



GAME CHANGERS

get behind a cure.®

2016 IMPACT REPORT

JULY 1, 2015 • JUNE 30, 2016





OUR MISSION

Fight CRC envisions victory over colon and rectal cancers. We raise our voice to empower and activate a community of patients, fighters and champions to push for better policies and to support research, education and awareness for all those touched by this disease.

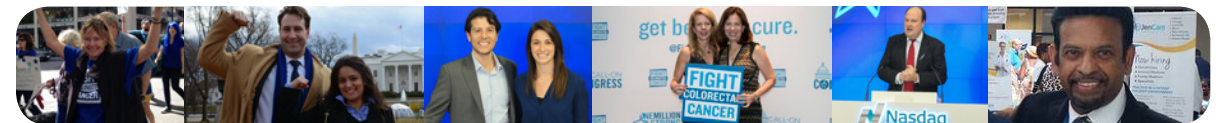
GIVE TODAY!
Give.FightCRC.org



“Looking back over the past 10 years, I’m incredibly proud of this organization. A few passionate advocates got the ball rolling as the Colorectal Cancer Coalition (C3) in 2006. Patients needed representation. Treatment options needed improved. A cure needed to be found. The passionate force of our founders and advocates who’ve carried on the work is what we see 10 years later. Researchers collaborate. Policymakers listen. Survivors speak out. Patients get help. For 10 years Fight CRC has been making moves, taking turns and changing the colorectal cancer landscape. I’m pleased at our progress and hopeful for what’s to come. There’s more work to do. We press on with the satisfaction of what we’ve accomplished thus far and how we’ve truly changed the game.”

NANCY ROACH • Founder and Board Chair

LEADERSHIP



Nancy Roach,
founder and chair

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vice chair

Dana Rye,
treasurer

Andrea Kramer,
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FRCP (LONDON), FRCP(C), FACP, FACC

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emeritus

Hélène Byrnes

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Constantine Contopoulos



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Rep. Charlie Dent (PA)
Rep. Mike Fitzpatrick (PA)

Rep. Leonard Lance (NJ)
Rep. Betty McCollum (MN)
Rep. Donald M. Payne, Jr. (NJ)

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In gratitude we remember
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AWARENESS



#STRONGARMSSELFIE

#OMSCollection



SHARE
YOUR STORY



I AM STRONG!



FACT SHEET

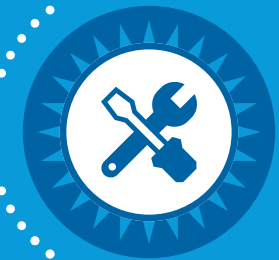


PATIENT ED

TABOO-TV



PODCAST



YOUR
GUIDE
IN THE
FIGHT

WEBINAR



BEYOND BLUE

FIGHT
COLORECTAL
CANCER



PETITION



POLICY



BLUE STAR
STATES

AUGUST

RECESS
CHALLENGE

get behind a cure:



RATS



The Lisa Fund
Bridging research and a cure.



CURE

CLINICAL TRIALS



RESEARCH



>> CHAMPIONED SCIENTIFIC DISCOVERY!

IN 2016 the colorectal cancer community celebrated a breakthrough—a small subset of patients were given hope with an immunotherapy trial. Thanks to your support, we explained this news to patients and created resources to empower and inform them. Through a partnership with **Cancer Research Institute** we convened global leaders in Dec. 2015 in NYC to discuss the latest in CRC immunotherapy and how to move the needle forward. The group worked together to write a blueprint. **Co-chair Dr. Al Benson** presented a preview of the blueprint at the 2016 American Association of Cancer Research (AACR) annual meeting. **Fight CRC and CRI jointly committed \$400,000 in grants to support the advancement of the science.**



DR. DUNG LE

IMMUNOTHERAPY RESEARCH

“ I chose to work with Fight CRC on immunotherapy because I believe that through scientific investigation we can figure out how to harness the immune system to target colon cancer. Together I believe we can bring immunotherapy to increasingly more patients with colon cancer.”

DR. DUNG LE
Johns Hopkins Kimmel Cancer Center • Cancer Researcher
& Co-Chair of the CRC Immunotherapy Work Group

29

No. of experts working together as part of the CRC Immunotherapy Work Group.

X2

Fight CRC doubled research dollars – gave \$200K toward a \$400K grant.

@

Read all about our research efforts at FightCRC.org/Research



CRC IMMUNOTHERAPY BLUEPRINT WORK GROUP <<

Fight CRC is proud to work with the following individuals who volunteered their expertise and time to discuss, review and meet about the development of a blueprint!

- | | | |
|--|--|---|
| Dr. Dung T. Le, co-chair
Johns Hopkins Sidney Kimmel Comprehensive Cancer Center | Dr. Wells Messersmith
University of Colorado | Dr. Vanessa Lucy
Cancer Research Institute |
| Dr. Al B. Benson III, co-chair
Robert H. Lurie Comprehensive Cancer Center of Northwestern University | Dr. Cynthia L. Sears
Johns Hopkins | Dr. Arthur Brodsky
Cancer Research Institute |
| Dr. Emily Chan
Vanderbilt University | Dr. Neil Segal
Memorial Sloan Kettering | Nancy Roach
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University of Wisconsin | Dr. Arvin Yang
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University of Colorado |
| Dr. Franck Housseau
Johns Hopkins | Dr. Aimee Murphy
Auro Biotech | Dr. Stan Hamilton
MD Anderson |
| Dr. S. Peter Kang
Merck | Andrea (Andi) Dwyer
University of Colorado | Dr. Richard M. Goldberg
Ohio State |
| Dr. Smitha Krishnamurth
Case Western University | Anjee Davis
Fight CRC | Dr. Tom Marsilje
Fight CRC |
| | Dr. Jill O'Donnell-Tormey
Cancer Research Institute | Keavy McAbee
Fight CRC |

