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Dear Friends,

Four years ago, the idea of a national screening program for the un- and under-insured was just a dream. The Food and Drug Administration (FDA) and Medicare frequently made decisions about colorectal cancer coverage and drugs without input from patients. And Congress was largely unaware of how many butts were uncovered.

Not anymore. In 2005, C3: Colorectal Cancer Coalition (C3) was formed, stepping up to give a voice to the individuals and families struggling with colorectal cancer. We help them tell their stories and put human faces to impersonal statistics, affecting dramatic change along the way.

Today, C3 remains dedicated to providing focus, infrastructure and support for the growing colorectal cancer advocacy movement. Through its efforts, C3 has quickly become recognized as a leading national patient advocacy organization.

C3's growth and success have been possible only because of the generosity and passion of each and every one of our donors, advocates and, of course, the frontline fighters – the individuals and families who are directly affected by colorectal cancer.

We see that passion every day at C3 in …

… the researchers whose work we support
… the families who unite to keep a loved one alive and fighting
… the individuals who raise funds to fuel our fight
… the faces of the advocates — many of them actively fighting cancer — who bring their personal passion to C3's efforts.

C3 brings the voice of patients to the highest levels—to the President, the halls of Congress, and leading medical research centers—as well as to offices of local physicians and the kitchen tables of patients and families across the United States.

We make that voice heard by recruiting, training and empowering grassroots and research advocates who work hand-in-hand with C3 to share their personal experiences and focus their passion to change the future.

C3 knows that a national commitment to better prevention, screening and treatment of colorectal cancer will one day make colorectal cancer no more deadly than the common cold.

We know that you share our vision, as do our dedicated advocates, and the more than one million people in the U.S. with a history of colorectal cancer. We share this vision with the 150,000 Americans who will be diagnosed in 2010, and the 50,000 who will not survive next year. Our promise to all of them. We will work in your honor and in your memory, to rid the world of colorectal cancer.

Noted anthropologist Margaret Mead said it best: “Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it’s the only thing that ever has.” Thank you for your past support. We look forward to working with you in the future to continue changing the world of colorectal cancer.

Sincerely,

Carlea Bauman, President
C3: Colorectal Cancer Coalition

C3's Mission
To win the fight against colorectal cancer through research, empowerment and access.
C3 is dedicated to bringing the message, loud and clear, to the public and to people living with colon or rectal cancer that colorectal cancer can be prevented, detected early enough to be cured, and treated successfully even in later stages.

C3 serves people coping with colorectal cancer—patients, family members, and loved ones. They need access to timely, pertinent and medically reviewed information about colorectal cancer so they can work with their doctors to make the best possible health care decisions.

C3 also serves the people working to change the future of colorectal cancer—advocates, health care providers, researchers, and policy makers. They need to know what’s happening in the world of colorectal cancer advocacy, and what they can do to make a difference.

To accomplish these goals, C3 provides information tiered to all levels of complexity—from basic, clear facts for those just learning about the disease, to detailed descriptions of state-of-the-art treatment protocols, to research findings just emerging at scientific meetings, to policy issues of the day.

To make this information easily accessible 24/7, we use a variety of media:

- Frequent news posts, plus monthly email updates
- Our continuously updated website
- Printed newsletters mailed three times a year
- A Toll-free Answer Line, so patients can talk with experienced C3 associates to get answers to their colorectal cancer questions

The Centers for Disease Control reports that as many as 60% of deaths from colorectal cancer could be prevented if everyone age 50 and older were screened regularly.
Research

TEN YEARS AGO, colorectal cancer was very much the cancer that no one spoke about. Too often, people at risk didn’t even know they were at risk because family members were reluctant to use the words colon or rectal.

Ten years ago, Medicare didn’t cover screening colonoscopies, and screening wasn’t routinely offered as part of preventive care. Thus, too many patients were diagnosed late, when treatment is less effective. And back then, there were only two chemotherapy drugs available for treatment.

Today, research has proven that routine screening after age 50 saves lives and dollars by detecting precancerous polyps. Colorectal cancer can be prevented.

Today, when patients are screened and diagnosed at the earliest stage, about 90% can be cured with surgery alone. Colorectal cancer can be cured.

Today, patients with more advanced cancers have numerous treatment choices, including targeted biologic therapies, advanced surgical techniques and interventional radiology. Some people diagnosed with stage IV colorectal cancer can be cured, and those who cannot are living longer than ever before.

Research will bring us a low-cost accurate screening test, personalized treatment, curative treatment for stage IV disease, and better ways to cope with treatment side effects and improve quality of life during treatment.

Today, research is finding biomarkers to predict which medicines will help which patients, new molecular targets to attack and treatments to do it with, and tests to help personalize treatment. Our challenge is to translate this research into safe and effective treatments for patients.

