

# 2023 Annual Report

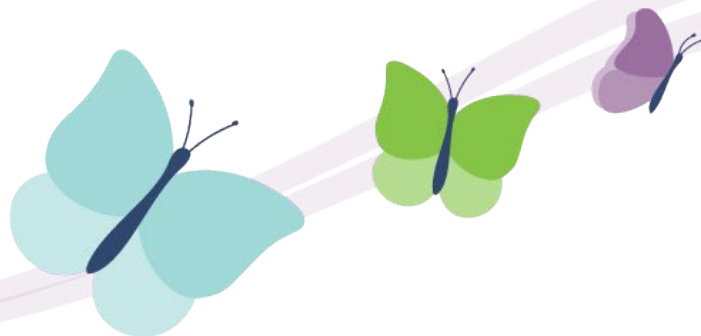
Family Reach



# 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

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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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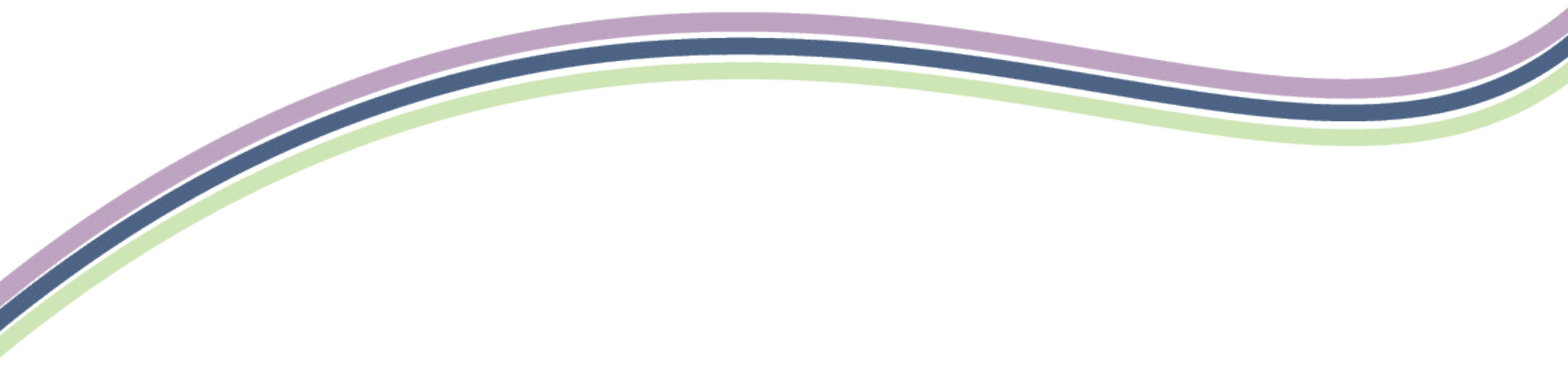
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# Nationwide Support:

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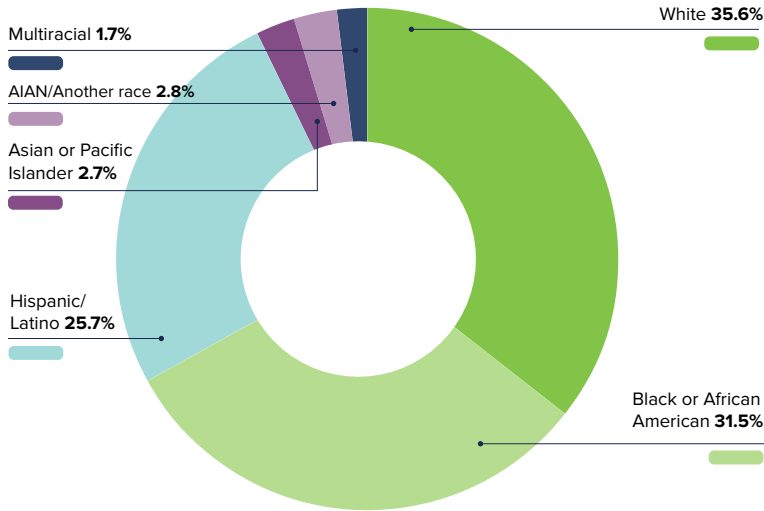
Reaching Diverse, Under-Resourced Communities Facing Cancer





