

2023 IMPACT REPORT



COLON CANCER
COALITION

ColonCancerCoalition.org



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Dear Friends,

This year, the Colon Cancer Coalition continued work to get people screened. Through innovative new colonoscopy funds, targeted community messaging, and fitted community screening programs, we continue to seek out and overcome screening barriers.

With our signature Get Your Rear in Gear events, we expanded our direct local programming to four new states. The extent to which our volunteers and survivors work to ensure that no one has to go through a colorectal cancer diagnosis alone or at all continues to energize us.

In the words of a recent donor - I was diagnosed with colon cancer in 2018 at age 34 and am still doing chemotherapy. I want to support others fighting to live and help others not have to fight.

This year, we held our annual Living with Lynch summit in New York City. Always a favorite weekend, we brought Lynch families and GIs together to support, learn, and share with each other.

Colorectal cancer screening is changing with expanded prep options, improved and new colonoscopy tools for GIs, and non-invasive testing, including improved DNA, stool, and blood-based patient options. We believe these choices will close the screening gap, so we applaud our partners for putting colorectal cancer at the forefront.

Thank you for your joining us this year.

Sincerely,
 Chris Evans, President
 Matt Sorochty, Board Chair

WHAT MAKES US “US”?

Local solutions for local impact.

Led by passionate staff and local advocates, the Colon Cancer Coalition implements change against colorectal cancer in communities across North America. Focusing on colorectal cancer screening, education and awareness, patient/survivor support, and research, our impact is as diverse as the communities we serve.

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.

CHECK OUT OUR NEW LOOK!

This year, we introduced our new Colon Cancer Coalition logo, visually uniting our national and local efforts to combat colon cancer by highlighting the vehicle of our mission: our signature Get Your Rear in Gear event series. Get Your Rear in Gear is identified with orange to pay homage to our origins and represent the community we establish in every city. We bring families, survivors, and caregivers together to connect, share, remember, and celebrate.



FINANCIAL REPORT

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.

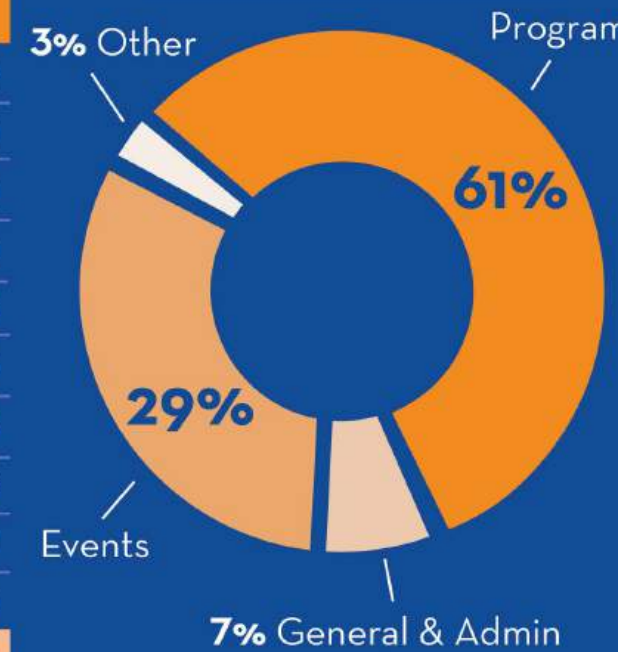
Charity rating agencies recommend that fundraising costs be kept at 35% or under. The Colon Cancer Coalition event costs are at 29%. All of our events emphasize awareness and symptom education in addition to fundraising.

[For more information on our financials, click here!](#)



EXPENSES

Financial Statement	2023	2022
Individual Contributions	\$1,792,665.00	\$1,988,825.00
Grants & Sponsorships	\$992,262.00	\$762,035.00
Events	-\$13,526.00	-\$40,292.00
Bequest	\$0.00	\$3,000,000.00
Other	\$226,265.00	\$199,658.00
Total Revenue	\$2,997,666.00	\$5,910,226.00
Program	\$1,834,832.00	\$1,860,134.00
Events	\$873,107.00	\$736,548.00
General & Admin	\$213,419.00	\$181,499.00
Other	\$70,634.00	\$73,867.00
Total Expenses	\$2,991,992.00	\$2,852,048.00



Balance Sheet	2023	2022
Total Assets	\$5,397,481.00	\$5,683,086.00
Grants Payable	\$1,511,892.00	\$1,667,818.00
Other Liabilities	\$110,068.00	\$245,421.00
Net Assets	\$3,775,521.00	\$3,769,847.00
Total	\$5,397,481.00	\$5,683,086.00

Platinum Transparency 2024
Candid.

