

RELENTLESS

2020 IMPACT REPORT



FIGHT
★
COLORECTAL CANCER

FIGHT COLORECTAL CANCER™



FIGHT™

COLORECTAL CANCER

FIGHT CRC BOARD OF DIRECTORS

Board leadership during FY20

NANCY ROACH

Founder & Chair of the Board

DR. ANGELA NICHOLAS

Vice-Chair

ERIC HAUSMANN

Secretary

KATHERINE ZAHNER

Treasurer

DANA RYE

Director

ROMAINE SEGUIN

Director

CARRIE SWEIGART

Director

RON DOORNINK

Director

TERI GRIEGE

Director

STEVE GREENE

Director

JOANNA HAYDON

Director

DR. RICHARD GOLDBERG

Director

DAVID WICKS

Emeritus

ANDREA KRAMER

Emeritus



Hold your smart phone's camera over this code to meet our staff and volunteer champions!



DEAR RELENTLESS CHAMPIONS OF HOPE,

There couldn't have been a better time to rally around being "relentless" than the past year. We launched our new brand and mission statement in November 2019. We would have never guessed a global pandemic was about to change the world and that "relentless" would take on a whole new meaning for our community.

As champions for hope, we were ready for it. We dug in and stayed mission-focused.

We haven't let anything stop us from moving forward this year. We've continued catalyzing critical conversations and paving a path to a cure. Although COVID-19 forced us to change how we did things, it didn't change our focus.

Thanks to your support, we continued to provide nonstop resources from masks to online programming for patients, caregivers, and loved ones. For our friends on the frontlines, we convened discussions to ensure the science wouldn't stop. I believe leadership in difficult times is as challenging as it is important. Our team came to work ready to serve our community members every day. We faced this year head-on and ready to fight.

Our donors and supporters are the heartbeat of our organization. We depend on your resilience, empathy, and support. Whether you gave to support a climber, donated on Giving Tuesday, participated in No-Shave November, funded innovative research, or sponsored our events, programs, and resources—you made a difference this year.

In a time when it's tempting to conserve all resources and cut back, you chose to put your dollars to work and fight alongside our organization. We hope that as you read through your impact this year, you feel proud. You made our community stronger.

Here is how we've taken every dollar you gave and applied it to patient support, advocacy, and research. Your continued support will ensure we remain the go-to stop for patient resources, catalyze national and state advocacy, and fund innovative research that will lead to a cure.

Thank you for being relentless!

Sincerely,
Anjee Davis, MPPA
President

HOW WE FIGHT



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.

