THERE ARE 1.67 MILLION NEW CANCER DIAGNOSES EACH YEAR
MANY OF THESE FAMILIES WILL HIT FINANCIAL HARDSHIP
A FINANCIAL LIFELINE for families FIGHTING CANCER NATIONWIDE
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SINCE 2003, FAMILY REACH HAS GENERATED MORE THAN $10.3 MILLION IN GROSS CONTRIBUTIONS AND HELPED APPROXIMATELY 5,000 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 manner. **Family Reach is a financial lifeline for families fighting cancer nationwide.**
The financial crisis brought on by a cancer diagnosis is making its way into everyday conversations. People are finally starting to talk about it. The media, corporate leaders and the healthcare industry are speaking out about the problem as they realize more and more that the financial toxicity of cancer hinders patients’ ability to access care, keep a roof over their heads and manage the debilitating stress that ensues. Family Reach has been addressing this issue by financially and emotionally supporting cancer families for almost two decades. We are thrilled that this topic is finally surfacing and we are poised and ready to offer a tangible solution to this otherwise unmet need.

How are we doing that? In 2014 Family Reach expanded our National Advisory Board led by Chef Ming Tsai, increased our full-time staff from 4 people to 12 (including 3 oncology social workers), built our nonprofit and corporate partnerships to increase the flow of funding and formed a Thought Leaders Board made up of oncology professionals from across the country. With these strategic initiatives in place, Family Reach grew by 73 percent in 2014.
We’ve also improved how we tell our story. We are surrounded by heartwarming, inspirational, determined stories every day, many of which spark from the 1,600 families we reached this year alone. Not only is the financial crisis of cancer missing from headlines, but also this love story – the silver lining.

When children are sick, the love and embrace from their parents gives them the strength to endure treatment. When parents are sick, their sheer determination to be there for their children, to see their children turn their dreams into a reality gets them to the other side of treatment.

As a cancer survivor myself, I can tell you that the love and support of family, friends and in many cases, total strangers, is what got me out of bed every day. Family Reach steps in to keep families afloat when they have nowhere to turn and have no idea how they are going to get through the day, week or month. We instantly become part of their love story. In many cases you are a stranger to those you help when you join Family Reach by generously donating, sharing our mission, attending an event, becoming a Reach Athlete or volunteering. Yet, it makes the world of a difference. We hear so often from families we help that just knowing total strangers stepped in to help them in their darkest hours gives them enough fuel and determination to endure.

It is often said that humanity cannot live without hope. Thank you for giving hope and life to these families.

It is with heartfelt gratitude and admiration that I share our tremendous success in 2014 within the pages of this Annual Report.

With gratitude,
Carla Tardif
JANUARY
Reach Athlete Founder Kenji Freedman kicks off the annual Winter Spin Series, where Reach Athletes challenge their physical strength and fundraise for families fighting cancer.

APRIL
Film & TV Actor Jeffrey Donovan hosts the first Cooking Live! Denver with special guest Wes Welker, helping families with a pediatric cancer diagnosis at Children’s Hospital Colorado.

MAY
Family Reach partners with the One Mission Buzz Off in Texas, allowing us to expand our efforts to Children’s Medical Center of Dallas.

JUNE
The New York Times columnist and cancer survivor Suleika Jaouad is named a member of the Family Reach National Advisory Board.
SEPTEMBER
Family Reach debuts “Be a Lifeline,” a video featuring young adult and teen cancer survivors who want to leave their mark and help peers who are currently in cancer treatment.

NOVEMBER
Ming Tsai and Chef Carla Hall highlight the Family Reach mission on “The Chew,” following the most successful Cooking Live! New York event in history.

DECEMBER
AbbVie Foundation gives the largest grant to date in 2014.
THE CANCER STORM

CANCER STATISTICS 2014

USA 1,665,540*
1.67 million new cancer cases are expected to be diagnosed in 2014.

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.

*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.

IN 2014, WE DISTRIBUTED $1.25 MILLION IN FINANCIAL SUPPORT TO FAMILIES IN 39 STATES.

Partner Hospitals

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

**ILLINOIS**
- Ann & Robert H. Lurie Children’s Hospital of Chicago, Chicago
- Comer Children’s Hospital, Chicago

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

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

**OTHER STATES**
- Children’s Medical Center of Dallas, Dallas
- Children’s Hospital Colorado, Denver, CO
- Children’s Hospital of Philadelphia, Philadelphia, PA
- Johns Hopkins Children’s Center, Baltimore, MD
“Ava”

“Ava” is a 15 month-old girl who lives with her parents. She was initially diagnosed with Leukemia in 2014 at just 3 months old. Her young parents were devastated and immediately overwhelmed by the condition of their baby and the complex nature of the plan to save her life. Ava’s mother quit her job to remain at her baby’s side. Ava’s father continued working full time to ensure health insurance for the family, but would often work remotely from the hospital or home. Ava underwent a bone marrow transplant in June and was soon declared cancer free. Ava’s parents were enormously relieved and began to put their lives back together.

