

FY2025



# Philanthropy

## Sponsorship Opportunities

PRESENTED BY:

**Fight Colorectal Cancer**

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# About Fight Colorectal Cancer Philanthropy

Fight CRC is the leading advocacy organization dedicated to raising awareness and funds for colorectal cancer research, education, and support. Thanks to the support of our volunteers, donors, and sponsors, we've been able to reach countless individuals affected by this disease, providing them with valuable resources and support.

Our volunteers play a crucial role in advancing our mission, from organizing fundraising events to raising awareness in their local communities. Through their efforts, we have been able to increase colorectal cancer screening rates, support research initiatives, and provide education and support to patients and caregivers.

## MEET THE PHILANTHROPY TEAM

**Michell Baker**

Vice President of Philanthropy



**Emily Piekut**

Director of Donor Relations



**Natalie Keiser**

Executive Project Manager



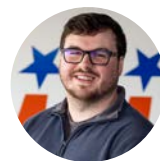
**Remington Bennett**

Philanthropy Coordinator



**Chandler Shook**

Fundraising Coordinator



**Mollie Glenn**

Volunteer and Events Coordinator



**Paula Chambers-Raney**

Hope Coordinator



Fight CRC has around 200 active, year-round volunteers amongst our Gratitude Team, Resource Champions, and Social Media Champions. Our volunteers are based across the United States.

As we continue our expansion of volunteer programs and initiatives, we also dream big.

Fight CRC dreams of hosting an awareness game featuring top athletes who reach people in the demographic predicted to be diagnosed with colorectal cancer. We dream of hosting a benefit concert with performances by renowned artists who impact young people's awareness and advocacy. In addition to these events, we also aim to raise extra scholarship money for participants to attend the annual Climb for a Cure in our 20th year – making it bigger and more supported than ever.

Sponsors play a crucial role in helping us execute events and providing the necessary funding to make them successful. We are extremely grateful for their support and dedication to our cause.

Our champions have been instrumental in advancing our mission and helping us make a difference in the lives of those affected by colorectal cancer. Together, we can raise awareness, funds, and support for those in part of our fight against this disease.



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# Volunteer Program

The mission of Fight Colorectal Cancer could not be accomplished without the support of our relentless champions who serve in our [Volunteer Program](#).

Since 2005, our work at Fight CRC has been made possible by the dedication and commitment of our resource champions, gratitude champions, social media champions, and event hosts. These individuals have gone above and beyond to support our mission of raising awareness and providing resources for those affected by colorectal cancer.

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## Resource Champions

Resource champions have tirelessly worked to connect individuals with the information and support they need to navigate their colorectal cancer journey. They have helped us spread educational materials, connect patients with healthcare providers, and provide a platform for survivors to share their stories.

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## Social Media Champions

Social media champions have amplified our message across various platforms, reaching a wide audience and helping us raise awareness about colorectal cancer. Their social media efforts have enabled us to reach individuals who may not have otherwise been exposed to our resources and support.

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## Gratitude Team

Gratitude champions have played a crucial role in thanking the donors who fundraise and support our efforts financially. The commitment of the Gratitude Team has allowed us to continue our work while loving every dollar that moves the work forward.

# Third-Party Event Hosts

Volunteer event hosts have organized and hosted various events to raise awareness and funds for Fight CRC. From golf tournaments to bar crawls to local Climb for a Cure events, these individuals have brought communities together to support our cause and make a meaningful impact within their communities and beyond.

## Volunteer Program SPONSORSHIP OPPORTUNITIES

<b>VOLUNTEER PROGRAM SPONSORSHIP OPPORTUNITIES</b>	<b>GOLD \$20,000</b>	<b>SILVER \$10,000</b>	<b>BRONZE \$5,000</b>
Recognition on Fight CRC's Volunteer Webpage	X	X	X
Recognition in Fight CRC's Community App ~ Community of Champions	X	X	X
Recognition on Social Media	Twitter/IG/FB 50K+ reach 2x on each platform	Twitter/FB 20K+ reach 1x on each platform	IG/LinkedIn 15K+ reach 1x on each platform
Recognition in Volunteer Toolkit	X	X	
Recognized as a United in Blue Sponsor ~ March 2025 in Washington, D.C. Includes on-site Recognition Near Volunteer Tent	X		

**TOGETHER, THESE CHAMPIONS HAVE BEEN INSTRUMENTAL IN ADVANCING  
OUR MISSION AND HELPING US MAKE A DIFFERENCE IN THE LIVES OF THOSE  
AFFECTED BY COLORECTAL CANCER.**

# In-Kind Donations

In-kind donations allow Fight Colorectal Cancer to stretch its budget further and allocate resources to other critical areas of need. By receiving these donations, the organization can maximize its impact and reach more individuals affected by colorectal cancer.

