The Colon Cancer Alliance (CCA) is a national patient advocacy organization dedicated to increasing colon cancer screening and survivorship. The CCA provides education and patient support, furthers research efforts, and conducts advocacy work across the country. The CCA offers information and support from the first-hand experience of survivors. Educating the public about this cancer is a critical part of the CCA’s mission since colon cancer is preventable through screening. As the Voice of Survivors, the CCA works as an advocate for patients and their families to change the reality of colon cancer.

The CCA was founded in 1999 by a small group of individuals who had been touched by colon cancer. They recognized the importance of promoting public awareness and providing support and education for those affected by the disease. Today, the CCA leads multiple national programs and provides information and services to nearly a half million people each year.

The growth and success of the organization is due in large part to caring volunteers who devote considerable time, skill and energy to achieving the CCA’s vision. Our Guiding Principles are as follows:

**Patient support** The CCA provides patient support through a caring community of peers and experts. We also offer a variety of disease management services to help patients and their loved ones cope with the effects of this disease.

**Education** The CCA offers educational resources including the best and most up-to-date information available about treatments and clinical trials devoted to colon cancer. We also work to educate the public and remove financial, medical and psychological barriers that hinder early detection.

**Research** The CCA works with other organizations to increase federal, state and private funding for research of all cancers, particularly that which will be devoted to finding more effective treatments and a cure for colon cancer.

**Advocacy** The CCA is dedicated to advancing and championing the cause of colon cancer and healthcare in general at all levels of government.
TABLE OF CONTENTS

A Letter from the CEO..........................2

Inform.
Conversations about
Colorectal Cancer ............................3
Stars Go Blue for Colon Cancer ............4
CCA Online ......................................5

Prevent.
Advocacy .........................................6
Colorectal Cancer
Awareness Month ............................7
Undy 5000 5K Run ...........................8

Support.
Colon Cancer Alliance
Connections Programs .......................9-10
Buddy Program ...............................9
Toll-Free Helpline ............................9
My CRC Connections .......................10
Voices Volunteer
& Chapter Program ..........................11

Colon Cancer At a Glance ..................12
How Can I Help? ............................12-13
Financials ......................................14
Boards, Staff .................................15-16

Dear Friends,

As I reflect on the Colon Cancer Alliance (CCA) and its accomplishments over the past year, I am overwhelmed. A small team of dedicated employees, combined with the support of extraordinary volunteers, have made an amazing and positive impact on colon cancer awareness across the United States. We have shown that by working together, we can make a big difference in the way people talk about colon cancer.

For far too many years, colon cancer has taken a backseat to other diseases. Many are too embarrassed to talk about it, but that’s exactly what we need to do! Colon cancer will affect one in 19 Americans, needlessly taking the lives of almost 50,000 people annually. A simple screening test can virtually eradicate this disease. Awareness is the key, and the CCA remains committed to doing everything in its power to get people talking about this cancer.

I am extremely proud to present our 2010 Annual Report. In the following pages, we’ve highlighted our numerous accomplishments over the last year. We’ve introduced new programs like the Blue Note Fund, which provides financial assistance to colon cancer patients in need, and we’ve expanded existing events, such as Cities Go Blue, the Undy 5000, and the Conversations about Colorectal Cancer series. We can now boast that our website is visited by more than 100,000 people each month and has been expanded to include information in Spanish accompanied by newly translated outreach materials, ensuring our message is available to this high-risk population.

As we enter into the new year, prevention of colon cancer remains a major component of our mission. We’ll continue working with legislators, researchers, regulators, prevention specialists, the business community, the medical community and the media to bring about change. We’ll continue our advocacy efforts to ensure the voice of the colon cancer community is being heard loud and clear by all branches of government.

Most importantly, in 2011, we’ll continue working with a team of hard-working employees, our growing network of volunteers, and our generous sponsors to find new ways to bring about change in the way people talk about colon cancer.

Best wishes,

Andrew Spiegel, Esquire
Chief Executive Officer

“As we enter into the new year, prevention of colon cancer remains a major component of our mission.”
Conversations about Colorectal Cancer

Now in its fourth year, the CCA’s regional seminar series, *Conversations about Colorectal Cancer - Finding Hope*, helps colorectal cancer survivors, patients and their families better manage their own healthcare, connect with others, and have access to the nation’s top experts. Four regional seminars were held in 2010. Cities included Tampa, Salt Lake City, Chicago and Boston. More than 500 people registered for this free educational series.