## RACE/ETHNICITY

Data presented clockwise from highest to lowest percentage

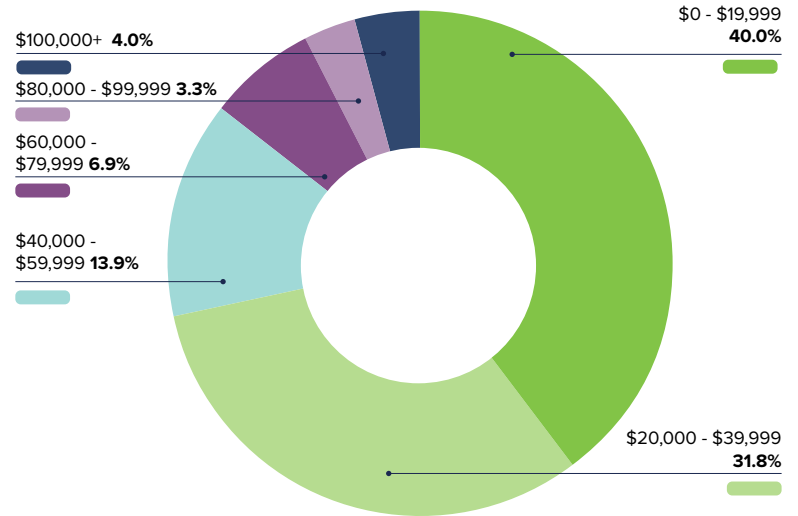


**More than half** of the families we supported in 2023 identified as **Black or Hispanic/Latino**.

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.

## HOUSEHOLD INCOME

Data presented clockwise from lowest to highest income

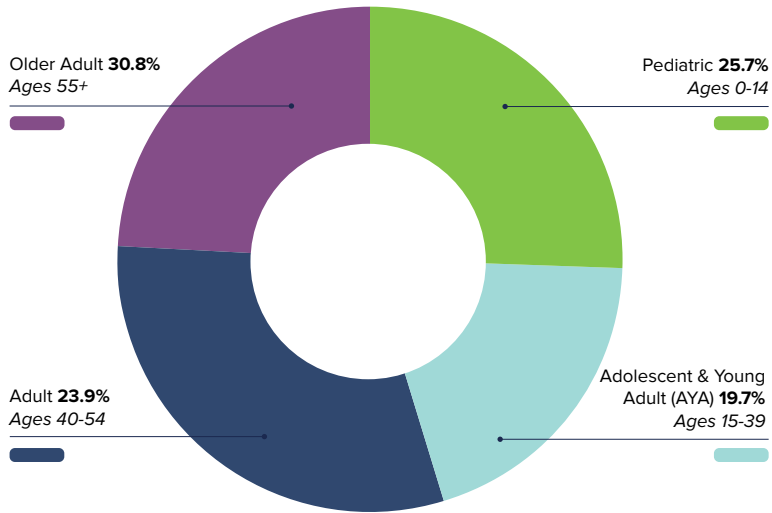


86% of families supported were living on **less than \$60,000** a year, with an average household size of **four people**.

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).

