REMOVING BARRIERS
IMPACTING LIVES
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“This past year my wife’s mother passed away due to colon cancer. When it was diagnosed it was already Stage IV. What we learned as a family is that this disease, if caught early, doesn’t need to be so devastating. Thus, we were drawn to your organization because the focus is on awareness and screening. From seeing firsthand what happens when people are aware, we thought the mission behind your organization was fantastic. So, we hope that our donation could be a small part to help other families increase their awareness and hopefully get screened early.”

-End of Year Donor
Dear Friends,

2018 was another wonderful year at the Colon Cancer Coalition. In our push to increase screening, we dedicated our energy to working with local, regional, and national partners to identify barriers to access and ways to overcome them. Screening saves lives. Too many people are not being screened because of lack of access, fear of the test, or apprehension of the unknown.

Looking back at 2018, I am thrilled to know that we have made a tangible difference in over 40 community-based organizations across the country. We continue to work with local communities where Get Your Rear in Gear® and Tour de Tush® events are held to build and fund programs that raise awareness and provide access to screening in underserved populations.

The work isn’t over yet. Nearly 51% of Americans 50-54 have not been screened for colorectal cancer. The American Cancer Society has lowered their recommendation for screening to age 45, increasing our efforts to reach even more people with the message that “screening saves lives.”

As a colon cancer survivor, I take this work personally. I was just 22-years-old when I had to fight to overcome several barriers to have my symptoms recognized and understood, then navigating even more obstacles as I fought to find the right diagnosis. Now years later, I take the responsibility of moving this organization forward very seriously. I am amazed that I get to fight alongside our amazing team as we work to raise screening rates and continue to save lives from this preventable disease.

Yours in the fight,

Kirsten Freiborg
Stage III Colon Cancer Survivor
Chairman of the Board
Colon Cancer Coalition
The Colon Cancer Coalition is a leading source for colorectal cancer screening, education, and awareness across the country; and is dedicated to reducing barriers to screening and raising awareness of colorectal cancer.

The U.S. Centers for Disease Control says that colorectal cancer is the second leading cause of cancer-related deaths in men and women combined in the United States. **We want all people to know the risk factors and get the right screening at the right time.**

By focusing on the patient and local communities, and providing outlets for all persons touched by this disease to share their stories, we are able to educate the public about the importance of colorectal screening. By making the words colon, colorectal, and colonoscopy a part of the everyday language, we believe we can overcome fear and decrease deaths from this largely preventable cancer.

Money raised through local events are granted back to the communities in which they are held. Grants are given to community programs that help raise screening rates, increase awareness, and educate the public about the signs and symptoms of the disease, and provide support for patients and caregivers.

**THE PROBLEM**

- 1 in 23 develops colon cancer.
- 51% of those 50-54 have not been screened.
- 1 in 5 colon cancer patients are diagnosed between 20-54.

**OUR GOAL**

Prevent more lives from being cut short by colorectal cancer.

**THE IMPACT**

Over to $7 MILLION granted back into local communities to

- Increase Awareness Screening
- Early detection
- Support patients
- Save lives
FINANCIAL SUMMARY

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<th>Financial Statement</th>
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<th>2017</th>
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<td>Individual Contributions</td>
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<td>Events</td>
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<td>Other</td>
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<td><strong>Total Liabilities &amp; Net Assets</strong></td>
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<td><strong>$1,428,996</strong></td>
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</table>

ABOUT THE FINANCIALS

The Colon Cancer Coalition is committed to complete transparency, accountability and efficiency, adhering to the Donor Bill of Rights, and accepted standards for top-rated charities.

Charity rating agencies recommend that fundraising costs be kept at 35% or under. The Colon Cancer Coalition event costs are at 31%. All of our events emphasize awareness and symptom education in addition to fundraising.
The CCC is a consistent and vocal advocate for research and survivors and families with a strong public information campaign to not only 'raise awareness' but also provide meaningful education.

