



Keeping Hope Alive

2014 ANNUAL REPORT

GoodDaysfromCDF.org

It's a Brand New Day



A Message from our Board of Directors

Hope is a simple word, but it carries a profound impact. Over the past year, we're proud to say Good Days® has been making tremendous strides in keeping hope alive for thousands of people. Through the dedicated efforts of our staff and partners, our organization grows year after year – increasing our network of caring professionals and the number of patients our programs may support.



In 2014, Good Days was able to assist approximately 100,000 patients. It's with the continuing support of our generous donors that these patients are able to experience real hope.

Moving forward, Good Days promises to stay true to its mission: Improve the health and quality of life for patients in need. We understand Good Days is a lifeline people depend on, and we want our patients to know we'll always be here to help in any way we can. After all, that is what family is all about.

Table of Contents

About Good Days	01
Our Programs	02
A Day Filled With Hope	05
PATIENT SPOTLIGHT: LEN'S STORY Finding Hope When You Need It	07
Financials	08
PATIENT SPOTLIGHT: KRIS'S STORY Living for the Good Days	09
Board of Directors and Staff	10



Giving Hope to Patients Reaching Out



There are millions of patients all over the United States struggling with chronic disease, cancer and life-altering conditions who are forced to go without the medications and treatments that could offer relief. Although many patients have valid insurance, an estimated 1 in 3 Americans report having difficulty paying their medical bills. For these patients, the dream of better days can seem all too distant. Good Days exists to give them hope.

Through our unique business structure, fundraising initiatives and progressive assistance programs, we're able to help keep hope alive for thousands of patients. We provide the support and financial assistance they urgently need while continuously making strides to remove barriers to patients' access.

93%

of every dollar goes
directly to patients
in need

Reaching



DIRECT FINANCIAL ASSISTANCE



Where Good Days Are Made Possible

Good Days provides financial support for patients who cannot afford the medication they urgently need. With our proprietary enrollment system, we have streamlined the application process so patients can be conditionally approved in just minutes.

Same-Day Approval

Our program ensures patients receive their treatments quickly and easily – all enrollment forms are processed the same day they are received. Once approved, patients are given enough funding to cover their treatments for the balance of the calendar year.

Direct-to-Patient Assistance (DTPA)

Good Days measures its effectiveness in the delivery of financial assistance by Direct-To-Patient Assistance (DTPA). It measures how many cents of each dollar goes directly to funding out-of-pocket expenses on a calendar year basis.

PREMIUM ASSISTANCE



While the Affordable Care Act states every citizen should be able to afford insurance coverage, patients fighting chronic disease are often forced into financially demanding situations. At Good Days, we help patients with the cost of their insurance premiums through our Premium Assistance Program – working to ensure people have the right coverage to fit their individual needs.

Our program ensures patients receive their treatments quickly and easily



TRAVEL ASSISTANCE



The progressive assistance programs offered through Good Days come with strict regulations in order to ensure patients are compliant with their treatment regimen. Sometimes, however, staying compliant can prove difficult when long distance travel is needed. Our exclusive Travel Concierge Program was specially created to help facilitate a patient's access to healthcare whenever travel is required.

Transportation

We offer transportation services, from road to air, for pre-approved medical appointments as determined by the patient's prescribing physician.

