



# 2016

Annual Report





**Patients use care-altering strategies to save money.**

Studies report that **29%** of patients skip doctors' appointments; **38%** postpone or do not fill drug prescriptions; **34%** skip doses; **30%** order medications online from sources outside the US; and **31%** cut oral medications in half.

**47%**

**47% of caregivers are too overwhelmed** to ask for financial help.



Cancer patients demonstrate more anxiety over the **cost of treatment** than dying from their disease.



**Only one third of cancer patients** continue working full time after their diagnosis.

**\$35k**

The **average household income** in the US is **\$52,000** while the average annual **out-of-pocket cost** of a cancer diagnosis is **\$35,000**.



Cancer patients are **2.65x more likely to go bankrupt** than people without cancer.

**79%**

Cancer patients who file for bankruptcy have **79% greater risk of early mortality**.

# 2016

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**Cover Image**

Hodgkin's Lymphoma patient Kezia Fitzgerald with her daughter Saoirse, a neuroblastoma fighter, in 2011 while they were both undergoing chemotherapy.

*Saoirse Fitzgerald, June 1, 2010 - December 13, 2011.*



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# Introduction

## MISSION

Family Reach is a financial lifeline for families fighting cancer.

## VISION

We believe everyone deserves a fair shot at getting to the other side of cancer.

## CORE VALUES

**Compassion:** The families we serve come first. We listen to their needs and are ready to help when it counts the most. Their survival is our main priority and we push ourselves every day to help them through one of life's most challenging journeys.

**Innovation:** We dream BIG. We dare to be different because our families with cancer need us to be. We constantly create new and innovative solutions that help us better achieve our mission and vision.

**Integrity:** You can trust us. We recognize the responsibility of our mission and hold ourselves to the highest standards. We are focused on alleviating the financial burden of cancer.

**Transparency:** We are an open book. We are committed to making sure you always know our goals and how your investment is making a difference.

**Empowerment:** We are not just a quick fix for families in crisis. We provide the right support at a critical time to make sure our families are prepared for the long road ahead. We empower the national community to develop and implement solutions that will create lasting, systemic change.



Since incorporating in **2003**, Family Reach has helped more than **41,000** people from **49 states** across the US.

## HISTORY

For over two decades, Family Reach has helped families with a child or parent battling cancer manage the overwhelming financial and emotional barriers 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 close collaboration with our network of more than 185 hospitals, Family Reach provides financial assistance, navigation and education to families in need.



## Message From Our CEO



“While we’ve been addressing this national crisis for decades, it only very recently broke the surface of mainstream discussion.”

A lot has changed over the course of our 20 years supporting families struggling with the financial and emotional barriers of cancer. We’ve gone from two hospital partners to more than 200, from helping hundreds of families in the Northeast to thousands of families across the country. But one thing has remained the same - our steadfast commitment to ensuring all families have access to the resources they need to get to the other side of cancer.

While we’ve been addressing this national crisis for decades, it only very recently broke the surface of mainstream discussion. As new studies and research emerged, the media took notice of the devastating effects financial stress can have on a family battling cancer. Stories of parents

who had to stop working because of a cancer diagnosis, who had to choose between paying for treatment or putting food on their table, appeared on the pages of our papers.

With mounting evidence, we thought that the crisis we’d been tackling for years would finally be given the spotlight it so desperately deserves. But what we found in our day-to-day work was that many were still unaware. Others recognized the problem, but expressed a sense of disconnect. A “this could never happen to me” mentality. The reality is, many of whom we serve had full-time jobs, 401ks, savings and an overall sense of security before cancer knocked on their front door. They are the man behind you at the grocery store, the mom on the side of the soccer field and the friend at your child’s birthday.

So in 2016, we developed an ambitious agenda – elevate awareness and understanding surrounding the financial toxicity of cancer and expand our reach in a way like never before. Rallying our community, we set out on the road to success.

We hosted record-breaking fundraisers and stimulating industry events, joined our families in the trenches with new financial tools and even spent some quality time at the White House as part of Vice President Joe Biden’s

Cancer Moonshot initiatives. Our hospital partnerships expanded, we financially supported more than 3,800 families dealing with cancer and we formed new corporate alliances that will act as a springboard, setting us up for even greater success in 2017 and beyond. We could not have achieved this without your steadfast support.

While we are proud of all we’ve accomplished, we will not be content until no family has to bear the financial burden of cancer. Thank you for helping us fulfill this mission. It’s not charity, it’s humanity.

With gratitude,

A handwritten signature in black ink that reads "Carla Tardif". The signature is fluid and cursive.

Carla Tardif  
Chief Executive Officer  
Family Reach

# Year at a Glance



## JANUARY

We announced our new Board President, Chris Wiatrak, in 2016. Chris is one of the original Family Reach founders and has been an integral part of the organization for more than 20 years.

## MARCH

Carla Tardif met Dr. Scott Ramsey, cancer researcher, physician and health economist, at Fred Hutchinson Cancer Research Center and a powerful partnership was born.



## APRIL

At the Association of Pediatric Oncology Social Workers conference, Family Reach social workers Jennifer Lorenovitz and Jackie Lake participated in a workshop with Dr. Kira Bona, member of our Medical Advisory Board. The session highlighted Dr. Bona's eye-opening study outlining the impact of poverty on outcomes in childhood cancer.



## MAY

We honored long-time supporter, volunteer and founder of our Art Outreach Program, Libby Allard, with the Ming Tsai Leave Your Mark award at *Cooking Live!* Boston.



## JUNE

We published our Financial Handbook, providing cancer patients and caregivers with the resources they need to advocate for their financial health.

## JULY

We joined Clay Buchholz at his annual Bowl and Benefit Bash. Thank you, Clay Buchholz Foundation, for helping us reach more families in need!



## SEPTEMBER

Pediatric cancer patient Mikey represented Family Reach and threw the first pitch at a hometown Red Sox game, making it a memorable evening for all.

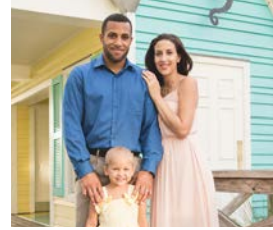


## OCTOBER

Carla Tardif announced the Financial Treatment Project at Vice President Joe Biden's Cancer Moonshot event, highlighting our efforts to help cancer patients maintain their whole financial health.

## NOVEMBER

An all-star on and off the field, we cheered on our partner, Anthony Rizzo, as he joined the Cubs in a World Series win!



## DECEMBER

A beauty inside and out, three-year-old Julissa celebrated her one year remission anniversary!

