



2024

Annual Report



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Our Mission

Family Reach is the **only national nonprofit** focused solely on helping people with cancer afford their everyday needs — food, housing, utilities, and transportation. Our work advocates for the people behind the diagnosis and envisions a world where no one has to choose between their health and their home.



Brendon, rhabdomyosarcoma

2024: Our Most Transformative Year

For nearly three decades, Family Reach has helped people facing cancer afford their non-medical, everyday needs during treatment.

The first 20 years were lonely — our family founders, the Morellos and the Colangelos, knew that tens of thousands of patients were worried about putting food on the table or affording next month's rent. Yet no one was talking about it.

Up until five years ago, getting diagnosed with cancer and meeting your basic needs were addressed as two separate issues. In reality, they are tightly linked.

Now the national dialogue has finally shifted — people with cancer and their families are recognized as people who miss work or leave their jobs, whose income is cut in half or disappears entirely, and who still have to find a way to pay for treatment and keep a roof over their heads. 1 out of 3 cancer patients can't do both.¹

As the only national nonprofit laser-focused on basic needs during cancer treatment, Family Reach turned a pivotal corner in 2024.

We built the Financial Resource Center — an online hub that helps people impacted by cancer access food, housing, utilities, and transportation during treatment. It's immediate relief for people in financial crisis *and* ongoing support to avoid a crisis point.

Without widespread promotion, the Financial Resource Center already has over 100,000 interactions. We laid the groundwork in 2024, confirmed the need, and refined our services for the greatest impact. In 2025, we're ready to scale the Financial Resource Center to reach anyone who needs it.

Thank you to everyone who joined us in showing up for the people behind the diagnosis. There's no playbook for what we do, and not everyone dares to dream as big as we do — but giving



up is never an option. Too many lives depend on this work.

Together, we're changing the face of cancer.

With endless gratitude,

A handwritten signature in black ink that reads "Carla Tardif". The signature is fluid and cursive, with a large, stylized 'C' and 'T'.

Carla Tardif
Family Reach CEO

2024: Year In Review

38,000+

people supported through the Financial Resource Center



96,500+

searches in our new zip code search feature launched in February



8,000+

followers and subscribers added to our digital supporter reach



824

new donors joined our supporter community



6

new community partners onboarded to expand our localized reach

Family Reach's Financial Resource Center

Officially launched in 2024, the Financial Resource Center is a free hub for people impacted by cancer. Ensuring help is always within reach, the center offers immediate and ongoing support with everyday living costs like food and housing.

FINANCIAL RESOURCE CENTER

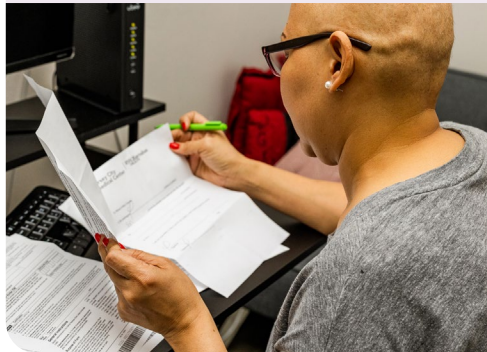
Resource Navigation

28,000+ people explored resources by using our zip code search or connecting 1:1 with Family Reach staff



Patient Education

7,700+ views on our financial tip sheets, equipping patients with actionable advice for managing, saving, and talking about money



Financial Assistance

3,200+ patients received direct financial support to cover everyday expenses like food, housing, transportation, and utilities



The Financial Resource Center in 2024

We collaborate with our nationwide network of cancer advocates, [community partners](#), and [healthcare teams](#) to equitably distribute the services within our Financial Resource Center.

After accessing the Financial Resource Center in 2024:



[View our treatment center partners!](#)



Resource Navigation

In 2024, we reimagined our resource navigation service by launching a **zip code search** and measuring the impact of **1:1 support**.

