

# GROWTH



Fight Colorectal Cancer  
2015 Annual Impact Report  
July 2014–June 2015



“This year it became clear to me that our vision is our greatest story. We envision victory over colorectal cancer. Embracing this vision helped us to focus our approach, take advantage of our strength in advocacy, grow our research efforts and increase patient resources. This has led to new opportunities to touch the lives of families impacted by this disease.”

— Anjee Davis, president

**FIGHT  
COLORECTAL  
CANCER**

To meet the entire Fight CRC team including our board, staff and volunteer committee members, and to read Anjee’s Letters from the President, visit [FightCRC.org/ImpactReport](http://FightCRC.org/ImpactReport)

# GROWING OUR GLOBAL REACH

You helped Fight Colorectal Cancer reach millions of people around the world this year.



*People from 136 different countries visited our website this year!*

1  437,350 visitors

**57+ MILLION**

through **#StrongArmSelfie**  
new for 2015!

**89.6+ MILLION**

through **Luke Perry PSA**  
**\$1.5 million** of donated air time!

**26.7K+**

followers on **social media**  
up by **20%**

**1.3 MILLION**

page views on **FightCRC.org**  
up by **13%**

**72K+**

**I Heart Booty bracelets** distributed

**50K+**

**Blue Star awareness pins** distributed

# GROWING OUR RESOURCES

Your support enabled us to grow our resources and offer more practical, easily-accessible, free resources than ever before.

## Taboo-ty



launched “Taboo-ty” podcast series to cover issues that are hard to talk about, or “taboo”

## Mobile App



partnered with iCancerHealth to help patients and caregivers organize and track medical information on the go

BEYOND BLUE

# 7,500

printed copies of Beyond Blue were distributed – up 150%  
(+ 2,810 downloads)



# 24/7

Resource Line supported callers via phone and email 24/7 with free resources.

Our patient resources help patients, caregivers and those impacted by colorectal cancer find trusted resources and information they need to make informed decisions about their health. We provide a range of free educational materials, services and programs for individuals facing colorectal cancer. We’re here to help patients understand their options, get tools to stay organized and access videos, fact sheets, apps and more from online colorectal cancer resources they can trust. To view or access all of our resources, visit [FightCRC.org/ImpactReport](http://FightCRC.org/ImpactReport).

# get behind a cure.



## 38K



downloads of our webinar content  
— either live or through the  
archive (up 41%)

## 40+



patient resource blogs published  
(The top blog post was shared  
1.4K times on social  
media)

## 76

average number of copies  
circulated in first 12 months  
after publishing “Your  
Guide in the Fight”

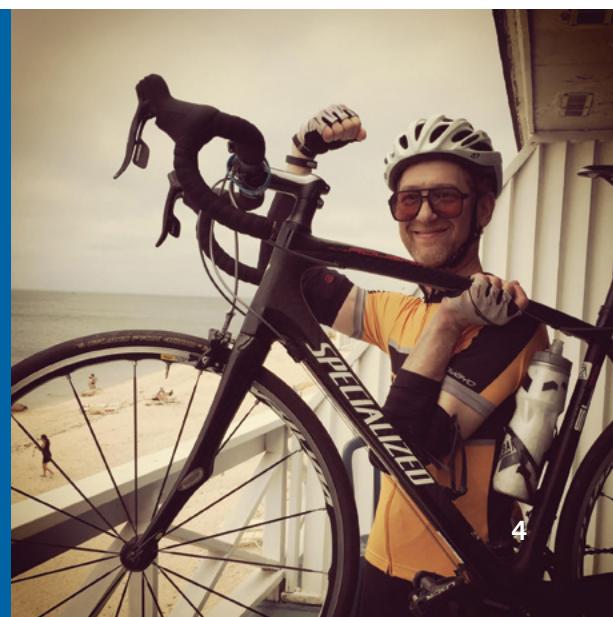


## 3.8K

web visitors using our  
clinical trials information  
and resources

“What can I say about Fight Colorectal Cancer? They appeared at the start of one of the hardest things my family and I had to face with welcoming arms and a package of info, goodwill and connections to like-minded people. They were inspirational with their work on the national political stage for the cause and instrumental in not only getting me through treatments, but helping me maintain control and keep it positive.”

