COLON CANCER COALITION®

2015 ANNUAL REPORT

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Dear Friends,

In late 2014 we were approached by a colon cancer survivor. A marathoner who, at 50, was diagnosed with stage III colon cancer during his first colonoscopy. The side effects of treatment made running difficult, so he took up cycling; riding over 60 miles with a local bicycling group after each round of chemo.

It was on these rides, coupled with the desire to raise colon cancer awareness in his community, that Gale Fritsche of Allentown, PA, started thinking about a colon cancer awareness ride. A call or two (or a dozen) later, and the inaugural Tour de Tush® Bike Ride for Colon Cancer Awareness was launched in June 2015.

Tour de Tush was a great opportunity for the Colon Cancer Coalition to move forward. By taking our successful Get Your Rear in Gear® event model, turning it on its head and into a bike ride, we are able to reach many who may not hear the message in another way.

This is also a great analogy for the current state of colon cancer screening, education, and awareness in our country. To continue to move the screening needle to 80% by 2018, all of us on the ground need to continuously change, adapt, and do something new to reach more people with the important realities of colon cancer screening. We need to keep building on success, tweaking the message, and rearranging the parts.

Our work isn't done, but we are steadily pushing towards the finish line. And we will be here until we can cross it together.

Sincerely,

Anne Carlson
Executive Director | Colon Cancer Coalition

Anne Carlson
Executive Director

Wichita, KS

Dear Friends,

This summer I decided to knock something off my bucket list by climbing Mt. Kilimanjaro. My original plan to climb in 2003 was scuttled by my colon cancer diagnosis. In preparing to summit I made sure I had a Colon Cancer Coalition t-shirt and I even made a Colon Cancer Coalition flag to plant at the summit.

Well, I made it. But in the exhaustion of the moment I forgot all about the plan for a photo. Grand ideas were replaced with taking one step at a time – forward, forward, forward – and simply making it if you can, encouraged by your climbing mates. Making some splashy statement was replaced by simply supporting each other.

The Colon Cancer Coalition has been taking one step at time since 2004. We are carried every step of the way by volunteers, survivors, caregivers and an amazing staff. In 2015, $2.4 million was raised to help conquer colon cancer. There is so much more to do. But the only way we will get to where we want to be – to a place where colon cancer is eradicated as a killer of thousands of people – is to take one step at a time, and support each other.

Beating colon cancer is not about planting a flag, or making a splash. Instead, it is about taking small steps – forward, forward, forward. Together, we are making a difference. Thank you to our volunteers, sponsors, supporters, staff, and fellow board members.

Sincerely,

Jeff Smedsrud
Chairman of the Board | Colon Cancer Coalition

Jeff Smedsrud
Chairman of the Board

Faces of Blue 2015

Faces of Blue tell the stories of colon cancer survivors, caregivers, and others impacted by colon cancer. A new story is published each day during Colon Cancer Awareness Month and periodically throughout the year, putting a face to this disease.

Ashley Johnson

Billy Hartford

Caitlin Cline

Elysia Hayden

Fredetta Moore

Tara Anderson

Cathy Hanson

Dana VanSickle

Lisa Decker

Robin Embry

Jennifer Webb Ghamarian

Ed Yakacki

> "... A CHALLENGE ONLY MAKES YOU STRONGER"
>
> -Dan, colon cancer survivor

Dan Hawkins

Lenora Murphy

Julie Wrigley

Anthony Woody

Kevin Hoffman

Yaviri Esalarea

Patricia Smith

Kacie Ruger

Blair Coburn

Marvin Arrivillaga

Kim Burch + Deanna Guay

Kris Saim

Kyle Melvin

Meagan Stass

Sara Jones

Gail Chavez

Robin Day

Nikol Hamilton

Caitlin DeVos

Cheryl Alston

Robin Viar

Stephanie San Emeterio

Stephen Greenough

Stacie Moody

Shannon Petrick

Renee Branem

Dora Torres

Darryl Gaines

New in 2015!

