

FIGHT

COLORECTAL CANCER

2025 COMMUNITY IMPACT REPORT

JULY 2024 - JUNE 2025





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RESEARCH & REACH

600,000

TOUCHPOINTS DRIVING SMARTER, EARLIER CARE

20,000

BIOMARKER BROCHURES DISTRIBUTED TO CLINICIANS

575,000

IMPRESSIONS THROUGH PAID & ORGANIC SOCIAL MEDIA



LEADERSHIP & MOMENTUM

DEAR SUPPORTER,

Like many of you, this last year has filled me with a mix of emotions: hope, gratitude, and grief. Colorectal cancer is still taking too much from too many families. Early-age diagnoses demand faster answers and faster action. Your faces and your stories are what drive me and remind me every day why this work matters.

And I still believe this: when our community invests and acts, progress happens. I saw that clearly in 2025. Fight CRC moved with urgency and scale, connecting patients, scientists, and policymakers to accelerate progress because our community cannot wait. That is what makes advocacy so powerful.

Last year, our efforts went global. Fight CRC hosted 71 experts and advocates from 18 countries in Barcelona, Spain, for the first-ever global think tank dedicated exclusively to early onset colorectal cancer and turning concern into action. That momentum is real, and in 2026 we still have work to do.

We are also raising the bar for quality colorectal cancer care through our Colorectal Cancer Care Initiative. We are asking leaders to commit to timely screening and accurate treatment initiation, because no patient should have a delayed diagnosis or inconsistent treatment approach. We ask because what gets measured gets improved, and we deserve the best care possible.

Together in 2025, we:

- Delivered 14 educational webinars reaching 988 participants
- Awarded 97 scholarships to strengthen patient advocacy
- Provided free resources to 1,703 clinics nationwide

Advancing research remains central to our mission. In 2025, Fight CRC and the Ron Doornink Family supported a \$350,000 research project with First Ascent Biomedical to advance patient-specific treatment insights for metastatic colorectal cancer using the xDRIVE platform.

This is about getting the right therapy to patients faster and giving families more time and more options. As we look to 2026, my commitment is clear. We will continue pushing on every front to save lives: prevention and early detection, accelerated research, strong policy advocacy, and unwavering patient support. Relentless advocacy is not just what we do—it is who we are.

Thank you for trusting Fight CRC with your stories. Thank you for refusing to accept “good enough” when lives are on the line.

Yours in the fight,

ANJEE DAVIS, MPPA

CEO, Fight Colorectal Cancer

20 Years of Advocacy



2005–2007 A MOVEMENT IS BORN

Founded in 2005 by advocate **Nancy Roach**, Fight CRC (originally C3) was built on a radical idea: patients belong at the table. Early investments in advocate training and **Call-on Congress** established a new model for patient-powered change.



2008–2010 ADVOCACY DRIVES ACTION

The **Cover Your Butt** campaign pushed colorectal cancer screening into the national spotlight. Fight CRC also began funding biomarker research and expanding access to federal research dollars—laying the foundation for personalized care.

2011–2014 NATIONAL MOMENTUM

A bold rebrand and **#StrongArmSelfie** turned awareness into action. Advocates helped expose and challenge the Medicare screening loophole and supported the launch of **80% by 2018** at the White House—cementing screening as a national priority.



2015–2017 POLICY & SCIENTIFIC LEADERSHIP

Grassroots advocacy generated hundreds of congressional co-sponsors for screening legislation. Fight CRC launched the **Ambassador program**, published the **Immunotherapy Blueprint**, introduced the **Clinical Trial Finder**, and helped defend patient protections under the Affordable Care Act.



2018–2019 EARLY ONSET CRC RECOGNIZED

As rates rose among younger adults, Fight CRC pushed Congress and NIH to act—supporting historic research funding increases and convening the **first early onset CRC working group**, shaping a new national research agenda.



