



New Day
FOUNDATION
FOR FAMILIES FIGHTING CANCER

2022 ANNUAL REPORT



New Day Foundation for Families was founded in memory of two extraordinary individuals, Matt Kell and Cathy Spehn, whose legacies of family, faith, and generosity are the driving force behind our passion to serve the cancer community.

New Day is an extension of the love and faith that defined their lives.

What began in memory of Matt and Cathy, continues for the thousands of new patients and families diagnosed each year.



MATT KELL AND GINA KELL SPEHN



MICHAEL AND CATHY SPEHN

DEAR FRIENDS,

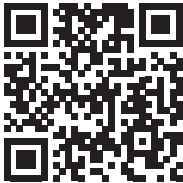


New Day is energized to enter our 16th year in service with critical cancer support programs that restore hope, reduce stress, protect families, and ultimately improve quality of life and treatment outcomes.

We know that cancer patients need more than medicine to survive. That’s why New Day strives to level the playing field for the most vulnerable Michigan cancer patients and families. Having basic needs met means patients are better able to adhere to medical treatment plans. And that saves lives!

As you browse this report, you will see many reasons to celebrate and give thanks, and you’ll also catch a glimpse into the future. Here are a few things to watch in 2023 and beyond:

- **New Day NEXT** is a leadership council of passionate, young professionals who are dedicated to fundraising, volunteering, and advocating for New Day to ensure its legacy.
- **BAMF Health and West Michigan partnerships.** You want to be part of this! Scan the QR Code to watch a video about our emerging partnership.
- **Strategic Plan implementation** focused on creating awareness among stakeholders, securing the financial future of the organization, optimizing the operations model to deliver maximum support to more families and planning for succession at every level.
- **Sign up 1,000 Bridge Builders by 2025** (donors who give monthly) to generate a reliable annual revenue stream.



As we look to the future with great hope and clear purpose, we hope you see New Day as your way to transcend cancer, take back, and give hope to every family who is facing cancer today.

