

2022

IMPACT REPORT



COLON CANCER
COALITION®

WHAT'S INSIDE?

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To our coalition,

We want to express our sincere gratitude for the support you provide the Colon Cancer Coalition in 2022. Thanks to you **over \$1.3 million** was invested directly into local programs supporting the full continuum of screening. Our work is dedicated to ensuring patients have equitable access to colorectal cancer screening and follow-up care. We invest 40% of our programming dollars into screening, and 20% respectively into awareness and educational programming, patient support, and research.

We were able to do this because of the ongoing support of our grassroots community and our coalition of individuals, health care providers, sponsors, volunteers, and donors. 2022 marked the return of in person Get Your Rear in Gear events, including our first ever international event with a 5K along the beach in Nassau, Bahamas and four new (or returning) events in the States. Our event schedule also included four large non-Get Your Rear in Gear events that brought colorectal cancer awareness and education to even more communities.

Our education and awareness efforts in March have brought national and international recognition for the Mission to Uranus campaign that resulted in over 45 million impressions in 31 days and helped fuel a 15% increase in scheduled colonoscopies in 2022.

With your help, 2023 continues this same trend of increased awareness, funded programs, and local impact.

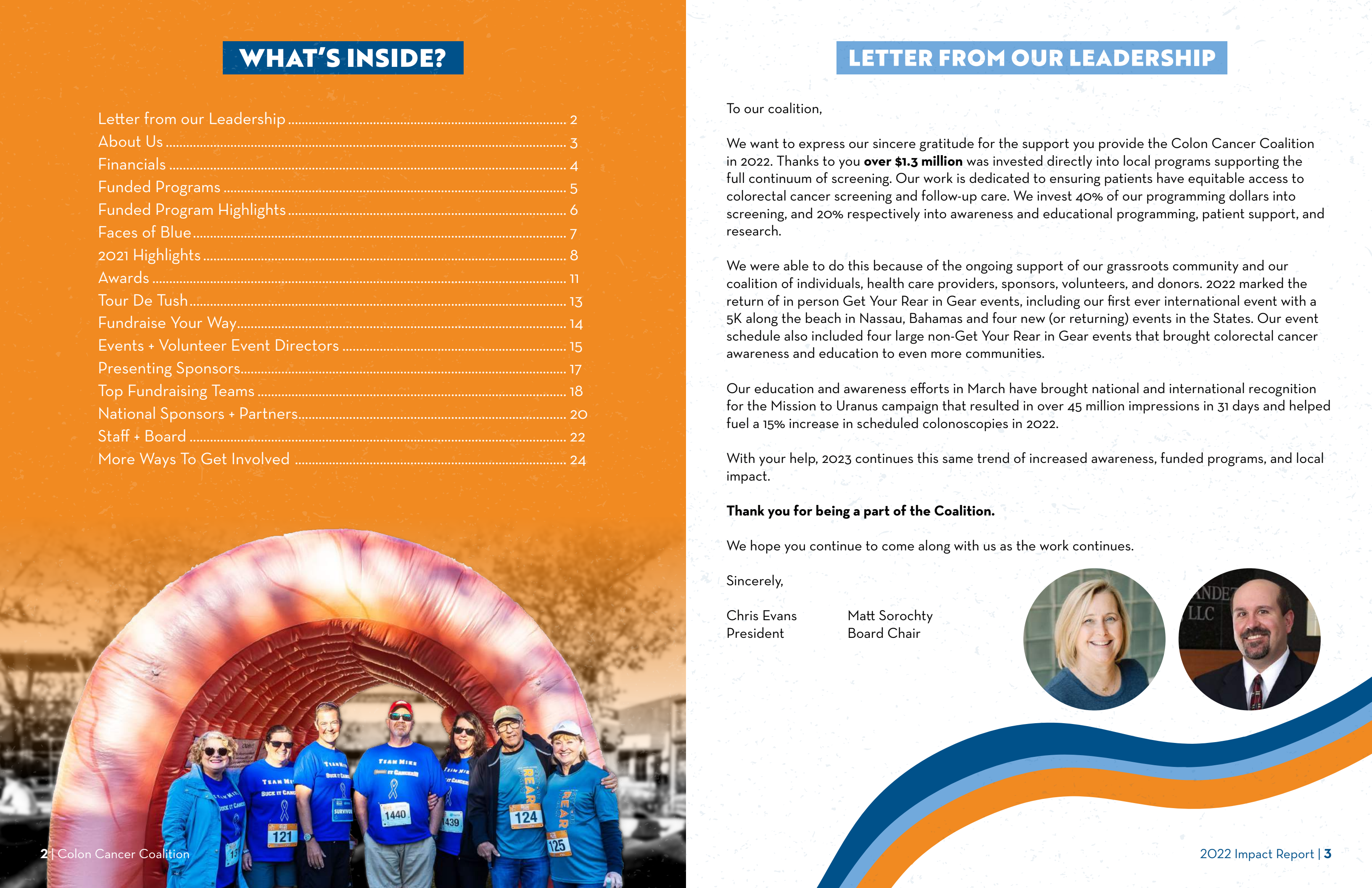
Thank you for being a part of the Coalition.