Ava’s parents were overwhelmed to find out that her cancer had returned 6 months later. Now 15 months old, Ava was once again fighting for her life. She underwent an intensive treatment protocol preparing for a second bone marrow transplant. Ava was extremely ill and was hospitalized for an expected 3-month stay. Ava’s parents were paralyzed by their daughter’s cancer relapse. Their financial situation had once again become dire. They managed to pay all of the increased costs associated with Ava’s treatment, but were struggling to pay their monthly household expenses. A recent cost increase combined with the historic winter weather caused the family’s heating bill to skyrocket. Ava’s father broke down and confessed to the hospital social worker that he was unable to pay his electric bill and was concerned that his power would be shut off. Family Reach immediately stepped in to provide assistance. Three months of electricity costs were paid, bringing the family’s account current.

Ava’s parents met with their social worker two weeks after the payments were made and shared what assistance from Family Reach meant to them. “You can’t imagine how overwhelmed we felt. We had already reached out to all of our family and friends for help. We had nowhere to turn. By paying our electric bill, Family Reach immediately solved a major problem for us. Within a day of speaking with our social worker, we were assured that Family Reach would be able to help us. It was one less thing we now had to worry about. We were able to focus all of our energy on saving Ava’s life”.

Family Reach provided $999 for 3 months of utility costs allowing Ava a safe environment to come home to following her bone marrow transplant.
“Trevor”

Families frequently report that they never would have imagined themselves facing a financial crisis. Prior to a cancer diagnosis, many of our families were living comfortably as middle class homeowners. It was unimaginable for them to find themselves on the verge of homelessness, unable to support their family.

**This is Trevor’s Family’s Story:** Trevor is an 11 year-old boy who was originally diagnosed with stage IV rhabdomyosarcoma in 2012. Trevor endured fifty-four rounds of chemotherapy and months of radiation before being declared cancer free a year later. Unfortunately, his cancer returned within 11 months. The relapse was aggressive, requiring multiple trips per week to the hospital for treatment and follow up care.

Following the initial cancer diagnosis, Trevor’s parents were forced to make several difficult decisions that significantly reduced their monthly income. Trevor’s mother quit her job and his father changed his position within his company, allowing them both to spend more time supporting and caring for Trevor and his two school-aged siblings. Trevor was extremely ill during cancer treatments, requiring one parent’s full attention. After several months of relapse treatments, Trevor’s family was again struggling to financially survive. Reduced income, increased out of pocket medical expenses, increased travel costs and medication co-pays had depleted the family’s limited savings. When Trevor’s parent’s reached out to their hospital social worker, they were terrified that their housing was at-risk. Several months behind on their mortgage payments and unable to pay the mounting penalties and late fees, Trevor’s parents believed they had nowhere to turn. Once aware of Trevor’s situation, Family Reach immediately contacted the mortgage company to stabilize the family. Two months of mortgage payments and late fees were paid. The family’s account was brought current, protecting the family home from any financial or legal action.

Trevor’s mother contacted family reach after receiving notice of the grant, “Thank you for saving my family! Your organization was able to keep my family in our home. You will never know how much of a difference you made. Our critically ill son is now able to come home to his own bed at night following his treatments. Our daughter’s lives don’t have to be uprooted even more than they already have been by cancer. Without Family Reach Foundation we don’t know what we ever would have done.”

*Family Reach paid $ 1,321 for two months of mortgage payments and late fees, immediately stabilizing the entire family.*
“John”

John is a 12-year-old boy who was diagnosed with Leukemia AML in 2013. John completed an extended chemotherapy protocol and had a bone marrow transport six months after his diagnosis. His treatment team and family were ecstatic when he was declared cancer free later that year. Unfortunately, John’s cancer has returned. He has been admitted to Children's Hospital of Colorado to prepare for a second bone marrow transplant.

John lives with his father, mother and three younger siblings in Colorado. His mother recently recovered from her own battle with cancer. Since John’s relapse, his father has had to reduce his hours at work to stay at the hospital full time. This has caused a drastic reduction in the family’s monthly income. This reduction has been particularly debilitating, as the family was already struggling to pay off debt related to both John’s and his mother’s earlier cancer treatments. The family has no savings and was finding it impossible to stay current with all of their monthly expenses.