WHO WE SERVE



NO. OF CHAMPIONS*

70,767



SOCIAL FOLLOWERS*

30.5K
11.1K
9.7K

*Reflects opt-ins and followers as of December 2020

REVENUE: FISCAL YEAR 2020

\$5,306,744 JULY 1 - JUNE 30

EXPENSES: HOW WE INVESTED THE FUNDS



PATIENT SUPPORT

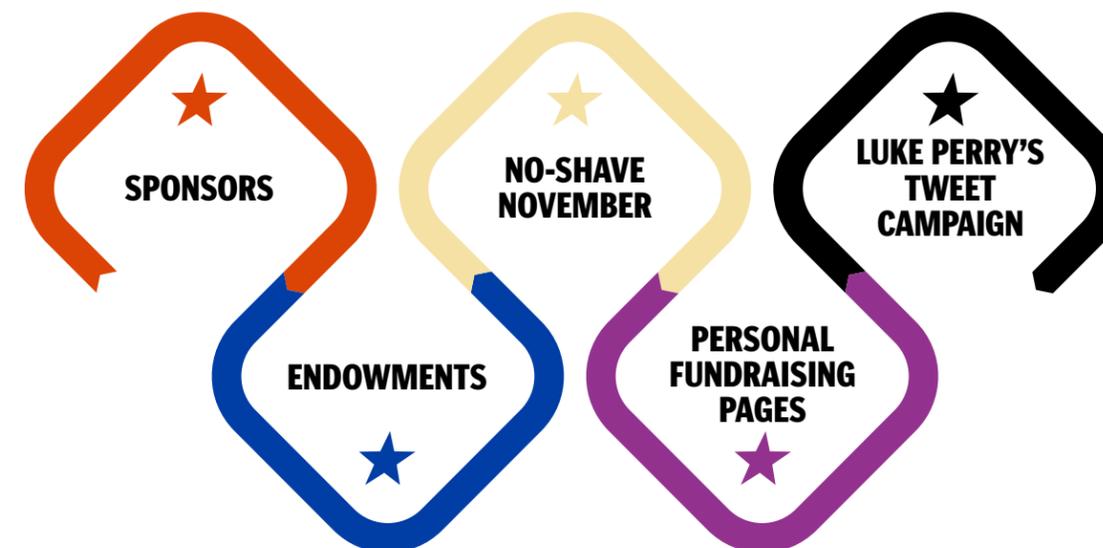


ADVOCACY



RESEARCH

FUNDING: MAJOR SOURCES



See page 14 for all of our FY20 financials.

RELENTLESS PATIENT SUPPORT



Your dollars supported patients dealing with colorectal cancer during COVID-19 and ensured they had access to medically reviewed resources.



“2020 has been a year unlike any other for me, as I have had to battle both cancer and COVID-19 simultaneously. What may seem to some like an insurmountable climb, Fight CRC provided me with the go-to resources and trusted information to make this year just another chapter in my journey. They even gave me a free mask, which showed that they care about my safety. They connected me with a community that understands me and have taught me what it means to be a relentless champion of hope.”

Evan White
Stage IV Survivor, diagnosed at age 24

COVID-19 RESPONSE

Two weeks after COVID-19 was declared a pandemic, we wanted to help patients. We kicked off a weekly series on social media called Wellness Wednesday, launched an online hub full of webinars, blogs and important links, and we made sure patients had BLUE face masks.

- 8.5K pageviews of the resources in 7 months.
- Our toll-free hotline (In partnership with Cancer Support Community) extended its hours to help patients cope with fear, isolation, and social distancing.

8,000+ FREE MASKS GIVEN AWAY IN 2020 !



“Early on, we knew patients, their families, and caregivers were going to be disproportionately impacted by the COVID-19 pandemic. Studies have since shown that cancer patients are twice as likely to become infected than the general population, and they are significantly more likely to die from COVID-19 once infected. This has put an additional burden on patients who were already in a fight. That’s why we quickly produced masks for our community and gave them away for FREE. We wanted to encourage our champions to stay hopeful, and to focus on things they could control, like wearing a mask, during challenging times.”

Anjee Davis
President of Fight CRC

RELENTLESS CLIMBERS

- 120 hikers joined our August 2019 Climb in Colorado and raised \$91,034.
- Due to COVID-19, we transformed the 2020 event into a virtual climb, which ultimately grew it to 873 participants from 47 states who raised \$257,913 (a 183% increase!).

183% INCREASE IN 2020 !

CLIMB FOR A CURE



NEW AMBASSADORS

COVID-19 didn’t stop us from championing a new class of relentless ambassadors who are passionate about raising awareness with their stories.

- We onboarded 24 new ambassadors, bringing the total we’ve trained to 141.

141

TOTAL NUMBER OF FIGHT CRC AMBASSADORS TRAINED TO DATE

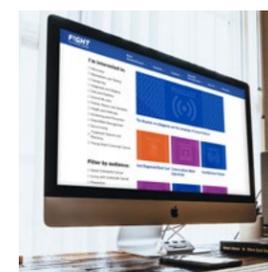
THE GO-TO RESOURCE FOR PATIENT EDUCATION

When patients went looking for colorectal cancer education, they came to us!

