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## Family Reach Nominated for a Toasty Award by Givebutter

*Family Reach's virtual Cooking Live Executive Challenge was nominated for "Most Innovative Team Fundraiser".*

Boston, MA [January 15th, 2021] — Family Reach, a national organization focused on providing financial support to families facing cancer, was nominated for a Toasty award by Givebutter.

This award is part of the Toasty's, which is Givebutter's first annual award ceremony. It is billed as, "A digital celebration of excellence and innovation in online fundraising. It's our toast to you."

Family Reach is being nominated for "Most Innovative Team Fundraiser" for its Cooking Live Executive Challenge, which took place on November 18th, 2020 and raised \$373,055.

Proceeds from Family Reach's Cooking Live Executive Challenge supported Family Reach's Financial Treatment Program (FTP), which was developed to reach patients before they hit critical financial breaking points. The four aspects of the program are financial education, financial planning, resource navigation, and emergency relief.

The Toasty's will take place online at 5 pm EST on February 11th. The event is hosted by Givebutter.

Carla Tardif, CEO of Family Reach, applauded the nomination.

"Givebutter, thank you for The Most Innovative Event Nomination!" said Tardif. "2020 was a year that forced us all to innovate to survive, and partnering with you allowed us to do just that. Making our Cooking Live celebrity chef event virtual through Givebutter allowed us to reach an even larger audience and keep that spontaneous live vibe going which was so important to us. Thank you!"

Below is a link to the video recap:

[https://www.youtube.com/watch?v=s9xxPxq6Rdk&feature=emb\\_logo](https://www.youtube.com/watch?v=s9xxPxq6Rdk&feature=emb_logo)

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### 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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