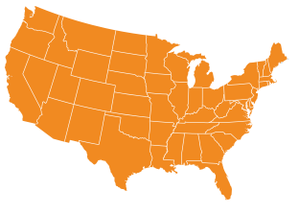
TOUR DE TUSH®

Saturday, June 13, 2015, marked the inaugural Tour de Tush® bike ride for colon cancer awareness in Allentown, PA. The bike ride was the first event of its type put on by the Colon Cancer Coalition. It was a beautiful sunny day with 174 cyclists participating.

> **"I CAME TO TOUR DE TUSH TO HELP, BUT IN THE END IT HELPED ME. THE SIGNS AT THE EVENT SAID SCREEN AT AGE 50. I WAS 54. MY COLONOSCOPY CHANGED MY LIFE. A STAGE II DIAGNOSIS MEANT THERE WAS HOPE. NOW, I'M SURE I'LL SEE 90."**
>
> - Tour de Tush® 2015 volunteer

Get Your Rear in Gear® Races + Tour de Tush® Ride

Local Event Directors



ALLENTOWN
Gale Fritsche ✸

ARKANSAS/LITTLE ROCK
Nikol Hamilton

ASHEVILLE
Kim Metcalf

ATLANTA
Michele Swing

AUSTIN
Ryan Murray

BATON ROUGE
Kelly Finan

BEAVER
Joni Current
Karen Jerome-Zapadka

BOSTON
Brian Shelly

CHARLOTTE
Sue Falco ✧
Passed away in 2016

CHICAGO
Candice Washilewski
Flannery Buchanan

CLEVELAND
Kevin Hoffman

COLCHESTER
Daphne Dulude

COLUMBUS
Tammy Phillips

DES MOINES ✸
David McCluskey ✸
Colon Cancer Foundation of Iowa

ELGIN
Devin Wells

FORT WORTH
Michelle Squires

GREEN BAY
Mike Schmidt

HOUSTON
Lara Ryan

INDIANAPOLIS
Angie Hipsher

KANSAS CITY
Ginny Goddard
Kari Lorenzen
Stacie Moody

LADD
Phil Taylor

MEMPHIS
Christi Holland

MERCER ISLAND

MILWAUKEE
Lynn Dickinson

MOBILE
Bill Carroll

MUSCATINE
Bryan Fessler

NATIONAL CAPITAL
Cheryl Alston ✸
Sheila Whitehead

NEW HAMPSHIRE
Katie Robert

NEW YORK CITY
Claudia Gutierrez
Vanessa Lal Steinkamp

OKLAHOMA CITY
Crystal Reitz

ORANGE COUNTY
Kalin Eshelman
Sarah Steele

ORLANDO
Ashley Johnson

PHILADELPHIA
Maria Grasso

PORTLAND
Dan Hawkins ✸

RALEIGH
Sarah Richardson

ROCHESTER
Cody Brown

SAN ANTONIO
Amber Hight

SARATOGA
Diana Wernig

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

SEATTLE
Anita Mitchell ✸

TAMPA
Michelle Giacomino

TINLEY PARK
Celeste Hayward

TWIN CITIES

WATERTOWN
Deb Fallon

WICHITA
J.J. Sorochty

✸ = colon cancer survivor
✧ = passed away from colon cancer
✸ = licensed event

GET YOUR REAR IN GEAR® | TOUR DE TUSH®

Top Fundraising Teams

ALLENTOWN
Team Jacobs
Krankin' for Ken
Team David

ASHEVILLE
Hustle for Your Hiney
Team Fowler
Rump shakers

ATLANTA
Mali's Money Shakers
Bottoms Up!
Team Baba!

AUSTIN
Team Eagen
AA Team
Love Gemma, Hate Cancer!