RESOURCE NAVIGATION

Self-serve navigation

Launched a zip code search feature within the Financial Resource Center, allowing anyone to find personalized, up-to-date resources 24/7:

- **96,500+ searches** for food, housing, transportation, and utilities support programs
- **Housing** and **utilities** were top needs, making up **70%** of searches
- Traffic from **all 50 states**



Zoom in:

The top search locations were **Texas**, **Florida**, and **California**, which aligns with our community partner locations where there are high rates of poverty and cancer mortality

Staff-supported navigation

Piloted a refined 1:1 approach with a focused financial assessment and tailored recommendations for basic needs support. Full launch coming late 2025!

- **100%** of participants felt valued by the Family Reach Navigator
- **91%** of participants felt less financial distress



Targeting Financial Assistance by Patient Needs

Family Reach distributes financial assistance from multiple funders to meet the specific needs of different treatment types, diagnoses, locations, and more. In 2024, our funds included:



Clinical Trial Access Fund to cover increased travel, lodging, and meal costs



Young Adult Fund (18-29) to fill the existing gaps in support for emerging adults



Disaster Relief Fund to reach those impacted by natural disasters



Multiple Myeloma and Brain Cancer Funds to offset expensive treatment plans



Hope for the Holidays Fund to provide seasonal assistance

Thank you to our partners for funding life-changing financial assistance grants:

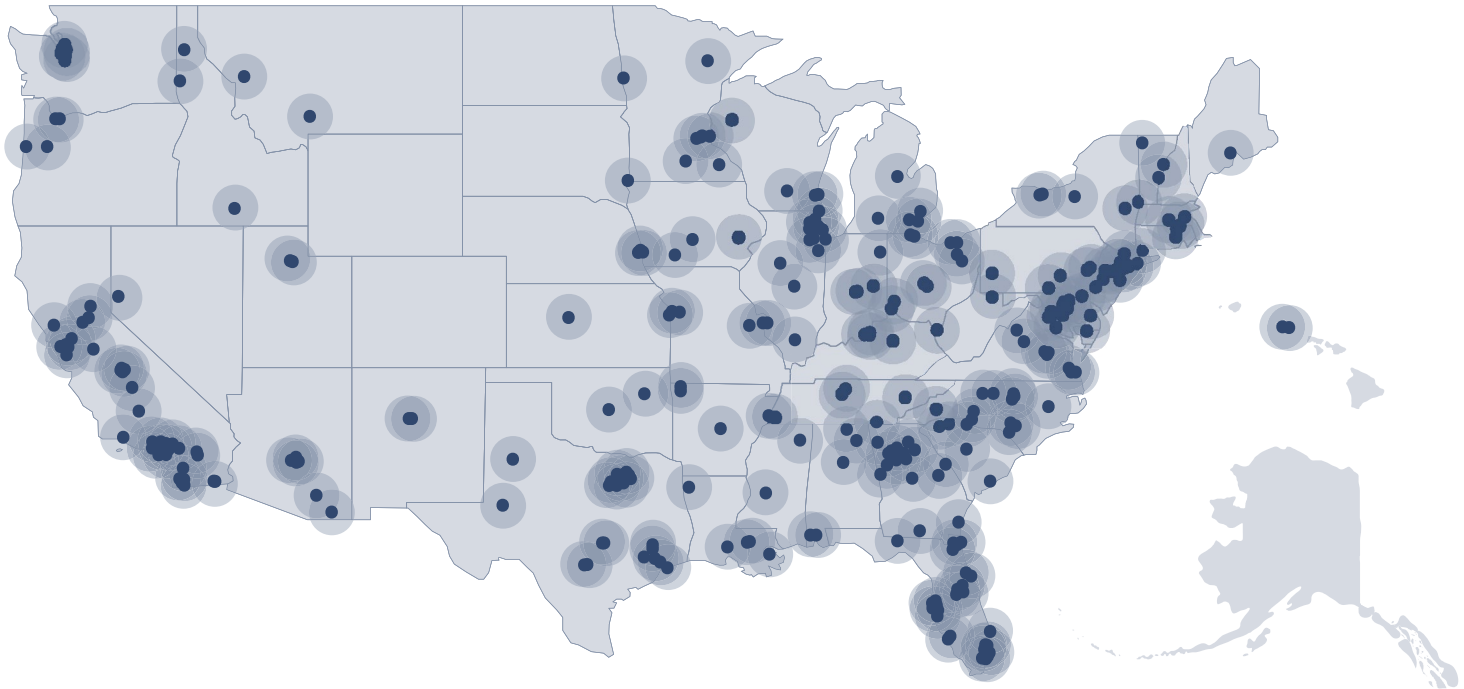
American Cancer Society
Anthony Rizzo Family Foundation
Direct Relief
HealthWell Foundation
Just **TRYAN** It
More Moments More Memories*
Multiple Myeloma Research Foundation

