



2021 *Impact Report*



new day
FOUNDATION
FOR FAMILIES FIGHTING CANCER

gratitude & grit



Dear Friends,

I'm thrilled to share New Day Foundation for Families 2021 Impact Report with you! Take a moment to enjoy this booklet celebrating all the good we've been privileged to accomplish in 2021 (and the year isn't over yet!), plus a glimpse at some new opportunities and challenges ahead.

I have never been more encouraged about the future for families facing cancer. Although we can't change a diagnosis, we can offer programs and services that directly impact the outcome. New Day is redefining the cancer experience by removing major obstacles on the road to remission.

Families battling cancer need more than a cure. They need a community willing to show up and carry the burden of their suffering for a while. Throughout this report you'll see examples of how your sacrifice and kindness help New Day eliminate financial and emotional stress for families who have lost income due to cancer.

So far this year we've helped more than 1,400 patients, caregivers and family members stay in their homes, maintain reliable transportation, and have protection from foreclosure, bankruptcy, hunger, and utility shut offs. New Day also offers a free professional counseling network to give hope to those coping with the fear, anxiety, and toxic side effects of cancer treatment.

It's humbling to witness the strength of a community who when cornered by cancer, doesn't back down. Throughout 2021, we stood together with more than 850 donors,

united in generosity and compassion to “love our neighbor as ourselves”. This report reflects the resiliency and grit of those we serve, and the heart of a community who honors and glorifies God.

“As each has received a gift, use it to serve to one another, as good stewards of God’s varied grace.” 1 Peter 4:10

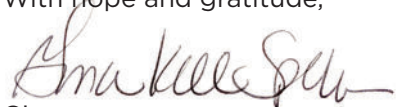
Jack Aronson, our beloved friend and board member, who many remember as the founder of Garden Fresh Gourmet, exemplified this verse. He was a devoted husband, father, business leader, philanthropist, and cancer warrior who took his final breath on August 10, 2021. He lived by example and reminded us about the importance of living generously when he said:

“Always give back to your community, and those who are less fortunate. There’s no better feeling in the world than helping others. And, when you’ve completed your journey on this earth, people are going to remember you for how you treated them and how kind you were and how you helped others, more than how much money you had or what car you drove.”

Jack’s words ring true, especially as we look ahead to a new year. He understood that when we offer sacrifice and kindness, we create space for healing, time for tenderness, and hope for tomorrow.

The new year will bring new challenges and opportunities in service to the cancer community. To all who answer the call to support our mission, thank you for being the “new day” for families facing cancer.

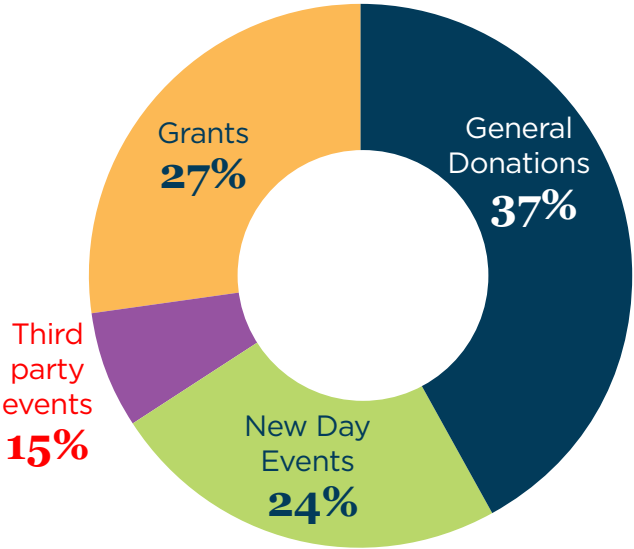
With hope and gratitude,

A handwritten signature in dark ink, appearing to read "Gina Kelle Spill". The signature is fluid and cursive, with a long horizontal stroke at the end.