-Giving Tuesday Donor
GRANTS

Allentown, PA
Public Awareness Campaign (Billboards & Radio)
St. Luke’s Hospital (FIT tests, education, and wellness opportunities to the underserved community)

Austin, TX
People’s Community Clinic (screening)

Baton Rouge, LA
Public Awareness Campaign (TV)
Cancer Services of Baton Rouge

Boston, MA
Public Awareness Campaign (Radio, recycling kiosks)
Boston Health Care for the Homeless
The Family Van: Harvard Medical School
Massachusetts Department of Public Health

Charlotte, NC
Call on Congress
Levine Cancer Institute / Carolinas HealthCare System
Novant Health Foundation Presbyterian Hospital Foundation
Wind River Cancer Wellness
Public Awareness Campaign (TV)

Chicago
Advocate Charitable Foundation
The Blue Hat Foundation

Colchester, VT
Cancer Patient Support Foundation

Columbus, OH
Arthur G. James Cancer Hospital and Richard J. Solove Research Institute

Concord, NH
HealthFirst Family Care Center

Des Moines, IA
Colon Cancer Foundation of Iowa

Elgin, IL
Advocate Sherman Hospital

Fort Worth, TX
UT Southwestern Moncrief Cancer Institute
Cancer Care Services

Kansas City, MO
Public Awareness Campaign (Billboards)
Cancer Wellness for Life
Call on Congress

Las Vegas, NV
Volunteers in Medicine of Southern Nevada

Little Rock, AR
Mainline Health Systems

Milwaukee, WI
Medical College of Wisconsin

Mobile, AL
Victory Health Partners

National
The South-Eastern States Colorectal Cancer Consortium
Local Event Director Conference
Paltown Development Foundation
WE Have Cancer

New York, NY
AliveAndKickn

Pittsburg, PA
St. Clair Hospital Foundation

Portland, OR
Oregon Health & Science University

San Antonio, TX
Thrivewell Cancer Foundation

San Francisco, CA
Operation Access

Seattle, WA
Sea Mar Community Health Centers

Tulsa, OK
Assistance in Health Care, Inc

Twin Cities, MN
Minnesota Department of Health / Sage Screening Program

Call on Congress

“We could not have increased our screening numbers and our education without this grant. Our quality measures increased significantly and we are forever grateful.”
- High Country Community Health, Raleigh, NC
THE STOLEN COLON | KANSAS CITY, MO

THE BASICS

• The stolen colon was purchased in 2017 by the Colon Cancer Coalition with funds raised through Get Your Rear in Gear – Kansas City.
• The colon is approximately 10×10 and weighs 150lbs.
• Prior to the theft, the colon was stored at the University of Kansas Cancer Center. The staff there uses this educational tool for medical center and other community events.

WHAT HAPPENED?

• The colon was stolen from a driveway in Brookside, MO, overnight Thurs., Oct. 18, after it was loaded to be transported and displayed at a breast cancer 5K on Sat., Oct. 20, in Kansas City, MO.
• The Colon Cancer Coalition set up a fundraiser to replace this important education tool. Donations received above the cost of the (now two) colon(s) were used to further screening, education, and awareness for colon and rectal cancer, the nation’s No. 2 cancer killer for men and women combined.
• The #stolencolon was recovered by KC PD on Oct. 29.

THE SILVER LINING

• Coverage of the #StolenColon has been tracked around the globe.
• News of the Stolen Colon has reached nearly 1 billion people.
• The colon’s “job” is to raise awareness and to start conversations about colon cancer. To that end, the colon has succeeded. There are more people talking about colon cancer today then there were yesterday.
• Oh, and the jokes... the jokes about the #stolencolon on Twitter are pretty good too.

coloncancercoalition.org/stolencolon

FACES OF BLUE

Kendra’s husband was 37 years old when he was diagnosed with stage IV colon cancer. The weeks leading up to his diagnoses, Greg was battling a terrible cough that just wouldn’t go away. After multiple visits to the doctor, x-rays, and a biopsy, the final diagnoses was cancer.