NEPM Foundation
Never Had a Bad Day
One Family Foundation
Yellowstone Club Community Foundation
Anonymous

**Acquired by Family Reach in Dec 2023*

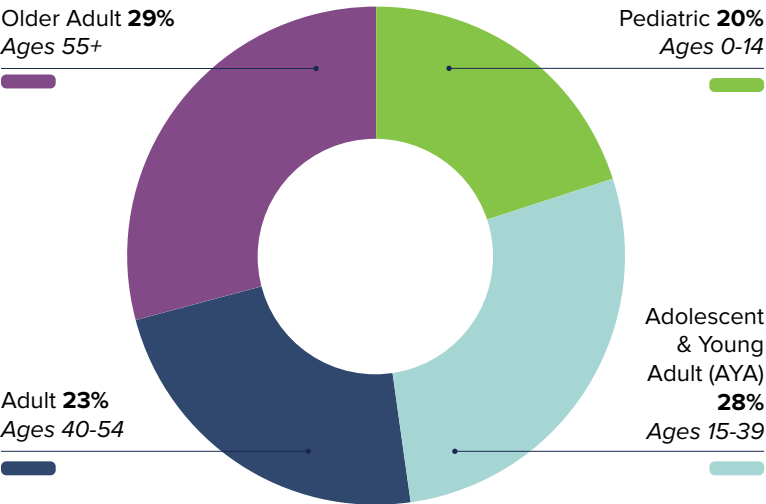
Nationwide Support: The Financial Resource Center Helps With Hidden Costs of Cancer

Patient Locations

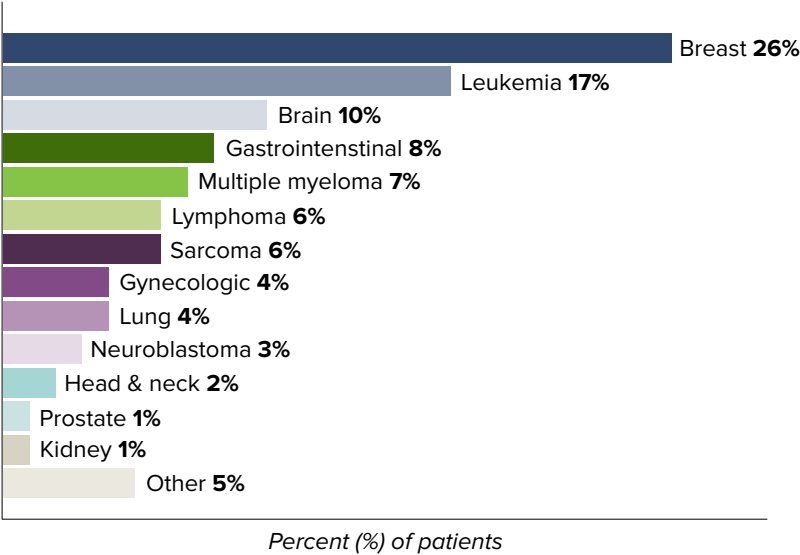


In 2024, we saw the highest increase in patient reach in California, Illinois, Georgia, and Texas. This was driven by where we're seeing the deepest patient needs and where our community-based nonprofit partners are located.

