

CHAMPIONS OF HOPE

IMPACT REPORT 2021



FIGHT COLORECTAL CANCER™



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FIGHT CRC'S FISCAL YEAR IS JULY 1, 2020 - JUNE 30, 2021



OUR MISSION

We FIGHT to cure colorectal cancer and serve as relentless champions of hope for all affected by this disease through informed patient support, impactful policy change, and breakthrough research endeavors.



GROWTH AND GRATITUDE



@ANJEEDAVIS

TO OUR COMMUNITY OF RELENTLESS CHAMPIONS,

We've all been through a lot in the past fiscal year. We went from a worldwide shutdown to great excitement and hope as the world reopened. Yet, it looked very different. One constant that remained: The Fight CRC community remained relentless. No matter the challenges, we never gave up.

We created new ways to stay connected as a community. While life behind a screen had its difficulties, we felt each other's presence, despite being unable to meet in person. Masks became the new normal and so did social distancing. **Together, we were flexible—we bent, but we didn't break as we reminded our community that no one fights alone.**

Across all our programs, our impact grew—it never stalled or waived—and we have you, our champions, to thank. Thank you for fighting with us.

Because of your support:

- Over \$250 million was awarded to colorectal cancer research by the National Cancer Institute (NCI).
- The Removing Barriers to Colorectal Cancer Screening Act was signed into law after nearly a decade of advocating by our champions! This law closes a loophole in Medicare policy that caused unexpected out-of-pocket expenses for screening colonoscopies, which was a deterrent to screening.
- Four new states were awarded Fight CRC Catalysts grants totaling \$150,000 to push forward state policy change.
- More than 17,476 resources were shipped to patients and families across the country.
- **The screening age for average-risk individuals was lowered from age 50 to 45 by the United States Preventive Services Task Force (USPSTF). This was due in part to our relentless champions' advocacy efforts and will save lives!**

Together we celebrated incredible wins this past year. But we can't stop fighting—at the start of the pandemic, colorectal cancer screening dropped by 90%.

Conveying the importance of getting screened for colorectal cancer is difficult enough. COVID-19 compounded the issue as we faced a national crisis that required and forced hospital systems across the country to stop all preventive and elective services. This forced us to find innovative ways to continue informing the public of the urgency for routine colonoscopies, while encouraging scheduling as medical facilities and offices began to open for care.

We continued to reach people during an extremely isolating time through our online resources and our social media channels, which you'll see reflected in the following pages.

Thank you for your continued support of Fight CRC and our mission. With your help, we will continue on a path to a cure for colorectal cancer.

Sincerely,

Anjee Davis

Anjee Davis, MPPA
President

CHAMPION HIGHLIGHTS



COMMUNITY OF CHAMPIONS

Our patient community is fighting for their lives. That's why we put so much emphasis on impact. We're building a community of catalysts—people with the power to drive promising research, fight stigma, and bring the issues we face into focus. Colorectal cancer can't be wished away. But it can be fought—with science, wisdom, and support.

We've learned from hard, personal experience—effective advocacy doesn't whisper. It fights. Together, we fight to win.

Our volunteers are the muscle behind resource distributions, handwritten thank-you notes, events, social media stories, fundraising, and more. We wouldn't exist without them.



AMBASSADORS

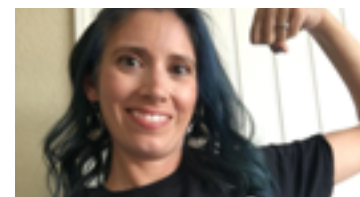
Due to COVID-19, the class of 2020-2021 Ambassadors was unable to attend any in-person Fight CRC events during their introductory year. They attended a virtual training weekend, virtual Call-on Congress, and Climbed for a Cure in their local communities. They rose to the challenge and found new ways to raise awareness, funds, and conversation around colorectal cancer.



Gwendolyn Bryant

Caregiver Gwendolyn Bryant was asked to speak about colorectal cancer at a self-care awareness event in Jacksonville, Florida. Keeping her daughter's legacy alive, she motivated two attendees to schedule their colonoscopies and several others to set up screenings with their doctors.