2020–2021 PERSISTENCE PAYS OFF

After eight years of advocacy, Fight CRC helped pass the **Removing Barriers to Colorectal Cancer Screening Act**, closing the Medicare loophole. Advocacy also contributed to **lowering the national screening age to 45**.

2022–2023 EXPANDING REACH & EQUITY

Fight CRC gathered leaders at the White House through the **Cancer Moonshot** and brought visibility to CRC with **United in Blue** on the National Mall. The organization blocked harmful insurance policies, launched new digital screening tools, and merged with **The Colon Club**.



2024–2025 INNOVATION & THE FUTURE

Fight CRC released the **Colorectal Cancer Care Report**, launched the first **AI chatbot dedicated to colorectal cancer**, expanded **No Shave November**, protected CDC screening funds, and convened the **first ever Global Early Onset Colorectal Cancer Think Tank**.



See Our Full History
[FightCRC.org/20years](https://fightcrc.org/20years)

2025: What You Made Possible

2025 HIGHLIGHTS

1.3 m

AVERAGE YEARLY
WEBSITE VISITORS

30k+

RESOURCES
DISTRIBUTED TO
CLINICS, PATIENTS,
& CAREGIVERS

1,700

CLINICS SUPPORTED

MORE *Fight* TIME!

Because of your support, Fight CRC focused resources where they matter most — accelerating research, expanding access to trusted information, and strengthening the colorectal cancer community nationwide:

Funded five international advocacy partners for its first-ever global Think Tank. (June 2025)

Funded a time-limited, three-year Tempus fellowship (\$150,000 per year) supporting two postdoctoral fellows — Ymke Van Der Pol, PhD and Matt Maxwell, PhD — working with clinical data and advanced analytics.

Funded more than \$1 million toward innovative research through our generous donors and partnerships with the Collaborative Group of the Americas on Inherited Gastrointestinal Cancer (CGA-IGC), First Ascent Biomedical, and Tempus. (June 2024-July 2025)

Powered the first year of No Shave November fundraising with Fight CRC, raising more than \$112,000 to support cancer prevention, education, and research. (November 2024)



“I owe my life to research that lowered the screening age for colorectal cancer and allowed me to get my first routine colonoscopy one month after my 48th birthday.”

DAAD ABIGHANEM
STAGE IV RECTAL CANCER SURVIVOR

Advocacy in Action

CALL-ON CONGRESS 2025 HIGHLIGHTS

314

ATTENDEES

242

MEETINGS WITH
CONGRESS MEMBERS

39

STATES REPRESENTED

40+

ORGANIZATIONS SAVING
LIVES THROUGH
IMPROVED COLORECTAL
CANCER CARE

RECORD-SETTING CALL-ON CONGRESS

In 2025, Fight CRC set a new standard for advocacy. Through your support, we had a record-breaking turnout of advocates for our largest Call-on Congress to date, bringing urgency and lived experience directly to our elected officials. Our community reached significant milestones in the advocacy space, with 314 attendees representing 39 states who held meetings with 242 members of Congress and 19 Colorectal Cancer Caucus members.

UNITED IN BLUE

2025 marked a remarkable year for awareness on a national level. More than 400 volunteers planted 27,400 flags on the National Mall—each representing a young person projected to be diagnosed with colorectal cancer in 2030.

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



Learn how United In Blue turns awareness into action
FightCRC.org/UIB

MORE Advocacy TIME!



“Thanks to Fight Colorectal Cancer for dropping by my office. The fight to cure cancer is deeply personal to me, and I’m committed to doing whatever I can and working with whomever to support the tools and research that are required to finally beat it.”

REP. JARED MOSKOWITZ



“This is personal. I lost my mama to colon cancer. We must make sure that the resources, the research, and the policies match the urgency of this moment so families get the care they need before it is too late.”