## PATIENT AGES

Data presented clockwise from youngest to oldest

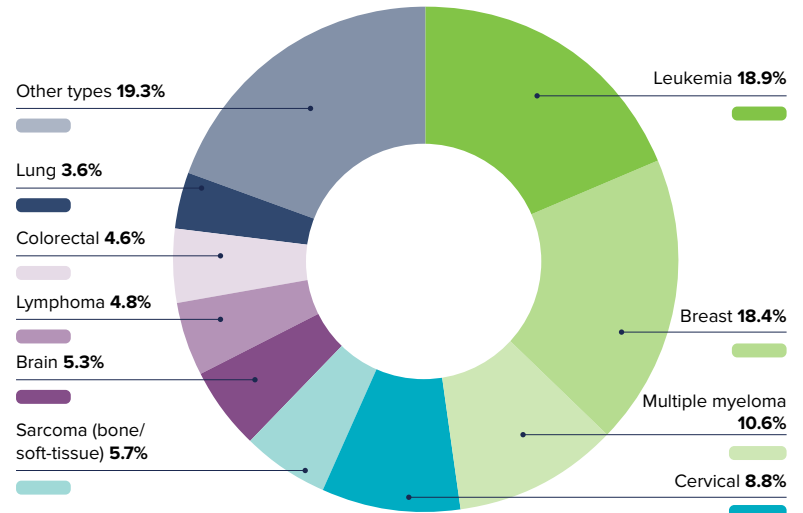


 **Zoom in:**

*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.”*

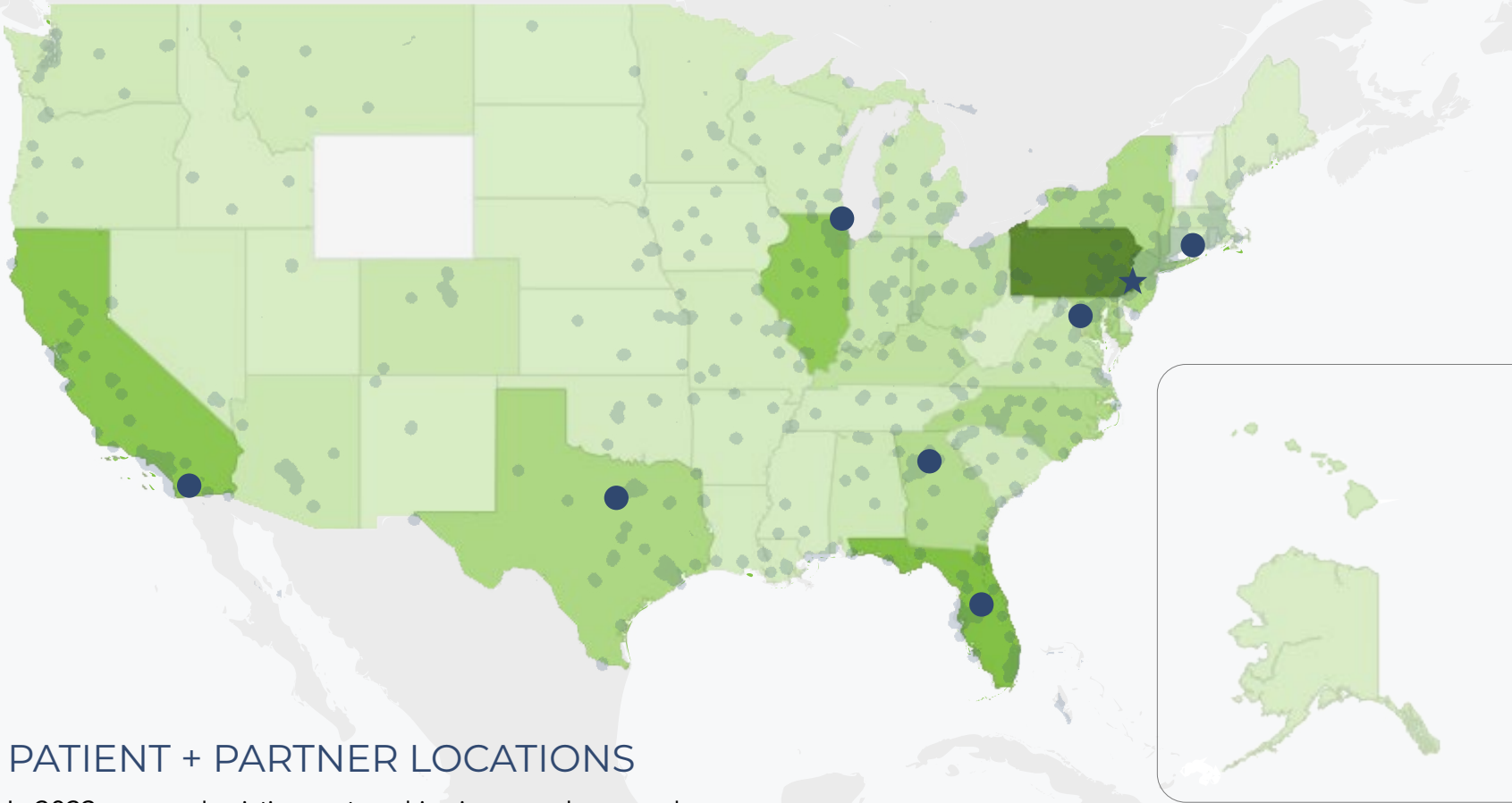
## CANCER TYPE

Data presented clockwise from highest to lowest percentage



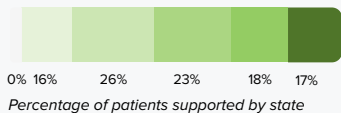
 **Zoom in:**

Through our patient insights, Family Reach is evaluating and addressing the health-related social needs imposed by a range of cancer diagnoses.



