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Family Reach chosen as [Kidfund](#)'s Charity for August

A portion of funds will be allocated to Family Reach's Financial Treatment Program, to help provide support to families facing a cancer diagnosis.

Boston, MA [August 1st, 2020] — Family Reach, a national organization focused on providing financial wrap around services to families facing cancer, has been named Kidfund's Charitable Choice Spotlight Charity for August.

"Kidfund is dedicated to raising awareness for charitable organizations working to improve the lives of children and families," said CEO Alison Silverstein. "When we came across Family Reach it was immediately evident that their mission aligns with everything we stand for as a company. We believe that family and social networks are key to survival. No family can go it alone, especially those whose loved ones are facing debilitating illness."

"Cancer-related financial burdens are a real issue that I think most people don't really think about until you're faced with the same hard decisions these families face," said Silverstein. "We're eager to elevate awareness for the issue and we hope our spotlight of Family Reach will help bring greater impact to the families in need of their vital assistance."

Both organizations have a shared mission of empowering children with financial knowledge. Financial education is one of the pillars of Family Reach's Financial Treatment Program. Through this partnership, Kidfund and Family Reach can help combat the effects of income inequality.

A portion of the proceeds will support Family Reach's Financial Treatment Program. The program was developed to reach patients with support before they hit critical financial breaking points.

The Kidfund app is free to users, and allows families to create free savings accounts for their children. It is a socially powered savings app, which helps families build funds as their kids grow. It equips them with the strength of financial knowledge and good savings habits. Kidfund also allows the network of family and friends to allocate a portion of their gifts to the charity of their choice.

Family Reach will be promoted in the following ways during the months for which they are the Charitable Choice Spotlight Charity:

- Direct emails to Kidfund's mailing list of over 25,000 users
- Spotlight on Kidfund's donations page as the preferred option for allocation of funds
- Promotion through Kidfund's social networking platforms, including potential promotion on an affiliated Instagram account with over 500k followers.

Family Reach's CEO Carla Tardif applauded the choice.

"Nobody plans for cancer. Yet when cancer strikes, your finances play a major role in your ability to access care and adhere to life saving treatment. I was thrilled to learn about Kidfund and their focus on financial empowerment," she said. "Finances and health often go hand in hand and the sooner we can educate people to save and build funds, the healthier we will all be. I'm beyond grateful to be partnered with KidFund to support families with cancer.

About Family Reach

Family Reach is a national organization dedicated to eradicating the financial barriers that accompany a cancer diagnosis, a widespread issue. We work with patients and healthcare professionals at more than 400 top-tier hospitals and cancer centers. Family Reach developed the solutions-oriented Financial Treatment program to reach patients with support before they hit critical breaking points. The program includes services like Financial Education, Resource Navigation, Financial Planning, and the Emergency Relief Fund.

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