REP. NIKEMA WILLIAMS

OUR MARCH IMPACT

March is a pivotal time for our community. During Colorectal Cancer Awareness Month, your support helped drive advocacy, elevate awareness, and push progress forward at a national level. Below is a snapshot of the impact we made together in March 2025:

\$64,000

IN DONATIONS

\$525,000

IN SPONSORSHIPS

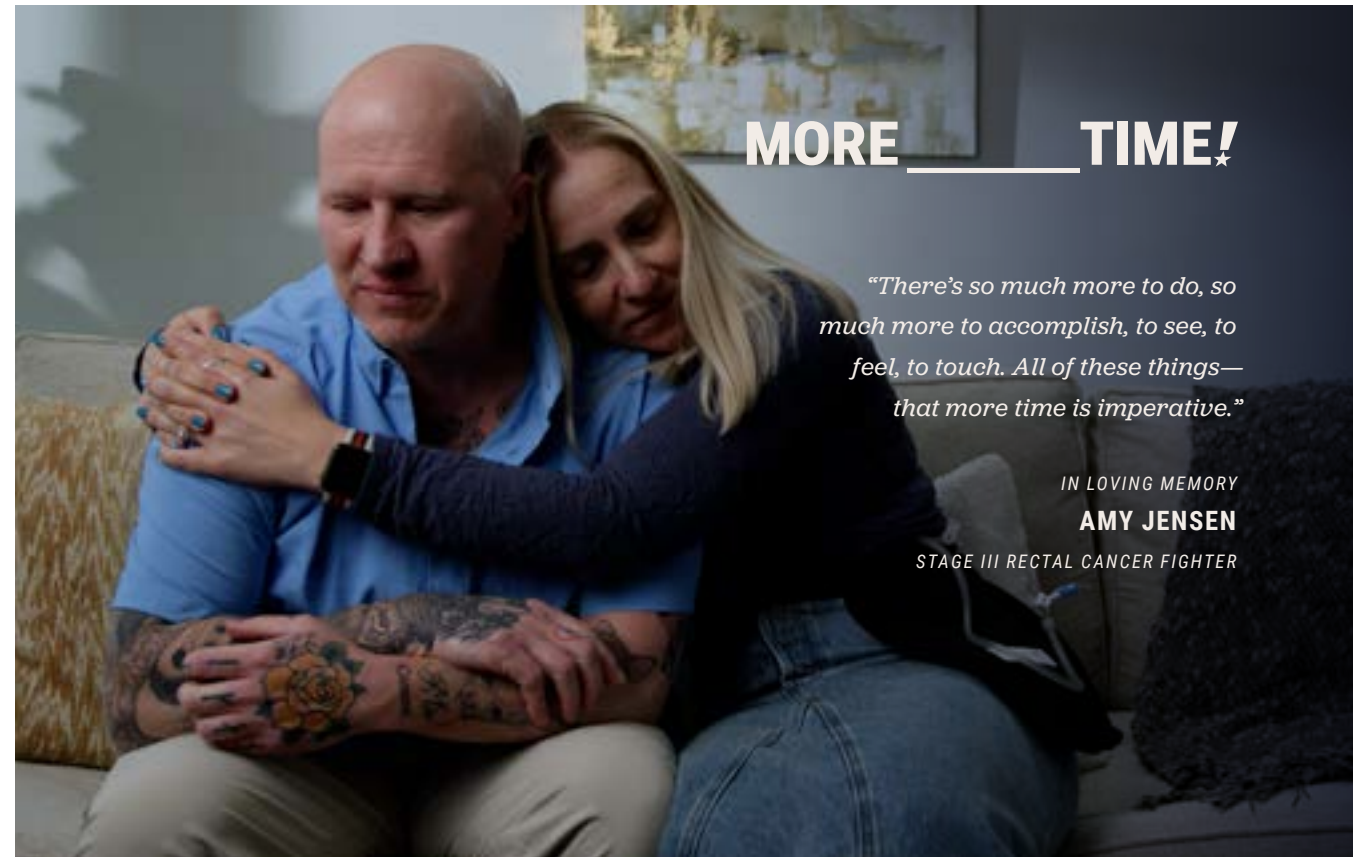
\$17,000

DONATED THROUGH WALL OF CHAMPIONS TRIBUTE

\$183 **350+**

AVERAGE DONATION

INDIVIDUAL DONORS



MORE TIME CAMPAIGN

More Time isn't just about living longer, it's about living fully. Through timely screening and patient-centered care, we can create more moments with loved ones and fewer hours in treatment. As part of our 20th Anniversary, Fight CRC is launching the 'More Time' campaign to increase overall survival by 2030 by reducing the burden of colorectal cancer, increasing research funding, and enhancing patient support.



CARE REPORT

The 2024 Colorectal Cancer Care Initiative Report translates real-world data into a clear, actionable plan to improve screening, diagnosis, and treatment nationwide. Developed with over 40 partner organizations, it sets measurable goals and practical strategies to close care gaps, advance equity, and save lives.

WHERE ARE WE GOING:

Timely Screening for CRC Prevention & Early Detection

Accurate, Informative Diagnosis & Timely Treatment Initiation



See how data-driven goals are transforming colorectal cancer care
[FightCRC.org/CRCCI](https://fightcrc.org/crcci)



OUR WEBINARS: KNOW YOUR COLON

March is National Colorectal Cancer Awareness Month, and in 2025 we hosted Mayo Clinic gastroenterologist Derek Ebner, MD, to discuss all things colorectal cancer screening. This webinar is just one of the many ways Fight CRC ensures people have the information they need to be screened at the right time and with the right method.