## PATIENT + PARTNER LOCATIONS

In 2023, new and existing partnerships increased our reach in communities with the **deepest financial needs**.



- Community partner
- ★ On-site pilot program
- Treatment center



## 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.**

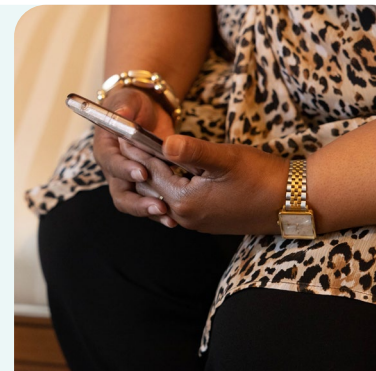
**Having the knowledge and awareness to address financial concerns gives the cancer patient the power to start the conversation... [it] opens many doors for you during one of the most challenging times of your life.”**

— *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.”**

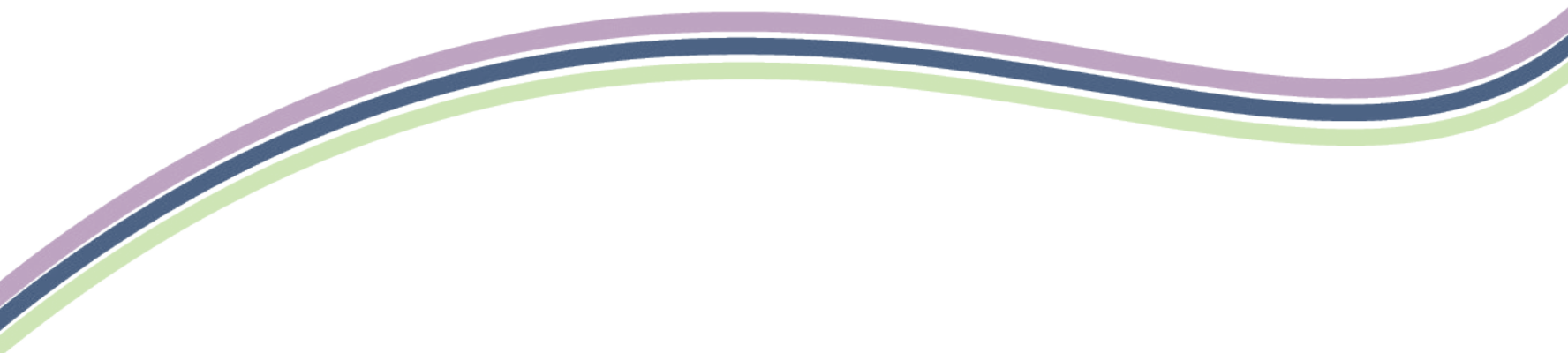
— *Kristin, sharing the impact of financial support*



# Health Equity:

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Strengthening our Ecosystem to  
Meet Patients Where They Are



# Family Reach Ecosystem

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.



Patients + Caregivers



Healthcare Teams



Nonprofit Partners



# 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.



## Meet Berlynn



Mom to Augie Jr (AJ), Wife to Augustine

Caregiver, Family Reach Advocate

Oahu Honolulu, Hawaii

### August 2021

Berlynn contacted Family Reach after her son was diagnosed with cancer

*"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."*

### 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."*

## 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





## ON-SITE SUPPORT IN ACTION

**1** In 2023, a person living in Philadelphia earning **the minimum hourly wage (\$7.25)** had to work **86 hours per week** to afford a **one-bedroom apartment**.<sup>1</sup> This made living in the city extremely challenging for many locals, but for Lucas,\* a retired handyman with leukemia, it was impossible.