The nation’s leading healthcare professionals presented the latest colorectal cancer information, educated attendees about treatment options, and answered questions. Survivors and caregivers also had the opportunity to exchange information, share experiences and support one another in their battle against colorectal cancer.

These seminars were recorded and made available on the CCA website as webcasts or podcasts, enabling people everywhere to take advantage of this educational opportunity.

The 2010 *Conversations about Colorectal Cancer* program also included two webinars. These interactive telephone and internet-based presentations offered information to help people better understand and cope with the diagnosis and treatment of colorectal cancer. The *Symptom Management: Hope on the Horizon* webinar was conducted in partnership with Vanderbilt-Ingram Cancer Center. The CCA partnered with Cancer and Careers and the Cancer Legal Resource Center to present the *Employment and Cancer* webinar. Both webinars received rave reviews from attendees.

The educational seminar series is funded by an educational grant from Amgen Oncology, Genentech, Bristol-Myers Squibb, Sirtex and Genomic Health.

“Excellent program! The speakers were the best! It was wonderful to be among so many who are struggling with the same disease.”

– Attendee and Colon Cancer Survivor

Dr. Jeffrey Meyerhardt from Dana-Farber/Brigham and Women’s Cancer Center presents the Diet and Lifestyle session at the Boston Conversations about Colorectal Cancer seminar.
Stars Go Blue for Colon Cancer Benefit Concert

The Colon Cancer Alliance returned to Nashville, Tennessee for the second Stars Go Blue for Colon Cancer benefit concert on March 23, 2010. This special concert was created by four-time Grammy nominee, colon cancer survivor and CCA Board Member, Charlie Kelley.

Some of the biggest names in country music participated in the event to increase awareness about colon cancer and its prevention. Hosted by Great American Country’s Nan Kelley, Stars Go Blue for Colon Cancer featured Rodney Crowell, Gretchen Peters, Mike Reid, Barry Walsh and Peter Cooper, along with special guests Mike Snider, Wade Hayes, Bill Miller and Brandon Rhyder in an intimate, “writers-in-the-round” performance at Loveless Barn on the grounds of the legendary Loveless Café.

In addition to performing acoustic renditions of some of their most well-loved tunes, the artists shared the stories behind the music as well as some colorful, and often humorous, anecdotes with the packed house. Proceeds of the event benefited the Colon Cancer Alliance’s newly formed Blue Note Fund to aid families fighting colon cancer. During the concert, there was also a silent auction featuring wooden barstools hand-decorated by some of the artists, which raised more than $2,000.

“When you’re fighting cancer, the last thing you want to think about is a bill you can’t pay.”

– Charlie Kelley, Grammy nominee, colon cancer survivor and CCA Board Member

The 2010 Stars Go Blue concert was an eclectic mix of elite songwriters, up-and-coming artists and long-time members of the Nashville music community.

“As a gastroenterologist caring for patients with colon cancer, it was special to see people from all walks of life working to raise awareness of this disease. The talented musicians were entertaining, and the auction items all had a personal touch regarding colon cancer.”

– Dr. Mark Uhl, Sumner Medical Group, Gallatin, TN

The 2010 Stars Go Blue for Colon Cancer concert was sponsored by Salix Pharmaceuticals, Stop Colon Cancer Now™ Powered by AmSurg, Lightning 100, MusicStartsHere.org, The Nashville Muse and Liberty Party Rental.
More than 41,000 people are now united through our Cause Page on Facebook®, and our membership is increasing every day. Facebook® Causes enables organizations like the CCA to raise funds through online social networking. Thanks to our generous supporters, more than $11,000 has been raised on behalf of the CCA to date.

The CCA’s Facebook® Fan Page is where over 2,000 virtual fans are updated daily with news, pictures, and upcoming events related to the CCA and colon cancer. Fans can also post comments here and often leave suggestions about where next to bring a CCA event. Many people also use this forum to reach out to others, posting their own stories and photos.

The Undy 5000 series also has its own Fan Page with more than 1,000 members, where fans can view photos and videos of past events, as well as learn of upcoming races. Many fans post their own media on the Undy 5000 Fan Page, showing their support.

The CCA also has a Facebook® Group, which was the first Facebook® vehicle we adopted for spreading the word about our organization. The group has more than 2,000 members, and our patient support advocates take the lead on answering questions from patients, survivors, caregivers, family members and friends.