Research Activities

Research Regulation

In the world of research, there are many vital behind-the-scenes regulatory and policy issues that are invisible, but directly affect colorectal cancer patients. In 2009, C3 staff and research advocates:

• Continued efforts to improve the clinical research enterprise through the NCI Clinical Trials and Translational Research Advisory Committee; the FDA-Duke Clinical Trials Transformation Initiative; NCTs Gastrointestinal Steering Committee and associated task forces, and Brookings Institute Conference on Clinical Cancer Research
• Supported National Institute of Health (NIH) and FDA efforts to improve the transparency and quality of data reported in clinical trials
• Provided comment to FDA Advisory Committee meetings about the use of diagnostics for personalized cancer treatment and sedation during colonoscopies
• Worked with the Centers for Medicare and Medicaid Services and key research organizations to quickly integrate KRAS research findings into clinical practice
• Continued to work with the NIH and NCI to ensure its data system accurately tracks colorectal cancer research spending—a key to future public research funding

Research Advocates

C3 works with and trains research advocates who sit on key academic and government committees that regulate, fund or oversee research, to improve their ability to effectively participate in the research process and best provide the patient’s perspective during the design of clinical trials. In 2009, research advocates brought the patient’s perspective to:

• The Food and Drug Administration
• National Cancer Institute and research groups funded by NCI
• Institutional Review and Data Safety Monitoring Boards overseeing clinical trials

In addition, C3 advocates are working with NCI to define the role of research advocates across the spectrum of NCI activities, and develop appropriate training and support mechanisms for the advocates.

The Lisa Fund

Lisa Dubow, a C3 founder, credited cutting-edge research and clinical trials for her nine-year survival with stage IV colorectal cancer. Prior to her death in 2007, the Lisa Fund was established specifically to support research on late-stage colorectal cancer treatments. Fully 100% of every donation to the Lisa Fund goes directly towards research. C3 works in conjunction with the American Association for Cancer Research (AACR) to administer the grant to a promising young researcher.
Policy & Advocacy

What inspires people to dedicate their time and talents in the fight against colorectal cancer? In C3’s experience, the stimulus is twofold:

• Passion: When a personal connection makes the statistics suddenly all too real
• Empowerment: When a person receives the skills, tools, knowledge and peer support to transform their actions from well-intentioned to powerful

C3’s goal is to provide our grassroots advocates with the tools they need to constantly, loudly and effectively advocate for both funding and policies—the laws, regulations, and priorities in both the public and private sectors—that drive the nation’s prevention, detection, research and treatment of colorectal cancer.

In the four years since its founding, C3 has emerged as one of the most respected colorectal cancer advocacy organizations in the U.S. by:

• Empowering our national network of grassroots advocates so they can mobilize at a moment’s notice
• Collaborating with like-minded coalitions
• Strategically engaging C3 advocates and staff in all 50 states and with the federal government to lobby for increased funding, research, screening and treatment

According to the Centers for Disease Control, when colorectal cancer is found early and treated, the five-year relative survival rate is about 90%. Unfortunately, because screening rates are low, less than 40% of colorectal cancers are found early.

Congressional Butt-In

After traveling to our nation’s capital, C3’s friends from across the nation continued to make their voices heard within Congress. C3’s annual Congressional Butt-in phone blitz generated 3,000 calls on one day (an increase of 33% over 2008) to Congressional offices, urging support of colorectal cancer screening coverage.

The advocates’ personal visits and phone calls played a vital role in advancing legislation that will create a national screening and treatment program for colorectal cancer. In the weeks following C3’s Call-on Congress, Congressional Butt-In, and the Cover Your Butt campaign, more than 40 Representatives signed on to sponsor H.R. 1189, The Colorectal Cancer Prevention, Early Detection and Treatment Act.

Collaboration

C3 collaborates with multiple coalitions to bring the patient’s voice to every table that matters. C3 works with groups such as the National Colorectal Cancer Roundtable, Cancer Leadership Council, One Voice Against Cancer, Alliance for a Stronger FDA, and the Partnership to Improve Patient Care.

Grassroots Advocacy

Over the past three years, C3 has trained nearly 150 grassroots advocates. C3 teaches how to effectively bring personal stories and passion to key legislators and policy-makers at the national, state, and community levels. C3 regularly supplies the C3 advocate network with new tools and up-to-the-minute information to make their actions more effective.

Call-On Congress

C3 trained 65 colorectal cancer advocates—patients, survivors, families, and caregivers—at the 2009 Call-on Congress. Many had never been to Washington, D.C., let alone lobbied Congress. At the training, C3 staff, advocacy experts and a Member of Congress reviewed the ins and outs of effective lobbying. Physicians also spoke on issues related to treatment and research funding. On the last day, the advocates flooded the halls of Congress in their Cover Your Butt t-shirts, holding more than 80 face-to-face meetings with Members of Congress and their staff.

“... There's no reason we shouldn't be catching diseases like breast cancer and colon cancer before they get worse. It saves money, and it saves lives.”
— President Barack Obama before a joint session of Congress on September 9, 2009

Former C3 Director of Policy Receives National Honor

Former C3 Director of Policy Joe Arite was honored for his work during his tenure at C3, receiving the Cancer Prevention Laurel for Advocacy during a ceremony in April of 2009 at the National Dialogue for Action in Baltimore, MD. The Prevent Cancer Foundation created the Cancer Prevention Laurel to recognize and celebrate innovators and leaders in the fight against colorectal cancer.

