



For immediate release:

[June 9, 2021]

Media Contact:

Francis Ma

480.510.5985

media@familyreach.org

Family Reach Welcomes New LiFT Network Member The Tom Coughlin Jay Fund

The Tom Coughlin Jay Fund, founded in 1996 by Tom Coughlin, former coach of the Jacksonville Jaguars and New York Giants football teams, is a nonprofit in Jacksonville, FL. Its mission is to help families tackle childhood cancer by providing comprehensive financial, emotional, and practical support.

Boston, MA [June 9, 2021] — Family Reach, a national organization dedicated to removing the financial barriers standing between a cancer patient and their treatment, is welcoming The Tom Coughlin Jay Fund to its LiFT Network.

Powered by Family Reach, the LiFT Network enables members to deliver vetted financial programs to their families. After 25 years, Family Reach has identified the most meaningful financial resources for patients and caregivers. Known as the Financial Treatment Program, this comprehensive solution-oriented approach reaches patients and caregivers before they hit critical financial breaking points.

Confident that their efforts will reach families with crucial support through the Financial Treatment Program, Network members can focus on raising awareness, fundraising, and thought leadership opportunities instead of operations and program management.

The Tom Coughlin Jay Fund helps families tackling childhood cancer, by providing comprehensive financial, emotional, and practical support. Their services include financial support for household expenses to make sure the family gets through childhood cancer financially intact, and "Quality of Life," a program which supports treatment centers and programs that make the patient's visits more tolerable and effective.

The organization also has a program called "Making a Child's Life Brighter," where patients get a "day off" from cancer and create happy memories with their families.

The foundation is the embodiment of a vow made by Coach Tom Coughlin. It was created in honor of Jay McGillis, a young man who developed leukemia while playing for Boston College during Coughlin's early coaching years. The Coughlin family witnessed the physical, emotional, and financial strains that the illness caused the McGillis family.

The Fund was established in 1996 in Jacksonville, Florida. This was during Coughlin's second season in the NFL coaching the Jacksonville Jaguars. He would go on to coach the NY Giants, where he won 2 Super Bowls in 2008 and 2012, both against the New England Patriots. Coach Tom Coughlin is the President of the organization. His daughter, Keli Coughlin, is the CEO.

The additional programs offered by the LiFT Network will complement the Jay Fund's Financial Game Planning program, particularly the addition of the pro-bono Financial Planning for Cancer service for families.

"The Tom Coughlin Jay Fund Foundation is looking forward to being a part of The LiFT Network and providing our families with additional resources that are so vital as they tackle childhood cancer," said Keli Coughlin, CEO of The Tom Coughlin Jay Fund. "No one fights cancer alone. It takes a team and we believe that working in tandem with The LiFT Network will make our support for parents and patients even stronger."

The Tom Coughlin Jay Fund is a non-profit 501c3 assisting families in the surrounding areas of North Florida and South Georgia, and also in all five boroughs of New York and the surrounding New Jersey area. The organization offers aid programs that serve families within the cancer community. Funding comes from events, grants, individual donations, third party events, major gifts, and employee giving.

Family Reach's Director of the LiFT Network, Joanna Scott applauded the announcement.

"The Tom Coughlin Jay Fund is an inspiration to us, and we are so honored to welcome them into the LiFT Network," said Scott. "It takes a village to break down the financial barriers of cancer, and The LiFT Network is unique in its ability to streamline the process of connecting all the key players so families can access support as quickly as possible. Through this partnership, we will deliver the most impactful financial services and strive to ensure no family falls through the cracks!"

The Tom Coughlin Jay Fund will be the 10th organization to join the Network. Current members include Just TRYAN It, New Day Foundation for Families, Never Had a Bad Day Foundation, Anthony Rizzo Family Foundation, Hands for Holly Memorial Fund, The Leigh Sakoda Foundation, The Tyler Robinson Foundation, Claire's Army, and Megan's Wings.

Any organizations interested in learning more about the LiFT Network membership should visit www.familyreach.org/lift-network.



About the LiFT Network

The LiFT Network was launched in 2018 to bring like-minded nonprofits together connected by a shared belief that together they can do more for the cancer patients and caregivers they serve. Network Members have access to service delivery, program improvements, and resources to members through Family Reach. This ensures cancer nonprofits do not have to reinvent the wheel or waste limited resources as they focus on their mission.



About Family Reach

Family Reach is a national 501(c)(3) nonprofit organization dedicated to removing the financial barriers standing between a cancer patient and their treatment. Loss of income, out-of-pocket expenses, and socioeconomic factors create disparities in the financial burdens families face. Family Reach delivers financial education, financial planning, resource navigation, and emergency relief funds to patients and caregivers facing a cancer diagnosis so no family has to choose between their health and their home.

Visit www.familyreach.org and follow @familyreach on Facebook, Instagram, Twitter, and LinkedIn.

Visit www.tcjayfund.org and follow The Tom Coughlin Jay Fund on social media.