospitalizations are anticipated on this tough journey. While Camille recently spent Christmas in the hospital, her mom Colleen was deeply moved by the generosity from people they have never met. To Family Reach donors, she stated simply, “Your help is our gift.”
MAJOR GIFTS + PARTNERSHIPS

AGIOS PHARMACEUTICALS
BOSTON BRUINS
BOSTON CELTICS
BOSTON SPORTS CLUB
DISCOVERY COMMUNICATIONS
GENENTECH
HARRISON AND STAR
LEIGH SAKODA FOUNDATION
ONE MISSION
RITZ-CARLTON BOSTON COMMON
SMALL CAN BE BIG
$100,000 + Above
Jim and Kim Pallotta

$50,000 - $99,999
Amira Foods
One Mission, Inc
Stratton Charitable Foundation Trust

$25,000 - $49,999
Anthony Rizzo Family Foundation Inc.
Discovery Communications
Leigh Sakoda Foundation
Michael Danziger
Ming and Polly Tsai
Paul and Julie Pierce
S. Elizabeth O’Brien Trust
Small Can Be Big
Stacy Madison

$10,000 - $24,999
American Endowment Foundation
Amneal Pharmaceuticals, LLC
Boston Bruins Charitable Foundation
CMC Enterprises, LLC
Dangler Funeral Home of West Orange

Ellen and Bruce Taub
Ferman Family Charitable Foundation
Foundation to be Named Later
Genentech Foundation
James and Rosemary Phalen
Jeffrey and Michelle Donovan
KitchenAid
Metem Corporation
Mountz Family Foundation
State Street Bank
The Castle Group, Inc.
The Dartmouth Company, Inc.
Whole Foods Market

$5,000 - $9,999
Anthony Della Salla
Arden Gallery
Bill Lane
BioLumina
BioMedCom Partners, Inc.
Blue Matter Consulting
Brahk Limited
Breville
Caravel Group Inc.
Edward Nabhan
EisnerAmper LLP

Flashpoint
Harrison and Star, LLC
Havas Life Metro
IMG Talent Agency, Inc.
Jennifer Fay
Joseph and Carol Falcone
Julie Kessler
Kathryn Kearney
Leopold and Lia O’Donnell
Marc Forgione
MediMedia Managed Care
Millennium Pharmaceuticals, Inc
Million Dollar Roundtable Foundation
OncLive
Peter Merrigan
Richard and Nancy Friedman
Robert Forlorenza
ScrollMotion
Symphony Health Solutions
The Paul & Phyllis Fireman
Charitable Foundation
The Rough Notes Company, Inc.
WebMD
Wheels Up Partners LLC
**FINANCIALS**

**PUBLIC SUPPORT + REVENUE**
- **TOTAL**: $1,563,170
  - CONTRIBUTIONS + GRANTS: $1,053,663
  - EVENT REVENUES: $668,705
  - CONTRIBUTIONS IN-KIND: $90,629
  - INTEREST: $108

**EXPENSES**
- **TOTAL**: $1,644,908
  - MANAGEMENT + GENERAL: $186,896
  - FUNDRAISING: $110,472
  - FAMILY RELIEF + SUPPORT: $1,304,047
  - CONTRIBUTIONS IN-KIND: $90,629
# Statement of Activities

**Year Ended December 31, 2013**

## Public Support + Revenue

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grants + Contributions</td>
<td>$1,053,663</td>
</tr>
<tr>
<td>Contributions In-Kind</td>
<td>90,629</td>
</tr>
<tr>
<td>Event Revenues</td>
<td>668,705</td>
</tr>
<tr>
<td><strong>Less: Related Direct Costs</strong></td>
<td>(249,935)</td>
</tr>
<tr>
<td>Net Special Event Income</td>
<td>418,770</td>
</tr>
<tr>
<td>Interest Income</td>
<td>108</td>
</tr>
<tr>
<td><strong>Total Support + Revenues</strong></td>
<td>$1,563,170</td>
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## Expenses

### Program:

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Family Relief + Support</td>
<td>1,304,047</td>
</tr>
<tr>
<td>Management + General</td>
<td>167,502</td>
</tr>
<tr>
<td>Fundraising</td>
<td>173,359</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td>$1,644,908</td>
</tr>
</tbody>
</table>

### Increase/(Decrease) in Net Assets:

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unrestricted</td>
<td>(81,738)</td>
</tr>
<tr>
<td>Net Assets - Beginning of Year</td>
<td>474,842</td>
</tr>
<tr>
<td><strong>Net Assets - End of Year</strong></td>
<td>393,104</td>
</tr>
</tbody>
</table>

## 10-Year Revenue Growth

![Graph showing 10-year revenue growth](image)

- **Gross Revenue**
- **Net Revenue After Direct Event Expense**
BOARD + STAFF
BOARD OF DIRECTORS
Richard J. Morello, President
Andrea Colangelo, Vice President & Secretary
Donna Cunningham, Treasurer
Lucille Ditta
Wendy Spivak
Chris Wiatrak
Jennifer Winterhalter

STAFF
Carla Tardif, Executive Director
Cassie Taylor, Development Manager
Brian Morello, Manager of Development Projects & Programs
Rosemary Pfreundschuh, Senior Program Manager/Social Worker
Jennifer Lorencovitz, Social Worker
Nicole Ackerman, Family Coordinator
Corey Fick, Operations Manager
Cindy Jones, Operations Assistant

NATIONAL ADVISORY BOARD
Ming Tsai
Joe Abruzzese
Tom Beusse
Charlie Culley
Ty Curran
Connie Falcone
Kenji Freedman
Ed Lynch
Madge Meyer
Jennifer Telfer
Olivier Zitoun

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

CHEF AMBASSADORS
Ming Tsai
David Burke
Joanne Chang
Todd English
Tiffani Faison
Marc Forgione
Johnny Iuzzini
Ken Oringer