THERE ARE MORE THAN ONE MILLION SURVIVORS OF COLORECTAL CANCER IN THE UNITED STATES
WE ARE THE ONE MILLION STRONG

IN MEMORY OF

MICHAEL J. ROBERTSON
FIGHTER AND FIGHT CRC BOARD MEMBER
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This idea of One Million Strong is massive. It’s vast. It feels unimaginable that so many are in this fight. At Fight Colorectal Cancer (Fight CRC), we say that we are the One Million Strong. The number has impact. But, it all starts with you.

With you, we are ONE fighting to end barriers to screening. We are ONE funding and moving research forward towards a cure. We are ONE supporting, carrying each other, through this fight. All of us impacted by this disease make up One Million Strong, a community keeping the steady drumbeat of awareness to ensure that nobody, no loved one, goes through a colorectal cancer diagnosis alone.

HOW DO WE FIGHT AS ONE?

In this year’s Impact Report, you’ll read more about how:

• Fight Colorectal Cancer was involved in the lowering of the screening age recommendation by the American Cancer Society from 50 to 45.

• We pushed legislators for a $2 billion increase to life-saving cancer research being done by the National Institutes of Health, and $10 million for the Department of Defense’s (DoD) Peer-Reviewed Cancer Research Program (PRCRP), promoting high-impact research for cancer prevention, detection, treatment, and survivorship.

• Over 14,000 patients and caregivers used our Late-Stage MSS-CRC Clinical Trial Finder to search for life-saving treatments.

• We distributed over 6,000 pieces of medically-reviewed patient literature for those newly diagnosed, in treatment, and in survivorship.

• Nearly 30,000 #StrongArmSelfie images were shared during the month of March, with 196 million people seeing the #StrongArmSelfie hashtag on social media.

We fight as ONE, because we can’t do this without YOU. You are an integral part of Fight CRC. In this report, you’ll not only hear about our collective impact, you’ll read the personal stories behind those successes from the perspective of survivors, caregivers, advocates, and experts.

Thank you to our supporters, especially our advocates and volunteers. You spend countless hours spreading awareness on social media, standing at awareness event tables, sitting in meetings and on panels, and curating our Clinical Trial Finder. We could not do this work without your support.

Yours in the fight,

Anjee Davis, MPPA
President of Fight Colorectal Cancer
Colorectal Cancer in the United States is the second-leading cause of cancer death among men and women combined. It is also the third most common cancer diagnosed in both men and women. 22 million people over the age of 50 have not been screened.

The lifetime risk of developing colorectal cancer is 1 in 22 for men and 1 in 24 for women. People 45 and over should be screened. 60% of colorectal cancer deaths could be prevented with screening.
Fight CRC helps me to help others. They have helped me educate my community. Our younger people are being diagnosed at a higher level so it is imperative that we help this organization any way we can to keep advocating for change and fund research for this preventable and treatable disease.

— MARLENE CERAGNO, ADVOCATE & CAREGIVER
**FIGHT CRC BOARD**

The board provides strategic direction for our organization as we continue to see tremendous growth.

**Nancy Roach**  
FOUNDER & CHAIR OF THE BOARD

**Teri Griege**  
VICE CHAIR

**Dana Rye**  
TREASURER

**Andrea Kramer**  
SECRETARY

**Constantine Contopoulos**

**Ron Doornink**

**Steve Greene**

**John MacLeod**

**David Wicks**

**Katherine Zahner**

**FIGHT CRC COMMITTEES**

Fight CRC maintains volunteer committees made up of passionate and dedicated colorectal cancer survivors, loved ones, and experts in the field. Each committee serves a vital role in pushing our mission and work forward.

**Grassroots Action Committee (GAC)**

**Congressional Committee**

**Ambassador Role Models (ARM) Committee**

**Gratitude Team**

**Climb for a Cure Planning Committee**

**Fight Colorectal Cancer Gala Planning Committee**

*Learn more about our committees at [FIGHTCRC.ORG](http://FIGHTCRC.ORG)*
AWARDS

COMMUNITY ADVOCATE AWARD
JOHN MACLEOD

As a Fight CRC Board Member and Ambassador, John shared his story anywhere and everywhere—from videos and blogs to media interviews and public speaking opportunities. Through all of his awareness and advocacy, he’s also been a leading voice for Fight CRC, raising over $55,000+ since 2016.

ANDREW GIUSTI MEMORIAL AWARD
MARÍA CECILIA ANTÚNEZ WALKER (MAIA)

When the Late-Stage MSS-CRC Trial Finder launched, it was because of Dr. Tom Marsilje’s brilliant idea and because of the countless hours that his partner in crime, Maia (Cee Cee) Walker, invested into making his dream become a reality.