BATON ROUGE
Team Marilyn Cooks
Team Marla
SJA/CHS Class of 1981

BEAVER
VGA

BOSTON
Decolonized
Bum Rushers
Team Jeannine 5K4J

CHARLOTTE
Go Butt Naked
Charlotte Gastroenterology & Hepatology
YWFF

CHICAGO
Progress for Jess!
Funmi Adewole Foundation
Strides for Steve

CLEVELAND
Team Tony
Brooklyn Bums in Memory of Janice Hegemier
Love Tank

COLCHESTER
Coates Island Cloggers
TRUE BLOOD
Team Pauly

COLUMBUS
Andy's Royal Hineys
Buns of Steel
Blue Moons

FORT WORTH
DHAT-NTEC TEAM!
Cynthia's Colon Crusaders
Team Wickham

DES MOINES
Lyons Arses
L&L's Buns on the Run
Get this Junk out of my Trunk!

ELGIN
Sunny Side Up
Team Jennifer
Check UR :@advocatesherman

GREEN BAY
It's Butt Cold Out Here, & We're Fresh Out of Beer!
Pally's Pistols
In Memory of Jeanette Hill

HOUSTON
TEAM CLAIRE
Team Nana
TEAM "THE GREEK" PAMPHILIS

INDIANAPOLIS
Team Haughey & The Hiney Hikers
Lucky Sevens
Rosen's Ramblers

KANSAS CITY
Shanie
Team Slayton
Petzold's Pretty Posteriors

LADD
Gary's Glutes
We've got the runs
The Dick & Amy Fanny Club

LITTLE ROCK
Jessica's CA CA Warriors
Micah's &Marvin's Mob
Team Robert

MEMPHIS
Team Spurlock
Team Rectified
Debe Derriere's

MEMPHIS
Team Spurlock
Team Rectified
Debe Derriere's

MILWAUKEE
Trust the Journey
The Asstronauts
Dennis' Angels

MOBILE
The Tall Runners
Roads Scholars
HottBuns

MUSCATINE
Cheryl - Stronger Than Ever
Try and Ketchup
Jazzy Friends

NATIONAL CAPITAL
STEVE STRONG
Family Ties
Jerm's Jam Job

NEW HAMPSHIRE
Jan's Clan
Wayne's Behind Believers
Carrie's Crew

NEW YORK
Team CoveyLove
Dashing for Diane
King Col

OKLAHOMA CITY
Vanda's Chemosabes
Run for Jane
We've Got the Runs

ORANGE COUNTY
Mikey's Flamingos
Kick the Crap Outta Cancer
Chere's Sh!tf!ts

ORLANDO
Connie's Cure Crusaders
Ivan E. Patiño. Always Courageous
Roger's Rock Stars

PHILADELPHIA
legs4meg
Team MB2
Team Mike

PORTLAND
No Butts About It
OH KISS THIS
Team OHSU

RALEIGH
Team Marlee
LA's Back Enders
Strollin' for the Colon

ROCHESTER
Team Billy
TeamMamaMeg
Tom's Trekkers

SAN ANTONIO
Walkin4Robyn
Angels N' Blue
The Lean M.E.E.N.
Fighting Machine

SARATOGA
ABC Sports & Fitness
Cancer Can Suck It!
Bob's Buddies

SEATTLE
Meg's Movement
Salena
Moving for E Flo

TAMPA
Still Strong
Bridget's Kids for A Cure
Team Still STRONG

TINLEY PARK
Rick's Weeeoo Walkers
Julie's Gems
Papa Joe's Joggers

TWIN CITIES
Drag'n Flyers
JayWalkers
Susie's Belle Bottoms

WATERTOWN
Team Bud Monson
Jack Waba Team
Team Carol

WICHITA
Team Keith
Lindey's Legion
The A Team

WINSTON-SALEM
Accordant's Winkler Warriors
Team DHS
Bottoms Up Bunch

Memphis, TN

New York, NY

San Antonio, TX

Benefits + Community Events

In 2015, 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 wonderful cause. You can use the list of 2015 benefits below to get started on your fundraiser or visit our website for a list of ideas!