Patient Ages



Cancer Type

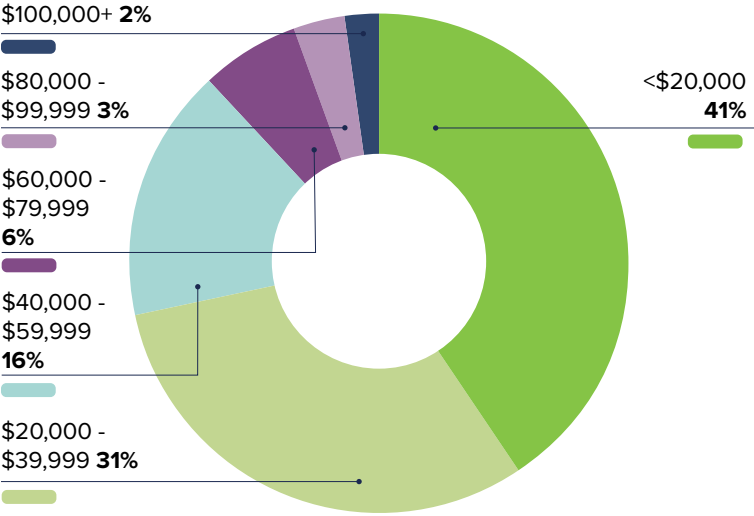


Zoom in:

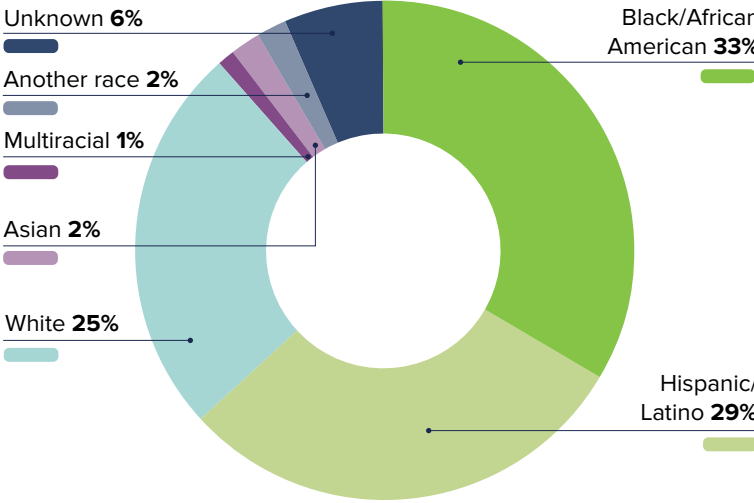
Family Reach is the **only national nonprofit** that helps people of **any age** and **any diagnosis** with everyday living costs during cancer treatment.

Totals and subgroup percentages may not sum exactly due to rounding.

Household Income



Race and Ethnicity



Zoom in:

88% of families supported were living on **less than \$60,000 a year**, with an average household size of **three people**.

Many people have to stop working or reduce hours during treatment, dropping their income significantly. **Most (97%)** of those we supported were living at or below 300% of the Federal Poverty Level (FPL).

Totals and subgroup percentages may not sum exactly due to rounding.

“

I was so overwhelmed and the support made a huge difference. It wasn't just about the financial help. It showed me we weren't alone. It gave me hope and strength to keep pushing forward.

— *Jasmine, wife and mom of three who paused her career and education to undergo breast cancer treatment*



Forced To Sacrifice Everyday Needs

Of the people and families we supported in 2024:



62% didn't have a reliable way of getting to treatment



59% faced food insecurity



54% were behind on utility bills



45% had lost or were at risk of losing their home



Disrupted lives

Patient and caregiver survey responses revealed that **81%** could not pay their monthly expenses.

From Treatment to Recovery: Financial Support Gives Family “Strength To Fight Another Day”

Reflecting on the moment he found out his 8-year-old son had stage IV nasopharyngeal carcinoma, David says he and his wife “knew instantly that this journey would be like no other.”

Their world turned into long days and sleepless nights at the hospital, and they decided to rent another place nearby to avoid the back and forth.

“My wife and I both stopped working and we were just three weeks into Nelson’s treatment when things started getting tight,” David recalled. “Before we knew it, we started getting eviction letters and didn’t know where to turn. Friends and family tried to help, but everybody has their own life going on.”

Soon after, Nelson’s social worker introduced them to Family Reach.

“Family Reach played a major role in Nelson’s treatment and recovery,” David shared. “They kept our family intact by stopping the eviction, providing meals, and making it possible for us to be there every day to support Nelson and his two siblings.”

Today, Nelson is in his third year of remission.



