

WORKING TOGETHER TO END COLON CANCER



COLON CANCER
COALITION

2019 Impact Report



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LETTER FROM CHAIRMAN OF THE BOARD

Dear Friends,

We know colorectal cancer screening saves lives. That is why the Colon Cancer Coalition is dedicated to educating the public about the importance of screening for colorectal cancer.

We also know that 51% of Americans ages 50-54 have not been screened, and new data now estimates that 18,000 cases of colorectal cancer will be diagnosed in Americans under the age of 50 in 2020. (That's 49 new young onset cases per day!) The Coalition works tirelessly to reduce the barriers to screening and work with health care providers and inform the public about the importance of family history and the signs and symptoms of this disease. We are dedicated to continuing this work.

2019 was a year of change and transition at the Colon Cancer Coalition. During this transition our community rallied and turned a year of uncertainty into one of the best years in the Coalition's history. We celebrated 10 years of Get Your Rear in Gear in Charlotte, NC, Des Moines, IA, Indianapolis, IN, and New York City. We granted over \$1 million to local community projects for screening, education, and patient support. We also focused on growing our presence and reputation in the colorectal cancer community.

I am exceedingly proud and thankful to our staff, as they held the course and navigated the waters of transition, while going above and beyond revenue expectations and staying focused on the mission.

In November 2019, the Board of Directors was pleased to offer the executive director role to Holly Anderson. While the current world crisis is not one anyone could have expected we are confident that we have the right team in place to navigate the current demands on the organization and will come to the other side stronger than ever, positioned to serve our grantees and the patient community.

Sincerely,

Kirsten Freiborg
Chairman of the Board
Colon Cancer Coalition
Stage III Colon Cancer Survivor



A portrait of Holly Anderson, Executive Director of Colon Cancer Coalition. She is a woman with long brown hair, smiling, wearing a green top and a pearl necklace. The background is a warm orange color.

LETTER FROM EXECUTIVE DIRECTOR

Dear Friends,

I am thrilled to join the colon cancer fight. In my first six months with Colon Cancer Coalition, I have been in awe of the tireless work of our staff, local event directors and grantees. All of these people plus event participants across the country are literally saving lives. In 2019, we granted more than \$1 million dollars to fund screening tests, low cost colonoscopies, education, awareness, research and direct patient support.

We are strong because we are a coalition of passionate people who want to change the trajectory of colon cancer. Nearly 90 percent of colon cancer is preventable with timely screenings; and we work together to raise awareness and provide screenings to people who need them the most. People fighting colon cancer need our help—whether it's financial support, mental health support, wellness and nutrition help or a friendly voice on the line. This coalition is there.

We had big plans for 2020 with the introduction of new races, developing new funds to help provide direct support and mind the gaps in screenings and patient support across the country, to name a few. But the pandemic changed everything. Our staff, volunteers and grantees have had to pivot our work to ensure we can meet the needs of colon cancer patients fighting cancer while isolated from their support teams. We have been planning for a backlog of screening needs once elective procedures are available again.

We are learning, testing, and implementing new ways to engage people and raise funds. We are focusing our grant giving to ensure we are reaching people who need it the most, whether through screening or patient support. This is the Colon Cancer Coalition and we will do whatever it takes to prevent colon cancer and help patients in the fight.

Sincerely,

Holly Anderson
Executive Director
Colon Cancer Coalition



In 2019 we celebrated the 15th 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 fifteen years ago to becoming a nationally recognized partner in the fight against colon cancer. What started as one woman's vision after losing her sister and best friend, Susie Lindquist Mjelde, to colon cancer has become a leading source for colorectal cancer screening, education, awareness, and patient support across the country.

Based in Minneapolis, Minn., we are dedicated to encouraging screening and raising awareness of colorectal cancer. Our signature Get Your Rear in Gear® and Tour de Tush® event series are volunteer-driven in communities throughout the United States.

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

Today, survivors, family, and friends across America continue to join our grassroots movement and together we are committed to empowering personal change on a national level by bringing understanding, raising awareness, and eliminating fear of colon cancer.

THE PROBLEM

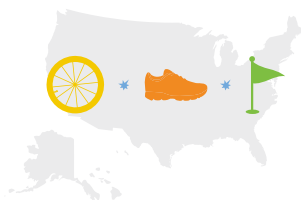
1 in **24** develops colon cancer.

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

Granting over **\$1 MILLION** yearly to local communities to...

