

FIGHT COLORECTAL CANCER™

COLORECTAL CANCER AWARENESS MONTH

2026



IMPACT

30 Days of Engagement

2 WEEKS IN TIMES SQUARE



2.7M+
SOCIAL MEDIA IMPRESSIONS

6.4M
REACH FOR TIMES SQUARE

1.21K
TOTAL MEDIA MENTIONS

761M
TOTAL EDITORIAL REACH

150,000+
WEBSITE SESSIONS

96%
WEBSITE ENGAGEMENT RATE



AWARENESS ACROSS THE COUNTRY

"A huge thank you to our partner Fight Colorectal Cancer @fightcrc for creating these at-home awareness kits – complete with a flag, sign explaining the significance, and with a QR code that takes you directly to where you can support the cause. Plus, an informational brochure with helpful talking points to make these conversations easier."

– YMyHealth, partner & participant testimony



ADVOCACY WINS

Local, State, and National Advocacy

Advocacy doesn't just happen in Washington, DC. Advocates from across the country took action in their local communities, their home states, and at the national level to raise awareness about colorectal cancer and advance meaningful policy change.

CONGRESSIONAL SUPPORT FOR A COLORECTAL CANCER RESEARCH PROGRAM NEARLY DOUBLES!

Last year, **44** House members signed our letter in support of a Colorectal Cancer Research Program within the Department of Defense. This year, that number has grown to **72** bipartisan House members!

ADVOCATES IN 40 STATES AND DOZENS OF CITIES, COUNTIES, AND LOCAL JURISDICTIONS RAISED AWARENESS BY REQUESTING CRC AWARENESS MONTH PROCLAMATIONS



Fight CRC Catalyst Grantees in **Minnesota** and **Washington** hosted Action Days at their state capitols to **generate support for CRC screening**.

 **1,974**

EMAILS SENT TO CONGRESS IN SUPPORT OF CRC SCREENING & RESEARCH

NATIONAL COLORECTAL CANCER AWARENESS MONTH PROCLAMATION

Fight CRC brought together **32 organizations** to successfully advocate for the President to declare **March 2026 as National Colorectal Cancer Awareness Month**.



CO-HOSTED A BIPARTISAN CONGRESSIONAL BRIEFING ON THE RISE OF COLORECTAL CANCER IN YOUNG AMERICANS.

Congressional staff, advocacy partners, and even a former member of Congress attended to hear from experts, including Rebecca Siegel from the American Cancer Society who presented her research showing that **colorectal cancer is now the leading cause of cancer death for people under age 50.**

100+
**PARTICIPANTS ATTENDED
RESEARCH!AMERICA WEBINAR**

Fight CRC Board Member, Dr. Cathy Eng, and VP of Advocacy, Molly Roberts, participated in a briefing looking at the state of colorectal cancer research and how advocacy efforts impact the research landscape.



THE COLORECTAL CANCER CARE INITIATIVE

Uniting to Improve Cancer Care

As part of Fight CRC's effort to ensure **80%** of patients with an abnormal non-invasive screening test receive a **follow-up colonoscopy within 90 days**, we leveraged our Colorectal Cancer Screening Workgroup to submit comments in support of a **HEDIS measure for follow-up colonoscopy.**

40
SUPPORTING ORGANIZATIONS

CALL-ON CONGRESS 2026

National Advocate Hill Day

March 1-3, 2026, over 200 colorectal cancer advocates from 40 states traveled to Washington, D.C. to share their stories and demand that policymakers invest in colorectal cancer research. Their efforts resulted in **nearly double the amount of support for a Colorectal Cancer Research Program in the U.S. House of Representatives.**



223
ADVOCATES ATTENDED



211
CONGRESSIONAL MEETINGS



110
FIRST-TIME ATTENDEES

80 SCHOLARSHIP RECIPIENTS

28 JUNIOR ADVOCATES



@jazmynlynelle Spent a few days in DC with my family, fighting for colorectal cancer research with @fightcrc. I'm so grateful to have connected with so many incredible fighters, survivors, and loved ones. Keeping my uncle's name and story alive has become one of the most meaningful parts of my life. He was my best friend and I wouldn't be me without him. Colorectal cancer took a piece of my heart, and because of that, I'll spend the rest of my life fighting for change.



