UNITED WE FIGHT

2017 IMPACT REPORT

FIGHT COLORECTAL CANCER
Dear Advocate,

Looking back on 2017, so many moments served as vibrant examples of the power we have when our community forms a collective voice to bring about greater change. Our 2017 Impact Report looks back over the past fiscal year and highlights the ways Fight Colorectal Cancer approached and offered support to anyone touched by this disease.

It shares the stories of our national efforts and local impact. It showcases some of the people we empowered, educated and enriched.
For me, perhaps the most defining moments of our year occurred through a series of phone calls:

- My first call was with Dr. Jill O’Donnell-Tormey, the president of the Cancer Research Institute (CRI). I shared our goal to convene leading experts in colorectal cancer oncology and immunotherapy and asked her to partner. She said, “Yes! Let me know what you need! And if you can raise $200,000 dollars, CRI will match it.” We did just that.

- The next call came from Dr. Tom Marsilje, stage IV survivor and advocate. He wanted to automate and streamline his Excel spreadsheet full of clinical trials he was manually curating and sharing with patients. He wanted to know if Fight CRC would support his idea. I said, “Yes! Let’s do it.”

- A few weeks later, I was on a call with Flatiron Healthcare, a technology group in NYC who was willing (free of charge) to develop a tool to make Tom’s vision for his Excel spreadsheet a reality. In just a couple of months, the Flatiron and Fight CRC teams worked together with Tom and Maia (CeeCee) Walker to launch the first patient-curated clinical trial search tool hosted on the Fight CRC website. Newsweek’s article about the tool called us “rebels,” although I see it as a game-changer for all patients.

At the beginning of the year, I had no idea this series of calls would lead to such a substantive impact. But they’ve all helped characterize and define our role as an organization: we serve as conveners and drivers to push for meaningful change. You see that in our mission-driven programs, campaigns and advocacy efforts.

As we look to 2018, our team is committed to keeping our work relevant to our mission and collaborating with experts who will make our efforts go further to create a real impact in people’s lives. We will continue to bring together the most inspired minds, listen and look for opportunities to take action and grow our efforts into local communities across the country.

Each story in this Impact Report reflects a moment, person or project that energized us and gave us hope that Fight CRC is a trusted organization making a real impact. I hope you will take some time to read about our work, engage in conversations with us on social media, sign up for our eNews and even make another donation.

Thank you for your ongoing support! And a special thank you to our community of survivors, caregivers, fighters and advocates, as well as our amazing partners and colleagues. We couldn’t do any of this without you.

Sincerely,

SUPPORT OUR WORK!
GIVE.FIGHTCRC.ORG »

Anjee Davis, MPPA
President of Fight Colorectal Cancer
**LEADERSHIP**

**FIGHT COLORECTAL CANCER’S BOARD OF DIRECTORS**

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

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

- **Michael J. Robertson**  
  VICE CHAIR

- **Dana Rye**  
  TREASURER

- **Andrea Kramer**  
  SECRETARY

- **David Wicks**

- **Hélène Byrnes**

- **Dr. Indran Indrakrishnan**

- **Constantine Contopoulos**

- **Sahar Wali**

- **Ron Doornink**

- **Alan Balch, Ph.D.**

**STAFF & CONSULTANTS**

Fight CRC employs 13 full and part-time staff members, as well as several contractors, including a policy strategist in D.C.

*MEET THE TEAM AT FIGHTCRC.ORG/TEAM*
Dr. Indrakrishnan (pictured second to right) helped secure Georgia’s state proclamation for Colorectal Cancer Awareness Month. He was sworn in by Governor Nathan Deal as the first Asian American to the Georgia Board for Physician Workforce and received a Georgia Senate Resolution in recognition of his contributions to society.

My vision has always been to find a cure. The thing I love about our leadership is their passion for the cause and their personal connection, which is what makes them passionate.

- Founder, Nancy Roach

The FIGHT CRC team’s attitude is infectious. Every time I’m around them I am filled with such positivity. Knowing they are working so hard for people like me makes it impossible not to want to help in any way I can.

- John MacLeod, stage IV survivor & Fight CRC Ambassador

Thanks to David Wicks (pictured far left), Fight CRC’s PSA played in Times Square on the NASDAQ jumbotron during March!
LEADERSHIP

GRASSROOTS ACTION COMMITTEE

The Grassroots Action Committee (GAC) serves as an extension of our staff. As volunteers, they offer support and mentorship to our advocate community.

