The 2013 Annual Impact Report includes activity during FY-2013 (July 2012-June 2013). To learn more or get involved, visit FightColorectalCancer.org or connect with us on social media.

Our Mission:
Fight Colorectal Cancer demands a cure for colon and rectal cancer. We educate and support patients, push for changes in policy that will increase and improve research and empower survivors to raise their voices against the status quo.

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Fight Colorectal Cancer
1414 Prince Street, Suite 204
Alexandria, Va. 22314
(703) 548-1225
(877) 427-2111 (toll-free Answer Line)
FightColorectalCancer.org

Thank You, Carlea
This Annual Report is dedicated to our first president Carlea Bauman who led our fight for seven years. The colorectal cancer community is forever grateful for you.

Progress
This year at Fight Colorectal Cancer, we took things to a new level. Building on our past successes, we stepped boldly into new directions to grow and strengthen our organization. In doing so, we made significant strides toward accomplishing the goal of founder Nancy Roach who envisioned victory over colorectal cancer when she founded the organization in 2005.

To successfully support and serve our community this year, we listened. We asked patients, caregivers and other key stakeholders how to improve our services and initiatives. Their feedback allowed us to successfully realign our programs with the needs of those we serve. We expanded our advocacy program to include grassroots and social media outreach. We embraced collaboration and formed coalitions and partnerships to support the colorectal cancer community at large. We awarded a young and talented researcher with a $50,000 grant through the Lisa Fund and formalized our research advocate training program. Last but not least, our shining moment occurred March 1, 2013 when we launched our first national awareness campaign, One Million Strong, in New York City’s Times Square to kick off Colorectal Cancer Awareness Month.

We hope that you too will see a year marked with progress as you flip through this annual report. We proudly report that 92 cents of every dollar donated went directly to programs that fight colorectal cancer. We’ve updated and renamed our printed piece to bring you concise anecdotes and figures that display the impact our advocates and donors made over the year. Check out FightColorectalCancer.org for an in-depth look into the organization.

It’s truly an honor to fight on behalf of the one million colorectal cancer survivors, the loved ones we lost and others touched by the disease. We carry the burden of knowing colorectal cancer is the second-leading cause of cancer deaths in the U.S. That statistic reinforces how much the community needs us to fight, and why we’re pleased and hopeful as we share our progress this year.

Sincerely,
Your team at Fight Colorectal Cancer
WHAT WE DO AT FIGHT COLORECTAL CANCER

Advocacy & Policy
Each year, we train passionate people to engage in the political process and connect with elected officials across the country. Our advocates push for the support of screenings, lower costs and funding for research. Our Grassroots Action Committee (GAC) leads the charge.

Research
Fight Colorectal Cancer works with the research community as we connect patients to clinical trials and train research advocates who voice the needs of patients to scientists. To support new, groundbreaking research we directly fund a late-stage CRC researcher each year.

Awareness
Our awareness efforts unite communities to raise awareness about colorectal cancer. With our collective voices we harness the strength of the one million CRC survivors and move forward together. Our One Million Strong campaign educates that colorectal cancer is preventable, treatable and beatable.

Patient Education
We provide free resources that bring the latest credible, up-to-date information to patients and caregivers. Our staff attends 10-12 medical conferences each year to put medical providers, academic institutions and community practices in touch with our programs and services.

Stories from the Front Lines
One Million Strong
To celebrate the launch of Colorectal Cancer Awareness Month we took awareness efforts up a notch. We planted ourselves in the middle of Times Square and used its bright lights to illuminate our cause. On March 1, 2013 we launched One Million Strong, sponsored by Bayer Healthcare. Our event included dancing, yoga, an inflatable walk-through colon, celebrity appearances and more. This public awareness campaign harnessed the strength of the one million colorectal cancer survivors and shared stories of strength, hope and change. Through community events and social media, we continually attract new advocates and donors who want to fight with us.

Rep. Donald Payne, Jr. Joins The Fight
We were honored as congressman Donald Payne, Jr. joined us this year to honor his father, a former member of Congress who passed away from colorectal cancer in March 2012. Rep. Payne, Jr. met with advocates from his state of New Jersey during Call-on Congress and worked with our staff to produce a video for our advocates about the importance of face-to-face meetings with our elected officials.

Advocates recruit Star Power
We still feel star struck after our past year. Advocates and supporters introduced us to high-profile individuals who furthered our cause and gave colorectal cancer a BIG spotlight.

