

2018

IMPACT REPORT



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

A man in a suit and tie, Michael J. Robertson, is smiling and raising his right fist in a gesture of strength. He is wearing a blue "FIGHT COLLECTOR CANCER" badge on his lapel. The background is a blue-tinted image of the White House and the Washington Monument.

WE ARE THE ONE MILLION STRONG

IN MEMORY OF

MICHAEL J. ROBERTSON
FIGHTER AND FIGHT CRC BOARD MEMBER

WHAT'S INSIDE

- 5 PRESIDENT'S LETTER
- 6 ABOUT FIGHT COLORECTAL CANCER
- 8 BOARD AND COMMITTEES
- 9 AWARDS

WE ARE...

- 10 **BRINGING THE PATIENT VOICE TO ADVOCACY**
 - Congressional Committee
 - Coalitions and Partners
 - Call-on Congress
- 16 **DRIVING CANCER RESEARCH EFFORTS**
 - Research Advocacy Training and Support (RATS) Program
 - Clinical Trial Finder
- 22 **DEVELOPING TRUSTED PATIENT RESOURCES**
 - Your Guide in the Fight*
 - Medical Advisory Board
 - Q&A with Dr. Al Benson
- 28 **SPREADING THE WORD**
 - #StrongArmSelfie
 - Ambassadors
- 32 **GETTING BEHIND A CURE**

-
- 34 **FINANCIALS**
 - 38 **SPONSORS/FUNDERS**

DEAR ADVOCATE,

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**

**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 & 1 IN 24
FOR MEN FOR WOMEN**

**PEOPLE
45 AND
OVER
SHOULD BE
SCREENED**

**60%
OF COLORECTAL
CANCER
DEATHS
COULD BE PREVENTED
WITH SCREENING**

ABOUT FIGHT CRC

**FIGHT COLORECTAL CANCER (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.**

**IT TAKES PASSIONATE, INFORMED PEOPLE TO ADVOCATE.
WE BELIEVE THIS ADVOCACY WILL LEAD TO RESEARCH.
WE EXPECT RESEARCH TO LEAD TO A CURE.**



**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



BOARD & COMMITTEES

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** »*



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.



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.



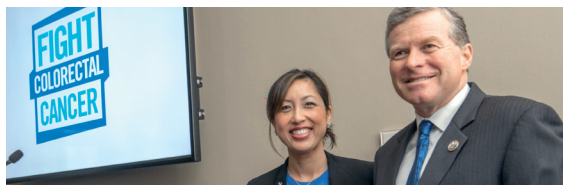
ANDREW GIUSTI MEMORIAL AWARD MARÍA CECILIA ANTÚNEZ WALKER (MAIA)

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.



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.

WE ARE...

BRINGING THE PATIENT VOICE TO ADVOCACY

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.





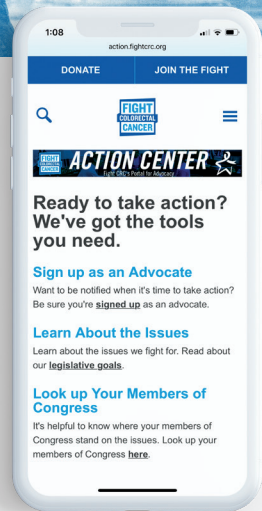
WORKING TO REMOVE BARRIERS TO SCREENING

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.



**TAKE ACTION TODAY VISIT
[ACTION.FIGHTCRC.ORG](https://action.fightcrc.org) »**

**WE ARE BRINGING
THE PATIENT VOICE TO ADVOCACY**



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*

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.



Rep. Rodney Davis (R-IL)



Rep. Jamie Raskin (D-MD)



Rep. Betty McCollum (D-MN)



Rep. Phil Roe (R-TN)



Rep. Charlie Dent (R-PA)



Rep. Leonard Lance (R-NJ)



Rep. Donald Payne, Jr. (D-NJ)

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)



SEE A FULL LIST AT
[FIGHTCRC.ORG/PARTNERS](https://fightcrc.org/partners) »

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



Fight CRC convenes leaders nationally and internationally at Call-on Congress.