SOCIAL INFLUENCER AWARD
CARRIE LYNN GIBSON, ELSA GIBSON, AND JOY GIBSON-DERAMO

The #StrongArmSelfie campaign started as a small idea in 2015 and snowballed into a major movement—much in part to a group of sisters who began posting thousands of selfies from Puerto Rico. It was an easy way to show their dad, who was fighting colorectal cancer, that he had the support of their community.

THE INNOVATION AND IMPACT AWARD
FLATIRON HEALTH

The Late-Stage MSS-CRC Trial Finder has reached over 14,000 people to date and will reach thousands more, thanks to the generosity of Flatiron. This talented team of developers took on Dr. Tom Marsilje’s project as part of their annual “hackathon” and transformed his idea into a scalable tool that’s changing the game for clinical trial finders.

LEGACY OF SERVICE
REP. CHARLIE DENT

We recognized Rep. Charlie Dent for his leadership and service to the colorectal cancer community. We’re honored that he’s worked alongside us as part of our Congressional Committee for many years, and we thank him for his years of commitment to this cause.
Fight CRC advocates year-round on Capitol Hill for legislation that supports colorectal cancer patients and their families.

While many organizations maintain a presence on Capitol Hill, what makes Fight CRC unique is that we bring patients and advocates, online and in person, to Washington, D.C. to ensure the legislators hear from them personally. We know tireless and effective advocacy supports healthcare for patients and survivors. It gets more people screened and treated for CRC. Advocacy funds research.

ADVOCATING TO FUND LIFE-SAVING RESEARCH

During Call-on Congress, advocates asked Congress to provide a $2 billion increase for the National Institutes of Health (NIH) to continue life-saving medical research. In addition to meetings on Capitol Hill, Fight CRC advocates sent hundreds of emails urging Congress for this increase. The legislation passed, and the president signed it into law.

Fight CRC also secured a $10 million increase for the Department of Defense’s (DoD) Peer-Reviewed Cancer Research Program (PRCRP) that promotes high-impact research for cancer prevention, detection, treatment, and survivorship.
WORKING TO REMOVE BARRIERS TO SCREENING

One of Fight CRC’s longstanding policy priorities is the Removing Barriers to Colorectal Cancer Screening Act. This legislation would close a loophole that leaves seniors with an unexpected bill after a colonoscopy. If polyps are removed during their procedure, beneficiaries pay roughly 20%.

Since Fight CRC advocates stormed the Hill in March 2018, the House bill added 45 additional cosponsors for a total of 296. In the Senate, the bill has gained 16 cosponsors. That brings us to a total of 58 cosponsors, just shy of the 60 needed.

BRINGING LEADERS TOGETHER

This year Fight CRC created the Colorectal Cancer Policy Council (CRCPC) to convene over 15 leaders in the colorectal cancer community to share information and to unify our efforts behind federal and state policies on a year-round basis.
CONGRESSIONAL COMMITTEE

Fight CRC’s Congressional Committee members have all been personally impacted by colorectal cancer. They are on the Hill year round, ready to provide guidance and support on monitoring policies related to prevention and treatment of colorectal cancer.

“

I resolved to never forget my brothers and sisters going through this every single day. Millions are suffering from colorectal cancer or other cancers and diseases.

– REP. JAMIE RASKIN (D-MD), STAGE II CRC SURVIVOR SPEAKING TO ADVOCATES AT THE 12TH ANNUAL CALL-ON CONGRESS

WE ARE BRINGING THE PATIENT VOICE TO ADVOCACY
PARTNERING TO DRIVE ADVOCACY

Fight CRC’s advocacy is made stronger by our partnerships. We work alongside other patient organizations, research advocacy groups, and coalitions.

“Partnership is vital in the CRC community because each entity has its own wheelhouse in promotion of finding a cure to this disease. By partnering, we are able to join forces to ensure all areas of the CRC community are highlighted.”

— KRISTINA SMITH, THE COLON CLUB ADVOCATE AND CAREGIVER (MO)

OFFICIAL PARTNERS:

COALITIONS:

- Alliance for a Stronger FDA
- Cancer Leadership Council
- Coalition to Improve Access to Cancer Care
- Defense Health Research Consortium
- Digestive Disease National Coalition
- One Voice Against Cancer (OVAC)
- Personalized Medicine Coalition
- Research!America

SEE A FULL LIST AT FIGHTCRC.ORG/PARTNERS »
CALL-ON CONGRESS

Call-on Congress is for survivors, caregivers, and loved ones impacted by colon and rectal cancers. Advocates learn the latest on research and policy issues that impact colorectal cancer patients, and along with their state delegation, meet with members of Congress and their staff.

Call-on Congress was such an empowering experience! Telling my late husband’s story to influence lawmakers’ decisions with regards to healthcare, and specifically colorectal cancer, showed me that my voice can make a difference!

