



# Michelle Benaim Memorial Fund

## Impact Report

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Michelle Benaim was a vivacious wife, mother, daughter, sister, and friend who celebrated life with laughter and warmth, especially with her three beloved children Alex, Sam, and Sophia. After Michelle's young-onset colorectal cancer journey ended with her death in 2017, her husband Avi established the Michelle Benaim Memorial Fund to honor Michelle's generous spirit and hands-on approach to making a difference in the lives of those most vulnerable to health disparities.

Those who love and miss Michelle have generously donated more than \$1 million to support the Colorectal Cancer Alliance's programs across our three pillars: Screen, Care, and Cure.

## AWARENESS

Utilizing the Michelle Benaim Memorial Fund, the Alliance implemented multifaceted national campaigns to raise awareness of this disease.

### March 2019 "Don't Assume" Campaign

The Alliance developed an integrated paid media strategy to promote the "Don't Assume" campaign on Washington, DC bus tails, metro rail cars, in *The Washington Post*, and on targeted social media

- 8,763,062 total impressions
- Metro Bus tail light displays: 1,227,990 impressions from 30 displays
- Metro Rail car cards: 6,988,800 circulations on 200 metro rail cars

### March 2020 "Tomorrow Can't Wait" Campaign\*

The Alliance developed paid Facebook ads that were targeted in the Washington, DC metro area driving traffic to [getscreened.org](https://www.getscreened.org)

- 660 landing page results to [getscreened.org](https://www.getscreened.org)
- 114,385 impressions
- Fund sponsored [getscreened.org](https://www.getscreened.org) web page

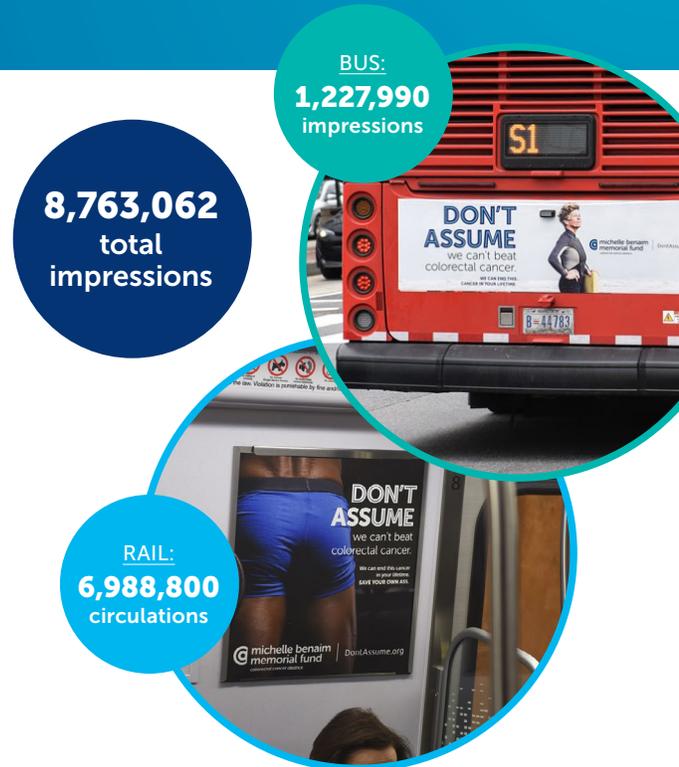
\*partial-month; ads suspended on 3/17 due to COVID-19

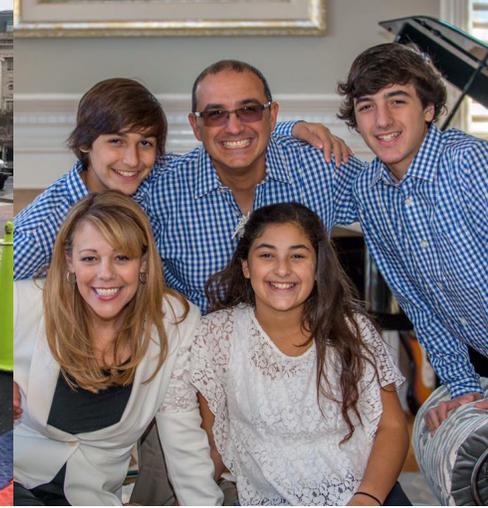
### Screening During COVID-19 Campaign (2020-2021)

During 2020, screening rates dropped by nearly 90% due to the COVID-19 pandemic. The Alliance developed an online screening navigation tool and embarked on a paid awareness campaign to reverse the downward trend of delayed or canceled screenings. The campaign continued through National Colorectal Cancer Awareness Month 2021.