Trish Lannon
SECRETARY, STAGE IIIC SURVIVOR, MARYLAND

Maria Williams
CO-CHAIR, CAREGIVER, WASHINGTON

Pam Seijo
CO-CHAIR, STAGE IIIC SURVIVOR, WEST VIRGINIA

Amanda Houston
STAGE II SURVIVOR, NORTH DAKOTA

Kristin Keesen
STAGE III SURVIVOR, COLORADO

Walter Hickman
STAGE II SURVIVOR, GEORGIA

Chad Schrack
CAREGIVER, OHIO

Sheila Schrack
STAGE IIIC SURVIVOR, OHIO

Chris Ganser
STAGE III SURVIVOR, NORTH CAROLINA

Amanda Houston
STAGE II SURVIVOR, NORTH DAKOTA

Kristin Keesen
STAGE III SURVIVOR, COLORADO

John MacLeod
STAGE IV SURVIVOR, PENNSYLVANIA

Marsha Baker
CAREGIVER, CALIFORNIA

Lauren Addy
CAREGIVER, SOUTH CAROLINA
AWARD WINNERS

CHAMPION ON THE HILL Thomas Saunders, former legislative assistant for Rep. Donald Payne, Jr. and current Director of Government Affairs for Ports America

ANDREW GIUSTI MEMORIAL AWARD – Research advocates Florence Kurtilla (pictured right) and Elaine Newcomb (pictured left)

APPRECIATION AWARD – Alan Balch, Ph.D., for his years of service on the Fight CRC board of directors

COMMUNITY ADVOCATE AWARD – (From left to right) Candace Henley, Chad & Sheila Schrack and Larry Nall

READ MORE ABOUT FIGHT CRC’S AWARDS AT FIGHTCRC.ORG/AWARDS »
COLORECTAL CANCER FACTS IN THE UNITED STATES:

- **135,000+ PEOPLE** are diagnosed, although it’s highly preventable.
- **20% OF PATIENTS** continue to present with late-stage disease.
- **50,000+ LIVES** are claimed each year.
- **23 MILLION PEOPLE** who are 50 years old and older are NOT being screened.
- **1 IN 7 COLORECTAL CANCER PATIENTS ARE UNDER AGE 50.** The number is increasing and we need to know why.

GETTING BEHIND A CURE:

- **In the last decade,** you have given over $1 million to colorectal cancer research.
- **In the last 20 years,** research advancements have tripled the median survival for patients with late-stage CRC to 20–24 months. That is still not long enough!
- **We are seeing advancements** in biomarkers for the earlier diagnosis of, selection of personalized therapy for, and prognosis of colorectal cancer!
- **In 2016,** two FDA-immunotherapy (IO) drugs were approved providing much needed help for colorectal cancer patients who have MSI-high or dMMR tumors. Researchers are opening up new clinical trials to find out how we can help the 85% of patients who are not MSI-high.

WHY WE EXIST

Each fact listed is a problem. A reason to take action. Our job at Fight Colorectal Cancer is our mission:

**OUR MISSION**

To 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.
FINDING A CURE FOR COLORECTAL CANCER

WHO WE DO IT?
WE EMPOWER PEOPLE!

WHO

WHO WE REACH
Patients/Survivors
Caregivers & Family Members
Healthcare Providers
Researchers & Scientists
Policy Makers
General Public
Industry/Pharma
Media
Public Health Professionals
Community Leaders

WHAT

WHAT WE DO
Lead
Convene
Collaborate
Advocate

HOW

HOW WE DO IT
Advocacy
Research
Awareness
Patient Education

WHY WE EXIST

DEEPEN GROW CONVERT ACTIVATE
AND EVERY DAY, OUR COMMUNITY OF FIGHTERS GROWS. AS OF JULY 1, 2017:

- 73,134 PEOPLE REACHED
- 39,470 ACTIVE PEOPLE in our database:
  - 61% want to be notified about everything
  - 56% engage as advocates
  - 48% use our patient resources
- 24,950 FACEBOOK page likes (14% increase)
- 209,000 YOUTUBE video views (16% increase)
- 7,900 TWITTER followers (22% increase)
- 6,000 INSTAGRAM followers (64% increase)
- 50,529 Average monthly visitors to our website
- 85,147 Average monthly pageviews of our website

Here’s a glimpse into how we fought this year...

WE DEMAND CHANGE.
WE RAISE OUR VOICES & TAKE ACTION.
WE FIGHT ON BEHALF OF OTHERS.
WE BELIEVE ADVOCACY WORKS!
CREATING MOMENTUM FOR SCIENCE

RESEARCH WILL LEAD TO A CURE FOR COLORECTAL CANCER.

That’s why we grew our research program in the era of groundbreaking, revolutionary science we live in today.

This year we made waves in research by empowering the patient and bolstering support for colorectal cancer research projects.

OUR RESEARCH FUND PUTS 100% OF EVERY DOLLAR GIVEN TOWARDS:

• DIRECTLY FUNDING RESEARCH through our research grant
• CONVENING GLOBAL EXPERTS to advance research
• PARTICIPATING IN AND PRESENTING RESEARCH on behalf of the CRC community of patients
• TRAINING RESEARCH ADVOCATES to engage first-hand in the science
• EQUIPPING PATIENTS WITH TOOLS to gain access and understanding

WE’VE FUNDED OVER $1 MILLION IN RESEARCH. EACH YEAR, WE KEEP INVESTING BACK INTO SCIENCE!

GIVE TO RESEARCH! FIGHTCRC.ORG/RESEARCH »
COLLABORATION WORKS!