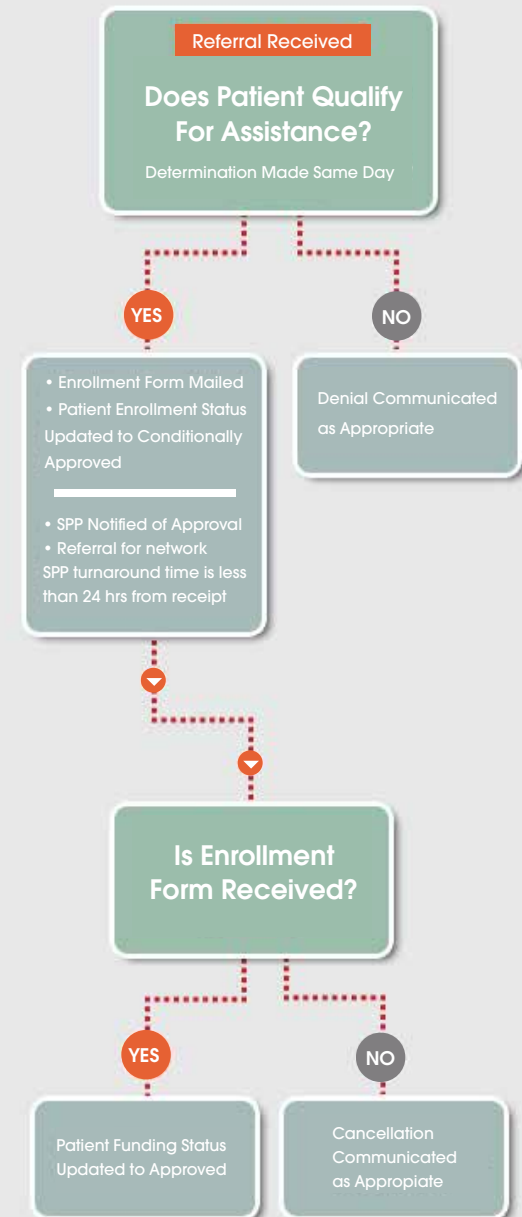
Lodging

From time to time, healthcare appointments require an overnight stay. We help patients arrange lodging as well as cover the expense.

Ancillary Travel Costs

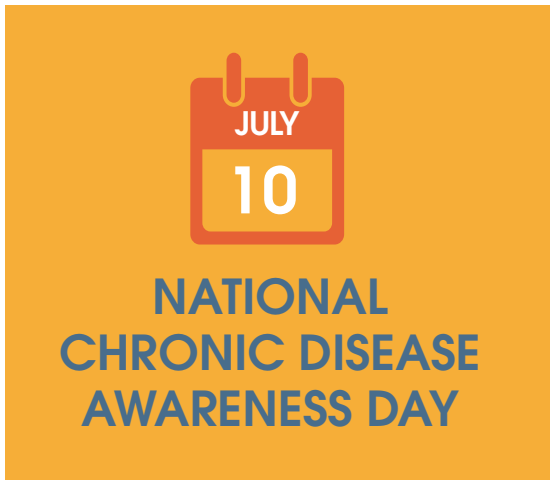
Our Concierge Program works closely with patients to make sure secondary travel expenses, such as parking, fuel and meals, are also covered.

Approval Process at a Glance



A Day Filled With Hope

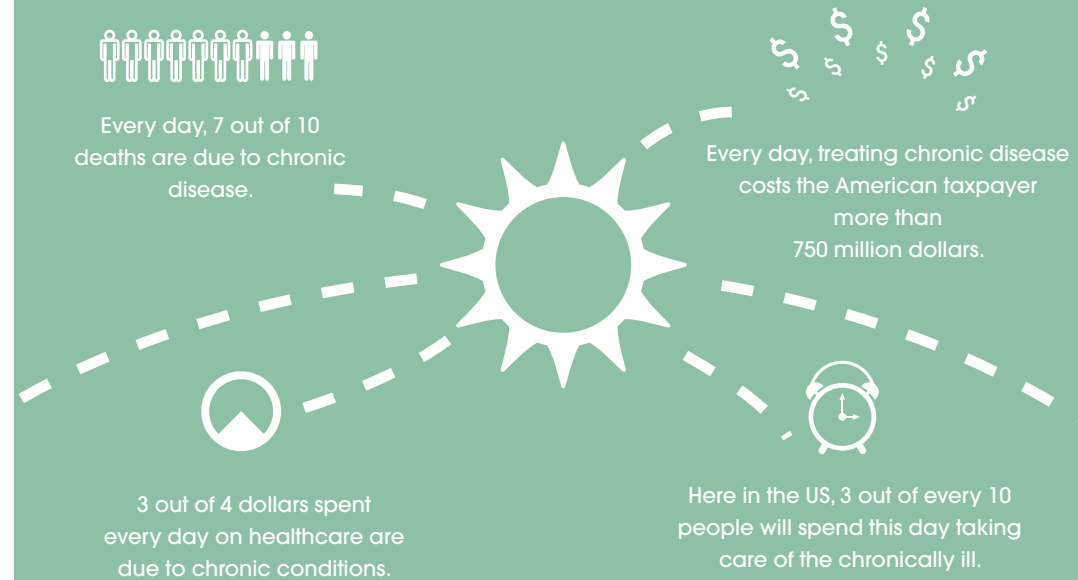
For a patient suffering, a day can make all the difference in the world – and there’s one day in particular we hope everyone will soon recognize.



Good Days is making the push to raise awareness about the hardships chronic disease patients and their loved ones endure. By simply increasing national awareness, we can relieve many burdens and dramatically reduce the number of chronic disease-related deaths.

Join us at CDawareness.org

What difference can a day make?