- Total No. resources downloaded*: 7.4K
- No. website visits*: 737.7K users and 887K sessions
- Launched our new-and-improved patient magazine, Beyond Blue, which won a GOLD Aster Award.
- Teamed up with Komodo Health to advance early screening, biomarker testing, and to target health care providers who serve families with the greatest need.

*Between July 1, 2019-June 30, 2020

737,700 WEB USERS SINCE 2019 !



“To better target our education and outreach efforts, we turned to Komodo’s technology which involves AI-powered analytics that track physician referrals. Our plan is to expand our reach into local communities by providing our no-cost, medically reviewed resources.”

Anjee Davis
President of Fight CRC

CHAMPIONING ADVOCACY



Your support activated Fight CRC's champions as we called on Congress, launched state-level advocacy, and raised awareness.



"I'm a relentless champion because advocacy gives me hope and it's how I've continued being a voice for my daughter Robyn. Even though we didn't go to D.C. this year, I virtually raised my voice on Hill Day and have continued to take action. I'm pleased to see that stories like my daughter's, who was diagnosed with stage IV colorectal cancer at age 31, are getting noticed and remembered on the Hill, and that early-onset colorectal cancer is starting to influence policy-makers' decisions. I'm thrilled that the Catalyst program is making waves in my state of Arkansas. Advocacy brings purpose to my pain."

Mary Schmid
Arkansas, Caregiver

PUTT FOR PREVENTION

Our team coordinated stage I survivor and PGA TOUR professional golfer Tom Lehman's visit to Washington, D.C. We hosted a putting event for Members of Congress and their staff where Lehman told his story and discussed the importance of screening.

- Lehman met with several Members of Congress as well as President Trump.
- A few months following his visit, the House passed the Medicare Loophole Bill.



Stage I Survivor and PGA TOUR golfer Tom Lehman

CALL-ON CONGRESS PIVOTS

In early March, we were one of the FIRST groups to switch our in-person Call-on Congress to a virtual event. Because we went virtual, we engaged more advocates than ever!

- 561 people engaged in the online training.
- 1,480 advocates sent 4,056 emails to Members of Congress on Virtual Hill Day.



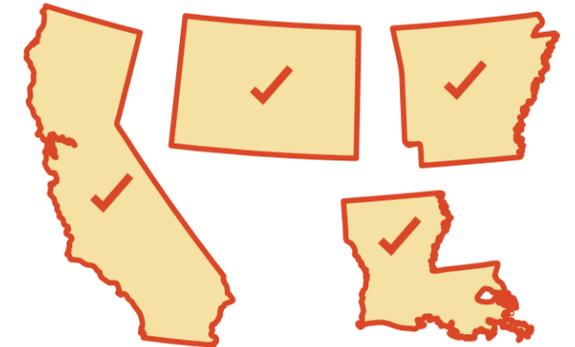
4,056 EMAILS SENT TO CONGRESS!

CATALYST STATE-BY-STATE ADVOCACY PROGRAM

This year *we launched* a competitive grant program supporting colorectal cancer policy change at the state level. Our goal is to accelerate progress by increasing access and reducing barriers to colorectal cancer screening.

- In the first year, Fight CRC provided funding and support to coalitions in:
 - Arkansas
 - California
 - Colorado
 - Louisiana
- California and Colorado introduced legislation to increase access to colorectal cancer screening.
- We hosted two virtual State Policy Action Planning Sessions with CRC advocacy organizations, public policy professionals, researchers, clinicians, and others, to discuss the challenges around enacting state-level policy to increase access to CRC screening.
- A new Advocacy Portal launched in June 2020 and has already seen 2,211 advocates sign up to take action in support of the colorectal cancer community.