We hope you continue to come along with us as the work continues.

Sincerely,

Chris Evans
President

Matt Sorochty
Board Chair



ABOUT THE COLON CANCER COALITION

The Colon Cancer Coalition is a national coalition of people determined to end colorectal cancer deaths by increasing screening and educating the public about the signs and symptoms of this treatable and often preventable disease.

We want all people to understand their risk factors and get the right screening at the right time.

As an organization focused on grassroots and local efforts, each year we grant over \$1M to local community programs that will raise screening rates, increase awareness, educate the public about the signs and symptoms of the disease, and provide support to patients and caregivers.

OUR VISION

To make colorectal cancer screening a life-long health practice available to all.

OUR MISSION

To improve health outcomes by reducing barriers to complete colorectal cancer screening and educating the public to advocate for their own health through tailored, local, grassroots solutions.

OUR VALUES

Advocacy Knowledge is power – be an advocate.

Authenticity Be inspired by and inspire others to action through our passion and authentic connections.

Joy Celebrating life, each other and even adversity.

Compassion Optimism for the future; compassion, courage, and strength in the face of challenges.

Community Staying grounded to our roots; collaborating with our community, driving change and action.

Trust Inclusion, empathy, grace, and transparency.

Dignity Supporting survivors and caregivers; remembering those who we have lost; providing dignity and connection in shared experiences.

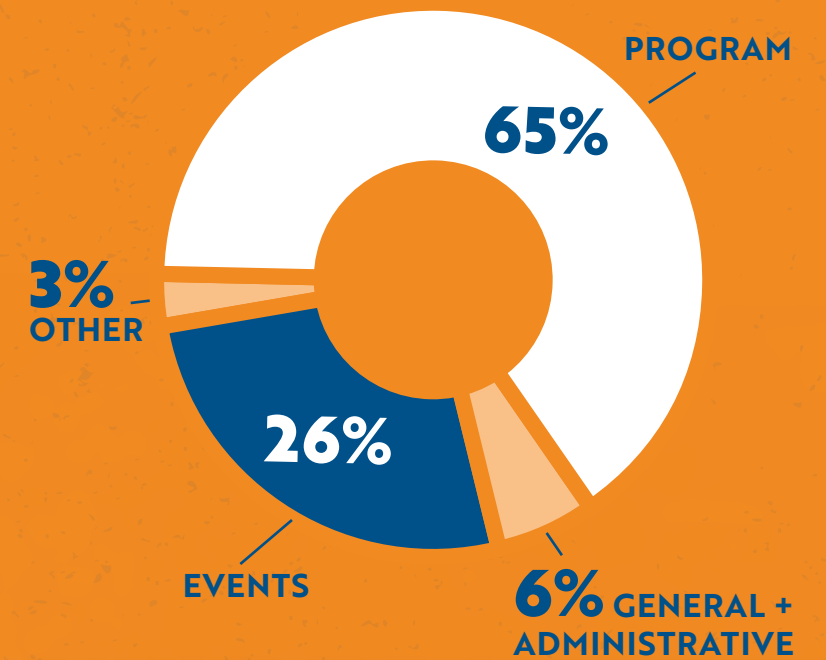


FINANCIALS

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 26%. All of our events emphasize awareness and symptom education in addition to fundraising.

EXPENSES



FINANCIAL STATEMENT	2022	2021
Individual Contributions	\$1,988,825	\$1,510,425
Grants & Sponsorships	\$762,035	\$697,885
Events	-\$40,292	-\$96,000
Bequest	\$3,000,000	\$0
Other	\$199,658	\$27,472
Total Revenue	\$5,910,226	\$2,139,782
Program	\$1,860,134	\$1,313,955
Events	\$736,548	\$440,128
General & Admin	\$181,499	\$133,050
Other	\$73,867	\$71,068
Total Expenses	\$2,852,048	\$1,958,201

BALANCE SHEET	2022	2021
Total Current Assets	\$5,683,086	\$2,569,547
Grants Payable	\$1,667,818	\$1,714,477
Other Liabilities	\$245,421	\$143,401
Net Assets	\$3,769,847	\$711,669
Total Liabilities & Net Assets	\$5,683,086	\$2,569,547