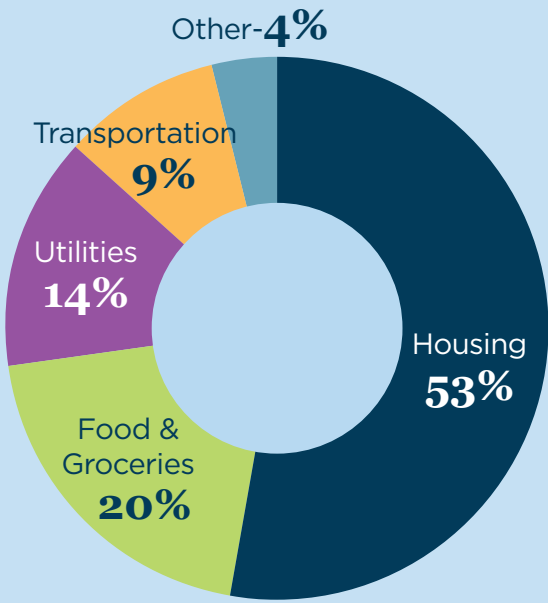
Gina
Co-Founder, New Day Foundation for Families

FINANCIAL PICTURE *for* 2021*

For the third straight year, New Day’s revenue will surpass the \$1 million mark. The return of in-person events—those hosted by New Day and those hosted by others—accounted for a large portion of New Day’s revenue in 2021.



* as of November 1, 2021

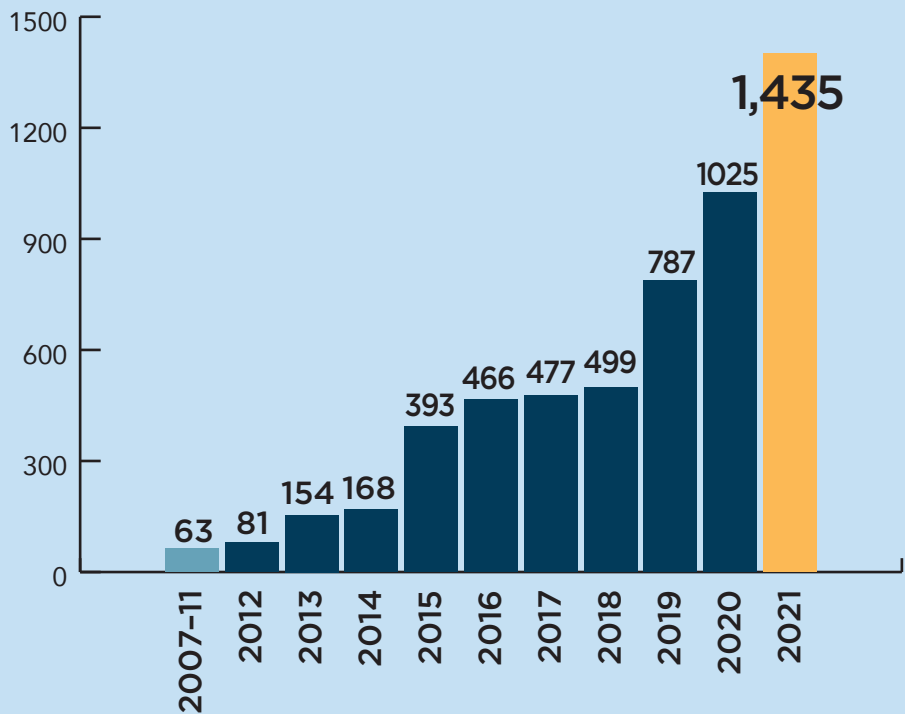


ASSISTANCE *for* FAMILIES

New Day pays household expenses directly to creditors on behalf of families. This chart illustrates the breakdown of all program funds paid to date in 2021.