John’s treatment team met with the family to discuss plans for the next three months. They reported that if everything went as planned with the bone marrow transplant, John would be able to return home within a few weeks to continue his treatment. Unfortunately, the family’s home tested positive for mold and did not have an adequate ventilation system. Because of John’s compromised immune system, the mold needed to be removed and a ventilation system had to be replaced in order for John to be cleared to go home. His parents were devastated; they admitted to John’s doctors that they did not have the money for the repairs and installations necessary for John to come home. It was then that Children’s Hospital of Colorado staff contacted Family Reach. A comprehensive grant proposal was written, including funding for mold removal, installation of a new air conditioning system and one month’s mortgage payment. Payment was sent to Home Depot and the mortgage company with three days. John’s treatment was able to continue without interruption due to Family Reach providing his parent’s the ability to make repairs to their home.

John’s social worker reported that she “had been worried about the father’s high level of stress and the effect it was having on his ability to support John”, but when told of the grant, “Dad immediately looked like a different person. You can’t imagine what you have done for this family. John’s parents can now focus on their entire family beating cancer”.

Family Reach paid $1,800 for one month’s mortgage payment, household repairs and household equipment ensuring John had a safe and stable environment to live in while he continued his recovery and return to good health.
Donald List

Family Reach could not serve as an immediate lifeline for so many families without the support of our hospital social workers. We would like to honor Mr. Donald List, MSW, LCSW-C and Senior Social Worker at the Johns Hopkins Kimmel Cancer Center’s Division of Pediatric Oncology.

Donald is an experienced clinical social worker with focused expertise in palliative and oncology care. His passion and commitment to the families at Kimmel Cancer Center shine through in his work with Family Reach, where Donald helps ensure that families receive the financial support they need when faced with a cancer diagnosis.

Regarding his commitment to families, Donald’s colleague said, “Donald is invested in helping families navigate through treatment to maintain a healthy quality of life.” Donald has a true understanding of how financially debilitating cancer can be for a family, and uses this sense of empathy to build strong and trusting relationships with each family.

“I am inspired by the collective strength and courage of our patients and families,” Donald said. “They are the center of our work and I am proud to be part of their team.” Family reach is inspired by Donald and proud to have him as a member of our team. Thank you, Donald, for all that you do!
FEATURED FAMILY STORY: Giraldy

Family Reach walks with families throughout their cancer journeys.

Family Reach staff understands that a patient’s cancer fight may be prolonged due to extended treatment protocols, complications and relapses. In these cases, families may face several unexpected financial setbacks. Family Reach works closely with our partner hospital social workers to support families during these times. Through both our Lifeline and Hands of Hope grant programs, families are able to request additional grants from Family Reach. Although we cannot be a family’s primary source of support and stabilization, Family Reach plays an important role throughout a patient’s cancer fight. We support families through treatment onto the other side of cancer. Here is one such family’s story.

Giraldy is a 13 year-old boy who was first diagnosed with Leukemia ALL in 2008. Giraldy was living in the Midwest with his single mother and younger brother at the time of his diagnosis. In an effort to provide her son with the most advanced medical care available, Giraldy’s mother moved the family to the Boston area where Giraldy became a patient at Dana Farber Cancer Institute.
Giraldy’s condition was critical during his first year of treatment. He was hospitalized for almost 6 months time. During this time, Giraldy’s mother and younger brother remained at his bedside. They had no friends or family to rely on for support and their household income was near zero. After almost a year of intensive treatment and family struggle, Giraldy went into remission. The family was able to emotionally and financially stabilize. Giraldy and his younger brother returned to school and their mother began working at T.J. MAXX.

Unfortunately, Giraldy’s cancer returned. He was immediately hospitalized and began an aggressive treatment protocol. Giraldy’s mother stopped work to care for him during this difficult time. Giraldy’s body did not tolerate treatment well, requiring 24 hour monitoring and support.

It wasn’t long before the family spiraled into financial crisis. Rapidly increasing medical and transportation costs associated with Giraldy’s treatment completely wiped out all of the family’s savings. With limited monthly income, Giraldy’s mother was unable to pay her monthly expenses. She didn’t feel as though she had anywhere to turn for help and was overwhelmed with the thought of having to interrupt Giraldy’s medical care because she could not pay for insurance, gas or her monthly car payment. Dana Farber social workers became aware of the family’s dire situation and contacted Family Reach for help. A financial crisis plan was implemented, immediately stabilizing the family.

Family Reach took extraordinary measures to stabilize this family. A $4,000 Hands of Hope grant was approved to pay the balance of a yearly auto insurance policy, three months of car payments, four months of rent and funds for food, clothing, gas and out-of-pocket medical expenses. Concurrently, Dana Farber social workers assisted Giraldy’s mother in completing applications and requirements to secure long-term financial assistance.