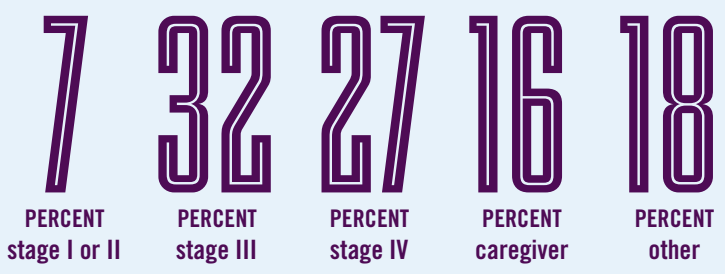
DONATE TO RESEARCH ▶ Give.FightCRC.org

»» **CENTERED RESEARCH AROUND THE PATIENT**

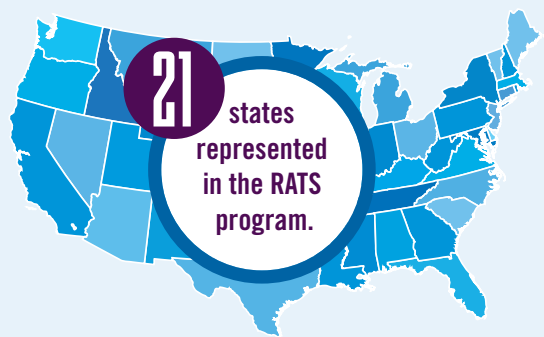


Research Advocacy Training and Support = RATS
We provide training and support for advocates who want to be part of the research process.

41 ACTIVE RATS MEMBERS ▼



- RATS members attended 7 cancer research conferences representing patient advocacy (ASCO, GI ASCO and more)!
- RATS members toured the National Institutes of Health (NIH) in March 2016.
- University of Colorado Cancer Center hosted a RATS Academy in Nov. 2015.



“ I didn’t expect to survive stage IV colon cancer but I did! Once I realized the LIFE ahead of me I looked for ways to focus my energy and passion. Everything about Fight CRC, and especially the RATS program, is so exciting and fired me up. I learned so much about research advocacy and patient advocacy in general. Meeting all my fellow RATS members, working with my mentor and learning about the possibilities as a patient advocate have given me purpose. I could go on and on.”

KAREN WEHLING • stage IV survivor
RATS Member



“ Hosting RATS Academy at University Colorado Cancer Center (UCCC) offered me a chance to interface with research advocates and provide information about our research and clinical work. The advocates influenced our work and we learned about the value of integration of the patient voice. Two of the research advocates currently serve on patient committees and are influencing curriculum for our clinical education.”

S. GAIL ECKHARDT, M.D. • University of Colorado Cancer Center
• Cancer Researcher • RATS Mentor

INVITED TO THE WHITE HOUSE • CANCER MOONSHOT PROGRAM

“ Fight CRC’s special invitation to the White House was an amazing opportunity to shine light on Fight CRC’s work in research and patient advocacy! Following our meeting, presidential advisors and the NCI continued to engage us and request our feedback about what they are designing. The discussions have provided an invaluable dialogue. They are using our ideas and expertise to inform and improve the patient experience in clinical trials.”

ANDREA (ANDI) DWYER
• Dir. of Health Promotion
Fight CRC



Founder Nancy Roach was invited to serve on the working group that reported to the Blue Ribbon Panel.

Fight CRC was invited to the White House to speak about research advocacy on June 1, 2016.

MAB member Dr. Edith Mitchell served on the Blue Ribbon Panel.



Fight CRC hosted a Virtual Summit on Facebook to engage patients in the Moonshot Initiative & Vice President Joe Biden commented & thanked the advocates for their participation.

CRC screening & Lynch syndrome were highlighted in the VP's final Blue Ribbon Panel report!



CELEBRATED 10 YEARS ON THE HILL!

OUR 10th Call-on Congress was a record-breaking year! More advocates than ever joined us on the Hill! Our Hill Briefing received national attention from the Washington Post and participation from six members of Congress, country music artist Craig Campbell and two Real Housewives of Orange County (and their Bravo TV camera crews). Advocates were the real stars of the show. Their voices generated the most support for CRC we've ever seen. Thanks for making this happen!



Sen. McCain almost CUT funding for CRC research but our advocates changed his mind!



CALL-ON CONGRESS

"I am forever grateful to finding Fight CRC and becoming involved. I am going home with tons of questions for my oncologist in hope of finding better treatments that will extend my survival rate. Every person here was inspirational, inviting, kind and helpful. I feel empowered and believe I found my new purpose –advocacy! I am anxious and excited to be involved."

KIM MILLER CURRAN • stage IV fighter

Kim passed in Sept. 2016. We keep the fight going in her memory.



“ I wiped tears from my eyes after hearing the emotional stories of advocates at Call-on Congress. It was my pleasure to give the keynote address. I hope to continue fighting colorectal cancer in partnership with Fight CRC!”