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

2019 FINANCIALS

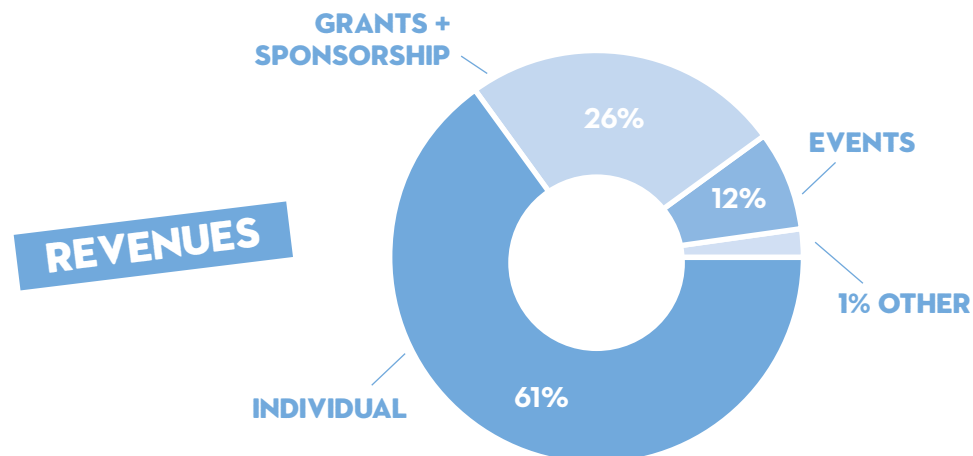
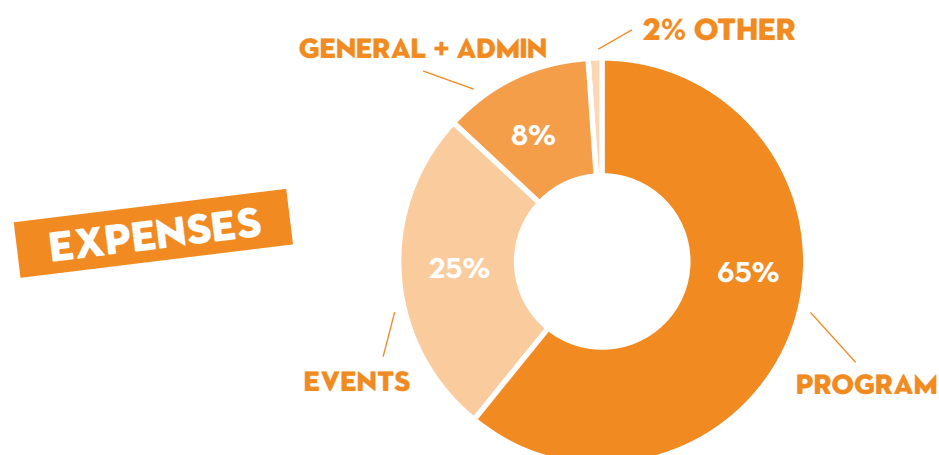
The Colon Cancer Coalition is committed to complete transparency, accountability and efficiency, adhering to the Donor Bill of Rights, and accepted standards for top-rated charities.

Charity rating agencies recommend that fundraising costs be kept at 35% or under. The Colon Cancer Coalition event costs are at 25%. All of our events emphasize awareness and symptom education in addition to fundraising.



Financial Statement	2019	2018
Individual Contributions	\$1,609,501	\$1,388,830
Grants & Sponsorships	\$702,356	\$559,159
Events	\$328,229	\$274,568
Other	\$22,648	\$1,620
Total Revenue	\$2,662,734	\$2,224,167
Program	\$1,606,811	\$1,243,147
Events	\$614,929	\$650,930
General & Admin	\$211,530	\$154,255
Other	\$57,456	\$47,148
Total Expenses	\$2,490,726	\$2,095,479

Balance Sheet	2019	2018
Total Current Assets	\$1,832,384	\$1,615,164
Grants Payable	\$1,321,912	\$1,213,164
Other Liabilities	\$38,758	\$102,294
Net Assets	\$471,714	\$299,706
Total Liabilities & Net Assets	\$1,832,384	\$1,615,164



GRANT SPOTLIGHT

We proudly support the Western Carolina Medical Society Foundation – in collaboration with Digestive Health Partners (DHP) – with a grant to expand the Western North Carolina Colorectal Cancer Screening Initiative (WNC-CRCSI) across five counties in western North Carolina.



