



## **COMMUNITY PULLS TOGETHER TO PROVIDE NEW OFFICE FOR NEW DAY**

*Nonprofit grows to serve hundreds facing cancer annually*

**ROCHESTER HILLS, MICH.** - As healthcare costs and the resulting financial toxicity of cancer treatment continue to show unprecedented growth, one local non-profit is expanding to keep pace with the needs of local families facing cancer.

New Day Foundation for Families welcomed the community to their new 1,500 sq. ft. office with a ribbon cutting ceremony on Tuesday, May 13, at 245 Barclay Circle, Suite 300, hosted by Gina Kell Spehn and Michael Spehn, co-founders of New Day Foundation for Families, in partnership with Alaina Campbell, president of the Rochester Regional Chamber of Commerce, and joined by Bryan K. Barnett, mayor of Rochester Hills. The New Day staff, which has grown from its two founders at a kitchen table to seven employees in just over a decade, were also on hand to welcome more than 50 friends, donors and supporters to the event – many of whom had donated the construction materials and office furnishings for the new office space.

“People in our community are entrusting us to continue our work on behalf of families facing cancer,” said Gina Kell Spehn. “We don’t need a fancy new office to accomplish our mission, but being gifted with this beautiful space is a reminder that our community is relying on us to care for the cancer community, a responsibility we take very seriously. Families, hospitals and the community count on us to reduce the burden. Jeff Schmitz of J.S. Capitol and Tom Larsen of Edward W. Duffy & Co. donated the extensive build-outs for the new office, and together Jeff and Tom are paying our rent for 2019. We can’t thank them enough for their abundant generosity. And very special thanks to board members Randy Frantz of Hard Rock Stone Works for donating granite countertops, and Caron Koteles Riha of Real Estate One for donating a new Smart TV for our new conference room,” she added.



*Jeff Schmitz of J.S. Capitol (pictured next to Gina Kell Spehn with his team) and Tom Larsen of Edward W. Duffy & Co. donated the extensive build-outs for the New Day Foundation for Families office.*

As awareness of New Day increases among cancer patients and oncology social workers, the need for its programs and services continues to grow. The often unspoken and unmet financial and emotional needs of the cancer community create a unique opportunity for New Day to have a lasting impact. New Day partners with 36 top hospitals and cancer centers throughout Michigan to identify and immediately assist cancer patients facing financial toxicity. Recent additions to the New Day staff have been added to launch a new financial navigation initiative for cancer patients, expand use of technology and manage organizational finances.

Since its inception in 2007, New Day has assisted more than 610 families and impacted the lives of over 2300 individuals including 1370 children. Between 2014 and 2016, revenue grew by a notable 234 percent, while the amount of financial assistance and emotional resources granted to families increased by 315 percent over the same period. Growth has continued throughout 2017 and 2018, with projections for 2019 expected to exceed 200 families qualified to receive financial grants averaging \$3,375 each. Payments include rent/mortgage, utilities and car and insurance payments, all paid directly to creditors.

New Day was co-founded by a Rochester, Michigan couple, Michael Spehn and Gina Kell Spehn, after each losing their first spouse to cancer while raising young children. The Foundation provides financial and emotional assistance to fight the financial toxicity that can accompany a cancer diagnosis. Due to the high cost of cancer, a health crisis can throw a family into bankruptcy or homelessness in just six months. As a result, financial toxicity is on the rise, linking the negative financial impact of cancer costs to a decline in positive treatment outcomes for the patient.

“When New Day helps families manage expenses, which often become unmanageable due to loss of income and increased expenses related to cancer treatment, patients will be more likely to adhere to cancer treatment, attend doctor appointments, fill prescriptions and maintain overall medical compliance,” said Gina Kell Spehn.

For more updates, New Day offers the community a weekly E-newsletter with updates on the local families who are facing cancer and receiving assistance, events hosted by the organization and helpful links from the cancer community. To see previous issues or join the list, click [here](#), or follow us on [facebook](#).

***New Day Foundation for Families**, a 2018 Top-Rated NonProfit by GreatNonprofits and Gold Level Guidestar organization, is a Rochester, Michigan, nonprofit organization dedicated to reducing the effects of financial toxicity and emotional stress caused by cancer. Their programs are intended to have a positive impact on treatment outcomes and survivorship. New Day offers financial grants in the form of short term bill payment services, as well as emotional support programs for families who have children under the age of 18 in the home as they face the burdens that accompany the diagnosis and treatment of cancer.*



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