Twitter™ is a social networking service that enables the CCA to send and read messages known as tweets, text-based posts limited to 140 characters. We update our feed almost daily on breaking news related to advances in colon cancer treatment, upcoming events and general CCA information. Our followers consist of survivors, advocates and more than 75 cancer advocacy organizations. Follow our Twitter™ account with username @CCAlliance. You can also follow the Undy 5000 on Twitter™ with username @Undy5000.

Website
With simplified access to information about colon cancer and CCA awareness programs, the CCA website received 491,000 hits in 2010, a 100% increase from 2009. Our website boasts more than 400 informative pages and offers answers to complex questions frequently asked by those affected by colon cancer. Patients can access detailed information about treatment, how to handle finances, and where they can go to find other resources for coping.

Through our site, visitors can become involved with local programs and events to build relationships with other colon cancer patients and survivors. Friends and family members are able to access information on how best to cope with this disease and what they can do to help their loved ones.
Advocacy

Through our continued advocacy efforts, we ensure that policymakers and all departments of government are made aware of the needs of the colon cancer community.

The nearly half million people who use the CCA’s services each year are a powerful voice for the 1.2 million Americans battling colon cancer. In 2010, the CCA continued to solidify its role as a leader in the healthcare advocacy community. In this changing healthcare environment, the CCA worked diligently to ensure the interests of the colon cancer community were protected.

In 2010, the CCA issued advocacy alerts to our membership, and allowed them the opportunity to weigh-in on important issues and contact their Congressional representatives directly. Some of the key issues this year included urging Congress to increase cancer funding and eliminate lifetime and annual caps as well as encouraging Medicare to cover a new device which improves the accuracy of a colonoscopy.

Additionally, no lifetime and annual limits can be placed on new insurance plans, meaning that people with cancer cannot be forced to pay the high costs of care out-of-pocket. Further, healthcare plans cannot be rescinded without reason.

In addition to the work conducted behind the scenes regarding the new legislation, the CCA worked with many coalitions and patient advocacy groups throughout the year on other issues important to the cancer community, including recommending better screening techniques for travelers with ostomies and other medical appliances and devices. The CCA also joined a coalition of doctors, researchers and industry experts, and was successful in urging Congress to introduce the Virtual Screening for Colorectal Cancer Act of 2010 (H.R. 5461) which requires that Medicare cover virtual colonoscopies.

The Affordable Health Care for America Act extends new benefits to millions of Americans, many of them cancer patients. This new law eliminates the costs to patients for preventive care, including colonoscopies, in all new health plans.

The CCA is committed to bringing the voice of those affected by colon cancer to Capitol Hill. Through our continued advocacy efforts, we ensure that policymakers and all departments of government are made aware of the needs of the colon cancer community.
Colorectal Cancer Awareness Month

March was a very exciting month for the Colon Cancer Alliance! Colorectal Cancer Awareness Month was brimming with big news as more people joined the effort to "go blue" for colon cancer awareness.

The CCA kicked off the month on March 2 by ringing the NASDAQ closing bell in New York City. CEO Andrew Spiegel presided over the NASDAQ closing ceremony and was joined by CCA Board Chairperson, Michael Zahaby, key CCA members and staff, as well as survivors who were visibly moved by the significance of the event. Prior to the closing ceremony, the CCA debuted its new animated public service announcement, “Screen My Colon!” which played on the NASDAQ screen in Times Square for a full hour before and after the closing. “Screen My Colon!” urges individuals to be proactive in their healthcare by asking their doctors about colon cancer screening, the number one way to prevent the disease.

Sponsored by Amgen, Dress in Blue Day was a fantastic success again this year. The brainchild of CCA Voices Volunteer, Anita Mitchell, the CCA launched Dress in Blue Day nationally in 2009. Every year, on the first Friday in March, individuals, businesses and community groups across the country are encouraged to wear blue and talk to each other about the importance of colon cancer screenings. We saw record participation in 2010, with offices, schools and groups taking this opportunity to launch screening awareness campaigns and educational initiatives as well as raise funds to help eradicate colon cancer. Amalgamated Bank displayed Dress in Blue Day information on video monitors in their branches around the country. Their employees and customers also donated to the cause and raised more than $5,000 for Dress in Blue Day! Other supporters included Novartis Pharmaceuticals, First Niagara Bank and Foot Locker Corporate Services, Inc.

