The Colon Cancer Alliance (CCA) is the leading national patient advocacy organization dedicated to increasing screening rates and survivorship. Ask the hundreds of thousands of people we help each year and they will tell you we are an active, caring community. We know first-hand how devastating this cancer can be. We also know it doesn’t have to be this way.

We see a brighter future on the horizon. Our programs are reaching more communities, and more people are getting screened and beating this disease. We know that a future free of colon cancer isn't just a dream; it can be a reality. But, we can't do it alone. Our staff and army of volunteers are committed to taking action both nationally and locally through exciting and impactful campaigns and events.

**OUR MISSION** – The Colon Cancer Alliance is a community that provides hope and support to patients and their families, while saving lives through screening, access, awareness, advocacy and research.

**OUR VISION** – At the Colon Cancer Alliance, our vision is for a world free of colon cancer, where education, early detection and treatment lead to survivorship for all.

**OUR VALUES**

**COMPASSION** – We care, and we are on your team. Since our founding, we have been the leader in peer support and encouragement. No one has to face this cancer alone.

**RESPECT** – We recognize the courage and the dedication of all who are fighting this disease including survivors, families, the medical community, our partners and other cancer organizations. We believe that mutual respect and collaboration are absolutely essential.

**COMMITMENT** – We are passionate about increasing survivorship and igniting change in the way this disease is viewed and discussed. We will work tirelessly to realize our vision of a world without colon cancer.

**EDUCATION** – We will continue to support research and position ourselves on the forefront of new developments in colon cancer prevention and treatment and bring this knowledge to the public.

**CONFIDENCE** – We know we are making a difference, and our tenacity drives us onward. We are inspired daily by the army of brave survivors in our ranks – living proof that colon cancer can be beat.
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Dear Friends,

The past year has been one of unprecedented growth for the Colon Cancer Alliance. From our humble beginnings as an online support group just over a decade ago, we have emerged as the leader in colon cancer awareness, education, research and advocacy initiatives. As I reflect upon the past year, I am proud of what we have accomplished and inspired by those who, even in the face of seemingly insurmountable odds, never give up hope.

It is this hope that motivated us to take a good, hard look at who we really are and where we are going as an organization. And, after much thought and reflection, we made some changes. We are confident that our newly crafted mission, vision and values statements reflect a new era for the Colon Cancer Alliance – one of optimism, tenacity and confidence. However, what brings me the greatest joy is realizing that in some ways we haven’t changed at all. What drives us now is exactly the same as what it was over ten years ago – providing a voice to individuals affected by colon cancer.

I am extremely proud to present our 2011 Annual Report. In the following pages, we’ve highlighted our numerous accomplishments over the last year. Our existing programs have experienced dramatic growth, particularly national Dress in Blue Day, the Undy 5000, and the Blue Note Fund. We also launched exciting new programs including our Clinical Trial Matching Service, which connects patients with ground-breaking research based on their diagnosis and stage of disease.

As we enter into a 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 2012, we’ll continue working with a team of dedicated 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
Chief Executive Officer
Colon Cancer Alliance
In March, we celebrated a record-breaking Colorectal Cancer Awareness Month. Participation reached an all-time high as more companies, organizations and individuals than ever before rolled up their sleeves to fight this disease and raise awareness in their communities through educational and fundraising events. Our army of Voices volunteers across the country worked tirelessly, hosting events, distributing materials and enlisting the help of community leaders in elevating the profile of colon cancer.

We kicked off the month in New York City, where our CEO, Andrew Spiegel, had the honor of ringing the NASDAQ closing bell on March 1. In Times Square, our animated public service announcement, “Screen My Colon!” played on the NASDAQ screen for a full hour before and after the closing, catching the attention of the bustling crowd below.
The Dress in Blue Day program was a fantastic success again this year. Annually, on the first Friday in March, we encourage individuals, healthcare providers, businesses and community groups across the country to wear blue and talk to each other about the importance of colon cancer screenings. Through our website, we provided participants with awareness and educational merchandise, free downloads and outreach materials. These resources helped participants to launch screening and awareness initiatives as well as raise funds to help eradicate colon cancer. The CCA thanks Genentech for their sponsorship of the Dress in Blue Day program, celebrating colon cancer survivors and screening.

