

CREATING CHANGE:

Preventing deaths caused by colon cancer.



COLON CANCER
COALITION®

2016 Annual Report

What's inside?

Letter from Executive Director + Board Chair	3
Faces of Blue	4
Top Fundraisers	6
Caboose Cup	8
Benefits + Community Events	9
Grants + Funded Programs	10
2016 Impact	11
Financial	12
About Us	13
2016 Local Event Directors	14
Board + Staff	15



A letter from our leadership



Anne Carlson

Executive Director



Jeff Smedsrud

Chairman of the Board

Dear Friends,

The needle is moving! We are working in local communities to steadily increase the screening rate for colorectal cancer, and working with organizations across the country to reach the ever elusive 80% screening rate for adults 50 and over. **We know that on-time screening through colonoscopy, stool-based test, or virtual colonoscopy will save lives.**

But what about patients for whom screening isn't appropriate? How do we save the lives of the patients who don't qualify for screening because of their age? These are questions we continuously ask ourselves. For years the stories told through Faces of Blue have shown us that colon cancer isn't simply diagnosed in adults over 50. Research is now supporting what we believed to be true. **Colon cancer is on the rise in adults under 50.**

So how do we save these young lives? We go back to what works, working together. We bring along the relationships we have developed and bring new cohorts to the table. People and organizations with new ideas, fresh perspective, and boundless passion. **We need you!**

When adults under 50 experience abnormal abdominal discomfort and/or colorectal cancer symptoms, these

signals that would trigger a colonoscopy in older adults are often ignored or misdiagnosed. Help us educate young adults about the signs and symptoms. Make it easier for them to talk to their physician and advocate for their health. **An earlier colon cancer diagnosis equals more lives saved.**

We need you to yell from the rooftops that colon cancer under 50 is on the rise! **We need you** to know your family history and encourage others to do the same. **We need you** be open about your digestive health and help take away the stigma of talking about poop. **We need you** to share the stories of those diagnosed under 50, because who knows what your neighbor is experiencing, what story may resonate with them, and what action they may take because of you.

We look forward to continuing the work, but continuing with your help. Thank you for your time, dollars, and dedication to the cause. Thank you for being our motivation and partner in the fight.

Sincerely,

Jeff Smedsrud
Chairman of the Board

Anne Carlson
Executive Director

2016 FacesOfBlue



Amanda Rolle



Amy Barger



Ann Storey



Billie Jo Weiss



Caitlin Moorhouse



Carrie Peck



Casey Wickham



Chere Garcia



Christine Vasquez



Cynthia Wilson



Debby Terry



Emily Donovan



Frankie Melendez



Gale Fritsche



George Stilphen



Heather Cyr



Jennifer Welker



Jerri Haigler



John Cavanaugh



Katie Lee



Kendra Portnova



Lauren Kehl



Lauri Buckentin



Linda Wilkinson



Lori Heintzelman



Meg McCamish



Mitchel/Janet Spurlock



Mollie Martin



Monica Rosario



Nicole Armstrong



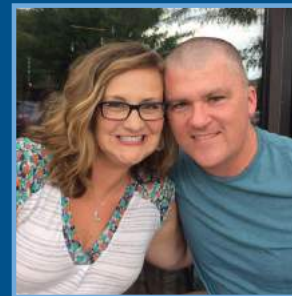
Pattie Ricciardi



Pete Melrose



Porschea Stallion



Stacey Wilson



Steve Gilroy



Susan Rodger



Valerie McKinney

“NEVER GIVE UP AND NEVER GIVE UP HOPE.”

-Cynthia, survivor

Top Fundraising Teams

ALLENTOWN

Lehigh University Wise
Cracks
Foley Clan
Olympus Tough Crew

ARKANSAS

Shannon's Booty Crew
Frankie's Poo Fighters
Jessica's CA CA Warriors

ATLANTA

Bottoms Up!
CTCA Cancer Fighters
TEAM CRUNK

AUSTIN

Cali Ritter & The Semi
Colons
Team Eagen
Love Gemma, Hate
Cancer!