“Every time we mention Family Reach, it reminds Nelson that this world has more love than hate and that there are people who will fight the battles with us,” David shared.

[Hear more from David!](#)



Now 12, Nelson is most excited to enjoy the things he missed during treatment. “I’m happy that I get to go back to school and meet new people,” he shared.

[Hear more from Nelson!](#)

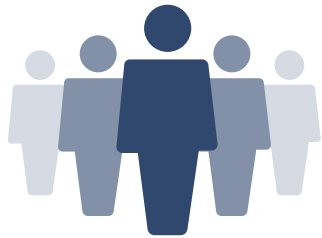


Nelson, carcinoma

Community Partnership Program

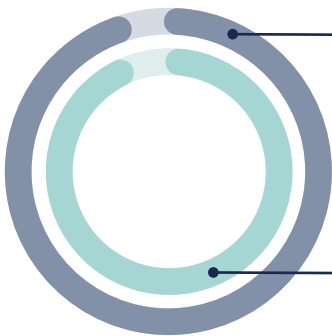
In 2024, we partnered with **13 nonprofits** to deliver financial support to communities with the deepest financial needs. Nearly **doubling** the size of our trusted community partner network from 2023, we supported **275+ more patients**.

Who we supported:



589

patients supported through
community partners in 2024



96%

were living on less than were
living on **less than \$60,000 a
year**, with an average **household
size of three**

96%

identified as Black/African
American or Hispanic/Latino

“

Thank you for
enabling us to **expand
our assistance
beyond budgetary
limits** and do more to
**reduce the distress
and trauma** caused
by cancer.

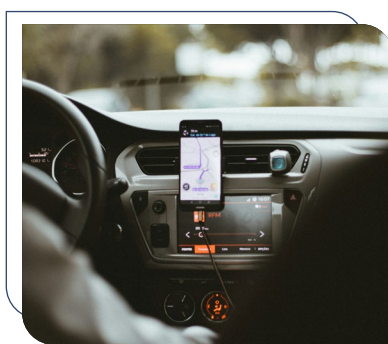
— Cancer Care Services

Community Partnership Program: Expanding Reach + Impact

In 2024, we successfully piloted partnerships with **direct-service organizations in Texas**, allowing us to support more patients while lowering program costs. Specifically, the pilot revealed that this expansion model was **31% less expensive** to support patients than our traditional community partnership model.



3,108 nutritious meals
delivered through Cuisine
For Healing



175 safe rides to treatment
provided by SendaRide

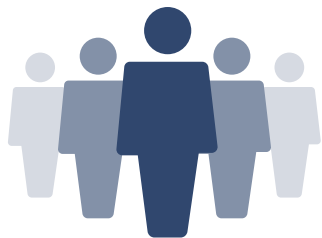


Balentina, breast cancer

Clinical Trial Access Program

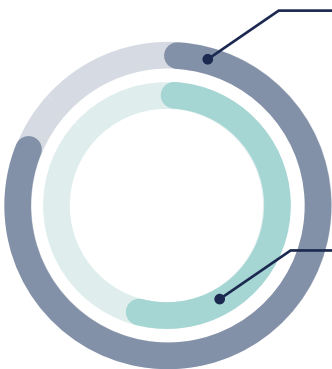
Thousands of people with cancer turn down clinical trials because they're worried about **missing work** and affording the associated **travel, lodging, and food costs** — and those who earn less than \$50,000 per year are over 30% less likely to enroll than those with higher incomes.² In 2024, we continued increasing access to cutting-edge treatments.

Who we supported:



318

patients enrolled in a clinical trial received support through the Financial Resource Center

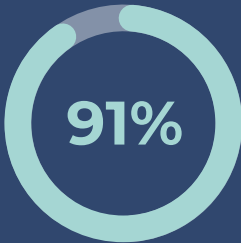


81%

were living on **less than \$60,000 a year**, with an average **household size of three**

54%

identified as Black/African American or Hispanic/Latino



After connecting patients on clinical trials to direct assistance and personalized support through our Financial Resource Center, **91% said they felt less financial distress.**

“

“We used up all our savings and stopped our lives completely so we could travel two hours away from home for my daughter’s clinical trial each week. Without the help from Family Reach, it would have been difficult to get back on track.”

