

**FIGHT** COLORECTAL CANCER™

2022

# IMPACT REPORT



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*It takes time, and it takes a community to thrive. That is the*  
**MIRACLE of HOPE.**

*Our Mission:*

**We fight to cure colorectal cancer and serve as Relentless Champions of Hope for all affected by this disease through informed patient support, impactful policy change, and breakthrough research endeavors.**

*Learn more at [FightCRC.org](https://FightCRC.org)*



### **To our community of Relentless Champions of Hope:**

Day in and day out at Fight CRC, our team keeps their heads down and gets sh\*t done. Just like anything else in life, we can get caught up in the day-to-day details and lose focus of everything else around us. That's why our Impact Report is so important. It gives us the opportunity to reflect on what we've accomplished this year, and find gratitude for the support that made our progress possible.

**Thanks to you, we continue living our mission by providing resources for patients and their loved ones, funding breakthrough research, and advocating for change.**

This Impact Report highlights Fight CRC's past fiscal year (July 1, 2021 to June 30, 2022), and embodies the many incredible ways our community has raised awareness, fought for change, and supported the Path to a Cure for colorectal cancer.

Explore more stories and impact at [FightCRC.org/Impact](https://FightCRC.org/Impact).

I am excited to see all that we accomplish together in 2023!

Yours in the fight,

**Anjee Davis, MPPA**  
President



Behind every colorectal cancer diagnosis is a human, confronting the unthinkable.

**We work to ensure that no one has to fight this disease alone. We're building and growing a patient community that's well-informed, fearless, and devoted to improving outcomes for all.**

We are constantly inspired by our community's resilience, strength, and heart.

We won't cure colorectal cancer overnight. But we can make an impact every day. And that's reason for hope.

**FEATURED IN:**

**CBS PHILADELPHIA**

**INSIDER**

**THE  
CANCER  
LETTER**

**healthline**

**EVERYDAY HEALTH**

**Teen Cancer Roundtable**

We hosted a Teen Colorectal Cancer Roundtable to connect and support young people who've dealt with a colorectal cancer diagnosis themselves or within their families.

The roundtable was moderated by Danielle Ripley-Burgess, Fight CRC Chief Storyteller, *Beyond Blue* Editor, and teen survivor. Danielle was diagnosed when she was just 17 years old and is now a two-time, 22-year survivor.



Scan to watch the Roundtable



**Featured on Shark Tank**

Fight CRC's partnership with DUDE Wipes was featured on *Shark Tank*. Through the partnership, DUDE Wipes has donated thousands of dollars in DUDE products for colorectal cancer survivors, caregivers, and loved ones. DUDE has also featured colorectal cancer resources and patient stories on their blog to educate their audience on the importance of colorectal cancer screening and understanding the signs and symptoms.



Scan to read more



**Cavaliers Awareness Night**

The Cleveland Cavaliers hosted a Colorectal Cancer Awareness Night, highlighting the need to get screened. In addition to announcements promoting the importance of prevention, Fight CRC partnered with the Cleveland Clinic to distribute patient education materials throughout the game.



Scan to read more



**SU2C Health Equity Dream Team**

Fight CRC was named a community partner for Stand Up to Cancer's Health Equity Dream Team. Fight CRC serves as an advisor on how to implement the program, as well as provide awareness and patient education surrounding its efforts.



Scan to read more



**Ambassadors Coast to Coast**

We welcomed a class of 12 Ambassadors, who spent a weekend together at our home office in Springfield, Missouri, where they filmed their stories, participated in focus groups with our patient education and research team, and learned more about Fight CRC programs, events, and initiatives that can be supported by their local communities.

Throughout the year, our Ambassadors hosted awareness and fundraising events, raising nearly \$10,000, and were featured by their local news media.



Scan to read more



**Digestive Health in USA Today**

Dr. Fola May, Fight CRC Medical Advisory Board member and Health Equity Committee member, was featured in *USA Today's* "Digestive Health and Wellness" Campaign. Her article, titled "7 Tips to Improve Your Digestive Health," highlights easy ways to care for your digestive system.

The campaign was created to educate consumers on both preventive measures and treatment options for various areas of the digestive system and overall gut health, as well as empower readers to take proper steps for achieving optimal gut health.