DOUG ULMAN

• President & CEO - Pelotonia
Former President & CEO - LIVESTRONG
Keynote speaker at Call-on Congress



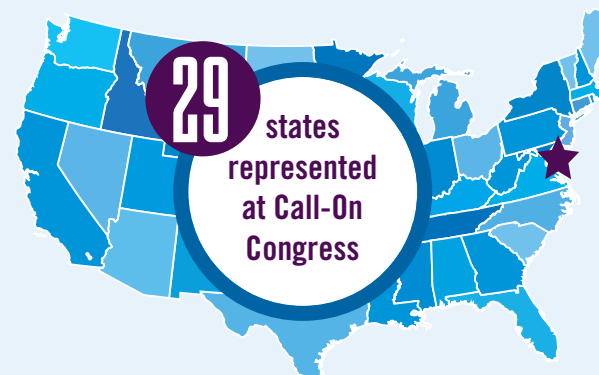
125

advocates & 14 junior advocates attended (48% first-time attendees)



131

meetings with Hill representatives (35% were member-level meetings)



12

powerful speakers including representatives from the CDC, PCORI, FDA, ACS CAN and more!



FULL RECAP ► CallOnCongress.org

ADVOCATED AT HOME & ON THE HILL



“It's exciting and rewarding to work with Fight CRC. We're proud to champion this cause on the Hill amongst our colleagues. We're also grateful to join the community of advocates. Sharing Shannon's story through Fight CRC was the perfect way to join this national movement.”

REP. RODNEY DAVIS (IL)
& WIFE SHANNON • stage II survivor



“I tell my senators and representatives colorectal cancer issues are important to me. Fight CRC's action alerts and campaigns like Blue Star States give me ways to support advocacy locally and nationally. I've secured West Virginia's Colorectal Cancer Awareness Month proclamation for 12 years. I know my voice is powerful.”

PAM SEIJO • stage IV survivor

10,000

emails sent to the Hill
by eAdvocates

300+

co-sponsors to "Removing Barriers to
Colorectal Cancer Screening Act" (most ever!)

National
Presidential
Proclamation issued
for 2016
—THIRD YEAR
IN A ROW!

Resolutions issued
in House & Senate
for 2016 CRC
Awareness Month.

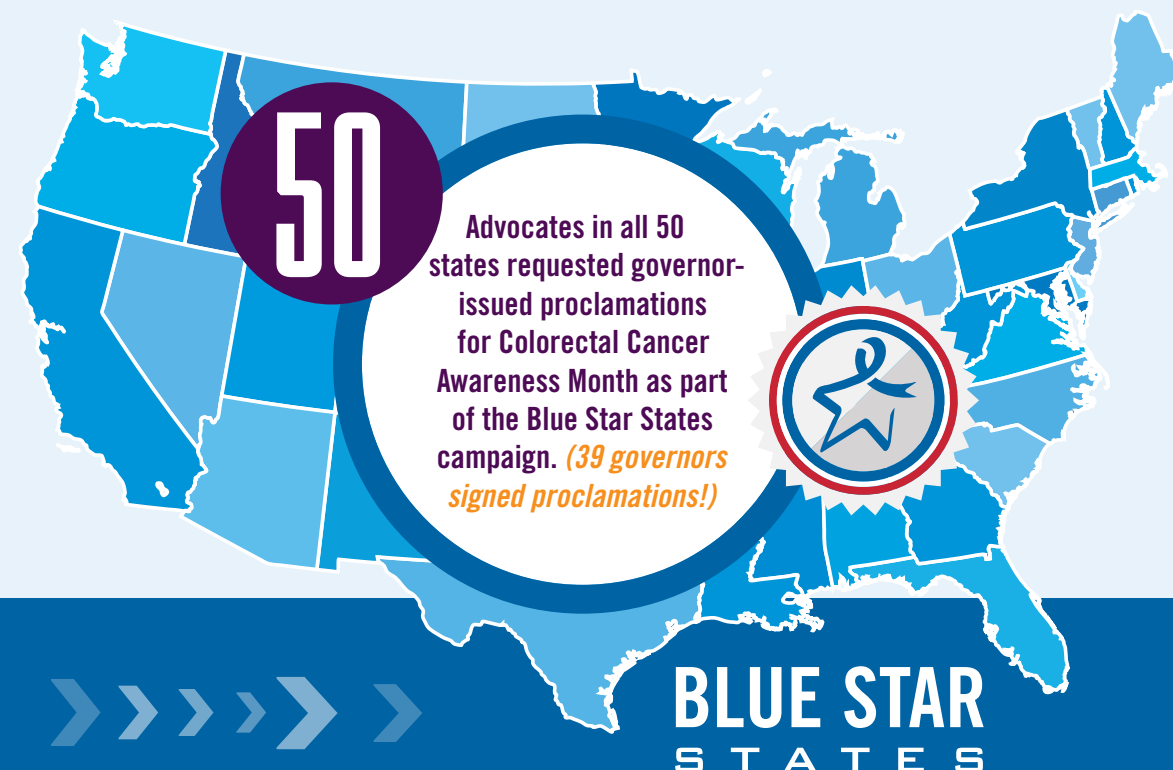
“My 37-year-old daughter Patsy and I were planning to attend Call-on Congress. Patsy was so excited to go before Congress and share her story. Unfortunately Patsy became too ill to travel and passed away just a week after the event. Although Patsy couldn't be there in person to tell her story I called on Fight CRC advocates to issue an action alert to make sure her voice was heard. We have to do more to prevent this from happening to other families. Over 2,500 others from Kansas joined in. I felt so proud knowing that Patsy still had an impact on this cause. It brought comfort to a worn out, grieving mother.”