FUNDED PROGRAMS

We support clinics, educational materials, videos we give the people on the ground the right tools to get people educated and screened.

We are the safety net and fill in the holes that need to be filled. We are an umbrella, coverage where it is most needed.

Awareness + Advocacy

- Billboards and Ads
- Public campaigns
- Radio PSAs
- TV and News
- Educational community events
- Culturally relevant and focused messaging
- Inflatable colon and educational materials
- Lynch education
- Legislative advocacy

Screening

- FIT kits and follow-up colonoscopies
- Screening colonoscopies for underserved/uninsured populations
- State colonoscopy fund
- Pre-colonoscopy medical support and supplies
- Transportation
- Biomarker and genetic testing
- Physician and clinician training

Patient Support

- Financial assistance for patients in treatment
- Support groups and retreats
- Nurse navigation
- Medically tailored food programs
- Transportation
- Biomarker and genetic testing
- Physician and clinician training

Research

- Early age onset
- Time toxicity
- Rectal cancer

BEST CHRISTMAS EVER

Best Christmas Ever looks to serve families that have fallen upon hard times. Partnering with local leaders and businesses to create a special Christmas tailored to that specific family.

“The funds we received from the Colon Cancer Coalition enabled us to deliver a wonderful Christmas surprise to families affected by colorectal cancer. These funds were used as a match from contributions raised by our volunteer leaders, allowing us to support even more families. This partnership has been immensely valuable, providing crucial support to families exactly when they need it most. I deeply appreciate this collaboration.”

-Don Liimatainen, Founder & President

“The grant from the Colon Cancer Coalition Foundation has had tremendous impact on our BCE families the last two years. This year, the family did not know if their father would make it even to Christmas. We were able to bless this family with gifts and experiences that due to growing medical expenses, they otherwise would not have been able to afford. With his loving , three high school daughters and a community behind him, he has been a fighter and was able to use our BCE donations to enjoy a beautiful vacation with his family. we were also able to help with some bills and other expenses. When going through such an incredibly difficult time, the hope and help of knowing there are people who care help so much!”

-Jillayne, BCE Volunteer Captain



TIME TOXICITY

Time toxicity is a hidden cancer burden to the patient and caregiver. The time spent undergoing medical care including tests, appointments, waiting time and travel can take overwhelm a patient and their caregiver. In 2023 we funded a Time Toxicity study done by Arjun Gupta that looks at what medical systems can do to increase quality of life of patients through more efficient and collaborative scheduling as well as increased use of virtual technologies.



BOSTON PUBLIC HEALTH

This March, the Boston Public Health Commission (BPHC) and the Colon Cancer Coalition have kicked off the next phase of a powerful partnership aimed at saving lives from colon cancer, particularly in high-risk communities of color. This phase amplifies vital messages in English, Haitian Creole, and Spanish – ensuring that more people have access to life-saving information.

The foundation for this campaign was laid in 2022 when BPHC and CCC conducted focus groups and interviews with community members to craft multilingual messages that truly resonate with those at high risk; including individuals with a family history of colon cancer.

Today, these impactful messages are visible across Boston – whether you're at an MBTA station, a bus stop, a community health center, or scrolling through social media. Each message proudly features a Boston resident, a true community champion, who shares their personal journey to underscore the critical importance of colon cancer screening and early detection. [Learn more at boston.gov/cancer](https://boston.gov/cancer)



BILLBOARDS & MESSAGING

The Colon Cancer Coalition is spreading the word, focusing on creating accessible and impactful messaging that will be able to reach those in need and those who seek education. Whether a survivor, or someone looking to be informed, it's never too late to start learning about colon cancer and what you can do to stay ahead of the curve.

45 IS THE NEW 50

Get screened on time for colon cancer.

ColonCancerCoalition.org

Colon cancer is the **2ND MOST COMMON** cancer.

GET YOUR REAR IN GEAR BAHAMAS

FUN RUN/WALK SAT., MARCH 11 GOODMAN'S BAY PARK

Benefiting THE CANCER SOCIETY OF THE BAHAMAS

ColonCancerCoalition.org/Bahamas

This is Gale. His colonoscopy saved his life. Get screened.

ColonCancerCoalition.org

This is Jen. She had colon cancer symptoms. She was 29. Get educated.

ColonCancerCoalition.org

It's our human right to access healthcare that's impactful to us. **Screen for colorectal cancer early on** so if something does come up, you have the best pathway available for a healthy life.

Brenda Lormil

Don't Wait Until It's Too Late. Get Screened for Colon Cancer & Save Lives.