— stage IIIb survivor Jay Weissman





# MILESTONE: CELEBRITY SUPPORT

You helped us grow so much that we connected with more celebrities than ever who helped raise awareness in big ways through **HUGE** platforms!



Luke Perry and his friends (our advocates) the Schrack family appeared on The Doctors and in People Magazine.



Dir. of Communications  
Danielle Burgess met  
Katie Couric at the Stand  
Up To Cancer telecast.



Charles Kelley of Lady Antebellum and wife Cassie Kelley attended the One Million Strong After Party. (We raised over \$20,000 at our auction that night!)



Country music stars  
Mindy Ellis Campbell,  
Jerrod Niemann, Charlie  
Worsham, Blackjack  
Billy, LoCash, Halfway  
to Hazard and Lindsay Ell  
played in Craig Campbell's  
*3rd annual Celebrity  
Cornhole Challenge*  
benefiting Fight CRC. Nan  
Kelley emceed the event.



Survivalist/TV star Bear Grylls (1.25M followers)  
and Coach Jim Harbaugh (380K followers) tweeted  
their own #StrongArmSelfie pics helping us reach  
over 25,000 tweets and retweets.





“‘Stronger Than That’ is a message of hope. You have a community, a family, no matter what you’re going through, you can make it. Keep your head up.”

— Craig Campbell, country singer and Fight CRC national spokesman

Craig co-wrote a song with stage IV survivor Rose Hausmann and her husband Eric.

Download the song at [FightCRC.org/StrongerThanThat](http://FightCRC.org/StrongerThanThat)

# GROWING STRONGER PROGRAMS

With your help, we entered our 10th year as an organization stronger than ever.

To get full details about each of our programs and activities this year, visit: [FightCRC.org/ImpactReport](http://FightCRC.org/ImpactReport)



## PATIENT EDUCATION

Giving those touched by colorectal cancer free resources and support.

### TOP HIGHLIGHTS:

- Distinguished experts joined our Medical Advisory Board:  
**Dennis Ahnen, M.D.**, University of Colorado Cancer Center;  
**Dan Dixon, Ph.D.**, University of Kansas Cancer Center;  
**Dustin Deming, M.D.** University of Wisconsin Carbone Cancer Center  
**David Greenwald, M.D.**, The Mount Sinai Hospital ;  
**Jean S. Kutner, M.D., MSPH**, University of Colorado Hospital  
**Paul Limburg, M.D., M.P.H.**, Mayo Clinic;  
**Leonard Saltz, M.D.**, Weill Medical College of Cornell University and Memorial Sloan-Kettering Cancer Center.
- 75 patients and caregivers participated in our focus groups keeping us keenly aware of their needs and interests.



## ADVOCACY

Sharing our stories to change policies and impact funding related to colorectal cancer.

### TOP HIGHLIGHTS:

- 120 meetings with congressional offices from 30 states (20% more meetings than in 2014)
- During Call-on Congress, more than 150 advocates sent Congress 441 emails and 92 tweets
- Advocates from all 50 states requested proclamations for Colorectal Cancer Awareness Month
- 2,629 emails sent to members of Congress asking them to co-sponsor H.R. 1220/S. 624, the Removing Barriers to Colorectal Cancer Screening Act
- 128 new co-sponsors in the House and Senate for H.R. 1220/S. 624



## RESEARCH

Training advocates and directly funding and participating in late-stage research.

### TOP HIGHLIGHTS:

- 5 research advocates attended first RATS Research Academy at University of Kansas Cancer Center.
- \$100,000 awarded through the Lisa Fund in partnership with Michael's Mission. The two-year grant went to Dr. de Miranda.
- Dr. de Miranda's grant paved the way for him to receive the coveted Bas Mulder Award by the Dutch Cancer Society for his work, "Individualized immunotherapy in the treatment of colon cancer."
- Research advocates offered input into research projects with the Department of Defense (DoD) and Kaiser Permanente.