— DANA GEORGES, ADVOCATE & CAREGIVER

BLUE STAR STATES

Blue Star States is a campaign to get March recognized as Colorectal Cancer Awareness Month in all 50 states. This year, nearly 300 advocates participated and 47 states recognized March as Colorectal Cancer Awareness Month.

GET INVOLVED AT BLUESTARSTATES.ORG »
WE ARE BRINGING THE PATIENT VOICE TO ADVOCACY

154 ADVOCATES FROM 33 STATES ATTENDED

8.5K PETITION SIGNATURES CARRIED TO THE HILL

#CONC2018 HASHTAG REACHED

170 CONGRESSIONAL MEETINGS

470K PEOPLE

OVER 4K WERE REACHED THROUGH THE CALL-ON CONGRESS FACEBOOK LIVE
WE ARE...

DRIVING CANCER RESEARCH EFFORTS

Fight CRC funds research while equipping patients with relevant and reliable information to advocate for their care.

We believe studies seeking to identify microbiome- and inflammation-derived biomarkers represent novel, promising approaches for tests to help prevent deaths from colorectal cancer. Our work, supported by Fight CRC and the CRI, is identifying microbiome members that trigger colon tumor development and immune responses that are associated with onset and poor outcomes in this disease.

– CYNTHIA L. SEARS, M.D., PROFESSOR OF MEDICINE, ONCOLOGY AND MOLECULAR MICROBIOLOGY AND IMMUNOLOGY AT THE JOHNS HOPKINS UNIVERSITY SCHOOL OF MEDICINE

MOVING THE SCIENCE FORWARD

Fight CRC and the Cancer Research Institute (CRI) funded $400,000 to Dr. Cindy Sears at The Johns Hopkins University for her work investigating the gut microbiome. Dr. Sears and her team have come a long way in just one year.

Together with CRI, Fight CRC continues to convene the Immunotherapy Working Group that was formed in 2017 to maximize the potential of immunotherapy to treat all forms of CRC.

READ MORE ABOUT OUR RESEARCH EFFORTS AT FIGHTCRC.ORG/RESEARCH »
CONTRIBUTING TO THE SCIENCE

Fight CRC contributed to over seven publications in five different journals including Cancer, the Journal of the National Comprehensive Cancer Network, and Supportive Care in Cancer. We published “A blueprint to advance CRC immunotherapies” in Cancer Immunology Research which was the collaborative effort of the Fight CRC and Cancer Research Institute Immunotherapy Workgroup.

ADVANCING EARLY-AGE ONSET RESEARCH

When the American Cancer Society (ACS) lowered their recommended screening age for average-risk adults from 50 to 45 in May 2018, it was in direct response to the increase in cases of early-age onset (EAO) CRC.

Working together with the ACS, Memorial Sloan Kettering, and Erasmus University in the Netherlands, Fight CRC contributed to the process and publication of “Colorectal Cancer Screening Initiation before the age of 50 years: A Microsimulation Analysis” into Cancer, which informed this guideline change.

Fight CRC is working with experts around the world to increase our understanding and to accelerate the research.

“The commerce of information and ideas for the medical community is often in peer-reviewed literature. Fight CRC contributes and shares the patient voice to these types of journals to ensure that the information we are hearing and seeing is pertinent to the research.”

— ANDREA (ANDI) DWYER
DIRECTOR OF HEALTH PROMOTION
FIGHT COLORECTAL CANCER

FOLLOW US ON TWITTER @FIGHTCRC »
AMPLIFYING RESEARCH ADVOCACY

Fight CRC continues to grow our Research Advocacy Training and Support (RATS) program. The RATS program provides survivors, caregivers, and clinicians with the necessary training and education to provide their voice at every aspect in the research process.

The program has grown to over 25 research advocates across 17 states and Spain. This past year, our research advocates were featured in magazines, contributed to white papers, were awarded numerous conference scholarships, and appointed to over 10 new panels and boards.

HERE ARE JUST SOME OF THE PANELS AND BOARDS OUR RATS PARTICIPATE IN:

**FLORENCE KURTTILA**  
STAGE II COLON CANCER SURVIVOR
Southwest Oncology Group (SWOG) GI Committee Patient Advocate
American Society of Cancer Oncology (ASCO) CancerLinQ Patient Advocate
Patient Outcomes Research to Advance Learning (PORTAL) Patient Engagement Committee (PEC) Member

**LEE JONES**  
STAGE IV COLON CANCER SURVIVOR
Georgetown University Institutional Review Board (IRB) Voting Member
Board of Directors for the Cancer Action Coalition of Virginia (CACV)
PCORI Clinical Trials Advisory Panel (CTAP) Member

**YASMEEM WATSON**  
STAGE III COLON CANCER SURVIVOR
National Comprehensive Cancer Network (NCCN) Advocate
American Association for Cancer Research Scientist-Survivor Program Member
San Francisco Cancer Action Network (SFCAN) CRC Task Force