ColonCancerCoalition.org/Benefits

BUILDING BLUE BRIDGES

March 4
Minneapolis, MN

MITCH TURNER DRIVE AWAY CANCER CLASSIC

April 25
Clemmons, NC

KICK CANCER AT SCHWAN'S USA CUP

July 15
Blaine, MN

POKER RUN

August 15
Essex Junction, VT

PAULINE SMITH MEMORIAL GOLF OUTING

September 12
Dearborn, MI

G-MEN BENEFIT CONCERT

October 9
Minneapolis, MN

DINE TO DONATE

Houston, TX : Cafe Express
Indianapolis, IL : Arni's
Kansas City, MO : Granite City
Twin Cities, MN : Granite City
Twin Cities, MN : Pizza Rev

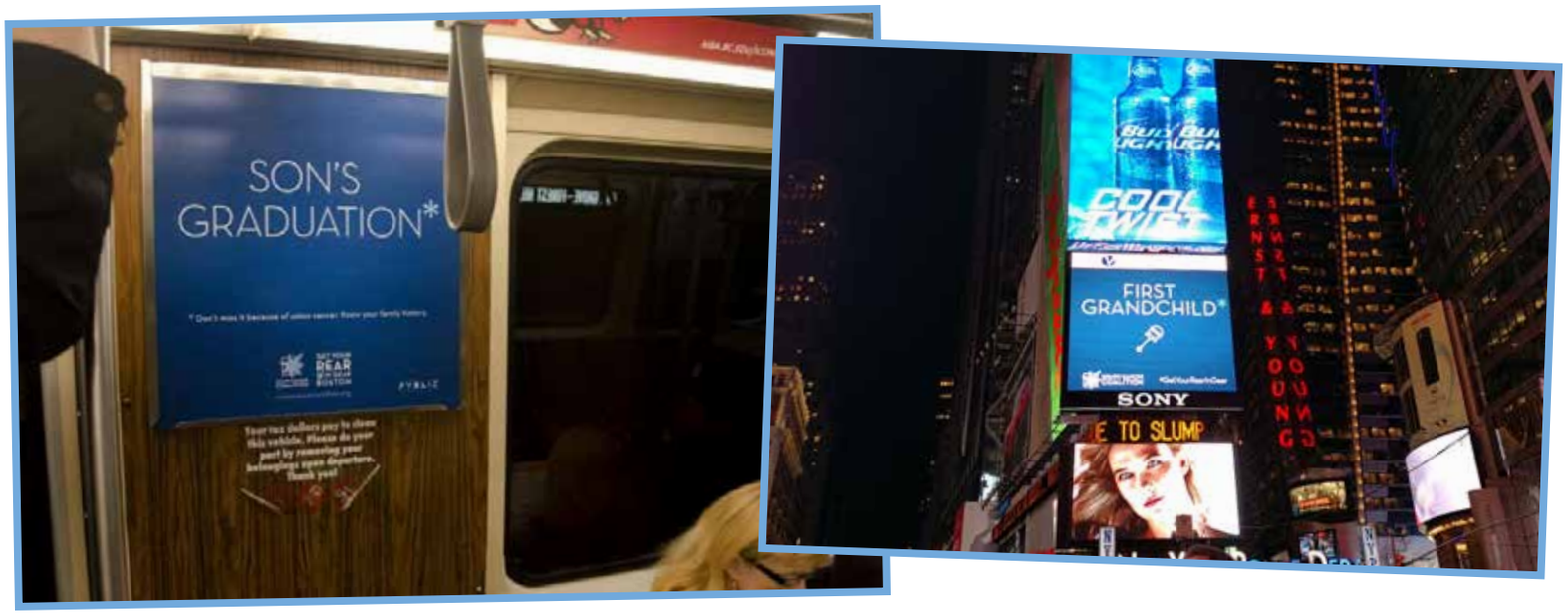
Our Colon Cancer and Colonoscopy brochures are available in 5 languages!

Available on our website for **FREE** download: **ColonCancerCoalition.org.**

- English
- Spanish
- French
- Chinese
- Korean

*Don’t Miss It

*Don’t Miss It addresses the sobering truth that colorectal cancer can interrupt life as usual. Using a simple asterisk above important life events, we can show in a brief, emotionally impactful way, that some terms and conditions may apply to life unless you know your risks and get screened.