Scan to read more





Fight CRC focuses on providing balanced cancer care information while pursuing the most promising research endeavors and influencing policy change for the greater good.

At our core, we are Relentless Champions of Hope, fighting for a cure for colorectal cancer, while supporting and empowering a community of patients, caregivers, and families.

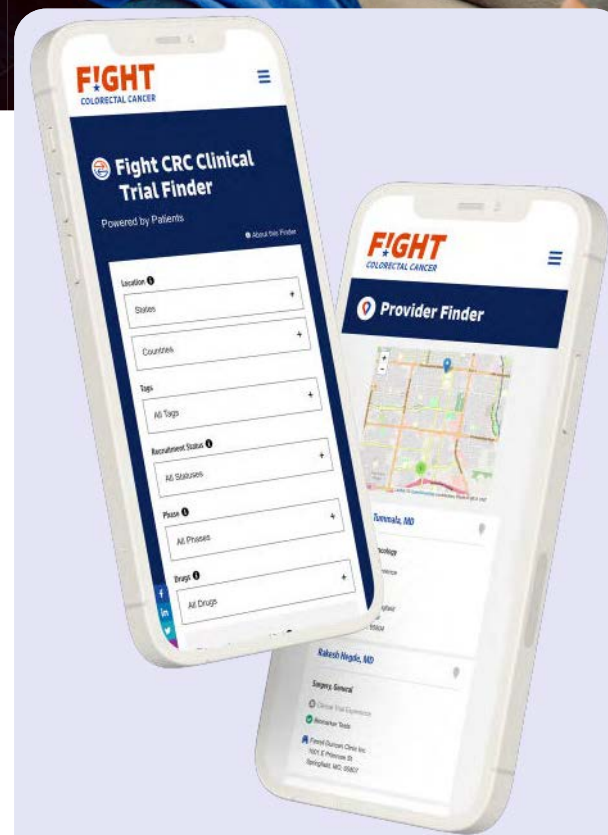
For anyone affected by colorectal cancer, we offer a safe and reliable place of support, information, and encouragement.

## CLINICAL TRIAL *and* PROVIDER SEARCH TOOLS

As a part of Fight CRC's mission to fight for informed patient support and breakthrough research endeavors, we launched two new web-based tools in 2022: an updated Clinical Trial Finder and a Provider Finder.

The Trial Finder is a one-stop place to search for and learn about high-impact research studies for colorectal cancer patients and is currently showing trials for MSS (microsatellite-stable) and stage IV colorectal cancer patients, sourced from [clinicaltrials.gov](https://clinicaltrials.gov).

One click away from the Clinical Trial Finder is the Fight CRC Provider Finder, a digital tool that helps patients find oncologists, radiologists, surgeons, and gastroenterologists. Our Provider Finder has more than 4,500 vetted colorectal cancer physicians in its database!



[LEARN MORE](#)

Scan to search the Clinical Trial Finder



[LEARN MORE](#)

Scan to search the Provider Finder

## Patient Resource MEETUPS

In 2021, we launched *Your Guide in the Fight* Resource Meetups, free online gatherings for people affected by colorectal cancer who are seeking access to resources and peer-to-peer support.

Whether just diagnosed, in treatment, or supporting someone who is facing colorectal cancer, these twice-per-month meetups are a safe and reliable place to talk to people who have similar experiences, while learning about resources available from Fight CRC and partners alike.

## Champion STORIES PORTAL

In summer 2021, we launched our Champion Stories Portal, a place where members of our colorectal cancer community can read others' stories and share their own. Stories can be filtered by connection to colorectal cancer, race, age, and more. Champion Stories are among our most liked and commented posts on social media. We enjoy reading the stories of our champions and find comfort in knowing they aren't alone in the fight.

## Beyond Blue MAGAZINE

*Beyond Blue* magazine is a resource curated for survivors, by survivors. Our editor-in-chief, Danielle Ripley-Burgess, is a two-time colorectal cancer survivor.

Each page is dedicated to providing you with new resources that reflect topics and issues that matter most to survivors and caregivers, with a focus on empowering you and supporting your well-being.

### HOW DO I GET BEYOND BLUE?

*Beyond Blue* is a magazine curated by and for members of the colorectal cancer community, published each spring and fall.

