

2025 IMPACT
**COLORECTAL CANCER
AWARENESS MONTH**



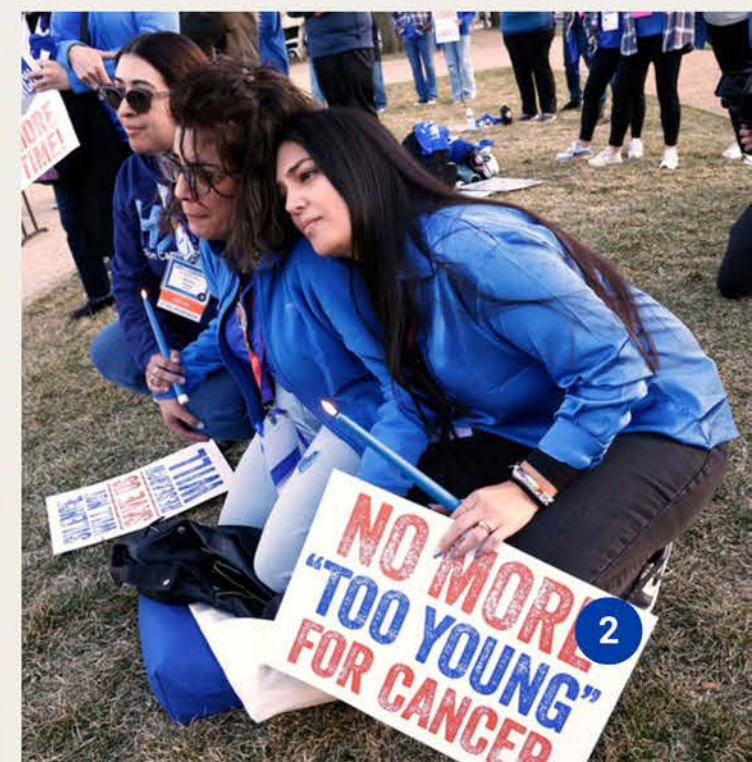
FIGHT CRCTM

In March 2025, our community made history. A record-breaking 314 advocates from 40 states turned the National Mall blue and brought their stories straight to the steps of Congress — making this the largest Call-on Congress to date. These advocates didn't just raise their voices — they gave their time. They showed up to fight for something bigger: More research, more treatment options, more awareness — more time.

As one of our partners, BeastRob, put it, *"We took to Capitol Hill—sharing our stories, demanding action, and urging legislators to protect funding for colorectal cancer research, the second-leading cause of cancer-related deaths in the U.S. We refuse to stay silent. We will continue to fight for our mothers, fathers, sisters, brothers, aunts, uncles, and every life impacted by this preventable disease."*

This March, we proved what's possible when advocates come together with urgency and heart. We're not just raising awareness — we're rewriting the future of this disease. And we won't stop until everyone impacted by colorectal cancer has the time they deserve.

