From our Executive Director + Board Chair

It’s a new day at the Colon Cancer Coalition; in 2014 we celebrate the 10th annual Get Your Rear in Gear – Twin Cities, the race that started it all. The evolution of the Colon Cancer Coalition has taken us from one race in 2005 to a nationally recognized partner in the fight against colon cancer.

The 10-year milestone gave us the perfect opportunity to refocus the organization and recommit to our founding principles: education about the disease and encouraging early screening. As a member of the National Colorectal Cancer Roundtable (NCCRT), we have partnered with other like-minded organizations on the goal of increased colorectal screening rates to 80% by 2018.

Our signature Get Your Rear in Gear® races put us in the unique position of being able to fund this goal at the community level and invest in programs that will drive home the importance of screening. The survival rate for colon cancer is 90% when it is caught in the early localized stages. Unfortunately only 40% of cases are being diagnosed in this window. Our messages will continue to focus on early screening for survivorship. By focusing on the patient, and providing them and their families an outlet to tell their story, we are able to educate the community about the importance of screening.

Many of our supporters tell stories of being diagnosed before the recommended screening age of 50. While the statistics indicate that nine in ten cases of colon cancer are diagnosed after 50, we see that one in ten is diagnosed before the recommended screening age. That number is too high. Too many young people are having symptoms dismissed by primary care physicians and are not seeking a second opinion. We continue to encourage people to become advocates for their own health, to discover their family history, and not to take “no” for an answer when they know something isn’t right.
We invite you to GET YOUR REAR IN GEAR. Volunteer to drive someone you know to their colonoscopy. Know your body and take notes when something isn’t right. Raise the red flag with your doctor when there is a problem and engage them to find the answers. Talk to your family about their medical history, not just for cancer, but also other gastrointestinal issues. Make a gift to the Colon Cancer Coalition to help us spread our message. Most importantly, GET EDUCATED and GET SCREENED.

Sincerely,

Anne Carlson
Executive Director

Jeff Smedsrud
Chairman of the Board

"We’re in this race together."

-Barb Rosen, Colon Cancer Survivor
About Us

The Colon Cancer Coalition started with one Get Your Rear in Gear race in 2005 as one woman’s reaction to the loss of her sister. Through 2013 we have hosted 155 races in 51 communities across the country. Money raised through Get Your Rear in Gear events and other fundraising efforts supports colon cancer education, screening and prevention programs.

By making the words colon, colorectal and colonoscopy a part of the everyday language, we believe we can overcome the fear and decrease deaths from this largely preventable cancer. We empower you to Get Your Rear in Gear by bringing understanding, raising awareness, and eliminating fear of colon cancer. Our grassroots campaign to drive early intervention and detection of colon cancer on a national level is collaborative at heart; we know change comes as we partner with others to connect people to resources that help them live strong and healthy lives.

MISSION
Empower local communities to promote prevention and early detection of colon cancer and to provide support to those affected.

VISION
To establish a colon cancer event and/or align with an existing event in every state to help raise awareness and funds in order to adequately fund colon cancer activities.
New Look. Same Goal.

In 2013, we held a messaging and brand audit as we prepared for the 10th year of the Colon Cancer Coalition. The ten-year mark was the right time to reflect on the impact and significant growth that has been made thus far...and what more needs to be done.

As a result of these efforts, we now have a wonderful new website that better aligns with our goals and well as separate, yet cohesive, new logos for the Colon Cancer Coalition and Get Your Rear in Gear events.

We thank you for your input, patience and shared excitement during the process.

One organization dedicated to raising awareness about colon cancer.
March is National Colon Cancer Awareness month and a good time for patients, survivors, caregivers and advocates to help increase colorectal cancer awareness.

**Faces of Blue** began in March 2012 as a tribute to those who have battled colon cancer. Each day during the month of March, the story of a patient, survivor, caregiver, or advocate is shared in the hope of spreading awareness and showing the diversity of those who are affected by this disease.
It made me wonder what I was supposed to do because I survived. I know now. I am supposed to make people aware of how to prevent this. I am supposed to support someone when they are going through this and I am supposed to fight, fight, fight for a better tomorrow. - Carla Davis, Colon Cancer Survivor
ALEXANDRIA, VA
Jay and Sue McConville

APPANOOSE, IA
Heather McKelvey

BATON ROUGE, LA
Kelley Finan, M.D., *Our Lady of the Lake Regional Medical Center*