Stage III rectal cancer survivor, Jelena Tompkins, partnered with a Colorado Springs pizzeria and other local businesses to host a raffle and fundraising event. With a \$500 goal set, Jelena raised more than \$5,000 for colorectal cancer research!



Jelena Tompkins



Evan White

Evan White, a 2020-2021 Ambassador, organized a March Madness fundraiser in support of Fight CRC. He gathered his friends and family to create their own brackets, and partnered with organizations to provide prizes to the winners. He shattered his fundraising goal and donated more than \$9,500 to Fight CRC.

Evan passed away in October 2021, and his death has created a huge hole in our hearts. We will continue to honor, advocate, and fight in memory of Evan and all those we've lost.

GRATITUDE TEAM

Fight CRC's volunteer committee dedicated to saying "thank you" is coined our Gratitude Team.

This group of volunteers handwrite personalized thank-you notes to every donor.



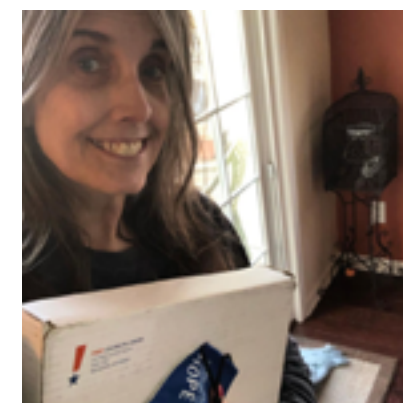
This year, our Gratitude Team wrote more than 3,039 thank-you notes!



RESOURCE CHAMPIONS

Resource Champions are dedicated volunteers who help us deliver critical awareness and patient education resources into their local communities, getting materials into the hands of those who need them most.

This year, 831 Resource Champions distributed more than 17,476 resources



RELENTLESS PATIENT SUPPORT



EMPOWERING CHAMPIONS

Our donors supported patients dealing with colorectal cancer, no matter where they were, and ensured they had access to medically reviewed resources. Our resource library continues to provide answers and guidance in a time when patients need them most.

RESOURCE HIGHLIGHTS

FightCRC.org Totals:

1.1 million users
1.4 million visits

Resources Downloaded:

11,160

Top Resource Downloads:

Screening Mini Magazine
Your Guide in the Fight
Skin Toxicity Mini Magazine
Biomarker Packet



Beyond Blue Magazine

For the first time ever, we were unable to print *Beyond Blue*. In an effort to be intentional with our budget during an unpredictable time, we forged ahead and unveiled an all-digital version.



Delivering Personalized Treatment

Fight CRC partnered with Perthera, the market leader in precision oncology, to provide precision cancer care answers to patients with colon and rectal cancers.

The partnership focuses on delivering Perthera's Precision Medicine services to patients receiving Next Generation Sequencing or any other form of molecular testing. Perthera coordinates molecular testing and gets patient samples to participating labs as necessary.

"Perthera's exceptional capabilities are aligned with our mission to enhance colon and rectal cancer research, treatment, and policy. Our partnership will deliver exemplary value to patients, physicians, and our clinical trial sites across the nation."

Anjee Davis, MPPA
President of Fight CRC

HEALTH EQUITY AND CLINICAL TRIAL EDUCATION

Fight CRC formed the Health Equity Committee in 2020 and established partnerships to increase awareness of health equity issues and ensure cultural relevance in resource development. We must work together to change the statistics.

Black Americans make up approximately 18% of enrollees, while Latinx/Hispanic populations represent a mere 6% of trial participants. In nearly two-thirds of clinical trials, there is zero representation from Indigenous communities.

FIGHT CRC PARTNERS



RESOURCE DISTRIBUTION

More than 3,215 copies of Fight CRC's Clinical Trials Mini Magazine were distributed in both English and Spanish to 1,779 clinics and resource champions.

EDUCATION AND AWARENESS

We launched the Clinical Trial Conversations blog series with Maia Walker and Dr. Manju George. This series covers promising trials that are enrolling, lessons learned from research, tips on joining a clinical trial, and timely updates for our colon and rectal cancer community.

We recognize there is still substantial work to do to increase education and awareness around clinical trials, especially in racial and ethnic minority groups. We empower our community to change the status quo and take action to promote change!