FAMILY REACH



## FEBRUARY

At our annual Open House, we presented the inaugural Leave Your Mark Award to Family Reach National Advisory Board President and celebrity chef Ming Tsai in honor of his tireless dedication to our mission.



## MARCH

Our partners at the AbbVie Foundation joined us for a tour of Ann & Robert H. Lurie Children's Hospital of Chicago and saw firsthand the important part they play in helping families with the financial burden of cancer.



## APRIL

We launched our Key Holder program, a monthly giving initiative that brings together a like-minded community of people committed to helping families get to the other side of cancer.

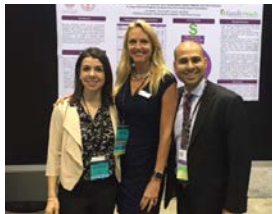
## MAY

We launched our cause marketing campaign with CMC Food, an egg distribution company and dedicated Family Reach partner. CMC Food will donate a portion of every purchase of The Farmer's Hen Eggs to Family Reach.



## JUNE

In partnership with Dr. Jonas de Souza and Dr. Lori Muffly, we presented our data proving the life-saving value of financial interventions during cancer treatment at the American Society of Clinical Oncologist's Annual Meeting.



## AUGUST

Boston Magazine, our media partner, combined food and philanthropy at Battle of the Burger and Best Fest, donating a portion of the proceeds to Family Reach.

## SEPTEMBER

We hosted IMAGINE 2025: A Solution Generation Session on the Financial Burden of Cancer, bringing together thought leaders from across the country.



## OCTOBER

Pillow Pets rallied their loyal fans with a new initiative that allowed supporters to donate to Family Reach at checkout. For every donation made, Pillow Pets matched!



## NOVEMBER

At *Cooking Live!* New York, our most successful fundraiser to date, we presented Joe Abruzzese with our Ming Tsai Leave Your Mark award, recognizing his steadfast commitment to helping those in need.

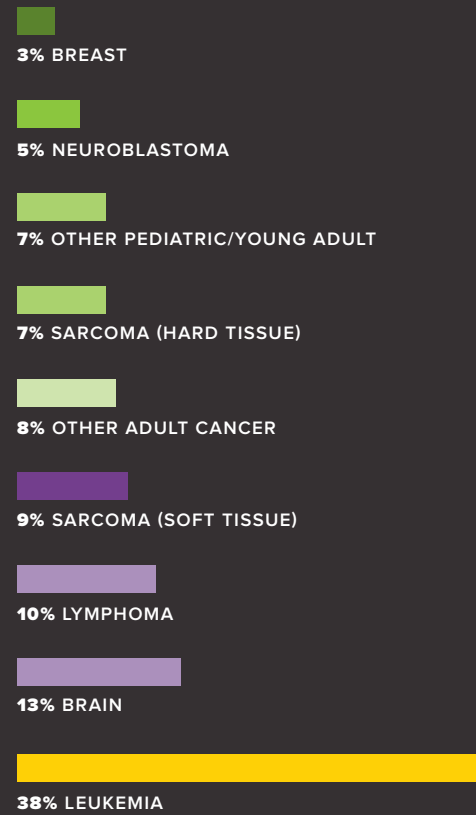


## DECEMBER

Our Hope for the Holidays program helped more than 100 families struggling with the financial burden of cancer have a brighter, more memorable holiday season. This initiative closed out our most successful year providing financial support.

# By the Numbers

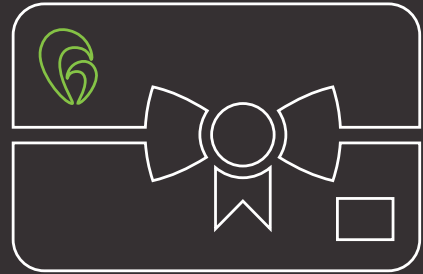
## DISTRIBUTION OF PATIENTS BY PRIMARY CANCER TYPE



The average **grant amount** in 2016 was **\$1,230**.

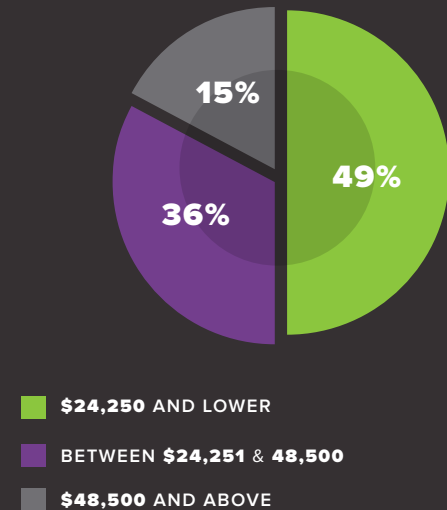


We provided more than **1,400 grants** to patients at **over 185 hospitals**.



In 2016, Family Reach distributed **\$198,000 in funding** through **gift cards** and **parking passes to 1,366 families**.

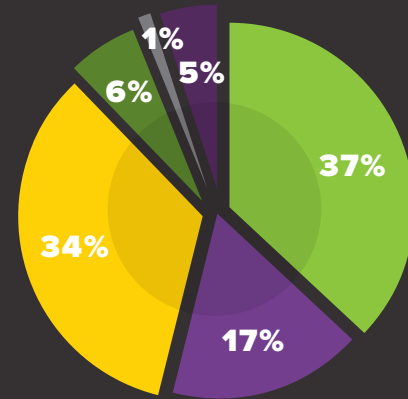
## INCOME LEVELS OF FAMILIES SUPPORTED AFTER DIAGNOSIS



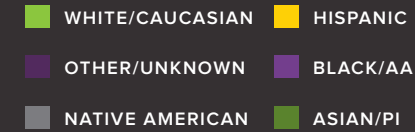
# 72%

**72% of the families** we served reported their **household income was reduced by at least 50%** after a cancer diagnosis.

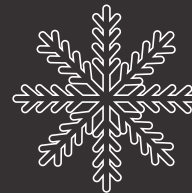
More than **1,000 individuals** benefitted from Family Reach **social worker navigation support**.