On March 29, 2011, employees were seen breaking the dress code throughout Ethicon Endo-Surgery (EES) hallways. By donating $5 to the CCA, they had the privilege of wearing blue jeans to work that day, raising a total of $2,300.

The CCA garnered national media attention in March, being featured on the Profiles Series, hosted by Lou Gossett, Jr. Additionally, we partnered with CBS HealthWatch™, Ethicon Endo-Surgery (EES), and the American Society of Colon and Rectal Surgeons (ASCRS) to host a live, interactive colon cancer awareness webcast moderated by Travis Stork of “The Doctors” and featuring Katie Couric and a panel of ASCRS experts.

We also made awareness fashionable this year by teaming up with renowned fashion designer and colon cancer survivor Carmen Marc Valvo, who created a limited edition CCA t-shirt and donated a gown from his Black Label collection. Proceeds from both benefited CCA awareness and patient programs. Valvo further demonstrated his commitment to our mission by accepting a position on our Board of Directors.

March saw the expansion of our community screening efforts through our partnership with Boehringer Ingelheim Pharmaceuticals, the makers of Dulcolax®. Specially marked packages of the product sold in more than 14,000 Walmart locations and other major retailers, with a portion of the sales supporting local screening programs.

Dress in Blue Day 2011 was sponsored by Genentech.

“On behalf of Ethicon Endo-Surgery and the Colon Cancer Alliance, we would like to thank everyone who showed their support. Together, we can do wonderful things and we hope this will be the start of a new EES tradition.”
EDUCATION AND COMMUNITY ENGAGEMENT

CONVERSATIONS ABOUT COLORECTAL CANCER WEBINARS

“This was the first time I’ve ever participated in a webinar and it was easy as can be. Thank you! “

“All in all, the webinar was excellent and the two hours went by quickly. Thank you for all you do.”

“This was a great overview for patients that have not yet been exposed to these topics.”

The CCA brings the latest information directly to patients through our Conversations about Colorectal Cancer - Finding Hope webinars. These interactive, telephone and internet-based presentations by the nation’s top experts are free and provide information that empowers participants to play a leading role in their healthcare management. The CCA hosted two webinars in 2011 with a total of nearly 600 registrants. Both received rave reviews from attendees.

The CCA partnered with EmergingMed and Fight Colorectal Cancer to present the Understanding and Navigating Clinical Trials webinar in June. Participants learned what clinical trials are, why it’s important to participate, who should participate, and how to utilize the new Colorectal Cancer Clinical Trial Matching Service.

Conducted in partnership with the Simms/Mann – UCLA Center for Integrative Oncology, October’s Integrative Medicine: Wellness Throughout Treatment and Survivorship webinar proved to be one of our most successful webinars to date. The presentation focused on the connection of the mind, body and spirit, combining holistic with conventional treatment in order to optimize wellness during treatment and survivorship.

The Conversations about Colorectal Cancer webinars were recorded and archived on the CCA website, enabling people everywhere to take advantage of these educational events long after the live event.

Conversations about Colorectal Cancer webinars were funded by educational grants from Amgen and Bristol-Myers Squibb.

Penina Seidman  
Director of Clinical Trials Information Services, EmergingMed

Robert Autigliano, PhD  
Medical Director, EmergingMed

Anne Cossarelli, PhD  
Director, Simms/Mann – UCLA Center for Integrative Oncology

Mary Hardy, MD  
Medical Director, Simms/Mann – UCLA Center for Integrative Oncology
“The CCA is great for people who are newly diagnosed or who have been touched by colon cancer. But, if we want to create change, we need more people to be passionate about preventing this cancer. There are only a few cancers that you have the power to prevent, and this is one of them. I want to encourage more people to get involved with this cause before they are diagnosed with colon cancer.”

– Jose Mendoza Silveiras, MD, PhD
Colon Cancer Survivor, CCA Buddy, Fiesta Azul Director, Voices Volunteer, CCA Medical Consultant and Member of the CCA Medical Scientific Advisory Committee

Our Voices Volunteer and Chapter 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 2011, Voices Volunteers led local efforts ranging from disseminating our Primary Care Screening Engagement Kit to participating in the Dress in Blue Day program 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.
We hosted our National Conference, *Family Matters: What Every Family Needs to Know about Colon Cancer*, in Denver, Colorado on June 23-25, 2011. This family-friendly conference brought together more than 200 patients, survivors and family members. National experts covered a wide range of topics including genetic risks, designing a treatment plan, advanced disease treatment options and tips for living with colon cancer.

