



# 2020 *impact* Report

## A MESSAGE *from* GINA



### DEAR FRIENDS,

New Day is a “Love your neighbor as yourself” organization. People are our passion, focus and purpose. With the state of the world as it is, we need each other now more than ever. Your support makes it possible for cancer patients and caregivers to receive life-sustaining resources.

*“We didn’t see that coming.”*

The devastating one-two punch of cancer and COVID-19 has left thousands of Michigan families to cope with an ongoing, multi-faceted crisis. The global pandemic caught the world off guard, creating a major health care crisis compounded by a financial crisis. Sadly, this is nothing new to the cancer community.

Life-threatening delays in cancer care have created physical, financial, and emotional set-backs. With hospitals forced to turn their attention to COVID-19, cancer continued its relentless assault without the necessary medical attention and support services.

*At New Day, we see cancer coming.*

New Day stands ready to provide resources to eliminate financial and emotional stressors that derail the path to wellness. This year we adapted quickly, reprioritized, and against all odds, actually increased our capacity to meet the

needs of families fighting cancer. We continued providing financial assistance and emotional support, despite a sharp decrease in fundraising revenue, and developed new programs in response to the changing needs of the families we serve.

gratitude

We improved access to resources for patients by taking on more work to relieve hospitals who were overwhelmed by the pandemic. We started by simplifying the application process to expedite requests for assistance on behalf of families in need. This allows New Day to reach patients and families before they hit critical breaking points.

New Day is a leader in the cancer support community, committed to having a positive impact on treatment outcomes and quality of life for the families we serve. Your year-end gift will make that possible during this very difficult time. The future is unpredictable, but we must continue lean into one another for support and encouragement. As we approach the end of a long and challenging 2020, we see hope on the horizon. A New Day is coming and there is a glorious opportunity to respond.

Please consider making a tax-deductible year-end gift to New Day Foundation for Families. Your generosity has the power to bring help and healing to families in our community.

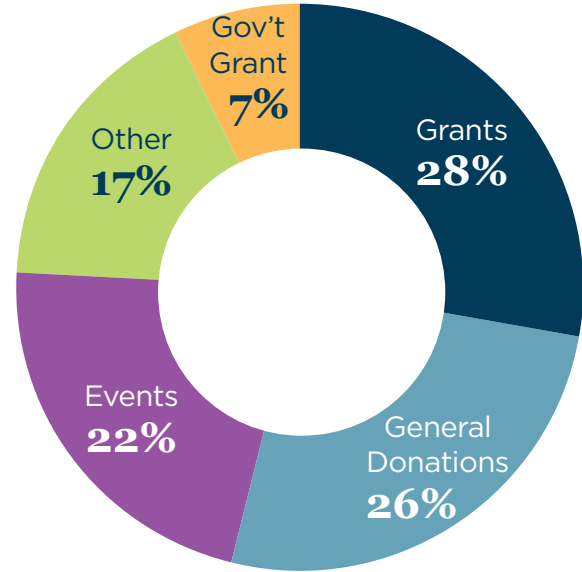
With Love and Gratitude,

A handwritten signature in dark ink, reading "Gina Kell Spehn". The signature is fluid and cursive, with a long horizontal stroke at the end.

Gina Kell Spehn, Co-Founder

## FINANCIAL PICTURE *for* 2020\*

- Increased grant (government and foundations) approval rate from 17% in 2019 to 38% in 2020
- Increased grant (government and foundations) funding from \$86,750 in 2019 to \$325,750 in 2020
- Implemented Salesforce to increase internal efficiencies and improve data reporting
- Received support from donors in 38 states



\* as of November 1, 2020

support

*“2020 has been a challenge we’ve had to tackle head on in order to continue providing financial assistance to families battling cancer during a world-wide pandemic. With the cancellation of in-person events, we shifted our primary funding from events to grant writing. With volunteers and staff working remotely, we seized the opportunity to implement the Salesforce management software for both donor and family grant databases. While full of challenges, New Day was able to pivot as needed to continue to meet the needs of our families facing cancer.*

*As the year comes to a close, we still need your support to finish strong and reach our goal of \$1 million in funding. Help us continue to support families facing a doubly unthinkable cancer diagnosis and treatment amidst a global health crisis, and poise us for the unknowns that might await in 2021. Will you help us finish strong?”*



**– NANCY BENEDETTINI**  
DIRECTOR OF FINANCE,  
NEW DAY FOUNDATION FOR  
FAMILIES

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

### **FINANCIAL ASSISTANCE**

We pay household bills for cancer families to offset the impact of lost income.

