



New Day
FOUNDATION
FOR FAMILIES FIGHTING CANCER

Impact Report 2018

A Message from Gina

We are so excited about the future of New Day!

Together, we've helped more than 520 families in Michigan overcome the harmful effects of Cancer-Related Financial Toxicity (CRFT). This is a big deal and a reason to celebrate! With your help, we're also laying the foundation for the future of our organization to ensure brighter tomorrows for even more families in 2019.

Using experience, data, technology, and new partnerships, New Day is leading the way in the fight against CRFT. With you, our army of committed sponsors, volunteers, and supporters, we will continue to provide innovative solutions to overcome the devastating impact on parents and children. We promise to serve the cancer community with compassion and integrity and to always be good stewards of your abundant generosity!

Please enjoy this look at your impact on the cancer community! We have big plans for giving more families a fighting chance against cancer and we are so thankful for your support!

With love and gratitude,



Gina Kell Spehn
President and Co-Founder



New Day board member JoAnne Purtan (left) with New Day Co-founder Gina Kell Spehn (right) at Happy Hour for Hope

Our impact in 2018

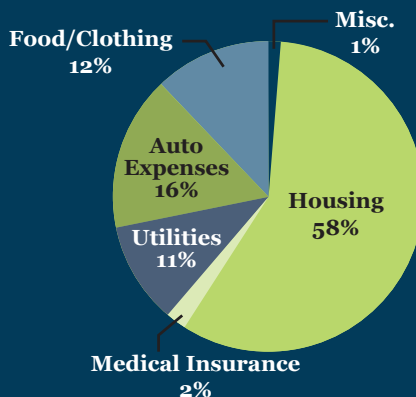
200

families will receive grants from New Day this year.*

\$3,375

New Day paid household expenses averaging \$3,375 per family over a three month period. Payments included rent/mortgage, utilities, and car and insurance payments.

Donations to New Day are used to make a direct impact on families fighting cancer. New Day pays household expenses directly to creditors, never to families.



36

New Day works with 36 hospitals and cancer centers throughout the state of Michigan.

Working Together



New Day has established an affiliate partnership with Family Reach, a national nonprofit with the same mission. Together we are stronger in the fight against cancer-related financial toxicity. This partnership will enhance research, build greater awareness, and ensure that our innovative solutions save more lives.



In April we participated in a Family Reach Affiliate workshop with groups from across the country to learn more about how each group supports families impacted by cancer.

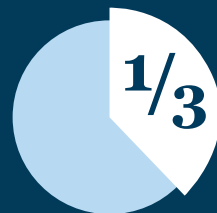
CRFT LEADS TO THE INABILITY TO AFFORD DAILY LIVING EXPENSES



42% of insured cancer patients reported a significant or catastrophic financial burden



The most commonly reported material hardships among families of a child with cancer



Only one-third of cancer patients continue working full time after diagnosis

Financial Treatment Initiative

Building on the success and impact of our current program model, New Day has an expanded vision for the future to include the Financial Treatment Initiative (FTI). New Day is uniquely positioned to advance solutions for Michigan families that will prevent financial toxicity from becoming a reality. We educate and prepare families before they hit critical breaking points. The FTI includes three key components to both serve and solve this multi-faceted problem:



FINANCIAL ASSISTANCE

is part of our ongoing program services. Paying vital household expenses and providing transportation through a partnership with Uber Health is life-saving for families who have lost income due to a cancer diagnosis. Financial assistance allows families to maintain medical compliance and focus on what matters most.



FINANCIAL NAVIGATION

will allow New Day to assist hundreds of additional families with financial tools in lieu of direct financial assistance. New Day will be using a new technology platform to predict financial burden in the early stages of a diagnosis and provide vital resources to offset the burden. Hiring a skilled Financial Navigator is vital to the success of this program.



FINANCIAL EDUCATION

will empower patients and caregivers through a series of resources including an informative Financial Handbook that equips them to manage financial roadblocks. New Day is also collaborating with Family Reach on research to better understand the impact of financial toxicity and to create awareness beyond the healthcare industry.