SANDY HUGGINS
• Daughter passed away
from CRC



Sandy & Patsy

Photo credit: Alistair Tutton





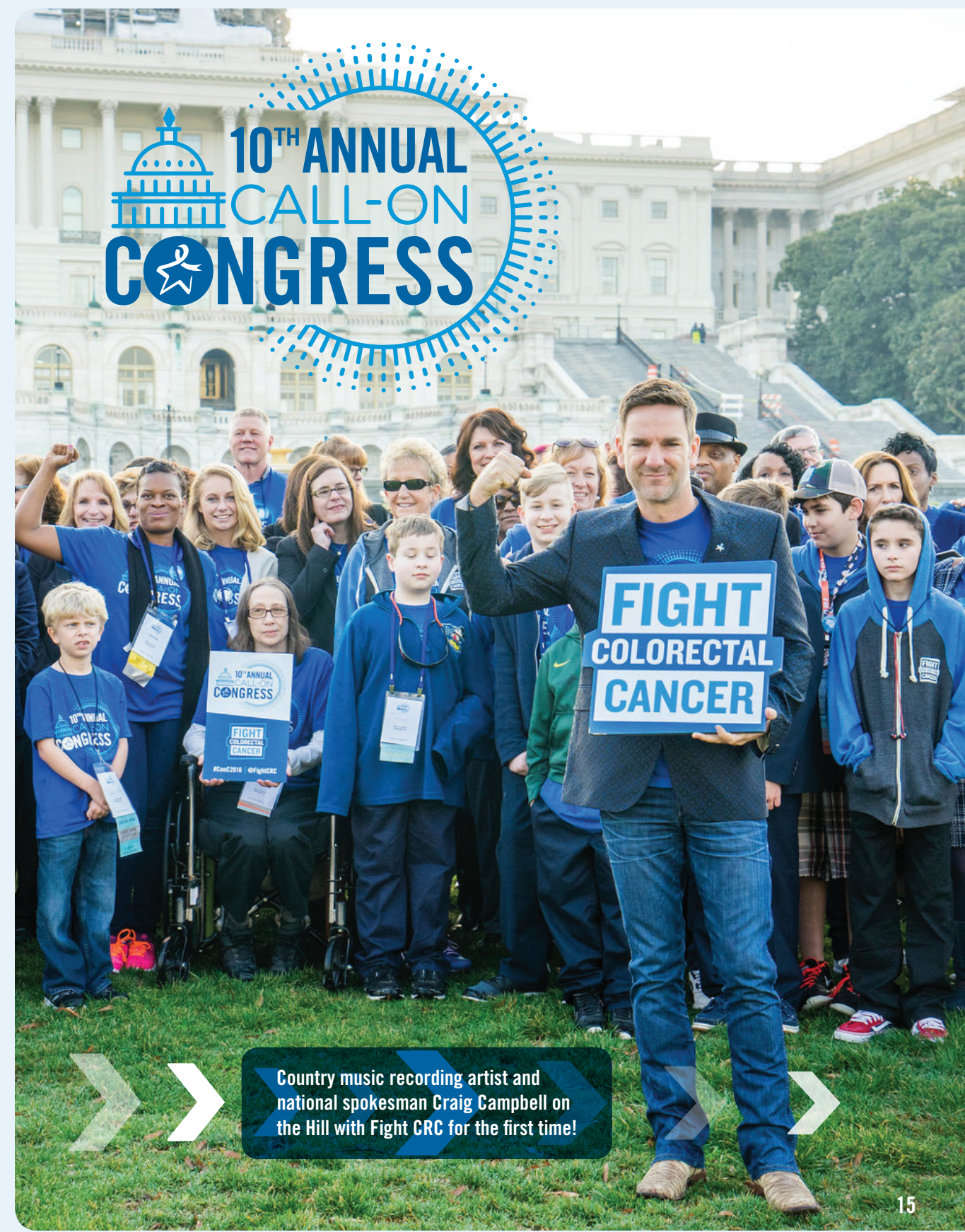
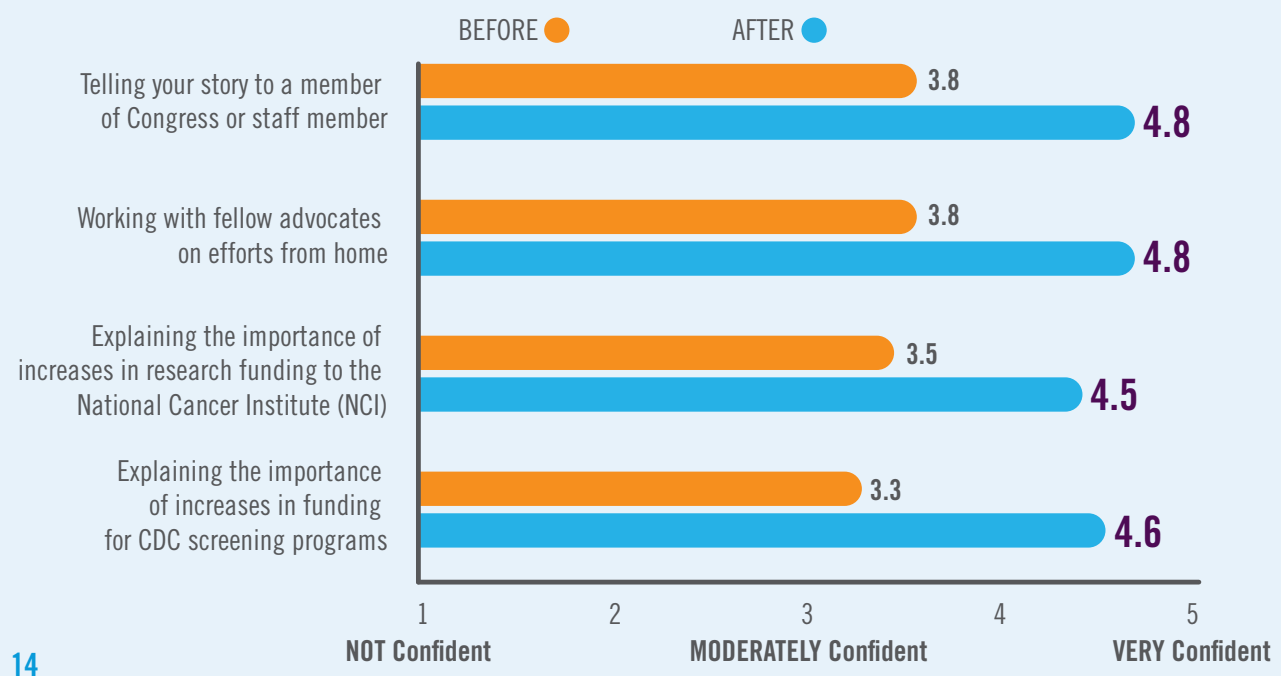
“The scholarship opportunity allowed me to network with folks from other groups around the country and get best-practice ideas that fine-tuned what I was already doing. I even spoke with the presenter from the CDC at Call-on Congress and she gave me ideas that I brought back to my state coalition in Arkansas.”