### **GROCERY DELIVERY**

Assistance with grocery shopping/delivery to help those who are immune-suppressed and need to avoid busy stores.

**HOLIDAY GIVING** It's not just about giving gifts — it's an effort to restore normalcy, joy and hope to their lives.



### **FINANCIAL PLANNING**

A network of financial planners to guide families in making the best financial decisions.

**TAILOR MED** uses technology to optimize health insurance and reduce out-of-pocket costs.

### **EMOTIONAL SUPPORT**

Our network of professional counselors to help match cancer families to mental health services.

### **CUSTOM CARE PACKS**

New Day creates customized care packs for each family.

*“As an oncology social worker in Grand Rapids, Michigan, I have turned to New Day Foundation for Families time and again. I work with patients who are unable to work at the level they once did due to cancer. They are struggling to cover household expense or even to get their kids new shoes as they grow.*

*New Day provides both compassion and financial skill to help cancer families adjust to the new normal that cancer ushers in. The New Day team takes the time to speak directly with each patient who need some extra direction. This nonprofit is making a huge difference in the lives of oncology patients in Michigan.”*

– LUCY LAFLEUR, LMSW

ONCOLOGY SOCIAL WORKER, SPECTRUM HEALTH, GRAND RAPIDS, MI





# Hope

*"I was diagnosed with stage IV lung cancer. In the summer of 2019, my health declined and I was no longer able to work. To make matters worse, the COVID-19 pandemic led to my husband losing his job. We were in a real financial crisis when our social worker at Henry Ford Hospital introduced us to New Day Foundation. New Day supported us by paying several months of our rent and also several weeks of grocery supplies.*

*We appreciate New Day and everyone that contributes to keep this great organization going. May God bless you all!"*

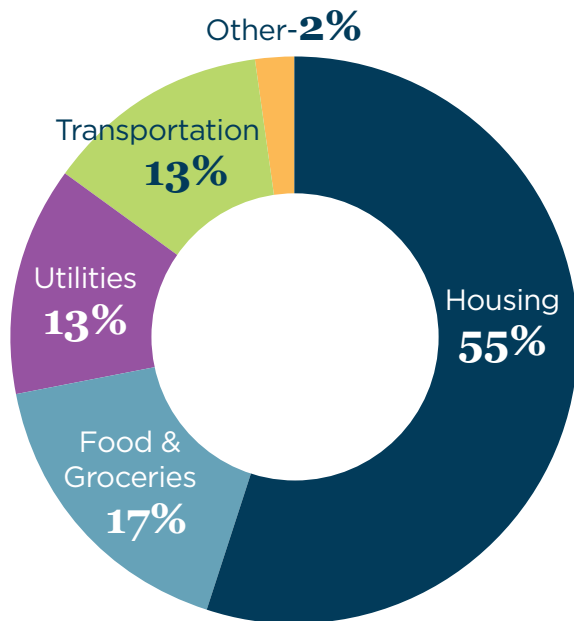
– NEW DAY GRANT RECIPIENT





## GRANTS *to* FAMILIES

New Day pays household expenses directly to creditors on behalf of families. This chart illustrates the breakdown of all grant funds paid to date in 2020.



## COVID-19 *response*

In April 2020 New Day surveyed 500+ cancer patients and caregivers and immediately responded to meet the needs of families with cancer.

- New Day created a grocery program and mobilized 95+ volunteers to shop and deliver groceries to immune-compromised cancer families.
- Partnered with other nonprofits to deliver much needed food and other resources
- Created a “fast app” to take the burden off overtaxed healthcare workers and connect with families in need faster.