A festive, blue-themed reception and awards presentation kicked off the event on Thursday evening. Friday’s keynote presentation, *You (and Your Family) Have Colon Cancer – You are Not Alone* was delivered by Tim E. Byers, MD, MPH from the Colorado School of Public Health and was followed by a series of breakout sessions featuring high profile guests from the American Cancer Society, Johns Hopkins University, the Cancer Legal Resource Center, the University of Colorado Cancer Center, Fight Colorectal Cancer, Cancer and Careers, EmergingMed, the Dana-Farber Cancer Institute and more.

The 2011 National Conference was a huge success with 97% of attendees indicating that they felt the conference was a valuable experience and would recommend it to others.

“The Family Matters conference was wonderful. Not only did I get to learn from top-notch presenters and talk to leading medical professionals about my disease, but I also got to meet real survivors who have faced many of the same things I have. The networking times were the highlight of the conference for me. Thank you again for allowing me to participate. This meant the world to me.”

– 2011 National Conference Attendee
**2011 Awardees**

At the conference, the CCA presented several awards to colon cancer advocates who have made significant strides in bringing greater awareness to colon cancer and the importance screening plays in helping eradicate the disease.

The **Volunteer of the Year Award** was presented to Barbara Joyce of Warwick, Rhode Island. Joyce, a colon cancer survivor, started the CCA’s *Voices* of Rhode Island Chapter and serves as a CCA *Buddy* to other individuals living with colon cancer.

Jeannie Moore of Scottsdale, AZ received the **Outstanding Service Award** for her remarkable efforts in working with colon cancer patients throughout Arizona and the nation. Moore, one of the original founders of the Colon Cancer Alliance, serves as the Patient Support Manager and also oversees the CCA *Buddy* program. She regularly works with volunteers and provides *Helpline* callers with a caring ear.

Brian Kothe and Serena Sampat of Denver, CO were recognized with the **Best Undy Management Team Award**. Brian and Serena have been a leading force in promoting the Colon Cancer Alliance’s *Undy 5000* 5K event in Denver. The Denver *Undy 5000* was the most successful first-year event in *Undy* history with more than 1,000 participants. Now in its third year, the event continues to break fundraising and participation records.

The **Leadership Award** was presented to Dr. Jose Mendoza Silveiras of Washington, DC. Dr. Mendoza Silveiras has spearheaded the Colon Cancer Alliance’s Hispanic support and outreach efforts. He added Spanish speakers to our toll-free *Helpline* and was instrumental in launching a Spanish version of the CCA website and translating existing CCA educational materials into Spanish.

Carmen Marc Valvo, a colon cancer survivor, was presented with the **Making Colon Cancer Fashionable Award** for his work to help promote our national *Dress in Blue Day* program. Valvo donated a deep blue gown from his Black Label Collection for a fundraising auction during National Colorectal Cancer Awareness Month and a signed fashion sketch, which was printed on a limited edition *Dress in Blue Day* t-shirt. All proceeds from both items directly benefited colon cancer awareness programs. He also played a key role in Boehringer Ingelheim’s awareness campaign by serving as a passionate spokesperson for the cause.

Boehringer Ingelheim Pharmaceuticals, Inc. received the **Corporate Champion Award** for its commitment to raising awareness about colon cancer. More than a million boxes of Dulcolax® products were co-branded with the Colon Cancer Alliance logo, and 44 million coupon inserts were distributed through partner stores such as Walmart, Sam’s Club, Walgreens, CVS, Target and more. A portion of the proceeds funded colon cancer screenings for those in need. In addition, the campaign resulted in nearly 175 million media impressions. The company further demonstrated its support of the cause by becoming the presenting sponsor of the CCA’s 2011 *Undy 5000* 5K series held in cities throughout the United States.