With hope and gratitude,

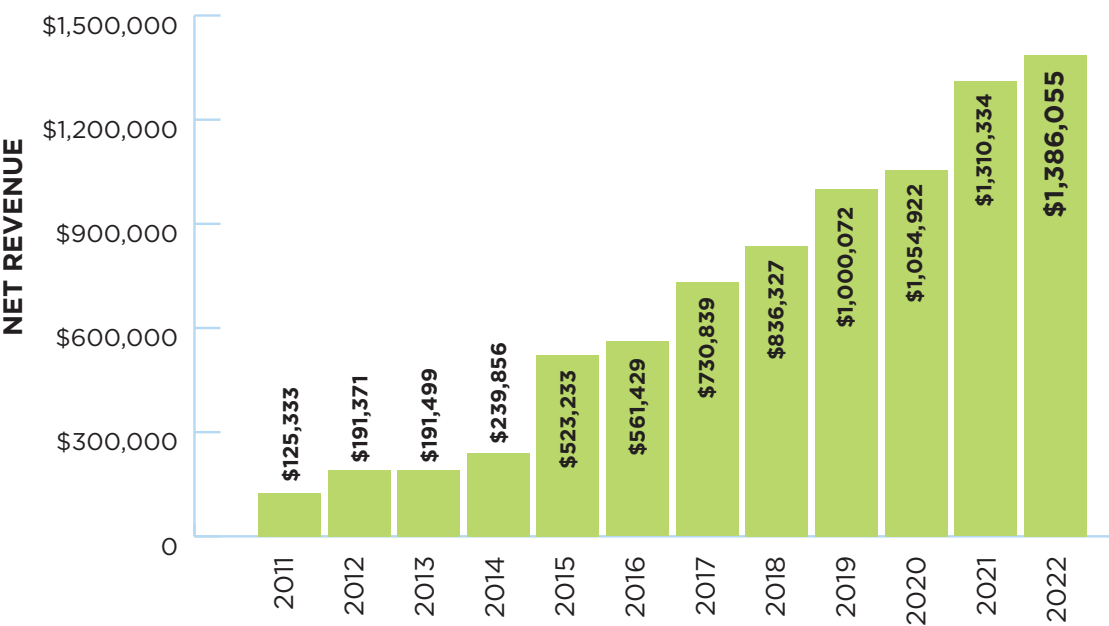
Gina Kell Spehn
Co-Founder & President

FINANCIALS

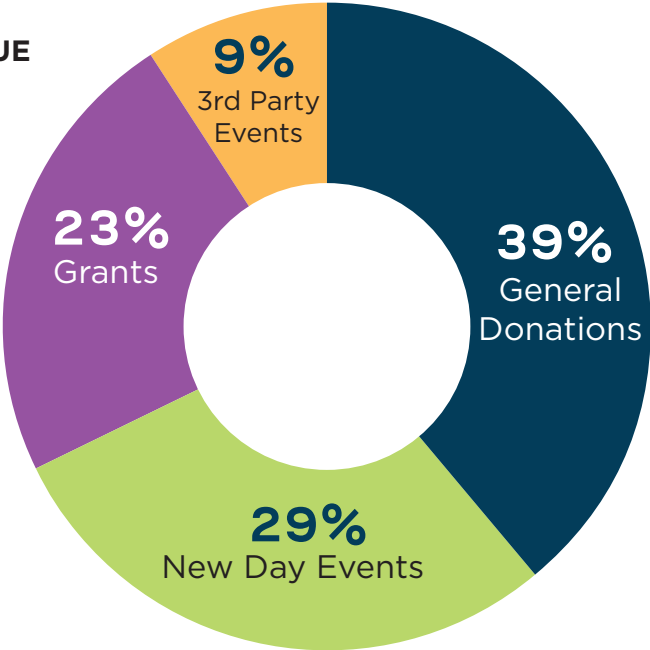
2020 - 2022

| | 2020 | 2021 | 2022 |
|----------------------|-------------|-------------|-------------|
| Total Revenue (Net) | \$1,054,922 | \$1,304,199 | \$1,386,055 |
| Expenses: | | | |
| Management & General | \$202,836 | \$162,746 | \$191,604 |
| Programs | \$561,836 | \$819,367 | \$1,112,708 |
| Net Income | \$109,594 | \$ 165,672 | \$(67,692)* |

**Demand outpaced revenue for the first time in 15 years.*

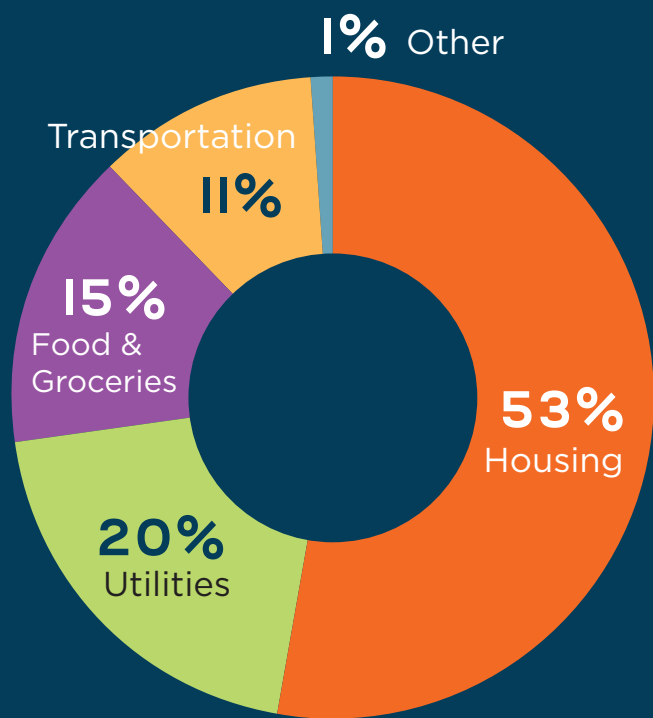


2022 REVENUE



PROGRAM TRENDS

New Day served 2,303 people in 2022 but it is estimated that nearly 10 times that number need our help.



Financial assistance paid directly to creditors on behalf of families in 2022



54%
of families were single parent households

CANCER WON'T DERAIL A BRIGHT FUTURE

Last October, Levi, a high school senior and promising football player, participated in Senior Night and played his last home football game. Levi had a bright future; he planned to attend Lawrence Tech on a football scholarship and study mechanical engineering.