SHARON PARRETT
• CRC Advocate

BOOSTED CONFIDENCE

We surveyed advocates after Call-on Congress. Here's what they said:

22 22 people received scholarships to attend Call-on Congress!

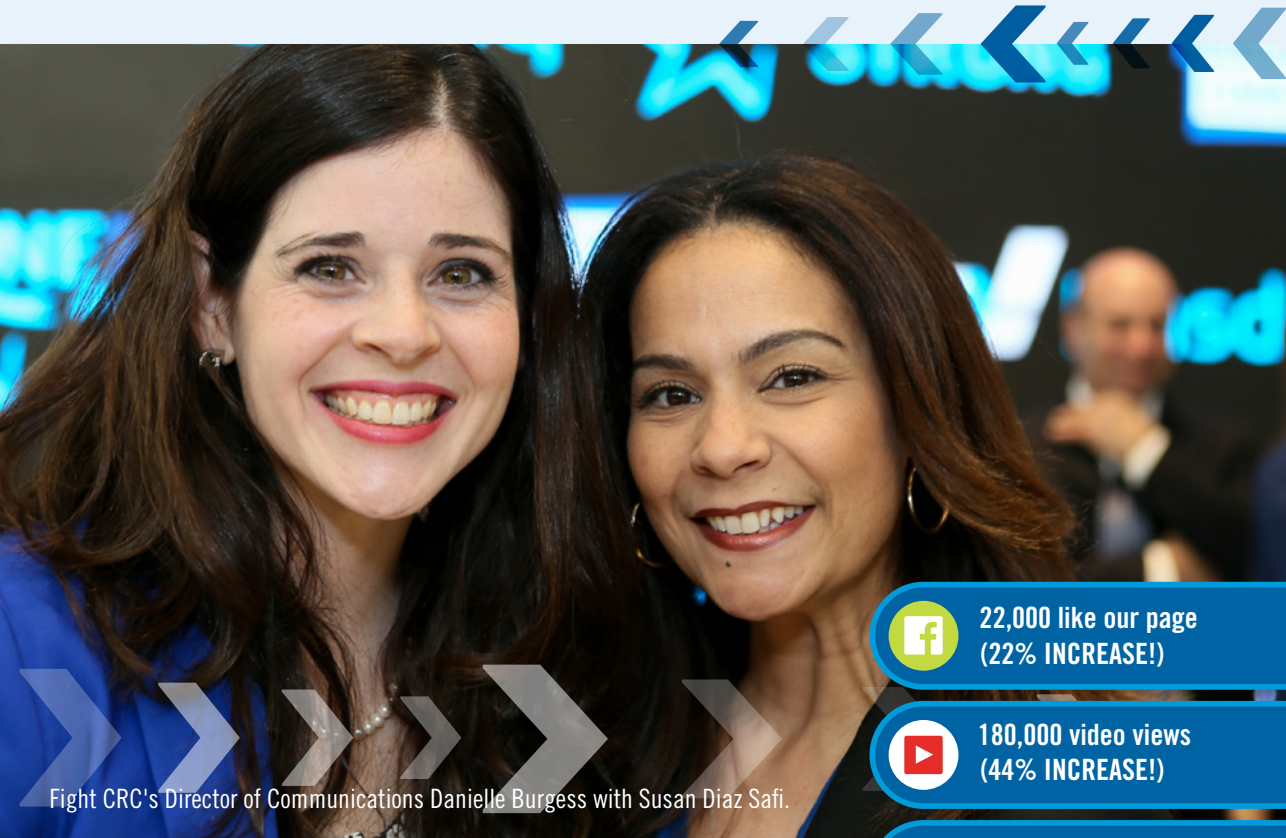


10TH ANNUAL
CALL-ON
CONGRESS

Country music recording artist and national spokesman Craig Campbell on the Hill with Fight CRC for the first time!

RAISED THE STAKES IN MARCH.

FOR Colorectal Cancer Awareness Month we celebrate strength. Your support helps us do that. In 2016, the One Million Strong campaign reached more people than ever before. Our community of fighters created a collection of expressions showing why they fight. The popular #StrongArmSelfie was back! From Times Square to Capitol Hill and Nashville's Country Music Hall of Fame and Museum®, stories of survivors, caregivers and loved ones inspired a nation of people to get behind a cure.