BATON ROUGE

Team Marla ✨
Team Lauri
Ne'Ne's Gang

BEAVER

Three Rivers Endoscopy Center
Team NEEN*847558
Karen's Pink Ladies

BOSTON

Decolonized ✨
Bum Rushers ✨
Team Jeannine 5K4J ✨

CHARLOTTE

It's Miller Time! ✨
Charlotte Gastroenterology
& Hepatology ✨
Blue Crew ✨
Team G-Mac ✨
Team Viar-Spread HOPE ✨

CHICAGO

Team Rachie ✨
Progress for Jess! ✨
Ken's Colon Cancer Crusaders

COLCHESTER

Coates Island Cloggers
TRUE BLOOD
Team Pauly

COLUMBUS

Blue Moons
Bottoms Up
Andy's Royal Hineys

FORT WORTH

Team Wickham
Team DHAT-NTEC
Susan Strong

DES MOINES

Team Tippy ✨
Sogeti
Team Rodemyer

ELGIN

Sunny Side Up ✨
Team Advocate Sherman
Mike's Blue Crew

GREEN BAY

Team Johnson
It's Butt Cold Out Here, &
We're Fresh Out of Beer!
Team Schmidt

HAMPTON ROADS

Fight OBO!
JIMstrong
Sadena's Wish

HICKORY

CC FIGHTERS!!!
You don't know Jack!
DeJong's Do It Best

HOUSTON

TEAM CLAIRE
Baylor Booty Shakers
Jogging for James

INDIANAPOLIS

Up Yours Cancer ✨
Team Haughey & The Hiney Hikers ✨
Lucky Sevens ✨

KANSAS CITY

Shanie
Bottom's Up for Team Illum
Andy's Army

LADD

Gary's Glutes
The Dick & Amy Fanny Club
Let's Kick Butt!

MILWAUKEE

Team Meme ✨
ColostomE ✨
#VITESTRONG

MOBILE

Jeff's Hustlin' Hineys
The Tail Runners
The Rearview

MUSCATINE

Try and Ketchup
Team Johnson
Back In Line Chiropractic and Massage

NEW HAMPSHIRE

Jan's Clan
Wayne's Behind Believers
Walk for Theresa

NEW YORK CITY

Team CoveyLove ✨
Melissa's Starrs ✨
Dashing For Diane ✨

OKLAHOMA

Vanda's Chemosabes
SLJeffery
Deedra's Crew

ORANGE COUNTY

Chere's Asshats
Free Willy
Team Susan

ORLANDO

Go Chirag Go
Katie Kicks Cancer
Maryann

PHILADELPHIA

legs4meg ✨
Jamie P ✨
Team MB2 ✨
Fox Chase Cancer Center ✨
Dan's Fans ✨
Pooper For Pat ✨

PORTLAND

Evas Boutique ✨
No Butts About It
Team OHSU

RALEIGH

A More Big Life ✨
Duke Gi: Butts and Guts (Duke Gastroenterology)
LA's Back Enders

ROCHESTER

Team Billy
Avastincredible #1 Blue Care Team
Army's Army

SAN ANTONIO

Team Moe
UHS-RBG Hot Snares
AT&T Blue Ribbon

SAN FRANCISCO

All About That Bass! ✨
SF Toyota
MATTY

✨ = raised over \$5,000

✨ = raised over \$10,000

★ = raised over \$35,000

SEATTLE

Team Terrea
Team Alicia
Running for Big Bear!

TINLEY PARK

Rick's Weeeeo Walkers
Nedda Joy
Wolf Walkers

TUCSON

Team TMC
St. Joe's Frolicking Farties
Team Garzelloni

TULSA

Butt Buddies ✨
Happy Endings
DogCatcherDude

TWIN CITIES

The Pat Pack ✨
Warren's WC Warriors ✨
Team of Rockstars ✨

WICHITA

Kitty Litter
Kansas Gastro
Team Kurtz

WINSTON-SALEM

TEAM ROGER!
Accordant's Winkler Warriors
Team DHS



New to 2016:

CABOOSE CUP™

Sean McQuillen Memorial Golf Outing



Wednesday, August 16, 2016, marked the inaugural Caboose Cup golf outing for colon cancer awareness. This event is in memory of Sean McQuillen, who lost his life at the age of 34 on June 4, 2011, after a short 30-day diagnosis of stage IV colon cancer. He was a loving husband, father of two girls, son, brother, nephew, and a great friend to many.