CATALYST STATE-BY-STATE ADVOCACY



2,211

ADVOCACY PORTAL SIGN-UPS SINCE JUNE 2020 LAUNCH
CHECK IT OUT: [FIGHTCRC.ORG/CATALYST](https://fightcrc.org/catalyst)

FLEX YOUR VOTE

In preparation for the 2020 election and to engage immunocompromised patients, we developed the Flex Your Vote campaign to boost voter registration and participation. We are so proud of our relentless champions who made sure to vote in the November 2020 election! See what we did at [FightCRC.org/Vote](https://fightcrc.org/vote).



POLICY WINS

- House of Representatives passed the Medicare Loophole Bill!
- FY19 Appropriations Bill included language directing the National Cancer Institute to dedicate additional resources toward early-age onset colorectal cancer (EAO CRC) research
- Colorado's colorectal cancer screening legislation passed the House with bipartisan support.
- The federal government declared March as Colorectal Cancer Awareness Month, as well as 40 states, Puerto Rico, and the District of Columbia.



HOPE-FILLED RESEARCH



We invested your dollars into projects focusing on cutting-edge research, with a special focus on early-age onset colorectal cancer (EAO CRC).



"As a researcher, we are getting better at prevention, early detection, and treatment of CRC every day. The dollars Fight CRC is investing in research will save lives. It may not be instant, as this process never is, but this organization understands the value that research plays and it's not only engaged in funding it, but it's convening researchers to discuss it and move it forward. This is making positive impacts for patients every day."

Heather Hampel
Researcher and member of Fight CRC's Genetics and Family History Advisory Council

FUNDING RESEARCH

Fight CRC and the Colon Cancer Coalition awarded \$200,000 to Dr. Lisa Boardman, along with her team at Mayo Clinic, for biobank research.

Dr. Boardman is looking at samples of pre-colorectal cancer and colorectal cancer to better understand how a normal colon progresses into a polyp, and then (in some cases) into a cancer. This builds on her previous findings which showed there may be a difference in the biology between younger and older colorectal cancers.



WHAT'S A BIOBANK? A REPOSITORY THAT STORES BIOLOGICAL SAMPLES USED IN RESEARCH.

2ND ANNUAL SYMPOSIUM

In light of COVID-19, we turned our second annual Early-Age Onset International Symposium into a virtual event and partnered with the Jiménez Díaz Hospital in Madrid, Spain.

Goals of the Symposium:

- Better understand the current burden of early-age onset colorectal cancer.
- Explore high-impact research endeavors.
- Prioritize a collaborative path forward.

Save the Date! 3rd Annual EAO CRC Symposium will be June 24-25 (it's a virtual event).



Over 500 medical providers, researchers, patients, and patient advocates from over 17 countries attended!



Ron and Martha Doornink

EXPERT WORKGROUPS

We continued to convene experts twice a year to discuss priorities for CRC research.

- Immunotherapy Workgroup
- EAO CRC Workgroup



Hold your smart phone's camera over the code to meet the experts in our workgroups!

RESEARCH PAPER PUBLISHED

Our EAO CRC research paper was published in the journal *Gastroenterology* in July 2019.



"Successful research takes collaboration. This paper was the product of over 45 researchers putting their heads together to identify the major risk factors for EAO CRC that are necessary to explore. This work is the roadmap that will help inform research funding priorities and policy decisions for those affected by EAO CRC."

Andrea (Andi) Dwyer
Advisor to Fight CRC Research and Patient Education and Director of the Colorado Cancer Screening Program (CCSP) at the Colorado School of Public Health

SO OTHER FAMILIES WILL AVOID THE PAIN

When colorectal cancer claimed the lives of Josien Jurriens at age 40 and her husband, Ton Jurriens, at age 50, Josien's brother and sister-in-law looked for a place to find hope. Watching their young niece, Renske, and nephew, Rutger, grow up without their parents fueled Ron and Martha Doornink to do whatever they could to help other families avoid the same pain.

"It took some time for us to pull out of the stage where you feel powerless, but gradually it dawned on us that we had to FIGHT the disease that took Josien and Ton's lives, and the lives of so many others," said Ron Doornink, Fight CRC Board Member and administrator of the Ron and Martha Doornink Foundation. "What better way than to support scientists who are on the frontline of this battle?"