“As a colon cancer survivor, this issue is near and dear to my heart. Anything I can do to bring greater awareness to being screened is a step in the right direction to helping eradicate this disease. I am proud of my partnership with the Colon Cancer Alliance and will continue working with the fashion industry to raise awareness of *Dress in Blue Day*, and make blue the new black! Being honored for my work and my passion is just icing on the cake.”

– Carmen Marc Valvo

*Leadership Award recipient, Dr. Jose Mendoza Silveiras and Making Colon Cancer Fashionable Award recipient, Carmen Marc Valvo.*
EDUCATION AND COMMUNITY ENGAGEMENT

CCA ONLINE

WEBSITE

Featuring more than 400 informative pages, the CCA website offers answers to the complex questions frequently asked by those affected by colon cancer. We provide information about screening, treatment, quality of life and financial issues, as well as a library of educational videos, chats, seminars and webinars. With nearly one million hits in 2011, the CCA website allows visitors to get involved in national programs and local events, as well as connect with other colon cancer patients, survivors and caregivers.

As an expansion of the CCA’s Hispanic Outreach program, we introduced eight new webpages in 2011, providing information about colon cancer, its symptoms, screening and resources entirely in Spanish.

FACEBOOK

More than 54,000 people are now united through our Facebook Causes Page. Facebook Causes enables organizations like the CCA to raise funds through the world’s largest social networking platform. Nearly $20,000 has been raised on behalf of the CCA to date.

Through the CCA’s Facebook Fan Page and Facebook Group, more than 7,000 virtual fans are updated daily with breaking news, photos and upcoming events related to the CCA and colon cancer. Many people also use this forum to reach out to others who have been affected by the disease, posting their own stories, photos, questions and advice.

The Undy 5000 also has its own Facebook Fan Page. Fans can view photos and videos of past events and learn about race sponsors, top fundraisers and upcoming events. Many fans post their own media, showing their support for the races and cause.

In February of 2011, the CCA debuted a new Spanish Facebook Fan Page as part of our Hispanic Outreach efforts. The La Alianza Contra el Cáncer del Colon page features news, resources and information for Spanish speakers.

TWITTER

Through Twitter, the CCA is able interact with survivors, partners, healthcare providers and other cancer organizations. @CCAlliance is updated several times a day with breaking news related to advances in colon cancer treatment, upcoming events, volunteer opportunities and general CCA information. Through hashtags like #coloncancer and #getscreened, the CCA is able to connect with other Twitter users tweeting about colon cancer, offering them support and referring them to the CCA’s Patient Support Team for assistance.

The Undy 5000 Twitter feed keeps participants and followers up-to-date with race information, upcoming events and news through @Undy5000. Followers include local race sponsors, race participants and colon cancer awareness advocates.

*Source: Google Analytics

In 2011, the Colon Cancer Alliance website was sponsored by Amgen, Ethicon Endo-Surgery, Genentech and Spectrum Pharmaceuticals.
**AWARENESS EVENTS**

**U ndy 5 0 0 0 5 K Run/Walk**

The *Undy 5000* series is kicking colon cancer with a combination of community involvement, screening initiatives, media buzz and a healthy dose of attitude. This unique event is raising eyebrows and awareness, getting people talking about colon cancer, motivating more people to get screened and celebrating survivors.

The *Undy 5000* encourages discussion by providing a commemorative pair of boxer shorts instead of the traditional race day t-shirt, a tongue-in-cheek reference to the area affected by colon cancer. Participants are encouraged to form teams, often with creative names and zany costumes. The *Undy 5000* is a fun event with a very serious message – colon cancer screening can save your life.

In 2011, the *Undy 5000* came to 12 U.S. cities, raising more than $1.25 million to support local screening efforts as well as CCA patient support services and awareness programs. With *Undy* fever at an all-time high this year, more than 8,000 people participated in the events held in South Florida, San Diego, St. Louis, Denver, Jersey Shore, Tacoma, Philadelphia, Cincinnati, Dallas, Washington, D.C., Atlanta and Phoenix, shattering previous event records.

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 colon cancer.

"What a well-run event! This is the best stand-alone 5K I’ve attended. This one had everything. And of course, the focus was all on colon cancer. I had a great time. If there is one in your area, go to it. Run it, walk it, or just stand around. It’s nice having something that’s all about you."