Courage in Adversity

FAITH KEEPS SOCHA FAMILY STRONG

Stephanie Socha relies on her faith to stay positive throughout her husband Steve's cancer journey. His diagnosis of Stage IV prostate cancer came without warning for she and their five children last year, despite Steve's annual physicals and no family history of the disease.

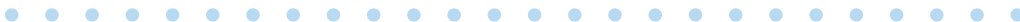
"God gave us a gift with this, in that He has told us that our time is limited and to truly take every day and make the best of it," Stephanie said. "Unfortunately, that's great if you don't have bills you have to pay. My mortgage company doesn't really care that my husband has cancer. I'm sure they're all willing to

work with you a bit, but in the end, they want their money. We still have to figure out how to pay our bills. Taking away half of our income was a huge fear for us."

"My mortgage company doesn't really care that my husband has cancer."

Fortunately, a hospital social worker attended the couple's first appointment with the oncologist. "Steve wasn't going to be able to work and that was terrifying," said Stephanie. "The social worker pointed us to New Day and said, 'They're amazing.'"

"Steve has always taken great pride in providing for our family," Stephanie continued. "To this day, his biggest fear is what happens when he's gone. For him to have some of the stress removed by New Day, it enabled him to focus on what he needed to focus on, rather than stressing out."

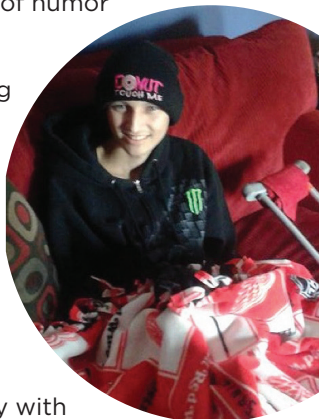


MOTHER HELPS HUSBAND AND SON FACE CANCER

Amy Dean is a fighter, and she's had enough of this cancer business. Her son Eric, almost 18, has faced Osteosarcoma since he was 14. Last fall, her husband Curtis was diagnosed with Stage III rectal colon cancer. So when people share their cancer journeys with her, she knows distinctly what they're facing. "We're cancer veterans, we've got this," she explains with a confidence and sense of humor that keep her going.

Before Curtis's diagnosis, the family was just making it on his income. However, months of chemo, which included a pump 24 hours/7 days week, and 5 ½ weeks of radiation have left him unable to work and the family without his income to rely on. Amy has tried to go back to work, but the response she gets repeatedly from employers who know her family situation is "We want you BUT...how can we count on you to be here?" Her reply? "Because I need the bills paid!"

In December, New Day stepped in to help the family with outstanding water and electric bills, as well as housing costs. "It meant it a lot," said Amy. "It helped so much, it was so nice and so encouraging. We got hit with a double whammy."



CANCER-RELATED FINANCIAL TOXICITY CAUSES INTERRUPTED ACCESS TO CARE



**29% of patients
skip doctors
appointments***



**38% postpone or
do not fill drug
prescriptions***

**NEW DAY CLOSES THE
FINANCIAL GAP FOR
FAMILIES WHO HAVE
LOST INCOME DUE TO
A CANCER DIAGNOSIS.**

Hospital Partnerships

We are proud of our partnerships with top hospitals and cancer centers throughout Michigan. Here's what some of them have to say about working with New Day:

"As one can imagine, getting diagnosed with cancer can be traumatic. Not only does this diagnosis drain your mind, body and soul...it can also drain your bank account. The New Day Foundation has allowed my patients to focus on their treatments, instead of worrying about bills. It is heartbreaking to hear of families who struggle between paying their bills and/or receiving the lifesaving cancer treatments they need. Without the New Day Foundation, I may not have a resource to offer patients."