Our research grant DOUBLED when we partnered with the Cancer Research Institute (CRI) who matched our $200,000. We jointly awarded a $400,000 grant to Cindy Sears, M.D. for her investigation on the gut microbiome (“gut ecosystem”) and immunotherapy.

“Being able to work with Fight CRC and Cancer Research Institute has been inspiring for me as an infectious diseases physician-scientist because of the dedication to conquering colon cancer that I have observed in a broad range of scientists and survivors.”

- Cynthia L. Sears, M.D.
  Johns Hopkins School of Medicine

DRIVING INNOVATION:
A FIRST-OF-ITS-KIND TOOL

Selected as a passion project, within 3 days the healthcare technology and services company Flatiron Health dedicated their annual hack-a-thon to build our Late Stage MSS-CRC Trial Finder: A Curated List Powered by Patients. This project was a dream of Tom Marsilje, Ph.D. who partnered with Fight CRC so thousands of fellow late-stage patients, like Tom himself, could find a list of clinical trials curated from a patient’s point of view.

The Trial Finder went live on May 16, 2017 and within 60 days:

- 3,984 unique searches using the tool
- 11K visits to the tool

CHECK OUT TRIALFINDER.FIGHTCRC.ORG »
The July 28, 2017 issue of Newsweek featured Dr. Tom Marsilje (top left) on the cover and a story about our project!

**IN MEMORY**
Tom passed away in November 2017. It is an honor to carry on his work and legacy.

**INVESTING IN SCIENCE**
Fight CRC continued to convene the Immunotherapy Work Group of global experts. These experts are committed to working with Fight CRC on advancements in colorectal cancer immunotherapy.

The publication authored by this Work Group, “A Blueprint to Advance Colorectal Cancer Immunotherapies” is published in the Nov. 2017 issue of Cancer Immunology Research.

“
To reach as many CRC patients as possible with my clinical trial tool, my partner Maia and I needed more than our simple grassroots website – we needed an advocacy organization. I had worked with Fight Colorectal Cancer for several years. Their mission is focused on patient education and empowerment, and they have a strong commitment to research. I decided teaming up with Fight CRC would create a perfect partnership for our curated trial finder.

- Tom Marsilje, Ph.D., creator of the “Late Stage MSS-CRC Trial Finder”

Director of Health Promotion Andrea (Andi) Dwyer (right) working on evaluating 80% by 2018, pictured with Rocky Feuer from National Cancer Institute (left) and Ann Zauber, Ph. D. of Memorial Sloan Kettering Cancer Center
We began to tackle the “under 50” issue by forming an Early-Onset Work Group dedicated to funding research that asks “why” rates for those under age 50 are on the rise.

I’m proud to be part of an organization that is looking at the under 50 diagnoses in thoughtful ways. This is a complicated issue and deserves thoughtful discussions. I’m proud Fight CRC is including the patient voice in this important discussion.

- Amanda Houston, stage II survivor diagnosed at age 34

We presented the advocate perspective at the NCI’s “Approaches to Blue Ribbon Panel Recommendations: The Case of Lynch Syndrome” workshop and informed the cancer community on what CRC patients need and want in our abstract “Addressing Taboo Topics – Discussing the Unique Challenges of Colorectal Cancer Survivors” at the American Psychosocial Oncology Society (APOS) annual meeting.
CREATING MOMENTUM FOR SCIENCE

RESEARCH ADVOCACY WORKS

Our Research Advocacy Training and Support (also called RATS) program empowers and trains colorectal cancer research advocates passionate about the science. The program was started in 2009 by Nancy Roach and the late Kate Murphy. Since then, Fight CRC research advocates have attended over 140 research and medical conferences, participated on review panels for grants, served as patient advisors on national and local committees, and co-authored publications! This program has grown tremendously. Supported by public health professionals, Fight CRC has hired staff to strengthen the learning curriculum for these advocates.

A Voice for Patients

Our research advocates include survivors, caregivers, healthcare professionals and champions in 15 states and 2 countries. They include 17 survivors, 3 caregivers/family members, 2 researchers/medical professionals.

77% are survivors, 14% are caregivers/family members, 9% are researchers / medical professionals.

OUR ENGAGEMENTS ARE GROWING. RESEARCH ADVOCATES ARE INVOLVED IN:

6+ STATE CANCER COALITIONS
helping inform development of state cancer plans

5+ STATE-LEVEL INDEPENDENT REVIEW COMMITTEES
sharing a patient voice in terms of clinical trials review and understanding
RATS ACADEMIES

Academies are in-person trainings providing hands-on learning and face-to-face meetings at research institutions. We work with researchers who present scientific lectures and give lab tours of their institutions to our advocates.

After having survived stage IV colon cancer, in Fight CRC’s RATS I finally found a basis for advocacy that resonated with me. Cancer research and survivorship advocacy is my passion to help better treat and eventually cure colorectal and other cancers.

- Lee Jones, stage IV colon cancer survivor

Thanks to these organizations for hosting us this year!