**WENORA JOHNSON**  
STAGE III COLON CANCER SURVIVOR
Department of Defense (DOD) Peer-Reviewed Cancer Research Program Colorectal Cancer Patient Advocate
College of American Pathologists Patient Advisory Member
American Association for Cancer Research Scientist-Survivor Program Poster Presenter
Friends of Cancer Research White Paper Grant Reviewer
INSIGHT FROM THE GROUND:
Beyond the emotional gatherings, we are privileged to have with colorectal cancer survivors and their caregivers, I can say with pride that Fight CRC Research Advocacy Training has given me the opportunity to help impact cancer research awards that have grown into the millions.

- CURT PESMEN, STAGE III RECTAL CANCER SURVIVOR
LEVERAGING TECH: FIGHT CRC’S CLINICAL TRIAL FINDER

The Fight CRC Clinical Trial Finder began as a spreadsheet of relevant trials for late-stage Microsatellite Stable (MSS) CRC patients. In partnership with Flatiron Health and the late Dr. Tom Marsilje, the online trial finder was born.

Fight CRC enhances the Clinical Trial Finder based off of patient and caregiver feedback on an ongoing basis, and we are in the process of developing the tool even further to make clinical trial searching and matching more feasible.

To improve its accessibility, Fight CRC will also launch a smartphone app for the trial finder in FY 2019.

This tool has allowed patients to bring options to their doctors for discussion. I believe wider use of this tool would have a positive impact for individuals as well as an enormous impact on clinical trial enrollment, which could speed up development of new agents and combinations, resulting in better treatment for everyone.

– CHRIS HEERY, CHIEF MEDICAL OFFICER AT BAVARIAN NORDIC AND FIGHT CRC/CANCER RESEARCH INSTITUTE IMMUNOTHERAPY WORKGROUP MEMBER
CLINICAL TRIAL STORIES

HONEY RICHARDSON

In April 2015, Honey was diagnosed with stage I colorectal cancer at 46 years old.

A year later, she discovered the cancer had metastasized to her lungs. Honey realized she needed to become her own advocate and start learning about other treatment options available.

She connected with Fight CRC and learned how to navigate the world of clinical trials using resources such as other patients, researchers, doctors, and the Clinical Trial Finder.

"The Fight CRC Clinical Trial Finder has made my research far easier than the struggle I had when attempting it on my own. I now have an understanding of where I am on my journey and knowing that when standard of care isn’t working, I can seek out a new clinical trial."

ANGELA (ANGIE) NICHOLAS, M.D.

Angie’s husband John was diagnosed with stage IV CRC in Nov. 2013.

He entered his first trial in spring 2016. Since then, Angie and John have used the trial finder to locate three additional clinical trials. John’s oncologist has been a fabulous partner, and has helped them to focus their search using the Clinical Trial Finder.

"I honestly do not know how I would have found treatment options for John if I did not have this tool readily available. The trial finder allows you to take an overwhelming number of studies and make them relevant to your situation, location, and status,” says Angie. “Our oncologist tells us the trial finder is a model for other cancers. It’s been invaluable in helping to direct John’s care."
WE LISTEN TO YOU!

Fight CRC holds focus groups to learn more about the colorectal cancer experience. Just some of the topics patients want to hear about include:

- Survivorship Care
- Side-effect Management
- Psychosocial Health

“Why are we focusing more on psychosocial health? It’s so important to help patients navigate the challenges they face at each stage of their journey.”

— MARRA RODRIGUEZ, STAGE III SURVIVOR DIAGNOSED AT AGE 39

WE ARE...

DEVELOPING TRUSTED PATIENT RESOURCES

Under the guidance of our Medical Advisory Board, Fight CRC develops and distributes relevant and trusted resources for patients and all those impacted by colorectal cancer (CRC).

Through our publications, blogs, webinars, and podcasts, Fight CRC works to increase awareness and understanding of CRC, while supporting patients and caregivers during diagnosis, throughout treatment, and into survivorship.

WHAT NOW? LOWERING OF THE SCREENING AGE

When the American Cancer Society (ACS) lowered the recommended screening age for average-risk adults from 50 to 45, Fight CRC was ready to respond with relevant information on CRC symptoms and screening—developing blogs, webinars, and a screening brochure as the announcement was made. Fight CRC plans to launch a screening and polyp education resource in March 2019 to address the need for this information.

“This guideline change represents a step in the right direction and validation of the concerns that I and many early-age onset colorectal cancer survivors and advocates have with the alarming rise in incidence in the under 50 population. Science-based research supports the notion that early screening saves lives. My hope and expectation with this progressive change is that we will save lives.”