FIGHTCRC.ORG



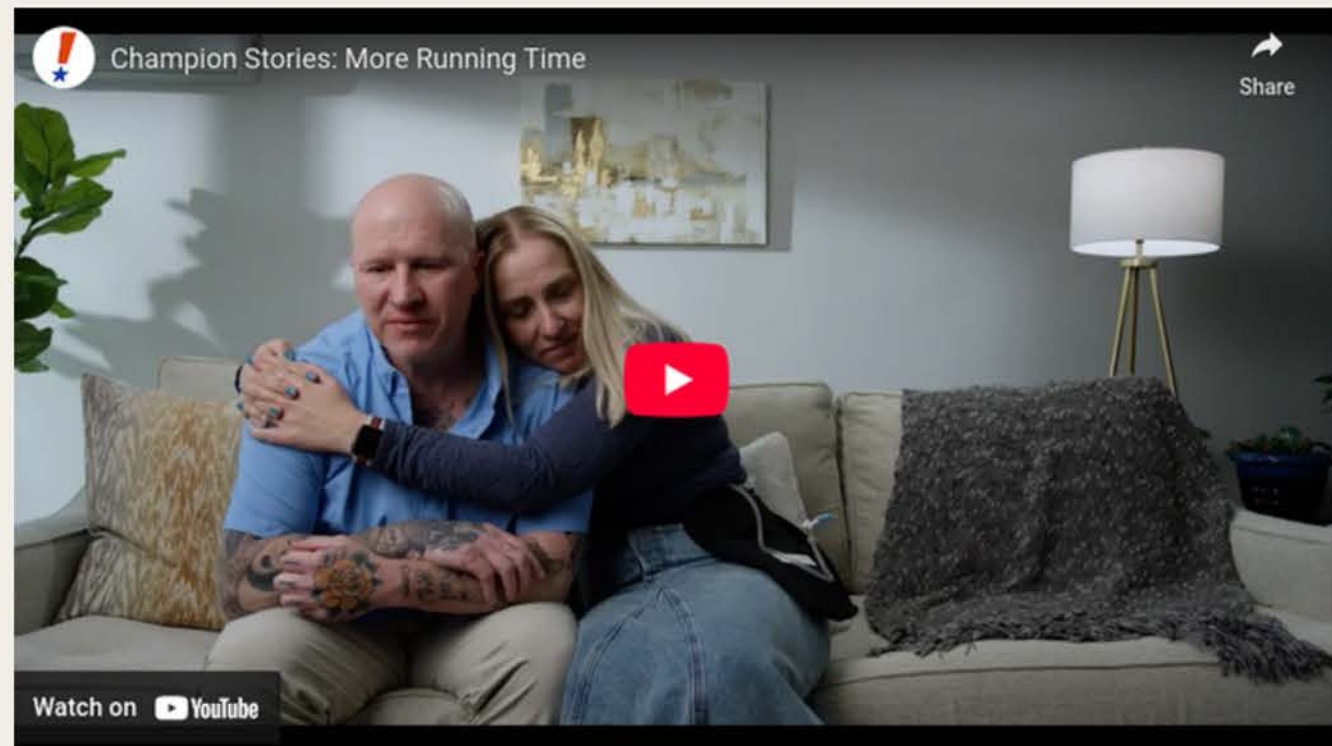
MORE _____ TIME

WE'RE FIGHTING FOR MORE TIME: LITERAL MINUTES, HOURS, AND DAYS

Fight CRC is committed to three important goals that will directly support our mission for more time:

- Further reduce the burden of colorectal cancer
- Increase research funding
- Enhance patient support

We are excited to launch our “More Time” campaign as part of our 20th Anniversary — a new initiative aimed at increasing the overall survival rate by 2030.



ADVOCACY

PROCLAMATIONS

LOCAL, STATE, AND NATIONAL ADVOCACY

Our advocates reached out to their governors, mayors, and other local officials to declare March as Colorectal Cancer Awareness Month in their communities. These proclamations play a vital role toward raising awareness about the importance of screening. Advocates left an indelible impact.

MARCH 4

Presidential message issued

In partnership with 33 organizations, Fight CRC advocated to the President for the official declaration of National Colorectal Cancer Awareness Month in 2025.



During National Colorectal Cancer Awareness Month, the First Lady and I offer our heartfelt prayers to every American battling the horrific disease of colorectal cancer, as well as their families, friends, and loved ones. In honor of those we have lost to this colorectal cancer, my Administration is strongly committed to ending our Nation's chronic disease epidemic and making America healthy again.

35

States requested
proclamations

22

States issued
proclamations

12+

Cities issued
proclamations



Skylee Tinker

@skytink Thanking the State of Missouri Governor @GovParsonMO for presenting me with a proclamation, recognizing March as [National] Colorectal Cancer Awareness Month.



DRH Health

The City of Duncan has officially signed a proclamation recognizing March as Colorectal Cancer Awareness Month, highlighting the importance of early detection and comprehensive care...

NATIONAL PRESIDENTIAL MESSAGE

PARTNER VOICES

We're very grateful to the following partners for advocating on our behalf to declare March as National Colorectal Cancer Awareness Month.



