

2020 IMPACT REPORT



WHAT'S INSIDE?

- 3 Letter from President + Board Chair
- 4 About Us
- 5 Financials
- 6 Living With Lynch + #SafewordColonoscopy
- 7 Pandemic Affects + Safer At Home
- 8 Grants

- 9 Events + Volunteer Event Directors
- 10 Presenting Sponsors
- 11 #GYRIGMyWay
- 12 Benefits + Community Events
- 13 Forever Our North Star
- 14 2021 Staff + Board

LETTER FROM OUR PRESIDENT + BOARD CHAIR

Dear Friends,

There is little about 2020 that we can say that hasn't already been said by others. The year was unusual, unprecedented, and remarkable for several reasons. We will remember 2020 not just for the challenges of virtual events, staffing changes, and loss, but also for overcoming each of these. We will remember 2020 for the gratitude we felt for, you, our community.

We were just kicking off event season and colon cancer awareness month when the world as we knew it came to a screeching halt. Still, with your support, we held 37 virtual events and you showed up to join us in staying active and spreading awareness.

As the pandemic surged, we were able to roll out Cost of Cancer mini-grants in many event cities, providing active colorectal cancer patients grants for one-time non-medical expenses, allowing them to focus on family and treatment.

In addition to the challenges brought on by COVID-19, we also felt immense heartbreak brought by colorectal cancer in our Coalition family with the loss of Sarah DeBord. We will continue to honor her work by adding more of the patient/survivor/caregiver voice through a new leadership council and the physician voice through a Medical Advisory Council.

The past few years have brought big changes to the Coalition, but much remains the same. Our staff, volunteer local event directors, board, and you, remain dedicated to the mission. We are excited about the future with new leadership, new perspective, and a renewed sense of purpose.

To our sponsors who stuck with us through the pandemic, to the team captains, and to all who took the changes in stride and continued to fundraise to support screening efforts – THANK YOU!

Sincerely,

Matt Sorochty, Board Chair

Chris Evans, President



Chris Evans, President



Matt Sorochty, Board Chair

ABOUT US



GET YOUR
REAR
IN GEAR

TOUR ^W
TUSH

CABOOSE
CUP

Our Goal: Prevent lives from being cut short by colon cancer

The Colon Cancer Coalition is a leading source for colorectal cancer education, screening, and patient support, encouraging screening for the nation's No 2 cancer killer: colon cancer. We provide opportunities for all people to get access, education, and support for on time screening because colon cancer is most treatable when caught early.

Funds raised through our signature event series are granted back to each local community to increase screening and address health disparities for under- and uninsured patients. Millions of dollars have been given nationwide by the Colon Cancer Coalition to build and sustain programs promoting early prevention, screening, as well as patient support efforts for those living with this disease. By making the words colon, colorectal and colonoscopy a part of everyday language, we believe we can overcome the fear and decrease deaths from this largely preventable cancer.

1 IN 24
DEVELOPS
COLON CANCER

1 IN 5
ARE DIAGNOSED
BETWEEN 20-54

45 IS THE
RECOMMENDED
SCREENING AGE

NEW!

"We want to thank you for the assistance you provided in helping us with our medical bills and gasoline expenses during all the months we had to travel to the START Center for chemotherapy for John's colon cancer. With all of the treatment bills we have, the financial support and Valero Fuel Cards were a big help and took a huge amount of stress off of us. We're not sure what we would have done without your support."