The Colon Cancer Alliance was thrilled with the imaginative ways people participated in Colorectal Cancer Awareness Month this year.

“For Dress in Blue Day 2010, we turned our office building at Sam Houston State University into "The House of Blue," and distributed CCA educational materials to students, faculty and staff. Since the event, several of my co-workers have scheduled colonoscopies. I celebrate each scan, especially when a polyp is found and the disease is stopped before it can start.”

- Vicki Barrilleaux
CCA Voices Ambassador

Dress in Blue Day 2010 was sponsored by Amgen and the American College of Gastroenterology.
Undy 5000 5K Run

Created by the CCA in 2008, the Undy 5000 5K events are hugely successful and continue to grow at an astonishing rate. In 2010, the Undy 5000 succeeded in fourteen U.S. cities, raising nearly one million dollars to support local screening efforts and CCA patient support services and awareness programs.

Nearly 8,000 people participated in the events which were held in San Diego, St. Louis, Grand Rapids, Tacoma, Denver, Jersey Shore, Royal Oak, Philadelphia, the District of Columbia, Columbus, Cincinnati, Dallas, Phoenix and Atlanta. A recent survey revealed that nine out of ten 2010 Undy 5000 participants would recommend this event to their friends and family.

The 2011 Undy series is poised to set new records throughout the United States as we add more cities to the event roster.

The primary goal of the Undy 5000 is to get people talking about colon cancer. This disease is the second leading cause of cancer death in the United States and is 90% preventable when people are properly screened. The Undy 5000 encourages discussion by providing boxer-style shorts instead of traditional t-shirts for all participants to wear during the event, a tongue-in-cheek reference to the area affected by colon cancer.

The response to these events has been overwhelmingly positive. By creating a sense of community and camaraderie among those affected by colon cancer and promoting open dialogue, the Undy 5000 is making a big impact in the fight against this cancer.

The 2010 Undy 5000 series was sponsored by Salix Pharmaceuticals, the American Society of Colon and Rectal Surgeons (ASCRS), Amgen Oncology, Genentech Bio-Oncology, Ethicon Endo-Surgery, the Medical Imaging and Technology Alliance (MITA) and Bristol-Myers Squibb.
Colon Cancer Alliance Connections Programs

The Buddy Program
Living with uncertainty is the biggest challenge for any person faced with a cancer diagnosis. Even the closest families need outside support and assistance, and who better to provide that help than others who have been there? The CCA created the Buddy Program to provide peer-to-peer support to those affected by colon cancer.

CCA Buddies are colon cancer survivors, caregivers, family and friends with experience and compassion who are there to listen, offer support and share their experiences. They can provide information on coping with side effects, treatment options, life after a colostomy and dealing with the many emotional issues that come with this cancer.

Each year, nearly 500 colon cancer survivors request a Buddy, and many choose to stay in the program to support others in need. Many of our Buddies have formed ongoing, mutually supportive friendships as a result of participating in this unique program. Participants are matched based on stage of diagnosis, age, gender and primary concerns.

Being diagnosed with cancer is frightening, and having a connection with someone who has already been down the same path is invaluable.

Toll-Free Helpline
When colon cancer patients, family or friends need answers to questions, support and connections to others, the CCA Helpline is just a phone call away. This year, our Patient Support Staff helped thousands of callers by lending a caring ear and providing valuable resources and answers to difficult questions.

The CCA’s Helpline helps individuals learn about:
- Screening tests
- Standards of treatment
- The latest treatment options
- The body’s reactions to surgery and treatment
- Reimbursement issues

By calling our Helpline, colon cancer survivors and their loved ones are instantly connected with a caring staff member who listens to their story and supports them in the wide range of emotions and reactions they might have. The newly diagnosed receive guidance regarding what to expect in the coming months.

Calling our Helpline will also allow someone to discuss all of the CCA’s different support services, including our Buddy Program and our online community, My CRC Connections.

Calls can be made anytime to our Helpline, which is answered live Monday through Friday from 9:30 am to 4:30 pm ET by our trained Patient Support Managers, who have extensive experience helping patients and their caregivers. You may reach the Helpline by dialing 1 (877) 422-2030.

