



REMOVING BARRIERS IMPACTING LIVES



COLON CANCER
COALITION

2018 Impact Report

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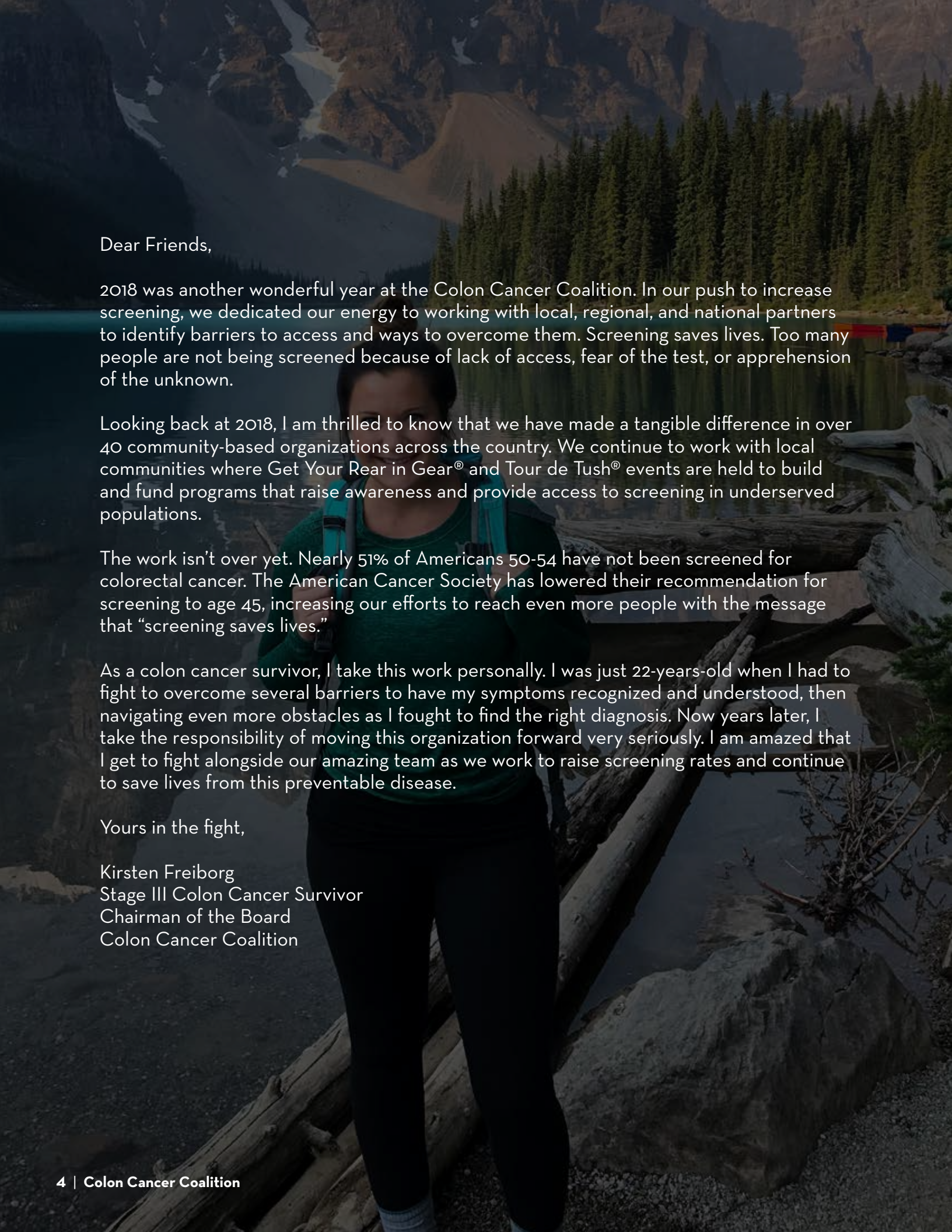
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A photograph of three women of diverse backgrounds smiling and posing for a photo. They are all wearing light blue t-shirts and blue leis. The woman on the left has blonde hair and is wearing a red scarf. The woman in the middle is wearing a blue headwrap and a pink butterfly pin. The woman on the right has dark curly hair and is wearing a black scarf. They are all wearing race bibs. The background is a blurred outdoor setting.

