Mission

Treatment requires more than medicine — families need a roof over their heads and food on their tables to survive. If a family can’t meet these basic needs, cancer treatment takes a back seat.

Family Reach works with patients, providers, and community organizations to challenge the systems that force families to choose between their health and their home. Together, we’re making financial treatment a standard of cancer care.
2023: A Year of Building

Family Reach has spent nearly three decades helping people with cancer meet their basic needs — food, housing, and transportation — but 2023 marked one of the toughest years we’ve seen so far. There were days when stories about patients sleeping in cars and requesting tents flooded our inboxes before we had even sat down at our desks.

With this growing need, especially among under-resourced communities, we grounded ourselves in putting people first and redefining our approach to truly meeting patients where they are. This meant investing in our ecosystem of nonprofit and healthcare partnerships to create more diverse, accessible, and trusted pathways to support.

This innovative and collaborative ecosystem allowed us to launch new financial resources, facilitate more conversations about basic needs, and deepen our reach within Black and Hispanic/Latino communities, who face the highest rates of financial distress during cancer treatment.

When you’re addressing a long overdue issue in healthcare, you have to surround yourself with brilliant, brave, and big-hearted people who aren’t afraid to go the distance. Thank you to everyone who helped us achieve critical milestones in 2023.

It was a great year with great challenges — yet together we continued to bridge the gap between health and home for people with cancer nationwide.

Carla Tardif
Family Reach CEO
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Nationwide Support:

Reaching Diverse, Under-Resourced Communities Facing Cancer
More than half of the families we supported in 2023 identified as Black or Hispanic/Latino.

These communities face the highest rates of financial distress during cancer treatment, and we’re reaching them more intentionally through our hospital partnerships and equity initiatives.

86% of families supported were living on less than $60,000 a year, with an average household size of four people.

Many people have to stop working or reduce hours during treatment, dropping their income significantly. Nearly half (46%) of those we supported were living at or below the Federal Poverty Level (FPL).
Through our patient insights, Family Reach is evaluating and addressing the health-related social needs imposed by a range of cancer diagnoses.

We help people of any age — “I’m a single adult with no other income except a small retirement annuity. The kindness and financial help was so uplifting.”
In 2023, new and existing partnerships increased our reach in communities with the **deepest financial needs.**
Patients Lack Access to Basic Needs

Of the families we supported in 2023:

67% didn’t have a reliable way of getting to treatment

On average, 56% of patients traveled to treatment at least once a week

64% faced food insecurity

58% had lost or were at risk of losing their home

On average, families were two months behind on rent/mortgage

57% were behind on utility bills

“I am thankful for the treatment but it impacted my ability to earn money at the same time. I was overwhelmed by making ends meet on top of the many other emotions.”

— Kristin, reflecting on her multiple myeloma diagnosis
Increasing Access to Financial Resources

After working with Family Reach in 2023:

- **88%** of patients and caregivers said their awareness of financial resources increased.
- **85%** felt it was important to discuss financial concerns with their healthcare team.
- **82%** reported a decrease in financial distress.

“I think Family Reach's Conversation Guide: Asking for Financial Help During Cancer Treatment should be available in every cancer treatment center across America.

Having the knowledge and awareness to address financial concerns gives the cancer patient the power to start the conversation... [it] opens many doors for you during one of the most challenging times of your life.”

— *Darcy,* breast cancer

*Name changed for privacy

“I got current on my bills thanks to help from Family Reach...the timing couldn’t have been better. Today I am thankfully in remission and rebuilding my strength physically, emotionally, and financially.”

— *Kristin,* sharing the impact of financial support
Health Equity:

Strengthening our Ecosystem to Meet Patients Where They Are
Through partnerships with patient advocates, healthcare teams, and nonprofit organizations, we gathered critical patient insights and deepened our reach within communities with the greatest financial needs.
Family Reach Advocates

We gathered insights from our Family Reach Advocates, a council of dedicated patients and caregivers, to inform our programs and messaging in 2023.

Berlynn contacted Family Reach after her son was diagnosed with cancer.

August 2021

“I had to quit my job to be with AJ. I didn’t want to ask for help, but I knew I had to. Family Reach gave us exactly what we needed.”

Meet Berlynn

Mom to Augie Jr (AJ), Wife to Augustine
Caregiver, Family Reach Advocate
Oahu Honolulu, Hawaii

September 2023

Received additional support — this time during her husband’s treatment — when Family Reach distributed funding to Hawaiian families after the wildfires.

“I didn’t even have to ask. Once again, the assistance helped pay for the things we need each day — car repairs, groceries, and our home.”

October 2023

Attended Cooking Live Hawaii event and shared her story with our community.

November 2023

Participated in a family photo session
Joined the Family Reach Advocates

“How can I stay involved? You have no idea how this makes me feel. I’m so happy to be part of Family Reach.”

We gathered insights from our Family Reach Advocates, a council of dedicated patients and caregivers, to inform our programs and messaging in 2023.
On-Site Support

Philadelphia has some of the **highest rates of cancer diagnoses and poverty** in the United States. In 2023, Family Reach continued working on-site at treatment centers in the city to provide resources and assistance that help patients meet their basic needs.