The WNC-CRCSI provides colorectal cancer screening to, low income patients between ages of 50-75, using stool-based fecal immunochemical (FIT) tests provided at community health centers. Many patients with a positive FIT test then receive a screening colonoscopy with no out of pocket costs via Project Access® (a volunteer health care network in Buncombe and Madison counties, managed by the WCMSF). Project Access® enables eligible patients to receive a follow up screening colonoscopy without having to pay any charges associated with facility, anesthesia, pathology and treatment to address the diagnosis of cancer.

Dr. Michael Newcomer, the medical director of WNC-CRCSI, notes that “colorectal cancer screening is effective, but underutilized, among the uninsured. Improving access to screening for the uninsured can result in both early colorectal cancer detection and prevention of with the removal of precancerous polyps.”

**GET YOUR
REAR
IN GEAR
ASHEVILLE**

The Coalition is excited to provide the funds raised at Get Your Rear in Gear – Asheville to help ensure more patients are able to complete their potentially life-saving colorectal cancer screening.



2019 GRANTS

ALLENTOWN, PA

Public Awareness Campaign

AUSTIN, TX

People's Community Clinic (screening)

CareBox (patient support)

BEAVER, PA

Screening FIT Test (screening)

BOSTON, MA

Public Awareness Campaign: print (awareness)

The Dimock Center (screening + awareness)

Dana-Farber Cancer Institute (patient support)

CHARLOTTE, NC

Call on Congress (legislative action)

Cost of Cancer (patient support)

Novant Health Presbyterian (screening + patient support)

Atrium Health Foundation (screening)

Wind River Cancer Wellness (patient support)

Chester County Literacy Council (screening)

Care Ring (screening)

DES MOINES, IA

Colon Cancer Foundation of Iowa (patient support)

FORT WORTH, TX

UT Southwestern Moncrief Cancer Institute (patient support)

Cancer Care Services (patient support)

GREEN BAY, WI

Public Awareness Campaign (awareness)

Aurora BayCare (awareness)

HOUSTON, TX

Call on Congress (legislative action)

INDIANAPOLIS, IN

Shalom Health Care Center (screening)

KANSAS CITY, MO

Midwest Music Foundation (screening)

Public Awareness Campaign (awareness)

LAS VEGAS, NV

Volunteers in Medicine of Southern Nevada (screening)

LITTLE ROCK, AR

Southeaster Colorectal Cancer Consortium (Arkansas Cancer Coalition) (screening)

Yoga Warriors (patient support)

NASHVILLE, TX

Vanderbilt University Medical Center (research)

NATIONAL

Paltown Development Foundation (patient support)

The Colon Club (awareness)

National Colorectal Cancer Round Table (screening)

NEW HAMPSHIRE

Health First Family Care Center (screening)

Lamprey Health Care (screening)

NEW YORK, NY

Colon Cancer Challenge Foundation (screening)

Alive and Kickn (screening)

Call on Congress (legislative action)

OKLAHOMA CITY, OK

Cost of Cancer (patient support)

ORLANDO, FL

SOS by Urbander (screening)

PHILADELPHIA, PA

Jefferson University Hospital (research)

Fox Chase Cancer Center (research)

AACR (research)

RALEIGH, NC

High Country Community Health (screening)

Cost of Cancer (patient support)

SAN ANTONIO, TX

Thrivewell Cancer Foundation (screening)

Brent Lewis Bridges (awareness)

SA Cancer Council (screening)

SAN FRANCISCO, CA

Operation Access (screening)

TINLEY PARK, IL

The Cancer Support Center (patient support)

TUCSON, AZ

El Rio Health Center Foundation (screening)

Call on Congress (legislative action)

TULSA, OK

The Stonebrook Project, Inc. (patient support)

American Cancer Society (patient support)

Neighbors Along the Line (screening)

TWIN CITIES, MN

Angel Foundation (patient support)

Call on Congress (legislative action)

Jack's Caregiver Coalition (patient support)

Mayo Clinic (research)

WICHITA, KS

Kansas Gastroenterology (screening)

WINSTON-SALEM, NC

Cancer Services, Inc (patient support)