BOSTON, MA
Brian Shelly & Caitlin Gambee

CHARLOTTE, NC
Mary-Karen Bierman & Sue Falco

CHICAGO, IL
Candice Washilewski & Patty McGrath

COLCHESTER, VT
Daphne Dulude

DALLAS/FORT WORTH, TX
Taffy Boggan

DES MOINES, IA
David McClusky, *Colon Cancer Foundation of Iowa*

HICKORY, NC
Kathleen Chickering, *Gastroenterology Associates, PA*

HOUSTON, TX
Lara Ryan & Kristen Ford

INDIANAPOLIS, IN
Angie Hipsher

KANSAS CITY, KS
Ginny Goddard & Kari Lorenzen
Frank and Teresa White, *Honorary Chairpersons*

KINSTON, NC
Monique Hicks

LADD, IL
Kathy Martin

MEMPHIS, TN
Carrie Horton

MERCER ISLAND, WA
Dawn Naye, *Mercer Island Rotary*

MILWAUKEE, WI
Lynn Fischer, *Medical College of WI*

MUSCATINE, IA
Bryan Fessler

NE IOWA (WAUKON)
Laurie Martin

NEW YORK, NY
Kathy Covey, Vanessa Steinkamp, & Claudia Gutierrez

ORANGE COUNTY, CA
Janna Evans

PHILADELPHIA, PA
Maria Grasso

RALEIGH, NC
Annette Smith, *Raleigh Endoscopy Center*

ROCHESTER, MN
Geri Barrett

SAN FRANCISCO, CA
Strides for Life Colon Cancer Fdn

SARATOGA, NY
Menzanna Blakley, Nancy N. & J.C. Lewis Cancer Research Center

SEATTLE, WA
Keely O’Neill

TINLEY PARK, IL
Celeste Hayward

TULSA, OK
Jennifer Haught, Greater Tulsa Colon and Rectal Surgery & Chance Lambert

TWIN CITIES, MN
Anne Carlson & Christie Lockhart Joleen Krueger, *Honorary Chair*

WICHITA, KS
J.J. Sorochty

WINSTON-SALEM, NC
Lyn Wooten

* = Colon Cancer Survivor
Congratulations to these races for celebrating 5 years of Get Your Rear in Gear in 2013:

**ALEXANDRIA, VA**  November 9, 2013
Local Event Director: Jay and Sue McConville
Held in memory of former White House Press Secretary Tony Snow, the race attracts participants from our nation’s capital and greater Virginia.

**CHICAGO, IL**  October 5, 2013
Local Event Directors: Candice Washilewski & Patty McGrath
Following the beautiful Lake Michigan waterfront, funds raised help provide nurse navigators and additional educational materials at a local hospital.

**COLCHESTER, VT**  August 11, 2013
Local Event Director: Daphne Dulude
Dulude planned the first Colchester race in honor of her sister Denyse Conant who was undergoing treatment. Unfortunately Denyse lost her battle in 2012. The race is now held in her memory.

**PHILADELPHIA**  March 17, 2013
Local Event Director: Maria Grasso
The race in the City of Brotherly Love celebrated 5 years on St. Patrick’s Day, attracting 134 teams, over 3,100 participants and raising over $250,000.

**RALEIGH, NC**  March 2, 2013
Local Event Director: Annette Smith, *Raleigh Endoscopy Center*
The race in Raleigh was the first race where we partnered with an endoscopy center. Their success has inspired five additional races in the state.

**TINLEY PARK, IL**  July 28, 2013
Local Event Director: Celeste Hayward
Organized in memory of Hayward’s husband, funds raised at this successful suburban race help fund local support, education, nutrition, and wellness programs.
**Top Team Fundraisers**