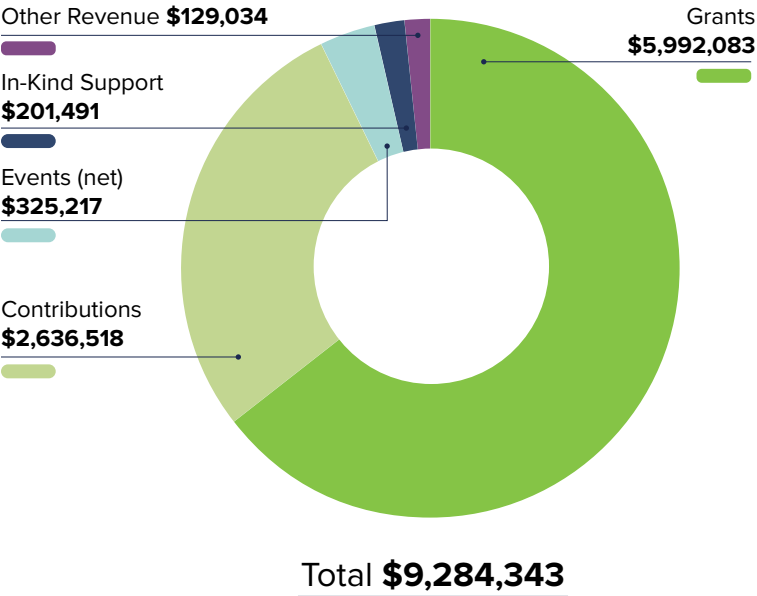
— Wendy, Allyson’s mom and caregiver



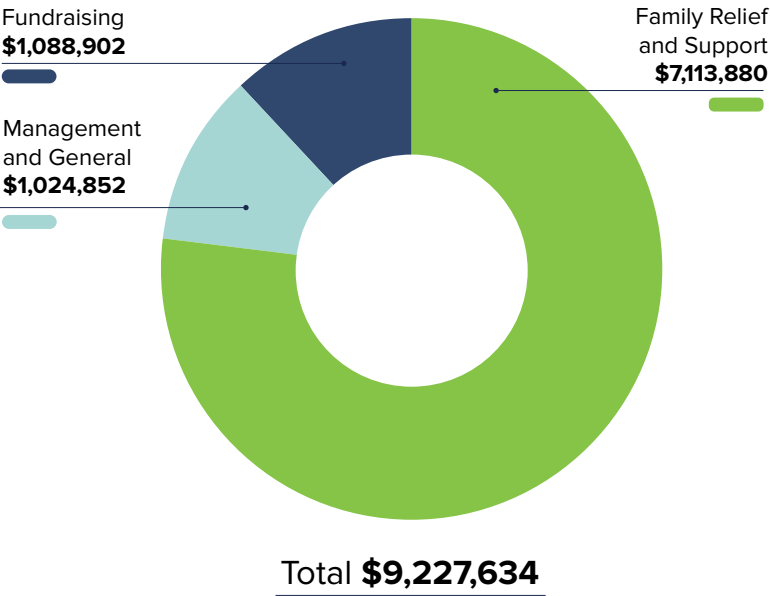
Allyson, neuroblastoma

Financials

2024 Revenue



2024 Expenses



Zoom in:

77 cents of every dollar went directly to programs that support people and families facing cancer.

Thank You, Staff + Leadership!



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Thank You, Donors + Partners!

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\$5,000 - \$9,999

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Closing the Gap to 800,000

This year, there will be an estimated 800,000+ people facing cancer^{3, 4} who won't be able to afford their basic needs during treatment.

Our Financial Resource Center is proven to reduce financial distress, and now it's time to scale the programs and services that are working. Together, we can get vital financial support into the hands of every person who needs it.

In 2026, Family Reach will celebrate 30 years of advancing health equity by continuing our work toward a future where no one has to worry about money during cancer treatment.

Are you with us?

www.familyreach.org/donate

info@familyreach.org

@familyreach



Rifka, breast cancer

References

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