FUNDED PROGRAMS

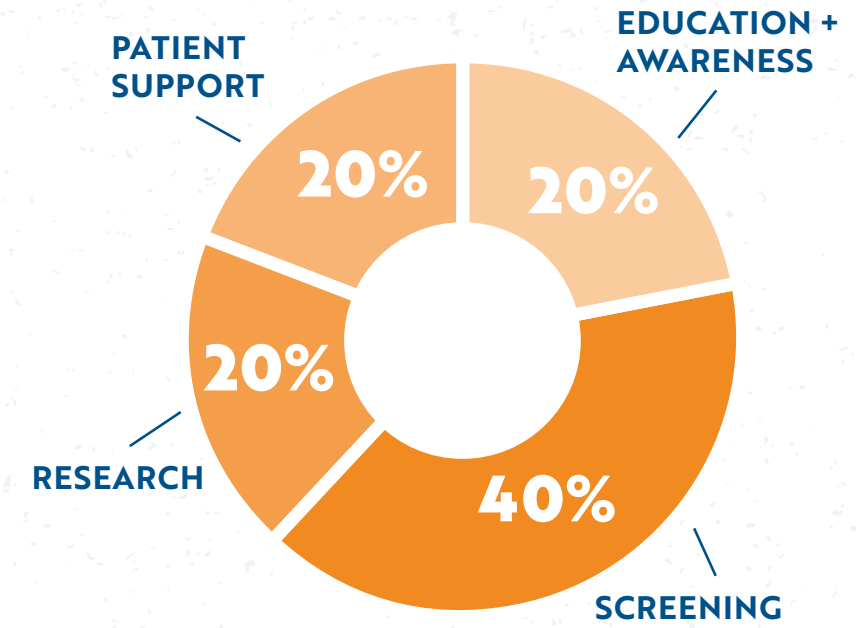
The Colon Cancer Coalition directs money raised through Get Your Rear in Gear events and other fundraising into programs to increase screening, raise awareness, support patients, and fund research. In 2022 we funded over 85 individual grants in support of these priorities.



SCREENING	AWARENESS + ADVOCACY	PATIENT SUPPORT	RESEARCH
Stool-based screening	Lynch syndrome awareness and advocacy	Financial assistance	Rectal cancer research including genetic profiling of tumors
Colonoscopies and Ancillary services	Legislative advocacy	Support groups & for patients and caregivers	Early onset colorectal cancer causes
Prep kits and transportation	Focused messaging to under-screened populations	Navigation for newly diagnosed patients	Research on patient quality of life interventions
Biomarker and Genetic testing	Inflatable colon and Educational materials	Medical Supplies	Research addressing health disparities in CRC surgical treatment
Physician and clinician training	Community events and workshops	Medically tailored food programs	Creation of early onset research database



FUNDED PROGRAMS



JUST A FEW OF OUR 85 PARTNERS IN 2022



GET YOUR REAR IN GEAR® GOES INTERNATIONAL AND SUPPORTS PATIENTS IN THE BAHAMAS



In 2021, we were introduced to Andrea Darville, a 31-year-old stage III colorectal cancer patient. She was a former Miss University of Bahamas, independent business owner, and beloved community member who sought a colonoscopy after reading about Chadwick Boseman and realized the symptoms she was experiencing could be colon cancer.

Andrea wanted us to put on a Get Your Rear in Gear® in the Bahamas. Her biggest wish was that people in the Bahamas were better educated about colorectal cancer and had the economic means to get treatment if they were diagnosed.



After her diagnosis, Andrea moved in with her sister Emily in order to continue financing her own treatments and be surrounded by her large and loving family.

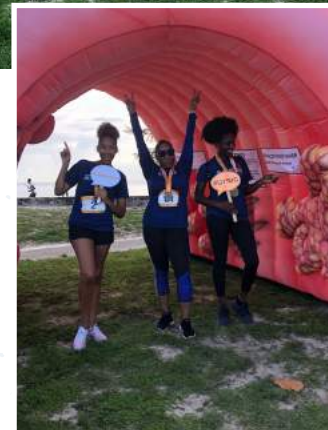
The inaugural Get Your Rear in Gear® - Bahamas was planned for May 14, but unfortunately, Andrea passed away from complications from her disease on April 2, 2022, before the event could happen.

Her sister Emily honored Andrea's wishes to complete the event, and after not only the loss of her sister but a severe tropical storm and island-wide flooding that postponed the event, it finally took place on May 28, 2022.



Working with the Cancer Society of the Bahamas, the Colon Cancer Coalition set up a fund to pay for treatments for patients diagnosed with colorectal cancer. We were also very honored to gift the Bahamas an inflatable colon that they now use to educate the public on each of the 30 inhabited islands.

Andrea will not only be remembered for her beauty inside and out and her lasting impact on colorectal cancer in her home country as we plan for Get Your Rear in Gear® - Bahamas in 2023 and into the future.



To support the Bahamas or join the event, click [HERE!](#)



IGNITE THE SPARK 🔥

Colon Cancer Coalition founder, Kristin is from a large loving family who, when faced with a diagnosis of colorectal cancer in their sister Susie, sprang into action and the Get Your Rear in Gear movement was born to raise awareness of colorectal cancer.

After Susie's death in 2002, Kristin took the passion of her family, her love for her sister, and a leap of faith to make Susie's vision come to life. In 2005 the first Get Your Rear in Gear® was held in Minneapolis. Now, nearly 20 years later, over 300 thousand people have participated in this movement!