• Brian Mansfield, a survivor (with Lynch Syndrome) and reporter for USA Today, published an article about One Million Strong in an October issue.

• Devin James, whose father is a survivor, recruited undefeated WBO middleweight world champion, Kid Chocolate (Peter Quillin), and former Major League Baseball player and coach for the Kansas City Royals, Frank White, Jr., to be a part of our One Million Strong campaign.

• Staff member Anjee Davis reached out to Dolly Lenz, a two-time survivor and real estate mogul, who spoke to a crowd of supporters in Times Square.

• Sarah Cannon Research Institute’s Dr. Johanna Bendell and patient navigator Andrea Lee recruited Tennessee pro athletes Tim Shaw and Will Witherspoon (NFL) and Kevin Klein (NHL) to appear in our first rap video, “GI Gangsters Killin’ Cancer.”

• Andrea Kramer, survivor and board member, made sure Sam Champion knew to look for us when reporting the weather on Good Morning America during our One Million Strong launch in NYC.

• Mike McConnell, a survivor who passed away in December 2013, and his wife Cindy introduced us to their daughter and son-in-law, Charles Kelley from Lady Antebellum. Their family was featured in our 2013 public service announcements.

• Drew Lewis, a survivor who passed away in May 2013, and his wife Amy shared their friendship with Sheryl Crow and invited us to her benefit concert.

We’re extremely grateful for our survivors, their families, advocates and the celebrities we met that lent their spotlights for our cause!
OUR IMPACT

BY THE NUMBERS

Whether we’re fighting colorectal cancer in-person, on the Hill, in the lab or online, here’s a glimpse into our impact over the course of a year. Neither sleet, nor rain, nor snow, nor sequestration, can stop us.

PATIENT EDUCATION:

10,000 quarterly printed newsletters distributed to selected cancer centers across the U.S., up from 7,500 in 2012, a 25 percent increase over last year.

17,000 opt-in subscribers in 2013, up from 9,300 in 2012, an 83 percent increase over last year.

2013 Call-on Congress Growth

20%

With 80 advocates, 104 hill meetings scheduled and 24 states represented.

14,000 people viewed our YouTube channel in 2013. Our toll-free Answer Line continued to help more than 1,000 people who called in for support and answers.

12,000 views of our archived Webinar presentations in 2013, up from 1,500 in 2012, an 833 percent increase over last year. Our monthly patient webinars are led by distinguished medical experts and provided information about topics like: hospice and palliative care; cancer and sexuality; Lynch syndrome; the financial burden of cancer; living with an ostomy; rectal cancer treatments and the latest research about treating CRC and more.

NEW PROGRAMS:

We conducted focus groups in NYC, Washington, D.C and Charleston, S.C. to get vital input and insight into the needs of colorectal cancer survivors and caregivers.

R E S E A R C H:

A late-state colorectal cancer researcher received a $50,000 grant through our Lisa Fund.

Since 2008, the Lisa Fund has awarded $350,000 in late-stage research grants.

H R. 1070, Fighting Barriers to Colorectal Cancer, received 45 CO-SPONSORS in 2013. Thank you to REP. CHARLIE DENT (R-PA) for introducing this act in 2012 and for our advocates requesting their lawmakers’ support. We’re still working to close the loop!

P A T I E N T      E D U C A T I O N:

HASHTAG #1MILSTRONG exposed nearly 100,000 MARCH 1, 2013

Our website received 3,100 views and we gained more than 168 new fans on Facebook that day.

THE DREW LEWIS VIDEO featuring Sheryl Crow received 5,000 views within the first 24 hours of posting on YouTube.

AWARENESS:

One Million Strong campaign launch mentioned on GOOD MORNING AMERICA AND THE TODAY SHOW IN TIMES SQUARE

STORY SYNDICATED BY ABC NEWS, LOCAL NEWS & PRWEEK.COM

500 FREE FIT (Fecal Immunohistochemical Tests) tests were distributed thanks to the generosity of donors and Quest Diagnostics on #GivingTuesday.
Our New Jersey advocates influenced representatives to declare March 2013 as Colon Cancer Awareness Month.

Pictured above ~ Congressman Donald M. Payne, Jr. (NJ-10) with New Jersey advocates.

