

Impact Report

2013



The 2013 Annual Impact Report includes activity during FY-2013 (July 2012-June 2013). To learn more or get involved, visit FightColorectalCancer.org or connect with us on social media.

Our Mission:

Fight Colorectal Cancer demands a cure for colon and rectal cancer. We educate and support patients, push for changes in policy that will increase and improve research and empower survivors to raise their voices against the status quo.

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Fight Colorectal Cancer
 1414 Prince Street, Suite 204
 Alexandria, Va. 22314
 (703) 548-1225
 (877) 427-2111 (toll-free Answer Line)
FightColorectalCancer.org

Thank You, Carlea

This Annual Report is dedicated to our first president Carlea Bauman who led our fight for seven years. The colorectal cancer community is forever grateful for you.

Progress

This year at Fight Colorectal Cancer, we took things to a new level. Building on our past successes, we stepped boldly into new directions to grow and strengthen our organization. In doing so, we made significant strides toward accomplishing the goal of founder Nancy Roach who envisioned victory over colorectal cancer when she founded the organization in 2005.

To successfully support and serve our community this year, we listened. We asked patients, caregivers and other key stakeholders how to improve our services and initiatives. Their feedback allowed us to successfully realign our programs with the needs of those we serve. We expanded our advocacy program to include grassroots and social media outreach. We embraced collaboration and formed coalitions and partnerships to support the colorectal cancer community at large. We awarded a young and talented researcher with a \$50,000 grant through the Lisa Fund and formalized our research advocate training program. Last but not least, our shining moment occurred March 1, 2013 when we launched our first national awareness campaign, One Million Strong, in New York City's Times Square to kick off Colorectal Cancer Awareness Month.

We hope that you too will see a year marked with progress as you flip through this annual report. We proudly report that **92 cents of every dollar** donated went directly to programs that fight colorectal cancer. We've updated and renamed our printed piece to bring you concise anecdotes and figures that display the impact our advocates and donors made over the year. Check out FightColorectalCancer.org for an in-depth look into the organization.

It's truly an honor to fight on behalf of the one million colorectal cancer survivors, the loved ones we lost and others touched by the disease. We carry the burden of knowing colorectal cancer is the second-leading cause of cancer deaths in the U.S. That statistic reinforces how much the community needs us to fight, and why we're pleased and hopeful as we share our progress this year.

Sincerely,
 Your team at Fight Colorectal Cancer



WHAT WE DO AT FIGHT COLORECTAL CANCER

Research

Fight Colorectal Cancer works with the research community as we connect patients to clinical trials and train research advocates who voice the needs of patients to scientists. To support new, groundbreaking research we directly fund a late-stage CRC researcher each year.

Awareness

Our awareness efforts unite communities to raise awareness about colorectal cancer. With our collective voices we harness the strength of the one million CRC survivors and move forward together. Our One Million Strong campaign educates that colorectal cancer is preventable, treatable and beatable.

Advocacy & Policy

Each year, we train passionate people to engage in the political process and connect with elected officials across the country.

Our advocates push for the support of screenings, lower costs and funding for research. Our Grassroots Action Committee (GAC) leads the charge.

Patient Education

We provide free resources that bring the latest credible, up-to-date information to patients and caregivers. Our staff attends 10-12 medical conferences each year to put medical providers, academic institutions and community practices in touch with our programs and services.

Stories from the Front Lines

One Million Strong

To celebrate the launch of Colorectal Cancer Awareness Month we took awareness efforts up a notch. We planted ourselves in the middle of Times Square and used its bright lights to illuminate our cause. On March 1, 2013 we launched One Million Strong, sponsored by Bayer Healthcare. Our event included dancing, yoga, an inflatable walk-through colon, celebrity appearances and more. This public awareness campaign harnessed the strength of the one million colorectal cancer survivors and shared stories of strength, hope and change. Through community events and social media, we continually attract new advocates and donors who want to fight with us.



Advocate Lameck Otero supporting One Million Strong at the top of Mount Kilimanjaro

Rep. Donald Payne, Jr. Joins The Fight

We were honored as congressman Donald Payne, Jr. joined us this year to honor his father, a former member of Congress who passed away from colorectal cancer in March 2012. Rep. Payne, Jr. met with advocates from his state of New Jersey during Call-on Congress and worked with our staff to produce a video for our advocates about the importance of face-to-face meetings with our elected officials.