Benefits + Community Events

MOTOWN COLON CANCER AWARENESS EVENT

March 6, 2016
Newark, DE

BUILDING BLUE BRIDGES

March 8, 2016
St. Paul, MN

CHARITY FASHION SHOW LUNCHEON 4 CHACE

April 9, 2016
Minneapolis, MN

MITCH TURNER DRIVE AWAY CANCER CLASSIC

April 16, 2016
Clemmons, NC

MANCINI'S CHAR HOUSE

July 17, 2016
St. Paul, MN

KICK CANCER DAY AT SCHWANS USA CUP

July 20, 2016
Blaine, MN

CABOOSE CUP

July 21, 2016
Bloomington, IL

PAULINE SMITH MEMORIAL GOLF OUTING

September 10, 2016
Dearborn, MI

BRINKLEY MEMORIAL WALK

October 8, 2016
Brinkley, AR

OTHER BENEFITS

Dine to Donate
Jeans Day



2016 Building Blue Bridges

Grants + Funded Programs

ALLENTOWN

Physicians Medical Conference
Public Awareness Campaign (Billboards & Radio)

AUSTIN

CareBOX Program

BATON ROUGE

Cancer Services of Baton Rouge
Public Awareness Campaign (WBRZ TV)

BOSTON

Public Awareness Campaign (WBZ TV)
Cancer Support Community – MA South Shore
Boston Health Care for the Homeless
Southwest Center for Cancer Care

CHARLOTTE

Yvette W Ferris Foundation
Novant Health Foundation – Presbyterians Medical Center -PRESBYTERIAN

CHICAGO

Advocate Illinois Masonic Medical Center

COLUMBUS

The Ohio State University Foundation (Hereditary Colon Cancer)

ELGIN

Advocate Sherman Hospital

FORT WORTH

Meredith's Miracles Colon Cancer Foundation
Cancer Care Services

HOUSTON

Public Awareness Campaign (Billboards)
MD Anderson Cancer Center (Colorectal Cancer Education)

KANSAS CITY

Public Awareness Campaign (Billboards)

MILWAUKEE

Medical College of Wisconsin

MOBILE

Victory Health Partners

NEW YORK CITY

AliveAndKickn Heroic Registry
Colon Cancer Challenge Foundation (Early Age Onset Summit)

ORLANDO

Public Awareness Campaign (Print)

PHILADELPHIA

Patient Assistance Grants
Jefferson University Hospital
University of Pennsylvania Patient Navigation
American Association for Cancer Research
Fox Chase Cancer Center

RALEIGH

Southeastern States Colorectal Cancer Consortium

SARATOGA

The Colon Club: Colondar 2.0

TULSA

Assistance in Health Care, Inc.
Saint Francis Health System
Arts and Humanities Council of Tulsa (Public Awareness Art Show)

TWIN CITIES

Minnesota Department of Health

WICHITA

Victory in the Valley
Via Christi Hospital
Public Awareness Program (KSN TV)

WINSTON-SALEM

Wake Forest Baptist Medical Center – Action Health
Cancer Services, Inc.