In 2022, the "Ignite the Spark" award was presented to Kristin at Get Your Rear in Gear - Twin Cities, recognizing the impact she made in her sister's memory on the hundreds of thousands of people the organization has touched in the past nearly two decades.

[Read more about Susie and Kristin's impact here.](#)



THE SARAH DeBORD MEMORIAL GRANT

In February 2022, the Coalition made a commitment that along with the Minnesota Colorectal Cancer Research Foundation (MCCRF) we would fund an annual grant named in honor of our dear friend and colleague, Sarah DeBord.

The Sarah DeBord Memorial Grant will be given to a researcher at the University of Minnesota looking into the causes and topics that affect young onset colorectal cancer patients. Sarah's nearly 9-year journey with young onset colorectal cancer came to an end in July 2020. We are thrilled and humbled to remember her this way.



Sarah DeBord

*Chris Evans, president,
Colon Cancer
Coalition and Dr. Sandy
Muschenheim, president,
Minnesota Colorectal
Cancer Research
Foundation*

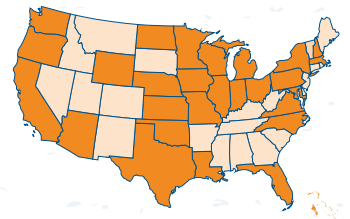


A SNAPSHOT OF 2022

Thank you to our amazing community of volunteers, survivors and patients, caregivers, donors, participants, and supporters for coming together to make such an impactful year!



234 blue landmarks
across **31** states



events in **2** countries with
28 states & **42** cities



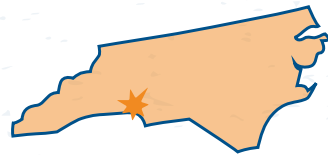
20,216 individual
donations



approx **11,700**
Get Your Rear in Gear®
participants



35 Faces of
Blue stories



Largest event:
Charlotte, NC with
1,186 participants

FUN FACT:
TX and NC both
had **4** events &
WI had **2**!

FACES OF BLUE



AARON WATTS

“Since his diagnosis 13 years ago, Aaron has advocated tirelessly to increase awareness of stories like his own. He worries that people especially in the Black community and other communities of color do not have resources and early screening measures because of health inequities.

Often, he says, their cancers go undetected until it is too late. Luckily, in Aaron’s case, his doctor was also a Black man who understood the importance of early screening measures in the Black community.”



MEGAN TRIMBLE

“I’ve shared my story and encouraged others to get tested. I have grown closer to my family, loving harder and being more open. I have fallen in love and gotten married. I get to care for others the way I hope I will be cared for if I need it, and I make every day count. I look forward to every opportunity to share my story. Knowing I have Lynch syndrome and understanding my risks empowers me to step into my life and live it well.”



NADYA CARLSON-BOWEN

“It has been seven years since Nadya lost her sister, Vera, to colon cancer, but that hasn’t stopped her from keeping her spirit alive. Nadya has been doing everything she can to share her sister’s story helping to raise awareness for young onset colorectal cancer.

One major way Nadya chose to keep her sister’s spirit flourishing was through a memoir she wrote for Vera titled “Finding Faith and Hope.” In the book she shares more about their lives, their journey from Russia to America, and experiences with Vera, including her cancer journey. Nadya hopes her story can help those going through similar situations to hers, ‘even though it is tough to lose loved ones, the outcome can eventually guide you in a positive direction.’”



Thank you for supporting
Faces of Blue in 2022!



Read more stories or
submit your own [HERE!](#)

FUNDRAISE YOUR WAY

Fundraise Your Way drives the Colon Cancer Coalition's ability to fund programs not primarily tied to local Get Your Rear in Gear events. Your efforts help get people screened, support survivors and caregivers, and reduce the cost of cancer nationally.



CARIN' FOR SHARON!

January 2022 | Rochester, MN

CTCA GO BLUE

March 2022 | Nationwide

CRUSH COLON CANCER 4X4X48

March 4-6, 2022 | Kansas City, MO

EVAN'S BLACK BELT STRIDE TO FIGHT COLON CANCER

March 1-15, 2022 | Illinois

SHEILA'S BIRTHDAY EVENT

March 17-18, 2022 | Los Angeles, CA

COLON CANCER AWARENESS WALK

March 27, 2022 | Scottsdale, AZ

#LIVEFEARLESSLY

March 2022

S3_FCA

March 2022 | California

CLIMB FOR COLORECTAL CANCER

April 3, 2022 | Phoenix, AZ

OWEN DAVIES MEMORIAL CUP

April 9, 2022 | Houston, TX

BULLSEYES FOR BUTTS!