OVERVIEW

"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

A woman with dark hair, wearing a green long-sleeved shirt and black leggings, stands in a forest. She has a blue and black backpack on. Behind her is a calm lake reflecting the surrounding evergreen trees and distant mountains. The scene is peaceful and scenic.

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

WE ARE THE 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.



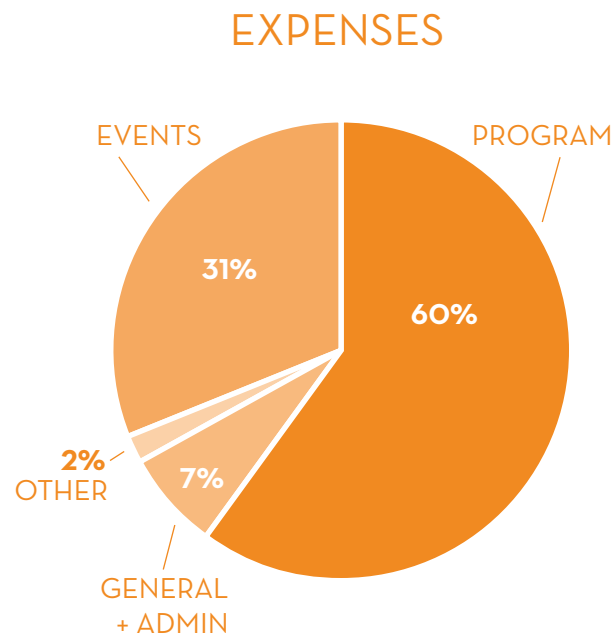
THE IMPACT

Over to **\$7 MILLION** granted back into local communities to

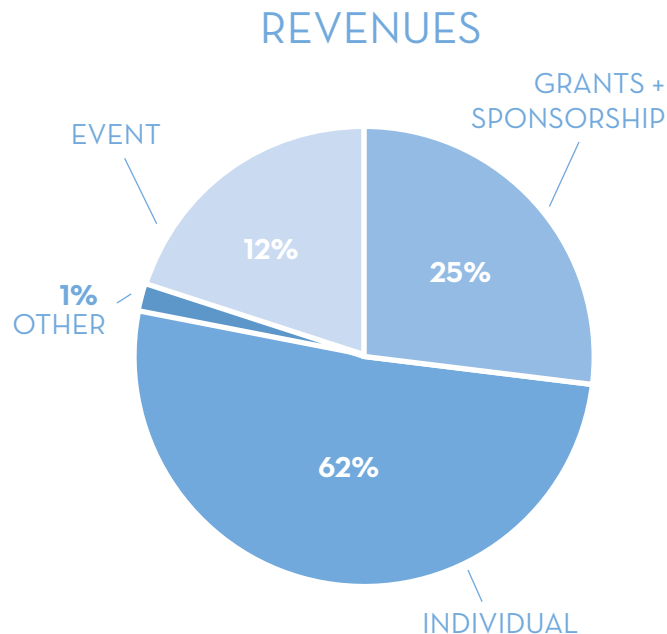
- Increase Awareness Screening Early detection
- Support patients
- **Save lives**

FINANCIAL SUMMARY

Financial Statement	2018	2017
Individual Contributions	\$1,388,830	\$1,178,380
Grants & Sponsorships	\$559,159	\$624,472
Events	\$274,568	\$270,837
Other	\$1,620	\$1,453
Total Revenue	\$2,224,167	\$2,075,142
Program	\$1,243,147	\$1,250,028
Events	\$650,930	\$648,886
General & Admin	\$154,255	\$138,034
Other	\$47,148	\$20,808
Total Expenses	\$2,095,479	\$2,057,756



Balance Sheet	2018	2017
Total Current Assets	\$1,615,164	\$1,428,996
Grants Payable	\$1,213,164	\$1,186,023
Other Liabilities	\$102,294	\$71,955
Net Assets	\$299,706	\$171,018
Total Liabilities & Net Assets	\$1,615,164	\$1,428,996



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.