Giraldy’s relapse was significant, requiring an aggressive, long-term treatment plan expected to last over two years. Family Reach has remained by his side, helping to ensure that he continues to maintain uninterrupted access to the highest quality medical care and support.
PARTNERSHIPS +
MAJOR GIFTS

$100,000 +
AbbVie Foundation
Genentech Foundation
Marc Benioff
One Mission, Inc

$50,000 - $99,999
Amneal Pharmaceuticals, LLC
Insurance Industry Charitable Foundation
Stratton Charitable Foundation Trust

$25,000 - $49,999
Amira Foods
Bruins Charitable Foundation
Celgene Corporation
CMC Food Inc.
Ellen and Bruce Taub
James and Rosemany Phalen
KitchenAid
Neil Grossman

NetSuite
Rob Manning
S. Elizabeth O’Brien Trust
Sandra Thompson
Stacy Madison
Tarsadia Foundation
Wesley Welker

$10,000 - $24,999
AIG
Ann Davies
Bank of America Foundation
Charity Buzz
Charles Culley
Chideo
Deutsch LA, Inc.
Harrison and Star, LLC
Havas Life Metro
Houlihan Lokey
IMG Talent Agency, Inc
Jacobson Family Foundation
James Pallotta
Jed York
John Hinshaw
Kevin Hicks
Lindsay Wedell

Lisa Park
Madge Meyer
Michael & Vicky Basile
Michael Culley
My Pillow Pets
Pacific Gas & Electric
Rebecca Altman
Shaklee Corporation
Silicon Valley Community Foundation
Todd Wagner Foundation
Toni and Matt Deis
Wheels Up Partners LLC

$5,000 - $9,999
Amy Novak
Anthony Della Salla
Anthony & Joomi Coscio
B & R Foundation
Bio Linx LLC
BioLumina
BioMedCom Partners, Inc.
Blue Matter Consulting
Daniel McHugh
Darren Beals
David Ginsberg
David Schenkein
EisnerAmper LLP
Ernie Boch
Flashpoint
Foundation to be Named Later
GEM Realty, Inc
Generic Pharmaceutical Association
Hiyam Nadel
Hope Turner
James Peterson
Jeffrey Donovan
Jenny Fortner
John Fiore
John McCarthy
John & Amy Griffin Foundation
Joy Mangano
Kim Gardner
Lifeway Foods
McGraw-Hill
Melanie Cataldo
Metem Corporation
MFS Investment Management
Michael Reinsdorf
Michael Travis
Mike Roberge
Mike Sheldon

Millisor Family Foundation
Nancy Friedman
Northern Trust
OncLive
Pamela Choney
PSKW
Rebecca Horan
Roz Zander
Sandy Montag
Scott Savitz
ScrollMotion
Sohaib Abbasi
Stephen Tsai
Symphony Health Solutions
The Dartmouth Company, Inc.
Thomas Altonji
Traci Brown
WebMD
Westfield Capital Management
Yorkville Advisors

CORPORATE PARTNERS:

Discovery Communications
Eveo
Harrison & Star
Porter Novelli

A SPECIAL THANKS TO:

1 to 1 Cards
Agios
Boston Magazine
Boston Sports Club
Chris Allard
Morgan, Lewis & Bockius LLP
The Boston Celtics
The Castle Group, Inc.
The DelVecchio Family
The Ferman Family
The Ritz Carlton, New York Battery Park
The Ritz Carlton, Boston Common

NON-PROFIT PARTNERS:

Anthony Rizzo Foundation
Leigh Sakoda Foundation
One Mission
Small Can Be Big
FINANCIALS

PUBLIC SUPPORT + REVENUE
TOTAL
$2,974,097

CONTRIBUTIONS + GRANTS
$1,654,794

EVENT REVENUES
$966,589

CONTRIBUTIONS IN-KIND
$492,352

INTEREST
$101

EXPENSES
TOTAL
$2,667,677

FUNDRAISING
$250,274

FAMILY RELIEF + SUPPORT
$2,150,100

MANAGEMENT + GENERAL
$267,303
STATEMENT OF ACTIVITIES
Year Ended December 31, 2014

PUBLIC SUPPORT + REVENUE

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EXPENSES

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10-YEAR REVENUE GROWTH

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BOARD OF DIRECTORS
Richard J. Morello, President
Andrea Colangelo, Vice President & Secretary
Donna Cunningham, Treasurer
Lucille Ditta
Wendy Spivak
Chris Wiatrak
Jennifer Winterhalter

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Brian Morello, Special Projects and Events Manager
Corey Fick, Director of Operations
Cindy Jones, Operations Assistant
Cassie Taylor, Communications Manager
Sarah Coppinger, Marketing & Events Coordinator
Christina McCarthy, Senior Program Manager
Jennifer Lorencovit, Program Manager
Jackie Lake, Social Worker
Nicole Ackerman, Family Coordinator
Rosemary Pfreundschuh, Social Work Consultant

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Olivier Zitoun

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Ken Oringer