## AWARENESS

Celebrating the One Million Strong and spreading a message of prevention.

### TOP HIGHLIGHTS:

- 4 professional sports teams dedicated games to raising awareness: Minnesota Twins, New Jersey Devils, Washington Wizards and Cleveland Cavaliers
- 89 bulbs on the "Welcome to Las Vegas" sign turned BLUE for awareness
- 1 million people per day saw our PSA playing in Times Square during March 2015
- NEW mobile-friendly homepage design grew our presence on all computers and phones



## PHILANTHROPY

Creating opportunities to invest in the cause through volunteering and financial support.

### TOP HIGHLIGHTS:

- Dr. and Mrs. Tierney's estate donated \$60,000 specifically to support colorectal cancer research
- \$100K+ raised through Craig Campbell's 3rd annual Celebrity Cornhole Challenge
- 11,500 signed up and became volunteers, advocates and donors
- \$13K+ was donated by Bayer HealthCare as a part of their employee giving program



# MILESTONE: RECOGNITION

Many of our staff members and volunteers had their hard work and expertise recognized this year through awards, speaking opportunities, partnerships and publications. For a full list of each team member's accomplishments, visit: [FightCRC.org/ImpactReport](http://FightCRC.org/ImpactReport)



Founder Nancy Roach & Fight CRC accepted the Jagelman Award from the American Society of Colon and Rectal Surgeons. Nancy is a long-time advocate who serves on numerous committees and boards with the National Cancer Institute, Stand Up To Cancer and the American Association of Cancer Research. Additionally, she co-authored several published articles as a research advocate this year.



Colorectal cancer researcher Andrea (Andi) Dwyer also serves as our Director of Health Promotions. Her extensive work in screening and survivorship issues was published this year in the Journal of Cancer Survivorship, Journal of Public Health Management and Practice, American Journal of Preventive Medicine and the Journal of Cancer Education.



Our advocates and staff spoke at Hill Briefings on precision medicine and screening technologies, and at the Black Caucus.



We worked with Reps. Charlie Dent, Mike Fitzpatrick, Leonard Lance & Donald Payne, Jr. to form our Congressional Advisory Committee.



The Blue Star States campaign won the 2014 Blue Star Challenge from the National Colorectal Cancer Roundtable (NCCRT).



Fight Colorectal Cancer team members are actively involved and contributing to build and inform the body of evidence for scientific, public health and advocacy issues through development of manuscripts for peer-reviewed journals and opinion pieces.



“In the 10 years since we founded C3 — now Fight Colorectal Cancer — I’m proud of how much we’ve grown — and not just by our impressive numbers and impact. I’m proud of how much we’ve grown as a family. Fight CRC advocates have become shoulders to cry on and cheerleaders who celebrate. We are the faces of strength in light of this disease. It’s been our shared experiences, the good and the bad, that have bonded us together and it’s those connections that make our advocacy and action so powerful.”

— Nancy Roach, founder and chair of Fight CRC

**22K+ advocates  
& VOLUNTEERS**

and 10 STAFF MEMBERS

*- Inspired by the Over 1 Million -*

**SURVIVORS**

committed to our

*Mission and Vision  
OF VICTORY OVER*

colon & rectal cancers.

WE FIND IT UNACCEPTABLE THAT CRC IS THE  
**2ND CAUSE OF CANCER DEATH**

*Among Men and Women Combined*

**SO WE'RE LOUD.  
WE'RE PASSIONATE.**

*- We won't stop fighting until there's -*

**A CURE.**

# AWARDS & SHOUT-OUTS

Meet some of the individuals who we've recognized this year because of their amazing commitments to the cause. For more details, go to [FightCRC.org/ImpactReport](http://FightCRC.org/ImpactReport).