SERVING *more* FAMILIES

New Day is on track to serve and support over 1,400 patients, caregivers and family members across the state of Michigan in 2021.



reach &
respond

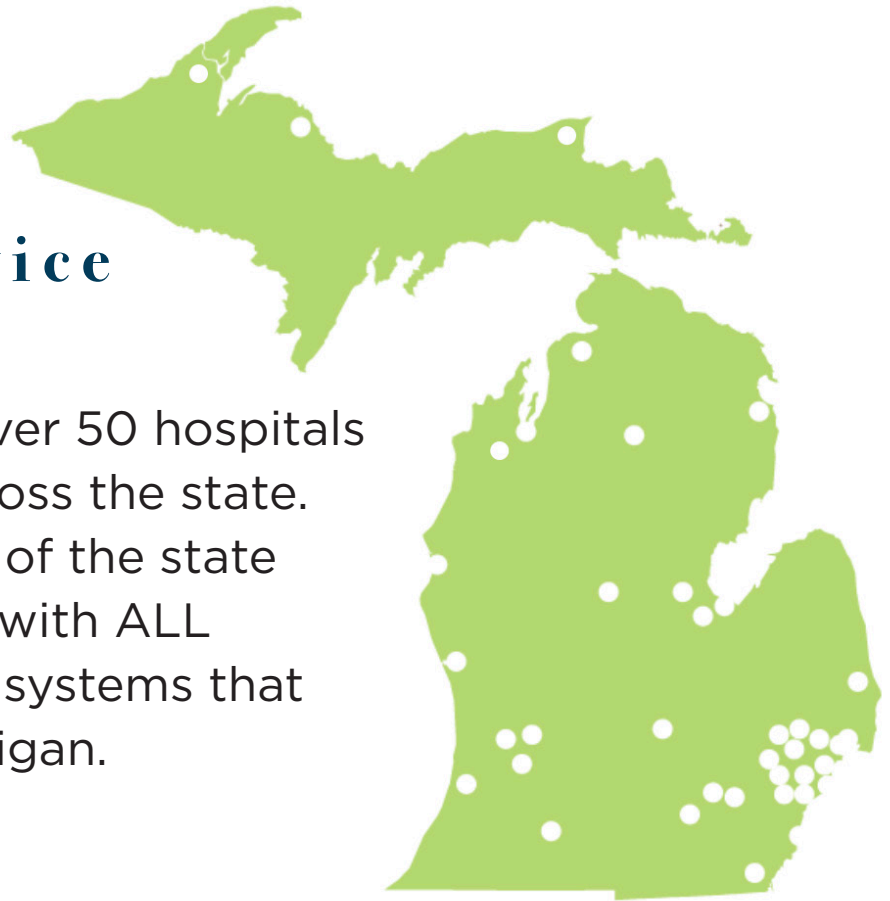
72%

of families received
program support
within six months
of their diagnosis.

When a patient receives support within the first six months of their diagnosis, they are better equipped to overcome barriers to treatment and healing.

support & service

New Day works with over 50 hospitals and cancer centers across the state. We reach every region of the state and have partnerships with ALL multi-location hospital systems that serve the state of Michigan.



“We appreciate working with New Day so much! New Day is so accommodating to each unique situation. We love that our Spectrum Health team can send a referral and then you communicate with the family from there, while still keeping us in the loop.

New Day is fair and thoughtful in their program support process. They stop to listen to every family’s particular circumstances because as we know...things are not always cut and dried.

Thank you for all you do!”

– APRIL BORCHERT, LMSW

ONCOLOGY SOCIAL WORKER, SPECTRUM HEALTH, GRAND RAPIDS, MI



Regardless of socio-economic status, financial fallout from a cancer diagnosis can be devastating.

CANCER LEADS TO:



NEW DAY PROVIDES:



meet ANNA

As a single mom, Anna's cancer diagnosis was very scary. Her initial worry was not the cancer but financially trying to stay afloat. Anna has had to miss work because of treatment and she also has the additional burden of having to travel 45 minutes to the cancer center. This means she has to spend more on gas and travel while her income is reduced.

Anna said the financial coaching from New Day helped her to focus and use her existing resources wisely, paying the minimum payment where necessary and making the best financial decisions overall. The financial advice, coupled with financial support for her mortgage, utilities and gas payments, helped keep Anna in her home and on the road to treatment.





growth & grace

New Day began the emotional support program in response to a great need of mental health resources. One in three people with cancer experience mental or emotional distress which can impact sleep, immune system, and the ability to comply with their treatment plan.

Families who have received therapy as a part of their cancer journey have felt seen, heard and understood. Not only do our therapists bring their professional skills and talents to serve our families, but many of them have a personal experience with cancer as well.