Scan to read
Clinical Trial
Conversations

HEALTH EQUITY COMMITTEE MEMBERS:



Anjee Davis, MPPA



Michell Baker



Lisa C. Richardson,
MD, MPH



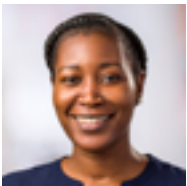
Fola May, MD, PhD



Curt Pesmen



Sophia Balzora, MD



Rachel Issaka, MD, MAS



Darrell Gray, MD, MPH



Carmen Fong, MD



Candace Henley

RELENTLESS ADVOCACY



We're building a community of catalysts: advocates with the power to drive policy, fight stigma, and bring the issues we face into focus.

CATALYST PROGRAM

Ensuring Access to Screening, Eliminating Out-of-Pocket Costs, and Using Funds for Prevention

In December 2020, Fight CRC awarded Kentucky, Nebraska, Rhode Island, and Texas grants as part of the Catalyst State-by-State Advocacy program. This program supports policy change at the state level to increase access to lifesaving colorectal cancer screening. These states joined the inaugural class of grantees: Arkansas, California, Colorado, and Louisiana.



CATALYST PROGRAM WINS

Through Catalyst program funding, grantee states successfully worked to advance policy to increase access to colorectal cancer screening.

We celebrate these wins as the following legislation was signed into law:

- Kentucky passed a law ensuring cancer screening and cancer risk genetic testing is covered for Medicaid patients.
- Kentucky passed a law allowing funds from a special colorectal cancer license plate to be used toward screening and prevention.
- Arkansas and Texas passed laws ensuring screening at age 45 is covered
- Arkansas, Rhode Island, and Texas passed laws eliminating out-of-pocket costs for patients who need a colonoscopy following a positive noninvasive screening test such as FIT or Cologuard.

SCREENING AGE LOWERED

In May, 2021, the United States Preventive Services Task Force (USPSTF) recommended lowering the screening age to 45. This lifesaving change aligns with the American Cancer Society's 2018 recommendation that screening begin at age 45.

We received nearly 1,600 signatures in support of this recommendation from patients, their loved ones, and medical professionals. Advocates also provided more than 1,100 comments explaining why they support lowering the screening age to 45 for average-risk individuals.



"I was diagnosed with stage IIIb cancer at 48 years old. I had no symptoms that would have indicated colon cancer prior to discovering a bulge in my lower abdomen myself. If I had been screened at 45, the disease would have been detected at an earlier stage, and I would not be dealing with stage IV cancer now, as my disease has progressed. Prevention is the key."

Tayde Castro
Survivor and Advocate

CLOSING LOOPHOLES: A DECADE OF ADVOCACY

Since 2012, Fight CRC champions have asked members of Congress to pass the Removing Barriers to Colorectal Cancer Screening Act, nicknamed the "Medicare Loophole" bill. **Our hard work paid off on December 20, 2020, when the bill was signed into law!**



This law corrects a loophole in Medicare policy where people received unexpected bills for polyp removal during a screening colonoscopy. The correction will happen gradually, with the cost being completely eliminated by 2030.

Relentless champions made this happen!

- More than eight years of advocating
- House of Representatives: co-signers increased from 48 to 344—a **617% increase**
- Senate: co-signers increased from 15 to 61 co-signers—a **307% increase**
- Advocates on the Hill grew from 60 to 150—a **150% increase**
- Virtual advocates grew from 872 to 1,480—a **70% increase**
- Thousands of emails and social media outreach to members of Congress

"We have been fighting to change this loophole since its inception [after the Affordable Care Act was passed in 2010]. Every congressman we spoke to about this agreed that it needed to be changed to save lives. Every year, we would come a little closer. It makes me think of the lives we lost because they never got screened for fear of the financial impact. I am extremely happy that this bill has finally passed and the lives that will be saved because of it."

Eric Hausmann
Executive Board Member, Advocate



RAISING AWARENESS



“MY CAUSE CLEATS”

On December 6, 2020, Denver Broncos player Trinity Benson championed colorectal cancer awareness with his cleats as the Broncos faced off against the Kansas City Chiefs. As part of the NFL’s My Cause My Cleats campaign, Benson chose to support Fight CRC to honor his mother, a stage III survivor, and raise awareness for colorectal cancer.