Laurel Martinez
LMSW, LCSW, OSW-C
Oncology Social Worker
Beaumont Hospitals

"Facing a cancer journey for a child is a difficult, daunting task. Families need the support of their support systems and beyond. That is where the New Day Foundation for Families has stepped in. Your foundation has assisted families at Helen DeVos Children's Hospital with financial assistance when parents were unable to work due to the high medical demands of their children. Parents who have financial stress relief are able to focus on their children's care and well-being. Your ongoing support means so much to us, but even more to our families that face hardship."

Marijo Bonner
M.A., LBSW, Medical Social Worker
Pediatric Hematology/Oncology
Helen DeVos Children's Hospital

"The support that New Day has provided to many of our families has been invaluable. They have prevented evictions, utility shut offs, assisted in providing food, transportation, gifts for holiday celebration when it was likely there would be none, and so much more. The individual care and assistance is truly inspiring and so meaningful for our patients in need. They represent real hope for persons coping with significant and sometimes overwhelming crisis."

Linda Robinson
LMSW, Social Worker
Karmanos Cancer Institute at
McLaren Lapeer and Clarkston



New Day Hospital Network— 36 locations and growing*

- Ascension/St. John Providence/
Crittenton Hospitals (4 locations)
- Beaumont Hospitals (8 locations)
- Cancer & Hematology Centers of Western
Michigan (CHCWM) (3 locations)
- Children's Hospital of Michigan-
Detroit Medical Center (2 locations)
- Henry Ford/Josephine Ford Cancer
Institutes (4 locations)
- McLaren/Karmanos (6 locations)
- St. Joseph Mercy (5 locations)
- Spectrum Health/Helen DeVos
Children's Hospitals (4 locations)

**Locations served through October 2018.*

UBER Health

New Day is continuously looking down the road to better serve our families. We are currently piloting a program with Uber Health to provide rides for families without reliable transportation. Uber Health is designed to be used to travel to and from doctor's appointments and hospital visits.

In the past, New Day has purchased used vehicles for families. This program was expensive and still left families with insurance and fuel costs that were not always manageable. By partnering with Uber Health, New Day is able to provide reliable transportation for a fraction of the cost. This helps our families maintain medical compliance thereby increasing their odds of beating cancer.



New Day can now provide 417 rides using Uber Health for the cost of buying one used vehicle!

Thank you to these individuals, groups and organizations who hosted fundraisers or volunteered their services for New Day:

- BSP Law Charity Golf and Tennis Classic
- Caron Koteles Riha "Shred Day"
- Clarkston Lacrosse Game for Hope
- Crain Communication
- Dryden High School Football
- Long School (Dearborn) PTA
- Heart of CABi
- Kathy LaFleur Swing for Hope Golf Outing
- National Council of Jewish Women
- QStride Swing for a Cure Golf Outing
- Rock the Plank – St. Peter Macomb
- Rochester Police and Fire Departments' Guns and Hoses Hockey Game
- Stoney Creek High School and Romeo High School (Strike Out Cancer Baseball Game)
- Valentine Distillery
- Thrivent Financial
- Trinity Lutheran Church & School
- Van Hoosen Super Students
- Venture Global Engineering Foundation
- Vineyard Vines at Somerset



HOPE SHINES *Gala*

On Friday, September 21, at the Atheneum Hotel in Greektown we came together for families fighting cancer in our community. The generosity of our sponsors and supporters will ensure that we reach more families in their hour of need and make it possible for them to thrive in the face of tremendous adversity. The \$140,000 raised at our Hope Shines Gala will have a positive and lasting impact on treatment outcomes and survivorship by reducing the catastrophic effects of financial toxicity caused by a cancer diagnosis.

Thank you to our generous sponsors:

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The Kulhavi Team



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Join our Board!

Are you a community or industry leader who is passionate about providing innovative solutions to support the cancer community? New Day is a growing organization seeking new candidates to advocate and carry out the mission of New Day. To be considered for a board position, please contact Lisa Garr at Lisa@newdayff.org.



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