April 29th and 30th, 2022
Landingville, PA

RACING FOR A CAUSE

2022 race season | North Dakota

CABOOSE CUP - BLOOMINGDALE, IL

June, 2022 | Bloomington, IL

DAN'S BIRTHDAY WISH

June, 2022 | Portland, OR

BADWATER 135

July 11, 2022 | Kansas City, MO

CHS 2002 REUNION

July 30, 2022 | Oregon

FERDINAND SUPPORT STREAM, IN HONOR OF BILLY KAMETZ

FALL CUTCHENS CLASSIC

August 19-21, 2022 | Des Moines, IA

CORNHOLE FOR COLON CANCER

August 28, 2022 | Ridgefield, CT

LEMONADE STAND FOR PAPA

Utica, MI

PAULA STRONG

September 9, 2022 | Wisconsin

MITCH TURNER DRIVE AWAY CANCER CLASSIC

September 24, 2022
Pilot Mountain, NC

CABOOSE CUP - AUSTIN

September 30, 2022 | Austin, TX

BRITTA'S BADGER BASH

October 1, 2022 | Madison, WI

CRUSHING COLON CANCER FOR CARRIE

October 1, 2022 | New Hampshire

MIKE BAKER BIKES 400 MILES IN OCTOBER FOR COLON CANCER AWARENESS

October 2022 | Omaha, NE

2ND ANNUAL BEERS FOR REARS RALEIGH, NC

November 5, 2022 | Raleigh, NC

ROCK THE ROUTE!!

November, 2022 | Tulsa, OK

JUVY MORELOS FORBES CREATING A BRIGHTER TOMORROW FOR T

November 2022 | Florida

CHECK YOUR CABOOSE! WORKOUT AGAINST CANCER

November 28-December 26
Pennsylvania

2022 HOLIDAYS

December 2022



Paula Strong



Caboose Cup - Austin



Honoring Bob Tess



Bullseye For Butts



Caboose Cup - Bloomington

MISSION TO URANUS

Exploring Uranus is the most important mission on Earth. We know people have made fun of the planet Uranus for generations, so we leaned heavily on the juvenile joke to invite and troll influencers on Twitter to create an out-of-this-world awareness campaign. Using social listening tools, #MissionToUranus got inserted into relevant conversation during March: Submarine Day, Live Long and Prosper Day, the launch of an Omega watch call Uranus, and The Oscars, to name a few.

Across the 31 day campaign, approximately 45 MILLION impressions were made across Twitter, Facebook, TV and Times Square!

The Coalition is eternally grateful to Flor Leibaschoff and the entire BeautifulBeast family for their creativity, passion, and support. Mission to Uranus is dedicated to the memory of Damien Leibaschoff, Flor's brother who passed away in 2019 after living four years with stage IV colon cancer. We are unbelievably humbled to be a part of the work that has received this amount of international recognition.

“Not in a million years would I have thought I would be writing this today.

Coming from a family of generations of doctors, my brother and I had been taught since the day we started breathing that prevention is better than treating a disease.

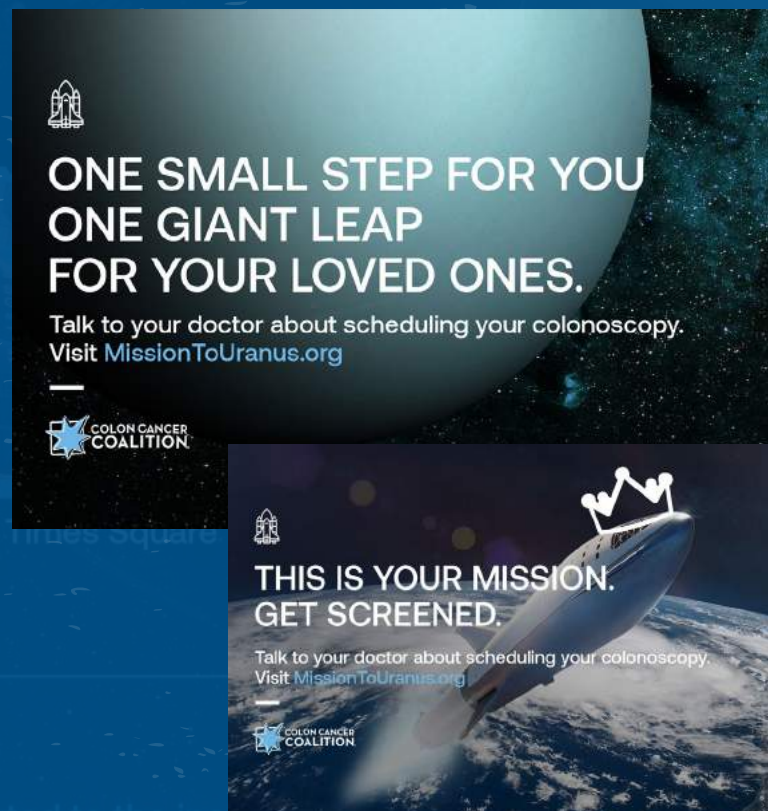
In Spanish “Mejor prevenir que curar.” Yet, here I am. And he is not.

May 6, 2023, marked the fourth anniversary of Damian's passing.