“I chose [Fight CRC] because it was something I have been personally affected by, and there is no better way to use my voice and my platform to bring awareness to an issue that can sometimes be caught in the shadows of some of the other cancers.”

Trinity Benson
Denver Broncos player

“I was in tears when I received the text with the picture of the cleats. Words cannot express what those cleats with the word “#DebraStrong” meant to me, and that I would have the kind of impact on my son that led him to show his deepest love and care for me that much.”

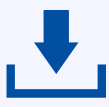
Debra Benson
Stage III survivor

MARCH 2021 COLORECTAL CANCER AWARENESS MONTH

ONLINE REACH:



Nearly **115,000** website visitors



More than **1,500** resource downloads

Awareness Month toolkit downloaded **600** times



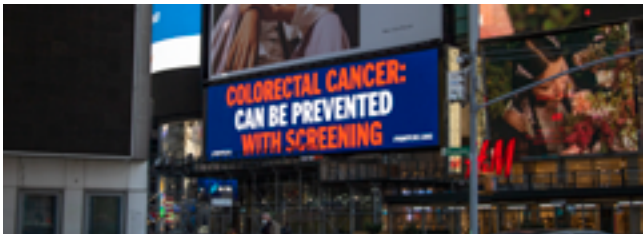
More than **\$22,000** donated



Over **4,000** new champion sign-ups

AMBASSADORS IN TIMES SQUARE

Fight CRC Ambassadors were featured in a Times Square Public Service Announcement, reaching an estimated 1.5-2 million people daily.



In March 2021, Fight CRC’s community of champions was featured by 396 media outlets, reaching an audience of 936 million!

FEATURED ON THE DOCTORS

Fight CRC Board Chair Dr. Angie Nicholas appeared on CBS’ national daytime show, The Doctors, to share her story, and discuss the importance of screening and raise awareness of the disease.

HOPE-FILLED RESEARCH



We serve as leaders convening the best and brightest innovators to engage and collaborate, which uniquely positions us to identify high-impact, breakthrough research efforts that continually provide hope and healing.

RESEARCH ADVOCACY

The Fight CRC Research Advocacy Training and Support (RATS) program has trained more than 40 advocates to sit on panels, ensuring the patient voice is at the center of important conversations impacting real lives. RATS have served on panels with the Department of Defense (DOD), the National Cancer Institute (NCI), the Food and Drug Administration (FDA), and Patient Centered Outcomes Research Institute (PCORI).

RESEARCH CHAMPION HIGHLIGHT

Fight CRC research advocates are helping to guide research led by Dr. Erin Van Blarigan at the University of California San Francisco (UCSF). Dr. Van Blarigan's research is investigating different interventions to help colorectal cancer survivors increase exercise and improve diet and BMI after diagnosis.

Four advocates are informing the study design and recruitment materials to ensure that the focus of the study remains patient-centric and can ultimately positively impact the quality of life of cancer survivors post-treatment.



"Dr. Van Blarigan's research quickly incorporates each advocate's suggestions to add 'real-world' exercise and diet advice without creating additional survivorship burdens on the patient. This type of survivorship research is crucial to understanding how to best support the patient community and ensure that the tools and recommendations are actionable."

Curt Pesmen
Stage III colorectal cancer survivor and research advocate contributing to the study

RESEARCH BREAKTHROUGH

Researchers at the Mayo Clinic analyzed tissue from over 100 patients with polyps and found differences between cancer-free polyps that do not return after being removed during a colonoscopy; cancer-free polyps that do return; and polyps that eventually turn into cancer. **These findings can help determine certain factors at the molecular level that might determine whether a polyp becomes cancerous or not.**

Dr. Lisa Boardman was awarded \$200,000 in 2020 to develop the Fight CRC PreCancer Biobank. Fight CRC's board member Ron Doornink, through the Ron and Martha Doornink Foundation, provided a \$150,000 contribution for this project to Fight CRC, and the Colon Cancer Coalition graciously matched \$50,000, donated by Dan and Paula McQuillen.