After the game, Levi developed a stomachache. By the following Wednesday, they were in the ER for what they thought may be appendicitis, only to have doctors discover an abdominal mass. Days later, it was confirmed: Levi had lymphoma.

“We were shaken,” said Levi’s mom Lori. “I can’t say we were destroyed because we were not. We know God is very gracious and he provides. We were driven to our knees.”

As a teacher for 26 years, Lori had recently moved to another school district. When her son was diagnosed with cancer, she had no sick days left. Her husband is a retired firefighter with a long-term injury, so Lori is the bread winner and carries the health insurance for the family. Thankfully, others at her school donated their sick days to her so she could be there for Levi during his treatments.

“We thought we might have to sell a car, or make big changes to get through this time,” Lori said. “We’re not a family that has a substantial savings.”

New Day stepped in and helped the family with their mortgage and car payments.

“That took the stress off of us,” she said. “It made it so we didn’t have that worry at that point. We were so grateful that New Day stepped in to fill the gap, so our focus was on Levi. Knowing that we were able to meet Levi’s needs during treatment was a gift.”

Levi now has an excellent prognosis and celebrated his 18th birthday in February.

“We were so grateful that New Day stepped in to fill the gap, so our focus was on Levi.”



PROGRAMS

New Day is the only cancer support agency in Michigan helping adult and pediatric patients — regardless of their cancer type — with five key programs:

THE FINANCIAL ASSISTANCE PROGRAM provides payments made directly to creditors for housing, utilities, transportation, food, insurance, and other basic needs.

THE EMOTIONAL SUPPORT PROGRAM includes professional counseling made possible through partnerships with a compassionate, diverse, multilingual group of therapists. Emotional support also includes hundreds of hours of listening sessions during intake calls and responding to the immediate needs of families in crisis.

THE GROCERY PROGRAM helps cancer patients/families who are struggling with food insecurity by providing needed groceries that are purchased and delivered by volunteers statewide.

THE CARE PACK PROGRAM provides opportunities for volunteers to procure and assemble custom packages for New Day families. Care packs are filled with items such as hand-knit blankets and hats, socks, comfort items, Lemonheads candy (to help with metallic “chemo mouth”), books and resources.

HOPE FOR THE HOLIDAYS is a volunteer-sponsored program, providing gifts, meals, and basic necessities during the holiday season.



IMPROVING EQUITY IN CANCER CARE

Cancer can affect anyone, but it doesn't affect everyone equally. Disparities in health care should not define a patient's chance of survival, but they do. Social determinants of health, such as employment, education, transportation, housing, access to healthy food and poverty, are often a more reliable prediction of successful cancer outcomes than clinical care.

Cancer is a negative force multiplier for individuals who already struggle to maintain a basic standard of living. **Medical research shows that people are two times more likely to die of cancer if they have financial distress.**

New Day is committed to removing these barriers to treatment by helping families pay the rent, covering their utility bills or car payments and providing fresh food. We will continue to advocate for vulnerable populations in the cancer community. It is our goal to reduce financial and emotional distress in order to level the playing field for all Michigan families facing a cancer diagnosis.