To get a free copy of each issue mailed to you, subscribe at [FightCRC.org/BeyondBlue](https://FightCRC.org/BeyondBlue).

Interested in receiving a complimentary box of magazines and other patient resources to distribute to your community?

Sign up to be a distributor at [FightCRC.org/ResourceChampions](https://FightCRC.org/ResourceChampions).

## Additional Patient RESOURCES

### Podcast

Tabooty podcast episodes with survivors, caregivers, and medical experts were recorded and released. Episodes released in FY 2021 have had about 1,000 streams.



### Webinars

Webinars with experts exploring hot topics were held and have been viewed over 1,900 times.



### Live Videos

Live videos featuring survivors, caregivers and loved ones, medical experts, and partners reached nearly 15,000 people and have been viewed over 6,500 times.



### Care Packs

More than 18,000 colorectal cancer care packs and resources for patients, caregivers and loved ones, and medical professionals were distributed.



*Beyond Blue* is also available as a digital magazine. To read and share this issue online, visit [FightCRC.org/BeyondBlue](https://FightCRC.org/BeyondBlue).



# Fighting to CHANGE POLICY

**Colorectal cancer is the second-leading cause of cancer death. By 2030, it's projected to become the first.**

**Yet it's the cancer no one wants to talk about. It's deadly. It's traumatic. And it's met its match.**

## Advocates TOOK ACTION

From engaging legislators to participating in events in local communities, Fight CRC keeps our community of Relentless Champions of Hope updated on opportunities to get involved on the federal, state, and local levels. Through our easy-to-use Advocacy Portal, advocates are able to quickly email legislators, sign petitions, and post social media messages tagging elected officials.

**In FY 2022, more than 10,000 advocates took action! Fight CRC shared 32 calls to action, resulting in over 6,000 petition signatures and more than 63,000 emails sent to Congress.**



## Guidance from the WHITE HOUSE

On January 10, 2022, the Biden Administration issued guidance requiring private insurers to cover colonoscopy when needed as a follow-up to a noninvasive colorectal cancer screening test. This will prevent patients from receiving surprise bills for a colonoscopy when they receive a positive result from a stool-based test.

Representatives of American Gastroenterological Association (AGA), American Cancer Society, American Cancer Society Cancer Action Network, and Fight CRC worked together to urge the Administration to make this change, including a fall 2021 meeting with regulators from the U.S. Departments of Labor, Health and Human Services, and Treasury (which together regulate private insurance plans under the Affordable Care Act) to request they provide direction to private health plans.

## State PROCLAMATIONS

Each year, advocates ask state policymakers to formally recognize March as Colorectal Cancer Awareness Month. In 2022, advocates from 43 states, Washington, D.C., and Puerto Rico submitted requests; 41 states responded to the request by officially declaring March 2022 as Colorectal Cancer Awareness Month. We also received a national proclamation from the White House!

## Cancer MOONSHOT

Fight CRC President, Anjee Davis, represented Fight CRC at the White House's Cancer Moonshot Goals Forum in Washington, D.C., on May 11, 2022. The meeting focused on catalyzing action and developing solutions that will bring the U.S. closer to "ending cancer as we know it." Anjee discussed plans related to reducing cost barriers to colorectal cancer screening, as well as increasing equitable access to screening as outlined in our Path to a Cure Report.

## Growing STATE ADVOCACY

The Catalyst Program provides funding and technical assistance to people working to advance state policy to increase access to colorectal cancer screening. In addition to the existing eight states in the program (Arkansas, California, Colorado, Kentucky, Louisiana, Nebraska, Texas, and Rhode Island), we added four more states in FY 2022: New York, Indiana, New Jersey, and Virginia.

**Fight CRC has dedicated over \$100,000 to fighting for policy change at the state level.**

*"When we launched this program, we thought it would mean we were in person a lot; we thought we were going to be in every state, doing action planning, going to state capitals, and more. COVID-19 had other plans for us, but we never could have imagined that we'd be able to accomplish so much in such a short amount of time, and particularly during such a difficult two years."*

— Molly McDonnell, Director of Advocacy, Fight CRC



**Read about our FY2022 advocacy victories!**



*Path to a Cure*  
**REPORT**



*Path to a Cure*  
**THINK TANK**

Fight CRC developed a plan that ensures patients' real needs stay at the core of research efforts. The Path to a Cure Report revolves around pushing forward critical areas of research, care for patients, and policy — from prevention to survivorship.