6+ NATIONAL ADVISORY PANELS

helping standardize efforts to involve patient advocates in research

COUNTLESS INDUSTRY ADVISORY PANELS

providing patient input regarding drugs and side effects
CREATING MOMENTUM FOR SCIENCE

FIGHT CRC RESEARCH ADVOCATES IN NATIONAL GROUPS:

- American Academy of Cancer Research (AACR) Science Survivor Program
- Patient-Centered Outcomes Research Institute (PCORI)
- Department of Defense (DoD) Consumer Review
- Southwest Oncology Group Committees (SWOG)
- National Institutes of Health (NIH)
- National Cancer Institute (NCI)

Research advocates play a vital role in shaping NCI’s work. They challenge us, and ensure that we never lose sight of what we are here to do – which is to improve patient outcomes by advancing cancer research. We can’t do this without the unique perspectives research advocates bring.

- Dr. Doug Lowy, NCI Deputy Director

SOURCE: HTTPS://WWW.CANCER.GOV/ABOUT-NCI/ORGANIZATION/OAR/RESEARCH-ADVOCACY
As Research Advocates, patients have opportunities to be active participants in research. The RATS program provides advocates with the necessary experience and education to engage in a meaningful way and work with a network of academics, scientists and industry leaders. Our efforts will advance research in colorectal cancer prevention, treatment and survivorship.

LEARN MORE ABOUT OUR RESEARCH EFFORTS FIGHTCRC.ORG/RESEARCH »
WE MAINTAIN A YEAR-ROUND PRESENCE IN D.C. TO ENSURE THE COLORECTAL CANCER ADVOCATE VOICE IS HEARD.

We attend Hill meetings, briefings and hearings to provide input to lawmakers and share the latest information with our grassroots advocates. We relentlessly rally the advocate community around policies that support patients and federally fund research.
EQUIPPING ADVOCATES TO MAKE AN IMPACT

Our tools make advocacy easy. This year our advocates sent over **9,930 EMAIL MESSAGES** to Congress, and even more social media posts.

This year we led an effort alongside our colorectal cancer partners to ask President Trump to reinstate March as Colorectal Cancer Awareness Month at the White House.

WE FOUGHT FOR:

- **21st Century Cures Act**
  Passed and signed into law December 13, 2016.

- **National Defense Authorization Act** (S. 2943)
  removing funding restrictions.

- **Medicare Loophole Bill**
  (H.R. 1017/S.479) We reached 289 co-sponsors in the House and 39 senators. Unfortunately, it never came up for a vote.
Advocacy for issues that affect patients and their communities is NOW, MORE THAN EVER, important and crucial. The debate on the future of our healthcare system will continue. As a former Capitol Hill staffer, I know your phone calls, emails, letters, meetings and social media advocacy efforts have an impact.

- Tom Saunders,
  Director of Government Affairs for Ports America

168 advocates across all 50 states requested proclamations from their governors to recognize March 2017 as Colorectal Cancer Awareness Month as part of Blue Star States. Pictured above are advocates in Iowa. (46 governors issued them!)
I felt empowered, determined and dedicated to making changes after Call-on Congress. It was so great to be in one place where everyone was connected by one thing - colon cancer! It also was great to know that I wasn’t alone. I had 150 people sharing in my fight. I came home with a mission... to not give up my fight, and to do so with many newfound friends! Thank you to Fight CRC for this once-in-a-lifetime opportunity!

- Kelly Ingram, stage IV Survivor and 2017 Call-on Congress Scholar (pictured above)
RALLYING SUPPORT FOR CRC POLICY

CONGRESSIONAL COMMITTEE

Our Congressional Committee provides guidance and staff support for better policies to address screening, awareness, regulatory and research issues related to prevention and treatment of colorectal cancer. The honorary members also foster a greater recognition, support and coordination amongst policy makers and advocacy efforts and lend their voices to advance outreach efforts.

“I know firsthand what colorectal cancer can do to a family. In 2015, I lost my wife Pam to this disease, and it was a devastating time for my family and me. I’m proud to join Fight Colorectal Cancer’s Congressional Committee to bring awareness to the importance of preventive screenings for colorectal cancer and support efforts being made toward finding a cure.”

- Rep. Dr. Phil Roe (TN)

Our Congressional Committee led efforts to reintroduce the Medicare loophole bill and proclamations in the House and Senate recognizing March 2017 as Colorectal Cancer Awareness Month.

As an advocacy organization, we diligently look for effective ways to persuade and educate members of Congress, policymakers and their staff members on issues facing colorectal patients. As a non-partisan organization, no matter the administration, whenever we look for a senator or a congressman to sponsor a bill or letter, we make every effort to find strong allies on both sides of the aisle.
RALLYING SUPPORT FOR CRC POLICY

STRONGER TOGETHER.

Effective advocacy takes teamwork. Our legislative priorities receive greater attention when we work with others who share our objectives and amplify our voices. Especially when we are working to address issues like appropriations, healthcare reform and screening, it’s important to partner with organizations whose legislative priorities and goals mirror our own. That’s why we partner with other patient organizations, research advocacy groups and advocacy coalitions to make our united message heard loud and clear.