View the Webinar
[FightCRC.org/crccfacts](https://fightcrc.org/crccfacts)



2025 AMBASSADOR CLASS

The 2025 Ambassador Class included colorectal cancer survivors and caregivers who dedicated their time and talents to advancing the fight against this disease. Each ambassador designed and completed a capstone project focused on raising awareness, driving fundraising, or sharing their powerful personal stories.



Meet our Ambassadors
[FightCRC.org/ambassadors](https://fightCRC.org/ambassadors)

Cindy worked throughout the year to raise awareness of Fight CRC in her community by attending local events such as Halloween gatherings, farmers markets, and health fairs, where she educated people about colorectal cancer screening.



Jeremy expanded awareness through media interviews and his "Power of Now" talk at EMtalks, where he shared his experience with cancer to educate and inspire others.



Jen raised awareness and funds through her Orangetheory Fitness dedication class!



In honor of her brother, Jenna hosted the Annual Brews and Blue Bar Crawl to raise awareness and funds for the fight against colorectal cancer.



CLIMB FOR A CURE

NINTH ANNUAL CLIMB | July 19-20, 2024 in Gatlinburg, TN

- Nearly 100 participants convened in the Great Smoky Mountains of Gatlinburg, Tennessee, for this year's Climb.
- Additionally, more than 500 people participated in local Cure events nationwide, raising over \$60,000 in cities like Lake George, NY; Lehi, UT; Lee's Summit, MO; Houston, TX; and Chicago, IL.
- Along with additional fundraising events from the summer, more than \$165,000 was raised for colorectal cancer research