▶ During 2020, screening ↓ 90%

Visit the Michelle Benaim Memorial Fund webpage: [bit.ly/MBMFund](https://bit.ly/MBMFund)





## SCREENING + PATIENT NAVIGATION

Through funding provided by the Michelle Benaim Memorial Fund:

- The Alliance provided 151 colonoscopy screenings for individuals in need in 2019 and 2020, including covering the costs for pre-appointment COVID-19 testing.
  - » In 2020, 45 individuals were uninsured and had barriers to payment prior to seeking support from the Alliance
  - » Two Spanish-speaking male patients received malignant results and were supported through the Alliance's bilingual navigation services

*"Everyone [at the Alliance] was very nice and caring. I am still struggling with chronic pancreatitis, pain, and nausea. It's very frustrating trying to get treated when I can't afford insurance. Thanks for all that you have done for me."*

– David, age 52

*"Without the assistance of your colonoscopy program, I would not have been able to afford my colonoscopy. As a person who only works part-time and can't afford medical insurance, I'm very thankful for this program. Screening is a top priority for me since I have a family history of cancer."*

– Lisa, age 58

*"I got great news! This program helped me with my screening during a time where I lost my insurance coverage. I have no words to express my gratitude."*

– Brigetta, age 58

## RESEARCH

Michelle's tragic death at such a young age makes the case for investing in research that seeks to understand why colorectal cancer is on the rise in those under 50. In 2020, the Alliance funded a new research grant, *The Role of the Microbiome and Immunity in Young-Onset Colorectal Cancer*, led by Dana-Farber Cancer Institute's Kimmie Ng, MD, MPH. This study investigates how the microbiome—and the resulting tumor and weakened immunity—differs among CRC patients of varying ages and in comparison to healthy individuals. By discovering the composition of "favorable" and "unfavorable" microbiomes within each decade of life, Dr. Ng will establish new approaches to changing the microbiome to improve the immune response against CRC and develop more precise ways to screen and treat people at different stages of life.

## FUND SUMMARY

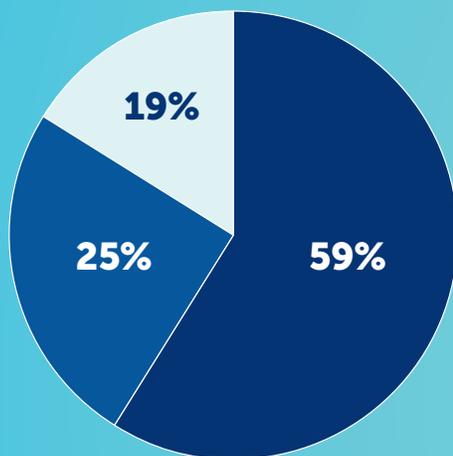
**Revenue = \$1,010,456**

**Donors: 737** donations from **418** supporters

**Mission Impact (2018-2020) = \$631,290**

## FUND EXPENSES

■ Awareness   ■ Screening + Patient Navigation   ■ Research



## 2021 AND BEYOND

The Alliance is grateful to all those who loved Michelle Benaim and continue to fund the work of the Colorectal Cancer Alliance in her memory. In 2021, the Michelle Benaim Memorial Fund will focus on two key areas:

- Awareness of colorectal cancer and the importance of screening in prevention and early detection to increase positive outcomes; funding for national awareness campaigns, with 50% allocated in the Washington, DC metro area
- Screening financial assistance for underserved populations across the country, with 50% earmarked for those living in the Washington, DC metro area