“Thank you so much. The Helpline has been an amazing source of support during the past 11 months. I always know that there is someone who understands, and that is really important.”
- Helpline Caller

Anita Mitchell
I feel that there is nothing more important than helping someone who has just received the life-changing news that they have colon cancer. Having someone to talk to about symptoms, pain or fear of an upcoming surgery is so important. Being a stage 4 survivor, I understand the loneliness and fear that you experience when battling cancer, but I also know that there is hope. Having a Buddy can be a bright star on this scary journey.
Colon Cancer Alliance Connections Programs

*My CRC Connections*

**Online Community**

More than 1.2 million Americans have colon cancer, yet many individuals feel isolated and alone. Created in 2008, and more than 2,000 strong, the CCA’s online community, *My CRC Connections*, is the first social network of its kind. *My CRC Connections* allows those affected by colon cancer to find and communicate with one another conveniently via the internet.

Through *My CRC Connections*, individuals can connect with thousands of others from around the world who share similar circumstances. Frequent users are patients, family and friends.

*My CRC Connections* members can participate in live chats, message boards and create personal pages with photos, videos and blogs. Chat meetings are held the first Wednesday of every month and often feature leaders in the colon cancer community.

To join or learn more, simply visit [www.mycrcconnections.com](http://www.mycrcconnections.com).

“My CRC Connections has given me the support, hope, confidence and compassion that is very hard to find even with family and friends. I can’t say enough about this community of angels. And that’s exactly what it is.”

– Judy, *My CRC Connections* Member
Voices Volunteer & Chapter Program

Our Voices Volunteer Program gives advocates an opportunity to use their voice to bring the CCA’s mission to the local level. Our Voices Program boasts five official Chapters and over 200 Volunteers and Advocates in more than 30 states across the country. Voices Volunteers serve as liaisons to the CCA’s national office and lead efforts in their communities. We provide Volunteers the support and services they need to educate their communities about colon cancer awareness and screening as well as help those already affected by the disease.

In 2010, Voices Volunteers led local efforts ranging from Dress in Blue Day campaigns to organizing a local 5K event benefiting community screening and treatment programs. Many Volunteers participated in health fairs and conferences, including the Ft. Defiance Cancer Awareness Conference, an event dedicated to increasing awareness about cancer among the Navajo people and helping bridge Western and Native American approaches to disease and treatments.

The CCA is grateful for our army of dedicated Volunteers helping us fight the war on colon cancer in their communities. Their professionalism and passion is truly inspiring.

“Our Chapter’s 2nd Annual Colon Cancer Awareness 5K Walk was a wonderful success. We raised money for a great cause and helped bring local attention to a cancer we can beat!”

– Barbara Joyce, Survivor and Voices of Rhode Island Coordinator

“In some ways, entering the Navajo Reservation was like stepping into another world. Colon cancer survivors living on the Reservation must travel several hours each way for their diagnostic services. In some cases, patients are put on a bus to make the trip for chemotherapy there and back in the same day. I cannot imagine that kind of journey post-treatment. I was happy to share the message of screening and early detection with the attendees of the Ft. Defiance Cancer Awareness Conference.”

– Shelia Casto, Survivor and Voices of Central Arizona Outreach Coordinator

CCA Board Member and Nashville musician, Charlie Kelley, his wife, Nan, and Navajo children in traditional dress at the 3rd Annual Ft. Defiance Cancer Awareness Conference in Window Rock, AZ.
**Colon Cancer At-A-Glance**

- Colon cancer is the second leading cause of cancer-related death in the United States.
- Overall, 91% of new cases and 94% of deaths occur in individuals 50 and older.
- Although 20%-25% of colon cancer cases occur among individuals with a family history of colon cancer or a predisposing illness, about 75% of cases occur in people without these risk factors.
- People who have a first-degree relative (parent, sibling or offspring) who has had colon cancer have about twice the risk of developing the disease compared to individuals with no family history.
- The death rate (the number of deaths per 100,000 people per year) from colon cancer has been dropping for more than 20 years – due to early diagnosis through screening and improved treatments.
- There are now more than 1 million survivors of colon cancer in the United States.
- As a result of advocacy efforts, 30 states and the District of Columbia have enacted legislation to provide coverage for colon cancer screening tests.

*Source: American Cancer Society [www.cancer.org](http://www.cancer.org)*

---

**How Can I Help?**

The CCA is committed to changing the current reality and increasing the hope for those coping with colon cancer. We provide support to colon cancer survivors, their friends and family. We advocate for increased funding for colon cancer research and screening programs and work to increase public awareness of the disease and the importance of early detection. We continually explore ways to extend our capabilities, enhance our services and broaden our educational and advocacy activities. To accomplish these goals, we rely on the support of our many volunteers and donors nationwide.

