

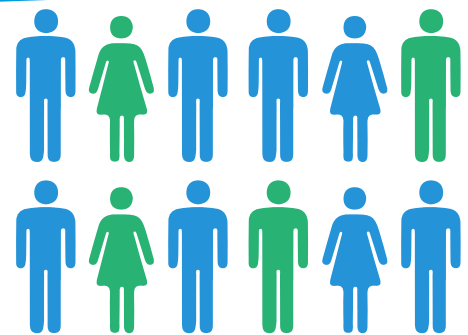
JULY 2013 – JUNE 2014

# 2014 ANNUAL IMPACT REPORT



93 cents of every dollar  
donated goes directly to  
colorectal cancer programs!





# 1 in 3 ADULTS

age 50+ is not being screened for colorectal cancer.

96830

NEW CASES OF  
COLON  
CANCER  
EACH YEAR.

NEW CASES OF  
RECTAL  
CANCER  
EACH YEAR.

40000

# #2 CAUSE OF CANCER DEATH AMONG MEN AND WOMEN IN THE U.S.

OVER 1.2 MILLION survivors in the U.S.

WHAT WE  
DO AT

## FIGHT COLORECTAL CANCER

### Awareness

Our awareness efforts unite communities to raise awareness about colorectal cancer. With our collective voices we harness the strength of the one million CRC survivors and move forward together. Our One Million Strong campaign educates that colorectal cancer is preventable, treatable and beatable.

### Advocacy & Policy

Each year, we train passionate people to engage in the political process and connect with elected officials across the country. Our advocates push for the support of screenings, lower costs and funding for research. Our Grassroots Action Committee (GAC) leads the charge.

### Patient Education

We provide free resources that bring the latest credible, up-to-date information to patients and caregivers. Our staff attends 10-12 medical conferences each year to put medical providers, academic institutions and community practices in touch with our programs and services.

### Research

Fight Colorectal Cancer works with the research community as we connect patients to clinical trials and train research advocates who voice the needs of patients to scientists. To support new, groundbreaking research we directly fund a late-stage CRC researcher each year.


# IMPACT ON AWARENESS

**One Million Strong** is an award-winning awareness campaign inspired by the over one million survivors and those who've shown tremendous strength in light of the disease.

## OUR GOAL

Raise public understanding of colorectal cancer and its impact. Empower survivors and their families to do something. Tell everyone 50+ that they need to be screened (age 45 for African Americans).

## OUR IMPACT

- Recruited and engaged celebs to get involved: Craig Campbell, Katie Couric, Carson Daly, and Roci Diaz all posted on social media to support colorectal cancer through One Million Strong hashtags.
- Built strength through collaborations: we worked with 15+ organizations to raise awareness including Mayo Clinic, American Cancer Society, AACR, Minnesota Twins, and Bronner Bros show.
- Volunteers distributed **OVER 40,000** of the **I ♥ booty!** blue awareness bands and  tattoos



On March 3 during our NYC event we reached:

12.1  
MILLION



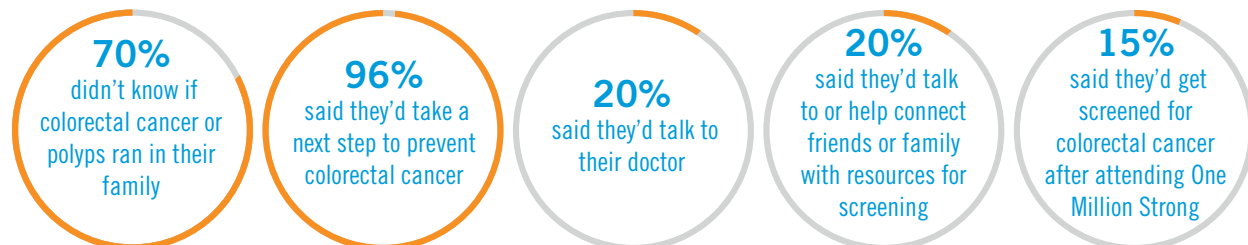
200  
THOUSAND



5  
THOUSAND

Fight  
CRC.org

**Gauged public opinion on colorectal cancer:** On-site interviews with over 70% of event attendees in NYC told us...



# IMPACT ON ADVOCACY

## OUR GOAL

Ensure that all patients, survivors and family members touched by colorectal cancer have a voice that pushes for policies that better support prevention, improved treatment options and research funding.