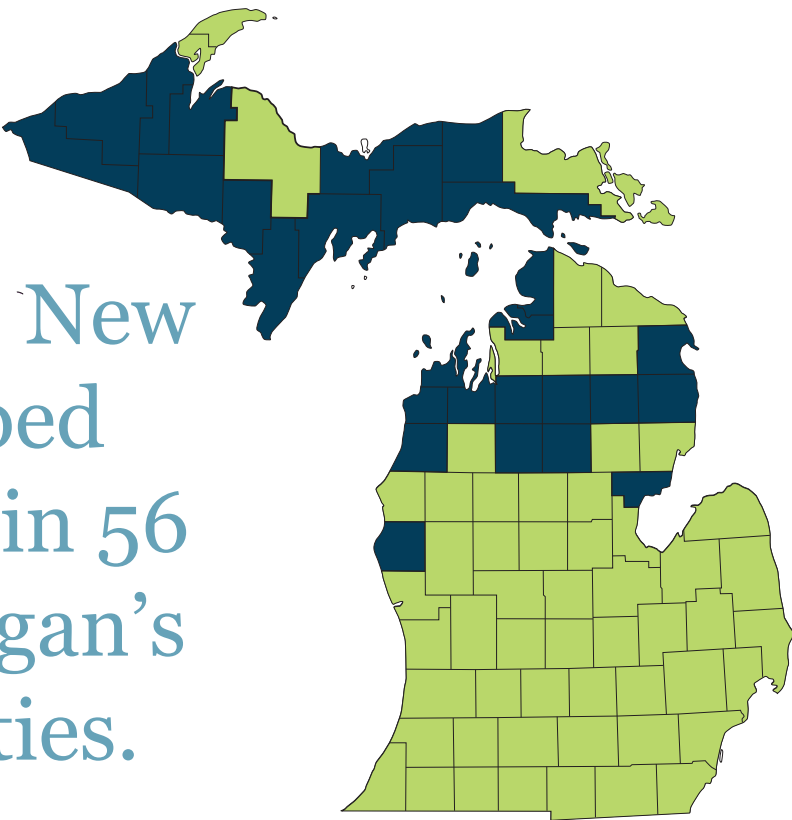
According to the United Way ALICE (Asset Limited, Income Constrained, Employed) Project, 38% of Michiganders struggle to meet a modest increase in household expenses, or a drop in income. This, coupled with an out-of-pocket cost ranging up to \$2600 per month for cancer treatment, can lead to undue stress and anxiety, crippling debt, and bankruptcy. Even more startling, research also shows that the mortality rate for cancer patients doubles for those facing financial hardship.

It is New Day's goal to assist residents in all 83 counties of the state, including areas where the largest concentration of individuals in the Asset Limited, Income Constrained, Employed (ALICE) category reside, by 2027.

**63% of
patients**

*rank financial
distress from
medical care more
serious than the
prospect of losing
one's life.*

In 2022, New Day helped families in 56 of Michigan's 83 counties.



Social determinants of health (SDoH) are the non-medical factors that influence health outcomes. They are the conditions in which people are born, grow, work, live, and age, and the wider systems that shape daily life.

LETTER FROM THE BOARD CHAIR

2022 was supposed to be a year of connection as our world gradually emerged from the challenges of the pandemic. We returned to live events and gathered together again to support our passions. You may have found yourself at The Fox or Little Caesars Arena. Perhaps you took in your favorite sports team. Or maybe you finally returned to Emagine Theatres to watch a movie on the big screen.



However you chose to reconnect, I hope you were able to attend a New Day event. Had you done so, you likely would have heard testimonials from one of our grant recipients who shared a familiar message - that she “couldn’t afford to have cancer.” She had children to raise, bills to pay, a career to pursue, and a life to live. Those plans were interrupted in a most unwelcome fashion — she found that the careful balance she worked so hard to earn was no longer balanced but rather very unfavorably uneven.

Thanks to you, 786 of these suddenly unbalanced families had New Day to turn to at their lowest points. Our team was able to screen families’ situations, quickly identify solutions, and provide timely assistance. We were able to turn your gifts of dollars and time into the currency of hope — Michiganders who were facing a cancer diagnosis would not have to worry about staying in their homes, keeping the heat on or putting a healthy meal on their table.

This considerable impact doesn’t happen without excellent leadership. I speak for the board and stakeholders when I say that we continue to benefit from the energy, passion and acumen of Gina Kell Spehn. She grew this organization from an idea to a \$2 million annual budget nonprofit that continues to evolve as we aspire to be the premier cancer support charity in Michigan. She has assembled a team that shares her passion and everyday they lend their skills to reduce anxiety and stress for those who need it most.

With over 62,000 new cancer diagnoses every year in Michigan, the need for our services continues to grow. As we seek to meet that need, we hope we can continue to count on your support. You are allowing us to make connections and provide hope for so many.