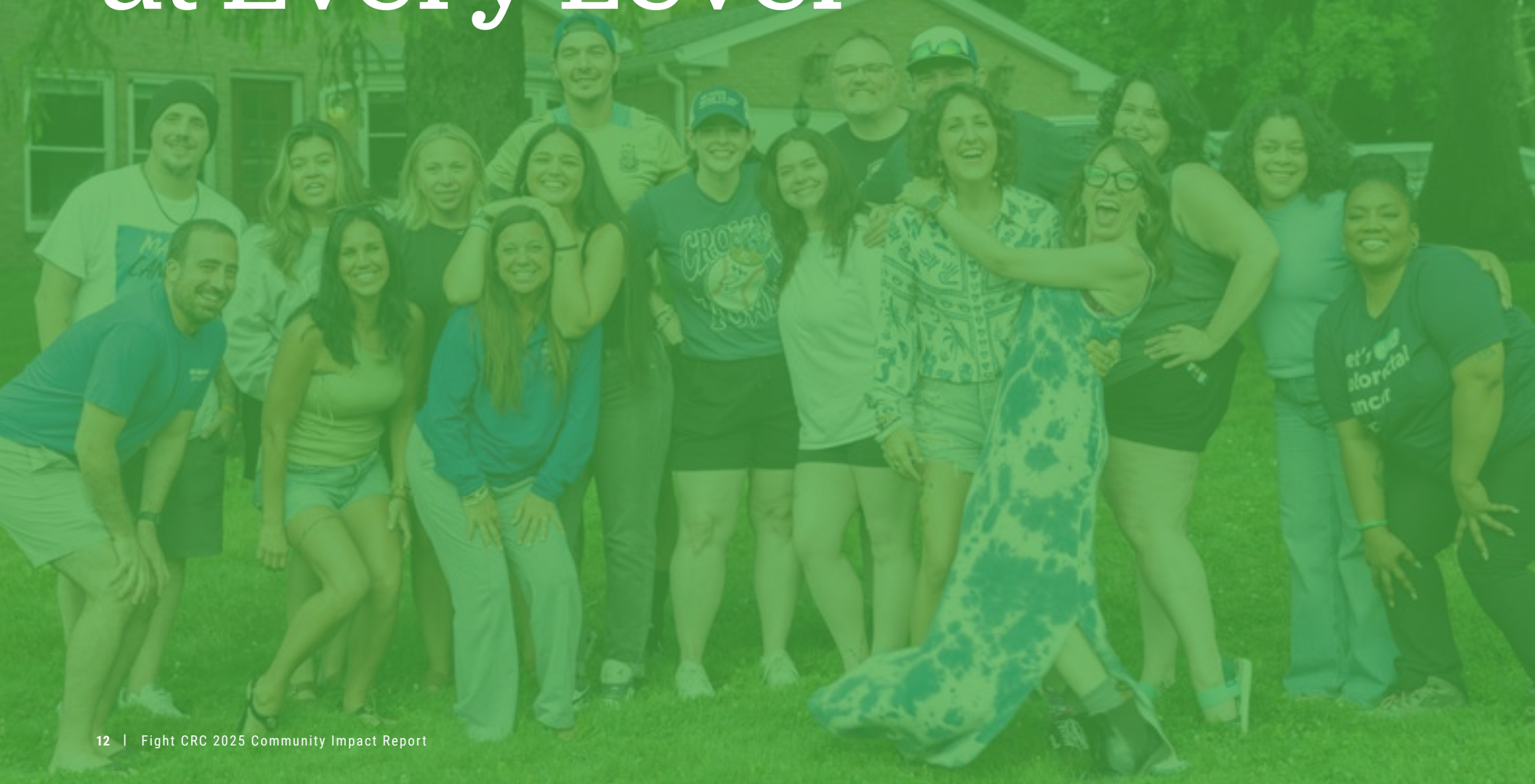
How our community reaches new heights in the fight against colorectal cancer
fightCRC.org/climb



"To climb with Nicholas, my husband of 25 years, the one who cried, cheered, advocated, loved, encouraged, and sacrificed so much for me and our family is a gift...to climb hand-in-hand, and say thank you to him and, in spirit, to everyone who journeyed with me. For we do not journey alone."

KIMBERLY HOLIDAY-COLEMAN
 STAGE II RECTAL CANCER FIGHTER
 RECIPIENT OF THE 2024 CHRIS GANSER
 MEMORIAL SCHOLARSHIP

Community Power at Every Level



MORE *Together* TIME!

Last year, we saw what happens when people are empowered to take action. With your dedicated support, people affected by colorectal cancer are finding their voices and turning experience into action. From Junior Advocates learning how to advocate at a young age to grassroots leaders mobilizing in their communities, your generosity helped us build a connected movement.