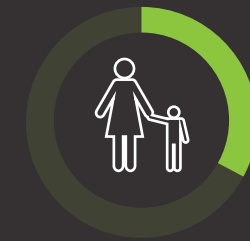
## PATIENT RACE & ETHNICITY



**117 families** received support via our **Hope for the Holidays program**, ensuring a brighter holiday season.



## HOUSEHOLDS SERVED

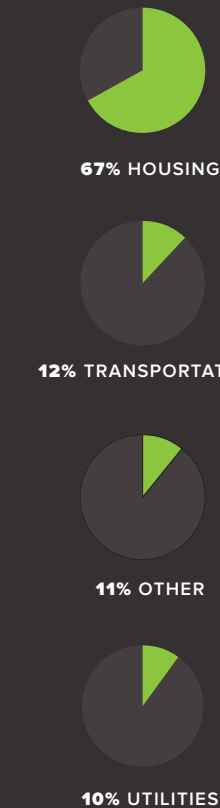


**33%** of families supported were single-parent households.

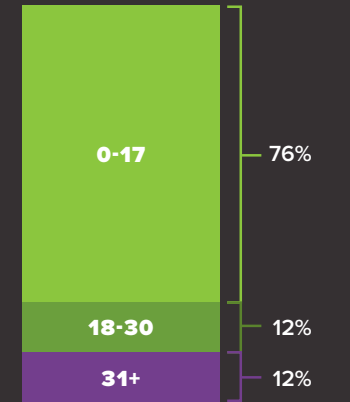


Our **Financial Handbook** provided **more than 500 families** with **critical information** to help manage their cancer journey.

## MOST COMMON NEEDS COVERED BY GRANTS IN 2016



## PATIENT AGE



# 520%

Our growing network of supporters made it possible for Family Reach to assist more than **five times as many individuals** in 2016 than in 2012, an astonishing **520% increase** in five years.

# Services + Hospital Partners

We allocated more than **\$2.75M** towards our programs, supporting more than **14,000 individuals** across **45 states**.

Our dedicated network of hospitals allows us to serve families in need efficiently and effectively. As our reach grows, so does the impact of our internal team of dedicated, passionate social workers. Working with more than 400 hospital social workers across the nation, our staff processes direct requests from families in treatment at hundreds of US hospitals, providing critical financial resource navigation and emotional support.

\*Family Reach works with 36 Premium Partner hospitals across the country on a consistent basis. These hospitals are assigned an annual budget and social workers are able to submit grant requests for their families as needed.

## FAMILY REACH PREMIUM PARTNER HOSPITALS\*

### NEW JERSEY

Morristown Medical Center, Morristown  
 Children's Hospital of New Jersey at Newark  
 Beth Israel Medical Center, Newark  
 Robert Wood Johnson Medical Center,  
 New Brunswick

### NEW YORK

Morgan Stanley Children's Hospital of New  
 York-Presbyterian, New York City  
 Memorial Sloan-Kettering Cancer Center, New York City  
 Mount Sinai Hospital, New York City

### NEW ENGLAND

Dana-Farber/Boston Children's Cancer and  
 Blood Disorders Center, Boston, MA  
 Floating Hospital for Children at Tufts  
 Medical Center, Boston, MA  
 Massachusetts General Hospital, Boston, MA  
 Rhode Island Hospital/Hasbro Children's  
 Hospital, Providence, RI  
 UMass Memorial Children's Medical Center, Worcester, MA  
 Yale-New Haven Hospital, New Haven, CT

### CALIFORNIA

Rady Children's Hospital, San Diego  
 UCSF Benioff Children's Hospital, San Francisco  
 UCSF Benioff Children's Hospital, Oakland  
 Lucile Packard Children's Hospital at Stanford, Palo Alto  
 Children's Hospital Los Angeles, Los Angeles

### ILLINOIS

Ann & Robert H. Lurie Children's Hospital of Chicago  
 Advocate Children's Hospital, Oak Lawn  
 Comer Children's Hospital, Chicago

### FLORIDA

All Children's Hospital, St. Petersburg  
 Nicklaus Children's Hospital, Miami  
 Shands Children's Hospital, Gainesville

### TEXAS

Children's Medical Center of Dallas  
 Cook Children's Medical Center, Fort Worth  
 Dell Children's Medical Center of Central Texas, Austin

### OHIO

Cincinnati Children's Hospital  
 Nationwide Children's Hospital, Columbus

### OTHER LOCATIONS

Children's Hospital Colorado, Denver, CO  
 Children's Hospital at Erlanger, Chattanooga, TN  
 Children's Hospital of Philadelphia, Philadelphia, PA  
 Johns Hopkins Children's Center, Baltimore, MD  
 Kapi'olani Medical Center for Women  
 & Children, Honolulu, HI  
 Seattle Children's Hospital, Seattle, WA  
 University of Arizona Medical Center, Tucson, AZ

## REFERRING PARTNER NETWORK\*\*

\*\*Our extensive network of Referring Partner hospitals contact a Family Reach social worker when a family in need is identified to ensure they meet grant guidelines and that funding is available. Any US hospital working with cancer patients that meet our eligibility standards are able to join our network of Referring Partners.

All hospitals in bold are new hospitals in 2016.

### ALAKSA

Providence Health & Services Alaska  
**Children's Hospital at Providence**  
 in Anchorage

### ALABAMA

**Children's Hospital of Alabama**  
**St. Vincent's Health System**

### ARKANSAS

Arkansas Children's Hospital  
**Northwest Medical Center**

### ARIZONA

**Banner University Medical Center**  
**Chandler Regional Medical Center**

Phoenix Children's Hospital  
**University of Arizona Cancer**  
**Center at Dignity Health**

### CALIFORNIA

California Pacific Medical Center  
**Cedars Sinai Medical Center**  
**Children's Hospital Orange County**  
**City of Hope Hospital**  
 Dignity Health-California Hospital  
 Medical Center  
 Hoag Hospital  
**John Muir Medical Center Kaiser - Anaheim**  
**Kaiser Permanente - Downey**  
 Kaiser Permanente - LA  
 Kaiser Permanente - Oakland  
**Kaiser Permanente - San Diego**  
**Norris Comprehensive Cancer Center**  
**Palo Alto Medical Foundation**  
 Presbyterian Intercommunity Hospital  
**Radin Breast Care Center**  
**Sutter Health Care**  
 UC Davis Comprehensive Cancer Center  
**Ronald Reagan UCLA Medical Center**  
 UCSF Helen Diller Family  
 Comprehensive Cancer Center

### CONNECTICUT

Connecticut Children's Medical Center  
**Stamford Hospital**

### WASHINGTON DC

Medstar Georgetown University Hospital

### FLORIDA

Arnold Palmer Hospital  
 Cleveland Clinic Florida  
 Florida Cancer Specialists  
 Florida Hospital  
**Golf Breeze Hospital**  
**Joe DiMaggio Children's**  
**Lakeland Regional Cancer Center**  
**Mayo Clinic**  
 Moffitt Cancer Center  
 Nemours Children's Hospital  
 Palms West Hospital  
 St. Mary's Medical Center  
**University of Florida Health**

### GEORGIA

Children's Healthcare of Atlanta  
 Georgia Cancer Specialists  
**Wellstar Kennestone Hospital**  
 Winship Cancer Institute - Emory University