**2** “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.”

**3** 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.**

**4** 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.”



\*Name changed for privacy

1. [www.projecthome.org/homelessness-facts](http://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





## COMMUNITY PARTNERSHIP IN ACTION

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."

Emily, Family Reach Resource Navigator



\*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.

“

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



## 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:



Partnership highlight:



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

# Awareness:

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Advocating for the Cancer  
Community



## Building a Data-Driven Narrative

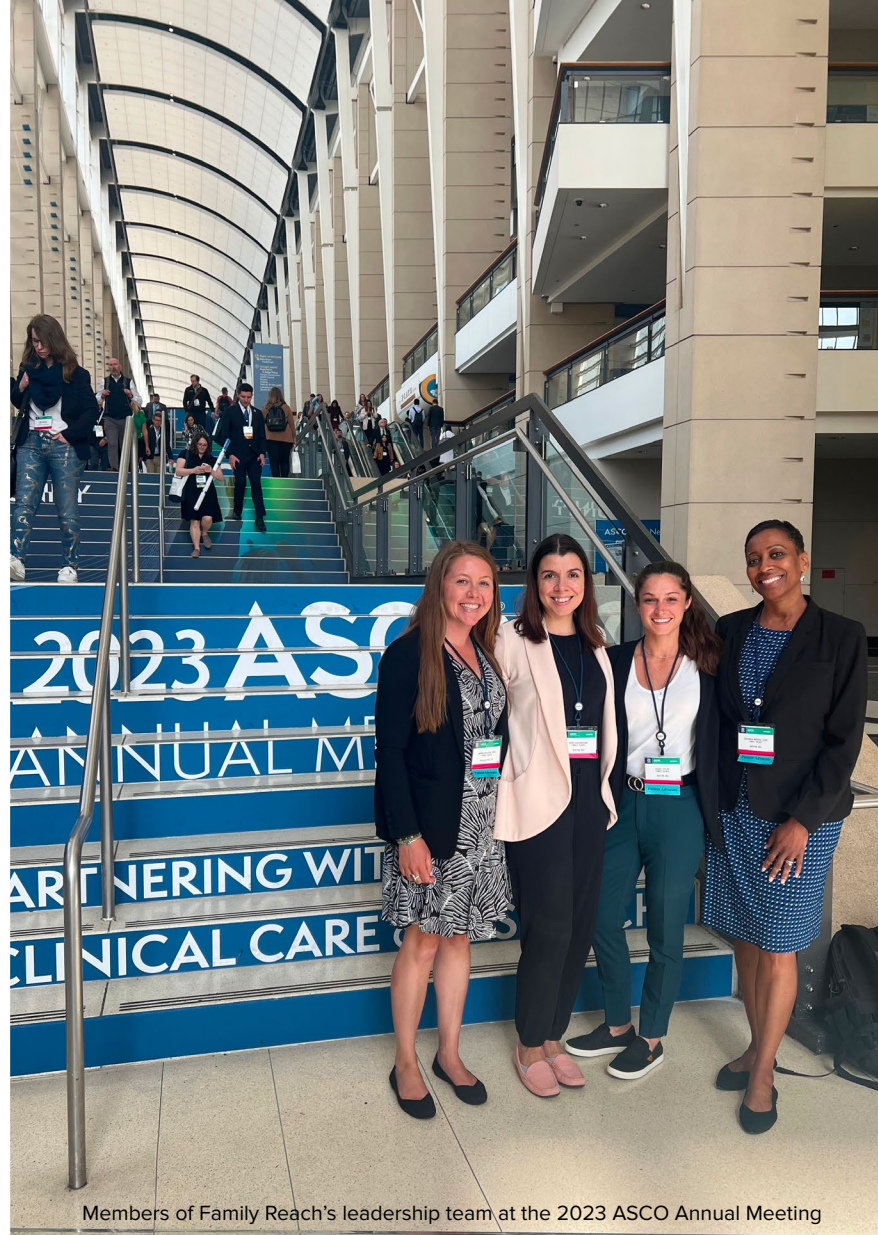
Family Reach published **five studies** in 2023 highlighting the financial needs of real families facing cancer.



Dig into the data at [familyreach.org/publications-and-presentations](https://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*



Members of Family Reach's leadership team at the 2023 ASCO Annual Meeting

## 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



# Hosting Coast-to-Coast Events



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**.