— MARRA RODRIGUEZ, STAGE III SURVIVOR DIAGNOSED AT AGE 39
**KNOWLEDGE IS POWER!**

Based on feedback received through surveys about our resources, Fight CRC increased our distribution efforts even further to meet demand. We distributed resources to more than 50 cancer centers across the country that included 5,000 patient education resources.

Fight CRC works to get vital patient resources into the hands of oncology nurses and other clinicians.

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**FIGHT CRC RESOURCE BOXES CAN BE ORDERED AT OUR ONLINE STORE AT FIGHTCRC.ORG »**

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In partnership with The American Academy of CME (Academy), Fight CRC resources were included in a presentation at The GLAONS Oncology Care Summit (OCS) to 405 oncology nurses.

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**SUPPORTING FAMILIES WITH FREE RESOURCES:**

- Hosted **12 webinars**, which accrued more than **1,600 registrations**.

- Recorded **10 episodes** of the “Taboo-ty” podcast, which have **1,020 total listens**.

- Posted **2 to 3 blogs per month** featuring experts in the field and patient stories.

- Distributed **6,600 patient education resources** throughout the world.

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Through our patient education program, Fight CRC actively works with the medical community to support awareness around the screening and care of patients and survivors of colorectal cancer.

**EXPECT EVEN MORE IN 2019!**

Our team will be translating a handful of our patient resources into Spanish and making them available in print and online.
YOUR GUIDE IN THE FIGHT

Your Guide in the Fight (GITF) is our flagship patient resource. Currently, in its third version, it walks patients and their loved ones through colorectal cancer from the day of diagnosis, to treatment, to survivorship.

“My partner of 28 years was diagnosed, in an emergency room, at age 47 with stage IV colon cancer.” At that moment, Kimberly Schoolcraft began reading everything possible about the disease. She supported her partner when he got multiple opinions from a number of cancer centers. She stood by him until he passed away.

Fight CRC received a call from Kimberly requesting a bulk order of GITF. Knowing that her partner had passed, our staff was curious to know why she requested so many copies.

“There are so many organizations out there. Trying to figure out who to trust and who has the right information that I needed at the time of diagnosis was tough to go through. If I had received a card from the hospital initially about this resource, I would have known where to go.”

Kimberly is distributing copies of GITF and postcards to her local cancer center to make sure patients and their loved ones have access to this important resource.

Kimberly Schoolkraft and partner Andy Vezis

In 2019, Fight CRC will print Your Guide in the Fight, version four. This version will include medical and treatment updates, resources, updated information on survivorship care, additional support for caregivers, and more.
MEDICAL ADVISORY BOARD

Fight CRC’s Medical Advisory Board is comprised of leaders in the medical field. These experts review Fight CRC’s patient education resources and participate as speakers in online and in-person events.

DENNIS J. AHNEN, M.D.
Professor Emeritus, University of Colorado School of Medicine
Director of Genetics Clinic, Gastroenterology of the Rockies

AL B. BENSON III, M.D., FACP
Northwestern University
Hematology/Oncology

NANCY BAXTER, M.D., FRCSC
St. Michael’s Hospital, University of Toronto
General Surgery

DUSTIN DEMING, M.D.
University of Wisconsin
Carbone Cancer Center
Gastrointestinal Oncology

DAN DIXON, PH.D.
University of Kansas Cancer Center
Molecular & Integrative Physiology

RICHARD M. GOLDBERG, M.D.
West Virginia University
Medical Center
Medical Oncology

CAROLYN GRANDE, CRNP, AOCNP
University of Pennsylvania
Nurse Practitioner

DAVID GREENWALD, M.D.
Mt. Sinai Hospital
Gastroenterology

AXEL GROTHEY, M.D.
Mayo Clinic College of Medicine
Medical Oncology

HEATHER HAMPEL, MS, CGC
Ohio State University
Comprehensive Cancer Center
Cancer Genetic Counselor

JEAN S. KUTNER, M.D., MSPH
University of Colorado Hospital
Internal Medicine

HEINZ-JOSEPH LENZ, M.D., FACP
University of Southern California
Oncology

PAUL J. LIMBURG, M.D., MPH
Mayo Clinic
Gastroenterology, Hepatology

JOHN MARSHALL, M.D.
Georgetown University
Medical Center
Hematology/Oncology

HOWARD MCLEOD, PHARM.D.
Moffitt Cancer Center
Cancer Epidemiology

NEAL J. MEROPOL, M.D.
Vice President of Research Oncology
Flatiron Health

EDITH MITCHELL, M.D., FACP
Thomas Jefferson University
Medical Oncology

HARVEY J. MURFF, M.D., MPH
Vanderbilt University
Division of General Internal Medicine and Public Health

NICHOLAS PETRELLI, M.D.
Christiana Care Health System
Surgical Oncology

LEONARD SALTZ, M.D.
Memorial Sloan-Kettering Cancer Center
Gastrointestinal Oncology

JOEL E. TEPPER, M.D.
University of North Carolina School of Medicine
Radiation Oncology
Q&A WITH DR. AL BENSON

Al B. Benson III, M.D., FACP, from the Robert H. Lurie Comprehensive Cancer Center at Northwestern University, has been a pivotal member of the Fight CRC Medical Advisory Board.