## CONGRESSIONAL CHAMPION AWARD:

SEN. SHERROD BROWN (D-OH)



## ADVOCATE OF THE YEAR:

TOM FOELLER



## ANDREW GUISTI MEMORIAL AWARD:

DR. DAN DIXON



## RISING STAR AWARD

ANDREA LEE



## BLUE STAR CHAMPION AWARD:

DR. ANDREW KENNEDY



## MOST CREATIVE FUNDRAISER:

SUSHI-THON



## HIGHEST FUNDRAISER:

KIM TAYLOR RAISED OVER \$33,130  
FOR OUR RESEARCH FUND

## NATIONAL SPOKESMAN:

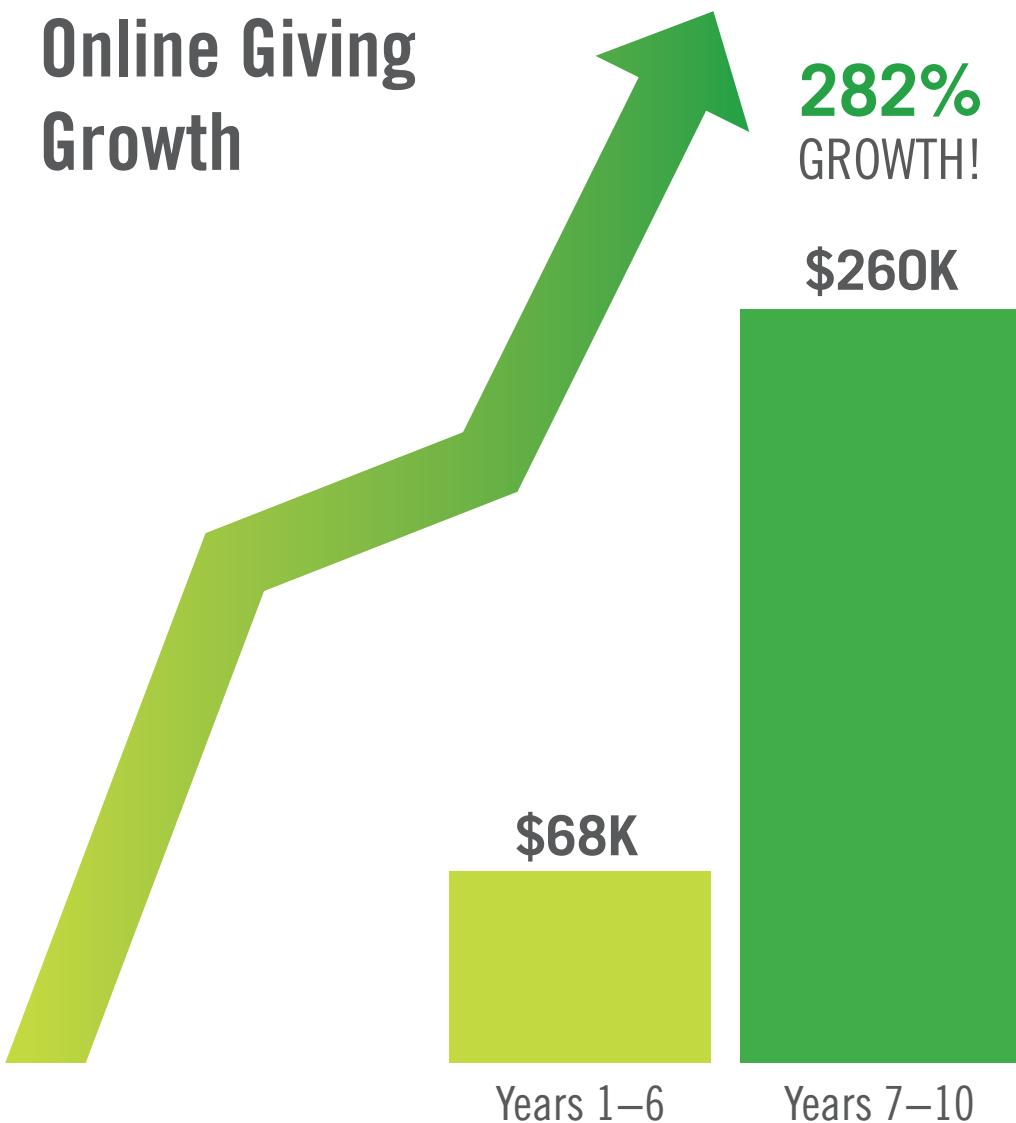
CRAIG CAMPBELL

## AWESOME CHAMPION FOR THE CAUSE

# FINANCIAL REPORT

We pride ourselves on being good stewards of your financial contributions. At Fight CRC, every dollar counts! We work hard to ensure all funds donated make the biggest impact possible. This year we experienced the largest gains in our online donations from generous individuals.