IMPACT

"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

Tinley Park, IL

The Cancer Support Center

Tucson, AZ

El Rio Health Center Foundation

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 than 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



A photograph of three people (two men and one woman) standing outdoors, smiling. They are all wearing light blue t-shirts with a circular logo that says 'GET YOUR REAR IN GEAR' and 'COLON CANCER AWARENESS'. The man on the left is also wearing a red jacket and sunglasses. The background is a blurred outdoor setting with trees.

REACH

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

EVENTS + VOLUNTEER EVENT DIRECTORS

ALLENTOWN, PA

Gale Fritsche *

ARKANSAS

Frankie Melendez *

Passed away in 2019

ASHEVILLE, NC

Jennie Cannon

Asheville Gastroenterology

AUSTIN, TX

Ryan Murray

Austin Gastroenterology

BATON ROUGE, LA

Barkley Booker *

Dr. Kelly Finan

Dr. Neelima Reddy

BEAVER, PA

Joni Current

Kristen Oschenshirt

Valley Gastroenterology Associates

BOSTON, MA

Brian Shelly

CHARLOTTE, NC

Mary Karen Bierman *

Paige Hauff

Doc Mahaffey

Passed away in 2017

Phillip Sanford

Robin Viar *

CHICAGO, IL

Staff

COLCHESTER, VT

Daphne Dulude

COLUMBUS, OH

Tammy Phillips

Trish Smith *

DES MOINES, IA

David McCluskey *

Winonah McCluskey

Colon Cancer Foundation Of Iowa

FORT WORTH, TX

Michelle Squires

GREEN BAY, WI

Hannah Van Hoof

Aurora BayCare Medical Center

HOUSTON, TX

Allison Rosen *

INDIANAPOLIS, IN

Jennifer Ward

KANSAS CITY, MO

Ginny Goddard

Kari Lorenzen

Stacie Moody

LADD, IL

Phil Taylor

LAS VEGAS, NV

Tasha Cross

Lynn Hanssen

Southwest Medical Associates

Tiffany Hoerner

Lisa Kalkes

Linda Rittenburg

Southwest Medical Associates

MILWAUKEE, WI

Lynn Dickinson

Medical College of Wisconsin

Pete Dickinson

MOBILE, AL

Bowling for Butts

Bill Carroll

MUSCATINE, IA

Ashley Loveless

NEW HAMPSHIRE

Katie Robert

NEW YORK CITY, NY

Alyssa Langenthal

OKLAHOMA CITY, OK

Kirsten Mains

Crystal Harlow

GI Of Norman

ORANGE COUNTY, CA

Staff

ORLANDO, FL

Ashley Johnson

PHILADELPHIA, PA

Maria Grasso

PORTLAND, OR

Dan Hawkins *

RALEIGH, NC

Sarah Richardson

Raleigh Gastroenterology

Marlee Helbig

ROCHESTER, MN

Staff

SAN ANTONIO, TX

Elinor Gingerich

SAN FRANCISCO, CA

Jenny Yu

SAVANNAH, GA

Licensed

Lewis Cancer + Nancy

N. And J.C. Research

Pavilion

SEATTLE, WA

Allison Casoli

Christina Harp

TINLEY PARK, IL

Celeste Hayward

TUCSON, AZ

Julie Glass *

Debbi Wallace *

TULSA, OK

Dr. Katherine Anderson

Jesse Powell

TWIN CITIES, MN

Staff

TWIN CITIES, MN

Caboose Cup

Dan McQuillen

Paula McQuillen

WICHITA, KS

J.J. Sorochty