Fight CRC's Director of Communications Danielle Burgess with Susan Diaz Safi.

SOCIAL CONNECTIONS

"I responded to a volunteer need on the Fight CRC Instagram and found myself in the Today Show audience for No-Shave November. Then I attended the NASDAQ bell ringing and Call-on Congress, and my employer Stuart Weitzman donated to the benefit. Getting involved with Fight CRC gave me a way to keep my late husband's legacy alive. Last March was a year I'll never forget. I'm excited to keep advocating with Fight CRC!"

SUSAN DIAZ SAFI • Husband passed away from CRC

 22,000 like our page
(22% INCREASE!)

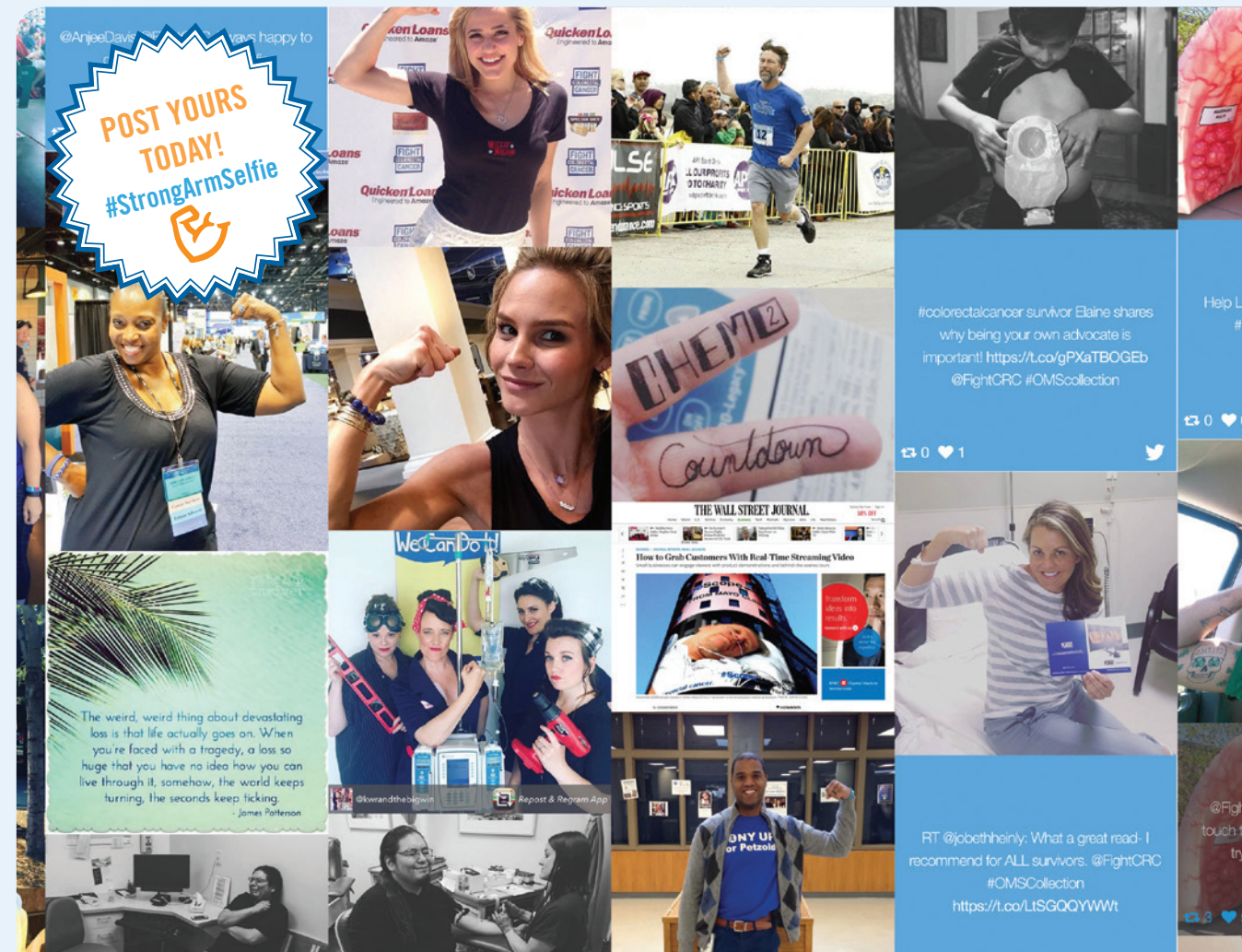
 180,000 video views
(44% INCREASE!)

 6,500 followers
(26% INCREASE)

 3,600 followers
(116% INCREASE)

 Top blog post reached 58,000 people on Facebook

 Social campaign hashtags in March received 108.7 million impressions (#ConC2016 & #OMSCollection)



#STRONGARMSELFIE & THE ONE MILLION STRONG

“ We used Fight CRC's #StrongArmSelfie to honor our dad who fought colon cancer. Thousands of pictures from our Puerto Rico community poured in, our doctor Ignacio Echenique called it the “Gibson Effect.” After our dad died, the pictures helped us remember him and the love we all shared. We shared our story during the One Million Strong Showcase. We were happy to keep his legacy alive and raise more awareness so others could get screened.”

ELSA & CARRIE GIBSON • Dad passed away from CRC



The One Million Strong Showcase was a live-streamed event more than 700 people watched that showcased change makers and survivors! Watch the recording at [YouTube.com/FightCRC](https://www.youtube.com/FightCRC)



BROADCASTED AWARENESS!