As a business professional skilled in board leadership and financial investments, Ron understood the importance of finding the right research partner. After meeting the Fight CRC team in 2015 and learning about how we fund research, convene the world's leading experts, and engage directly in the research process, he became a relentless champion of hope and chose to invest his family foundation's funds into Fight CRC research efforts.

"Our enemy is colorectal cancer and Fight CRC is the right organization to help us fight this enemy with laser-like precision because that is their one and only mission," said Ron.

Today, Renske and Rutger are in their late twenties and doing well. Their colon health is being carefully monitored, of course. Meanwhile, Ron and Martha remain committed to keeping the legacy of their loved ones alive. One way they do so is by funding innovative research, especially studies aimed at early-age onset colorectal cancer.

Beginning in 2020, the Ron and Martha Doornink Foundation launched a new grant and awarded its first recipient, Dr. Lisa Boardman, Assistant Professor of Medicine, Mayo Clinic College of Medicine, with \$150,000 to expand her biobank research. Dr. Boardman's earlier research findings indicated there may be important differences in biology between colorectal cancer in young adults versus older adults. The Doorninks' grant received a \$50,000 match from funds raised by Dan and Paula McQuillen, a couple who lost their 34-year-old son to stage IV colorectal cancer in 2011 and donated the proceeds to the Colon Cancer Coalition.

"Martha and I think of Fight CRC as the kickstarter of colorectal cancer research funding," said Ron. "They support innovative early-stage research that is promising but does not yet qualify for funding by the government or medical companies. We are 100% convinced that the battle can be won through research and we hope you will join our FIGHT!"



The dollars you donated to Fight CRC directly impacted families who are searching for clinical trials and others who are looking for ways to give back and get involved in the research process.

PATIENTS SPEAK OUT

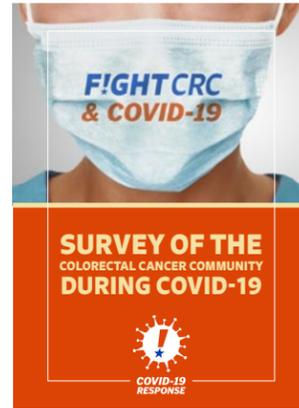
To explore the impact of COVID-19 on the colorectal cancer community, we partnered with Komodo Health and Colontown to undertake a study of colorectal cancer care volumes, behaviors, and attitudes. We surveyed our relentless champions of hope about their experiences during COVID-19.

KEY FINDINGS

- 90%** The total number of colonoscopies and biopsies performed declined nearly 90% by mid-April compared to the same period last year.
- 32%** New colorectal cancer diagnoses were down more than 32% by mid-April and colorectal cancer surgeries fell by 53% compared to year-ago figures.
- 40%** Nearly 40% of colorectal cancer patients and caregivers reported disruptions in their care, especially as it relates to in-person visits and imaging. Of these, 25% said they did not know when their care would be rescheduled, and 34% said their visits changed to telehealth.
- 78%** A majority (78%) of colorectal cancer patients feel nervous, anxious, or on edge, and 57% reported they are concerned about contracting COVID-19; 20% report feelings of isolation.

Our findings catalyzed conversations around the need for public health and health system policies that prioritize vulnerable populations and for those whom a delay in care is most likely to result in poor outcomes.

The data was published in *Reuters* and *The New York Times*.  **REUTERS®** 



CHAMPIONING ADVOCATES

Our Research Training Advocacy and Support (RATS) program continued to connect patients to the science.

- Trained 11 new research advocates, bringing our total trained to over 40.
- Advocates serve on distinguished panels with National Cancer Institute (NCI), Department of Defense (DoD), and other groups!