**Donate Directly to the CCA**
The CCA relies on donations from groups and individuals who believe in saving lives and increasing awareness about colon cancer. Many choose to make a gift in honor or memory of someone special. Your contribution will provide funding to support the CCA’s educational and patient support activities throughout the year. Make a donation online at [www.ccalliance.org](http://www.ccalliance.org) or mail your tax-deductible donation to:

**Colon Cancer Alliance, Inc.**
1025 Vermont Avenue NW, Suite 1066
Washington, DC 20005

**Workplace Giving**
Many employers now offer an opportunity to give to a charitable cause through convenient payroll deduction, and several will match their employees’ gifts. Please contact your human resources office to learn more about giving in your workplace.

The CCA is a proud member of Community Health Charities of America (CHC), which offers convenient payroll deduction giving options for employees of many private firms.

Federal employees can give through the Combined Federal Campaign (CFC).

**Our CFC number is: 32697.**

**Help a Family by Giving to the Blue Note Fund**
Would you like to help a family struggling to make ends meet due to the high cost of cancer treatment? The *Blue Note Fund* provides small monetary gifts to colon cancer patients in need. Your gift could help cover a family’s utility bills or a patient’s travel cost to and from treatment during this difficult time. For more information, please visit [www.bluenotefund.com](http://www.bluenotefund.com).
**Become a Buddy**
Living with uncertainty is the biggest challenge for any person faced with a cancer diagnosis. Even the closest families need outside support, and who better to provide that support than those who have been there? If you are a colon cancer survivor or caregiver, consider becoming a *Buddy*. Please visit our website, [www.ccalliance.org](http://www.ccalliance.org), or call our toll-free *Helpline* at 1-877-422-2030 to learn more.

**Volunteer with our Voices Program**
We are dedicated to providing education and support to those affected by colon cancer. Our *Voices* Volunteer and Chapter Program is a nationwide network of local volunteers who lead awareness, education and prevention efforts in their communities. The CCA firmly believes that one voice can save a life, and by providing *Voices* across the country, we hope to provide that chance to every community.

**Get Involved with the Undy 5000**
These events are growing so fast that we need your help! Whether or not you actually run in one of these events, we still need you. Maybe you have a special skill or local connections that could help us pull off an amazing event. Local volunteers are always welcome. Corporate sponsorships are also available. Please visit [www.undy5000.org](http://www.undy5000.org) to register or to learn about other ways you can help.

**Advocate for the Cause**
Rates of colon cancer have decreased in the past decade, but certain populations continue to disproportionately suffer from this disease due to poverty, minimal to no insurance and a lack of access to primary care providers. Will you help? Stand up for the common good. Join us in our advocacy efforts, and make your voice heard.

**Share your Story**
The personal stories of survivors can offer hope and inspiration to those affected by colon cancer. Contact us if you have a story to tell. We also urge you to join *My CRC Connections*, the CCA’s Online Community, which allows you to connect with thousands of people across the world who are sharing similar circumstances. Visit [www.mycrcconnections.com](http://www.mycrcconnections.com) for more information.

**Questions?**
Please contact us at [info@ccalliance.org](mailto:info@ccalliance.org) or call (202) 628-0123.

Colon Cancer Alliance, Inc.
1025 Vermont Avenue NW, Suite 1066
Washington, DC 20005
[www.ccalliance.org](http://www.ccalliance.org)
2010 Financials

Colon Cancer Alliance, Inc. Financial Highlights

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>$1,752,071</td>
</tr>
<tr>
<td>Expenses</td>
<td></td>
</tr>
<tr>
<td>PROGRAM SERVICES</td>
<td></td>
</tr>
<tr>
<td>Awareness</td>
<td>747,758</td>
</tr>
<tr>
<td>Connections Campaign</td>
<td>158,269</td>
</tr>
<tr>
<td>Conferences</td>
<td>192,634</td>
</tr>
<tr>
<td>Education</td>
<td>193,574</td>
</tr>
<tr>
<td>Chapters</td>
<td>151,233</td>
</tr>
<tr>
<td>SUPPORTING SERVICES</td>
<td></td>
</tr>
<tr>
<td>General &amp; Administrative</td>
<td>120,056</td>
</tr>
<tr>
<td>Fundraising</td>
<td>240,939</td>
</tr>
<tr>
<td>Total Expenses</td>
<td>1,804,463</td>
</tr>
<tr>
<td>Change in Net Assets</td>
<td>52,392</td>
</tr>
<tr>
<td>Net Assets, beginning of year</td>
<td>546,156</td>
</tr>
<tr>
<td>Net Assets, end of year</td>
<td>$493,764</td>
</tr>
</tbody>
</table>