2016 Impact

821,934

run/walk + bike + golf participants nationwide

48

host cities

\$2.5 million

RAISED TO FIGHT COLON CANCER

40%

screening

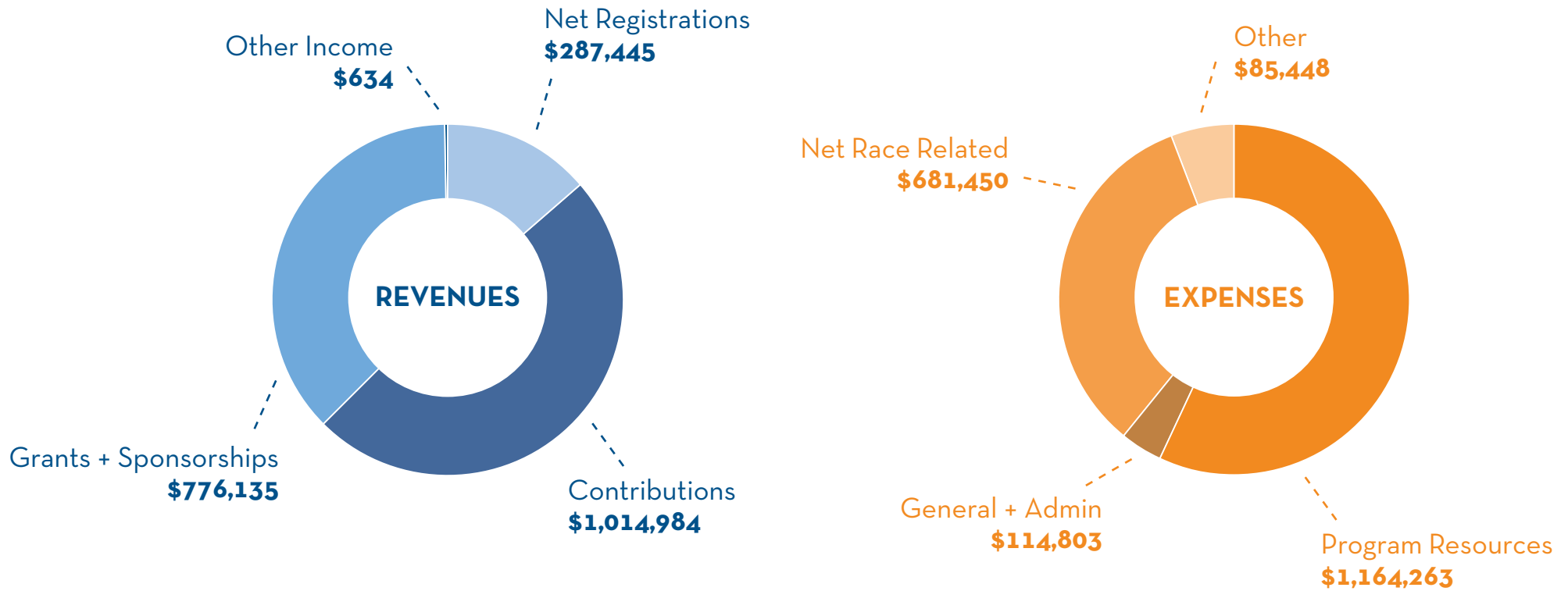
40%

education, awareness,
early detection

20%

patient support

Financial



2016 Balances

Total Current Assets:	\$1,571,061
Grants & Awards Payable:	\$1,308,157
Other Liabilities:	\$109,272
Unrestricted Net Assets:	\$153,632

About Us

The Colon Cancer Coalition is a leading source for colon cancer education and awareness, encouraging screening for the nation's No. 2 cancer killer: colon cancer. Because colon cancer is treatable when caught early, we encourage all people to get educated and get the appropriate screening.

Funds raised through our signature Get Your Rear in Gear®, Tour de Tush®, and Caboose Cup™ national event series are granted back to the local community to increase screening and raise awareness. Millions of dollars have been granted by the Colon Cancer Coalition to programs that promote early detection, prevention, screening, and patient support services for this preventable disease.

What started as one woman – in one community – reacting to the loss of her sister, has become a nationwide movement. What impact can you make in your community to prevent more people from dying of colon cancer?