They began an online campaign with the hashtag #ghprayfightwin, spreading the word to the public so that no one else would be blindsided by this terrible disease. Through the #ghprayfightwin campaign, they were able to provide meals and additional financial support to other families that were being affected by colon cancer.

"His journey touched so many lives and we all are better people for having known such a great person!"

Read all 2018 Faces of Blue stories at: coloncancercoalition.org/fob2018
We are very grateful to everyone at the Colon Cancer Coalition for their support of our shared vision of using early detection methods to save lives. In addition, thank you for providing much needed resources to our patient assistance programs so our care teams have funds to begin to break down the barriers to care for under served patients. Bringing hope to patients and their loved ones.

-OHSU Foundation, Portland, OR
A huge THANK YOU to these individuals for the countless hours they put into planning an event. These selfless individuals (and their families) give of their time and talents to create a community of support for those battling colorectal cancer.
BENEFITS + COMMUNITY EVENTS

DIY FUNDRAISERS

LOCAL EVENT DIRECTOR CONFERENCE
January 12-13, Minneapolis, MN

NoDa BREWING
February 12, Charlotte, NC

DISNEY PRINCESS RUN
February 25, Disney World

OKC SKYDANCE BRIDGE LIGHTING
March 2, Oklahoma City, OK

BEAT CANCER, BEAT DUKE
March 3, Charlotte, NC

IDES OF MARCH
March 5, St. Paul, MN

BUILDING BLUE BRIDGES
March 15, New Hampshire

BLUE MOON GALA
March 24, Plantsville, CT

LIGHT THE NIGHT BLUE
March 29, Houston, TX

MITCH TURNER DRIVE AWAY CANCER CLASSIC
April 28, Pilot Mountain, NC

CABOOSE CUP
June 1, Bloomingdale, IL

NIGHT WITH THE GREEN BAY BULL FROGS
June 7, Green Bay, WI

CANCER AWARENESS NIGHT WITH THE MN TWINS
August 14, Minneapolis, MN

MOE’S CONCERT FOR A CAUSE
August 16-17, Mound, MN

SUMMER JAZZ BENEFIT CONCERT
August 19, Wilmington, DE

MONROE COUNTY CANCER WALK
October 13, Holly Grove, AR

HOUSTON SURVIVOR DINNER
October 23, Houston, TX

BABY GOT BACKHAND
October 27, Scottsdale, AZ

PAINT OR BOWL FOR CHACE
October 28, Twin Cities, MN

BINGO FOR BUTTS
November 8, Kansas City, MO

OKRA CHARITY BAR
November 29, Houston, TX

SNAPSHOT

OF 2018

A SNAPSHOT
OF 2018

35 RUN/WALK + 2 BIKE + 2 GOLF
15+ BENEFITS/COMMUNITY EVENTS
1,800 VOLUNTEERS
50 HOST CITIES
19,737 PARTICIPANTS NATIONWIDE
OVER $800,000 GRANTED

Colon Cancer Coalition

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PRESENTING SPONSORS

AUSTIN, TX
- Texas Oncology
- Austin Gastroenterology

CHARLOTTE, NC
- Charlotte Gastroenterology & Hepatology

GREEN BAY, WI
- Aurora BayCare Medical Center
  - Aurora Health Care
  - BayCare Clinic

HOUSTON, TX
- Baylor College of Medicine
- CHI St. Luke’s Health

KANSAS CITY, MO
- Colorectal Surgery Associates, PC

LAS VEGAS, NV
- Southwest Medical
  - Part of OptumCare

MILWAUKEE, WI
- Medical College of Wisconsin
  - Department of Surgery
  - Division of Colorectal Surgery

NEW HAMPSHIRE
- Gould Hill Farm
  - Agriculture
  - Community
  - Education

NEW YORK
- Covey Love

OKLAHOMA CITY, OK
- GI of Norman

ORLANDO, FL
- Orlando Gastroenterology, P.A.