## Online Giving Growth



**\$328K**

Total raised online since 2005

**227**

Online fundraising pages

**\$122**

Average gift donated to Fight CRC



Fight Colorectal Cancer is recognized as a top-ranked charity thanks to our sound financial reporting and accountability.

- 4-star charity by *Charity Navigator*
- Gold Participant by *GuideStar Exchange*
- Top-ranked charity by *Philanthropedia*



To see our W9, our 990 and a full list of our donors, visit:  
[FightCRC.org/ImpactReport](http://FightCRC.org/ImpactReport)

# Operating Revenues & Expenses

## Revenues

July 1, 2014 –June 30, 2015

■ Contributions	\$1,318,879
■ Program Fees	\$15,670
■ Interest	\$496
■ Other	\$1,500
■ In-Kind	\$162,000
■ Product	\$45,307
<b>Total</b>	<b>\$1,543,852</b>

## Expenses

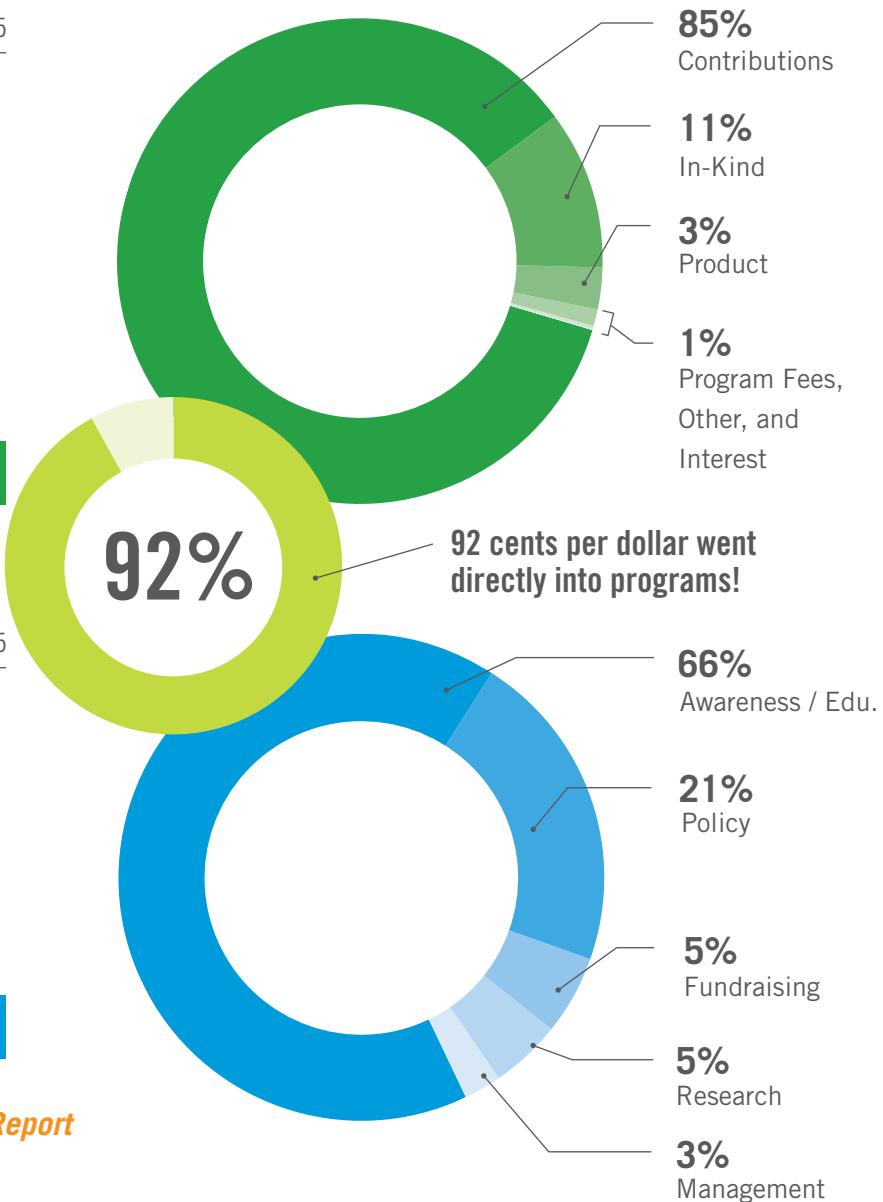
July 1, 2014 –June 30, 2015

■ Research	\$70,011
■ Policy	\$318,492
■ Awareness / Education	\$996,783
■ Management	\$36,975
■ Fundraising	\$80,860
<b>Total</b>	<b>\$1,503,121</b>

See our full donor list at [FightCRC.org/ImpactReport](http://FightCRC.org/ImpactReport)

“It is evident that the Fight CRC team is passionate about what they do. Their vision and efforts to make strides against colorectal cancer contribute to our strong and rewarding partnership.”

– Eric Saunders, Lilly Oncology





Help us keep growing!  
*Give.FightCRC.org*

**FIGHT  
COLORECTAL  
CANCER**

To donate via mail or phone:  
Fight Colorectal Cancer  
1414 Prince St., Ste 204  
Alexandria, VA 22314  
(703) 548-1225

get behind a cure.

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Robert Lucenti  
Ana Ma  
Norma Macias  
Chuck Mackie  
Betty Madden  
Elsa Madrolle  
David & Nancy Maffucci  
Robert & Linda Maguire  
Stacey Malakoff  
Joanna Mallers  
David Mammen  
Kim Manley  
Timothy Martin  
Francisca Martinez  
Amy McCarthy  
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Marlane Pereiro  
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Debra Powers  
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Phyllis Rainone  