### IOWA

**Blank Children's Hospital - UnityPoint Health**  
**UnityPoint Health - Trinity Regional**  
**Medical Center**

### ILLINOIS

Children's Hospital Loyola Medical Center  
 Northwestern Memorial Hospital  
**Presence Saint Joseph Hospital**  
**Swedish American Hospital**  
 University of Chicago Medical Center

### INDIANA

Sidney and Lois Eskenazi Hospital  
**Family LifeCare**  
**Lafayette Cancer Center**  
**Lutheran Children's Hospital**  
**St. Vincent Hospital**  
 Terre Haute Regional Hospital

### KANSAS

Ascend Hospice  
 Stormont-Vail Cancer Center

### KENTUCKY

**James Graham Brown Cancer Center**

### LOUISIANA

Louisiana State University  
 Healthcare Network

### MASSACHUSETTS

All Care Hospice



Baystate Health  
Beth Israel Hospital Beverly Hospital  
**Boston Medical Center Harvard Vanguard**  
Mass General North Shore Cancer Center

## MARYLAND

Sinai Hospital

## MICHIGAN

Beaumont Health System  
**Karmanos Cancer Center**  
Metro Health Village  
Michigan State University Hospital  
Van Elslander Cancer Center  
St. John Macomb Hospital  
University of Michigan Hospitals  
and Health Centers

## MAINE

Eastern Maine Medical Center

## MISSOURI

St. Louis Children's Hospital

## NEBRASKA

Children's Hospital & Medical Center

## NEW JERSEY

Hackensack University Medical Center  
Saint Peter's University Hospital  
Sparta Cancer Center

## NEW MEXICO

Albuquerque Presbyterian Hospital  
Presbyterian Cancer Center

## NEVADA

Comprehensive Cancer Center of Nevada

## NEW YORK

Cohen Children's Hospital  
Maimonides Cancer Center  
Maria Fareri Children's Hospital -  
Westchester Medical Center  
**Montefiore Medical Center**  
**Northwell Health**  
NewYork-Presbyterian Weill Cornell  
Medical Center  
Women and Children's Hospital of Buffalo

## NORTH CAROLINA

Annie Penn Hospital  
Duke Children's Hospital  
Duke University Medical Center  
Iredell Health System  
University of North Carolina Medical Center  
Vidant Health

## OHIO

Akron Children's Hospital  
James Cancer Hospital  
Kettering Health Network  
MetroHealth Medical Center

## OKLAHOMA

Oklahoma University Children's Hospital

## OREGON

Asante Rogue Regional Medical Center  
Randall Children's Hospital

## PENNSYLVANIA

Abramson Cancer Center  
Hematology Oncology Associates  
Lehigh Valley Hospital  
Temple University Hospital  
Pittsburgh Medical

## SOUTH CAROLINA

Palmetto Children's Hospital  
**St. Francis Cancer Center**  
Keck School of Medicine of USC

## TENNESSEE

Children's Hospital at TriStar Centennial  
Provision Center for Proton Therapy  
St. Jude Children's Research Hospital  
Vanderbilt Children's Hospital  
Vanderbilt University Medical Center

## TEXAS

MD Anderson Cancer Center  
Methodist Children's Hospital in San Antonio  
Scott and White McLane's Hospital  
Start Center for Cancer Care  
Texas Health Presbyterian Dallas Hospital

The Center for Cancer and Blood Disorders  
Texas Children's Hospital - Pavilion for Women

## UTAH

Primary Children's Hospital

## VIRGINIA

Children's Hospital of Richmond at VCU  
Children's Hospital of the  
King's Daughters  
EDMARC Hospice  
Mary Washington Hospital  
Virginia Oncology Associates

## WASHINGTON

Island Hospital  
Providence St. Peter Hospital  
Sacred Heart Hospital  
University of Washington Medical Center

## WISCONSIN

American Family Children's Hospital

## NATIONAL

Cancer Treatment Centers of America  
Methodist Healthcare Cancer Network

# Family Stories

## Felicia

When 51-year-old Felicia was diagnosed with stage III breast cancer in May 2015, her family was hit hard by the overwhelming financial and emotional side effects of the disease. She and her loving husband are the primary caretakers of their six grandchildren. Prior to diagnosis they both worked full time, Felicia as a caseworker for homeless individuals transitioning to housing and her husband as a long-distance truck driver.

Due to her aggressive treatment protocol, which included a mastectomy, chemotherapy and radiation, Felicia was forced to take an unpaid leave of absence and her husband had to cut his hours to help care for the children. Within the first three months of treatment, the family's household income was reduced by 75 percent and all of their savings were exhausted.

After paying for treatment, food for the children and utilities, there was no money left

“Family Reach did more than assist us financially, they really cared about our situation. If it were not for them, my family and I would have lost our home. We are so thankful.”

to pay the mortgage. The family's home was in jeopardy and Felicia was overwhelmed. She reached out to her social worker and was soon connected to Family Reach.

“Family Reach did more than assist us financially, they really cared about our situation. If it were not for them, my family and I would have lost our home.



FAMILY REACH

We are so thankful,” says Felicia. We are thrilled to announce that Felicia currently reports no evidence of disease!

*Family Reach worked with Felicia on a plan to save the family's home by providing a grant covering three months of mortgage payments, immediately ceasing all legal proceedings and bringing the account current.*

“Family Reach has definitely brought a smile to our faces. We are grateful for this journey because it has made us stronger. We have relearned kindness and are humbled by so much love. Thank you.”

## Sean

Sean is a very positive, hardworking 14 year old. Diagnosed with Ewing’s sarcoma in early 2016, he underwent an intense inpatient treatment protocol including chemotherapy and surgery, with hospital visits lasting anywhere from two to six days.

His single mom, Patricia, had to stop working as a fitness trainer to help care for her son during this time. Patricia’s devoted network of friends and family stepped in to keep her and Sean financially afloat as best they could, but as Sean’s treatments persisted, Patricia knew she needed additional assistance. Her hospital social worker connected her to Family Reach.

“Family Reach has definitely brought a smile to our faces. We are grateful for this journey because it has made us stronger. We have relearned kindness and are humbled by so much love. Thank you,” says Patricia.

Sean is back at school and traveling as much as possible with a new outlook. He is trying to live his life to the fullest and is so grateful for beating this disease.

*Family Reach provided a grant covering the family’s mortgage. The family also received support through our Hope for the Holidays campaign, allowing them to have a brighter, more meaningful holiday season.*



“Throughout this cancer journey, Antoinette has kept her unshakeable spirit of happiness. Thank you for your time and dedication to helping children like her.”