We work with advocacy allies to circulate and send letters to members of Congress and federal agencies, we support each other on Hill Days and at rallies and most importantly, we work together to engage our grassroots networks on clear, correct and compelling messages.

OFFICIAL PARTNERS:

- Cancer Action Network
- The Colon Club
- Colon Cancer Coalition
- National Colorectal Cancer Roundtable
- Research! America
- RESEARCH AMERICA

COALITIONS:

- Digestive Disease National Coalition
- Research! America
- Personalized Medicine Coalition
- Alliance for a Stronger FDA
- One Voice Against Cancer (OVAC)
- Patient Engagement Advisory Committee
- Cancer Leadership Council
- Defense Health Research Consortium

TO SEE A COMPLETE LIST OF ORGANIZATIONS WE PARTNER WITH, VISIT FIGHTCRC.ORG/PARTNERS »
IT STARTS WITH MARCH, COLORECTAL CANCER AWARENESS MONTH.

But our awareness efforts are year-round. Survivors and their families post online, host local events and distribute materials to local clinics. Celebrities join in on the action. This year, it was impossible to miss Fight CRC advocates all March... and beyond!
NEW SPOKESMAN JOINED THE FIGHT

National Spokesmen Craig Campbell and Scott Lagasse, Jr. took awareness to a whole new level this year! They both kicked off March 1 with us and then rallied to play cornhole alongside famous friends who came together to support One Million Strong during CMA Fest.

Scott put the Fight CRC logo on his car and uniform and told his story of surviving stage I colon cancer in a PSA sent to TV stations. The PSA received 149.1 million impressions and $2.3 million in total donated media value within the first 6 months.

Country stars lined the red carpet before a friendly competition of cornhole at the 5th annual Craig Campbell Celebrity Cornhole Challenge during Nashville’s 2017 CMA Fest. The One Million Strong Benefit Dinner immediately following featured grammy-nominated singer-songwriters Jimmy Yeary and wife Sonja (pictured below), and Rivers Rutherford as well as Nashville Mayor Megan Barry. In total, the events raised over $180,000 for Fight CRC.

I lost my dad to colorectal cancer at 11 years old, and I’ve made it my mission to raise awareness and support research alongside Fight Colorectal Cancer so nobody else has to face the same thing.

- Craig Campbell, country music artist and national spokesman (pictured right)

I’m a huge believer in teamwork and Fight CRC’s One Million Strong is a great team fighting for prevention and survivors like me. I’m happy to be a part of it.

- Scott Lagasse, Jr. stage I survivor and national spokesman

"
YEAR-ROUND AWARENESS

WHAT IS ONE MILLION STRONG?

One Million Strong is Fight Colorectal Cancer’s movement uniting the over one million survivors of colorectal cancer and their loved ones to get behind a cure and prevent future cases.

“Because of Fight CRC’s One Million Strong, I am now part of a family of survivors and fighters that are leading me, walking beside me and following me to make a difference and put an end to this awful disease!”

- Melissa Bahr, stage IV survivor and Fight CRC ambassador

MEET ALL 30 OF OUR AMBASSADORS AT FIGHTCRC.ORG/AMBASSADORS »

THIS IS CRAP.

We used the raw emotion of our One Million Strong community for a campaign called “This is Crap.” We told the stories of our 22 Ambassadors (advocates who volunteer to put a “face” to the disease by sharing their stories and becoming spokespeople) through photos, Facebook videos, blog posts and a PSA that rotated in Times Square during March. As a result, we gathered 14,000 petition signatures in 3 weeks and reached hundreds of thousands of people with our stories.

We also received a PRISM award from the KC Chapter of Public Relations Society of America.

In Memory

Fight CRC Ambassador, Robyn Schmid Tiffee (pictured right) was diagnosed with stage IV CRC at age 31. She passed away in April 2017. We continue to fight in her memory.
YEAR-ROUND AWARENESS

Ambassador Candace Henley (center) received an 80% by 2018 Screening Champion award from NCCRT!

COUNTDOWN TO 2018 PARTNERS:

In memory of broadway actress Karen Walsh (pictured left), who passed in May 2017

STRONGER TOGETHER IN MARCH

We took the lead for Colorectal Cancer Awareness Month and kicked it off with One Million Strong in New York City. In collaboration with several partners, we supported the national goal of 80% screened by 2018 with a live stream event from Times Square.

The star-studded event featured Katie Couric, Luke Perry, Craig Campbell, Scott Lagasse, Jr., Broadway actress Karen Walsh and Telemundo’s Jorge Bernal.

We live-streamed on the American Cancer Society, Mayo Clinic and Fight CRC Facebook pages, reaching over 105,000 people in the first 24 hours of March!

“Countdown to 2018” received a SCOPY award from American College of Gastroenterology!

IN MARCH 2017

ONE MILLION STRONG REACHED:

- **54.9 MILLION** social media impressions
- **100,000** website visits
- **500 MILLION** media impressions
DID YOU SEE LUKE PERRY?
WE LOVE RE-RUNS!
Out of all the PSAs Nielsen monitored in 2016, our PSA with Meghan King Edmonds ranked in the top 10% based on airings the PSA received. It received a total of nearly 200 million impressions and $4.2 million in donated media.