With gratitude,

Ed Lynch, Chairman
New Day Board of Directors

BOARD OF DIRECTORS

ED LYNCH, BOARD CHAIRMAN

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Associate Broker, Real Estate One/Max Broock, Rochester

GERALYN ROOBOL, LMSW, BS, RN, CMAC

Director of Cancer Services at Corewell Health – West Lemmen-Holton Cancer Pavilion

GINA KELL SPEHN

Co-Founder and President, New Day Foundation for Families

MICHAEL SPEHN

Co-Founder, New Day Foundation for Families; Financial Representative

AMY WHIPPLE

Business Development Director for BDO

DANA ZAKALIK, MD

Corporate Director of the Nancy and James Grosfeld Cancer Genetics Center and a Professor in the Oakland University William Beaumont Medical School

With over 62,000 new cancer diagnoses every year in Michigan, the need for our services continues to grow.



PERSEVERANCE AND FAITH

In 2016, Kabel Sheehan was given 12 months to live.

But she wasn't giving up that easily after her glioblastoma diagnosis. At age 29, she was a wife, a mother of three and ran her own graphic design business. Kabel overcame months of chemo, radiation and surgery to not only recover, but thrive, after her cancer diagnosis.



"I'm always stubborn, and a driven, hard-core person," she said. "I WILL get back to the life that I wanted."

And live that life she did, welcoming two more children with her husband Ryan over the next few years, homeschooling her five children and working as much as she could in graphic design.

Her perseverance and faith would be put to the test once again in 2022. In April, an MRI showed tumor progression to stage IV glioblastoma, causing loss of mobility on her left side and seizures that have rendered her unable to drive to treatment. As a result, her husband has used all of his paid time off from work to drive Kabel and their family to their appointments, and is now taking off work unpaid.

Due to her mobility issues and other complications, Kabel has not been able to work, leaving this two-income family to rely on just one income for a family of seven. She had to discontinue her physical and occupational therapy due to the cost, and they have sold their second car to offset some expenses. They are grateful and thankful for all the support of their family, church and friends, but they worry about their savings account dwindling.

Thanks to the support of our donors, New Day has stepped in to help the family with their mortgage, electric bills and groceries, as well as food and diapers for their infant.

New Day is connected to 70 hospitals and cancer centers throughout Michigan.



2022 IMPACT

1,024
children
supported

23,184
meals
delivered to cancer families in treatment



20+

diverse, multi-lingual team of counselors provided emotional support for patients, family members and caregivers



*Plant trees
under whose
shade you do
not plan to sit.*

HOPE FOR THE FUTURE

Planned gifts will ensure future funding of New Day’s mission and that critical support for families facing the burden of a cancer diagnosis will always be there. Plus they create a win-win situation: donors get a chance to create a lasting legacy with their gifts and the planned gift may offer tax breaks for the donor’s heirs. Planned gifts can take many forms, including:

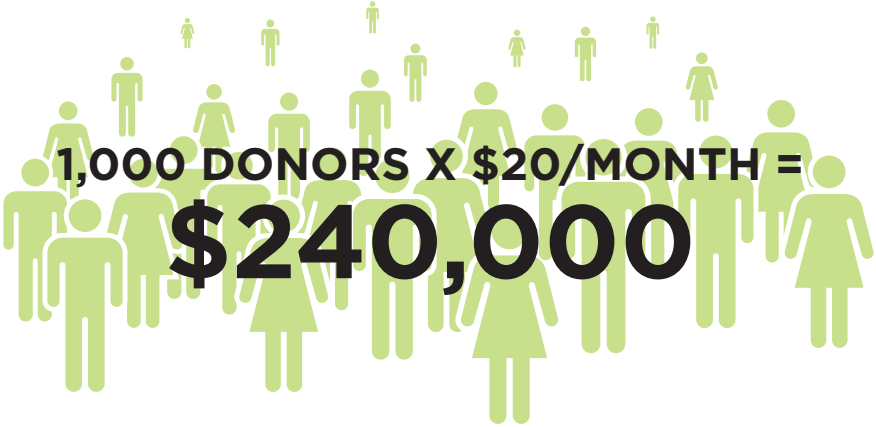
| | | |
|------------------------------|---------------------|-----------------------------|
| IRA DISTRIBUTIONS (QCD) | GIFTS OF STOCK | BENEFICIARY DESIGNATIONS |
| DONOR-ADVISED FUNDS (DAF) | BEQUESTS BY WILL | GIFTS OF LIFE INSURANCE |

GOALS FOR MONTHLY GIVING

Help us reach our goal of growing our monthly giving program to 1,000 Bridge Builders by 2025.