72

U.S. HOUSE REPRESENTATIVES PLEDGED THEIR SUPPORT FOR A COLORECTAL CANCER RESEARCH PROGRAM



*"The resources and training made me confident to speak with my members of Congress and tell my story."
— 2026 Call-on Congress Attendee*

CALL-ON CONGRESS SPONSORS

Platinum

**EXACT
SCIENCES**

Gold



Silver

GSK

INTUITIVE

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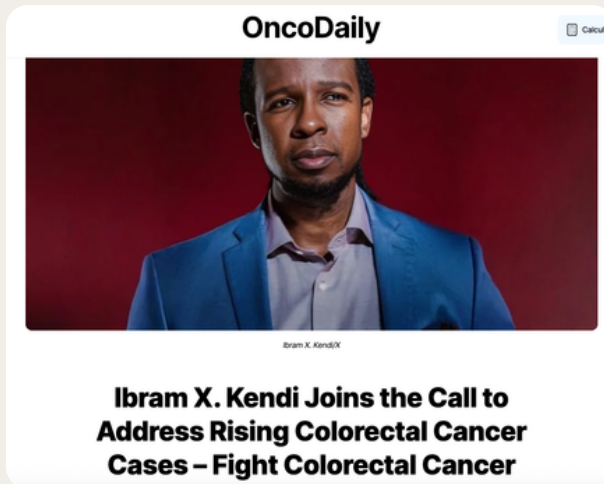
Bronze

EXELIXIS®

 **geneoscopy**
Transforming Gastrointestinal Health

 **GUARDANT™**

FIGHT CRC IN THE NEWS



Top fan
Chris Ketterman
Powerful speaker. It was an honor to be there in person.

lori_charney This was such a wonderful surprise and a real highlight for me—so inspiring in so many ways. His book, *How to Be an Antiracist* was actually required reading at the middle school my kids attended, which makes moments like this feel even more meaningful.

His CRC story—ALL of our stories—are a vital part of building awareness.

Feeling twice blessed to have been there and incredibly grateful for @FightCRC!! Thank you! 🙌💙💪

2d 7 likes Reply

jayrayoflight thank you for coming to share your story and uplift your wife's legacy, your passion to raise awareness is much needed in this world!💙

13h 4 likes Reply

tulitime @bechirsylvain You are an inspiration Bro! I got mine done in November

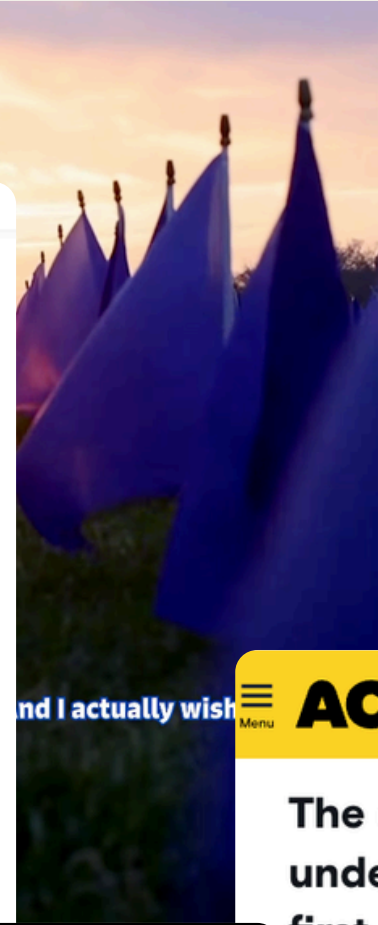
9h 1 like Reply ...

joellegalatan As a cancer caregiver and public health professional this is actually everything. Thank you so much for articulating this so well.