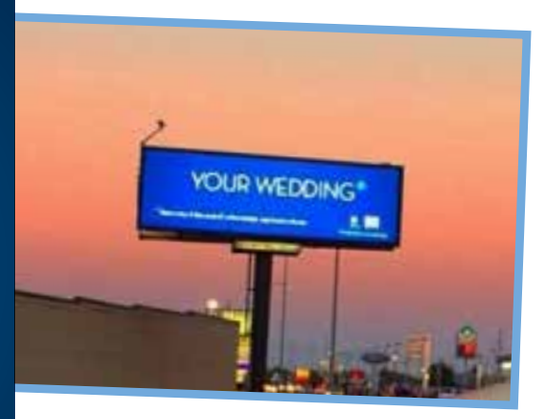
*Don't Miss It debuted in the Boston "T" line in May, and was seen in New York City (Times Square), Indianapolis, and Watertown, SD, in 2015. It was then rolled out in additional markets in 2016. This award-winning campaign encourages a wide audience to raise awareness and "get screened" for this deadly, yet highly preventable cancer.

OBI Creative, the agency that worked with us to create the *Don't Miss It messaging won several industry awards for their work.

Those recognitions include:

Gold from the 2015 International MarCom Awards
2 - 2015 Gold Nebraska AAF Addy Awards
2 - 2015 Awards of Excellence and 1 Award of Merit from Nebraska PRSA
A 2016 Pinnacle Award and 2 gold citations from AMA Omaha

2015 national partner: OBICREATIVE



Grants + Funded Programs

Along with the Colon Cancer Coalition, our volunteer Get Your Rear in Gear® event directors help allocate funds raised to new and existing programs for colon cancer education, screening, prevention, and support in their community.

According to the Mayo Clinic, an estimated 3 of every 100 colon cancer diagnosis are the result of Lynch Syndrome, an inherited condition that increases risks for colon and many other cancers. "The National Lynch Syndrome Registry will enable us to increase genetic research while supporting patients who live with the insecurities of this inherited risk for colon and other cancers," says David Dubin, Lynch Syndrome survivor and co-founder of AliveAndKickn.

Anne Carlson (2nd from right) presents Robin, David, and Max Dubin from AliveAndKickn with a grant for the NATIONAL LYNCH SYNDROME REGISTRY.

MOBILE, AL
Victory Health Partners

ORANGE COUNTY, CA
Access OC

ATLANTA,GA
Northside Hospital

DES MOINES, IA
Colon Cancer Foundation of Iowa

MUSCATINE, IA
Unity Point Health - Trinity Muscatine

CHICAGO, IL
Lurie Cancer Center

TINLEY PARK, IL
The Cancer Support Center

INDIANAPOLIS, IN
Public Awareness Campaign (Be Well Indy+ WXINTV)

KANSAS CITY, KS
Thomas P O'Sullivan IV Foundation (Billboard Campaign)
YMCA of Greater Kansas City

WICHITA, KS
KSN Media: Public Awareness Campaign

BATON ROUGE, LA
Public Awareness Campaign (WBRZTV)
Cancer Services of Baton Rouge

BOSTON, MA
Boston Health Care for the Homeless
*Public Awareness Campaign (Boston Transit)
Cancer Support Community-MA South Shore
Southcoast Center for Cancer Care

TWIN CITIES, MN
FOX TV: Be Healthy MN with Dr. Oz
SAGE SCOPES screening grant
American Indian Cancer Foundation

CHARLOTTE, NC
Integrative Therapies Grant
Wind River Services
Yvette W Ferris Foundation
Chris 4 Life Colon Cancer Foundation