Get Your Screening today. For more information visit: coloncancercoalition.org

Colon cancer doesn't always show symptoms. **Get screened.**

ColonCancerCoalition.org

BLUE SPARK AWARD FEATURE

In 2023, we awarded Emily Darville and Kandice each a Blue Spark Award - a special Coalition award given to individuals going above and beyond and truly living the mission of this organization every day. As the first international Get Your Rear in Gear, the Nassau, Bahamas team entered year #2 of their event in 2023. Originally started by the late Andrea Darville, a 31 year old colon cancer patient who passed away mere weeks before the first race in 2022. Her sister, Emily, alongside local fundraising professional, Kandice Eldon, teamed up to carry on Andrea's legacy and her mission to "Paint the Bahamas blue".



In 2023, the Colon Cancer Coalition was pleased to donate a giant, inflatable colon to the Bahamas. Not only does this colon "live" in the capitol city of Nassau, but it is available for travel to the numerous Caribbean islands to promote education and awareness. After two successful years, the Colon Cancer Coalition, on behalf of Get Your Rear in Gear - Bahamas was pleased to present a check to local grant partner, the Cancer Society of the Bahamas in the amount of \$30,000. This large investment will allow Bahamians from all the islands to apply for financial assistance during colon cancer treatments. This \$30,000 was named in honor of Andrea's legacy, proudly having the name the "Blue Hope Fund." This fund has already assisted many individuals from main islands of Grand Bahama and New Providence but also the less populated areas of Eleuthera, Exuma and Andros.

We are proud as an organization to partner with Emily and her local team to make an impact in the Bahamas.



GET YOUR
REAR
IN GEAR
PHILADELPHIA

RUNWAY FOR A
Cure
& BOOTY BALL

In March 2023 Get Your Rear in Gear - Philadelphia traded running shoes for dancing shoes and hosted the inaugural Runway for a Cure and Booty Ball. Featuring cancer thrivers, celebrating victoriously as they walked the runway, the message of the night was early screening saves lives.

RUNS FOR BUNS

Hosted by Beech Mountai Ski Resort, this annual fundraiser supports those battling colon cancer while raising awareness about colon cancer. Across multiple days, together we raised over \$100,000 with the Not so Gala, Gala on Friday and Runs for Buns on Saturday.



We gathered our local event directors, screening partners, board and staff for a weekend of advocacy, grassroots marketing, community outreach and impact training. We learned from partners about screening and prep options and how to best bring our mission to each community.

LED Conference

Living With LYNCH

Hosted in New York City by AliveAndKickn and the Colon Cancer Coalition, 2023 marked the 5th anniversary of the Living with Lynch advocacy weekend. We brought twelve Lynch-positive patients and a variety of medical experts together to empower patients Living with Lynch make informed decisions about their health and provide important information for others as they navigate the health needs of a Lynch syndrome diagnosis.



GYRIG Events

- Alexandria, VA**
Cheryl Aston*
- Asheville, NC**
Celina Garrett
Brittany Wines
- Austin, TX**
Ann Storey*
- Baltimore, MD**
Wendy Paxton*
- Boston, MA**
Brain Shelly
- Baton Rouge, LA**
Tiffany Thomas
- Charlotte, NC**
Phillip Sanford
- Chicago, IL**
Coalition Staff
- Columbus, OH**
Tammy Phillips
Trish Smith*
- Des Moines, IA**
David McCluskey*
Winonah McCluskey
Colon Cancer
Foundation Of Iowa
- Denver, CO**
Megan Whitaker*
- Fort Worth, TX**
Michelle Squires
- Glen's Falls, NY**
Emmy Benson*
- Grand Rapids, MI**
Spencer Vereecken*
Danielle DeWitt
- Green Bay, WI**
Jessica Winkel
Aurora BayCare
Medical Center
- Houston, TX**
Allison Rosen*