– Dallas *Undy 5000* Participant

**The Colon Cancer Alliance’s**

![Undy 5000 Logo](image1)

**Presented by Dulcolax**

"The recognition you give your participants is phenomenal. It’s not like that in any race I’ve ever participated in. It’s so nice to just be given a pat on the back and an ‘atta boy,’ and you guys were amazing. We felt very much appreciated. Thank you!"

– Washington, D.C.
*Undy 5000* Participant

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*The presenting sponsor of the 2011 *Undy 5000* series was Boehringer Ingleheim. Other national sponsors were the American Society of Colon and Rectal Surgeons (ASCRS), Amgen, Bayer HealthCare, Ethicon Endo-Surgery, Genentech and Salix Pharmaceuticals.*
AWARENESS EVENTS

STARS GO BLUE FOR COLON CANCER BENEFIT CONCERT

For the third consecutive year, the CCA returned to Nashville, Tennessee for the Stars Go Blue for Colon Cancer benefit concert on March 16, 2011. This special concert was created by four-time Grammy nominee, colon cancer survivor and CCA Board Member Charlie Kelley. Kelley was given the Colon Cancer Alliance Visionary Award prior to the concert to honor his work in establishing the Blue Note Fund, which the CCA launched in 2011. During the show, Kelley took to the stage to perform a few touching duets with his wife, Great American Country (GAC) personality, Nan Kelley.

To tie into the “ Couples in Country Music” theme, GAC and Sirius radio personality Storme Warren shared the job of hosting the event with his wife, Allison. Multi-platinum MCA recording artist and Grand Ole Opry member Josh Turner performed alongside wife and band member, Jennifer. Grammy winning singer Linda Davis belted out tunes with her singer/songwriter husband, Lang Scott. Then, Paul Martin, former lead singer of Exile and currently “Apostle Paul” in Marty Stuart’s Fabulous Superlatives, kept toes tapping with his wife, Jamie.

After the show, the audience enjoyed a reception, which gave them the opportunity to mingle with the artists and bid on bar stools personalized by the performers themselves. The event was a great success and raised over $41,000 to help patients in need through the Blue Note Fund.

The 2011 Stars Go Blue for Colon Cancer Concert was sponsored by Amgen, Genentech, StopColonCancerNow.com powered by AmSurg, Salix Pharmaceuticals, Dett Distributing Company, Liberty Party Rental, NashvilleMuse.com, Athens Distributing Company and Don Sebastians & Sons.

“StopColonCancerNow.com was truly honored to be a sponsor of the 2011 Stars Go Blue here in our hometown of Nashville. The event provided a wonderful opportunity for our folks to get together and celebrate the part we all play each day in the prevention of colon cancer. We are particularly proud that this event supports the Blue Note Fund, helping colon cancer survivors in need.”

– Todd D. Lunsford
Vice President, Chief Strategy and Marketing Officer, AmSurg

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

– Charlie Kelley

The 2011 Stars Go Blue for Colon Cancer concert featured members of the Grand Ole Opry, Sirius radio personalities and multi-platinum recording artist Josh Turner (center).
Kristi was diagnosed with colon cancer before her 40th birthday and found the CCA after accruing thousands of dollars in medical bills. The CCA’s Blue Note Fund helped Kristi get back on her feet, and she is now in remission, back at work, and coaching a girls’ swim team.

Each day, we hear from patients who are overwhelmed by medical bills and other treatment-related costs. Many are simply unable to meet the extraordinary financial demands that a cancer diagnosis can create. In 2011, the CCA launched the Blue Note Fund to quickly and directly help patients fighting colon cancer. Inspired by CCA Board Member Charlie Kelley, our Patient Support Team worked diligently to create this unique program, offering one-time financial awards to those in need.

In the Blue Note Fund’s inaugural year, we received 1,000 applications for aid and awarded more than 400 grants totaling over $120,000 to those currently in active colon or rectal cancer treatment. Funded by generous donations from individuals and businesses, the Blue Note Fund is helping families keep their lights on and food on the table.

At the CCA, we know that sometimes the most important thing a cancer patient needs is a little hope. The addition of the Blue Note Fund to our growing list of support services has indeed struck a chord with those we serve and is truly making a difference.