The Fight Against Chronic Disease



- Chronic diseases cause **7 out of every 10 deaths** in America each year

- Chronic disease will **take the lives of more than 35 million** people worldwide this year

- Without action, an estimated **388 billion people worldwide will die** in the next 10 years from a chronic disease



- The **total cost of treating these chronic conditions** in the United States is more than **\$277 billion** per year

- Chronic disease accounts for **\$3 of every \$4 spent on healthcare** – nearly \$7,900 annually for every American with a chronic disease

- Today, Americans suffering from chronic disease face **rising healthcare costs**



- Living with and caring for a chronic disease may lead to **physical and emotional stress**

- **More than 65 million people** spend an average of 20 hours per week providing care for their loved ones

- About **25% of people** with chronic disease have some type of activity limitation



Your Support Goes a Long Way

Donate at GoodDaysfromCDF.org/Donate

Finding Hope When You Need It

Len Rogers committed most of his life to helping others. It was his calling. From his work through Youth of Christ to launching his own non-profit organization that assists Middle East families in need, Len is a shining example of the good that can come from placing someone's needs before your own. In 2003, however, something happened that threatened his calling.

Len was diagnosed with multiple myeloma, a cancer of plasma cells that made him more susceptible to disease, caused strong neuropathy in his legs, and made his bones very brittle. His doctors estimated he had only two months to two years to live. As if the shock from hearing the news of his condition was not frightening enough, Len and his wife Pauline were soon faced with the staggering out-of-pocket costs of the treatment that could improve the quality of his life.

"I estimated that to pay the out-of-pocket for the treatment, we would have had to sell our home and within a short time be on the street," Len said. It was devastating news that left the Rogers searching for help. They found Good Days.

Shortly after filling out the application for assistance, Len was overjoyed to receive word that Good Days would help pay the costs for his treatment including two bone marrow transplants. And it was made possible with the gracious support of caring donors and dedicated staff. Thanks in part to Good Days, Len and Pauline were able to keep hope alive in their hearts and continue living life to the fullest.

"I would not be here if it were not for Good Days," Len said. "Good Days allowed us to keep our home and live a normal life and continue the work we love."



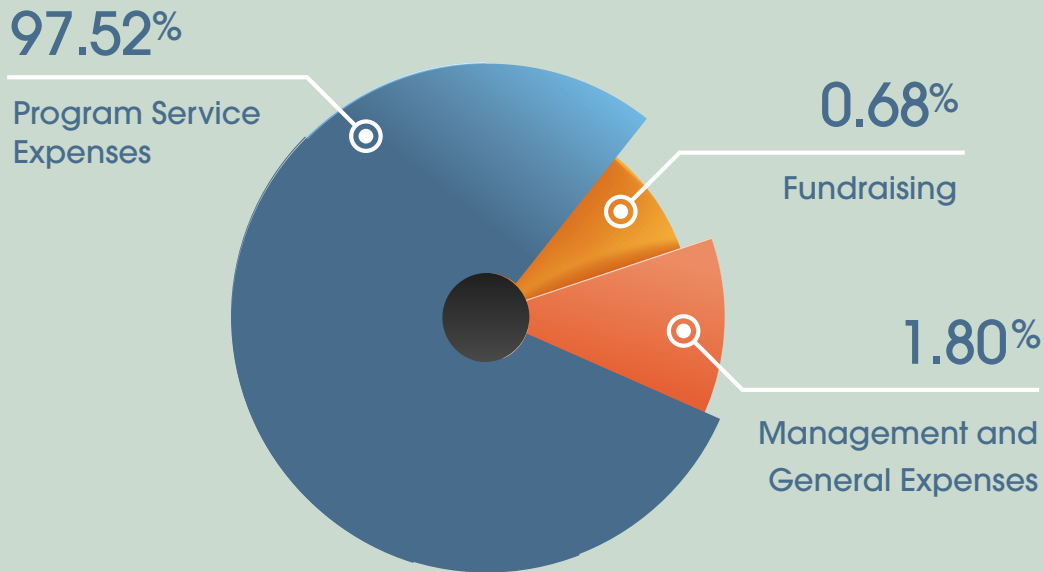
Len Rogers

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I would not be here
if it were not
for Good Days.

2014 Expenses & Revenue

2014 Financials



2014 Expenses

Program Services	\$187,674,703
Management and General Expenses	\$ 3,464,084
Fundraising	\$1,308,524
Total Expenses	\$192,447,311

2014 Revenue

Donations	\$78,320,491
Investment Income	\$159,062
Misc. Income	\$5,470,637
Total Revenue	\$83,950,190



Kris Montano



Kris and her family
were given a reason
to hope again

Living for the Good Days

A loving and devoted family is a profound joy to have in life. For Kris Montano, having a family who showered her with support after being diagnosed with multiple myeloma meant having the strength to fight on.

Multiple myeloma is an incurable cancer that forms in a person's plasma cells, causing cancer cells to accumulate in bone marrow. In place of producing helpful antibodies, the cancer cells instead produce abnormal proteins that lead to serious kidney problems. For many patients, a diagnosis like Kris' also means having to face a seemingly insurmountable mountain of financial burden.