PORTLAND, WA
- Knight Cancer Institute

RALEIGH, NC
- UNC Rex Healthcare
  - Digestive Healthcare
- Raleigh Endoscopy Center

SAN ANTONIO, CA
- SAGA
  - San Antonio Gastroenterology Associates
  - Endoscopy Centers

TULSA, OK
- The Helm Family

TWIN CITIES, MN
- MNGi
  - Digestive Health

WICHITA, KS
- Kansas Gastroenterology
# Top Fundraisers

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<tr>
<th>OVER $20,000</th>
<th>Team Fundraisers</th>
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<tr>
<td>BEAT CANCER BEAT DUKE</td>
<td>Charlotte</td>
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<tr>
<th>OVER $10,000</th>
<th>Team Fundraisers</th>
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<tr>
<td>SPECTRUM: RAISING BOOTY FOR BOOTY</td>
<td>Raleigh</td>
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<tr>
<td>IT'S MILLER TIME!</td>
<td>Charlotte</td>
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<tr>
<td>WAYNE’S BEHIND BELIEVERS</td>
<td>New Hampshire</td>
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<tr>
<td>TEAM LONGFELLOW: BOOTY CALL</td>
<td>Raleigh</td>
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<tr>
<td>BUTT BUDDIES</td>
<td>Tulsa</td>
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<tr>
<td>EVAS BOUTIQUE</td>
<td>Portland</td>
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<tr>
<td>TEAM COVEYLOVE</td>
<td>New York</td>
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<tr>
<td>PANDA POWER</td>
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<td>A MORE BIG LIFE</td>
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<td>KITTY LITTER</td>
<td>Wichita</td>
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<td>TEAM IHRSA/BILL’S BUNCH - KICKING CC!</td>
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<td>TEAM JEANNINE 5K4J</td>
<td>Boston</td>
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<td>TEAM TIPPY</td>
<td>Des Moines</td>
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<td>GO BUTT NAKED</td>
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<td>DECOLONIZED</td>
<td>Boston</td>
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<tr>
<td>#TEAMAUGGIE</td>
<td>Seattle</td>
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<td>#ULTIMATEFIGHTINGCALI</td>
<td>Austin</td>
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<td>BUM RUSHERS</td>
<td>Boston</td>
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<td>ALL ABOUT THAT BASS!</td>
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<td>TEAM 9R</td>
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<td>CHARLOTTE GASTROENTEROLOGY &amp; HEPATOLOGY</td>
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<td>DAN'S FANS</td>
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<td>Team Name</td>
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<tr>
<td>JOAN OF ARC’S FLOCK</td>
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<td>BOB STEW’S BUM CREW</td>
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<td>AJB3</td>
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<td>DASHING FOR DIANE</td>
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<td>MICHELLE PAPPAS “KICK CANCER’S BUTT”</td>
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<td>COLON CANCER STARS</td>
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OVER $2,500
TEAM FUNDRAISERS

OVER $2,500
TEAM FUNDRAISERS

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STAFF

CHRIS EVANS
Acting Executive Director
Chief Financial Officer

ERIN PETERSON
Communications Director

KATE KREBS
Outreach + Market Director

CHRISTIE LOCKHART
National Events Director

STACY ZWERDLING
Sr. National Events Manager

MARIAH KACHEL
National Events Manager

SARAH DEBORD *
Communications + Program Manager

TESSA RITTBERG
Graphic Designer + Marketing Coordinator

LINDA YANG
Finance + Faces of Blue Coordinator

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Surgeon, Colon & Rectal Surgery Associates (CRSAL)

* colon cancer survivor

2018 Impact Report

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