With monthly gifts of \$10, \$20 or more, our New Day Bridge Builders provide lasting support to families facing the financial barriers of cancer and make it possible for New Day to continue serving Michigan families without interruption. By growing this program we will be able to multiply the impact for Michigan families. Visit our website at to learn more.



THANK YOU TO OUR THIRD-PARTY FUNDRAISERS

Thank you to the following individuals, groups and organizations who held events in support of New Day in 2022.

80s Fest
Baker's of Milford
Baking a Difference Cookie Bakers
BSP Law Evening for New Day
Buzz Famularo Memorial Golf Outing
Caron Koteles Riha
Clarkston Lacrosse
Diamonds Direct Troy
Great Lakes ACE
Eagles for Children
Faith Presbyterian Church
Heather Lynch - Heart of CAbi
Life Time Fitness
Lutheran High North - Class of 1987
MASSP 2022-23 Charity of the Year
Meagan Loken
National Council of Jewish Women

New Day Youth Council
One Iron Golf
Rochester Police Department
Rochester Fire Department
Rochester Football & Cheer
Sharon Ede & Friends
St. John Lutheran School
Van Hoosen Super Students
Wines for Humanity
Woodhouse Day Spa Rochester Hills



UPCOMING EVENTS

Visit FoundationForFamilies.org for more information and stay connected to New Day on social media

New Day Golf & Tennis Classic

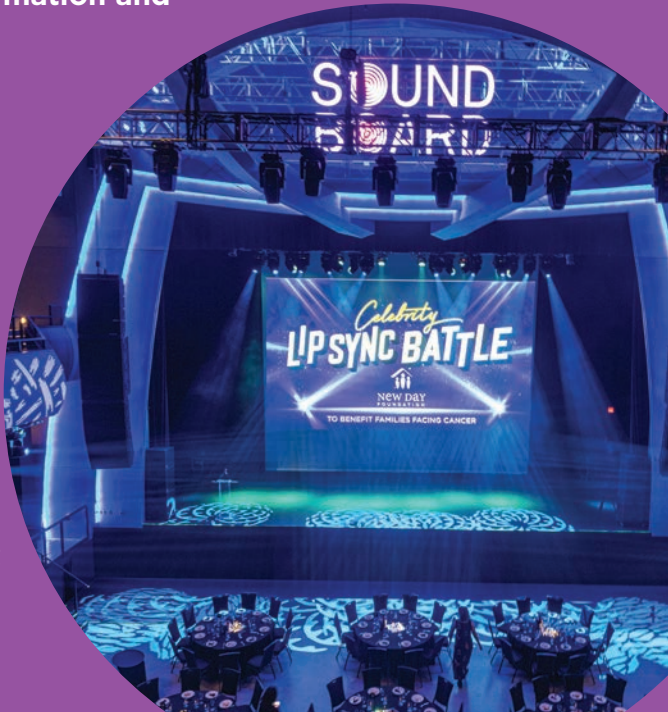
Monday, July 17, 2023
Wyndgate Country Club

Color of Wellness 5K

Saturday, July 29, 2023
Rochester Municipal Park

Celebrity Lip Sync Battle

Thursday, October 19, 2023
Sound Board at MotorCity Casino Hotel, Detroit





245 Barclay Circle
Suite 300
Rochester Hills, MI 48307



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NEW DAY EARNSTOP RATINGS

New Day has earned a four-star rating — the highest possible — from Charity Navigator. This rating was achieved in all four beacons: Impact & Results, Accountability & Finances, Culture & Community, and Leadership & Adaptability. A four-star rating is considered “Exceptional.”

New Day earned a Platinum Seal of Transparency Rating on Candid (formerly Guidestar). This rating puts New Day in the top 0.5% of charities nationally in terms of transparency.

For the seventh year in a row, New Day was noted as a Top-Rated Nonprofit by GreatNonprofits, a website where donors, volunteers, and clients review and share their personal experiences with charitable organizations.