After contacting Good Days, however, Kris and her family were given a reason to hope again. She was approved for both financial assistance and travel assistance programs, enabling her to successfully undergo the treatments that would give her and her family better days.

"When we got that acceptance letter, it's almost like we won the lottery," Steve, Kris' brother, said. "It's amazing and it's such a relief." Today, Kris is able to maintain much of her independence, working a part-time job and providing a good life for her child.

It's the support of our donors that give stories like Kris' happier endings. Our most heartfelt appreciation goes out to everyone who helps keep hope alive for all our patients and their families.

Moving Forward with Proud, Trusted Leaders

Our Board of Directors



Hon. Glen M. Ashworth
Board Chairman

Glen Ashworth is a graduate of the University of Texas and the University of Texas School of Law. A former elected district attorney, he presided as the district judge of the 86th District Court of Texas for 22 years. He is a member of JAMS (formerly Judicial Arbitration and Mediation Services), a national provider of alternative dispute resolution services, where he mediates and arbitrates complex business and commercial disputes. Over the course of his career, Judge Ashworth has earned a reputation of unwavering fairness and balance. In addition to his long list of accomplishments, he also manages a cattle and ranching business in East Texas.



Gary Barton
M.B.A., Treasurer and Finance Chair

Gary Barton brings 20 years of expertise in financial services and mortgage banking, including holding executive leadership roles in business management and sales with Wells Fargo and Citigroup. Gary's proven business acumen, strategic perspective, and analytical skills lend themselves to his role on Good Days' Board of Directors. A Master in Business Administration, Gary graduated Summa Cum Laude from the University of Texas at Dallas. Gary is an active member in his community helping families thrive and engaging children in youth sports.

Our Board of Directors



David L. Levine

M.D., FACEP, Trustee

David Levine is the Vice President of Informatics & Medical Director at University Health System Consortium (UHC). Dr. Levine's area of expertise includes risk adjustment and clinical analytics, clinician engagement, and data evaluation and assessments. Dr. Levine received his M.D. from Northwestern University Medical School in Chicago, Illinois and is officially certified by the American Board of Emergency Medicine. Additionally, Dr. Levine serves as the Adjunct Professor of Medical Informatics at the School of Continuing Studies, Northwestern University, and the Assistance Professor of Emergency Medicine at Rush Medical School.



Seth Kamber

Trustee

Seth Kamber is the President and Founder of Barking Dog Technologies, providing reliable consulting services to small- and mid-size businesses. Seth offers a valuable and unique perspective on business operations by combining technology, sales and marketing into a cohesive system that drives corporate growth and increased revenue. Through his extensive experience, Seth brings advanced fundraising skills and program implementation competence to the organization's Board of Directors. A graduate of the University of Denver, he is also an active participant and advocate for The Friendship Circle, an organization serving to support children with special needs and their families.

Our Staff



Clorinda Walley

*Executive Director &
Ex Officio Board Member*

Clorinda Walley leads the charity with more than 8 years of experience in the healthcare industry and over 6 years in strategic philanthropy. She effectively oversees the strategic and operational responsibility for the staff and programs for Good Days from CDF, as well as the expansion and execution of its mission. With in-depth knowledge of the organization's core programs, operations and business plans, Clorinda ensures the organization's programmatic excellence. With her proven expertise, Clorinda has continuously ensured consistent quality of finance and administration, procurement of donations, internal and external communications and development of all patient care initiatives.



Peggy Foley

Senior Director of Marketing

Peggy Foley has more than 25 years of experience in the marketing and communication industries, with expertise in cause-related branding and public fundraising. During her time with Good Days from CDF, Peggy has branded and launched the organization's primary fundraising initiatives. Heading the efforts to raise more public awareness of chronic disease, her commitment has led to notable increased support for the programs Good Days from CDF provides for patients. Peggy is also responsible for creating and producing The Exchange—Good Days' unique addition to the Patient Assistance conference scene—designed to provide exceptional educational and business networking opportunities with thought leaders and peers throughout the healthcare industry.

Our Staff



Tricia Freels

PHR, Treasurer & Secretary

Tricia Freels is a certified professional in human resources for Walgreens Specialty Pharmacy. With more than 15 years of experience, she has effectively led numerous corporate initiatives and is known for creating highly effective employee-relations practices. Along with her extensive experience in the Specialty Pharmacy industry, she has profound knowledge in the areas of strategic management, organizational development, overseeing organizational leadership and culture, and ensuring compliance with employment laws. Tricia is additionally skilled in mergers and acquisitions, talent management, succession planning and diversity and inclusion initiatives. A graduate of University of North Texas with a bachelor's degree in business administration, Tricia's current focus is on organizational behavior and human resource management.