## Antoinette

Kind, smart and outgoing, eight-year-old Antoinette was diagnosed with acute lymphoblastic leukemia in the summer of 2015. At the time of her diagnosis, Antoinette was living in Mexico with her parents and two older sisters. Her family moved to Chula Vista, California in order to access medical care at Rady Children’s Hospital in San Diego.

Before Antoinette’s diagnosis, her mother worked full time as a medical assistant. When Antoinette began her aggressive treatment protocol, her mother made the difficult decision to leave her job. Antoinette’s father, Antonio, was able to continue working full time at his construction job while completing his architecture degree. However, the loss of her mother’s income made it extremely difficult to afford the family’s everyday living expenses as well as the costs associated with Antoinette’s cancer treatment.

The family’s social worker contacted Family Reach and expressed grave concern for Antoinette’s health if the family lost their housing. She was confident that critical financial support at this time would stabilize the entire family - and it did.

“Throughout this cancer journey, Antoinette has kept her unshakeable spirit of happiness,” says Antonio. “She is constantly smiling, drawing and talking about her future plans to become an architect, like me, and



help families in need. Thank you for your time and dedication to helping children like her. ”

*Within 24 hours, Family Reach provided a grant to assist with the family’s rent. This payment provided Antoinette’s parents an enormous sense of relief, allowing them once again to focus on their daughter and her battle to get to the other side of cancer.*

## Apollo

With his four-year-old brother, mom and dad by his side, two-year-old Apollo was equipped with a strong support system when he was diagnosed with juvenile myelomonocytic leukemia in 2015. His parents sought care at a nearby community hospital before transferring to UCSF Benioff Children's Hospital for a bone marrow transplant. Unfortunately, Apollo's post-transplant course was fraught with complications. This resulted in extensive hospital stays and countless appointments.

Prior to his son's diagnosis, Apollo's father was the building manager of their apartment complex. The family lived rent-free up until the building's recent acquisition. Apollo's dad was laid off from his job, forcing them to find a new place to call home and a new source of income. The family was extremely concerned about their financial stability, especially as the holidays approached. They connected with Family

Reach through their hospital social worker. We stepped in and provided financial relief at a critical time in their cancer journey.

"We are thankful from the bottom of our hearts," says Apollo's family.

*Thanks to our dedicated, generous Hope for the Holidays donors, Family Reach provided Apollo's family with assistance to help ease the extra financial burden this difficult time of year carries.*

"We are thankful from the bottom of our hearts."



## Danielle

When Danielle was a senior in high school she was diagnosed with acute lymphoblastic leukemia and began a two-and-a-half-year journey full of countless chemotherapy treatments.

At the start, both parents worked full time to support Danielle and her brother as they finished high school and set their sights on college. Danielle's mom worked as a Customer Service Manager at a grocery store and her dad was self-employed, landscaping and doing other jobs for several long-term customers. When Danielle's treatment began to take over, her father decided to put his work on hold so he could stay with her at the hospital. Her mom worked overtime to make ends meet, but they often feared how they were going to stay afloat while Danielle was in treatment.

"Although my parents hid their emotions from me, I knew they were stressed

"Although my parents hid their emotions from me, I knew they were stressed and very worried about how they were going to keep making a living while I was getting chemotherapy."

and very worried about how they were going to keep making a living while I was getting chemotherapy," says Danielle.

Danielle's social worker stepped in and told the family about Family Reach, helping them get financially back on track. Danielle is now a cancer-free 22 year old. She studies nursing at Rhode Island College and says it was her cancer journey that inspired this decision.



"I want to do for others what they did for me; give patients the same kindness and care that got me through this hard time in my life," says Danielle.

*Family Reach helped support this family through a grant that covered their mortgage.*

# Imagine Session

“It was an incredibly moving and illuminating program for me. Honestly, I don’t think I really understood the full impact that financial toxicity has on people until I heard these stories.”

Dr. Scott Ramsey, cancer researcher, physician and health economist, at Fred Hutchinson Cancer Research Center

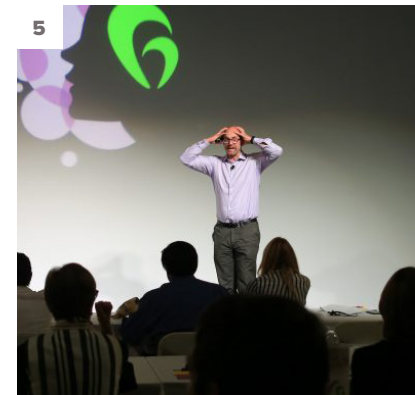
In September, we hosted IMAGINE 2025: A Solution Generation Session on the Financial Burden of Cancer. This was the first time Family Reach united such a diverse group of stakeholders to look for new ideas, and the outcome was fantastic. Sixty healthcare, advocacy, pharmaceutical, finance, communication, technology and

transportation professionals along with caregivers and patients, united in Boston with one goal: to break down the many financial barriers of cancer and develop solutions.

Since IMAGINE, Family Reach has launched new programs for patients, embarked upon new research projects and continues to prioritize the development of technology-driven solutions and partnerships to reduce the financial burden faced by cancer patients and their families. The future of finance for cancer patients is bright thanks to the big ideas generated throughout the day.

**Image 1**  
Yousuf Zafar (Oncologist, Duke Medical Center, NC), Joe Chabot (Resource Specialist, Dana-Farber/ Boston Children’s Cancer and Blood Disorders Center, MA) and Jennifer Huffman (Case Manager, All Children’s Hospital, FL) shared their perspective on the financial burden as seen in a clinical setting and the challenges they face when talking about cost.

**Image 2**  
Dianne Lynch, Jennifer Watson, Kim Sampson and AJ Wyman shared their financial challenges as patients and caregivers during our family panel. They captivated the audience with their vulnerability, honesty and authenticity.



Thank you to our sponsor, **Foundation Medicine**, for helping us make this event a reality!

**Image 3**  
Tracy Foster (The Lash Group, SC), Susan Gorky (Celgene, NJ) and Dan Sherman (NaVectis Group, MI) discussed pharmaceutical prescription and co-pay assistance funds and the opportunity to maximize insurance benefits if we look at things a little differently.

**Image 4**  
From outside the healthcare industry Russell Norris (Stalom), Kate Roberts (Zipcar), Paul Krasinski (Epicenter Experience) and Ashish Cowlagi (IBM Watson) inspired our attendees to think differently about how to approach a large scale problem and encouraged innovation, creativity and partnership.

**Image 5**  
Mark Lightowler, CEO of London-based Phorix, lead attendees through a creative storytelling exercise to warm us up for solution development.

**Image 6**  
IMAGINE 2025 would not have been possible without the leadership of Mario Muredda, President of our wonderful pro-bono partner Harrison & Star (NY). Mario moderated the event and his team took the lead on our brainstorming sessions in the afternoon.