Dr. Benson co-chaired the Immunotherapy Work Group (learn more about the white paper that was a result of that Work Group on page 16.) We interviewed Dr. Benson about working with Fight CRC, the direction of cancer research, and more.

What do you think is the future of colorectal cancer research?

What has been emphasized in discussing precision or personalized medicine is the need to better select patients for specific interventions. The work centered on Next Generation Sequencing testing is moving us in that direction although many challenges remain. Understanding tumor biology should be cornerstone work integrated in the clinical trials we offer patients, and it also should remain a high-priority area of funded laboratory and imaging-based research. Advances in immunotherapeutic research have been very exciting, although currently immunotherapy is appropriate only for a small group of patients. Nonetheless, the hope is further research will continue to identify other groups of patients that will benefit from this approach.

Why do you support Fight CRC?

Fight Colorectal Cancer has been an enduring force within the patient, practice, and research communities. Advocates have been passionate about their work, drawing attention to the need to promote education and research in particular.

How is Fight CRC making an impact?

Fight CRC has partnered effectively with a number of organizations to highlight issues that are important for patients and also to promote research. Examples include their work on Capitol Hill, partnership with the Cancer Research Institute to develop the blueprint for immunotherapy research, and support of National Comprehensive Cancer Network (NCCN) guidelines for colorectal cancer patients.

What is a fun fact about you?

Not sure what counts as a “fun” fact, but I spend as much time as I can with family, especially my two children, and friends who unfortunately live in other cities, especially my extended family. As a result, my never-ending travel both for work and vacation meshes well with my connecting with family and friends throughout the year even if it is just to meet for dinner.
FIGHT COLORECTAL CANCER HAS BEEN AN ENDURING FORCE WITHIN THE PATIENT, PRACTICE, AND RESEARCH COMMUNITIES.

— DR. AL BENSON
HEMATOLOGY AND ONCOLOGY AT THE ROBERT H. LURIE COMPREHENSIVE CANCER CENTER AT NORTHWESTERN UNIVERSITY
SPREADING THE WORD

March may be Colorectal Cancer Awareness Month, but Fight CRC puts a priority on awareness year-round—ensuring the public is aware of the latest in research, prevention, and CRC resources and education.

BRINGING TOGETHER THE ONE MILLION STRONG

Every March, we raise awareness through One Million Strong, featuring a group of Fight CRC Ambassadors who are trained to be the voice of colorectal cancer awareness and advocacy. One Million Strong is a national campaign involving online, print, and broadcast working to spread the importance of colorectal cancer screening through early detection.

THIS YEAR, THROUGH FIGHT CRC’S MARCH COLORECTAL CANCER AWARENESS CAMPAIGN, WE EMPOWERED AND ACTIVATED:

• 80.7 million people reached through our awareness messaging, including one million reached each day in March 2018 through our Times Square PSA.

• 30 Ambassadors appeared in their local media across 21 states, volunteered in their communities, and joined us on Capitol Hill.

• 121,000 new web visits to FightCRC.org leading up to and during the month of March.

FIGHT CRC CELEBRITY SPEAKERS AND SUPPORTERS:

• Kevin Jonas, Sr. featured in People Magazine

• Luke Perry on Good Day LA

• NBA Teams hosted a Colorectal Cancer Awareness Night, with recording artist, and Fight CRC spokesman, Craig Campbell performing at the Cleveland Cavaliers
FLEXING YOUR #STRONGARMSELFIE

We reached the highest number of #StrongArmSelfie pictures in 2018 with nearly 30,000 shared during the month of March and 196 million impressions of the #StrongArmSelfie hashtag on social media.
COAST TO COAST: DRIVING 80% BY 2018

Colorectal Cancer Screening Coast to Coast: Driving toward 80% was a project aimed at increasing colorectal cancer screening rates during March 2018.

Fight CRC gathered our partners again and hosted a Coast to Coast tour.

- 9.7 million reached through social media hashtags
- 70,000 reached and 23,600 views of the Facebook Live from Los Angeles

FIGHT CRC AMBASSADORS

Each year Fight CRC chooses a group of about 30 Ambassadors who commit to being a volunteer for one full year!