2d 1 like Reply



45,000 VIEWS ON DAY ONE



UNITED IN BLUE

What Volunteers Said

*Oh my goodness, such an incredible experience and **one I will never forget!** Seeing families, other survivors, caregivers, etc. was just so **touching**.*

*The day is **empowering** and having the opportunity to speak with others that have been affected by the dreadful disease is **incredible**. You guys run an amazing event.*

*I underestimated the emotional impact this event had on me. It was **truly a wonderful experience** meeting other people impacted by this disease.*

*I'm a CRC survivor, and the impact this had on me and in the installment was **deeply touching**.*

*Seeing old friends from Fight CRC and meeting new ones. Being a part of something positive, and the **warmth and kindness of everyone involved**.*

*The installation itself is such a **powerful representation** of the growing issue surrounding CRC in the under 50 population.*



UNITED IN BLUE

Volunteer Feedback & Wins

500+

VOLUNTEER SLOTS FILLED

100%

OF SURVEY TAKERS RATED THEIR EXPERIENCE AS "VERY SATISFIED"

\$22,000

RAISED THROUGH WALL OF CHAMPIONS

100%

OF VOLUNTEERS SAID THEY ARE "VERY LIKELY" TO VOLUNTEER AGAIN.

COMMON FEELINGS:

***Empowering
Emotional
Meaningful
Touching
Powerful***

RESOURCE EXPO



4.42/5

OF SURVEY TAKERS RATED THEIR EXPERIENCE AS "VERY SATISFIED"



250

PATIENTS AND FAMILY MEMBERS ATTENDED THE EXPO



20%

OF ATTENDEES COMPLETED ALL 22 TABLES



*"The expo created a **welcoming environment for learning, networking, and strengthening our efforts to raise awareness and support those affected by colorectal cancer.** Overall, it was an **informative and meaningful** experience. Each vendor provided valuable information and resources that will be very helpful for advocates."*

– Pam Allen, stage III survivor (Attendee)



*I think this year's expo was great, and I especially liked it during the reception. Next year, if it happens as planned on the first night, I think it will be a great way for first-time attendees to get adjusted and figure out the Fight CRC lay of the land. The tables and information were **incredible, as always.**"*

– JJ Singleton, stage IV survivor (Attendee)

UNITED IN BLUE PARTNERS



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Gold



Silver



Bronze



Supporter



SCREENING AWARENESS

THANK YOU TO OUR SPONSOR!