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

170

CONGRESSIONAL
MEETINGS

#CONC2018
HASHTAG REACHED

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 know that research can lead to better treatments, slow down disease progression, and stop cancer in its tracks. By funding the science, we get one step closer to understanding how to prevent, detect, treat, and provide support to cancer survivors.

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](https://fightcrc.org/research) »**



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



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

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

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

WENORA JOHNSON

STAGE III COLON CANCER SURVIVOR

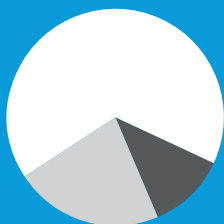


Department of Defense (DOD)
Peer-Reviewed Cancer Research
Program Colorectal Cancer
Patient Advocate

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



69% PATIENTS
23% CAREGIVERS
**12% MEDICAL
PROFESSIONALS
OR RESEARCHERS**

25 RESEARCH ADVOCATES ACROSS 17 STATES AND SPAIN (YES, SPAIN!)

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

**WE ARE DRIVING
CANCER RESEARCH EFFORTS**

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



OVER
14K
PEOPLE
HAVE USED
THE TOOL
AMOUNTING TO OVER
24K
UNIQUE
SEARCHES



**TOP 3 COUNTRIES
USING THE TOOL:**



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 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.



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



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.

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

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.

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.



**BEYOND BLUE IS A FREE BIANNUAL
MAGAZINE WITH NEARLY 7,500
COPIES BEING DELIVERED EACH
SPRING AND FALL BY OVER 600
VOLUNTEERS TO LOCAL CLINICS
ACROSS THE COUNTRY!**

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.

**WE ARE DEVELOPING
TRUSTED PATIENT RESOURCES**

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 Schoolcraft and partner Andy Vezis



**THERE ARE NEARLY
3,500 PRINTED COPIES
OF *YOUR GUIDE IN THE
FIGHT* IN DISTRIBUTION**



***YOUR GUIDE IN
THE FIGHT* WAS
DOWNLOADED
814 TIMES BETWEEN
JULY 2017-JULY 2018**

*TO LEARN MORE OR
REQUEST A FREE COPY,
VISIT FIGHTCRC.ORG/GUIDE »*

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**



WE ARE...

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.

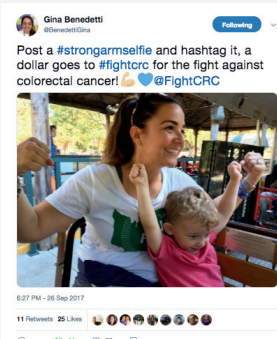
FIGHT CRC CELEBRITY SPOKESPEOPLE AND SUPPORTERS:

- **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 AMBASSADORS ARE ON SOCIAL MEDIA.
CONNECT WITH THESE ONLINE AWARENESS ALL-STARS:**



@HELLOITSIVORY



@TISHEATHER



@MANDI__GRIFFIN



@ELLSITA



@KFHOUSTON



WE ARE...

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

**FUNDRAISING PAGE
Raised: \$3,940**

Dana Rye
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

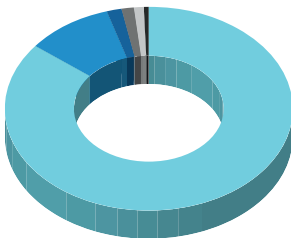


***FACEBOOK CHARITY FUNDRAISERS ARE ON
THE RISE AND CONTRIBUTED \$64,121 TO
FIGHT CRC. THAT'S A \$60,563 INCREASE
FROM \$3,558 IN 2017.***



FINANCIALS

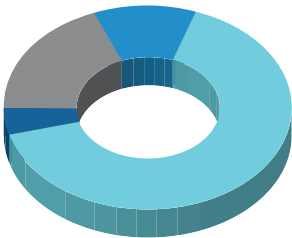
Fight Colorectal Cancer works to make every dollar donated count, literally. In 2018, \$0.96 of every \$1 donated went to programs for colorectal cancer survivors and their families.