– JENNY MOELLER

EMOTIONAL SUPPORT PROGRAM COORDINATOR, NEW DAY FOUNDATION

EMOTIONAL *support*

The stress that follows a cancer diagnosis often leaves patients and caregivers feeling anxious and alone. New Day brings hope to families vulnerable to the negative financial and emotional consequences of cancer. At a time when hospitals face staffing shortages, and offer little or no mental health support, New Day provides emotional support services that can lead to improved treatment outcomes for families facing cancer.

FINANCIAL *support*

New Day pays critical living expenses for families with a pediatric or adult cancer patient in active treatment. Payments are made directly to creditors for mortgage/rent, utilities, insurance, transportation, and more. We've learned that we can meet the needs of our community with fewer dollars by taking advantage of emerging technology and evidence-based interventions for families facing financial toxicity.

GROCERY *support*

New Day's grocery shopping and delivery program minimizes stress and lowers risk for cancer patients by delivering fresh food to their doorsteps. With the help of 170 volunteers across the state of Michigan, this program addresses vital safety and food insecurity issues for the cancer community.



New Day takes a multi-faceted approach to reducing the financial and emotional burden of cancer to both serve and solve the problem.

Approximately
1/3 of cancer
patients drop out
of treatment plans
because of costs.

88.4%
of families surveyed
said working with
New Day helped
them maintain
medical compliance
during treatment.

5,670

people served throughout Michigan since 2007.

Families offered
emotional support from
New Day report a better
sense of well-being and
ability to cope with
the stresses of
a cancer
diagnosis.



New Day's hospital
partnerships have
increased 42% in the last
5 years leading to a
**250% increase in new
applications** since 2015.

meet **TERRILL**

When Sylvia's son Terrill was a senior in high school, he was diagnosed with childhood leukemia. The treatment schedule that followed caused her to leave her job to care for Terrell. "It was scary as heck quitting my job," said Sylvia. "This became my job. I could not have put that responsibility into someone else's hands." Terrill's dad continued to work six days per week but the family struggled to cover their bills and the cost of Terrill's cancer treatment.

With the help of New Day, the family was able to bridge the financial gap and focus on their son's health and recovery. Last spring, Terrill graduated from high school and was able to walk through commencements to receive his diploma. "The help was a miracle for us," said Sylvia. "It helped replace the income that I would have earned. Also just being able to talk to someone about the issues was very helpful. We can't thank New Day enough."



compassion & community

For cancer patients with compromised immune systems, simply going to the grocery store can be life threatening. During the pandemic, the risk of infection was compounded. In April 2020, we rallied our volunteers and began a new grocery delivery program to families facing cancer. We're especially grateful to the more than 170 volunteers who have stepped up and delivered more than 42,000 meals to cancer patients and their families.

We are grateful to our grocery volunteers and all those who have volunteered to help at events, in the office and creating items for our carepacks.



New Day's
Grocery Shopping
and Delivery
Program has
provided over
42,000 meals to
cancer families
since its inception
in April, 2020.



Celebrating our 500TH **GROCERY DELIVERY** *in July*

On Tuesday, July 6, we celebrated our 500th grocery delivery to families. U.S. Rep. Elissa Slotkin personally delivered groceries to Jenni, a single mother of two who was diagnosed with breast cancer. Rep. Slotkin has a personal stake in the mission of New Day to reduce financial toxicity after fighting for her own mother's healthcare benefits during her cancer treatments.





LACEY *plays for* **NEW DAY**

Actress Lacey Chabert showed off her puzzle-solving skills and earned \$59,900 to benefit New Day on Celebrity Wheel of Fortune in October. We are truly fortunate to have such a beautiful and caring person championing our cause.



At our Hope Shines
Celebrity Lip Sync
Battle we engaged local
celebrities to help us shine
a light on our mission.
We raised over \$190,000
to support New Day
programming.



“BSP Law is proud to be a New Day event sponsor and to host our own events that benefit New Day. The yield of New Day, if you turned it into a gross margin, it’s off the charts how much they do with a relatively tight budget. They have a much bigger footprint than they really are, and New Day’s mission is never controversial or provocative. Cancer cuts across all socio-economic classes.”