JUNIOR ADVOCATES

This program empowers young people affected by colorectal cancer to find their voice and take action. In 2025, 21 participants ages 7-17 took part in advocacy training designed to build confidence, understanding, and community. Our hands-on learning approach allowed Junior Advocates to understand how Congress works, practice sharing their stories, and learn how to engage policymakers—ensuring the next generation is equipped to continue the fight for better outcomes and policy.

COLON CAMP

Colon Camp is a space for young-onset colorectal cancer survivors to connect with others who understand the fight—while building friendships, sharing stories, and finding time to reset and recharge.

“Colon Camp gave me the community I had been searching for since my diagnosis—a place where I felt understood, supported, and accepted for both who I am now and who I was before cancer.”

BRIANNA VALDEZ

STAGE II COLON CANCER SURVIVOR



FIGHT CRC GROWS WITH NO SHAVE NOVEMBER

In November 2024, No Shave November joined the Fight CRC brand and has grown to become one of its largest fundraising campaigns. This month-long campaign was built to support cancer education and awareness. Everyone is invited to grow their hair, raise awareness, and support cancer advocacy, education, and research.

In 2024, a total of 748 participants, 90 teams, and 1,783 donors raised more than \$112,000, furthering our research collaborations, patient advocacy, and policy change through Fight CRC and its partners.



Join the fight against
cancer this November
no-shave.org

Research Advocacy & Breakthroughs



MORE *Research* TIME!

Research advocacy is pivotal to our fight for more time. Your contributions have directly funded grants, fellowships, and global collaborations that improve outcomes for colorectal cancer research. With programs like Research Advocacy Training and Support (RATS), we work to ensure that patient and caregiver voices are embedded in how science is shaped, studied, and advanced. By bringing lived experience to science, we're keeping patients at the center of research that accelerates our path to a cure.



GLOBAL EARLY-ONSET COLORECTAL CANCER THINK TANK:

Thanks to your support, Fight CRC convened a first-of-its-kind global think tank in Barcelona, Spain, bringing together 71 world-leading doctors, researchers, advocates, and survivors from 18 countries to address early-age onset colorectal cancer. This was not a conference. It was a working session built to close the gaps keeping scientists from clear answers on what is driving this rise. By uniting global leaders around shared priorities and measurable goals, Fight CRC helped shift the field from scattered efforts to coordinated problem solving, accelerating the path to prevention and better treatment.

Following the Global Think Tank, 78 members across 21 countries committed to two-years of joining an engaged workgroup, including international advocacy partners to sustain the advocacy efforts.



Trevor Barlowe, MD, of the University of North Carolina receives the 2024 Fight CRC and CGA-IGC "Early Career Award" for his project "Development of a case finding definition for Lynch syndrome in administrative claims databases." Through this partnership with CGA-IGC, we are able to keep rising talent in colorectal cancer research, strengthen collaboration, and build the next generation of leaders needed to move science forward faster.



Learn more about our CGA-IGC partnership
FightCRC.org/barlowe

• SPONSORS •

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Daiichi Sankyo	Merck
Dude Wipes	NASDAQ
Eli Lilly and Company	Natera
Exact Sciences	Pfizer
Exelixis	Ruesch Center for the Cure of GI Cancers-Georgetown University
Foundation Medicine	Taiho Oncology
Geneoscopy	Takeda Pharmaceutical Company



View our latest financials
[FightCRC.org/financials](https://fightcrc.org/financials)

**Revenue for the Exact Sciences Catalyst Grant, a three-year award, is recognized in the prior fiscal year while related expenses continue across the grant term.*