CALL-ON CONGRESS 2025

NATIONAL ADVOCATE HILL DAY

Call-on Congress 2025 took place from March 9 to 11. This event brought together more than 300 colon and rectal cancer survivors, caregivers, and supporters from across the U.S. to raise their voices in Washington, D.C. We urgently called on policymakers to act, as lives are at stake today.

**MOST
EVER**

292

Advocates registered



ymyhealth_ ...YMyHealth had an unforgettable visit to Capitol Hill with Fight CRC for their powerful Call-on Congress advocacy event. It was an inspiring weekend of talking to amazing survivors, caregivers, and advocates, hearing their stories, and learning firsthand about the incredible work being done.



3,862

Emails sent to Congress



155

First-time attendees



Michelle Cappel



Sheree Clark Kirsch



120

Survivors

21


Junior advocates



130

Caregivers & loved ones



Congresswoman 
Nikema Williams

#UnitedInBlue, united in purpose, and united in the fight to end colon cancer & colorectal cancer.

March 27

\$82,400

Awarded in scholarships to 112 advocates

CALL-ON CONGRESS 2025

NATIONAL ADVOCATE HILL DAY



@yvettenorma
March 12



242

Meetings with members
of Congress



39

States represented



Congressman Jared
Moskowitz
March 17



Zakela J Mickens
I'm so blessed to be a
part of such an amazing
organization
March 24



Allison Rosen, MS

Thank you to @RepCraigGoldman for listening
to our story on the impact of colorectal cancer
in our community. RESEARCH SAVES LIVES and
we need more champions fighting for the CRC
community! #PrioritizeCRC @FightCRC #crcsm
#cancer #cancerresearch

March 11



@TheQueenVee
March 12



SAIDNGO A group photo of the
Illinois team #unitedinblue
after our meeting at Senator's
@TamyDuckworth office...

100%

Of attendees plan to return in 2026

CALL-ON CONGRESS SPONSORS

Platinum

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SCIENCES**

Gold



Silver



Bronze

INTUITIVE

GEORGETOWN
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Lombardi Comprehensive
Cancer Center



CALL-ON CONGRESS SPONSORS



Mix and Mingle



Call-on Congress Buses

AMSURG

CONGRESSIONAL CRC CAUCUS

MARCH PROGRESS ON CONGRESSIONAL CHAMPIONS

The Colorectal Cancer Caucus works collaboratively to raise awareness about colorectal cancer among members of Congress and staff, lead the charge in educating Congress on critical colorectal cancer issues, and drive momentum for policy changes that improve lives and outcomes.

ASK:

Join the Colorectal Cancer Caucus

MARCH RESULTS:



- 19 total Colorectal Cancer Caucus members
- Both co-chairs of the Caucus spoke at the United in Blue Rally

MOVING FORWARD:

Ask members of Congress to join the Caucus. Ask your family and friends from states without support to take action with you!



ADVOCACY WIN:

Thanks to persistent advocacy and follow up from Fight CRC Ambassador Marisa Maddox, Delaware Rep. Sarah McBride officially joined the Colorectal Cancer Caucus.

"This is exactly why we go to the Hill — to build lasting relationships with lawmakers and their staff, share real patient stories, and inspire action."



Specter, Hatti Mar 22

to me



Hi Marisa,

I hope you are well! I just wanted to check in and let you know that the Congresswoman has officially joining the Congressional Colorectal Caucus.

...

Thank you so much for your advocacy!

Hatti Specter | Legislative Aide

Office of Congresswoman Sarah McBride

THE COLORECTAL CANCER CARE INITIATIVE

UNITING TO IMPROVE CANCER CARE

The Colorectal Cancer Care Initiative (CRCCI) is the first major effort to respond to a critical gap in colorectal cancer care. In March we launched a workgroup and hosted a webinar in partnership with STAT news.