## OUR IMPACT

- Recruited congressional support:

H.R. 1070

100+  
Representatives

co-signed H.R. 1070 to support the removal of barriers to screening.

- Gained traction in the Senate:

S. 3248

Ohio's Sen. Sherrod Brown introduced S. 2348, the companion to the House bill. Advocates Sheila Schrack and Ed Murphy participated in his press conference.

- Gave advocates a voice from home:

We saw **over 25,000 signatures** on petitions we started that supported bills H.R. 1070 & S. 2348.

- Made a statement on the Hill:



Annual advocacy event Call-on Congress hosted **more than 80 advocates** from 29 states.

Advocates attended over 100 congressional office meetings in D.C. on March 18. We distributed over 1,500 blue star pins to congressional offices.

- Secured a presidential spotlight:



Working hand-in-hand with **Congressman Donald Payne, Jr.**, we were one of several groups who helped secure a **presidential proclamation for March 2014** as Colorectal Cancer Awareness Month – the first in 13 years!



## ENGAGED A NATION OF ADVOCATES:

Blue Star States campaign recruited residents from all 50 states to request proclamations & **48 governors recognized March 2014 as CRC Awareness Month.**

**Early adaptors set a big goal:** Fight CRC was one of the first organizations to sign on to the new national screening goal of **80% screened by 2018**, and is working with over 100 organizations to attain this audacious goal.

- **Connected survivors from all walks of life:** Advocate Kelly Kuster, stage IV survivor, met with Lt. Governor Rebecca Kleefisch of Wisconsin, a stage III survivor.

**Received attention from senior administration:** Fight CRC met with White House staff to push for an administrative **fix for the colonoscopy loophole**, in partnership with ACS CAN and other members of the National Colorectal Cancer Roundtable (NCCRT).



# IMPACT ON PATIENTS

## OUR GOAL

Proactively reach and empower patients with reliable and understandable information on prevention, treatment, survivorship and research.

## OUR IMPACT

- Enhanced our resources for newly diagnosed patients:



Published 68-page *Your Guide in the Fight* for patients fighting stage III & stage IV colorectal cancer. Launched over **60 new pages of website content, blogs, videos** and a monthly email sent to over **17K** names.

- Continued to serve as a reliable online resource:

**>20,000**  
VIEWS EACH WEEK



**>100** SHARES  
FOR TOP BLOG POSTS

## SOCIAL MEDIA SNAPSHOT



## TOP WEB PAGES

Web pages with highest traffic were signs & symptoms of colorectal cancer and screening options.

[FightColorectalCancer.org/prevent-it/signs-symptoms/](http://FightColorectalCancer.org/prevent-it/signs-symptoms/)

[FightColorectalCancer.org/prevent-it/screening-options/](http://FightColorectalCancer.org/prevent-it/screening-options/)

- Published valuable updates, alerts and resources:

EMAIL DATABASE GREW TO

**>25,000**  
**advocates**

**+47% from 2013**

- Created a safe place to connect: Established two Facebook groups that over **800 people** requested to join.

- Provided free screening opportunities: Thanks to donors in December 2013, we distributed **300 FREE at-home screening FIT tests in KY, GA, NYC, and OR.**

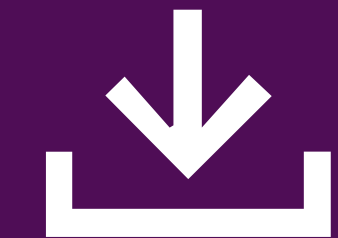
- Offered free webinars for patients: Experts hosted monthly webinars delivering timely information and resources to patients. Each webinar is archived online for patients and caregivers, receiving **27K downloads each year.**

# WE ARE STRONG.

WEBINAR



**27K**



**EACH YEAR**





## OUR GOAL

Support both private and public funding for colorectal cancer research. Advancements in research will make better treatment options possible. We serve as a strong voice in the research community.