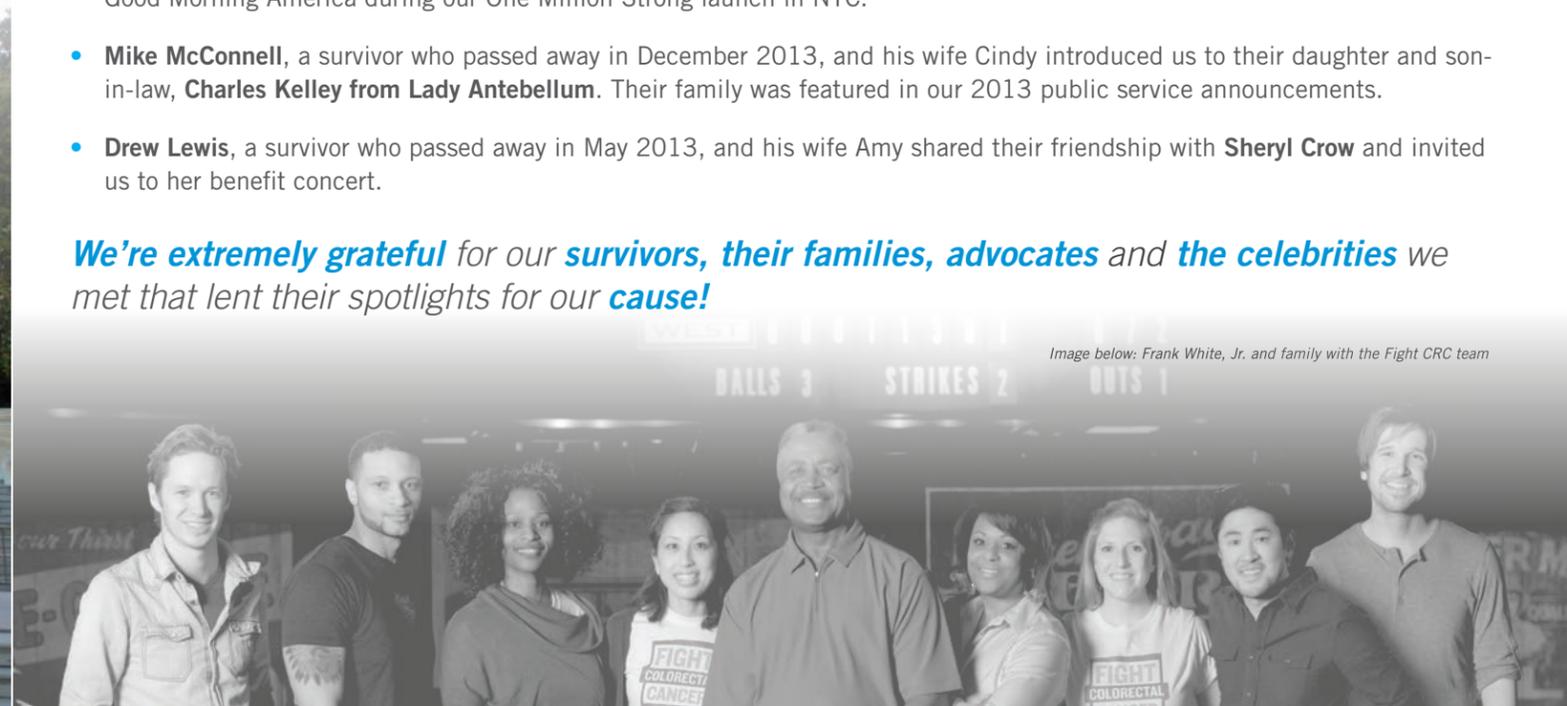
Advocates recruit Star Power

We still feel star struck after our past year. Advocates and supporters introduced us to high-profile individuals who furthered our cause and gave colorectal cancer a BIG spotlight.