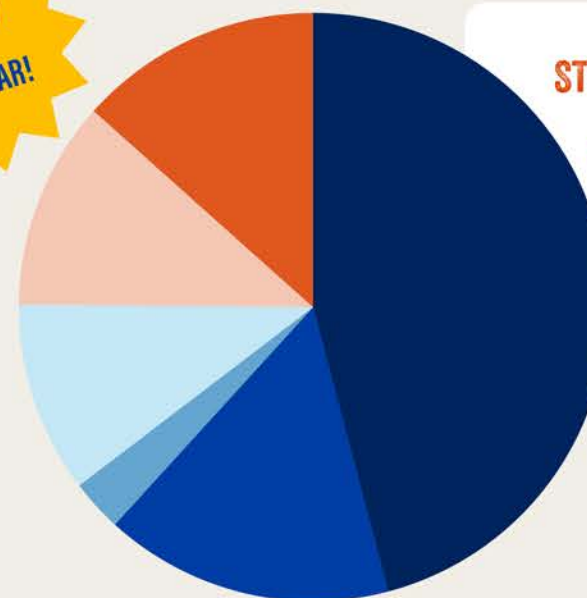
POLICY GROUP:

As part of the CRCCI, Fight CRC launched a workgroup of more than 30 advocacy, physician and industry leaders dedicated to preserving access to screening. The group came together in response to *Braidwood v. Kennedy*, a Supreme Court case that threatens patient access to no-cost cancer screening. In an ever-changing policy landscape, having a united community is more important than ever. This group will continue to work together to ensure all patients have access to life-saving care.

- Executive (VPs and C-Suite)
- Medical Professional
- Educators and Students
- Independent Contributors
- Researcher/Scientist
- Other



WATCH
THE
WEBINAR!



STAT WEBINAR ATTENDEES:

319 total registrants
124 live attendees

Our STAT webinar highlighted new data and the importance of CRC screening.

JUNIOR ADVOCATE PROGRAM

EMPOWERING THE NEXT GENERATION OF ADVOCATES

Junior Advocates serve as a vital bridge to fulfilling the mission of fighting colorectal cancer. By empowering children affected by this disease to become advocates and change policy, we are nurturing a future generation of leaders who will continue this relentless fight.

EVENT OVERVIEW:

- Attendees: 21
- Ages: 7–17
- Purpose: Ignite strength and advocacy in young participants

GOALS OF THE PROGRAM:

- Understand the basics of advocacy
- Learn how Congress works
- Explore youth advocacy opportunities
- Practice storytelling and prepare for Hill Day meetings
- Build a sense of community



RESEARCH ADVOCACY

RESEARCH ADVOCACY TRAINING & SUPPORT (RATS)

MEDIA WITH  MyHealth
Healthcare Stories for Generation Y

Allison Rosen was interviewed by YMyHealth and featured in a podcast and article titled "Advancing Colorectal Cancer Research through Advocacy"



TRAINING
Hosted a learning opportunity with Tempus



38 APPLICATIONS
To join the 2025 cohort



40+ RATS
Trained since the program began

MIKE MANCINI HERO AWARD



Michael Holtz honored as this year's HERO Award Recipient

6

RATS ATTENDED CALL-ON CONGRESS



ALLISON ROSEN
Survivor



ANITA ISLER
Survivor



KIMBERLY SCHOOLCRAFT
Caregiver



LEE JONES
Survivor



MICHAEL HOLTZ
Survivor



TIM McDONALD
Survivor

DISEASE AWARENESS

RESOURCE USAGE

TRUSTED, MEDICALLY REVIEWED RESOURCES

SCREENING QUIZ RESULTS

87% 58% 12%

COMPLETION

UNDER 45
YEARS OLD

HEREDITARY RISK OF
DEVELOPING CRC



56

Screening options
webinar registrants

347

Clinical trial finder searches in March

118,000

Website users from 147 countries



59,032
UNITED STATES



2,373
CANADA



1,076
AUSTRALIA



1,518
UNITED KINGDOM



184

Provider finder searches in March

COMMUNITY OF CHAMPIONS APP

4,474

Contributions

2,030

Members



50

ChatCRC users in March (*mobile and web*)

ONLINE COVERAGE



607K
Impressions

2.13K

Total media mentions

684%
increase

22.8K

#StrongArmSelfie mentions



5476%

Increase in #StrongArmSelfie mentions



33K
Impressions



447K
Impressions



#STRONGARMSELFIE SPONSORED BY:

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UNITED IN BLUE PARTNERS



UNITED IN BLUE

PUBLIC AWARENESS EVENT

411

Volunteers during installation days



27,400

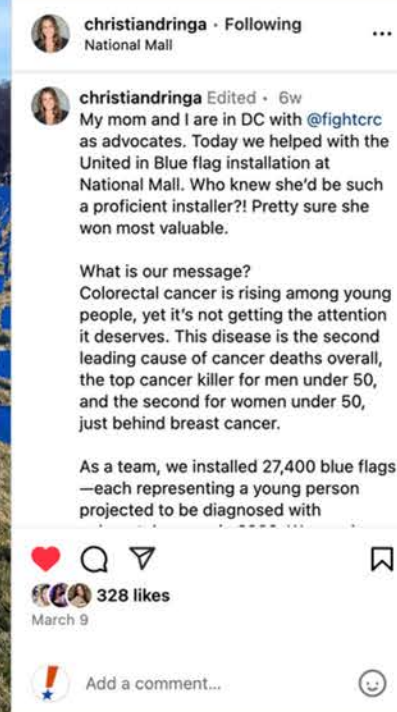
Flags on the National Mall



@FightCRC



@caroline.maschke



482

Collective installation hours



184

Scans of campaign QR codes



3,000

Mentions of #PrioritizeCRC



10,000

Screening quiz stickers given out

AT-HOME FLAG KITS



124

Flag kits shipped

34

States kits were shipped to

FLAG KITS INCLUDED:

- 27 blue flags
- Printable yard sign PDF
- Fabric marker
- Fight CRC brochure & one-pager Q&A
- Social media guide
- Instructions for collecting donations



RESOURCE EXPO

MARCH 10

Fight CRC hosted its second Resource Expo

500+
Resources distributed

33
Partner organizations participated

127
Participants stopped at every booth

19
QR code scans for more info

Fight Colorectal Cancer ✓
@FightCRC · Follow

We're already dreaming up ways to make next year's #ResourceExpo even better — and we want your input! What would you love to see in 2026? 🗨️

Thank you @genentech for supporting our expo! 💙



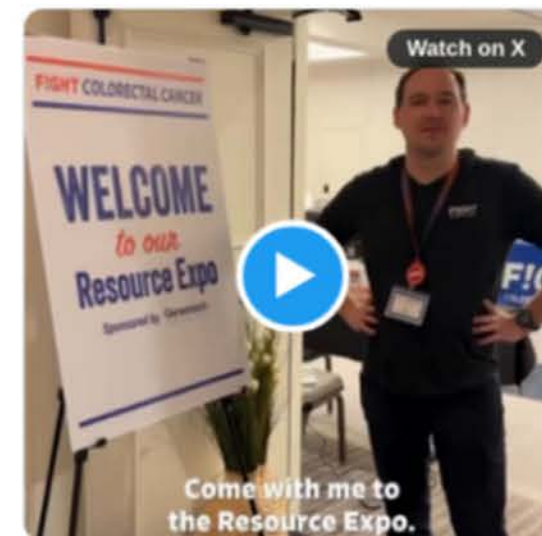
Fight Colorectal Cancer ✓
@FightCRC · Follow

Check out all the goodies we have for the colorectal cancer community at our Resource Expo!

Thank you to @genentech for supporting our resource expo!

And thank you to these amazing organizations that provided resources. 💙

@manuptocancer1, @ImermanAngels, Expect Miracles [Show more](#)



3:28 PM · Mar 28, 2025

2 ❤️ Reply Copy link

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Comfort Tent

**DUDE
WIPES**



*Photo Booth and
Volunteer Tent*

 Bristol Myers Squibb™



*United in Blue
Snacks*

 **COLORECTAL CANCER**
EQUITY FOUNDATION

UNITED IN BLUE SPONSORS

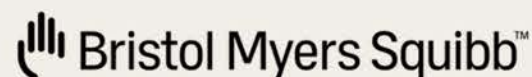
Gold



Silver



Bronze



COMMUNITY EVENTS

20+ EVENTS HOSTED WITH FIGHT CRC THIS MARCH



markhamrollins Gonna be a great day with Markham and KJ Choi at the Cologuard Classic



lakeplaza_runclub First day of Spring = a perfect Thursday run! 🌸
March is Colon Cancer Awareness Month, and to raise awareness, we wore blue for today's run.