“Thank you so much! My Blue Note Fund award really helped me mentally as well as financially. As you have probably heard before, the financial burden on cancer patients is intense. It is so good to know there is help out there.”
– Sharon

“There are not many reasons for me to smile lately, but receiving your check in the mail did it. A million thanks!”
– Kenneth
SUPPORT SERVICES

THE COLORECTAL CANCER CLINICAL TRIAL CALL TO ACTION CAMPAIGN

In the spring of 2011, the Colon Cancer Alliance and Fight Colorectal Cancer joined forces on an initiative to encourage patients with colon cancer to take charge of their diagnosis and learn about clinical trials. The Colorectal Cancer Clinical Trial Call to Action campaign matches colon cancer patients with open clinical trials based on their individual medical situation. This free and confidential resource, powered by EmergingMed, helps patients find clinical trials that may be appropriate for them.

The Colorectal Cancer Clinical Trial Call to Action campaign was designed to ease the burden patients and their families may feel when trying to navigate the complicated landscape of researching and identifying clinical trials to discuss with their doctors. The resources available through the program include a Colorectal Cancer Clinical Trial Matching Service, which provides personalized education and quick identification of clinical trial options that match each patient’s diagnosis, stage and treatment history. Patients, loved ones and healthcare professionals may access the service by visiting the Colon Cancer Alliance website or by calling (866) 278-0392 to be matched with a compassionate and informed Clinical Trials Navigator who guides them through the entire process.

“The Colon Cancer Alliance is proud to have launched this collaborative patient-centered service with Emerging Med and Fight Colorectal Cancer. We all have the same goal of helping colon cancer patients. The centerpiece of this service is the Clinical Trials Navigator who can help make the process of finding a trial less overwhelming.”

– Andrew Spiegel
CEO, Colon Cancer Alliance

The Colorectal Cancer Clinical Trial Call to Action Campaign is sponsored by Amgen, Genentech and Daiichi Sankyo.
SUPPORT SERVICES

TOLL-FREE HELPLINE

When colon cancer patients, family or friends need support, answers to questions, 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

The Helpline connects callers with caring staff members who support 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.

Callers to the Helpline can also learn more about other CCA support services, including the Buddy Program and My CRC Connections.

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

“In being diagnosed with cancer was very scary for me. After calling the Helpline, I felt encouraged and knew in my heart that I too could beat this disease. I thank the CCA for all that you do in assisting patients through one of the most difficult times in our lives.”

– Helpline Caller

In 2011, the Helpline was sponsored by Amgen, Bristol-Myers Squibb, Genentech and Sanofi.
SUPPORT SERVICES

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 treatment options, coping with side effects, 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 upon 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.

In 2011, the Buddy Program was sponsored by Ethicon Endo-Surgery, Genentech and Spectrum Pharmaceuticals.

“The Buddy Program gives survivors a chance to share experiences and provide support to newly diagnosed patients who are beginning a life-changing journey with little or no experience and who, typically, only have medical doctors with whom to consult. It gives new patients someone to reach out to with real-life questions concerning surgeries, treatments and survivorship. As a Buddy, by sharing your story with the newly diagnosed, you have the opportunity to share that this is a treatable and beatable disease and is not insurmountable.”

— Tony, CCA Buddy

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.
SUPPORT SERVICES

MY CRC CONNECTIONS ONLINE COMMUNITY

More than 1.2 million Americans have colon cancer, yet many individuals feel isolated and alone. Created in 2008, the CCA’s online community, My CRC Connections now has nearly 3,000 members. My CRC Connections allows those affected by colon cancer to find and communicate with one another conveniently from the comfort of their homes.

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 allows individuals to:
- Seek advice or provide information
- Provide and receive peer support
- Share personal stories and experiences
- Be part of a community of peers
- Provide updates to loved ones
- Search for other members by diagnosis, stage and location

My CRC Connections members can participate in live Tele-Chats and message boards as well as create personal pages with photos, videos and blogs. Tele-Chats are held the first Wednesday of every month at 8 pm ET and often feature leaders in the colon cancer community.

To join or learn more, simply visit www.mycrcconnections.com.