I can still remember the whirlwind of the moment his diagnosis occurred... “

[Click here to read Flor's letter.](#)

Times Square Billboard



AWARDS + RECOGNITION

ARGENTINA

Fepi Festival

Grand Prix Integrated Campaign

Grand Prix Digital

Gold Public relations

Gold Social Media Campaigns

Gold Creative dates

Gold Public Good

Gold Public Good and Corporate Social

Responsibility Campaigns

Silver Institutional and Corporate Image Mission

To Uranus

Fiap Festival

Gold Social Content

Silver Health

Bronze Public Health - Effectiveness

Bronze Innovation in social media

El Ojo de Iberoamérica

Bronze Digital & Social

SPAIN

El Sol Festival

Silver Best Marketing in Social Media

Bronze Best Digital Campaign

Saniss

Gold Health/Effectiveness NGOs

Gold Health/Social Media

SWITZERLAND

Luum Festival

Gold Health & Wellness Education & Awareness - Internet/Social Media

Gold Health & Wellness Education & Awareness - Effectiveness

UNITED STATES

Radio Mercury Awards

Gold Space History, Space History

NYFestivals

Silver Digital Mobile

Bronze Small Budget/Big Idea

Finalist Small Agency

NYFestivals Health

Finalist Health & Wellness: Health Awareness &

Advocacy: Social Media - Multi-Platform

Campaign

Finalist Health & Wellness: Health Awareness &

Advocacy: Public Relations

Finalist Health & Wellness: Health Awareness

& Advocacy: Audio - Radio (Recruitment/Space

History)

The One Show

Merit Social Media - Single Platform

Finalist Social Media - Single Platform

AAF Addys, National

Gold Social Media Campaign

Gold Integrated Advertising Campaign -

Regional/National - Consumer

Gold - Public Service Online/Interactive Campaign

Judge's Choice Integrated Advertising Campaign

AAF Addys, Regional (District 10)

Best of Show Integrated Advertising Campaign - Regional/National - Consumer

Gold Integrated Advertising Campaign - Regional/National - Consumer

Gold Public Service Online/Interactive Campaign

Gold Social Media, Campaign

Special Judges Award Social Media, Campaign

AAF Addys, Local

Best of Show Integrated Advertising Campaign - Regional/National - Consumer

Gold Public Service Online/Interactive Campaign

Gold Integrated Advertising Campaign - Regional/National - Consumer

Gold Social Media, Campaign

Silver Regional/National Radio Commercial :30

Seconds Or More (Recruitment)

Silver Regional/National Radio Commercial :30

Seconds Or More (Space History)

Bronze Regional/National Television Commercial

EVENTS + LOCAL VOLUNTEER EVENT DIRECTORS

- | | | |
|--|---|--|
| <p>NASSAU, BAHAMAS
Emily Darville
<i>Andrea Darville
(In Loving Memory)</i></p> | <p>GRAND RAPIDS, MI
Spencer Vereecken*</p> | <p>BEECH MOUNTAIN, NC
RUNS FOR BUNS
Talia Freeman</p> |
| <p>ALEXANDRIA, VA
Cheryl Aston*</p> | <p>GREEN BAY, WI
Jessica Winkel
<i>Aurora BayCare Medical Center</i></p> | <p>SAN ANTONIO, TX
Elinor Gingerich</p> |
| <p>AUSTIN, TX
Ryan Murray</p> | <p>HOUSTON, TX
Allison Rosen*</p> | <p>SAN FRANCISCO
BAY AREA, CA
Jenny Yu - virtual</p> |
| <p>BALTIMORE, MD
Wendy Paxton*</p> | <p>INDIANAPOLIS, IN
Dave Galvin</p> | <p>SEATTLE, WA
Staff</p> |
| <p>BOSTON, MA
Brian Shelly</p> | <p>KANSAS CITY, MO
Stacie Moody-McClung</p> | <p>TULSA, OK
Whitney Rodich</p> |
| <p>BATON ROUGE, LA
Tavia Crumpler*</p> | <p>MILWAUKEE, WI
Heather Walker</p> | <p>TWIN CITIES, MN
Staff</p> |
| <p>CHARLOTTE, NC
Phillip Sanford</p> | <p>NEW YORK CITY, NY
Alyssa Frost
Malvina Kefalas</p> | <p>TUCSON, AZ
CABOOSE CUP
Staff</p> |
| <p>CHICAGO, IL
Staff</p> | <p>NEW HAMPSHIRE
Katie Robert</p> | <p>WINSTON SALEM, NC
Danielle Swicegood
David Hiller
Todd Pittman</p> |
| <p>COLUMBUS, OH
Tammy Phillips
Trish Smith</p> | <p>ORLANDO, FL
Ashley Johnson</p> | <p>WICHITA, KS
J.J. Sorochty</p> |
| <p>DES MOINES, IA
David McCluskey*
Winonah McCluskey
<i>Colon Cancer Foundation Of Iowa</i></p> | <p>PHILADELPHIA, PA
Maria Grasso</p> | |
| <p>DENVER, CO
Laura Schierburg</p> | <p>PORTLAND, OR
Lisa Burge</p> | |
| <p>FORT WORTH, TX
Michelle Squires</p> | <p>RALEIGH, NC
Marlee Helbig*
Holly Scott</p> | |

* = colorectal cancer survivor



THANK YOU PRESENTING SPONSORS!