Special shoutout to [@j_ech](#), who is a colon cancer survivor, for spreading awareness and sharing the importance of early detection through screening! For more information, visit fightcolorectalcancer.org ❤️



WFLA News Channel 8
Meet Tim McDonald:
Colorectal cancer survivor
turned advocate

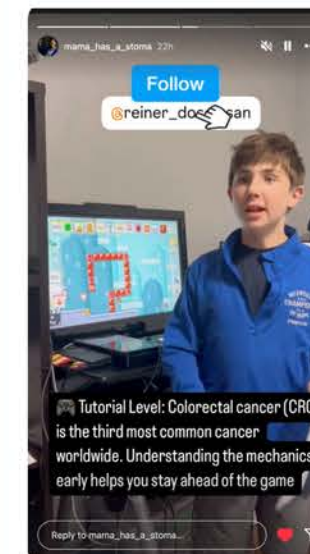


jamim417
March is Colorectal Cancer Awareness month and we have A LOT going on at Fight CRC this month! Today we kicked off the month with a small installation on the square just outside our office!

[#prioritizecrc](#) [#unitedinblue](#)
[@fightcrc](#)



em_a_white_
3rd annual golf tournament in the books! an incredible start to a weekend honoring Evan ❤️



mama_has_a_stoma ...
In DC, attending [@fightcrc](#)
[#calloncongress](#), I created a [#supermariomaker2](#) course with important [#facts](#) about [#colorectalcancer](#).
Play the course P79-LBL-2MF

THANK YOU FOR YOUR RELENTLESS SUPPORT IN THE FIGHT AGAINST COLORECTAL CANCER

\$86K DONATED TO FIGHT CRC THROUGH EVENTS



Wendy Rosselle Harpp

Melbourne, Fla. • March 2

Incredible turnout yesterday for the 1st annual 5K Roll Tide Run and Strollin'4 UR Colon for Fight Colorectal Cancer. Thank you all for your support! The event was a huge success and **we raised over \$20,000 for FightCRC.**

167K
VIEWS!



azpx skateboards

We crushed the Ho-Jam by raising 217% of our goal in 3 hours! **Goal was 1K, we did almost 2.2K.**



FOX 4

A North Texas woman who is a Stage 3 colon cancer survivor is featured in a national awareness campaign for Fight Colorectal Cancer.



michaelholtzonline



Colorectal Cancer Awareness
Month 2025 Diary, March 3



MARKHAM ROLLINS IV
LEAD SOFTWARE ENGINEER | BASETOWN

Fore Play 🏆
@ForePlayPod

Our most important
match yet.



Erika Sacro Campbell

I'm so excited to share that PGA and 2023 Cologuard Classic champion David Toms will be playing in Kayla's honor at the **#CologuardClassic** by Exact Sciences. In her honor he will be wearing a ribbon with her name. Steve and Andrea (her aunt and uncle) will be in Tucson to represent her as well. The second picture is a billboard in our hometown to represent her advocacy. Love you Kayla. **#Cologuard #PGATour**

MISSION EFFORTS

MISSION IMPACT

\$64,000+

In donations in March

\$183

Average donation in March

350+

Individual donors in March

\$525,000

In sponsorships during March



700+

Thank you notes written

22
Meta
fundraisers



Cheli's birthday fundraiser for
Fight Colorectal Cancer 🧡👤

Cheli Lees 🧡 For my birthday this year, I'm asking for donations to Fight Colorectal Cancer!
▶ More importantly than donating my wish this year is for YOU to get a colonoscopy if you are: 45

EARLIER if you have an immediate family member who has been diagnosed or you are showing signs and symptoms!

Colonoscopy's are not fun but letting cancer grow silently spreading to your other organs is much worse.



\$17,000+

Donated through Wall of Champions tributes

THANK YOU

FOR YOUR RELENTLESS SUPPORT IN THE FIGHT AGAINST COLORECTAL CANCER