FIERCE RESEARCH ADVOCATES

Survivor Wenora Johnson was appointed to FORCE's Board of Directors. FORCE is a community of peers and professionals who advocate for awareness, access to care, and better treatment and prevention options for the millions of individuals and families facing hereditary breast, ovarian, pancreatic, prostate, colorectal, and endometrial cancers.



"The pandemic allowed me to make time for being a fierce research advocate on a virtual level. Taking advantage of opportunities that would have required an in-person touch, I reached out to groups and asked to contribute virtually. I was given more opportunities to have my voice heard and to participate in online discussions. I've also joined FORCE's Board of Directors!"

Wenora Johnson
CRC Stage III Survivor + FORCE Board of Directors

SURVIVOR LEE JONES APPOINTED TO THE NCI CENTRAL INSTITUTIONAL REVIEW BOARD (CIRB)

Lee Jones has been appointed as a member of the NCI CIRB. This board reviews and ensures patient protection for all clinical trial applications submitted by the five National Clinical Trial Network organizations (such as the SWOG Cancer Research Network) and a number of other research organizations. The appointment enables Lee to review trials initiated by all the major U.S. cancer research centers. He chose to join the Early Phase Emphasis Board to participate in the novel trials that could have the highest potential to benefit patients of all cancer types.



"Many thanks to Fight Colorectal Cancer's RATS program that got me interested in cancer research advocacy and opened up opportunities like this to help other cancer patients experience the same positive outcome I've had."

Lee Jones
CRC Stage III Survivor + NCI Central Institutional Review Board

RATS ACADEMY

RATS Academy gives our advocates the opportunity to engage and interact with top researchers who are at the forefront of finding the best treatment options for CRC patients.

- 7** No. of research advocates who attended a RATS Academy at Promega Corp. in October 2019.
- 4** No. of advocates who attended an academy with Proteus in January 2020.

Due to COVID-19, a virtual academy was held in April 2020 with researchers at MD Anderson Cancer Center.

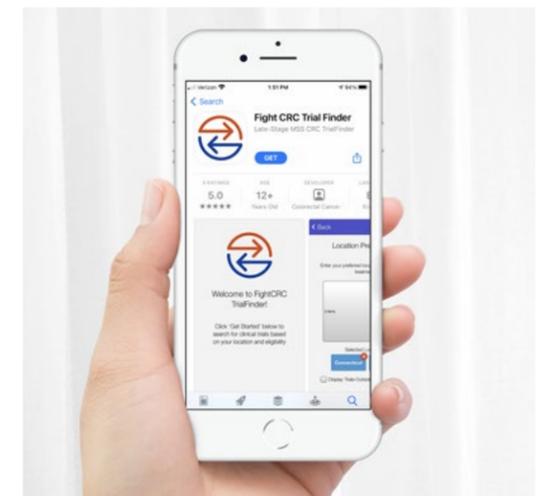


CLINICAL TRIAL FINDER

We continued investing in the maintenance of our web-based clinical trial finder and companion app, and we created educational materials about how to use it and the benefits of clinical trials.

- Hired research advocate Maia Walker to lead its curation.
- In FY20, the Trial Finder saw 3,400 users who performed nearly 5,000 searches; new lifetime totals: 24,000 users and 40,000 searches since its launch in 2017.

40,000 SEARCHES SINCE 2017!



2020 FINANCIALS

BALANCE SHEET Fiscal year ending June 30, 2020

ASSETS	2020	2019
CURRENT ASSETS		
Cash	\$2,821,093	\$2,181,074
Contribution Receivable	\$2,243,020	n/a
Prepaid Expenses	\$47,505	\$3,890
Inventory	n/a	n/a
TOTAL (CURRENT ASSETS)	\$5,111,619	\$2,184,964
FIXED ASSETS		
Furniture & Equipment	\$12,351	\$12,452
Computers	\$49,306	\$26,000
Website Design & Maintenance	\$78,330	\$71,700
Leasehold Improvements	\$614	\$614
Less Accumulated Depreciation	-\$38,554	-\$40,762
TOTAL FIXED ASSETS	\$102,047	\$70,004
OTHER ASSETS		
Security Deposit	\$1,650	\$1,650
TOTAL OTHER ASSETS	\$1,650	\$1,650
TOTAL ASSETS	\$5,215,316	\$2,256,618