They are the faces of Fight CRC’s One Million Strong awareness campaign every March. Fight CRC Ambassadors are dedicated, engaged, and educated advocates who enhance Fight CRC’s presence online and in person.
WE ARE SPREADING THE WORD

FIGHT CRC AMBASSDORS ARE ON SOCIAL MEDIA. CONNECT WITH THESE ONLINE AWARENESS ALL-STARS:
GETTING BEHIND A CURE
ONE COMMUNITY AT A TIME

CANCER STROLL
RAISED: $7,396.99
On May 6, 2018 Chad Schrack started his journey to walk across the U.S. and raise awareness for colorectal cancer and veterans' suicide.
(1 year strong)

ANNUAL MAYBERRY MEMORIAL BBQ COOK-OFF
RAISED: $6,525
(8 years strong)

ANNUAL FRIENDS OF ROSE CORNHOLE TOURNAMENT
RAISED: $3,293.70
(2 years strong)

POLAR BEAR DIP
RAISED: $3,870
(3 years strong)

STRIKE OUT CANCER
RAISED: $10,000
(1 year strong)

MODELS AGAINST CANCER
RAISED: $190
(1 year strong)

BOB AND MARLENE NO-SHAVE NOVEMBER ANNUAL SHAVE-OFF
RAISED: $9,710+
(2 years strong)

COCKTAILS FOR A CAUSE
RAISED: $250
(1 year strong)

ALEX HERNANDEZ WITH FALL OUT BOY
RAISED: $2,500
(1 year strong)

THE TWINS TURN 6!
RAISED: $6,313
(1 year strong)

CLEVELAND CAVALIERS AWARENESS NIGHT
50/50 RAFFLE
RAISED: $3,963
(4 years strong)

TATS FOR TUSHIES
RAISED: $11,260
(1 year strong)

*Totals for FY19, not lifetime totals.
WE ARE...

GETTING BEHIND A CURE ONLINE

ONLINE GIVING CONTRIBUTED OVER $238,000 IN 2018

CLIMB FOR A CURE FUNDRAISING PAGE
RAISED: $7,221.70
Teri Griege
Fight CRC Board Member

FACEBOOK GIVING TUESDAY FUNDRAISING PAGE
RAISED: $8,725+
John MacLeod
Fight CRC Board Member

10-YEAR CANCERVERSARY FUNDRAISING PAGE
RAISED: $85,472
Andrea Kramer
Fight CRC Board Member

HELP ME GET TO THE HILL FUNDRAISING PAGE
RAISED: $2,059
Gina Benedetti
Fight CRC Ambassador/Advocate

CLIMB FOR A CURE FUNDRAISING PAGE
RAISED: $1,861
Chris Ganser
Fight CRC Advocate

AMBASSADOR #GIVINGTUESDAY FUNDRAISING PAGE
RAISED: $545
Jacqui Schrader
Fight CRC Ambassador

FUNDRAISING PAGE
Raised: $3,940
Dana Rye
Fight CRC Board Member

FACEBOOK CHARITY FUNDRAISERS ARE ON THE RISE AND CONTRIBUTED $64,121 TO FIGHT CRC. THAT’S A $60,563 INCREASE FROM $3,558 IN 2017.
Fight Colorectal Cancer works to make every dollar donated count, literally. In 2018, $0.96 of every $1 donated went to programs for colorectal cancer survivors and their families.

**Revenue**
- $1,377 interest
- $4,410 Other
- $18,362 Product
- $48,097 Program Fees
- $250,895 In-Kind
- $2,223,288 Contributions
- $2,546,429 Total

**Program Expenses**
- $197,363 Research
- $309,701 Patient Education
- $527,695 Policy
- $888,837 Awareness
- $1,923,596 Total
# STATEMENT OF ACTIVITIES

Fiscal year ending June 30, 2018

<table>
<thead>
<tr>
<th>INCOME</th>
<th>2018</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions Unrestricted</td>
<td>1,696,391</td>
<td>1,502,473</td>
</tr>
<tr>
<td>Contributions Restricted</td>
<td>526,897</td>
<td>1,086,543</td>
</tr>
<tr>
<td>Product Sales</td>
<td>18,362</td>
<td>26,549</td>
</tr>
<tr>
<td>In-kind donations</td>
<td>250,895</td>
<td>365,320</td>
</tr>
<tr>
<td>Interest Income</td>
<td>1,377</td>
<td>583</td>
</tr>
<tr>
<td>Program Fees</td>
<td>48,097</td>
<td>15,081</td>
</tr>
<tr>
<td>Other Income</td>
<td>4,410</td>
<td>2,500</td>
</tr>
<tr>
<td><strong>TOTAL REVENUE</strong></td>
<td><strong>2,546,429</strong></td>
<td><strong>2,999,049</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PROGRAM &amp; SUPPORT SERVICES EXPENSES</th>
<th>2018</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PROGRAM SERVICES</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Research</td>
<td>197,363</td>
<td>302,770</td>
</tr>
<tr>
<td>Patient Education</td>
<td>309,701</td>
<td>N/A</td>
</tr>
<tr>
<td>Policy</td>
<td>527,695</td>
<td>470,115</td>
</tr>
<tr>
<td>Awareness</td>
<td>888,837</td>
<td>1,367,766</td>
</tr>
<tr>
<td><strong>TOTAL (PROGRAM EXPENSES)</strong></td>
<td><strong>1,923,596</strong></td>
<td><strong>2,140,651</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SUPPORTING SERVICES</th>
<th>2018</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management</td>
<td>46,067</td>
<td>56,784</td>
</tr>
<tr>
<td>Fundraising</td>
<td>144,361</td>
<td>102,329</td>
</tr>
<tr>
<td><strong>TOTAL (SUPPORTING EXPENSES)</strong></td>
<td><strong>190,428</strong></td>
<td><strong>159,113</strong></td>
</tr>
</tbody>
</table>