Fiscal Year 2010 Functional Expenses

- Awareness
- Connection Campaign
- Conferences
- Education
- Chapters
- General and Administrative
- Fundraising
Board of Directors and Medical Science Advisory Committee

Colon Cancer Alliance Board of Directors

Michael Zahaby  
CCA Board Chairperson and Treasurer  
Chief Credit Officer and EVP, Amalgamated Bank

Sandy White  
CCA Board Secretary and Liaison to the Advocacy Committee  
Consultant, Allstate Insurance Company

Kevin Lewis  
CCA Co-Founder  
Director, PRTM Management Consultants

John Daly, MD, FACS, FRCS (G),FRCS (I)  
Dean, Temple University School of Medicine

James W. Fleshman, MD  
Professor of Surgery, Washington University  
School of Medicine  
Chief of the Section of Colon and Rectal Surgery, Siteman Cancer Center

Joseph A. Frick  
President and CEO, Independence Blue Cross

Leonard S. Jacob, MD, PhD, DSc (Hon.)  
Chairman of the Board, Antares Pharma

Charlie Kelley  
Owner, Donelson Ranch Productions  
Grammy nominated producer and recording artist

Michael Retsky, PhD  
Visiting Scientist, Harvard School of Public Health  
Manager, Electron Optics Development Co., LLC

Jerry Tolk  
Senior Vice President and Regional Practice Leader  
Edelman

Medical Science Advisory Committee

Gordon Cole  
Colon Cancer Survivor

Michael Choti, MD  
Surgeon, Johns Hopkins University

Kathleen Gamblin, RN, BSN, OCN  
Nurse, National Coalition of Oncology Nurse Navigators

Axel Grothey, MD  
Medical Oncologist, Mayo Clinic

Amy Halverson, MD  
Surgeon, Robert H. Lurie Comprehensive Cancer Center

Michael D. Kreines, MD, FACP, FACG  
Gastroenterologist  
University of Cincinnati

John L. Marshall, MD  
Medical Oncologist, Ruesch Center for the Cure of Gastrointestinal Cancer  
Lombardi Comprehensive Cancer Center

Beth McFarland  
Radiologist, American College of Radiology

Jose Mendoza-Silveiras, MD  
Colon Cancer Survivor

Jeffrey A. Meyerhardt, MD, MPH  
Public Health, Dana-Farber Cancer Institute

Edith Mitchell, MD  
Oncologist, Thomas Jefferson University

Mark Pochapin, MD  
Gastroenterologist, The Jay Monahan Center for Gastrointestinal Health

Laura Porter, MD  
Colon Cancer Survivor

Vetta L. Sanders Thompson, PhD  
Psychologist, Washington University

David Woo, MD  
Researcher, Pfizer, Inc.
Colon Cancer Alliance Staff

The Colon Cancer Alliance is managed by an experienced staff and a core of volunteer board members located around the country. Many CCA staff members have a personal understanding of colon cancer – as either a survivor or caregiver. Their experiences with the disease further their commitment to increasing prevention, raising awareness and providing support.

Standing, left to right: Andrea, Katie, Melissa, Todd, Nancy, Jeannie, and Laura. Seated, left to right: Tammy, Daniella, Jasmine, Donna, Kathleen, and Andrew.

Andrew Spiegel
Chief Executive Officer

Jasmine Greenamyer
Vice President

Andrea Clay
National Fundraising Director

Donna Quinlan
Program Director

Todd Setter
Undy 5000 Event Director

Tammy Ashton
Communications Manager

Melissa Bjorklund
Operations Coordinator

Kathleen Newbould
National Fundraising Associate

Jeannie Moore
Patient Support Manager

Nancy Butterfield
Patient Support Advocate

Laura Porter, MD
Patient Advocate Consultant

Jose Mendoza-Silveiras, MD
Latino Medical Consultant

Daniella Peña
Field Development Coordinator

Yuberca Peña
Program Associate

Katie Matusik
Community Engagement Associate