- **Brian Mansfield**, a survivor (with Lynch Syndrome) and reporter for USA Today, published an article about One Million Strong in an October issue.
- **Devin James**, whose father is a survivor, recruited undefeated **WBO middleweight world champion, Kid Chocolate (Peter Quillin)**, and former **Major League Baseball player and coach for the Kansas City Royals, Frank White, Jr.**, to be a part of our One Million Strong campaign.
- **Staff member Anjee Davis** reached out to **Dolly Lenz**, a two-time survivor and real estate mogul, who spoke to a crowd of supporters in Times Square.
- Sarah Cannon Research Institute's **Dr. Johanna Bendell** and patient navigator **Andrea Lee** recruited Tennessee pro athletes **Tim Shaw** and **Will Witherspoon (NFL)** and **Kevin Klein (NHL)** to appear in our first rap video, "GI Gangsters Killin' Cancer."
- **Andrea Kramer**, survivor and board member, made sure **Sam Champion** knew to look for us when reporting the weather on Good Morning America during our One Million Strong launch in NYC.
- **Mike McConnell**, a survivor who passed away in December 2013, and his wife Cindy introduced us to their daughter and son-in-law, **Charles Kelley from Lady Antebellum**. Their family was featured in our 2013 public service announcements.
- **Drew Lewis**, a survivor who passed away in May 2013, and his wife Amy shared their friendship with **Sheryl Crow** and invited us to her benefit concert.

We're extremely grateful for our survivors, their families, advocates and the celebrities we met that lent their spotlights for our cause!

Image below: Frank White, Jr. and family with the Fight CRC team



OUR IMPACT BY THE NUMBERS

Whether we're fighting colorectal cancer in-person, on the Hill, in the lab or online, here's a glimpse into our impact over the course of a year. Neither sleet, nor rain, nor snow, nor sequestration, can stop us.



PATIENT EDUCATION:

10,000

quarterly printed newsletters distributed to selected cancer centers across the U.S., up from 7,500 in 2012, a 25 percent increase over last year.



Our email database grew to more than

17,000

opt-in subscribers in 2013, up from 9,300 in 2012, an 83 percent increase over last year.



23,000

people visited FightColorectalCancer.org each week of 2013, up from 18,000 in 2012, a 27 percent increase over last year.

14,000

views of our archived [Webinar presentations](#) in 2013, up from 1,500 in 2012, an 833 percent increase over last year. Our [monthly patient webinars](#) are led by distinguished medical experts and provided information about topics like: hospice and palliative care; cancer and sexuality; Lynch syndrome; the financial burden of cancer; living with an ostomy; rectal cancer treatments and the latest research about treating CRC and more.



12,000

people viewed our YouTube channel in 2013. Our toll-free Answer Line continued to help more than 1,000 people who called in for support and answers.



NEW PROGRAMS:

We conducted focus groups in NYC, Washington, D.C and Charleston, S.C. to get vital input and insight into the needs of colorectal cancer survivors and caregivers.

AWARENESS:

One Million Strong campaign launch mentioned on **GOOD MORNING AMERICA AND THE TODAY SHOW IN TIMES SQUARE**
STORY SYNDICATED BY **ABC NEWS, LOCAL NEWS & PRWEEK.COM**

HASHTAG #1MILSTRONG exposed nearly **100,000** **MARCH 1, 2013**

Our website received 3,100 views and we gained more than 168 new fans on Facebook that day.

THE DREW LEWIS VIDEO FEATURING Sheryl Crow received **5,000**

views within the first 24 hours of posting on YouTube.

more than **500 FREE FIT** (Fecal Immunohistochemical Tests) tests were distributed thanks to the generosity of donors and Quest Diagnostics on [#GivingTuesday](#).

ADVOCACY:

REP. DONALD PAYNE, JR. (D-NJ) received 83 co-sponsors for a proclamation recognizing March 2013 as Colorectal Cancer Awareness Month.



with 80 advocates, 104 bill meetings scheduled and 24 states represented.

H.R. 1070, Fighting Barriers to Colorectal Cancer, received

45 CO-SPONSORS

in 2013. Thank you to

REP. CHARLIE DENT

(R-PA) for introducing this act in 2012 and for our advocates requesting their lawmakers' support. We're still working to close the loop!

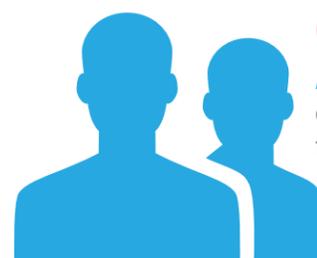
HONORING THE MEMORY

of her parents, longtime advocate and survivor

LIZ DENNIS

started our first scholarship program. Three scholarships were given for the 2013 Call-on Congress. Liz plans to continue this [scholarship program](#) by matching donations to this fund.

RESEARCH:



OUR RESEARCH ADVOCATE TRAINING AND SUPPORT (RATS)

program became formalized with 15 participants engaging in ongoing discussions, training and visits to laboratories to learn about how to bridge scientists and patients.