Through the generous legacy gift of former board members Steve Depp and Dina M. Golas, Fight CRC authored the Path to a Cure Report and hosted the first-ever Path to a Cure Think Tank in Springfield, Missouri. The best and brightest minds in the field of colorectal cancer research, together with patient advocates who have first-hand knowledge and experience, and are also colorectal cancer experts, gathered in one room to discuss and debate key messages, challenges and opportunities, and objectives as outlined within the Path to a Cure Report, Section 3: Treatment.

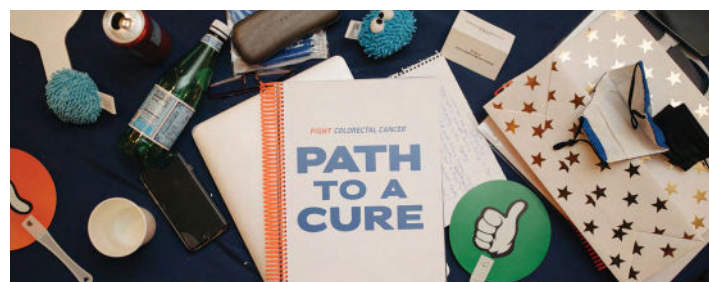
Together, working hand in hand across industry, academia, advocacy, public health, government agencies, and with patients, the Path to a Cure Report will drive and unify stakeholders to ask important questions and prioritize and expand scientific efforts.



**EXPERT INPUT**

"Individuals with stage IV cancer face the worst kind of deadline: The deadline that their advanced disease is going to someday take their life if we don't make greater advances."

*Dr. Richard Goldberg, Medical Advisory Board member and GI Oncologist*



Across everything we do, our strategy is to thoughtfully do more with less. We are convening leaders, intentional about making every action count.

By bringing the best and brightest people together in pursuit of innovation, we are uniquely positioned to identify high-impact, breakthrough research efforts.

As a catalyst for change, Fight CRC invested two legacy gifts from former board members Steve Depp and Dina M. Golas to host the inaugural Path to a Cure Think Tank in Springfield, Missouri, on December 3, 2021. We convened a curated group of 35 thought leaders and innovators to identify priorities and cutting-edge research ideas, focusing on advancing treatment and an eventual cure for stage III and stage IV MSS colorectal cancer patients.

The Think Tank was designed to create a social and intellectual setting where it was safe to disagree and become aware of individual biases and blind spots, while having the opportunity to expand knowledge outside of disciplinary and institutional walls. Participants represented a diverse cross-section of expertise and experience, both within the colorectal cancer field and beyond it.

*"As a community, there is tremendous potential when we coordinate our efforts toward common goals. This project brings together many of the thought leaders in the colorectal cancer community who are passionate about accelerating research and improving outcomes for colorectal cancer patients. Together, we can tackle big ideas with ambitious and meaningful impact!"*

— **Dr. Scott Kopetz, MD Anderson Cancer Center**

In our search for a cure, we remain steadfast, because every day we are moved by the collective heartbeat of people who bring hope and healing to all those affected by colorectal cancer.

Whether we were raising awareness, convening leaders, or fighting for policy change, we left our unique mark on each event hosted in FY 2022.



**Wenora Johnson**  
3x Cancer Survivor & Research Advocate



**Dr. Cathy Eng**  
Vanderbilt University Medical Center



*Early-Age Onset CRC*  
**RESEARCH PANEL**

Fight CRC moved the needle forward at Digestive Disease Week (DDW) by hosting an early-age onset research panel to keep the pressure on our community to continue asking, "why?". This led to progress in our common data elements work. Using common data elements across studies will help us quickly and more efficiently identify risk factors of EAO CRC.

Dr. Fola May, Fight CRC Health Equity Committee member and Medical Advisory Board member, had the opportunity to share her expert perspective on disparities in colorectal cancer screening and research for all populations. Many Fight CRC medical advisors and leaders presented oral abstracts and posters during the meeting as well.