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

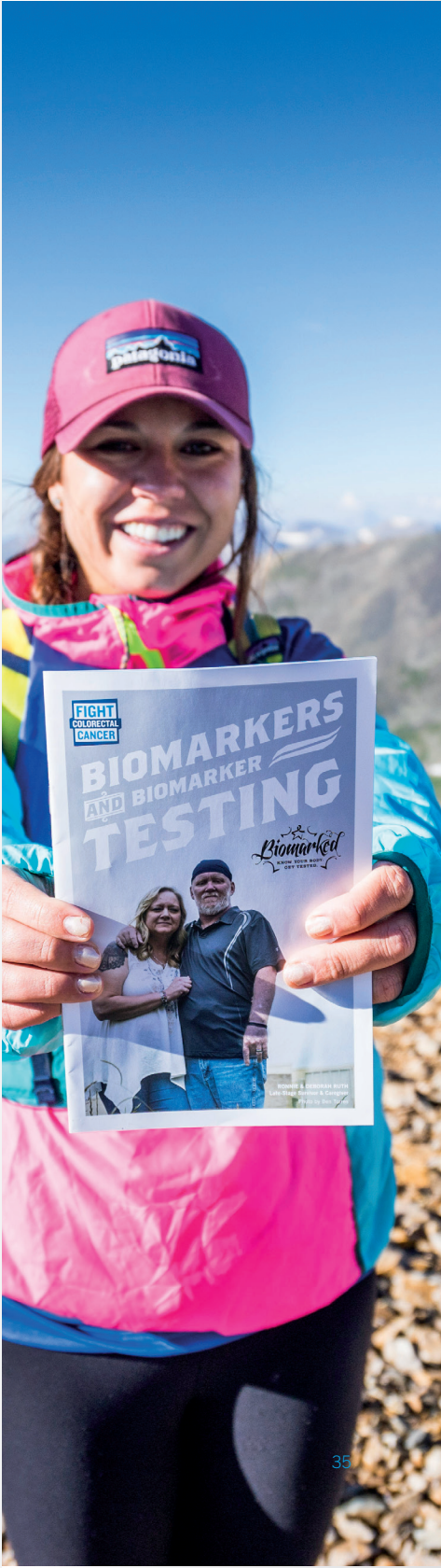


STATEMENT OF ACTIVITIES

Fiscal year ending June 30, 2018

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

PROGRAM & SUPPORT SERVICES EXPENSES		
PROGRAM SERVICES		
Research	197,363	302,770
Patient Education	309,701	N/A
Policy	527,695	470,115
Awareness	888,837	1,367,766
TOTAL (PROGRAM EXPENSES)	1,923,596	2,140,651
SUPPORTING SERVICES		
Management	46,067	56,784
Fundraising	144,361	102,329
TOTAL (SUPPORTING EXPENSES)	190,428	159,113
TOTAL EXPENSES	2,114,024	2,299,764



FINANCIALS

BALANCE SHEET

Fiscal year ending June 30, 2018

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

LIABILITIES	2018	2017
CURRENT LIABILITIES		
Accounts Payable	49,626	47,700
Accrued payroll & vacation	57,110	45,010
TOTAL (CURRENT LIABILITIES)	106,736	92,710
OTHER LIABILITIES		
Deferred Revenue	63,333	0
TOTAL (OTHER LIABILITIES)	63,333	92,710
TOTAL LIABILITIES	170,069	92,710

NET ASSETS		
Unrestricted	1,654,021	884,838
Temporarily Restricted	319,754	656,532
TOTAL NET ASSETS	1,973,775	1,541,370

TOTAL LIABILITIES AND NET ASSETS	2,143,844	1,634,080
---	------------------	------------------



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



[THE GREEN FAMILY](#)

[THE MAPLE FAMILY](#)

[THE McCONNELL FAMILY](#)



WE
ARE
ONE



get behind a cure.®

FIGHTCRC.ORG