ASHEVILLE, NC



AUSTIN, TX



BATON ROUGE, LA



BALTIMORE, MD



BOSTON, MA



CHARLOTTE, NC



COLUMBUS, OH



DENVER, CO



FORT WORTH, TX



GREEN BAY, WI



HOUSTON, TX



KANSAS CITY, MO



NEW YORK



ORLANDO, FL



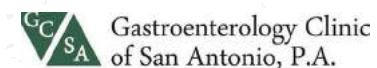
PORTLAND, OR



RALEIGH, NC



SAN ANTONIO, TX



TULSA, OK



TWIN CITIES, MN



WICHITA, KS



WINSTON-SALEM, NC



2022 TOP FUNDRAISING TEAMS

Top Fundraising Teams by amount raised

\$20,000+

It's Miller Time, Charlotte
Team Erin, Seattle

\$5,000 - \$9,999

Speedy G, Tour de Tush
Team Jeannine 5K4J, Boston
GAP's Bottoms Up Bunch, Winston Salem
Johnny's Angels, Boston
Team CoveyLove, New York
Mark's Loonies, New Hampshire
Bum Rushers, Boston
DHA Hot Snares, Boston
Team Whooten, Boston
Harper Costin, Runs for Buns

\$10,000 - \$19,999

Longfellow Team Booty Call, Raleigh
Digestive Health, Winston Salem
Team Logan, New York

A More Big Life, Raleigh
Sarah's Stars, Boston
Charlotte Gastroenterology & Hepatology, Charlotte
Team Abolafia, Seattle
Bottoms Up Blaynies, Charlotte
Team Tippy, Des Moines
Team Noodles, Chicagoland
Guardian Angels, Milwaukee
Olympus Tough Crew 2022, Tour de Tush

\$2,500 - \$4,999

Team GMac, Charlotte
Steven's Fondillo Kickers, Austin
Blue Ribbon Warriors, Charlotte
Dan's Fans, Philadelphia
The Tita-tinis, New York
Team Tesia, Columbus
The Everything Cookies, Asheville
Chesapeake Urology, Baltimore
All About That Bass, San Francisco
Dream Team, Charlotte
Pat's Pack, Boston
Ryan's Runners, New Hampshire
Team Nordeen, Twin Cities
Graham's Gang, Orlando
Brians Butt-ies, Philadelphia
Team Cesar, Houston
Team Nuttall, Tour de Tush
Pansa Power, San Antonio
Babette's Babes and Bros, Philadelphia
Team Sydney, Seattle
Kay's Crusaders, Twin Cities
Team Joan, Des Moines
TeamMB2, Philadelphia
#AutumnStrong, Fort Worth
Team Semi Colon, Houston
Bottoms Up and Smile, Denver
Dashing for Diane, New York
Erin's Constipation Crushers, Orlando

Team Bill, Alexandria
Dixie Lite, Twin Cities
Brads Bunch, Indianapolis
The Shannypoo-poops, Philadelphia
Team 9R, Seattle
Dash for the Stache, Charlotte
Blue Crew, Charlotte
Just Past Saturn, Houston
Clausen Clan, Twin Cities
Down with Disease, Runs for Buns
Sam's Rump Shakers, Milwaukee
AMC for Meryl Massey, Kansas City
Porkchops & Divas for Cindy Ford, Fort Worth
Team Sanford, Charlotte
Exact Sciences Boston, Boston
Team Shanie, Kansas City
COLONTOWN WINDY CITY CREW, Chicagoland
Pop's Parade, Boston
Elizabeth, Winston Salem
Beech Mountain Academy, Runs for Buns
Dr. Orange, Twin Cities
Team Bridgette, Twin Cities
Flett's Team, Boston
Sassy Asses, Twin Cities
Ken's Colon Cancer Crusaders, Chicagoland
Beech Mountain Bourbon Society, Runs for Buns
Team M&M, Twin Cities



2022 LARGEST TEAMS

- 106 **It's Miller Time**, Charlotte
- 105 **Olympus Tough Crew**, National Tour de Tush
- 91 **Blue Ribbon Warriors**, Charlotte
- 83 **Digestive Health 83**, Winston-Salem
- 76 **GAP's Bottoms Up Bunch**, Winston-Salem

2022 SUSTAINING DONORS

Dieter Cross
John Orsley
Michael McNally
Morna Cirillo

Rose Cornwell
Susan Pfau
Corey Harwell
John Orsley

Grace Jasinski
Keundrea Fleton
Samuel Santana
Jeremy Sowells



Susan Pfau and her son Chace

Click this link to become a sustaining donor.