Screening Quiz & Webinar

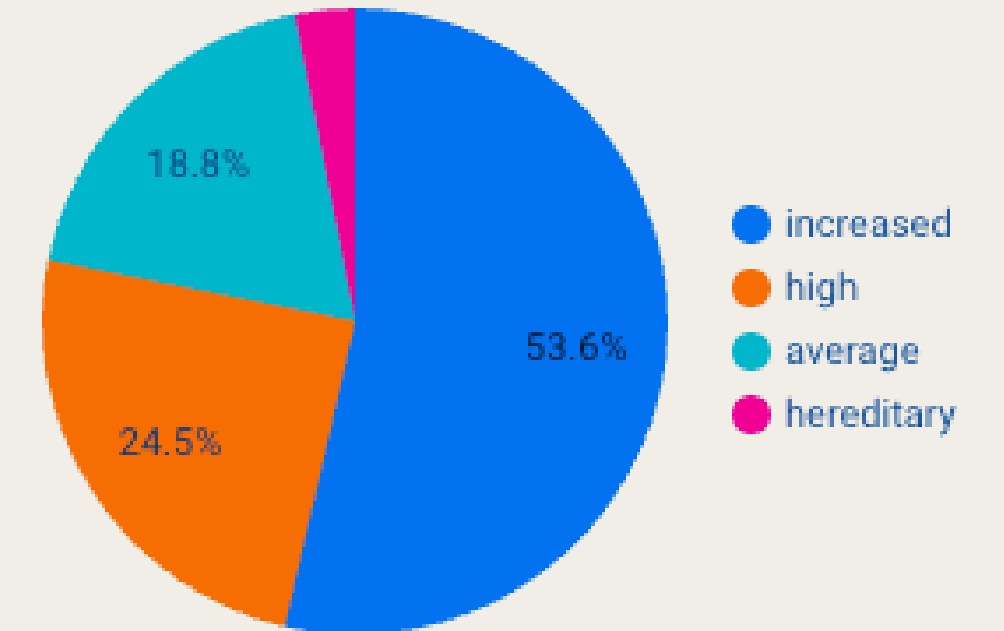
Nearly 100

SCREENING WEBINAR REGISTRANTS

4,654

SCREENING QUIZ STARTERS

Quiz Result Risk Factor



Featured Speakers



Swati Patel M.D.

Associate Professor of Gastroenterology
University of Colorado Anschutz School of
Medicine



Jessica Acosta

Patient Advocate, Fight CRC Ambassador
Stage III Survivor

884

COMPLETE QUIZ TAKERS
& EMAILS COLLECTED

Live Feedback

"Thank you everyone!!!!!! This was wonderful"
"Awesome presentation!"
"Thank you for answering my questions."

63%

OF QUIZ TAKERS WERE UNDER 45

53%+

OF QUIZ TAKERS WERE AT
INCREASED RISK

RESEARCH IN ACTION

During Call-on Congress our RATS advocates and a few invited guests had the opportunity to step inside the Inova Cancer Institute to see firsthand how groundbreaking colorectal cancer research is unfolding. They explored cutting-edge technologies transforming personalized care.



From left, Andrea Dwyer, Dr. John Inadomi, Rebecca Siegel, NCI Director Dr. Anthony Letai, Fight CRC CEO Anjee Davis, Dr. Folasade May, and Dr. Cathy Eng.

Fight CRC staff and research partners met with the new Director of the National Cancer Institute, Dr. Anthony Letai, M.D., Ph.D, to push for #colorectalcancer to be prioritized in research.

Watch the video!