STATEMENTS OF FINANCIAL POSITION

	FY2025	FY2024
CURRENT ASSETS		
Cash	\$2,382,588	\$1,727,809
Investments	\$39,295	\$1,113,975
Certificate of Deposit	\$0	\$1,542,820
Contributions	\$746,925	\$1,415,226
Contributions Receivable	\$81,660	\$0
Prepaid Expenses	\$104,204	\$113,360
Total (Current Assets)	\$3,354,672	\$5,913,190
PROPERTY & EQUIPMENT		
Cost	\$562,339	\$366,406
Less accumulated depreciation	\$256,166	(\$200,983)
Net property and equipment	\$306,173	\$165,423
OTHER ASSETS		
Contributions receivable, long term	\$0	\$600,000
Operating lease rights-of-use assets	\$293,325	\$364,525
Total (Other Assets)	\$293,325	\$964,525
Total Assets	\$3,954,170	\$7,043,138
LIABILITIES AND NET ASSETS		
Accounts Payable	\$58,039	\$105,513
Accrued Expenses	\$203,493	\$188,061
Current portion of operating lease liabilities	\$73,632	\$71,272
Total (Current Liabilities)	\$335,164	\$364,846
Long-term operating lease liabilities	\$227,473	\$301,106
NET ASSETS		
Without donor restrictions	\$2,524,589	\$4,132,410
With donor restrictions	\$866,944	\$2,244,776
Total net assets	\$3,391,533	\$6,377,186
Total Liabilities & Net Assets	\$3,954,170	\$7,043,138

STATEMENTS OF ACTIVITIES & NET ASSETS

	TOTAL 2025	TOTAL 2024
PUBLIC SUPPORT & REVENUES		
Contributions & Grants	\$3,190,277	\$7,036,066
Special events revenue	\$75,000	\$0
Less cost of direct benefit to donors	\$0	\$0
Net special events	\$0	\$0
Investment income (loss), net	\$185,070	\$158,977
Other income	\$25,718	\$33,755
Total public support and revenues	\$3,476,065	\$7,228,798
Net assets released from restrictions	\$0	\$0
Total (Public Support & Revenues, & Classifications)	\$3,476,065	\$7,228,798
PROGRAM EXPENSES		
Volunteer	\$283,370	\$272,764
Awareness	\$1,156,450	\$917,400
Advocacy	\$1,951,504	\$1,037,814
Research	\$770,529	\$434,579
Education	\$1,041,749	\$963,711
Total (Program Expenses)	\$5,203,602	\$3,626,268
SUPPORTING SERVICES EXPENSES		
Management and General	\$594,505	\$564,009
Fundraising	\$663,610	\$321,826
Total Program Services	\$1,258,115	\$885,835
Total Expenses	\$5,203,602	\$4,512,103
OTHER EXPENSE		
Loss on disposition of property & equip.	(\$2,985,653)	\$0
Decrease in net assets	\$6,377,186	\$2,716,695
Net assets - beginning of year	\$0	\$3,660,491
Net assets - end of year	\$3,391,533	\$6,377,186

**Revenue for the Exact Sciences Catalyst Grant, a three-year award, is recognized in the prior fiscal year while related expenses continue across the grant term.*

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LOOKING AHEAD

Our work is powered by your commitment to furthering our mission. Thanks to our sponsors, donors, and legacy supporters, patients and their families are given the possibility of more time with each other. As we look ahead, we invite you to continue fighting with us through your continued support and advocacy, so together we can turn hope into reality and ensure no one faces colorectal cancer alone.

MORE *Fight* TIME!

Fight Colorectal Cancer™ is a 501c3 non-profit organization. We function on the resources provided by our generous donors.

Advocacy & Policy Change, Research Advocacy, Disease Awareness & Education, and promoting Philanthropy & Community Engagement— all require funding. To fight more we will need more.

If you are inspired to help Fight Colorectal Cancer, we urge you to visit FightCRC.org/donate



DONATE TODAY



FIGHT COLORECTAL CANCER

info@fightcrc.org

FOLLOW US ON OUR SOCIALS:



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COLORECTAL CANCER

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