**Image 7**  
Attendees from many different industries and organizations including Life is Good, Johnson & Johnson, One Mission, Foundation for Financial Planning and Seattle-based Fred Hutch, among others, were enthralled by our panelists.

**Image 8**  
Mark Lightowler (Phorix) and Marina Jean (Harrison & Star) lead a problem solving session seeking new education and awareness solutions for the financial burden of cancer.

**Image 9**  
The “People” breakout group, lead by Terese Kung (Harrison & Star) laid out the root problems before structuring new solutions.

# Family Reach in the Community



**Image 1**  
Carla Tardif visited the Ronald McDonald House at Stanford for a cooking demonstration, complete with Pillow Pets for all of the patients!



**Image 2**  
Ming Tsai got a VIP, behind-the-scenes tour of Trillium Brewing with Esther and JC Tetreault, owners of Trillium Brewing and Family Reach event partners.



**Image 3**  
Founders Jimmy and Andrea Colangelo joined in the fun at our annual Heroes 5k & Family Festival.



**Image 4**  
The dedicated employees at the AbbVie Foundation put their craft skills to the test, creating cards for our pediatric cancer patients at the Ann & Robert H. Lurie Children's Hospital of Chicago.



**Image 5**  
For their Annual Cancer Awareness Game, the Bentley Women's Soccer Team chose Family Reach as their charity of choice, raising funds and awareness for our mission!



**Image 6**  
Reach Athlete founder, Kenji Freedman, poses with a group of athletes all sporting "tattoos" in honor of Lucas' family.

**Image 7**

The 10th Annual San Francisco Golf Classic, funds were raised to provide financial relief to 85 families fighting cancer.

**Image 8**

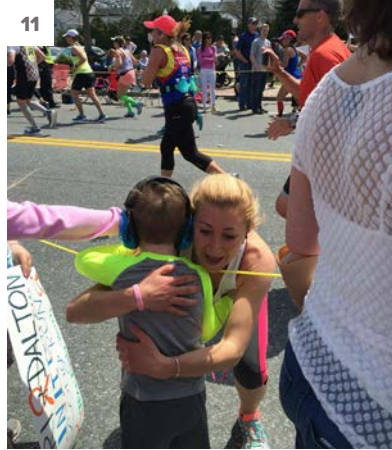
Volunteers Libby Allard and Jennifer Walsh preparing for an Art Outreach visit at Massachusetts General Hospital. Family Reach organizes more than 25 art outreach visits per year, engaging patients and siblings in creative projects while they are receiving treatment.

**Image 9**

Carla Tardif and Ming Tsai attended the premiere of *Unichef: Uniting Through Food*. Based on Hilary Gumbel's best-selling cookbook, the program featured Family Reach along with talented chefs Donatella Arpaia and Sandra Lee and the organizations closest to their hearts.

**Image 10**

Jennifer Lorencovitz, Family Reach Social Work Manager, and Nicholas, one of our grant recipients, painted pumpkins at the Heroes 5k & Family Festival.

**Image 11**

Reach Athlete Brianna McSweeney laced up her sneakers and hit the course of the Boston Marathon in honor of young Dalton, a pediatric cancer patient and part of our Family Reach community.

**Image 12**

Family Reach social worker Jackie Lake and founder Marilyn Morello visited with students and faculty of the West Paterson School District. As part of their 12th annual Family Reach Giving Tree program, this amazing team collected thousands in gift cards and funds to be distributed to families at our local hospital partner.

**Image 13**

Paul Krasinski, CEO of Epicenter, presented Family Reach with a \$4,000 check at our Boston Seaport cooking demo.

**Image 14**

Susan Marshall, Family Reach Foundation & Donor Relations Manager, poses with Lysander at the Anthony Rizzo Foundation's annual Walk-Off for Cancer. Lysander is one of many we have been able to support thanks to the generosity of this foundation.

**Image 15**

Dianne Lynch, Family Reach Director of Events and Outreach, attended one of JUST TRYAN IT's children's triathlons. Through these events, our partners at JUST TRYAN IT empower communities to help families struggling with the financial burden of cancer.

**Image 16**

Reach Athlete Jonathan Leuchs embarked on a 40-mile swim around the island of Nantucket in support of Family Reach on his 40th birthday.

**Image 17**

Our newly launched Women's Council hosted an open house, joining ambitious, smart women to discuss how we can work together to increase awareness of the cost of cancer crisis.

# Family Reach 20th Anniversary

In 2016, we celebrated 20 years of service to families and reached new milestones like never before. As we rejoice in all we've accomplished, we are reminded of our humble roots and the hard work of our founders. Each day, we celebrate the memory of Christopher Colangelo and Kristine Morello-Wiatrak. We are deeply grateful for all their families have done, and continue to do, on behalf of this organization.

Then



**Christopher**  
The son of James and Andrea Colangelo, Christopher had a bright spirit and fought his battle with metastatic neuroblastoma with strength, humor and courage.



**Kristine**  
Always sunny and positive, Kristine Morello-Wiatrak, the daughter of Richard and Marilyn Morello, was a cheerleader for other patients throughout her treatment for Ewing's sarcoma.



**Oldies Nights**  
Brian Morello and his mom, Marilyn, danced, mingled and celebrated our mission at one of the original Oldies Nights.



**Golf Outings**  
One of our first golf outings to raise awareness and support for families struggling with the financial burden of cancer.



**Joie Davis**  
One of the first children served by Family Reach, Joie Davis.



**Family Reach Founders**  
An early snapshot of our family founders gathered for a Family Reach event.

**1996**

The Colangelos, Morellos and Wiatraks founded the CMW Cancer Fund to raise money for local families.

**2000**

We raised more than \$100,000 cumulatively since our launch.

**2002**

Announced a plan to grow the mission and reach of our organization.

**2003**

Renamed Family Reach Foundation, earned our official 501(c)(3) status and touted four hospital partners.

**2004**

Raised over \$100,000 in one year for the first time in our history.

**2006**

Celebrated serving more than 100 families in one year.

**2008**

Had 12 premium hospital partners and brought on current CEO, Carla Tardif, full time.

**2009**

Broke a record of serving more than 1,000 individuals in one year.

**2012**

Family Reach and Ming Tsai introduced the *Cooking Live!* event series in New York City with special guest Matt Damon.

**2014**

We had 20 premium hospital partners and distributed \$1.25 million in financial support to families in 39 states.

**2015**

Reached the milestone of serving more than 30,000 individuals since our founding.

**2016**

Set a record-breaking year, raising \$4.1 million for more than 185 hospitals (premium and referring partners) across the country.