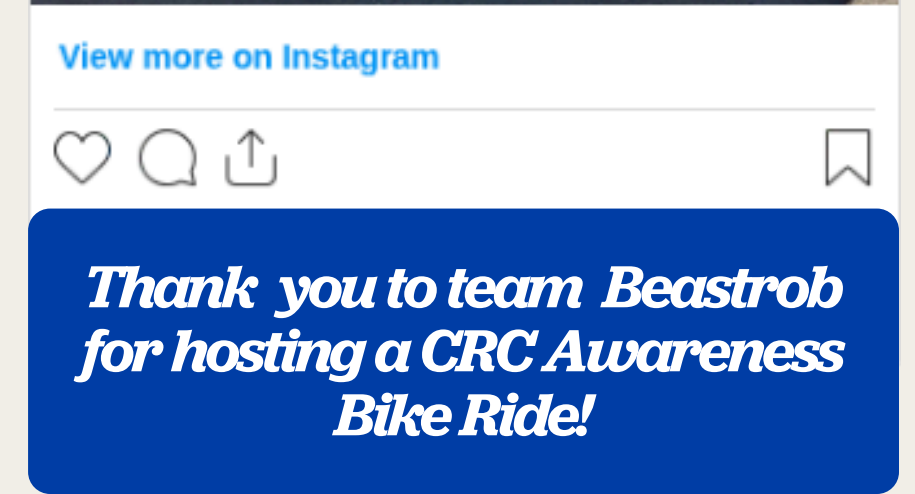
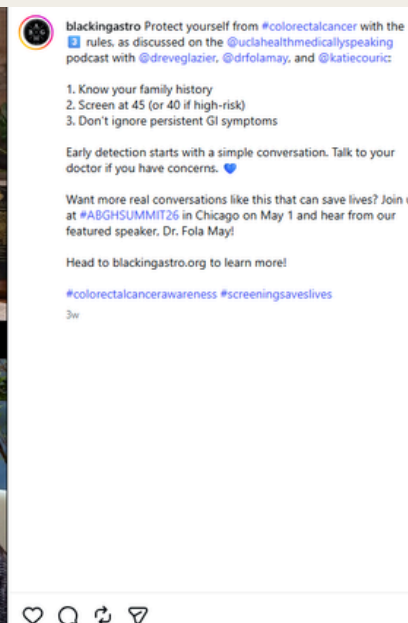
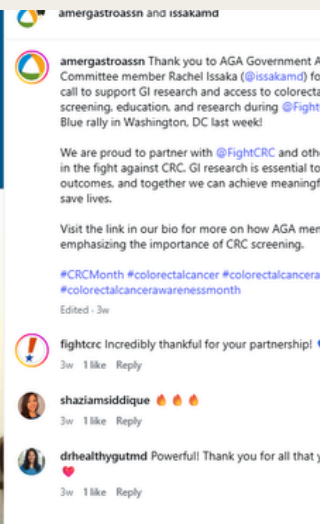
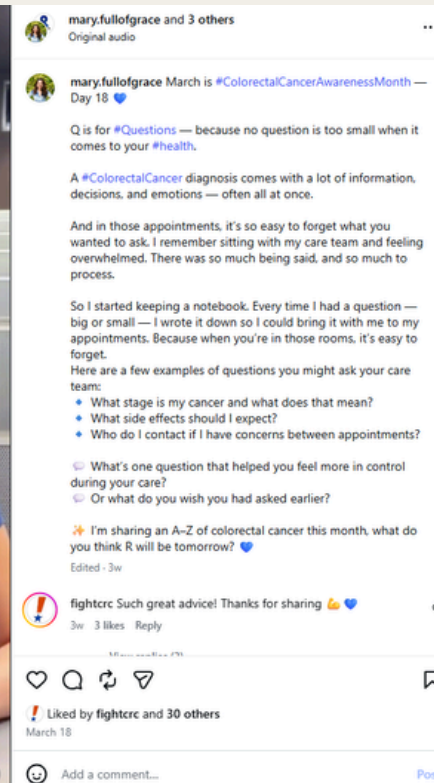


Thank you to rep. James Walkinshaw for attending!



\$62K+ DONATED TO FIGHT CRC


Raised through Community Events



COLOGUARD CLASSIC

First-Ever Flag Installation at Cologuard Classic



 **Michael Holtz**
Fight Colorectal Cancer has a [#UnitedInBlue](#) installation at the [Cologuard Classic](#) by [Exact Sciences](#). I planted a flag for my dude, [Ryan Vieth](#).

2,800
FLAGS DISPLAYED

11
ADVOCATES ATTENDED
THANKS TO THE HERO FUND

7
ADVOCATES PAIRED WITH A PRO

500+
ATTENDEES AT THIS YEAR'S EVENT

MISSION IMPACT

\$382,489+

TOTAL DONATIONS IN MARCH

\$1,454

**∞ META
FUNDRAISERS**



\$10,000

**CORPORATE
DONATIONS**

\$43,723

**FOUNDATION
DONATIONS**



Holly Michaelson, Caregiver

*I kicked off Colorectal Cancer Awareness Month in Washington, DC for Call-on Congress, an empowering Fight CRC event, and carried that momentum all month, driven by the memory of my sister Hope, who I lost to early-onset colorectal cancer after a late-stage diagnosis. Surrounded by advocates, we pushed for research funding, shared our stories, and left with deeper purpose, stronger connections, and the tools to keep fighting for earlier detection and better outcomes. **I am more motivated than ever to turn grief into action, so if you want to join the fight, reach out because there is still so much work to do.***

\$167,900

PLEDGE DONATIONS



Thank You!

**FOR YOUR RELENTLESS SUPPORT IN THE FIGHT
AGAINST COLORECTAL CANCER**

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