*"Brilliant researchers like Dr. Boardman often struggle to get funding for out-of-the-box research proposals that have the potential to deliver fantastic results, but may not succeed. That's because the big providers of funding are quite risk-averse. This is where the Fight CRC community comes in. **Together, we can be the kickstarter of the colorectal cancer research world.** Dr. Boardman's program, funded with the help of Fight CRC, demonstrates that we can do this successfully!"*

Ron Doornink
Fight CRC Board Member

GENETICS AND FAMILY HISTORY ADVISORY COUNCIL

Fight CRC launched the Genetics and Family History Advisory Council in September 2020 in honor of the late Dr. Dennis Ahnen, a Medical Advisory Board member and legend in the field of colorectal cancer prevention and control. In all of his clinical and research endeavors, he stressed the need to ensure the work and priorities of colorectal cancer research and practice made a measurable impact. One of those areas was identifying families at higher risk due to family history or genetic predisposition to colorectal cancer, and advocating for increased and earlier screening and better surveillance for that group. The goal of the Genetics and Family History Advisory Council is to passionately move this work ahead to save lives.



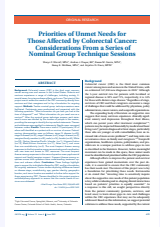
FIGHT CRC'S RESEARCH FEATURES



Fight CRC President, Anjee Davis, joined authors Dr. Nilo Azad, Rebecca Siegel, Dr. Christopher Jakubowski, and Dr. Stacey Fedewa in publishing a book chapter, *Colorectal Cancer in the Young: Epidemiology, Prevention, Management*



"Colorectal Cancer Doesn't Discriminate by Age," authored by Andrea (Andi) Dwyer, advisor to Fight CRC's Patient Education and Research Team, included Fight CRC's recommendations from our 2019 early-age onset research blueprint.



Responding to Priorities of Unmet Needs for Those Affected by Colorectal Cancer (CRC): Considerations from a Series of Nominal Group Technique Sessions.



Understanding the impact of COVID-19 on the colorectal cancer community: Barriers and opportunities for care.



EVENTS



CLIMB FOR A CURE

Due to COVID-19, the 2020 Climb for a Cure was 100% virtual. We were able to activate relentless champions of hope across the country with a challenge to get moving and raise funds for colorectal cancer research.



CLIMBERS ACCOMPLISHED:


10 MILLION+
STEPS


\$257,213
RAISED


2,200
DONORS


873
PARTICIPANTS


477
FUNDRAISERS

COLOGUARD® CLASSIC

Fight CRC was proud to partner with Exact Sciences for the 2021 Cologuard Classic, February 26-28 in Tucson, Ariz.

This was our fourth year participating in the annual golf tournament sponsored by Exact Sciences. Three colorectal cancer survivors were able to attend in-person and 12 survivors were honored virtually by PGA Tour Champions during the tournament.



We recieved a \$50,000 donation.



CALL-ON CONGRESS

Call-on Congress is Fight CRC's signature advocacy event, held every year since 2007. Although it is historically hosted in person in Washington, D.C., each March, the pandemic added some challenges.


Call-on Congress was 100% virtual. Not only were we still able to make a big advocacy impact, we also provided opportunities for advocates to connect with one another.



DAY OF ACTION HIGHLIGHTS:

 **101** Hill meetings took place virtually.

 **7.2K** tweets and retweets set to the president and vice president.

 **970** emails to President Biden and Vice President Harris asking them to prioritize colorectal cancer Research.

 **663K** reached with #PrioritizeCRC.

RALLY ON RESEARCH: EARLY-AGE ONSET COLORECTAL CANCER

By 2030, colorectal cancer is expected to be the leading cause of cancer deaths for those ages 20-49. Fight CRC brought together a global community to discuss the impacts of the rising rates of EAO CRC, and what the advocacy and medical communities, can do to change this trend.