After DDW, Fight CRC hosted a panel to continue the discussion on early-age onset disease and research, and ask the timely question: "If we are going to make progress in early-age onset colorectal research, what must we do differently, and how do we build on our current efforts?"



**LEARN MORE**

Scan to learn more about the research panel



**LEARN MORE**

Scan to learn more about the findings



**LEARN MORE**

Scan to learn more about the guidelines

*Research Advocate*  
**PUBLISHED FINDINGS**

Research Advocate Wenora Johnson and Andrea (Andi) Dwyer from the University of Colorado Cancer Center and advisor to Fight CRC were published in *Cancer* for findings in the National Navigation Roundtable survey results regarding health equity and patient navigation in oncology.

*Research Advocates*  
**UPDATED GUIDELINES**

Fight CRC Research Advocates worked in partnership with the College of American Pathologists to update their guidelines. The updated guidelines will help pathologists optimize testing methods to better identify and evaluate patients with cancer who may be eligible for immunotherapies, known as checkpoint inhibitors, and will impact the clinical care of all colorectal cancer patients, giving thousands of patients access to biomarker testing. Though the guidelines were updated in August 2022 (this fiscal year), it took the hard work of our Research Advocates in FY 2022 to support this project!

*Staff Research*  
**PUBLICATIONS**

**Journal of Clinical Oncology**

Landscape of COVID-19 vaccine uptake in the colorectal cancer community: Responding to community needs

**JNCCN**

Priorities of Unmet Needs for Those Affected by Colorectal Cancer: Considerations From a Series of Nominal Group Technique Sessions

**Journal of Clinical Oncology**

Understanding the impact of COVID-19 on the colorectal cancer community: Barriers and opportunities for care

**Springer**

The Current Landscape of Research Advocacy and Education for Patients with Colorectal Cancer



**LEARN MORE**

Scan to read our Published Research



**UNITED in BLUE**

*Thousands of blue flags waving on the National Mall for colorectal cancer awareness*

It had *never* been done before.

The Fight CRC community descended upon Washington, D.C., armed with blue flags and a mission: to bring attention to the growing number of young people being diagnosed with colorectal cancer and compel our elected officials to do more to prioritize colorectal cancer through more funding, more research, and more treatment options.

Volunteers placed 27,400 blue flags in the ground on the National Mall, representing the number of people ages 20-49 who are projected to be diagnosed with colorectal cancer in 2030.

We held a rally at *United in Blue* to bring together our advocacy and industry partners, as well as members of Congress and other government officials to lock arms in the fight for more.

Events concluded with a virtual Lobby Day, where advocates met with their members of Congress. More than 150 advocates took part in over 230 meetings where they shared their stories and urged their members of Congress to direct the NCI to create a strategic action plan for colorectal cancer and to create a Colorectal Cancer Research Program within the Department of Defense.



**A NIGHT with THE STARS**

Raising nearly \$20,000, A Night With the Stars brought together the Springfield, Missouri, community, Fight CRC's home base.

Colorectal cancer survivors, caregivers and loved ones, and medical professionals were celebrated throughout the night and commended for sharing their stories as relentless champions.



**CLIMB for A CURE**

Through Climb 2021, our community made a huge impact in the fight against colorectal cancer by raising nearly \$200,000!

More than 350 people participated and the funds raised go directly to groundbreaking research.

## Balance SHEET

Fiscal Year ending June 30, 2022

Current Assets	2022	2021
Cash	\$2,153,409	\$3,207,519
Contribution Receivable	\$696,138	\$584,553
Investments	\$932,572	\$0
Prepaid Expenses	\$11,764	\$14,157
Inventory	N/A	N/A
<b>TOTAL (CURRENT ASSETS)</b>	<b>\$3,793,883</b>	\$3,806,229
Fixed Assets	2022	2021
Furniture & Equipment	\$18,834	\$18,834
Computers	\$57,800	\$57,800
Website Design & Maintenance	\$123,283	\$106,293
Leasehold Improvements	\$20,614	\$20,614
Less Accumulated Depreciation	-\$91,856	-\$80,612
<b>TOTAL (FIXED ASSETS)</b>	<b>\$128,675</b>	\$122,929
Other Assets	2022	2021
Security Deposit	0	\$0
Long-Term Pledging	\$539,109	\$1,072,880
<b>TOTAL (OTHER ASSETS)</b>	<b>\$539,109</b>	\$1,072,880
<b>TOTAL ASSETS</b>	<b>\$4,461,667</b>	\$5,002,038