LIABILITIES	2020	2019
CURRENT LIABILITIES		
Accounts Payable	\$33,521	\$7,561
Accrued Vacation	\$53,428	\$28,493
Accrued Payroll	\$49,031	\$28,617
Credit Card Payable	\$13,474	\$45,168
PPP Loan	\$232,004	n/a
TOTAL (CURRENT LIABILITIES)	\$381,460	\$109,839

EQUITY	2020	2019
Unrestricted	\$1,541,201	\$1,737,497
Temporarily Restricted	\$535,760	\$409,282
2020 Net Revenue	\$2,756,894	n/a
TOTAL NET ASSETS	\$4,833,856	\$2,146,779

TOTAL LIABILITIES AND EQUITY	\$5,215,316	\$2,256,618
-------------------------------------	--------------------	--------------------

**FEDERAL TAX ID: 20-2622550
COMBINED FEDERAL CAMPAIGN (CFC): #78265**

REVENUE

\$26,566	INTEREST & OTHER
\$6,209	PRODUCT
\$226,213	PROGRAM FEES
n/a	IN-KIND DONATIONS
\$350,895	INDIVIDUAL DONATIONS
\$199,976	BOARD DONATIONS
\$563,738	TRIBUTE GIFTS
\$3,933,144	PHARMA/CORP/FOUNDATION
\$5,306,744	TOTAL

PROGRAM REVENUE

\$1,115,309	GENERAL
\$628,235	FUNDRAISING
\$384,750	RESEARCH
\$239,000	PATIENT EDUCATION
\$2,851,569	POLICY
\$87,878	AWARENESS
\$5,306,744	TOTAL

STATEMENT OF ACTIVITIES Fiscal year ending June 30, 2020

INCOME	2020	2019
Contributions Unrestricted	\$2,960,973	\$1,737,497
Contributions Restricted	\$459,052	\$409,282
Product Sales	\$6,209	\$35,640
In-kind donations	n/a	\$300,000
Interest Income	\$20,342	n/a
Event Revenue	\$226,213	\$12,134
Other Income	\$6,223	\$4,824
T	\$3,679,015	\$2,499,377

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.

PROGRAM & SUPPORT SERVICES EXPENSES	2020	2019
PROGRAM SERVICES		
Research	\$355,808	\$365,158
Patient Education	\$522,703	\$256,557
Policy	\$608,765	\$476,227
Awareness	\$659,667	\$962,487
TOTAL (PROGRAM EXPENSES)	\$2,146,944	\$2,060,429
SUPPORTING SERVICES		
Management	\$246,942	\$184,574
Fundraising	\$155,962	\$233,340
TOTAL (SUPPORTING EXPENSES)	\$402,905	\$417,914
TOTAL EXPENSES	\$2,549,849	\$2,478,343

THE PATH TO A CURE

To cure colorectal cancer, it's going to take all of us! Here's a glimpse into the progress we've made so far and why we must keep pushing for a cure!





**GET YOUR T-SHIRT
AND OTHER
FIGHT CRC GEAR AT
[STORE.FIGHTCRC.ORG!](https://store.fightcrc.org)**

THANK YOU TO OUR SPONSORS AND SUPPORTERS!



*Hold your smart phone's camera over
this code to see all of our sponsors!*

FIGHT
★
COLORECTAL CANCER

Special thank you to the Fight CRC Ambassadors who are featured in the photography throughout this publication!



FIGHT

★
COLORECTAL CANCER

134 Park Central Square, Suite 210 • Springfield, MO 65806

@FIGHTCRC   