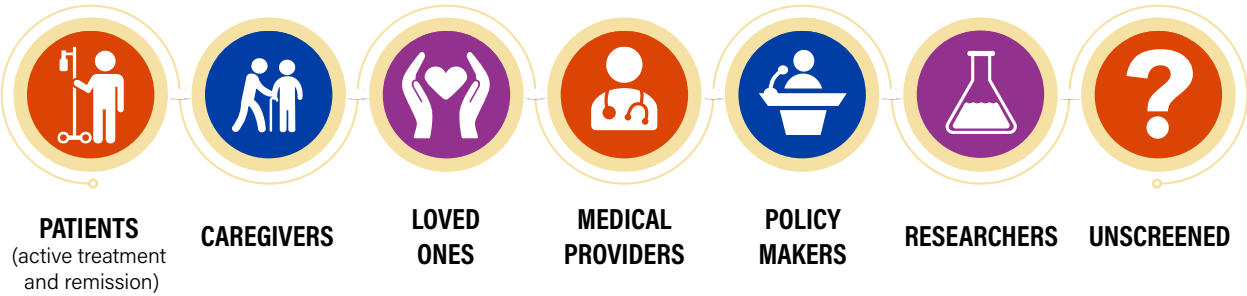
More than 500 researchers, clinicians, and patient advocates from 35 countries focused on EAO CRC research, clinical care, and advocacy. We felt it was imperative to bridge the advocacy and scientific communities while creating an engaging space to listen and learn from one another.



"There is incredible urgency worldwide to address EAO CRC from early detection to prevention and understanding what causes the disease. The only solution is a global approach—we have to keep the momentum, which requires researchers, clinicians, and advocates working alongside each other to make progress. I am thrilled at the overwhelming response to the Rally on Research, but we have a lot of work to do to save lives. We must put the conversation into action."

Andrea (Andi) Dwyer
Advisor to Fight CRC Patient Education and Research
University of Colorado Cancer Center

WHO WE SERVE



BY THE NUMBERS

Number of Champions*

52,503



Social Followers*



30.2K



11.7K



10.6K

Community Growth



NEW CHAMPION
SIGNUPS:

1,921



NEW RESOURCE
CHAMPIONS:

81



NEW ADVOCATE
SIGNUPS:

559

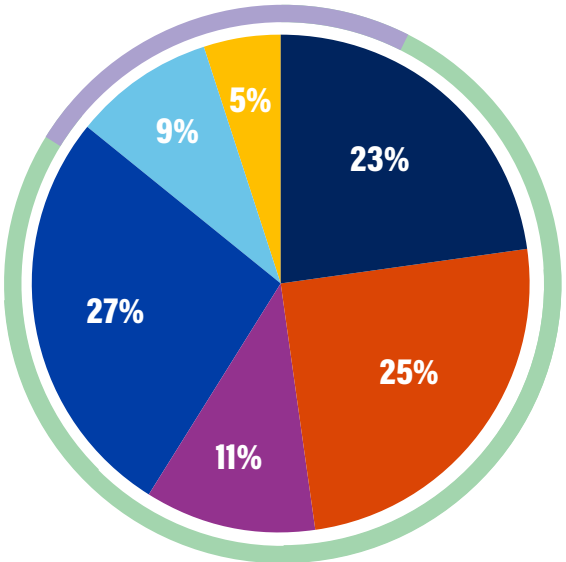
*Reflects opt-ins and followers as of June 30, 2021

REVENUE

\$2,279,901

EXPENSES

- Awareness
\$752,398.21
- Policy
\$692,104.83
- Patient Education
\$639,467.74
- Research
\$306,378.28
- Management
\$240,851.47
- Fundraising
\$156,764.01



PROGRAM SERVICES
Total
\$2,390,349.06
SUPPORTING SERVICES
Total
\$397,615.48
Total Spent for Programs and Supporting Services:
\$2,787,964.54

MAJOR FUNDING SOURCES



See page 18 for all of our FY21 financials.