The Prevent Cancer Foundation recognized Joe for his “dedication and work as Director of Policy at the Colorectal Cancer Coalition and manager of its grassroots action committee,” also noting his role in C3’s Call-On Congress, Congressional Butt-In and the Cover Your Butt campaign.

C3 President Carlea Bauman and former C3 Director of Policy Joe Arite present Rep. Kay Granger (R-TX) with a Cover Your Butt shirt for her efforts in sponsoring H.R. 1189, The Colorectal Cancer Prevention, Early Detection and Treatment Act.
Policy Actions in 2009

- C3 worked with Congressional leaders to draft and introduce legislation creating a National Colorectal Cancer Screening Program for low-income, under- and uninsured people aged 50 to 64. With bipartisan sponsorship, the Colorectal Cancer Prevention, Early Detection, and Treatment Act (H.R. 1189) would create a program modeled after the national breast and cervical cancer screening programs.
- C3 supported the House “Coverage Act,” which would require private insurers to cover colorectal cancer screening.
- C3 advocated for, and saw passage of a resolution in the U.S. House of Representatives urging the federal government to make fighting colorectal cancer a priority and recognizing the tenth anniversary of Colorectal Cancer Awareness Month.

According to a Lewin Group study, if H.R. 1189 passed, increased screening of pre-Medicare citizens (age 50 to 64) could save Medicare at least $13 billion. The earlier the screenings start, the greater the savings to Medicare.

- To reinvigorate the war on cancer, C3 worked with sponsors Sen. Edward Kennedy (D-MA) and Kay Bailey Hutchison (R-TX) on the 21st Century Cancer ALERT Act (Access to Life-Saving Early Detection, Research, and Treatment).
- C3 endorsed The National Cancer Fund Act to increase NCI funding which has decreased 16% since 2003 (adjusted for inflation).
- C3 worked with Defense Appropriations Committee leadership in both the House and Senate to establish a new Peer Reviewed Cancer Research program within the Department of Defense that will focus on colorectal cancer research.
- During the health care reform debate, C3 staff and advocates worked with both Congress and the Administration on provisions that impact colorectal cancer patients, such as elimination of pre-existing condition exclusions; protections from annual and lifetime insurance limits; and increased screening coverage.

Fueling the Fight Against Colorectal Cancer

www.FightColorectalCancer.org/donate

IN 2009, AN ESTIMATED 150,000 MEN AND WOMEN IN THE U.S. WILL BE DIAGNOSED WITH COLORECTAL CANCER.

Prevention, early diagnosis, and personalized treatments will save lives and dollars. C3 staff and advocates work every day of the year to make that happen—and the generous support of our donors provides the fuel that make our fight possible. C3 runs a lean, efficient operation so that every dollar invested by our donors results in action and impact.

C3 offers a variety of ways for people to contribute financially.

Individual Gifts

Individual donations ensure C3’s ongoing financial strength and ability to expand efforts in research, policy and education & awareness. Donations can be designated for a specific program.

Memorial and Tribute Gifts

Memorial gifts, in honor of individuals who lost their personal battle, are a powerful way to keep their spirit alive. Tribute gifts celebrate and support individuals currently fighting and surviving this deadly disease. Many gifts honor a birthday or anniversary. C3 recognizes those honored and memorialized in each issue of its newsletter, Momentum.

C3 Lisa Fund Donations

The C3 Lisa Fund provides an annual grant to a researcher working on treatments for late-stage colorectal cancer. 100% of every donation to the Lisa Fund goes directly to the research grant, which is administered by C3 and the American Association for Cancer Research. More information about the Lisa Fund grants can be found at www.FightColorectalCancer.org/LisaFund.
THANK YOU TO OUR DONORS

July 1, 2009 to June 30, 2010

Thank you to all our donors for your support over the past year.

ORGANIZATIONS

$200,000 +

William Mygatt Squibb Company

Crowne Plaza Hotel

$150,000 - $200,000

Angeles Chamber of Commerce

$100,000 - $149,999

San José State University Foundation

$55,000 - $99,999

Safeway

$25,000 - $49,999

Angen AG

$10,000 - $24,999

Argonne National Laboratory

THANK YOU TO OUR DONORS

(1) July 1, 2009 to June 30, 2010

Appelbaum, Mark

$500 - $999

Armand M. Hammer Institute

$250 - $499

Artis, Sharon

$200 - $499

AsianCare

$100 - $199

ASIF SBP Center

$50 - $99

ASG

$25 - $49

AT&T

$10 - $24

Avenue of the Arts

$5 - $9

Wendy Williams

$1 - $4

Wendy Williams

$0.50 - $4

All Saints' Episcopal Church

$0.05 - $0.49

Pamela Ryan

$0.01 - $0.05

Larry Rudick

$0.00 - $0.01

Wendy Williams
2008/2009 Financial Highlights
Audited Statement of Activities for year ending June 30, 2009

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**CHANGE IN NET ASSETS**
$90,823
$37,457
$128,280

**NET ASSETS, BEGINNING OF THE YEAR**
385,782
10,291
396,073

**NET ASSETS, END OF YEAR**
$476,605
$47,748
$524,353