## OUR IMPACT



2014 Lisa Fund grant winner Dr. Ho-Chou Tu at Boston Half Marathon

Funded late-stage colorectal cancer research:

**\$50,000 Lisa Fund grant awarded**

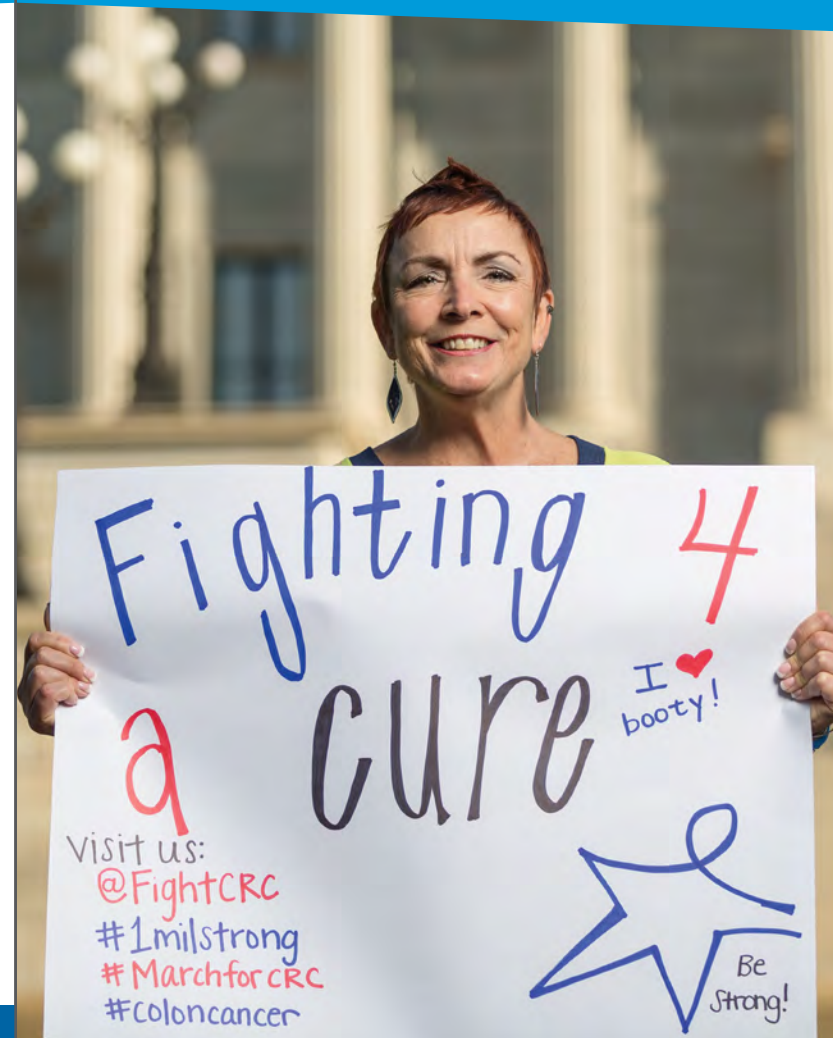
to Dr. Ho-Chou Tu of Boston Children's Hospital.

- **Got our names out there:** numerous poster presentations, speaking engagements and publications listed Fight CRC staff and advocates.
- **Worked on PCORI grants:** we worked with three academic institutions: **University of North Carolina, University of Arizona, and Kaiser Permanente Division of Research** on research projects.
- **Actively participated in the research process:**
  - ▶ Three advocates received scholarships to attend the annual American Society of Clinical Oncology (ASCO) conference
  - ▶ 6 of our 15 research advocates participated in GI ASCO and toured two research facilities
  - ▶ 50% of our research advocates engaged on both local and national committees:
    - » Sat on grant committees
    - » Reviewed clinical trial protocols
    - » Spoke at conferences
    - » Commented on grant applications
    - » Provided public comments

**We need YOU in the fight against colorectal cancer! Come get behind a cure with us. If you're ready to use your voice and do something, join us! Here's how:**

## Get involved with us today!

- ▶ Share Fight CRC resources with a patient or local clinic
- ▶ Register to attend an event near you
- ▶ Visit our website to learn more about the fight against colorectal cancer
- ▶ Get connected online via social media



When you invest in  
**FIGHT COLORECTAL CANCER,**  
you're empowering a community.