- John & Christi, Thrivewell, 2020 Grant Recipients

2020 FINANCIALS

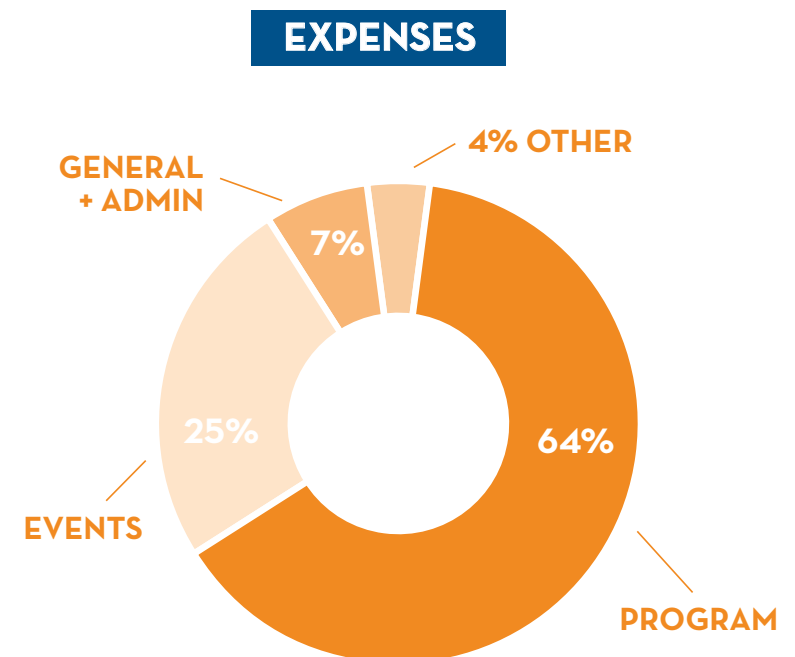
The Colon Cancer Coalition is committed to complete transparency, accountability and efficiency, adhering to the Donor Bill of Rights, and accepted standards for top-rated charities.

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	2020	2019
Individual Contributions	\$1,115,881	\$1,609,501
Grants & Sponsorships	\$598,572	\$702,356
Events	\$52,405	\$328,229
Other	\$19,260	\$22,648
Total Revenue	\$1,786,118	\$2,662,734
Program	\$1,100,823	\$1,606,811
Events	\$428,183	\$614,929
General & Admin	\$128,330	\$211,530
Other	\$70,408	\$57,456
Total Expenses	\$1,727,744	\$2,490,726

BALANCE SHEET	2020	2019
Total Current Assets	\$1,952,329	\$1,832,384
Grants Payable	\$1,408,827	\$1,321,912
Other Liabilities	\$13,414	\$38,758
Net Assets	\$530,088	\$471,714
Total Liabilities & Net Assets	\$1,952,329	\$1,832,384



LIVING WITH LYNCH

In 2020, AliveAndKickn and the Colon Cancer Coalition officially rolled out the “LIVING WITH LYNCH” website, an educational resource with the goal to educate the **1 in 279** Americans who live with Lynch syndrome – including the 95% of those who don’t know they have it. The project’s goal is to increase awareness of this genetic condition and provide support and hope for those with the Lynch syndrome gene in their family.

Living with Lynch participants all shared their stories on video and were photographed to create a series of awareness information that would provide hope and information for others in the Lynch community. The experience is captured at LivingWithLynch.org. The microsite features videos and photos of patients sharing how their Lynch syndrome diagnosis impacts them, their family, and their outlook on the future. AliveAndKickn and the Colon Cancer Coalition hope to help patients Living with Lynch make informed decisions about health and provide a community to relate to as they navigate future health needs.



#SAFEWORDCOLONOSCOPY

When the Colon Cancer Coalition got a call in October from a Dallas-based marketing agency volunteering a fun, unique, and cheeky screening campaign for March, we were thrilled. The more we talked with the team at LERMA the more impressed we were by their vision, commitment to screening for colorectal cancer, and drive to saving lives through increased screening.

LERMA is a next-generation communications agency dedicated to creating disruptive and impactful content for multicultural America. Their campaign brought magical acts, unique radio concepts, billboards, and social engagement with major brands to encourage colonoscopy as a “safe word” that can save lives.

Centered around the word “colonoscopy,” the goal was increase awareness that this magical word can save lives. **See the campaign [HERE!](#)**



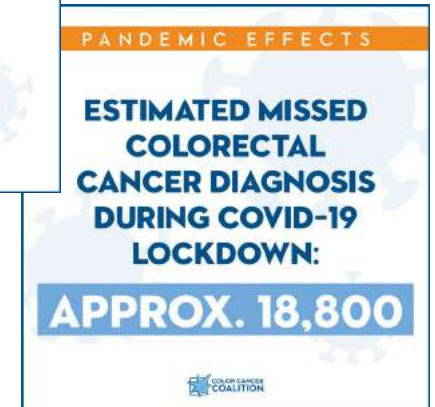
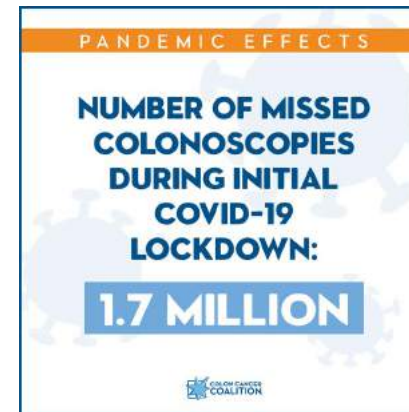
PANDEMIC EFFECTS