The following individuals received special recognition at our 2013 Call-on Congress Celebration Dinner:

» The Andrew Giusti Memorial Award: The late Kate Murphy
» The Advocate of the Year Award: Eric and Rose Hausmann
» The Congressional Champion Award: The Honorable Jim McGovern (MA-2) who has strongly supported colorectal cancer legislation for many years.

Medicine Gets Personal

On April 9, 2013 Fight Colorectal Cancer, working with the American Association for Cancer Research (AACR), awarded the sixth Lisa Fund grant to Pia Morelli, M.D., Ph.D., a postdoctoral Fellow at the University of Texas M.D. Anderson Cancer Center in Houston. Dr. Morelli received the $50,000 research grant to study patients’ responsiveness to certain treatments based on mutations – research that furthers developments in personalized medicine when chemotherapy is recommended.

The Lisa Fund uses 100 percent of its donations to award grants to late-stage colorectal cancer researchers. To date, we have funded more than $350,000 in research grants and raised more than $400,000 through the Lisa Fund to support young and talented scientists searching for a cure.

When should I be screened, and how?

What are the symptoms of colorectal cancer?

Where can I find a free or low-cost colonoscopy?

I’ve just been diagnosed with colorectal cancer, now what?

Where can I find financial assistance?

To find those answers, visit FightColorectalCancer.org.

Make donation at FightColorectalCancer.org/donate.
2013 Financial Overview
Activity during FY13 (July 1, 2012 through June 30, 2013)

**Total Revenues**
- **Unrestricted**: $1,298,120
- **Restricted**: $68,474
- **Total**: $1,366,594

**Contributions**
- **Unrestricted**: $1,114,879
- **Restricted**: $176,288
- **Total**: $1,291,167

**Program Fees**
- **Total**: $4,591

**Product Sales**
- **Total**: $27,691

**Research**
- **Total**: $171,835

**Policy**
- **Total**: $261,256

**Awareness and Education**
- **Total**: $835,991

**In-Kind Donations**
- **Total**: $39,700

**Interest Income**
- **Total**: $1,195

**Other Income**
- **Total**: $2,250

**Total Program Expenses**
- **Total**: $1,377,420

**Total Administrative Support**
- **Total**: $108,338

**Management and General**
- **Total**: $66,406

**Fundraising**
- **Total**: $41,932

To view the full balance sheet of our Audited Statement of Activities, please visit FightColorectalCancer.org/Financials.

We are accredited with the Better Business Bureau (BBB) and meet the 20 Standards for Charity Accountability.
Make Your Impact

If you want to continue seeing progress and witness the statistics on colorectal cancer change, make a donation to Fight Colorectal Cancer. We are grateful for our donors who support our 501(c)(3) nonprofit organization. We built each of our initiatives to get behind a cure.

OPTIONS FOR DONORS:

1. Living Legacy
Donate in honor or in memory of the colorectal cancer fighter in your life. For every donation we receive, 92 cents goes directly into programs that promote advocacy and awareness. Contact us about estate planning or other creative ways to celebrate the life of your loved one.

2. Help Fund Research
Support late-stage colorectal cancer research through our Lisa Fund. Every dollar donated to this account goes toward our annual grant administered through the American Association for Cancer Research (AACR). Learn more at FightColorectalCancer.org/LisaFund.

3. Workplace Giving
Many organizations match employees’ charitable gifts, which can double or triple your contribution. You can also contribute to us through the Combined Federal Campaign (CFC #78265) if you or family members work for the federal government or the military.

4. Fundraise
From BBQ cook-offs, online stores to horseshoe tournaments, our advocates get creative to raise money. If you enjoy fundraising, get started on supporting our cause! Together, we can make a difference!

5. Shop
We partner with several websites that allow shoppers to support a cause and donate a percentage of each transaction amount to us!
» We-Care.com (select Fight Colorectal Cancer)
» Amazon Smile (Look for us under C:3 - Colorectal Cancer Coalition)
» eBay Giving Works

WAYS TO DONATE:

Your contribution is tax deductible to the extent allowed by law. Fight Colorectal Cancer is a registered nonprofit organization with Federal Tax ID 20-2622550. We are accredited with the Better Business Bureau (BBB) and meet the 20 Standards for Charity Accountability.