We’re learning that this approach **builds trust, quickly identifies patient needs, and increases equitable access to financial support.**

**Who we supported**

- **525** patients received on-site support in 2023
- **70%** were living on **less than $40,000** a year
- **61%** of those supported identified as Black and/or Hispanic/Latino

*Transportation* and *food* were the highest reported needs.

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Alexis, Hodgkin’s lymphoma
“Lucas lost his home following his cancer diagnosis and was living in a hotel. **By the time we were connected, he was days away from living on the streets,**” shared Alima, our On-Site Resource Navigator. “He needed stable housing — that was certain — but he also needed transportation to the hospital and food to eat.”

Alima partnered with Lucas’ oncology social worker to **cover the immediate expenses** of a hotel, taxis to chemotherapy, and groceries. **Since he didn’t have an address to send the assistance to,** Alima sent a check to his social worker, who helped Lucas cash it.

Once Alima secured the temporary accommodations, she connected with a local housing coalition. **“We got Lucas into an apartment that his SSI payments covered,”** said Alima. “Knowing he had stable housing for the remainder of his treatment was a huge relief for all of us.”

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*Name changed for privacy
1. www.projecthome.org/homelessness-facts
Community Partners

In 2023, we partnered with **seven local nonprofit organizations** in Black and Hispanic/Latino communities to deliver our financial support. These **partnerships** allow us to meet patients where they are, **through organizations they know and trust**.

View [page 8](#) for partner locations!

**Who we supported**

- **312** patients supported through community partners in 2023
- **86%** were living on **less than $40,000** a year
- **Food** and **utilities** were the highest reported needs
Denise,* a single mom of three, was diagnosed with stage II breast cancer just three days before Christmas.

When she contacted one of our community partners, a nonprofit supporting Black and Hispanic/Latino women facing breast cancer, she was months behind on her electricity bill, and the utility company had turned her power off. The family was living in the dark.

Our community partner immediately contacted Family Reach for support with this emergency case. Emily, one of our Resource Navigators, called the utility company and paid Denise’s outstanding and upcoming bills. Within hours, Denise’s power was restored.

“Your Resource Navigators are amazing,” our community partner shared. “They communicated so quickly and got the family’s power back on ASAP. Thank you.”

*Name changed for privacy
Treatment Centers

Nationwide network of healthcare professionals

To date, we’ve worked with over 1,000 treatment centers, allowing us to reach patients and caregivers through their social workers, resource specialists, and other healthcare professionals.

Listening + learning from healthcare teams

We updated our financial assistance application and eligibility guidelines in 2023 to improve the user experience.

- **Easier-than-ever application:** “[Family Reach] always responds so quickly after I place an application and the referral process is seamless.” — oncology social worker

- **Straightforward guidelines:** “Really helpful that patients can use the money for any of their [basic] needs rather than prescribed uses, as some other organizations require.”

- 95% of healthcare professionals say our eligibility criteria are clear
Clinical Trial Access Program

Thousands of cancer patients turn down clinical trials because they’re worried about missing work and affording the associated travel, lodging, and food costs. In 2023, Family Reach acquired More Moments More Memories and together we launched the Clinical Trial Access Program to help more patients access cutting-edge treatments.

Who we supported

- 292 patients enrolled on a clinical trial received financial support
- 72% needed support with transportation
- 67% were living on less than $40,000 a year
- 56% identified as Black and/or Hispanic/Latino

In partnership with:

The astronomical cost of housing and transportation was completely out of my budget. The assistance helped me cover those costs, and in February 2023, I was declared in remission. I am eternally grateful ... I am living an active, healthy life, and I thank those who made this possible for me.

—Mary, who traveled 500 miles to access a life-saving clinical trial

Partnership highlight:

The American Cancer Society worked with Family Reach to support 133 patients in three weeks through our Clinical Trial Access Program.
Awareness:

Advocating for the Cancer Community
Family Reach published five studies in 2023 highlighting the financial needs of real families facing cancer.

Dig into the data at familyreach.org/publications-and-presentations

“Our research was sought out among hundreds of posters at the ASCO Quality Care Symposium — the oncology community is eager for data on the non-medical, financial side of cancer and we’re empowering them with the knowledge.”

— Andrea Incudine, Senior Director of Operations & Data
Advocating on the National Stage

Family Reach executives were invited to speak at healthcare’s largest events, securing the attention of more than 40,000 people through on-site engagements and post-event media coverage.

“Every time we’re in the room — whether it’s the White House Cancer Moonshot or a panel for healthcare professionals — our priority is to make sure basic needs and patient perspectives are part of the conversation.”

— Carla Tardif, Family Reach CEO

Carla Tardif on stage at Reuters Pharma & Patient USA 2023
Family Reach and Iron Chef Ming Tsai invited supporters to wine, dine, and hear from the families we support at Cooking Live in Boston and Honolulu.

Sponsors like these fuel our events:
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$250,000 - $500,000
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- Amgen
- David Ian Giving Fund
- Eli Lilly
- Gilead Sciences
- Janssen
- McKesson
- Seagen

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- 2seventy bio
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- Stanford and Kathy Carr
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- Timothy Moore*/**
- Steven and Elissa Lunder
### Major Donors

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