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Shyam Reddy  
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Lisa Greaves  
Carolyn Green  
Mara Greenaway



# CORPORATE & FOUNDATION DONORS

# FY 2015 DONORS \$

## \$100K+

Bayer HealthCare Pharmaceuticals  
Bristol-Myers Squibb  
Genomic Health, Inc  
Amgen

## \$10K - \$99K

Eli Lilly and Company  
Myriad Genetic Laboratories  
Sirtex  
Medtronic  
Genentech BioOncology  
Quicken Loans  
Kaiser Permanente  
Taiho Oncology  
Aquacai  
Boston Scientific  
EXACT Sciences  
Endochoice  
Sarah Cannon Research Institute

## \$1K - \$9K

AMSURG  
Associates in Gastroenterology  
Blue Ribbon Dresses  
Circle Theater  
Clinical Genomics  
Community Health Charities of the National Capital Area  
DMSi  
Harvard Business School  
Info MC  
Invendo Medical  
Mitzner Family Foundation  
New Jersey Devils  
Northwestern Mutual  
Quest Diagnostics, Inc.  
R. Anthony & Sheila L. Carter Family Foundation  
Rocky Ridge Trucks  
Steak Cookoff Association  
Summit Imaging, Inc.  
United Way California Capital Region  
United Way of the National Capital Area

## \$101 - \$1K

ADM Investor Services  
Amazon Smile  
American Express Foundation  
Amigo's Slot Club Byrom, Askew, Lawson, Zamora, Silva  
Apple, Inc.  
Avanti Salon & Spa  
Bank of America Charitable Foundation  
Chatham University Swimming & Diving  
Cinemark  
CME Clearing  
Colon Cancer Coalition Get Your Rear in Gear  
Dansville Central School  
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Moss-Adams LLP  
MRops Inc.  
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New Age Builders  
New Jersey State Firefighter's Mutual Benevolent Association  
North Carolina Biotechnology Center  
Novelli Chiropractic Clinic  
Pfizer Foundation Matching Gifts Program  
Piedmont Trust Company  
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Shackelford, Melton McKinley And Norton, LLC  
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State Street Foundation Matching Gift Program  
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