NATIONAL SPONSORS + PARTNERS

WE ARE STRONGER TOGETHER!

Survivorship Council + Educational Materials



Faces of Blue



#BlueForCRC + The Great Colon Tour



#BlueForCRC + Educational Materials



Living With Lynch



EDUCATIONAL MATERIALS

Did you know that colorectal cancer is the 3rd leading cause of cancer death in both Black men and women?

The good news is that can be prevented through screening.

Williams & Clyde, family history of colorectal cancer. Both have been screened through colonoscopy.

TUMOR BIOMARKERS CAN IMPACT TREATMENT FOR COLORECTAL CANCER.

Biomarkers are specific tumor features (genes, proteins, or other markers) that can provide information about a person's cancer.

Understanding your cancer's unique characteristics can help your doctor create a treatment plan specific to you.

colorectal survivors

Preventing colorectal cancer is a big part of our mission. Prevention is largely accomplished through on-time screening and education. That's why we have created a library of educational materials vetted by our Medical Advisory Council and available to order and download.

PREVENT COLON CANCER THROUGH SCREENING

Right now, you could have a harmless polyp (a small growth) in your colon. Over time that polyp could develop into cancer. Fortunately, you have the power to find and remove precancerous polyps, and even prevent* colon cancer just by being screened.

Age is a significant risk factor for colon cancer. Most people should begin screening at 45 to find cancer in its earliest, most treatable stages. If you have a family history or other risk factors, your doctor may suggest you begin screening earlier. **Talk to your doctor about screening options available for you.**

*Colonoscopy can remove polyps before they become cancerous, preventing cancer.

Pierce Family

This information presented with support from GUARDANT

BIOMARKER TESTING CAN HELP DETERMINE A PATIENT'S BEST TREATMENT OPTION.

When should biomarker testing take place?
Biomarker testing for colorectal cancer requires a sample of the tumor. Most often, testing will take place after surgery. If surgery is not performed, a biopsy of the tumor can be used to run the test.

What can a biomarker tell me?
Knowing your tumor's unique biomarkers is key to accessing precision medicine and may help determine which of the available treatment options is best suited for your specific cancer. Precision medicine includes targeted therapies, immunotherapies, and more.

Biomarker testing is not the same as genetic testing. Some biomarker tests may find a gene mutation in you in your genes associated with more aggressive tumors. If this occurs, discuss your results with genetic counselor to consider additional genetic testing, based on family history or other risk factors.

Monitoring during and after treatment. Commercially available blood tests can also look for evidence of residual cancer or circulating tumor DNA (ctDNA) in the blood during treatment. These tests may help determine if your current course of treatment is working or monitor for relapse after treatment is complete. Talk to your care team to learn more about these options.

This information presented with support from NATERA

In 2022 we updated the content and imagery on our materials and are incredibly grateful for the partnerships on our materials with Guardant and Natera.

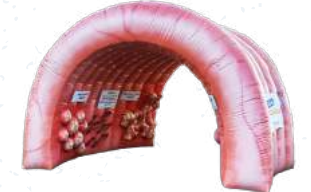
[Click here to download or order educational materials.](#)

THE GREAT COLON TOUR

Sponsored by

In 2022 we added two new colons to our inflatable colon fleet and welcomed Bayer as the sponsor of the inaugural Great Colon Tour.

Their support ensured that an inflatable colon could be at all Get Your Rear in Gear® events where logistics allowed. We are thrilled to continue to bring this unique event center piece to the public as an eye-catching conversational starter and educational tool.



[Click here to learn more or request the colon at your event.](#)



STAFF + BOARD OF DIRECTORS

STAFF

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Jackie Evans Director of National Events	Lauren Burke Event Manager
Tessa Rittberg Director of Creative & Brand Strategy	Mariah Kerr Event Manager
Amanda Schulman Event Manager	Nicole Nordos Administrative Coordinator
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Dana Grady Project Specialist	Spencer Donkers Graphic & Visual Designer
Emily Dzieweczynski Event Manager	Stacy Zwerdling Sr. Event and Community Engagement Manager

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Milena Gould Suarez, MD Baylor College of Medicine	

SURVIVORSHIP COUNCIL

Aaron Watts, Chicago, IL Survivor	Jackie Robbins, Houston, TX Pediatric CRC Caregiver
Allison Rosen, Houston, TX Survivor, Board Liaison	JJ Singleton, Canton, NC Patient
Angie Briggs, Minnesota Caregiver	Kurt Gibson, San Diego, CA Survivor
Bridgette O'Brien, Plymouth, MN Patient	Lauri Pitzer, Houston, TX Survivor
Debbie Mitchell, Wichita, KS Survivor	Lisette Caesar, New York, NY Patient
Donna Furlong, Phoenix, AZ Survivor	Nicole Pardner, Las Vegas, NV Survivor
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