GET YOUR
REAR
IN GEAR

TOUR
DE
TUSH

CABOOSE
CUP



2016 Local Event Directors

ALLENTOWN

Gale Fritsche *

ARKANSAS/LITTLE ROCK

Nikol Hamilton

ASHEVILLE

Jennie Cannon
Asheville Gastroenterology

ATLANTA

Michele Swing

AUSTIN

Ryan Murray
Austin Gastroenterology

BATON ROUGE

Jared Broussard

BEAVER

Joni Current
Karen Jerome-Zapadka
Valley Gastroenterology Associates

BOSTON

Brian Shelly

CHARLOTTE

Mary Karen Bierman *
Doc Mahaffey ☆
Passed away in 2017

CHICAGO

Candice Washilewski

COLCHESTER

Daphne Dulude

COLUMBUS

Tammy Phillips

DES MOINES *

David McCluskey *
Colon Cancer Foundation of Iowa

ELGIN

Mary Gleason
Bruce Hyman
Advocate Sherman Hospital

FORT WORTH

Michelle Squires

GREEN BAY

Mike Schmidt
BayCare Clinic

HAMPTON ROADS

Frances Jones
Hampton Roads Gastroenterology

HICKORY

April Williams

HOUSTON

Lara Ryan
Allison Rosen *

INDIANAPOLIS

Jennifer Ward

KANSAS CITY

Ginny Goddard
Kari Lorenzen
Stacie Moody

LADD

Phil Taylor

MILWAUKEE

Lynn Dickinson

MOBILE

Bill Carroll

MUSCATINE

Ashley Loveless

NEW HAMPSHIRE

Katie Robert

NEW YORK CITY

Claudia Gutierrez
Alyssa Lungenthal
Vanessa Lal Steinkamp

OKLAHOMA CITY

Kirsten Mains
Crystal Reitz
GI of Norman

ORANGE COUNTY

CCC Staff

ORLANDO

Ashley Johnson

PHILADELPHIA

Maria Grasso

PORTLAND

Dan Hawkins *

RALEIGH

Sarah Richardson
Raleigh Gastroenterology

ROCHESTER

CCC Staff

SAN ANTONIO

Amber Hight

SAVANNAH *

Lewis Cancer +
Nancy N. and J.C.
Research Pavilion

SEATTLE

Misty Malone

TINLEY PARK

Celeste Hayward

TUCSON

Carla Michel *

TULSA

Katherine Anderson

TWIN CITIES

CCC Staff

TWIN CITIES CABOOSE CUP

Dan + Paula McQuillen

WICHITA

J.J. Sorochty

WINSTON-SALEM

Jaime Bohl

* = colon cancer survivor
☆ = passed away from colon cancer
★ = licensed event

Staff + Board

Anne Carlson

Executive Director

Chris Evans

Finance + Operations Director

Erin Peterson

Communications Director

Kate Krebs

Outreach + Market Director

Christie Lockhart

National Program Director

Stacy Zwerdling

Senior Program Manager

Rachel Lee

Program Manager

Mariah Kachel

Program Manager

Sarah DeBord *

Communications Specialist

Tessa Rittberg

Graphic Designer

Jeff Smedsrud *

Chairman of the Board
CEO, Healthcare.com

Jack Abdo

Treasurer
Partner, Abdo, Eick & Meyers

Matt Flory

Board Member
Health Systems Manager,
American Cancer Society, Inc

Kristin Lindquist

Board Member

Kirsten Freiborg *

Board Member
Senior MDR Vigilance Specialist Team Lead for the
Deep Brain Stimulation Team, Medtronic, Inc.

Randy Lopez *

Board Member
Founder, Chief Instigator, JaKE Agency

Michael P. Spencer, MD

Board Member
Surgeon, Colon & Rectal Surgery Associates (CRSAL)

* = colon cancer survivor

Thank you photographers!

Allentown - Scott Foster & Stuart Freidman, Olympus

Arkansas - Otterbeenthere Studios; Chi St. Vincent

Austin - Dr. Shad Dabaghi & Al Hill, Austin

Gastroenterology

Baton Rouge - Jenn Ocken Photography

Boston - AVH ART Photography

Chicago - Kate Musick Photography

Elgin - Sam Branscum Photography; NViSION Film

Group; James Harvey Photography

Fort Worth - AZJ Photography

Hampton Roads - Mike Angelo

Houston - Jaelyn Hardy

Indianapolis - Doug Biggerstaff

Kansas City - Half Pint Photography

Milwaukee - Blue Sky Photography

Muscatine - Muscatine Running Club

New Hampshire - Mulberry Creek Imagery

New York City - Mayan Levenson

Orlando - Orlando Weekly

Raleigh - C. Denise Imagery; Jones Racing Company

Rochester - Brooke Boelter Photography

San Francisco - Scott Benbow; Just Pete Videography

Twin Cities - Orfield Photography; Mark Lex

Wichita - Running Connection

Winston-Salem - On the Mark Sports





Colon Cancer Coalition | **Get Your Rear in Gear®** + **Tour de Tush®** + **Caboose Cup™**

5666 Lincoln Dr., Suite 270 | Edina, MN 55436 | ColonCancerCoalition.org