**Cooking Live!**  
Family reach founders, board and council members, employees and supporters united at *Cooking Live!* NY and *Cooking Live!* Boston.

- 1. Ming Tsai, Jesse Rogers, Carla Tardif, Bryant Gumbel and Todd English
- 2. Nicole Merrigan, Susan Marshall, Dianne Lynch, Rosie Cunningham, Carla Tardif, Laura Tirrell, Caroline Ver Planck, Lauren Mello and Ilana Zalika.
- 3. Jimmy Colangelo and Donna Cunningham.
- 4. Alice Beauregard, Patrick Chung and Kyle Beauregard.



**5. IMAGINE 2025**  
Our ambitious, powerful team orchestrated the first-ever Family Reach led industry brainstorming session, IMAGINE 2025.

**6. Golf Outing**  
Our 20th Anniversary Golf outing was a huge success, bringing together long-time Family Reach supporters.

**7. Family Founders**  
The family founders unite at a recent New Jersey holiday celebration.





# Partnerships + Major Gifts

## \$250,000 +

AbbVie Foundation  
 AmerisourceBergen Foundation  
 Marc and Lynne Benioff  
 Genentech Foundation  
 Janssen Biotech, Inc.

## \$100,000 - \$249,999

Anthony Rizzo Family Foundation  
 Celgene Corporation

## \$50,000 - \$99,999

Amneal Pharmaceuticals  
 Anonymous  
 CMC Food\*  
 CVS Health  
 Jeffrey and Michelle Donovan  
 Gilead  
 Niswarth International Foundation  
 [Chirag and Priti Patel]  
 Jesse and Mindy Rogers  
 Stratton Charitable Foundation Trust  
 Tarsadia Foundation

## \$25,000 - \$49,999

John and Lynn Bogle  
 Charles and Marni Bond  
 Clay Buchholz Foundation  
 Discovery Communications\*  
 Insurance Industry Charitable  
 Foundation

## JUST TRYAN IT

KitchenAid  
 Brad and Lauren Koenig  
 Leigh Sakoda Foundation  
 Stacy Madison

Nestle Waters North America  
 James and Rosemary Phalen  
 Tim and Kitty Pinch  
 Marc Taub  
 John and Sandra Thompson  
 The Harman Family Foundation  
 The Patron Spirits Company  
 Turner Broadcasting  
 Roger Wade  
 Wheels Up  
 Villa Restaurant Group

## \$15,000 - \$24,999

Boston Bruins Charitable Foundation  
 B & R Foundation  
 Chung Changing Lives  
 Foundation Medicine Lab Week  
 MFS Investment Management  
 My Pillow Pets  
 OF Partners  
 Small Can Be Big

## \$10,000 - \$14,999

Anonymous  
 Lee and Jennifer Applbaum  
 Eileen Bocci-Campbell  
 Boston Magazine  
 Norm Cantin and Patricia Chadwick  
 Yumin and Amy Choi  
 Charles and Frances Culley\*  
 Chris Spinazzola and Marjorie Clapprood  
 Foundation to be Named Later  
 Harrison and Star  
 Heritage Plumbing and Heating  
 Marcum Foundation  
 Peter Merrigan, Taurus

Investment Holdings LLC  
 Mick and Tiffany Mountz  
 William and Brooke Muggia  
 OncLive  
 Mark and Deborah Pasculano  
 Takeda Pharmaceuticals  
 The DellaFera Family  
 The TJX Foundation  
 The Montag Group  
 The Platkin Family Foundation  
 The Todd R. Wagner Foundation  
 Doug and Hope Turner  
 Westfield Capital Management

## \$5,000 - \$9,999

AgencyRx  
 BioLumina  
 BioMedCom Partners  
 Blue Matter Consulting  
 Jonathan Howard and Heather Breen  
 Cadent Medical Communications  
 Caravel Group Inc.  
 Steve and Toni Collis  
 Tyrone Curran

Gina de Givenchy  
 Josephine DelVecchio  
 Doximity  
 Paul and Mary Eibeler  
 Patrick and Jennifer Fay  
 Tracy Foster  
 Franklin Mutual Insurance Company  
 Mark and Michelle Gallagher  
 Helsinn Pharmaceuticals  
 Walter Hester  
 Peter and Jane Hunsinger  
 Karie Kmetz  
 David and Kiersten Lowe  
 MedForce  
 Leopold and Amelia O'donnell  
 One Theater Group  
 Carol Parks  
 Peter Palandjian  
 Dr. and Mrs. Michael Pellini  
 Publicis Healthcare  
 Rare is Beautiful  
 Robert and Catherine Murray  
 Charitable Trust  
 Anthony Della Salla\*  
 ScrollMotion

Stahl Insurance  
 Thomas Anthony Pappas  
 Charitable Foundation  
 Touch Dynamic  
 WebMD  
 Steven Wilner  
 ZS Associates

## \$2,500 - \$4,999

ADP Statewide Insurance Agencies\*\*  
 ALM Memorial Foundation  
 AmerisourceBergen  
 Anderson DDB Health & Lifestyle  
 AnswerLab  
 Kevin and Kathleen Beatty  
 Capital One  
 James and Andrea Colangelo\*\*  
 Cremosa Food Company  
 Arthur and Kathleen Duffy  
 Eisai USA Foundation  
 Epicenter Community  
 FCB Health  
 Ferrera Bakery / Zuccheri & Amore  
 Tim Genecco  
 Goodshop

Donald and Carolyn Gordon\*\*  
 Doug and Karen Grip  
 Havas Life Metro  
 Joe and Cydney Hogan  
 IntraMed  
 Dean Janeway  
 Jay and Joan Levitts  
 Ted and Amy Madden  
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 Lee Newman  
 Linda O'Brien  
 Gautam Patel  
 Plymouth Rock Assurance  
 R.D.D. Associates\*  
 Brenton and Amy Saunders  
 The Friends of Kenny Warren Foundation  
 Nigel Travis  
 Trillium Brewing Company  
 Watchung Hills Regional High School  
 John and Jennifer Winterhalter\*\*