This year we need more people like you  
willing to fund the fight by:

- ▶ Giving a monthly donation
- ▶ Starting a fundraising page
- ▶ Donating via a workplace giving program
- ▶ Making a donation in honor of a survivor or in memory of a loved one

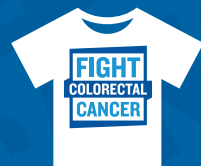
We are making colorectal cancer a national priority.  
We can't do it without you!



HELP US FIGHT AGAINST COLORECTAL CANCER.  
*EVERY DOLLAR COUNTS.*

## 3 EASY WAYS TO GIVE:

1. Donate online:  
[Give.FightCRC.org](http://Give.FightCRC.org)
2. Mail a check:  
1414 Prince St., Ste 204,  
Alexandria, VA 22314
3. Shop for gear at  
[Store.FightCRC.org](http://Store.FightCRC.org)



**93 CENTS**  
OF EVERY DOLLAR DONATED  
GOES DIRECTLY TO COLORECTAL  
CANCER PROGRAMS!



## 2014 FINANCIAL OVERVIEW FY14 (July 1, 2013 - June 30, 2014 )

### Contributions:

Unrestricted	\$733,623
Restricted	\$611,648
<b>Total</b>	<b>\$1,345,271</b>

Product Sales	\$63,071
In Kind Donations	\$118,703
Interest Income	\$647
<b>Other Income</b>	<b>\$1,500</b>

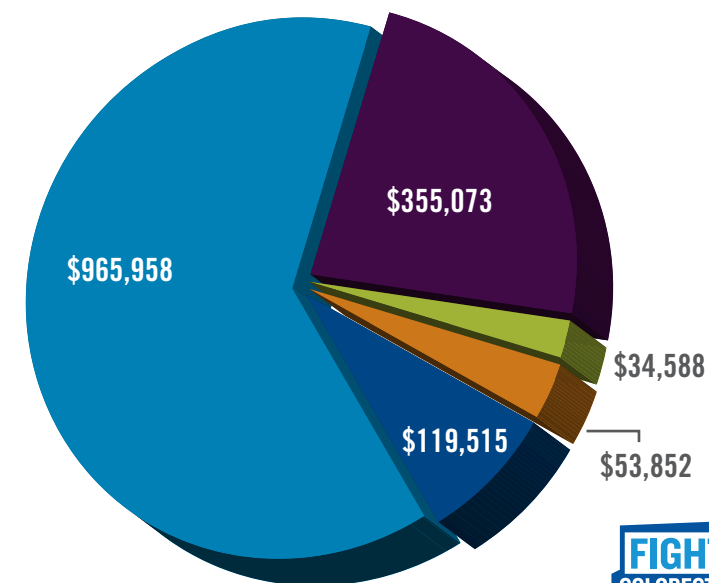
### Total Revenues Combined:

Unrestricted	\$1,298,777
Restricted	\$230,415
<b>Total</b>	<b>\$1,529,192</b>

For a full list of sponsor and donor names,  
990 reports and financial statements, please  
visit: [FightColorectalCancer.org/financials](http://FightColorectalCancer.org/financials)

### Expenses:

Management	Policy
Fundraising	Awareness and Education
Research	



# Fight Colorectal Cancer

1414 Prince St., Ste. 204

Alexandria, VA 22314

Telephone: (703) 548-1225



[FightCRC.org](http://FightCRC.org)



Toll-free Resource Line: (877) 427-2111



[Facebook.com/FightCRC](https://Facebook.com/FightCRC)



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# FY 2014 DONORS



## INDIVIDUAL DONORS

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