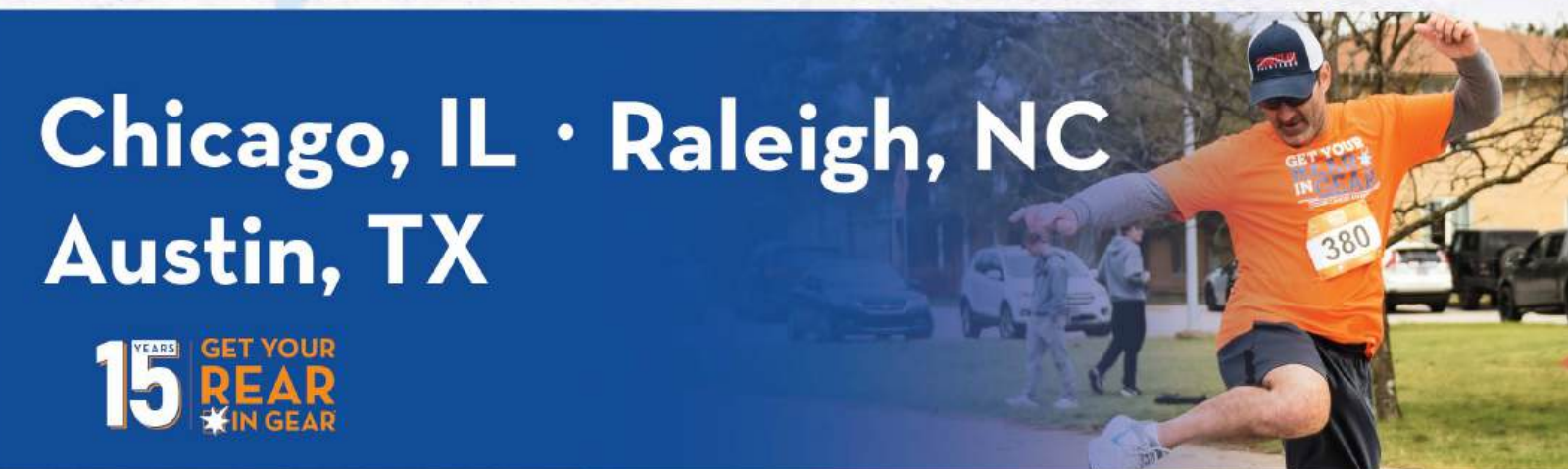
- Indianapolis, IN**
Dave Galvin
- Kansas City, MO**
Stacy Moody-McClung
- Milwaukee, WI**
Heather Walker
- Nashville, TN**
Waddey-Hall Family
- Nassau, Bahamas**
Emily Darville
Andrea Darville
(In Loving Memory)
- New York, NY**
Alyssa Frost
Malvina Kefalas
- New Hampshire**
Katie Robert
- Orlando, FL**
Ashley Johnson
- Portland, OR**
Lisa Schulze
- Portland, ME**
Kevin Lawracy
- Raleigh, NC**
Jason Abhau
- San Antonio, TX**
Elinor Gingerich
- San Francisco Bay Area, CA**
Jenny Yu
- Seattle, WA**
Coalition Staff
- Twin Cities, MN**
Coalition Staff
- Winston Salem, NC**
Danielle Swicegood
David Hiller
Todd Pittman
- Wichita, KS**
J.J. Sorochty

Community Fundraising Events

- Blue Moon Gala**
Maria Johnson
- Caboose Cup**
Tucson Conquistadors
- National Tour De Tush**
Coalition Staff
- Runway for a Cure & Booty Ball**
Maria Grasso
- Runs for Buns**
Talia Freeman



THIS YEAR MARKED THE ANNIVERSARY OF SOME OF OUR LONG STANDING EVENTS!



Grand Rapids, MI

5 YEARS GET YOUR REAR IN GEAR

Portland, OR

10 YEARS GET YOUR REAR IN GEAR

Chicago, IL · Raleigh, NC Austin, TX

15 YEARS GET YOUR REAR IN GEAR

*signifies colon cancer survivor

THANK YOU NATIONAL SPONSORS!

OLYMPUS

Events

Braintree
A PART OF SEBELA PHARMACEUTICALS®



ONCOLOGY



MERCK
INVENTING FOR LIFE



Programming



Braintree
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LED Conference



**EXACT
SCIENCES**



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Young Onset Colorectal Cancer Survivor
Local Event Director - Houston*

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*Executive Director, Health Plans, athenahealth
Local Event Director - Boston*

COLON CANCER COALITION COUNCILS

MEDICAL ADVISORY COUNCIL

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AmSurg

Michael Spencer, MD
CRSAL (MN)

Estephan Zayat, MD
Kansas Gastroenterology

SURVIVORSHIP COUNCIL

Aaron Watts, Chicago, IL | Survivor

Allison Rosen, Houston, TX | Survivor, Board Liaison

Angie Briggs, Minnesota | Caregiver

Bridgette O'Brien, Plymouth, MN | Patient

Debbie Mitchell, Wichita, KS | Survivor

Donna Furlong, Phoenix, AZ | Survivor

Doug Dallmann, Rosemount, MN | Survivor & Caregiver

Jackie Robbins, Houston, TX | Pediatric CRC Caregiver

JJ Singleton, Canton, NC | Patient

Kurt Gibson, San Diego, CA | Survivor

Lauri Pitzer, Houston, TX | Survivor

Lisette Caesar, New York, NY | Patient

Nicole Pardner, Las Vegas, NV | Survivor

Sharon Smith, Orlando, FL | Caregiver

Kaitlyn Bell, Portland, OR | Caregiver

Kirti Patel, Winston Salem, NC | Survivor



**COLON CANCER
COALITION®**