2021 FINANCIALS

BALANCE SHEET *FISCAL YEAR ENDING JUNE 30, 2021

ASSETS	2021	2020	LIABILITIES	2021	2020
CURRENT ASSETS			CURRENT LIABILITIES		
Cash	\$3,207,519	\$2,821,094	Accounts Payable	\$125,798	\$13,521
Contribution Receivable	\$584,553	\$554,520	Accrued Vacation	\$63,984	\$53,428
Prepaid Expenses	\$14,157	\$49,156	Accrued Payroll	\$50,847	\$51,539
Inventory	N/A	N/A	Credit Card Payable	\$37,235	\$13,474
TOTAL (CURRENT ASSETS)	\$3,806,229	\$3,424,770	PPP Loan	\$0	\$0
FIXED ASSETS			TOTAL (CURRENT LIABILITIES)	\$277,864	\$131,962
Furniture and Equipment	\$18,834	\$12,352	EQUITY		
Computers	\$57,800	\$49,306	Without Donor Restrictions	\$3,126,130	\$2,421,837
Website Design and Maintenance	\$106,293	\$78,330	With Donor Restrictions	\$1,870,088	\$2,574,384
Leasehold Improvements	\$20,614	\$614	2021 Net Loss	-\$272,044	N/A
Less Accumulated Depreciation	-\$80,612	-\$38,555	TOTAL (NET ASSETS)	\$4,724,174	\$4,996,221
TOTAL (FIXED ASSETS)	\$122,929	\$102,047	TOTAL LIABILITIES AND EQUITY		
OTHER ASSETS			\$5,002,038	\$5,128,183	
Security Deposit	\$0	\$0			
Long-Term Pledging	\$1,072,880	\$1,601,366			
TOTAL (OTHER ASSETS)	\$1,072,880	\$1,601,366			
TOTAL ASSETS	\$5,002,038	\$5,128,183			

REVENUE

Interest and Other	\$302,957
Product (e-commerce)	\$14,423
Program Fees (event)	\$287,570
In-Kind Donations	\$0
Individual Donations	\$184,370
Board Donations	\$58,626
Tribute Gifts	\$467,054
Pharma/Corp/Foundation	\$1,198,241
TOTAL	\$2,513,241

PROGRAM REVENUE

General	\$1,205,294
Fundraising	\$495,791
Research	\$85,905
Patient Education	\$382,812
Policy	\$187,033
Awareness	\$156,406
TOTAL	\$2,513,241

STATEMENT OF ACTIVITIES *FISCAL YEAR ENDING JUNE 30, 2021

INCOME	2021	2020	PROGRAM AND SUPPORTING SERVICES EXPENSES	
Contributions Unrestricted	\$1,734,869	\$2,454,236	PROGRAM SERVICES	
Contributions Restricted	\$173,422	\$2,508,884	Research	\$306,215
Product Sales (e-commerce)	\$14,423	\$6,456	Patient Education	\$639,002
In-Kind Donations	N/A	N/A	Policy	\$691,749
Interest Income	\$17,492	\$20,342	Awareness	\$751,076
Event Revenue	\$287,570	\$223,167	TOTAL (PROGRAM)	\$2,388,042
Other Income	\$285,465	\$238,528		
TOTAL (INCOME)	\$2,513,241	\$5,451,613	SUPPORTING SERVICES	
			Management	\$240,549
			Fundraising	\$156,694
			TOTAL (SUPPORTING)	\$397,243
			TOTAL EXPENSES	\$2,785,285

Fight CRC was awarded a \$2,722,500 multi-year, unrestricted grant from Exact Sciences, payable in installments of \$544,500 over a 5-year period. Accounting standards require the grant be recognized in the year awarded as all conditions related to the grant have been met. The entire \$2,722,500 is included in income for FY19 even though the cash associated with the grant will be received in installments.

*Due to the 2020 Impact Report being released prior to the audited financial statements, certain reclassifications have been made to the 2020 financial information to conform to the 2020 audited financial statements.

RELENTLESS ★★★ CHAMPIONS ★★★ OF HOPE

AMGEN
Oncology



 Bristol Myers Squibb™



 **Einstein**
MEDICAL CENTER MONTGOMERY

**EXACT
SCIENCES**

 **FOUNDATION
MEDICINE®**

Genentech
A Member of the Roche Group

 **GUARDANT™**

INTUITIVE

Lilly | ONCOLOGY

 **MERCK**

 **natera**

**NO SHAVE
NOVEMBER**

 **Pfizer**

Quicken Loans
Engineered to Amaze™

 **Seagen®**

 **TAIHO ONCOLOGY**

FIGHT COLORECTAL CANCER

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