We all know 2020 was a crazy year. Distance learning. Cancelled vacations. Virtual events. **Delayed screenings.**

Back in March, aka Colorectal Cancer Awareness Month, as we were hitting our awareness-raising groove, the world as we knew it came to a screeching halt. Unprecedented in our lifetime. We lost a lot during the early months of the Coronavirus pandemic.

During this time it is estimated that 1.7 million colonoscopies were missed. Over 18,800 colorectal cancer diagnoses were delayed. And 4,500 unnecessary deaths may be the cost for these delays over the next several years.

To help spread awareness, we planned a two-week “Pandemic Effects” awareness campaign bringing back messages that got sidelined in March, and renewing calls for Americans to pick up the phone and talk to their doctor about screening for colorectal cancer.



SAFER AT HOME BLOG SERIES

To help combat feelings of uncertainty during the time of significant change, we put together a 6 week Safer At Home blog series focusing on physical and mental health, and other wellness resources.

Blogs featured a variety of podcasts, apps, books, healthy recipes, art projects, documentaries, a 6 week fitness challenge, and interactive virtual experiences such as virtual zoo visits, virtual concerts, virtual roller coasters, and more!

Read the blogs:

[WEEK 1](#) [WEEK 2](#) [WEEK 3](#) [WEEK 4](#) [WEEK 5](#) [WEEK 6](#)



2020 GRANTS

Allentown, PA

Cost of Cancer Food Program

Baton Rouge, LA

WBRZTV

Boston, MA

Boston Healthcare for the Homeless
Harvard Medical School Family Van
Public Awareness Campaigns: PSA/
Recycling Kiosks and sports program

Charlotte, NC

Atrium Health Foundation
Chester County Literacy Council
Novant Health + Levine Cancer Institute
Novant Health Presbyterian
Wind River Cancer Wellness

Colchester, VT

Cancer Patient Support Foundation

Cromwell, CT

Paltown Development Foundation

Des Moines, IA

Colon Cancer Foundation of Iowa

Houston, TX

Public Educational Tool

Kansas City, MO

Andrew J Somora Foundation
Public Awareness Campaign Billboards

Las Vegas, NV

Volunteers in Medicine of Southern Nevada

New Hampshire

Health First Family Care Center

New York, NY

Colon Cancer Foundation
Cost of Cancer
Early Age Onset Colorectal Cancer Summit
Good Health Ideas

Orange County, CA

AliveAndKickn Lynch Syndrome

National

Public Awareness Campaign in Times Square
Public Awareness Campaign #SafewordColonoscopy
We Have Cancer Podcast