A late-stage colorectal cancer researcher received a

\$50,000

grant through our Lisa Fund.

Since 2008, the Lisa Fund has awarded

\$350,000

in late-stage research grants.

50%

of the **RATS members** actively participated in research councils.

For more visit: www.FightColorectalCancer.org



Our average Facebook status reaches

4.3K

people.

TOP 5

most commonly asked questions to our Answer Line.



When should I be screened, and how?

What are the symptoms of colorectal cancer?

Where can I find a free or low-cost colonoscopy?

I've just been diagnosed with colorectal cancer, now what?

Where can I find financial assistance?

ROCKSTARS!

Our New Jersey advocates influenced representatives to declare March 2013 as Colon Cancer Awareness Month.

Pictured above ~ Congressman Donald M. Payne, Jr. (NJ-10) with New Jersey advocates.

The following individuals received special recognition at our 2013 Call-on Congress Celebration Dinner:

- » The Andrew Giusti Memorial Award: The late Kate Murphy
- » The Advocate of the Year Award: Eric and Rose Hausmann
- » The Congressional Champion Award: The Honorable Jim McGovern (MA-2) who has strongly supported colorectal cancer legislation for many years.

Medicine Gets Personal

On **April 9, 2013** Fight Colorectal Cancer, working with the American Association for Cancer Research (AACR), awarded the sixth Lisa Fund grant to **Pia Morelli, M.D., Ph.D.**, a postdoctoral Fellow at the University of Texas M.D. Anderson Cancer Center in Houston. Dr. Morelli received the **\$50,000** research grant to study patients' responsiveness to certain treatments based on mutations – research that furthers developments in personalized medicine when chemotherapy is recommended.

The Lisa Fund uses **100 percent** of its donations to award grants to late-stage colorectal cancer researchers. To date, we have funded more than **\$350,000** in research grants and raised more than **\$400,000** through the Lisa Fund to support young and talented scientists searching for a cure.

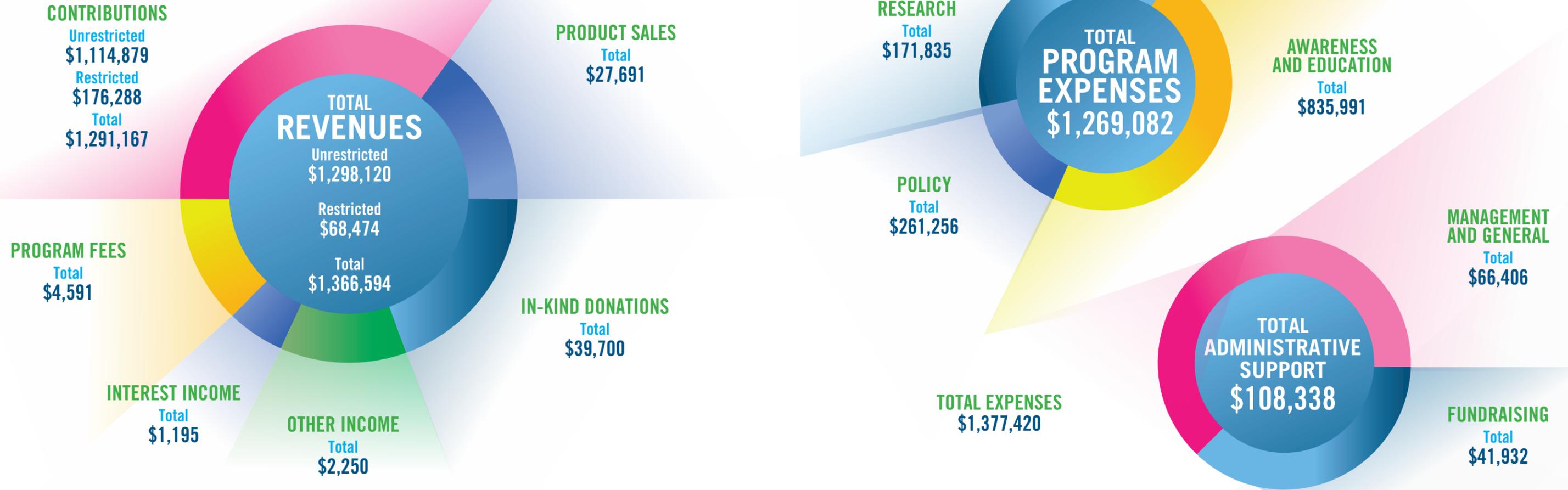
To find those answers, visit FightColorectalCancer.org.