| TOTAL EXPENSES                      | **2,114,024** | **2,299,764** |
### FINANCIALS

#### BALANCE SHEET  Fiscal year ending June 30, 2018

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>2018</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CURRENT ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash</td>
<td>2,045,846</td>
<td>1,261,657</td>
</tr>
<tr>
<td>Contribution Receivable</td>
<td>19,313</td>
<td>280,744</td>
</tr>
<tr>
<td>Prepaid Expenses</td>
<td>18,623</td>
<td>17,085</td>
</tr>
<tr>
<td>Inventory</td>
<td>13,916</td>
<td>13,852</td>
</tr>
<tr>
<td><strong>TOTAL (CURRENT ASSETS)</strong></td>
<td>2,097,698</td>
<td>1,573,338</td>
</tr>
<tr>
<td><strong>PROPERTY &amp; EQUIPMENT</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Furniture &amp; Equipment</td>
<td>85,258</td>
<td>77,643</td>
</tr>
<tr>
<td>Less Accumulated Depreciation</td>
<td>-40,762</td>
<td>-18,551</td>
</tr>
<tr>
<td><strong>TOTAL (PROP &amp; EQUIP NET)</strong></td>
<td>44,496</td>
<td>59,092</td>
</tr>
<tr>
<td><strong>OTHER ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Security Deposit</td>
<td>1,650</td>
<td>1,650</td>
</tr>
<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td>2,143,844</td>
<td>1,634,080</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LIABILITIES</th>
<th>2018</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CURRENT LIABILITIES</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounts Payable</td>
<td>49,626</td>
<td>47,700</td>
</tr>
<tr>
<td>Accrued payroll &amp; vacation</td>
<td>57,110</td>
<td>45,010</td>
</tr>
<tr>
<td><strong>TOTAL (CURRENT LIABILITIES)</strong></td>
<td>106,736</td>
<td>92,710</td>
</tr>
<tr>
<td><strong>OTHER LIABILITIES</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Deferred Revenue</td>
<td>63,333</td>
<td>0</td>
</tr>
<tr>
<td><strong>TOTAL (OTHER LIABILITIES)</strong></td>
<td>63,333</td>
<td>92,710</td>
</tr>
<tr>
<td><strong>TOTAL LIABILITIES</strong></td>
<td>170,069</td>
<td>92,710</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NET ASSETS</th>
<th>2018</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unrestricted</td>
<td>1,654,021</td>
<td>884,838</td>
</tr>
<tr>
<td>Temporarily Restricted</td>
<td>319,754</td>
<td>656,532</td>
</tr>
<tr>
<td><strong>TOTAL NET ASSETS</strong></td>
<td>1,973,775</td>
<td>1,541,370</td>
</tr>
<tr>
<td><strong>TOTAL LIABILITIES AND NET ASSETS</strong></td>
<td>2,143,844</td>
<td>1,634,080</td>
</tr>
</tbody>
</table>

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I was diagnosed with stage III colorectal cancer in 2016. The physical challenge of the Climb attracted me to participate so I could show myself that although cancer may have weakened me, it did not break me.

— JELENA TOMPKINS, STAGE III SURVIVOR
ONE MILLION STRONG GALA & CRAIG CAMPBELL CELEBRITY CORNHOLE CHALLENGE

Hosted in Nashville, Tenn. in June 2018, the OMS Gala and Cornhole Challenge featured celebrity supporters Kevin Jonas, Sr. and NASCAR driver Scott Lagasse, Jr. Fight CRC was joined by 300 supporters who raised $219,000 for Fight CRC’s advocacy, research, and awareness efforts from both events.

CLIMB FOR A CURE

In July 2017, a group of 35 colorectal cancer survivors and advocates climbed Mount Democrat outside of Denver, Colo., which is at 14,154 feet above sea level. The $21,148 raised helped to support those who have recently been diagnosed with resources, such as Your Guide in the Fight, as well as year-round advocacy efforts.
OUR SPONSORS