Philadelphia, PA

Jefferson University Hospital

Portland, OR

Providence Cancer Institute Cost of Cancer

San Francisco

Operation Access

Tinley Park, IL

Jennifer Fallick Cancer Support Center

Tucson, AZ

El Rio Health Center Foundation

Tulsa, OK

OU Foundation

Twin Cities, MN

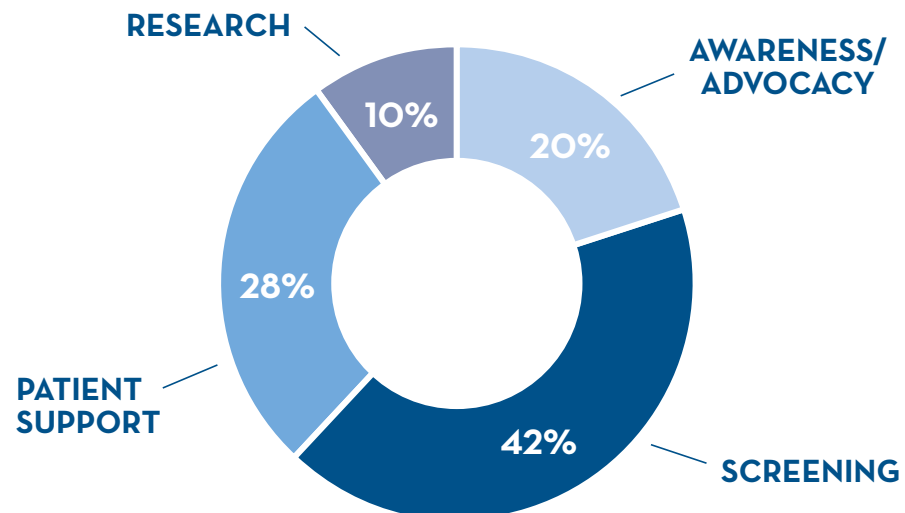
Angel Foundation
Awareness - on air PSA
Cost of Cancer
Jack's Caregiver Coalition
Lynch Syndrome Support Group
University of MN Physicians
Ostomy Support Group

Wichita, KS

Surgical Specialists PA

Winston-Salem, NC

Cancer Services, Inc



2020 EVENTS + VOLUNTEER EVENT DIRECTORS

Allentown, PA

Gale Fritsche ★

Arkansas

Toni McDuffie

Asheville, NC

Roberta Golden
Asheville Gastroenterology

Austin, TX

Ryan Murray
Austin Gastroenterology

Baton Rouge, LA

Tavia Crumpler

Boston, MA

Brian Shelly

Charlotte, NC

Philip Sanford

Chicago, IL

Colchester, VT

Sarah Lemnah

Columbus, OH

Tammy Phillips
Trish Smith ★

Des Moines, IA

David McCluskey ★
Colon Cancer Foundation Of Iowa

Grand Rapids, MI

Chelsea Boet

Fort Worth, TX

Michelle Squires

Green Bay, WI

Hannah VanHoof
Aurora BayCare Medical Center

Houston, TX

Allison Rosen ★

Indianapolis, IN

Jennifer Ward

Kansas City, MO

Stacie Moody

Milwaukee, WI

Lynn Dickinson
Medical College of Wisconsin
Pete Dickinson

Natinoal Quarantine Edition

#GYRIGMyWay

New Hampshire

Katie Robert

New York City, NY

Alyssa Frost

Orlando, FL

Ashley Johnson

Philadelphia, PA

Maria Grasso

Portland, OR

Lisa Alley

Raleigh, NC

Sarah Richardson
Marlee Helbig

Reno-Tahoe, NV

Melissa Perez-Rios

Runs For Buns

Beech Mountain, NC

Talia L. Freeman

San Antonio, TX

Elinor Gingerich

San Francisco, CA

Jenny Yu

Savannah, GA

Licensed
Lewis Cancer + Nancy
N. And J.C. Research Pavilion

Seattle, WA

Tucson, AZ

Debbi Wallace ★

Tulsa, OK

Whitney Dorsey

Twin Cities, MN

Caboose Cup

Twin Cities, MN

Dan McQuillen
Paula McQuillen


Wichita, KS

J.J. Sorochty

Winston-Salem, NC

Danielle Swicegood
David Hiller

★ colorectal cancer survivor

 virtual event

2020 PRESENTING SPONSORS

ALLENTOWN, PA



AUSTIN, TX



BATON ROUGE, LA



BOSTON, MA



CHARLOTTE, NC



COLCHESTER, CT



COLUMBUS, OH



FORT WORTH, TX



HOUSTON, TX



KANSAS CITY, MO



NEW HAMPSHIRE



NEW YORK



ORLANDO, FL



PHILADELPHIA, PA



PORTLAND, OR



RENO-TAHOE, NV



SAN ANTONIO, TX



SAN FRANCISCO, CA



SEATTLE, WA



TULSA, OK



TWIN CITIES, MN



WICHITA, KS



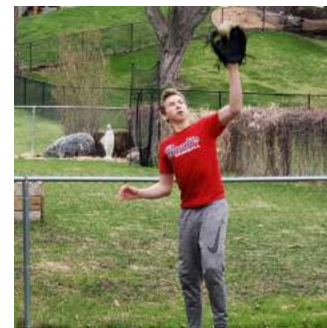
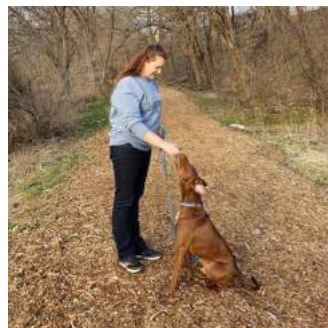
WINSTON-SALEM, NC