**ALEXANDRIA**
- Nuthin’ But a T Thang
- The Jane Gang
- Team Sanford

**BATON ROUGE**
- Rump Shakers
- Karpovs’ Colon Krewe
- Christie’s Crew

**BOSTON**
- Team Jeannine 5K4J
- Faith, Hope and Love
- Bum Rushers

**CHICAGO**
- Funmi Adewole
- Team Lullo
- Team Jennifer

**COLCHESTER**
- Roughage Riders
- In Memory of Denyse
- Coates Island Cloggers

**DALLAS/FORT WORTH**
- Team Fredetta
- Stefany’s Buttly’s
- Half-fast Runners

**HAMPTON ROADS**
- Rectally Impaired
- Kiss our sAss
- ☑ UR :

**HICKORY**
- Team RAD
- TEAM ERIC
- CC Fighters

**HOUSTON**
- A Walk for Ian
- Alli’s Army
- Peg’s Posse

**INDIANAPOLIS**
- Lucky Sevens
- Team NeCa
- Team Tower

**KANSAS CITY**
- Doug’s Heavenly Hogs
- Team Shanie
- Rosie’s Runners

**KINSTON**
- Herbie’s Friends/SLHS ‘88
- Get N Real
- Sandy Plain Safe Crackers

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- Herbie’s Friends/SLHS ‘88
- Get N Real
- Sandy Plain Safe Crackers

**LADD**
- Manhattan Bums
- No Ifs, Ands, or Butts...Get Scoped
- Gary’s Glutes

**MEMPHIS**
- Booty Buddies
- Bad case of the Runs
- Team Dana

**MILWAUKEE**
- Trust the Journey
- Tough Butts
- Cathy’s Crew

**MUSCATINE**
- Bringin’ Up The Rear
- Remembering Ellen
- West- Kickin Asphalt

**NEW YORK CITY**
- Team Covey Love
- King Col
- Frankie’s Fighters

**ORANGE COUNTY**
- Rear View Mirror
- Too Inspired To Be Tired
- Long Beach Gastroenterology
PHILADELPHIA
Team SemiColon, A Walk for Christy
AngelBug
Dan’s Fans

RALEIGH
LA’s Back Enders
Team Throck
Team Marlee

ROCHESTER
Holly’s Big Ten Bash
Team Gonzo
Cruising for a Cure

SAN FRANCISCO
Grey Poopon
Serra Crew
Team Connor

SEATTLE
Meg’s Movement
Team Terrea
Marcy’s Mojo

SARATOGA
Bob’s Buddies
Jule’s Pooper Troopers
Tush Pushers

TINLEY PARK
FOCUS
Rick’s Weeeoo Walkers
Caring for Carrie’s Culo

TULSA
Marching for Mikey
We Kick Butt
The Semi Colons

TWIN CITIES
JB Groetsch’s POO CREW
Drag’n Flyers
JayWalkers

WICHITA
Team Koch
Mitchell’s Milers
Rear Runners

WINSTON-SALEM
Team Phillips
Team Tah Rah
Davenport’s Divas & Dudes
Benefits

Throughout 2013, volunteers raised awareness and funds for the Colon Cancer Coalition with hard work and creative efforts. These unique benefits are a great way to get people to come together for a good cause. You can use the list of 2013 benefits below for ideas to get you started for your fundraiser or visit our website for a list of more great ideas!

MITCH TURNER DRIVE AWAY CANCER CLASSIC
Martinsville, VA

BOOTY BALL
Minneapolis, MN

JERRY BOWERS MEMORIAL 5D BARREL RACE
Vancleave, MS

WIFFLIN’ VS CANCER
New Hope, MN

FAITH CHRISTIAN SCHOOL DRESS IN BLUE DAY
Gloucester, MA

3 ON 3 BASKETBALL TOURNAMENT
St. Louis, MO

SAUDI 5K FUN RUN
Riyadh, Saudi Arabia

CHEEKS ‘N SNEAKS 2K RUN/WALK
Monmouth, NJ

SHAKE YOUR REAR IN GEAR ZUMBATHON
Latham, NY
After his mother was diagnosed with colon cancer in 2011 at age 40, Brandon Burns, 16, started thinking about raising money – not for his mom, but for the larger war on cancer. Twenty-five teams participated in the inaugural tournament and helped raise nearly $8,000 for screening and awareness programs.
Grants and Funded Programs

Our volunteer event directors help allocate funds raised to new and existing programs for colon cancer education, screening, prevention and support in their community.