## MORE HELP *for* FAMILIES:

- In 2020, New Day launched a **Financial Planning Program** to provide financial education and long term planning. As part of this program we have engaged financial planners who are volunteering their services to help families and have begun a partnership with GreenPath, a nonprofit debt solution company.
- New Day is developing a network of professional counselors to expand our **Emotional Support Program**. We have teamed up with professional licensed counselors to provide counseling services for our families at a discounted rate through our grant program.
- Our **Grocery Delivery Program** was launched in April; New Day volunteers have delivered over 13,000 meals to immune-compromised cancer families throughout the Metro Detroit area.



In 2020, New Day forged new relationships with other nonprofits to support families in need. Our grocery delivery program was supported in part with grant funding from United Way for Southeastern Michigan.



*“With the New Day Grocery Program, I have an extra opportunity to give back to my community and those around me. I’ll absolutely continue after the pandemic (if there is a need for the program) – I’ve enjoyed the conversations with the families I’ve met. It feels really good to know how important the work that I’m doing is.”*

– GABRIELLE EKSTRUM  
NEW DAY VOLUNTEER

We've engaged national and local celebrities and they've helped us shine a light on our mission. We are grateful that they have used their voices to help us create a world where no family faces the financial and emotional burden of cancer alone.



JoAnne Purtan,  
*JJ & JoAnne  
Mornings on  
104.3 WOMC*



Evrod Cassimy,  
*Morning Anchor  
Local 4 News  
Today, Musician*



David Cook,  
*Recording Star,  
American Idol  
Season 7 Winner*



Paul Davis,  
*Former NBA and  
MSU Basketball  
Star; Partner, The  
Podium Group Risk  
Management*



Mickey York,  
*Fox Sports  
Detroit, Anchor*



Devin Gardner,  
*Fox Sports Detroit,  
Host; Former  
U of M Quarterback;  
Founder  
YoungGoGetters*

# shine

*“I was introduced to New Day when I had the incredible opportunity to play Gina in the Hallmark movie, ‘The Color of Rain.’ It was an honor to play Gina and I was so moved and inspired by what the foundation does for so many. I so believe in the work that they do which is why I was happy to join New Day for their virtual ‘Hope Shines No-Show Glow’ in September this year. I know that all the money raised is going to such a great cause.”*



– LACEY CHABERT  
HOLLYWOOD ACTRESS - STAR OF  
MEAN GIRLS, AND HALLMARK'S  
THE COLOR OF RAIN

## COLLABORATION *in our* COMMUNITY

We aren't in this alone...it takes many like-minded organizations to help those in our community who are fighting cancer. Most recently, New Day has taken a leadership role in the **Cancer Resource Network of Michigan**. This network is working together to make sure families affected by cancer have seamless access to services across the support spectrum.

We now also have an office at the **Durfee Innovation Society** in Detroit. This office will enable us to share resources with other nonprofits and achieve greater collective impact. We are very honored to be a part of this group that is dedicated to creating opportunities for Detroit children and residents.







## GIVING TUESDAY

### December 1, 2020

GivingTuesday is a global day of generosity. Even as we practice physical distancing, we can remain connected through kindness and generosity.

*Please remember New Day on  
GivingTuesday and in your  
year-end giving.*

# give

Fighting cancer shouldn't come with financial side effects that can cost you everything.... even your life. The gifts you give to New Day have significance and purpose. Your year-end gift and ongoing generosity will multiply our impact for good.



#### **DONATE ONLINE:**

FoundationForFamilies.org



#### **USE THE ENCLOSED ENVELOPE:**

Mail a check to 245 Barclay Circle,  
Suite 300, Rochester Hills, MI 48307



#### **Text:**

NEWDAYFF to 56651

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Founder and CEO Clean Planet Foods*

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Steven Meyer, PhD, *Assistant Director of Enrollment and Information Analysis,  
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JoAnne Purtan, *Co-Host WOMC Mornings*

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

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

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[FoundationForFamilies.org](http://FoundationForFamilies.org)



CATHY SPEHN



MATT KELL

New Day was founded in 2007 in memory of two extraordinary everyday heroes, 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.

## Follow Us

Keep up to date with all the great things happening at New Day.