NEW YORK, NY
Michael's Mission
AliveAndKickn
Colon Cancer Alliance

CLEVELAND, OH
The Gathering Place

ALLENTOWN, PA
CME Conference

PHILADELPHIA, PA
Fox Chase Cancer Center
Patient Assistance Grant
Abramson Cancer Center
Thomas Jefferson University
American Association for Cancer Research

WATERTOWN, SD
Public Awareness Campaign (Stein Sign Display)

MEMPHIS, TN
Project Blue
*Public Awareness Campaign (Billboard Campaign)

AUSTIN, TX
ColorCancer

SAN ANTONIO, TX
Hill Country Mission for Health

ALEXANDRIA, VA
American Cancer Society
Times Square Awareness grant

SEATTLE, WA
Evergreen Health Foundation

MILWAUKEE, WI
Medical College of Wisconsin

* Additional support from the PVBLIC Foundation

2015 Impact

46 run/walk events + **6** benefits

1,800 volunteers

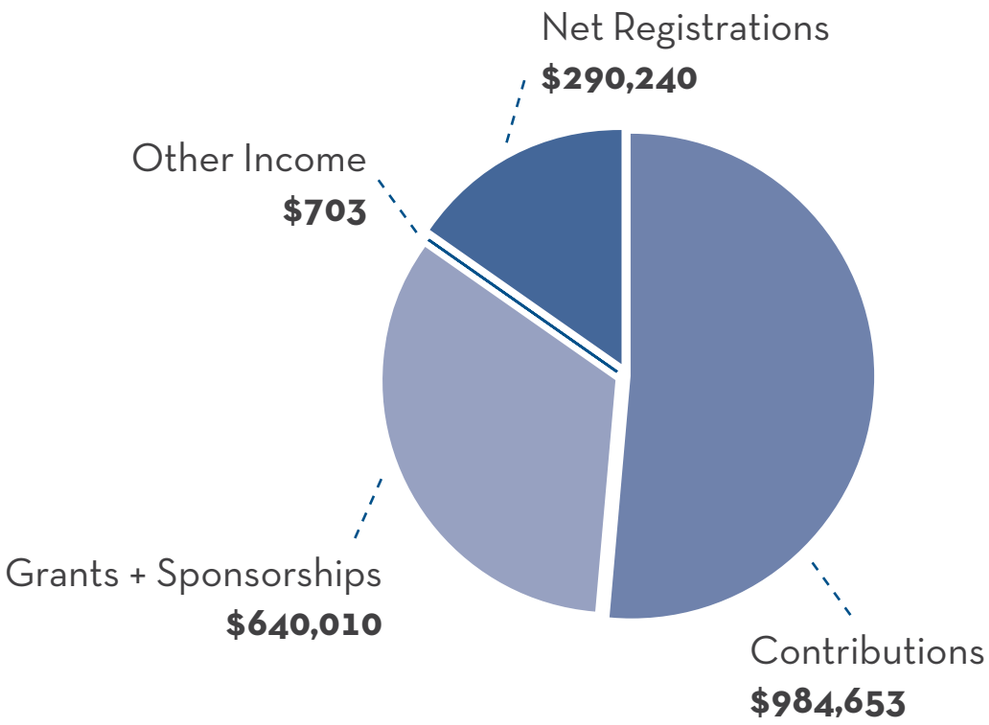
24,267 run/walk participants nationwide

51 host cities

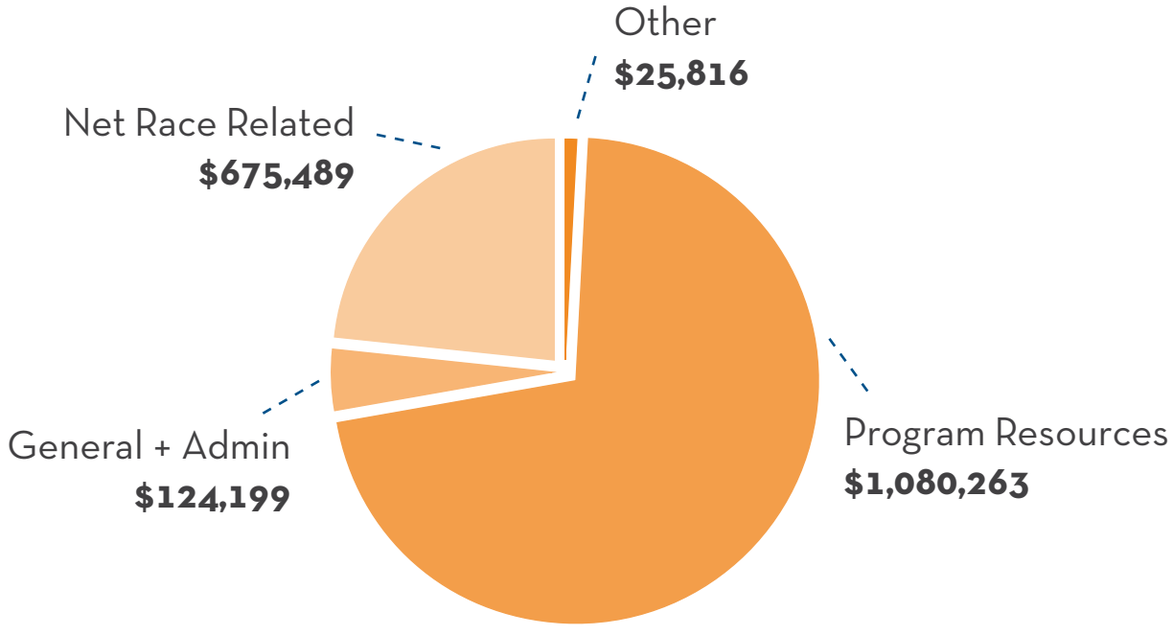
$2.4 million raised to fight colon cancer

Financial

REVENUES



EXPENSES



2015 Balances

Total Current Assets:	$1,434,632
Grants & Awards Payable:	$1,237,929
Other Liabilities:	$76,305
Unrestricted Net Assets:	$120,398

About Us - Colon Cancer Coalition

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® and Tour de Tush™ 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?

COLON CANCER COALITION®

GET YOUR REAR IN GEAR® | TOUR DE TUSH™

Connect with us!

STAFF

ANNE CARLSON
Executive Director

CHRIS EVANS
Finance + Operations Director