EVENTS + VOLUNTEER EVENT DIRECTORS



ALLENTOWN, PA

Gale Fritsche *

ARKANSAS

Toni McDuffie

ASHEVILLE, NC

Jennie Cannon
Asheville Gastroenterology

AUSTIN, TX

Ryan Murray
Austin Gastroenterology

BOSTON, MA

Brian Shelly

CHARLOTTE, NC

Phillip Sanford

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

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

NASHVILLE, TN

Haylee Waddey
Isse Waddey

NEW HAMPSHIRE

Katie Robert
Kelly Rambeau

NEW YORK CITY, NY

Alyssa Frost

ORANGE COUNTY, CA

Staff

ORLANDO, FL

Ashley Johnson

PHILADELPHIA, PA

Maria Grasso

PORTLAND, OR

Lisa Alley
Nikki Moore

RALEIGH, NC

Sarah Richardson
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

Paula Pate
The Cancer Support Center

TUCSON, AZ

Julie Glass *
Debbi Wallace *
Nikki Moore

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

WINSTON-SALEM, NC

Danielle Swicegood
David Hiller

★ colon cancer survivor

 10th annual event

 15th annual event

2019 PRESENTING SPONSORS

ALLENTOWN, PA

OLYMPUS



AUSTIN, TX



BOSTON, MA

OLYMPUS

CHARLOTTE, NC



GREEN BAY, WI

Aurora BayCare Medical Center



HOUSTON, TX

Baylor St. Luke's Medical Center

DAN L DUNCAN
COMPREHENSIVE
CANCER CENTER



OLYMPUS

KANSAS CITY, MO



Health & Wellness

LAS VEGAS, NV



MILWAUKEE, WI



DEPARTMENT OF SURGERY
Division of Colorectal Surgery

NEW HAMPSHIRE



NEW YORK



ORLANDO, FL



ORLANDO GASTROENTEROLOGY, P.A.