“A fan commented on social media and said that the awareness I raised on Real Housewives caused her husband to get screened. They found a polyp and prevented cancer. My representative also co-sponsored H.R. 1220 right after I met with her at Call-on Congress. I’m proud to be a Fight CRC activist. I’m happy I can make a difference.”

MEGHAN KING EDMONDS
• Friend passed away from CRC

Bravo Television crews accompanied Meghan King Edmonds and her castmate Heather Dubrow at Call-on Congress and aired the experience in a season 11 episode of the Real Housewives of Orange County. The Washington Post also reported on their involvement with Fight CRC & the bills needing congressional support.



\$3M

donated air time for PSA featuring Meghan King Edmonds. (It received over 150 million impressions!)

1M

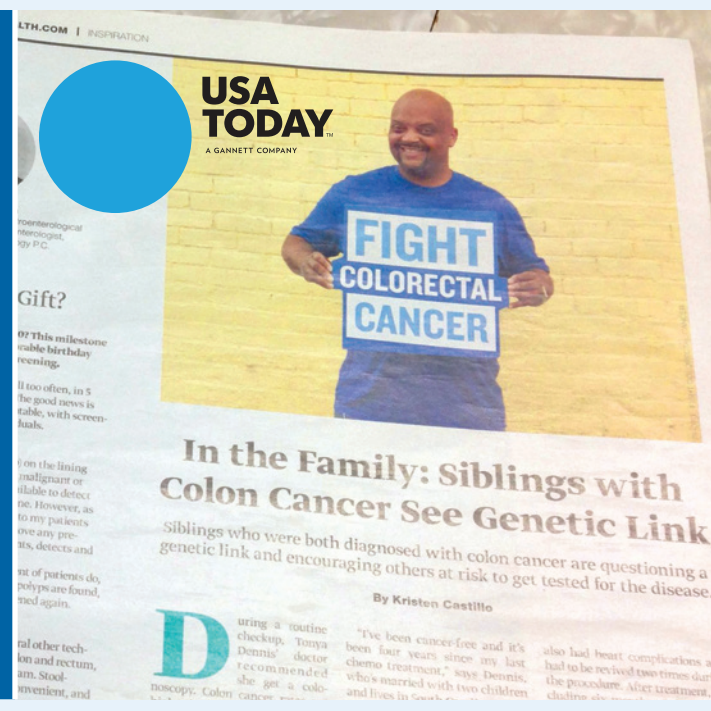
people reached EACH DAY in MARCH thanks to a PSA running on the NASDAQ screen in Times Square!

KEPT THE SPOTLIGHT ON SURVIVORS

“I joked that I needed body guards for Colorectal Cancer Awareness Month! My story was in Times Square, USA Today and AARP Magazine. Becoming an Ambassador for Fight CRC has truly been a blessing. It gave me the opportunity to use my survivorship to help others and give my experience meaning and purpose!”

Media requested interviews with Fight CRC advocates!

REV ROLAND COOPER
• stage II survivor



“I first connected with Fight CRC in 2015 for Call-on Congress. This year I rang the NASDAQ bell during Fight CRC’s closing bell ceremony and worked with them to host an awareness event in Milwaukee that targeted minority populations. I’m proud to join with Fight CRC as both a survivor and policymaker. Working together, we can encourage patients, thank health care providers, and explore new paths for a cure.”

REBECCA KLEEFISCH • stage II survivor
• Lieutenant Governor of Wisconsin



+ IMPACT +

> 2,500

No. of FREE screening tests we distributed across 11 sites! Help us give more by donating at Give.FightCRC.org!

> 25

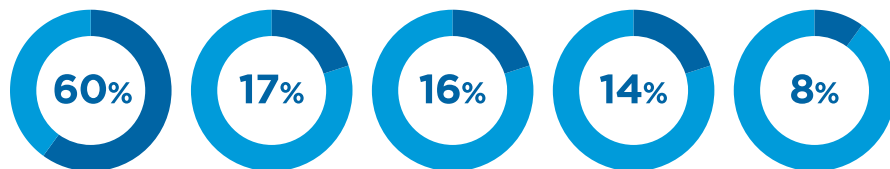
No. of individuals who volunteered to be our first official Ambassadors!

>> EVALUATED PATIENTS FOR FEEDBACK!



IN summer 2016 we evaluated more than 270 individuals using our resources and asked for feedback. Below are some of the survey results and YOUR support in action!

Q: WHO USES OUR RESOURCES?



survivor/
patient

caregiver

medical
professional

friend/family
member

other

Other: GI Researcher, Public Administrator, Public Health Professional, Cancer Prevention Program Coordinator *Some people identified as more than one.

Q: HOW DO THEY GET INFORMATION?

42%



Webinars

40%



Guide in the Fight

40%



Fact Sheets

(Many respondents selected more than one resource!)

—“—

I especially like your webinars and the updated stage IV Patient Guide. Thank you!

- a survey responder

—”—



Q: WHAT INFORMATION DO THEY MOST NEED?

- Exercise & Nutrition
- New Treatment Options
- Psychosocial Support
- Survivorship Issues
- Research
- Complementary & Alternative Medicine
- Side Effect Management
- Genetics



70%

have applied the information gained from Fight CRC to their specific needs

23%

plan to apply the information

Q: WHAT DO WE DO FOR THEM?