An August 2016 episode of the Real Housewives of Orange County showcased Fight CRC to millions of viewers when it showed housewives Meghan King Edmonds and Heather Dubrow speaking at our Call-on Congress Hill Briefing.

COLORECTAL CANCER AWARENESS AT THE STADIUM

Philadelphia Phillies  
In Memory of Steven Ring

Cleveland Cavaliers  
Thanks to Quicken Loans

Washington Nationals  
Thanks to Jerina Ordono

Fargo Redhawks  
Thanks to Amanda Houston
EVERY DAY, SURVIVORS, CAREGIVERS, FAMILY MEMBERS AND MEDICAL PROFESSIONALS TRUST FIGHT CRC’S RESOURCES TO PROVIDE PRACTICAL, CREDIBLE INFORMATION ABOUT TOPICS THEY CARE MOST ABOUT.
I first heard about your website from Luke Perry on the Rachael Ray show right around the time my husband was diagnosed with stage IIIa colon cancer. We watched your webinar on treatment options for stage III and learned about a study showing a shorter course of FOLFOX chemo was nearly as effective as the current “standard of care.” I printed the study out, presented it to our oncologist (who had NOT seen it yet) and she concurred that he could be finished with chemo! I was so ecstatic I broke down and cried. Thank you, thank you, thank you, Fight CRC! Your website is the BEST!

- Maria Madar, caregiver (pictured left)

NEW! RESOURCE LIBRARY

We launched a new website in January 2017 that houses a new resource library containing more than 100 free videos, fact sheets, PDFs, publications and more.

ALL OF OUR RESOURCES ARE MEDICALLY-REVIEWED BY MEDICAL EXPERTS.

The library was visited more than 17,800 TIMES in its first 6 months.

TOPICS COVERED

If it impacts colorectal cancer patients, we talk about it. Here are some of the topics our resources hit on this year!

- CHEMOTHERAPY SIDE EFFECTS
- COPING WITH END-OF-LIFE DECISIONS
- FAMILY HISTORY & GENETIC TESTING
- MENTAL HEALTH, DISTRESS, AND THE NEW NORMAL
- PHYSICAL ACTIVITY
- RADIATION - HOW IT WORKS AND WHEN IT’S USED
- SCREENING AND SURVEILLANCE
- SPIRITUALITY
- OSTOMY CARE AND SUPPORT
- CLINICAL TRIALS

All of our resources are medically-reviewed by medical experts.
NEW FREE RESOURCES THIS YEAR!

Beyond Blue
Spring 2017
NO. OF DISTRIBUTORS: 412
CIRCULATION: 6,000 PRINTED
AVAILABLE ONLINE AT
FIGHTCRC.ORG/SPRING17BB

Biomarked Mini Mag
& Conversation Starter
Fall 2016
NO. OF DISTRIBUTORS: 260
CIRCULATION: 6,000 PRINTED
AVAILABLE ONLINE AT
FIGHTCRC.ORG/FALL16BB

Genetics
Mini Magazine
CIRCULATION: 5,000 PRINTED
AVAILABLE ONLINE AT
FIGHTCRC.ORG/GENETICSMNM

Side Effects
Mini Magazine
CIRCULATION: 6,000 PRINTED
AVAILABLE ONLINE AT
FIGHTCRC.ORG/SIDEEFFECTSMM

Research and
Resources Blog
PUBLISHED: 20+ ARTICLES
AVAILABLE ONLINE AT
FIGHTCRC.ORG/BLOG

Free Patient
Webinars
TOTAL PRODUCED: 12 NEW WEBINARS
DOWNLOADS/VIEWS: 8,000
AVAILABLE ONLINE AT
FIGHTCRC.ORG/WEBINARS

Taboo-ty
Podcasts
TOTAL: 11 NEW EPISODES
LISTENS: 3,800
DOWNLOADS/VIEWS: 8,000
AVAILABLE ONLINE AT TABOO-TY.ORG

WINNER OF 2017 GOLD HERMES & AIGA INSHOW AWARDS!

This UPDATED guide is a 3-part book for those who have been diagnosed with, or who have a loved one diagnosed with, stage III or IV colorectal cancer.

BIOMARKER CONVERSATION STARTER
Biomarker testing can help your doctors identify your best treatment options. Knowing your biomarkers can help you make well-informed decisions about how your cancer will be treated, allowing you to be your own best advocate.

To learn more about biomarkers and to read stories by colorectal cancer patients and survivors who have experienced biomarker testing, visit FightCRC.org/Biomarked.

Wondering how to open the conversation with your doctor about biomarkers? Start with these questions:

- HAVE I HAD MY BIOMARKERS TESTED?  
  YES                       NO

- What do my results mean for my treatment plan? Will my tumor be tested?
- When?