 colon cancer survivor

 10th annual event



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

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

PRESENTING SPONSORS

AUSTIN, TX



CHARLOTTE, NC



GREEN BAY, WI

Aurora BayCare Medical Center



HOUSTON, TX



KANSAS CITY, MO



LAS VEGAS, NV



MILWAUKEE, WI



NEW HAMPSHIRE



NEW YORK



OKLAHOMA CITY, OK



ORLANDO, FL



PORTLAND, WA



RALEIGH, NC



SAN ANTONIO, CA



TULSA, OK



The Helm Family

TWIN CITIES, MN



WICHITA, KS



KANSAS GASTROENTEROLOGY

TOP FUNDRAISERS

OVER
\$20,000
TEAM
FUNDRAISERS

BEAT CANCER BEAT DUKE | Charlotte

OVER
\$10,000
TEAM
FUNDRAISERS

SPECTRUM: RAISING BOOTY FOR BOOTY | Raleigh

IT'S MILLER TIME! | Charlotte

WAYNE'S BEHIND BELIEVERS | New Hampshire

TEAM LONGFELLOW: BOOTY CALL | Raleigh

BUTT BUDDIES | Tulsa

EVAS BOUTIQUE | Portland

TEAM COVEYLOVE | New York

PANDA POWER | Boston

A MORE BIG LIFE | Raleigh

OVER
\$5,000
TEAM
FUNDRAISERS

FIGHTING WITH PATTY | Tinley Park

KITTY LITTER | Wichita

TEAM IHRSA/BILL'S BUNCH - KICKING CC! | Boston

TEAM JEANNINE 5K4J | Boston

TEAM TIPPY | Des Moines

GO BUTT NAKED | Charlotte

DECOLONIZED | Boston

#TEAMAUGGIE | Seattle

#ULTIMATEFIGHTINGCALI | Austin

BUM RUSHERS | Boston

ALL ABOUT THAT BASS! | San Francisco

TEAM 9R | Seattle

CHARLOTTE GASTROENTEROLOGY & HEPATOLOGY | Charlotte

DAN'S FANS | Philadelphia

TEAM SAVE THE KISHKES | San Francisco

UNITE BEHIND JENNIFER | Kansas City

OVER
\$2,500
TEAM
FUNDRAISERS



JOAN OF ARC'S FLOCK | New York
BOB STEW'S BUM CREW | Boston
AJB3 | Charlotte
ARLENE'S ANGELS | Charlotte
TEAM SHANIE | Kansas City
DASHING FOR DIANE | New York
MICHELLE PAPPAS "KICK CANCER'S BUTT" | Boston
LUCKY SEVENS | Indianapolis
TEAM LIVE MOORE | Tucson
HUNT FOR THE CURE | Charlotte
PATTIE'S PARTY POOPERS | Boston
KEN'S COLON CANCER CRUSADERS | Chicago
BOOTY MATTERS | Charlotte
ROLLIN FOR THE COLON | Allentown
CRISTINA'S CREW | Boston
RICK'S WEEEOO WALKERS | Tinley Park
BLUE RIBBON WARRIORS - THE GRAY FAMILY | Charlotte
TEAM PAT | Austin
TEAM NOODLES | Chicago
MARYBELL'S HINEY HELPERS | New Hampshire
TEAM GOGO | New York
BIG MAC'S MANIACS | Boston
TEAM MARLA | Baton Rouge
TEAM BILLY | Rochester
LOS POMPIS MATA | San Francisco
BLUE CREW | Charlotte
TEAM NINA | Houston
BAYLOR BOOTY SHAKERS | Houston
LA'S BACK ENDERS | Raleigh
WINDY CITY BUMS | Chicago
TEAM CECELIA | Chicago
PAT'S PACK | Boston
JAN'S CLAN | New Hampshire
CHARLIE'S ANGELS | Tulsa
TEAM LIVE MOORE | Portland
COLON CANCER STARS | Seattle

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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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* colon cancer survivor