#GYRIGMYWAY

With public health safety in flux in 2020 and many in our colorectal cancer community at risk, we decided to go virtual with our events. As a way to stay together in our fight against colorectal cancer, while safely apart, we hosted Get Your Rear in Gear® - Quarantine Edition – a walk, run, bike, kayak, hike, roller blade, dance, yoga (you get the picture) event that participants completed virtually. While it was difficult not to see each other in person, we were still able to come together to help prevent unnecessary deaths, honor survivors, and support patients.



“My identity prior to my cancer experience was that of a hardworking, kind of abrasive, in your face, get it done, no excuses kinda guy. I think people were fairly intimidated by me. One of my partners pretty much avoided any confrontation because he knew it was gonna be an outright battle and I wasn’t gonna lose. But anyone who’s faced the challenge of caring for a loved one with cancer will tell you that it challenges you to grow. It’s made me a way better boss. A way better husband. A way better father. A way better person. I’m a lot more empathetic than I ever was. I continue to find more opportunities to just be humble and caring and compassionate. I believe what becoming a member of Jack’s did for me was accelerate that growth, maybe even exponentially. The stuff I’ve learned and the relationships I’ve built have given me the confidence, the clarity, and peace of mind that I am in fact bringing my best to my challenges.”

- Rich, Jacks’ Caregiver Coalition, 2020 Grant Recipient

2020 COMMUNITY EVENTS

Fort Worth Survivor Dinner (Mar 7)

Texas Survivor Dinner (July 12)

Panda Express (Nov 7)

Farmer's Daughter (Nov 28)



Texas Survivor Dinner

FUNDRAISE YOUR WAY BENEFITS

4x4x48 Crush Colon Cancer

Jammie Run for Jen

Hansen Holidays

Max Buzz Cut for Cancer



Farmer's Daughter



Max Buzz Cut for Cancer

OUR FOREVER NORTH STAR



In July of 2020, our amazing coworker and friend, Sarah DeBord, reached the end of her colon cancer journey. Sarah was a fierce advocate both for herself and her fellow young-onset colorectal cancer patients. Her voice and her words lifted and inspired so many during her eight years of truly LIVING with metastatic disease. We will forever be touched by her generous spirit, her quick wit, and her raw honesty.

Sarah chose to use her experiences as a patient to help others. She didn't let a delayed stage IV diagnosis stop her from experiencing new things or finding new passions. We are proud that Sarah chose to channel those passions into her work at the Colon Cancer Coalition. She never waived in her vision to help young people learn the signs and symptoms and advocate for themselves so they may have a different outcome.

She was never quiet about her disease and the ups and downs of treatment. Sarah shared so that others could find comfort in knowing they were not alone and find inner strength. Her light lives on in her two boys. Her parenting-with-cancer mantra blessed her sons with memories of a loving mother, and fierce advocate for others.



2021 STAFF

Chris Evans

President

Mariah Kerr

Event Manager & Project Specialist

Kate Krebs

Director of Marketing

Rachel Lee

Events Manager & Program Specialist

Christie Lockhart

Director of Events & Community Engagement

Erin Peterson

Director of Mission & Partnerships

Tessa Rittberg

Marketing Manager

Amy Sawdy

Finance Director

Stacy Zwerdling

Sr. Event & Community Engagement Manager



2021 Staff

2021 BOARD

Matt Sorochty

Board Chair

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

Jane Korn

Secretary

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

Matt Flory

Treasurer

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

Mary Harris, PhD

Board Member

Vice President, Austin Community College

Lisa Laliberte

Board Member

Director of Marketing & Communications, MNGI Digestive Health

Allison Rosen *

Board Member | Local Event Director - Houston

Project Director, Center for Health Promotion & Prevention Research,
The University of Texas Health Sciences Center at Houston

Brian Shelly

Board Member | Local Event Director - Boston

Director of Sales, Payer Strategies, athenahealth

* colorectal cancer survivor