



For immediate release:

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Family Reach Releases A Financial Guide to COVID-19

Modeled on Family Reach's Financial Guidebook for Cancer, the book has been designed to help families navigate COVID, and the additional costs that it brings. The guidebook offers advice and resources for families and individuals.

Boston, MA [November 19, 2020] — Family Reach, a national organization focused on providing financial support to families facing cancer, released A Financial Guide to COVID-19. The guidebook is available online on the Family Reach website at <https://familyreach.org/covid-19-financial-guidebook/>.

The guidebook originally began as a resource for cancer patients. When it was realized that cancer patients and families dealing with COVID-19 were experiencing many of the same issues, the Family Reach team began brainstorming, with the goal of putting together a resource that would be more broadly-focused, and that would be able to help families dealing with COVID-19 navigate these challenging times.

With input from financial experts and medical professionals, the Family Reach put together a useful resource for families and individuals alike. The objective is to help families get through this health crisis followed by a financial crisis.

The goal of the guidebook was to bring awareness to the difficulties that COVID-19 families are facing, and to help the public understand that these financial difficulties are something that cancer patients and families face all the time.

Valuable information and resources are contained inside, including: a checklist of expenses, how to calculate your everyday spending (the big items are rent/mortgage, utilities, transportation, groceries, and childcare/eldercare), how to take action, laws and relief programs, and how take advantage of financial resources (general and housing).

The purpose is to help families with:

- Budgeting advice when you experience a loss in income
- Costs and saving options to consider
- Easy action steps to follow
- Checklist for estimating your personal costs
- Lists of relevant financial resources

Joan Russo, Vice President of Development, lauded the release of the guidebook, and noted the unique knowledge that Family Reach has in solving a health crisis followed by a financial crisis.

"As Family Reach and the world witnessed the financial collapse of millions of families because of the COVID-19 pandemic, we recognized that we already understand what a health crisis followed by a financial crisis means for those families," said Russo. "We've been working to eradicate it for decades for cancer patients. We also realized that we have an expertise to lend. Working with financial experts and medical professionals, we repurposed our Financial Guidebook for Cancer into a Financial Guidebook for COVID-19. We are proud to be able to share this resource with the families that need it most."

There were many contributors to the project, which included financial experts, a member of the Family Reach board of directors, and several collaborators from our in-kind partner Braffton, who helped to format the guidebook. They are as follows:

- Tim Moore (Managing Director, Morgan Stanley)
- Suzette Rothberg (Suzette Rothberg Consulting, LLC)
- Barry Coleman (Vice President of Counseling and Education Programs, National Foundation for Credit Counseling)
- John L Colaizzi, Jr PharmD, CCP (Director, Specialty Enablement Strategies, Walgreens)
- Jessica Buzzelli, PharmD (Senior Manager, Patient Care and Advocacy, Oncology and Fertility, Walgreens)
- Blue Cross Blue Shield of North Carolina
- Kathy Yeomalakis (Registered Respiratory Therapist, Lahey Hospital & Medical Center)
- Elizabeth Adelia Horsburgh (New York State's Office of Mental Health Pandemic Response Helpline)
- Tim Olech (Graphic Designer, Braffton Content Marketing Agency)
- Ken Boostrom (Design and UX Director, Braffton Content Marketing Agency).

About Family Reach

Family Reach is a national nonprofit that provides critical financial support to cancer patients and their families, who often have to choose between treatment and daily living essentials like food or electricity. Family Reach works with patients and healthcare professionals at more than

400 top-tier hospitals and cancer centers to reach families before they hit critical financial breaking points.

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