PORTLAND, OR



RALEIGH, NC



Digestive
Healthcare



SAN ANTONIO, TX

TUCSON, AZ



TULSA, OK



TWIN CITIES, MN



WICHITA, KS



KANSAS GASTROENTEROLOGY



BENEFITS + COMMUNITY EVENTS

GET YOUR REAR ROLLING

January 19, Muscatine, IA

MN BLUE AWARENESS NIGHT

March 5, St. Paul, MN

MN BLUE RECEPTION

March 12, St. Paul, MN

TRAILBLAZERS COLON CANCER AWARENESS NIGHT

March 23, Portland, OR

BEERS FOR REARS

March 27, Duluth, MN

SHUCK CANCER

March 28, Charlotte, NC

JEEPERS AGAINST COLON CANCER

March 31, Export, PA

BLUE MOON GALA

March 9, Plantsville, CT

SPRING SYNERGY FEST

March 31, Orlando, FL

BEERS FOR REARS

April 27, Brooklyn

HOSA 5K RUN

April 27, Logan, UT

SAVE OUR BUTTS

April 27, Elizabeth, PA

CABOOSE CUP

June 14, Bloomingdale, IL

GREEN BAY BOOYAH VS. CHINOOKS

July 12, Green Bay, WI

DULUTH HUSKIES VS. BORDER CATS

July 27, Duluth, MN

MITCH TURNER DRIVE AWAY CANCER CLASSIC

Sept. 14, Pilot Mountain, NC

GENE KOTARY MEMORIAL CAR RACE

August 25, Vernon, NY

CABOOSE CUP

Sept 13, Austin, TX

HOUSTON SURVIVOR DINNER

October 23, Houston, TX

TOP TEAM FUNDRAISERS

OVER \$30,000

GRANZOW, Charlotte

OVER \$20,000

IT'S MILLER TIME!, Charlotte

OVER \$10,000

Waddey's Warriors, Nashville

Team Whooten, Boston

Team CoveyLove, New York

Shuck Cancer, Charlotte

KG's Beech Bums!, Charlotte

The Dream Team, Charlotte

Longfellow's Booty Call, Raleigh

Wayne's Behind Believers, New Hampshire

Down with MMP...yeah you know me(us)!, Philadelphia

OVER \$5,000

Team MB2, Philadelphia

PE: Behind our Centers, Philadelphia

PANDA POWER, Boston

Brooks Bell, Raleigh

Dash for the Stache, Charlotte

Team Jeannine 5K4J, Boston

Team Rudeen, Twin Cities

Waller on the Warpath to find a Cure, Nashville

Bum Rushers, Boston

Provation Medical, Twin Cities

Sydnor's Striders, Charlotte

Haylee's Heroes for Waddey's Warrior, Nashville

Penn Medicine - Rollin' with the Colon, Philadelphia

Team Tippy, Des Moines

Butt Buddies, Tulsa

Live Moore Team, Portland

A More Big Life, Raleigh

Bob Stew's Bum Crew, Boston

Jake's AssAssins, Grand Rapids

Manhattan Endo Crew -

#1 in the #2 Business, New York

Attain that Grain - beat cancer, Houston

#DinaStrong, San Antonio

Kristi's Tribe, Houston

Team Noodles, Chicago

Young Waves, San Francisco Bay



OVER \$2,500

San Francisco Unified Lions Club, San Francisco Bay
Ken's Colon Cancer Crusaders, Chicago
All About That Bass!, San Francisco Bay
Team Chelsea, Grand Rapids
Mary Bell's Hiney Helpers, New Hampshire
Dan's Fans, Philadelphia
Pattie's Party Poopers, Boston
Kelly J, Boston
TG Strong, Boston
Team Shanie, Kansas City
DAM TWIN SQUAD, Charlotte
legs4meg, Philadelphia
Woodmont Christian, Nashville
Rich's Rumpshakers, Nashville
naviHealth, Nashville
#TeamAuggie, Seattle
In It Tu Nguyen It!, San Francisco Bay
Faith, Hope and Sisterhood, Nashville
Charlotte Gastroenterology & Hepatology, Charlotte
Team Martha Lynn!, Nashville
Frankie's Poo Fighters, Little Rock
JZ, Wichita
Blue Crew, Charlotte
Barry The Bowel, Boston
Dashing For Diane, New York
Team 9R, Seattle
Johnny's Butties, Fort Worth
Dr. Liz, New York
Joan of Arc's Flock, New York
Cristina's Crew, Boston
SF CAN CRC MisFITS, San Francisco Bay
AJB3, Charlotte
Team Sanford, Charlotte
Arlene's Angels, Charlotte
Team G-Mac, Charlotte

Kickin' Colon Cancer in the Rear, Fort Worth
Andrea's Blue Brigade, Orange County
This Run's for you Frank!, Philadelphia
#UltimateFightingCali, Austin
AMSURG Goes Bolder, Nashville
Team Wickham, Fort Worth
LA's Back Enders, Raleigh
Rear Runners Memory of Rachel/ Jim P/Jim S.& Uri, Philadelphia
Strollin' for the Colo, Charlotte
Blue Ribbon Warriors - The Gray Family, Charlotte
Bea's Buddies, Tinley Park
Johnny's Angels, Austin
Just Past Saturn, Houston
Team Cecelia, Chicago
Wind River Cancer Retreats & Programs, Charlotte
Team Mimi, Nashville
Team Live Moore, Tucson
Pack of Hope, Charlotte
Kick Moore Butt, Charlotte
Fox Chase Cancer Center, Philadelphia
Team Mike, Philadelphia
Team Living with Lynch, Houston
Keister Seesters and the Bums, Nashville
Haven Heroes, Charlotte
Miles for Love, Austin
Janine's Booty Kickers, Philadelphia
Michelle Pappas Kick Cancer's Butt, Boston
GAP Bottoms Up Bunch, Winston-Salem
Team BEK, Columbus
T-Strong, Tucson
ResearchPoint Global, Austin
Big Mac's Maniacs, Boston
Carolyn's Colonition, Seattle
Rollin For The Colon, Allentown

2020 STAFF

HOLLY ANDERSON

Executive Director

SARAH DEBORD *

Communications + Program Manager

CHRIS EVANS

Chief Financial Officer

MARIAH KACHEL

Events Manager

KATE KREBS

Outreach + Market Director

RACHEL LEE

Events Manager

CHRISTIE LOCKHART

National Events Director

ERIN PETERSON

Communications Director

TESSA RITTBERG

Graphic Designer + Marketing Coordinator

STACY ZWERDLING

Senior Events Manager

2020 BOARD

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Sr. Program Manager – Medical Education, Medtronic, Inc.

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CFO, Partner, Abdo, Eick & Meyers

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Secretary

Medical Director, Minnesota Department of Health (*retired*)

MATT FLORY

Board Member

Account Representative, State Health Systems, American Cancer Society, Inc.

MATT SOROCHTY

Board Member

Partner, Woodard Hernandez Roth & Day, L.L.C.

MICHAEL P. SPENCER, MD

Board Member

Surgeon, Colon & Rectal Surgery Associates (CRSAL)

* colon cancer survivor



2019 IMPACT REPORT

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