- Create new resources each month
- Form volunteer opportunities
- Take on topics nobody else is: SEX • LGBTQ & CRC • DEATH
- Create community in which they connect
- Represent their voice on the Hill
- Inject their opinions in patient-centered research
- Get them involved when ready!

90%

Over 90% of respondents engage with Fight CRC to get resources and general information related to colorectal cancer.

—“—

Webinars and summaries of research findings are excellent, factual, easy to understand but not infantile in their presentation.

- a survey responder

—”—

GIVE PATIENTS WHAT THEY NEED

\$35

\$35 gets one printed resource book to a patient

\$50

\$50 sends a free awareness kit to a local event

\$100

\$100 ensures 100 patients receive a printed copy of Beyond Blue magazine

\$500

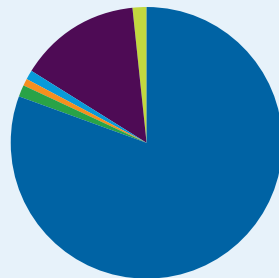
\$500 keeps our online resource library live for one quarter

DONATE NOW!
Give.FightCRC.org

WE SPENT WISELY!

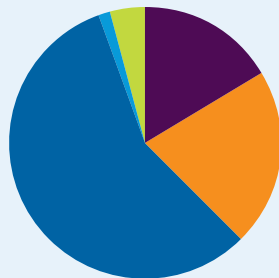
FINANCIAL REPORT

REVENUE



• Interest •	\$766
• Other •	\$6,550
• Program Fees •	\$13,582
• Product •	\$15,215
• In-Kind •	\$315,100
• Contributions •	\$1,766,273

EXPENSES



• Management •	\$25,516
• Fundraising •	\$76,164
• Research •	\$304,881
• Policy •	\$396,163
• Awareness/Education •	\$1,053,888

STATEMENT OF ACTIVITIES Fiscal Year ending June 30, 2016

INCOME	2015	2016
Contributions Unrestricted	559,473	1,342,107
Contributions Restricted	759,406	424,166
Product Sales	45,307	15,215
In-kind Donations	162,000	315,100
Interest Income	496	766
Program Fees	15,670	13,582
Other Income	1,500	6,550
Net assets released	0	0
TOTAL REVENUE	1,543,852	2,117,486

PROGRAM & SUPPORT SERVICES EXPENSES

	2015	2016
Program Services		
Awareness	965,958	1,053,888
Policy	355,073	396,163
Research	119,515	304,881
Supporting Services		
Management	34,588	25,516
Fundraising	53,852	76,164
TOTAL EXPENSES	1,528,986	1,856,612

93¢ 93 cents of EVERY dollar goes directly to programs!



BALANCE SHEET Fiscal Year ending June 30, 2016

Current Assets	2015	2016
Cash	567,023	815,561
Contribution Receivables	18,000	25,650
Prepaid Expenses	20,439	36,606
Inventory	7,815	13,354
TOTAL CURRENT ASSETS	613,277	891,171
Property & Equipment		
Furniture & Equipment	25,834	24,186
Property & Equipment, net	6,947	7,291
Other Assets		
Security Deposit	3,500	3,500
Current Liabilities		
Accounts Payable	42,922	28,881
Accrued Payroll & Vacation	40,322	31,007
TOTAL LIABILITIES & ASSETS	623,724	901,962
Net Assets		
Unrestricted	56,345	556,525
Temp Restricted	524,855	285,549
TOTAL NET ASSETS	581,200	842,074

VISION FOR 2017

We've changed the game a lot this year, but there's still work to do. Please consider making a financial gift to support these future advancements!

• ADVANCE: RESEARCH!

In partnership with Cancer Research Institute (CRI) we will identify a recipient of our \$400,000 research grant. Our team will continue convening the global group of experts who came together to write "A Blueprint to Advancing Colorectal Cancer Immunotherapies." The Work Group will meet and discuss priorities for making progress.

• ADVANCE: ADVOCACY!

We will roll out a plan to engage our thousands of grassroots advocates locally. Our 11th annual Call-on Congress will be March 13-15, 2017.

• ADVANCE: AWARENESS!

Our annual awareness campaign will engage people to share their stories and sign a petition. We'll kick off March 1 in Times Square. The #StrongArmSelfie will be back!

• ADVANCE: EDUCATION!

We will use focus group feedback to make updates to new and upcoming printed and online resources for patients!



Celebrities support the cause and generate attention (and funds)!

\$30K

Craig Campbell's 2016 Celebrity Cornhole Challenge raised more than \$30,000

\$200K

Luke Perry and Swiftwick CEO Mark Cleveland ran a live auction at the One Million Strong Benefit in Nashville that raised over \$200,000!

\$378K

No-Shave November raised \$378,650 for Fight CRC (our single BIGGEST donation EVER)!



ANJEE DAVIS
• President
Fight Colorectal Cancer

GIVE TODAY!
Give.FightCRC.org

To see a full list of donors and supporters, visit
FightCRC.org/ImpactReport



get behind a cure.®

134 West Park Central Square, Suite 210 • Springfield, MO 65806

@FightCRC



FY 2016 DONORS



>\$100 Donors



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Faye Adams
Sarah Aftergood
Aziz Albahar
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Briana Anderson
Mark Anderson
Jilla Anderson
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Michelle Callaway
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Brigette Cohan
Stacey Cohen
Sandra Cohen
Daniel Cohen
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Michael Colasso
Mary Collins
Meghan Collins
Constantine Contopoulos
Carole Cook
Debbie Coons
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Rosemary Cronin
Kim Crutcher
Casey Cushing
Karen D'amato
Will Dane
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