Make donation at FightColorectalCancer.org/donate.



2013 Financial Overview

Activity during FY13 (July 1, 2012 through June 30, 2013)



We are accredited with the [Better Business Bureau \(BBB\)](#) and meet the 20 Standards for Charity Accountability.



To view the full balance sheet of our Audited Statement of Activities, please visit FightColorectalCancer.org/Financials



92¢
of every
DOLLAR
goes directly to
colorectal cancer programs!

M

ake Your Impact

If you want to continue seeing progress and witness the statistics on colorectal cancer change, make a donation to Fight Colorectal Cancer. We are grateful for our donors who support our 501(c)(3) nonprofit organization. We built each of our initiatives to get behind a cure.

OPTIONS FOR DONORS:

1. Living Legacy

Donate in honor or in memory of the colorectal cancer fighter in your life. For every donation we receive, 92 cents goes directly into programs that promote advocacy and awareness. Contact us about estate planning or other creative ways to celebrate the life of your loved one.

2. Help Fund Research

Support late-stage colorectal cancer research through our Lisa Fund. Every dollar donated to this account goes toward our annual grant administered through the American Association for Cancer Research (AACR). Learn more at FightColorectalCancer.org/LisaFund.

3. Workplace Giving

Many organizations match employees' charitable gifts, which can double or triple your contribution. You can also contribute to us through the Combined Federal Campaign (CFC #78265) if you or family members work for the federal government or the military.

4. Fundraise

From BBQ cook-offs, online stores to horseshoe tournaments, our advocates get creative to raise money. If you enjoy fundraising, get started on supporting our cause! Together, we can make a difference!

5. Shop

We partner with several websites that allow shoppers to support a cause and donate a percentage of each transaction amount to us!

- » We-Care.com (select Fight Colorectal Cancer)
- » Amazon Smile (Look for us under C:3 - Colorectal Cancer Coalition)
- » eBay Giving Works



WAYS TO DONATE:



Online
FightColorectalCancer.org/DONATE



NEW! Text-to-give!
Text FCRC to 91011 to make a donation to Fight Colorectal Cancer *



Mailing
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Your contribution is tax deductible to the extent allowed by law. Fight Colorectal Cancer is a registered nonprofit organization with Federal Tax ID 20-2622550. We are accredited with the **Better Business Bureau (BBB)** and meet the 20 Standards for Charity Accountability.

* Message & data rates may apply. To complete the transaction, you will need to enter the donation amount following FCRC, for example FCRC 50.

THANK YOU TO OUR DONORS

\$2500+

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Our records indicate the following donations between July 2012 - June 2013. Thank you for your support! If you believe there is an accidental omission, please contact us so we can issue a correction in the online edition of our report. For a full list of every donation we received, please visit the Financials page at FightColorectalCancer.org.

THANK YOU TO OUR CORPORATE DONORS

\$200K+

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Bayer HealthCare Pharmaceuticals
Genentech BioOncology

\$50 - \$199K

Regeneron
Sanofi-Aventis

\$10K - \$49.9K

Ethicon Endo-Surgery, Inc.
Aquacai
Genomic Health, Inc
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GlaxoSmithKline
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Myriad Genetic Laboratories
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\$1K - \$9.9K

(ASGE) American Society for Gastrointestinal Endoscopy
American Gastroenterological Association

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\$500+

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Prudential Foundation
Rattner Family Foundation
Small Army for a Cause
Good Love, Inc



Ian (far right), Colin and a friend

Ian Malakoff's Brunch in honor of Colin Leroy

\$14,190

In FY-2013, personal fundraising pages raised over
\$38,000
a 38% percent growth.

Steve Mayberry
Memorial Cookoff 2012

\$14,001

Todd Jones' Race for Patti

\$5185

Friends of Rose Horseshoe Tournament

\$5050

Food Truckin' for a Cure

\$3233

Amanda Key Fun Fair

\$2263

Ed Murphy in Memory of Arlene Murphy

\$1515

Mandy Nelson Wedding

\$1340

TOP 8

FUNDRAISING EVENTS OF FY-2013:





Get Behind a Cure.

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(703) 548-1225
(877) 427-2111 (toll-free Answer Line)

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