\*\*Indicates 20 year Family  
 Reach supporter

\*Indicates 10 year Family Reach supporter

# Financials

CONTRIBUTIONS + GRANTS  
\$2,771,274

CONTRIBUTIONS IN-KIND  
\$114,285

EVENT REVENUES  
\$874,653

MANAGEMENT + GENERAL  
\$328,386

FUNDRAISING  
\$370,889

FAMILY RELIEF + SUPPORT  
\$2,733,818

**PUBLIC SUPPORT + REVENUE**

**\$4,180,805**

**GENERAL + FAMILY RELIEF EXPENSES**

**\$3,433,093**

YEAR ENDED DECEMBER 31, 2016

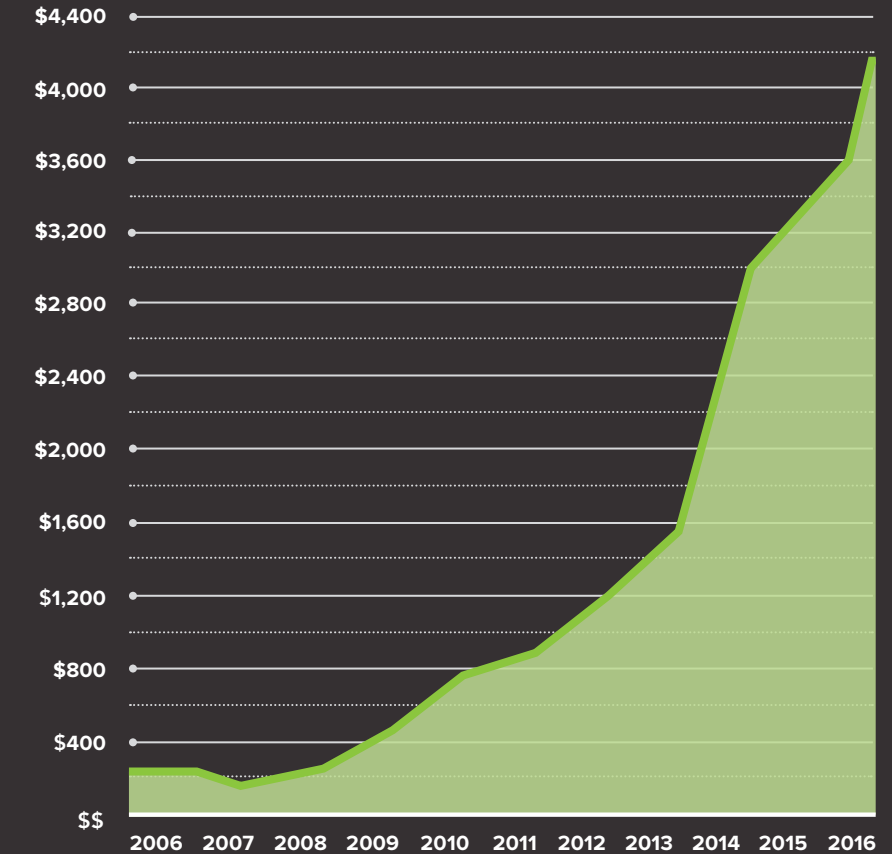
**PUBLIC SUPPORT + REVENUE**

Grants + Contributions	\$2,771,274
Contributions In-Kind	114,285
Event Revenues	874,653
Less: Related Direct Costs	(200,766)
Net Special Event Income	673,887
Other Income	2
Interest Income	(9,523)
Temporarily Restricted: Grants + Contributions	611,834
<b>TOTAL SUPPORT + REVENUES</b>	<b>\$4,180,805</b>

**EXPENSES**

Family Relief + Support	2,733,818
Management + General	328,386
Fundraising	370,889
<b>TOTAL EXPENSES</b>	<b>3,433,093</b>
Increase/(Decrease) in Net Assets	747,712
<b>NET ASSETS - END OF YEAR</b>	<b>\$1,816,820</b>

NET REVENUE AFTER DIRECT EVENT EXPENSE



FAMILY REACH

# Board + Staff

## BOARD OF DIRECTORS

### PRESIDENT OF THE BOARD

**Chris Wiatrak**  
*Division Sales Manager*  
Bio-Oncology at Genentech

### VICE PRESIDENT OF THE BOARD

**Richard J. Morello**  
*President*  
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of Aptus Health

### SECRETARY

**Andrea Colangelo**  
*Former District Supervisor*  
Perth Amboy Board of Education

### TREASURER

**Donna Cunningham**  
*President*  
ADP/Statewide Insurance Agencies

## DIRECTORS

**Lucille Ditta**  
*Former Securities Trader*  
Wien Securities Corporation

**Wendy Spivak**  
*Principal and Founder*  
The Castle Group

**Ming Tsai**  
*Celebrity Chef/Owner*  
Blue Dragon and Blue Ginger

**Jennifer Winterhalter**  
*Vice President of Revenue Management*  
Amneal Pharmaceuticals

## STAFF MEMBERS

**Carla Tardif**  
*Chief Executive Officer*

**Corey Fick**  
*Director of Operations & Chief of Staff*

**Rosie Cunningham**  
*Director of Partnerships and Marketing*

**Dianne Lynch**  
*Director of Events and Outreach*

**Nicole Ackerman**  
*Family Coordination Manager*

**Jackie Lake, LSW**  
*Social Worker*

**Alex Lewis**  
*Graphic Design and*  
*Website Coordinator*

**Jennifer Lorencovitz, LSW**  
*Social Work Manager*

**Susan Marshall**  
*Foundation and Donor*  
*Relations Manager*

**Christina McCarthy**  
*Senior Program Manager*

**Lauren Mello**  
*Communications Manager*

**Brian Morello**  
*Special Programs and Events Manager*

**Laura Tirrell**  
*Operations Coordinator*

## NATIONAL ADVISORY BOARD

**Ming Tsai (President of the Board)**  
*Celebrity Chef/Owner*  
Blue Dragon and Blue Ginger

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*CEO and Co-Founder*  
Epicenter Experience

**Suleika Jaouad**  
*Journalist and Women's Health Advocate*

**Ed Lynch**  
*Head of Sports Business Development*  
VER

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Taurus Investment Holdings

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**Jennifer Telfer**  
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My Pillow Pets

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*Principal*  
Travis and Company

**Ilana Zalika**  
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Resound Marketing

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*Founder and CEO*  
Eveo

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Blue Ribbon Panel, National  
Cancer Moonshot

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Dana-Farber/Boston Children's Cancer  
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University of Pittsburgh School of Medicine  
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**David Schenkein, MD**  
Tufts Medical Center  
Agios Pharmaceuticals

**Veena Shankaran, MD**  
University of Washington  
School of Medicine  
Fred Hutchinson Cancer Research Center

**Lillie Shockney, RN**  
John Hopkins Breast Center  
Association of Oncology Nurse Navigators

**Jonas de Souza, MD**  
University of Chicago

**Yousuf Zafar, MD**  
Duke University Medical Center

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**TWITTER:**  
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**BLOG:**  
[www.familyreach.org/blog](http://www.familyreach.org/blog)

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973.394.1411



family reach  
A FINANCIAL LIFELINE FOR FAMILIES FIGHTING CANCER