

New Day Foundation for Families Co-Founder Gina Kell Spehn Named 2025 Leader In Philanthropy

New Day's Gina Kell Spehn named as a recipient of 2025 Notable Leader in Philanthropy award by Crain's Detroit Business.

ROCHESTER HILLS, MI, UNITED STATES, June 16, 2025 /EINPresswire.com/ -- Crain's Detroit Business today announced it has named [Gina Kell Spehn](#), co-founder and president of [New Day Foundation](#) for Families (New Day), as a recipient of its 2025 Notable Leader in Philanthropy award. New Day is the only nonprofit in Michigan providing both financial assistance and emotional support to families navigating any type of cancer.

Kell Spehn has served as president of New Day for 18 years, leading with a personal commitment to helping Michigan families who are facing cancer. At the heart of her work is a guiding principle: people first. Kell Spehn is engaged in leading all facets of the nonprofit. She oversees a \$2 million annual budget and has a dedicated board and staff including a strong leadership team that is committed to the strategic plan and vision.

"I hope that my leadership is defined not just by results, but by an intentional team focus on seeing and serving the human being behind the diagnosis," said Kell Spehn. "I am focused on scaling New Day's programs while ensuring long-term sustainability through an endowment and strategic growth planning. This clear focus will help the organization meet rising demand while remaining anchored in its core values of earning trust, prioritizing people, and serving with compassion."



Gina Kell Spehn is a 2025 Leader in Philanthropy, awarded by Crain's Detroit Business

There are many stakeholders in the cancer healthcare community, and Kell Spehn has made it her mission to impress upon them the devastation caused by financial toxicity, along with how New Day provides help and hope for thousands of Michigan families. By the end of 2024, New Day had supported over 12,500 people in collaboration with more than 120 hospitals and cancer centers in 75 of Michigan's 83 counties. New Day exists to provide economic stability for families affected by cancer statewide.

"Cancer patients need more than medicine and deserve a holistic standard of care that includes essential support services," added Kell Spehn. "Addressing financial toxicity and emotional stress is critical to improving health outcomes. Having recently been part of a discussion on these issues with 200 Michigan-based cancer providers who aim to prioritize the financial, social, and emotional health of their patients gives me hope for the future of healthcare."

“

I hope that my leadership is defined not just by results, but by an intentional team focus on seeing and serving the human being behind the diagnosis."

*Gina Kell Spehn, president
and co-founder of New Day
Foundation*



Gina and New Day have helped more than 12,000 Michiganders facing cancer by providing financial and emotional support.

New Day Foundation for Families is the only nonprofit in Michigan providing both financial assistance and emotional support to families navigating any type of cancer, anywhere in the state. New Day pays critical living expenses directly to creditors to cover housing, utilities, transportation, groceries and other essential household expenses, while also providing emotional support to cancer patients and their family members. Hospitals and cancer centers statewide rely on New Day to support families suffering a significant loss of income due to a cancer diagnosis. New Day is a Charity Navigator 4-star

nonprofit, Platinum Level Guidestar organization and top-rated nonprofit by Great Nonprofits.

Heather Blasko
New Day Foundation For Families
+1 248-310-7405
[email us here](#)
Visit us on social media:
[LinkedIn](#)
[Instagram](#)
[Facebook](#)
[YouTube](#)



Each year, New Day ensures that hundreds of Michigan families who have lost income due to a cancer diagnosis can afford to meet their basic needs, including housing, utilities, food and transportation.

This press release can be viewed online at: <https://www.einpresswire.com/article/822430159>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.