* Message & data rates may apply. To complete the transaction, you will need to enter the donation amount following FCRC, for example FCRC 50.
THANK YOU TO OUR DONORS

$2500+
Charles McConnell
Kristen Nelson
Patrick OBrien
Gary Beckwith
Regina Silvis
Carolyn & Kenneth Rye
Brenda Schoenberg
Robert Silva
Manny Silverman
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Katherine Farley
Ori Farrell
Sam Farruggio
William Faulkner
Seymour Feldman
Lynn Finnegarn
Dan Fisher
Mary Ann Fowler
Sallie Forman

$100 - $249
Deena Ackerman
Jason Altshiller
Philippa Ammiri
Judith Anderson
Lucille Anderson
Scott Anderson
Charles Ardoin
James Armbr
Giso Agari
Alex Balbani
Theodore Bailey
Alan Balch
Iliana Bar-Levov
Rebecca Bard
Maria Bannard
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Halpern Family
Jeff Hinkle
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Patti Hopenバック
Jane Hopkins-Fisher
Cynthia Horacek
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Catherine Huffman
Bob and Bernice Hiu
Daniel Hyssel
David Jannella
Thelma Ivey
David Jankowski
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Jeanette Jenkins
Ami Johnson
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Marc Jolion
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Sandra Kelley
Gary Kang
Nancy Kilrutan
Troy and Amber King
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$500 - $999
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David Tanner
Suzan Mayberry
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$250 - $499
Ron Berry
Susie Blackwell
Stacey Boral
Jackie Bourland
Michelle Burke
Teresa Bussell
Johny Byrnes
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Nancy Hanley
Tracy Hibler-Aikin
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Douglas Nieder
Leslie Nixon
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Margaretta Porto
John Power
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Carolyn & Kenneth Rye
Brenda Schoenberg
Robert Silva
Manny Silverman
Regis Sabinsky
Michael Stewart
Mark Stitz
Gordon Thompson
Karen Terskes
Mel Valvoline
Brenda Watson
Mary Weatherford
Susan Welier
Bernhard Wolf

$100 - $249
Dena Ackerman
Jason Altshiller
Philippa Ammiri
Judith Anderson
Lucille Anderson
Scott Anderson
Charles Ardoin
James Armbr
Giso Agari
Alex Balbani
Theodore Bailey
Alan Balch
Iliana Bar-Levov
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Bob and Bernice Hiu
Daniel Hyssel
David Jannella
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David Jankowski
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Jeanette Jenkins
Ami Johnson
Lawrence Jolion
Marc Jolion
Kathleen Keber
Sandra Kelley
Gary Kang
Nancy Kilrutan
Troy and Amber King
Rozalyn Klein

Our records indicate the following donations between July 2012 - June 2013. Thank you for your support! If you believe there is an accidental omission, please contact us so we can issue a correction in the online edition of our report. For a full list of every donation we received, please visit the Financials page at FightColorectalCancer.org.
THANK YOU TO OUR CORPORATE DONORS

$200K+
Bristol-Myers Squibb
Bayer HealthCare Pharmaceuticals
Genentech BioOncology

$50K - $199K
Regeneron
Sanofi-Aventis

$10K - $49.9K
Ethicon Endo-Surgery, Inc.
Aquacai
Genomic Health, Inc
Given Imaging
GlaxoSmithKline
Morphotek
Myriad Genetic Laboratories
Quicken Loans
Spectrum Pharmaceuticals

$1K - $9.9K
(ASGE) American Society for Gastrointestinal Endoscopy
American Gastroenterological Association

ASCOD Foundation
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Rattner Family Foundation
Small Army for a Cause
Good Love, Inc

$500+
CA Technologies Matching Gifts Program
DMSi
EXACT Sciences
Kingdon Capital Management LLC
Penguin Group (USA) Inc.
Prudential Foundation
Rattner Family Foundation
Small Army for a Cause
Good Love, Inc

TOP 8
FUNDRAISING EVENTS OF FY-2013:

Mandy Nelson
Wedding
$1340

Ed Murphy in Memory of Arlene Murphy
$1515

Amanda Key Fun Fair
$2263

Food Truckin’ for a Cure
$3233

Friends of Rose Horseshoe Tournament
$5185

Todd Jones’ Race for Patti
$14,001

Ian Malakoff’s Brunch in honor of Colin Leroy
$14,190

In FY-2013, personal fundraising pages raised over
$38,000
a 38% percent growth.

Steve Mayberry
Memorial Cookoff 2012
$14,001

Ian (far right), Colin and a friend

Ian (far right), Colin and a friend
Get Behind a Cure.

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