ADDITIONAL QUESTIONS TO ASK YOUR DOCTOR:

- What biomarkers should I be tested for?
- How does biomarker testing work?
- How long will I need to wait before getting my results back?
- Can you explain my test results and what they mean for my treatment?
- Is it possible to get a copy of my pathology report?
- Should I have my tumor re-tested in the future in case any new biomarkers are deemed clinically relevant for CRC?
EXTENDING OUR REACH THROUGH PARTNERSHIPS

We sponsored the 2016 NCCN Guidelines for Patients: Colon Cancer. In the first 6 months after publication, it received approximately 314,300 page views on NCCN.org, the booklet was viewed by over 17,000 unique users and at least 175 print copies were ordered. Requests for translated versions were received from all over the world. Fight CRC sponsored the 2017 version, as well as the new 2017 NCCN Guidelines for Patients: Rectal Cancer.

DOWNLOAD AT NCCN.ORG »

In partnership with Lilly Oncology and in memory of stage IV survivor Clint Cummings, a contestant on Spike’s Ink Masters and owner of Sparrows Tattoo, we launched a national campaign around biomarkers to help patients understand that just like a tattoo, a biomarker is unique. Patients understanding their biomarkers is extremely important, as it could directly affect their treatment plan, ensuring they get the best treatment for them.

CHECK IT OUT AT FIGHTCRC.ORG/BIOMARKED »

RESOURCE LINE Call toll free 1.877.427.2111

We provide access to Cancer Support Community services through our free Resource Line where callers can receive support including: local or national resources (including support groups, transportation services and other programs); short-term cancer counseling and emotional assistance; treatment decision planning; financial counseling regarding the costs of cancer and its treatments; and access to an online distress screening program, CancerSupportSource®.

Our partnership with Inspire helps people connect through private, password-protected, professionally-moderated message boards. We have over 4,500 members from 5 countries who engage in our Inspire community. We also have thousands of advocates in our Facebook groups.

FIGHTCRC.ORG/INSPIRE »
PATIENTS TELL ALL!

In July 2016, we piloted our first patient survey to get feedback on our resources. We repeated the survey in the summer of 2017 and had 310 individuals participate in the survey (13% higher participation!) Here’s what we found out:

WHO’S USING OUR RESOURCES?

Fight CRC is reaching a wide array of individuals touched by colorectal cancer!

60% SURVIVOR/PATIENTS
(34% are between ages 50-59, 25% between 40-49)

19% FAMILY MEMBERS

11% MEDICAL PROFESSIONALS / RESEARCHERS

8% “OTHER” (Advocates, patient navigators and public health professionals)

WHAT RESOURCES DO THEY USE MOST?

#1 WEBINARS
Closely followed by Your Guide in the Fight and then topic-specific fact sheets.

ARE THEY SATISFIED WITH OUR RESOURCES?

Those who utilize Fight CRC’s resources are overwhelmingly satisfied!

88% STRONGLY AGREE or agree they are satisfied; 11% are neutral

87% HAVE LEARNED SOMETHING NEW from the resources

WOULD THEY RECOMMEND THEM TO A FRIEND?

APPROXIMATELY 95% OF PARTICIPANTS STRONGLY AGREE or agree that they trust Fight CRC’s resources and would recommend them to another person affected by colorectal cancer.
Our distinguished Medical Advisory Board members review materials, present webinars and speak at our events to help insure information published by Fight CRC is credible and medically-reviewed.

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.
Ohio State 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

FIGHT CRC IS A TRUSTWORTHY ORGANIZATION DEVELOPING RESOURCES WITH POTENTIAL TO TRULY AFFECT SOMEONE’S CANCER EXPERIENCE.
LEADING THE SOCIAL MEDIA CHARGE!

IT’S BEST TO NOT FACE CANCER ALONE.

At Fight CRC, we’re committed to connecting people touched by the disease. We unite under a shared vision: victory over colon and rectal cancers. We’re always one post away.

FIND US ON SOCIAL!
@FightCRC

SHOW US YOUR STRENGTH!
#StrongArmSelfie

CHECK OUT ADVOCACY EFFORTS!
#CRCadvocacy

Our president was chosen to serve on the Stand Up To Cancer CRC Dream Team!
LEADING THE SOCIAL MEDIA CHARGE

SHOW US YOUR STRENGTH! TAG @FIGHTCRC!

Make plans to join us in summer 2018!
Climb for a Cure started in 2016 and has become an annual event in Colorado.

RATS Academy at University of Wisconsin. (From left to right) Andrea (Andi) Dwyer, Dr. Dusty Deming, Wisc. Lt. Governor Rebecca Kleefisch (also a CRC survivor) and CEO of UW Health Alan Kaplan, M.D.
THIS YEAR, WE ONCE AGAIN DIRECTED 93 CENTS PER DOLLAR INTO PROGRAMS.

As a nonprofit our philanthropy efforts are built upon trust, strong ethical standards and principles. We have an active, capable and diligent Board of Directors and a management team focused on accountability and best financial practices. We continuously review and monitor our strategies and our impact so we can assure YOU we maximize your investment and earn your trust.