**BATON ROUGE**
- Cancer Services of Baton Rouge
- Our Lady of the Lake
- Pennington Biomedical Research Foundation
- Public Education

**BOSTON**
- Boston Health Care for the Homeless
- Cancer Support Community - MA South Shore
- Massachusetts League of Community Health Centers

**CHARLOTTE**
- Carolinas Healthcare Foundation
- Presbyterian Healthcare Foundation
- Public Education
- Wind River Services - Cancer Survivors Retreat
- Yvette W Ferris Foundation

**CHICAGO**
- Adventist Hinsdale Hospital

**COLCHESTER**
- Cancer Patient Support Program

**IOWA**
- Colon Cancer Foundation of Iowa

**HICKORY**
- Catawba Valley Medical Foundation
- FRMC Auxiliary - Exercise and Wellness Program

**HORSEHEADS**
- CareFirst

**KANSAS CITY**
- Gilda’s Club
- Truman Medical Center Charitable Foundation;
  *Frank and Daisie White Colon Cancer Screening Program*

**LADD**
- Bureau Co. Health & Wellness
- Public Education

**MEMPHIS**
- Public Education

**MILWAUKEE**
- Medical College of Wisconsin
- Public Education

**MUSCATINE**
- Trinity Muscatine

**ORANGE COUNTY**
- Access OC Southern California
PHILADELPHIA
Jefferson University Hospital

RALEIGH
UNC Lineberger Comprehensive Cancer Center

ROCHESTER
Sage Scopes

SAN DIEGO
Council of Community Clinics

SAN FRANCISCO
Strides for Life

SAVANNAH
Nance N & JC Lewis Cancer Pavillion

SEATTLE
Evergreen Healthcare Foundation

ST. CLOUD
Centracare Foundation

TINLEY PARK
Bioamerica, Inc.
The Cancer Support Center

TWIN CITIES
Mayo Clinic - Living with Lynch Symposium
Public Education
Sage Scopes CRC Screening Program

WINSTON-SALEM
Cancer Services
Wake Forest University Health Services
OVER THE YEARS, YOU HAVE HELPED MAKE A HUGE IMPACT ON THE FIGHT AGAINST COLON CANCER. WE ARE IN THIS RACE TOGETHER!

- **155** GET YOUR REAR IN GEAR RUN/WALK EVENTS
- **51** HOST CITIES
- **115,000** RUN/WALK PARTICIPANTS NATIONWIDE

The successes celebrated over the years would not be possible without the tireless work of our volunteers.

- **over 5,477** VOLUNTEERS
- **$8.1 MILLION** RAISED TO FIGHT COLON CANCER
Financials

2013 BALANCE SHEET

Total Current Assets
$ 1,257,382

Grants and Awards Payable
$ 1,106,089

Other Liabilities
$ 50,973

Unrestricted Net Assets
$ 100,320

INCOME

- Contributions
$ 915,151
- Registrations
$ 439,374
- Grants & Sponsorships
$ 458,365
- Other Income
$ 662

EXPENSES

- Program Services
$ 968,883
- Net Race Related
$ 655,572
- Other
$ 43,789
- General & Administrative
$ 136,636
- Other Income
$ 662
TONY SNOW & BETTY JO
Caregiver Network

The Tony Snow & Betty Jo Caregiver Network was created in 2012 to provide support to the countless number of people caring for loved ones with colon cancer.

The Caregiver Network provides online support to caregivers and offers one-time grants that will help them with unexpected expenses and support services.

In 2013, we gave 56 grants to help ease the challenges that are faced when caring for someone with colon cancer.

Thank you for the recent grant! I am honored to have been chosen, and I will enjoy a few brighter days of creating lasting family memories.

-Toni

Connect with Us

ColonCancerCoalition.org
Visit our NEW website and learn about colon cancer, sign up for our events, read stories of those affected by the disease, discover how events are impacting the community, and find out how you can help.
Board

Jeff Smedsrud | chairman of the board
CEO, Healthcare.com

Jack Abdo | chief financial officer
Partner, Abdo, Eick & Meyers

Larry Cappel | west coast chairperson
President and CEO, Pacific Health Alliance
Founder, Strides for Life Foundation

Randy Lopez | board member
Founder, Chief Instigator
JaKE Agency

Kristin Lindquist | board member
Founder, Colon Cancer Coalition

Staff

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Kate Krebs
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Christie Lockhart
national event manager

Erin Peterson
communications director

Jennifer Sutch
development director

Stacy Zwerdling
national event manager

PHOTO FINISH
Thank you to the photographers who captured the 2013 events.

Andre Wilson
Beth Donahue
Beth VanZandt
Frank Thom
Image Magic
Jenn Ocken Photography
Miyan Levenson
MtM Photography
Muscatine Running Club
Pictures & Posters
RGB Studios
Sandy Davis
Sky Photography
SyxStarr Photography
T&J Studios