ERIN PETERSON
Communications Director

KATE KREBS
Outreach + Market Director

CHRISTIE LOCKHART
Senior Program Manager

STACY ZWERDLING
Program Manager

RACHEL LEE
Program Manager

CHRISTINA MONSOUR
Program Manager

✸ **SARAH DEBORD**
Communications Specialist

TESSA RITTBERG
Graphic Designer

✸ = colon cancer survivor

BOARD

✸ **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)

Thank you to our event photographers!

Scott Foster, Olympus
Melanie Simington
Misty McCleary
Dr. Shad Dabaghi, Austin Gastroenterology
Jenn Ocken Photography
Caroline Musick
AVH ART
Caitlin Burton
Mark J Zaremba
Jennifer Murphy
SCARCELLO PHOTOGRAPHY
Tyler Wells
Cody L33 Photography
Maltz Photography
Pictures & Posters
Flash Point Race Timing
KC Mingle
Half Pint Photography
Otterbeenthere Studios
Terri Craft Photography
Blue Sky Photography
Beth Van Zandt
Muscatine Running Club
Mulberry Creek Imagery
Miyan Levenson
Karen Knartzer
Race Wire
Orlando Weekly Events Team
Tap-Snap
Jess Hahaj Photography
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Jones Racing Company
Karen Kimberly Photography
Matthew Englet Photography
3.14 Photography by Llyod & Cindy Berry
Shane Savage, SavageUnlimited.com
Laura Elfstrum
T&J Studios
Robert Hill Photos
On the Mark

COLON CANCER COALITION®

GET YOUR REAR IN GEAR® | TOUR DE TUSH™

Colon Cancer Coalition

Get Your Rear in Gear® + Tour de Tush™

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

ColonCancerCoalition.org