## Liabilities & EQUITY

Liabilities	2022	2021
Accounts Payable	\$98,244	\$125,798
Accrued Vacation	\$70,170	\$63,984
Accrued Payroll	\$51,971	\$50,847
Credit Card Payable	\$36,746	\$37,235
PPP Loan	\$0	\$0
<b>TOTAL (CURRENT LIABILITIES)</b>	<b>\$257,131</b>	\$277,864
Equity	2022	2021
Without Donor Restrictions	\$3,344,407	\$3,126,130
With Donor Restrictions	\$1,379,770	\$1,870,088
2022 Net Loss	-\$519,641	-\$272,044
<b>TOTAL (NET ASSETS)</b>	<b>\$4,204,536</b>	\$4,724,174
<b>TOTAL ASSETS</b>	<b>\$4,461,667</b>	\$5,002,038

## Program REVENUE & FEES

Revenue	
Interest and Other	\$23,224
Investment Income (Loss)	(\$65,022)
Product (e-commerce)	\$14,892
Program Fees (Event)	\$150,212
In-Kind Donations	N/A
Individual Donations	\$351,876
Board Donations	\$75,547
Tribute Gifts	\$306,432
Pharma / Corp / Foundation	\$1,669,604
<b>Total</b>	<b>\$2,526,765</b>
Expenses	
General	\$217,309
Fundraising	\$250,475
Research	\$372,296
Patient Education	\$600,278
Policy	\$875,232
Awareness	\$715,030
Loss on Disposition of PPE	\$15,786
<b>Total</b>	<b>\$3,046,406</b>

## Statement of ACTIVITIES

Income	2022	2021
Contributions Unrestricted	\$2,390,459	\$1,734,869
Contributions Restricted	\$13,000	\$173,422
Product Sales	\$14,892	\$14,423
In-kind donations	N/A	N/A
Interest Income	\$12,762	\$17,492
Event Revenue	\$150,212	\$287,570
Investment Income (Loss)	(\$65,022)	
Other Income	\$10,462	\$285,465
<b>Total Revenue</b>	<b>\$2,526,765</b>	<b>\$2,513,241</b>

Fight CRC was awarded a \$2,722,500 multi-year, unrestricted grant from Exact Sciences, payable in installments of \$544,500 over a 5-year period. Accounting standards require the grant be recognized in the year awarded as all conditions related to the grant have been met. The entire \$2,722,500 is included in income for FY19 even though the cash associated with the grant will be received in installments.

**“Not only are we Relentless Champions of Hope, but no one ever fights alone. That’s who we are: We are Fight CRC, and we are a family. We are better together.”**

—TERI GRIEGE, STAGE IV SURVIVOR AND BOARD MEMBER

Your support is essential as we relentlessly fight for informed patient support, impactful policy change, and breakthrough research endeavors.

**ONLINE** Give.FightCRC.org or email [info@FightCRC.org](mailto:info@FightCRC.org)

**CHECK** Address your check to “Fight Colorectal Cancer” and mail to 134 Park Central Square #210, Springfield, MO 65806

**CALL** (703) 548-1225 x10

**STOCK & ESTATE** To learn about setting up estate planning and stock giving, please contact Michell Baker at [michell@FightCRC.org](mailto:michell@FightCRC.org)

**SHOP** Shop.FightCRC.org

**IN-KIND** To donate products for our events and care packages, contact Michell Baker at [michell@FightCRC.org](mailto:michell@FightCRC.org)

**EMPLOYER MATCHING PROGRAM** Thousands of companies participate in employee matching programs. To learn more about how you can get your employer to match your donation, visit [FightCRC.org/Ways-to-Give](https://FightCRC.org/Ways-to-Give).

Fight Colorectal Cancer is a 501(c)(3) organization and contributions are tax deductible to the extent allowed by law.

Fight Colorectal Cancer has received high rankings for our streamlined, outstanding financial processes from several groups who watch for proper oversight of donations. To view our 990 reports, visit [FightCRC.org/Donate](https://FightCRC.org/Donate)







# THANK YOU

for your relentless support

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