In-kind donations are essential for Fight CRC because they provide valuable resources and supplies that help support the organization's mission, programs, and events. These donations can include self-care items for patients, meeting space for events, airline points for advocates, or services that directly contribute to Fight CRC's operations and fundraising efforts.

Overall, in-kind donations play a vital role in supporting Fight CRC's efforts to raise awareness, provide support to patients and caregivers, and advocate for policy changes to improve the lives of those affected by this disease.

Without the support of in-kind donors, Fight CRC would not be able to fulfill its mission effectively and make a significant impact in the fight against colorectal cancer.

**SHOULD YOU DECIDE TO BECOME AN IN-KIND DONOR, PLEASE CONTACT  
MOLLIE GLENN AT [MOLLIE@FIGHTCRC.ORG](mailto:MOLLIE@FIGHTCRC.ORG).**

# Climb for a Cure

Climb for a Cure is Fight CRC's largest fundraising event. Founded in 2016 and what began with just 12 participants and raising \$500, has evolved into a flagship fundraising event for Fight Colorectal Cancer, with hundreds of participants and over \$1 million raised.

Every year since 2016, relentless champions join Climb for a Cure to connect with and honor fellow survivors and caregivers and remember the loved ones lost to colorectal cancer. Climb for a Cure pushes our community to new heights together while raising vital funds and awareness toward finding a cure.

Each year, funds from Climb for a Cure support [Collaborative Group of the Americas on Inherited Gastrointestinal Cancer \(CGA-IGC\)](#), with a research grant focusing on patients with inherited colorectal cancer syndromes, familial colorectal cancer, and early onset colorectal cancer (EAO), as well as Fight CRC's [Path to a Cure](#).

## BE A PART OF SOMETHING BIGGER

Join us on July 20, where we are taking Climb for a Cure to new heights in the Smoky Mountains. With three trails to choose from, no matter the experience level, there's a trail for everyone.

For many, colorectal cancer is the biggest mountain they will ever face. Each year, our community of relentless climbers comes together to make an impact. We Climb for a Cure to explore new terrain for life-changing research.





Climb for a Cure is about more than physical challenges; it's a symbol of overcoming obstacles, honoring those affected by colorectal cancer, and driving impactful change in the fight against this disease. Participants push their limits by climbing mountains, all while raising vital funds and awareness for colorectal cancer research.

## Climb for a Cure

### SPONSORSHIP OPPORTUNITIES

CLIMB FOR A CURE SPONSORSHIP OPPORTUNITIES	PLATINUM \$50,000	GOLD \$35,000	SILVER \$20,000	BRONZE \$5,000
On-site Recognition at Climb for a Cure	X	X	X	X
Recognition in the Annual Climb for a Cure Recap Video	X	X	X	X
Recognition in the Climb for a Cure Summary Report	X	X	X	X
Recognition in Fight CRC's Annual Report	X	X	X	X
Recognition on social media	Twitter/IG/FB /LinkedIn 55K+ reach 2x on each platform	Twitter/IG/FB 50K+ reach 2x on each platform	Twitter/FB 20K+ reach 1x on each platform	IG/LinkedIn 15K+ reach 1x on each platform
Recognition on Climb for a Cure Webpage	X	X	X	X
Complimentary Climb for a Cure Registration	10	8	6	4
Recognition in Climb for a Cure Press Release	X	X	X	
Recognition on Climb for a Cure Shirt	X	X		
Recognition in Climb for a Cure Toolkit	X	X		
Opportunity to provide a company branded item for Climb for a Cure (Quantity 200)	X			
Exclusive Add-On: Opportunity to Speak at Climb for a Cure	X			

# Climb for a Cure

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

### PRE-CLIMB DINNER (3 AVAILABLE) - \$2,500

#### Sponsorship Benefits:

- Recognition via Fight CRC's Facebook page (30k+ reach)
- On-site recognition
- Recognition in Annual Climb for a Cure Recap Video
- Recognition in 2024 Climb for a Cure Summary Report
- Recognition on Climb for a Cure webpage

### IN-KIND DONATIONS

Donating items like water, protein bars, and printing is a great way to encourage participants and support Fight CRC's Climb for a Cure. Should you decide to become an in-kind donor, please contact Mollie Glenn at [mollie@fightcrc.org](mailto:mollie@fightcrc.org).

#### Sponsorship Benefits:

- Your company logo or name will be recognized via Fight CRC's social media platforms. Additional recognition will be determined and agreed upon depending on the donated item(s).

# Thank you!

## FOR INQUIRIES, PLEASE CONTACT US.



 [www.fightcrc.org](http://www.fightcrc.org)

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 703-548-1225