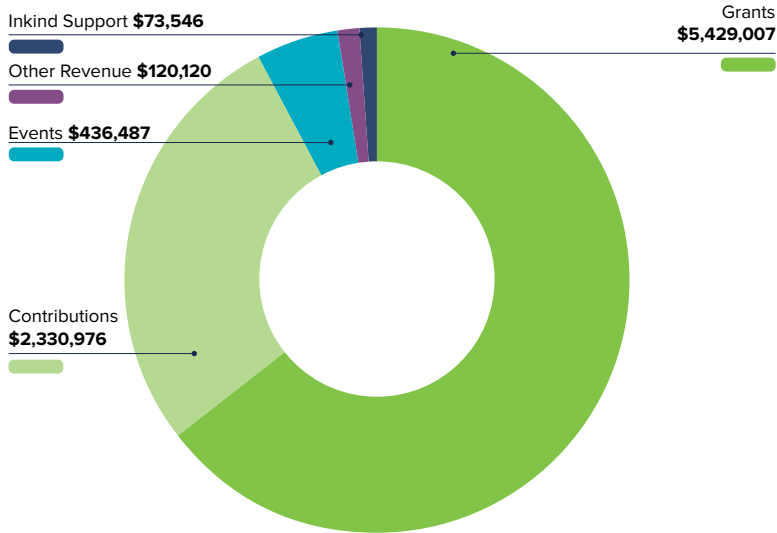
Sponsors like these fuel our events:



Cooking Live Hawaii 2023

# Financials

## 2023 REVENUE



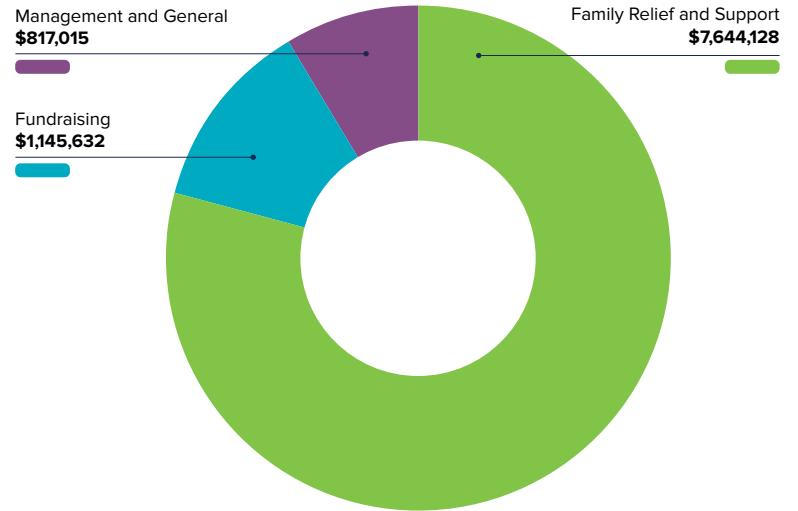
**Total: \$8,390,136**



**Zoom in:**

80 cents of every dollar went directly to programs that support families facing cancer.

## 2023 EXPENSES\*



**Total: \$9,606,775**

\*2023 programmatic expenses were partially funded by revenue raised in previous years.

# Major Donors

## \$1,000 - \$2,499

Alessandra Di Bacco\*

Alex Cook

Ameriprise Financial

Amy Thorndike

Angele Russell

Anthony Della Salla

Anthony Lofaso

Arndt Oesterle

Association of Oncology

Social Workers

B&T Fund

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Sarah Suddock

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## \$250,000 - \$500,000

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Seagen

## \$100,000 - \$249,999

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2seventy bio  
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## \$50,000 - \$99,999

Anneal Pharmaceuticals

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## \$10,000 - \$24,999

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## \$5,000 - \$9,999

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Missing Peace Foundation  
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Cancer Network  
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## Nonprofit Partners

More Moments More Memories  
American Cancer Society  
Anothony Rizzo Family Foundation  
**JUST TRYAN IT**  
NEPM Foundation  
Never Had A Bad Day  
Tyler Robinson Foundation



Balentina, breast cancer

# Thank You, Partners!



# Thank You, Partners!

(continued)