APPLAUSE AND RECOGNITION

Charity Navigator

Fight Colorectal Cancer received a score of 95.3 out of 100 overall based on FY16 reports, with 100 percent score for accountability and transparency. This was the highest score amongst all colorectal cancer charities reviewed by Charity Navigator.

GuideStar

GuideStar ranked Fight Colorectal Cancer as Platinum for our full transparency practices.
AMAZING PHILANTHROPISTS

We’re grateful for the time and dedication these philanthropists have given to ensure our mission-driven activities are funded! Meet the top fundraisers this year!

Bill & Anita Marie’s Backyard BBQ raised $5,979

Steve Mayberry Memorial BBQ raised $7,600

Friends of Rose tournaments raised $5,000+

Bill & Nancy Malthouse estate donated $150,000 ($100K going to research)

Bergen Eye Center donated over $3,000

Sparrows Tattoo awareness activities generated $2,100

Team Johnson raised almost $8,500

The 2017 Polar Bear Dip for a Cure raised $3,605

In honor of Robyn Schmid Tiffee, The Mercury Network raised $6,000+
GETTING HAIRY

In 2016, No-Shave November—a 501(c)3 that raises money for cancer awareness and research—donated $464,400 to Fight CRC - our largest single donation to-date!

With the funds, we doubled our research grant, launched a new website, scholarshipped advocates to Call-on Congress and put free resources into patients' hands.

FISCAL YEAR 2017 FINANCIALS

Revenue Chart:
- $583 Interest
- $2,500 Other
- $15,081 Program Fees
- $26,549 Product
- $365,320 In-Kind
- $2,589,016 Contributions
- $2,999,049 Total

Expense Chart:
- $56,784 Management
- $102,329 Fundraising
- $302,770 Research
- $470,115 Policy
- $1,367,766 Awareness/Education
- $2,299,764 Total
# Fiscal Year 2017 Financials

## Statement of Activities
Fiscal Year ending June 30, 2017

<table>
<thead>
<tr>
<th>INCOME</th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions Unrestricted</td>
<td>1,502,473</td>
<td>1,342,107</td>
</tr>
<tr>
<td>Contributions Restricted</td>
<td>1,086,543</td>
<td>424,166</td>
</tr>
<tr>
<td>Product Sales</td>
<td>26,549</td>
<td>15,215</td>
</tr>
<tr>
<td>In-kind donations</td>
<td>365,320</td>
<td>315,100</td>
</tr>
<tr>
<td>Interest Income</td>
<td>583</td>
<td>766</td>
</tr>
<tr>
<td>Program Fees</td>
<td>15,081</td>
<td>13,582</td>
</tr>
<tr>
<td>Other Income</td>
<td>2,500</td>
<td>6,550</td>
</tr>
<tr>
<td>Net assets released</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>TOTAL REVENUE</strong></td>
<td><strong>2,999,049</strong></td>
<td><strong>2,117,486</strong></td>
</tr>
</tbody>
</table>

## Balance Sheet
Fiscal Year ending June 30, 2017

<table>
<thead>
<tr>
<th>CURRENT ASSETS</th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td>1,502,473</td>
<td>1,342,107</td>
</tr>
<tr>
<td>Contribution Receivables</td>
<td>1,086,543</td>
<td>424,166</td>
</tr>
<tr>
<td>Prepaid Expenses</td>
<td>26,549</td>
<td>15,215</td>
</tr>
<tr>
<td>Inventory</td>
<td>365,320</td>
<td>315,100</td>
</tr>
<tr>
<td><strong>TOTAL CURRENT ASSETS</strong></td>
<td><strong>2,999,049</strong></td>
<td><strong>2,117,486</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PROPERTY &amp; EQUIPMENT</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Furniture &amp; Equipment</td>
<td>77,643</td>
<td>24,186</td>
</tr>
<tr>
<td>Less Accumulated Depreciation</td>
<td>(18,551)</td>
<td>(16,895)</td>
</tr>
<tr>
<td><strong>PROP &amp; EQUIP NET</strong></td>
<td><strong>59,092</strong></td>
<td><strong>7,291</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>OTHER ASSETS</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Security Deposit</td>
<td>1,650</td>
<td>3,500</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CURRENT LIABILITIES</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts Payable</td>
<td>47,700</td>
<td>28,881</td>
</tr>
<tr>
<td>Accrued payroll &amp; vacation</td>
<td>45,010</td>
<td>31,007</td>
</tr>
<tr>
<td><strong>TOTAL LIABILITIES &amp; ASSETS</strong></td>
<td><strong>1,634,080</strong></td>
<td><strong>901,962</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NET ASSETS</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Unrestricted</td>
<td>56,345</td>
<td>556,525</td>
</tr>
<tr>
<td>Temp Restricted</td>
<td>524,855</td>
<td>285,549</td>
</tr>
<tr>
<td><strong>TOTAL NET ASSETS</strong></td>
<td><strong>581,200</strong></td>
<td><strong>842,074</strong></td>
</tr>
</tbody>
</table>

## Spending Dollars Wisely