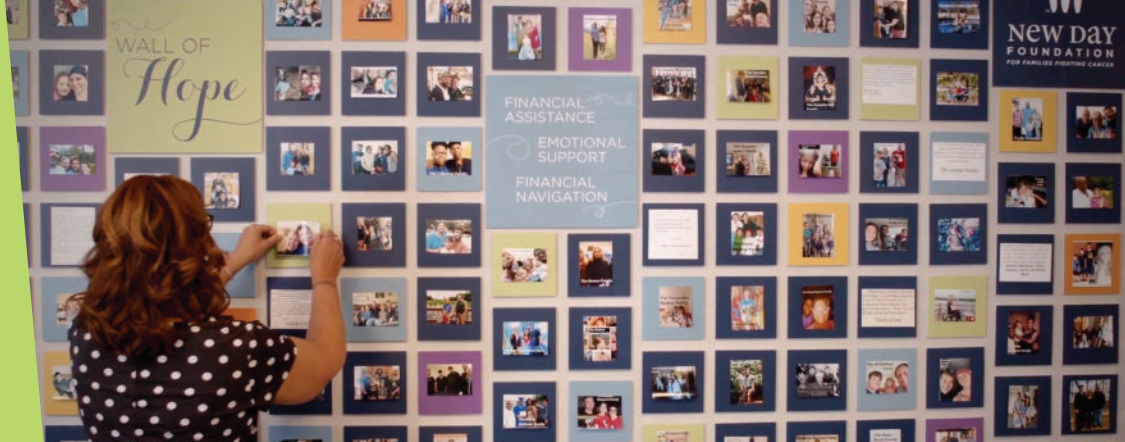
– PATRICK SEYFERTH

FOUNDING MEMBER, BSP LAW AND NEW DAY FOUNDATION
ADVISORY BOARD MEMBER



Despite the pandemic, New Day's revenue has continued to grow.

Partnerships and collaborations have helped New Day make inroads with cancer communities outside of metro Detroit.



New Day **BRIDGE BUILDERS**

Bridge Builders, our monthly giving program, provides lasting support to families facing the financial barriers of cancer. Recurring gifts of any size are a lifeline for families in crisis. Monthly donations help New Day budget and ensure that Michigan cancer family are supported year round.

It is our goal to double the number of Bridge Builders in 2022. Visit our website to join this special group of supporters.

vision & view

WEST MICHIGAN *development*

New Day has invested more than \$550K in direct support to families living in West Michigan. Our goal in 2022 is to seek funding to bolster support for this region.

DIVERSITY, EQUITY *and inclusion*

New Day has signed The Tigerlilly Foundation's Inclusion Pledge. We join with other cancer nonprofits and pledge to participate in initiatives that include the experience of Black women. We commit to taking action to dismantle systemic barriers and end disparities in healthcare.

EMOTIONAL SUPPORT *program expansion*

The cancer community is among the hardest hit throughout the pandemic and the need for mental health support has never greater. Hospitals are expressing a need for this service and New Day is expanding its network of professional counselors to meet demand.



board of directors

Alicia Jeffreys, *Senior Vice President of Marketing for the Detroit Pistons*

Caron Koteles Riha, *Associate Broker, Real Estate One*

Dr. David Kwon, *Surgical Oncology Specialties, Henry Ford Cancer Institute, Medical Director, Cancer Care Pathways, Clinical Director, Henry Ford Pancreatic Cancer Center*

Steven Meyer, PhD, *Assistant Director of Enrollment and Information Analysis, Graduate School, Oakland University*

JoAnne Purtan, *Co-Host WOMC Mornings*

Gina Kell Spehn, *Co-Founder and President, New Day Foundation*

Michael Spehn, *Co-Founder; Financial Representative, Allstate Financial Services*

Amy Whipple, *Business Development Director, BDO Global*

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Chip Werner

Mickey York



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CATHY SPEHN

MATT KELL

New Day was founded in 2007 in memory of two extraordinary everyday heroes, Matt Kell and Cathy Spehn. Their 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.