“My CRC Connections allows me to interact with other caregivers and patients and lets me know what to expect as my wife and I go down this unknown trail. Where other social groups connect me with friends and colleagues, this allows me to interact with strangers going through the same experience, which is a great help.”
- My CRC Connections Member

“My CRC Connections is the only place I am aware of that you can go to hear about the victories and struggles of others. It has always been encouraging to know that the issues you face are not being experienced by just you. Thanks for all you do!”
- My CRC Connections Member

In 2011, My CRC Connections was sponsored by Amgen, Bristol-Myers Squibb, Ethicon Endo-Surgery, Genentech and Spectrum Pharmaceuticals.
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 2011, the CCA asserted itself as a leader in the healthcare advocacy community and continued to work to make sure that the interests of the colon cancer community were protected.

The beginning of the year saw a great step forward for colon cancer screening initiatives. Beginning in January, the new federal healthcare law required that vital preventive services, including colonoscopies, be covered by insurance companies at no out-of-pocket cost. The CCA worked to inform the public about this new coverage and other ways they would be affected by the new healthcare law.

During 2011, the United States underwent the worst drug shortage crisis in history, during which many life-saving treatments were unavailable to cancer patients. Of the 211 drugs on the drug shortage list, 22 were chemotherapy agents, including five used for treating colon cancer. Colon cancer patients across the country contacted the CCA as they were informed that the treatments they were relying upon were no longer available. Through an emailed advocacy alert and social media push, the CCA worked to inform its constituency about this crisis, asking them to request that their legislators support the Preserving Access to Life-Saving Medications Act (H.R. 2245)/(S. 296) to help prevent future shortages.

CCA Volunteer and survivor Jay Cuetara met with President Obama in October 2011 and was included in the President’s statement regarding the drug shortage crisis.

In addition to leading efforts on behalf of the patient advocacy community during the drug shortage, the CCA gave its membership the opportunity to weigh in and contact their Congressional representatives directly on key issues including Medicare coverage of the Third Eye Retroscope, protecting the CDC’s budget, and supporting the Colorectal Cancer Prevention, Early Detection, and Treatment Act (H.R. 912/S. 494).

In addition to the work conducted behind the scenes regarding new legislation, the CCA signed on with many coalitions and patient advocacy groups. The CCA voiced its support to the House and Senate appropriations leaders for adding funding for the Department of Defense Peer Reviewed Cancer Research Program (PRCRP). The PRCRP aims to improve quality of life by decreasing the impact of cancer on service members, their families and the American public. Our Patient Advocate Medical Consultant, Dr. Laura Porter, and volunteers Jay Cuetara and John Lloyd were selected to participate in the program.

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.
Colon cancer is the second leading cause of cancer-related death in men and women in the U.S.

On average, the lifetime risk of developing colon cancer is about one in 19, although this varies widely according to individual risk factors.

90% of new cases of colon cancer occur in people 50 or older.

People with a first-degree relative (parent, sibling or offspring) who has colon cancer are at a much higher risk of developing this cancer than those without a family history of the disease.

There are currently more than one million colon cancer survivors in the U.S.

*American Cancer Society (www.cancer.org)
HOW YOU CAN HELP

The CCA is committed to changing the current reality and providing hope to those coping with the pain of colon cancer. A primary component of our efforts is providing support to colon cancer patients and their family and friends. We advocate for increased funding for colon cancer research and screening programs and work to increase public awareness of the disease and emphasize the importance of early detection. The CCA continually explores ways to extend our capabilities, enhance our services and broaden our educational and advocacy activities.

To accomplish these goals, the CCA relies 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 tax-deductible donation online at www.ccalliance.org or mail to:

Colon Cancer Alliance, Inc.
1025 Vermont Ave., 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 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 PATIENT BY GIVING TO THE BLUE NOTE FUND
Would you like to help a patient struggling to make ends meet due to the high cost of cancer treatment? The Blue Note Fund provides monetary relief to colon cancer patients in need through a one-time grant. 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.org.

HOST A FUNDRAISER
In the fight against colon cancer, every dollar counts, and we would love your help. Consider holding a fundraising event in your community. For fundraising ideas and tips, please visit www.ccalliance.org/help.
BECOME A BUDDY
Living with uncertainty is the biggest challenge for any person faced with a cancer diagnosis. Sometimes, even the closest families need outside support, and who better to provide that support than others who have been there? If you are a colon cancer survivor or caregiver, consider becoming a Buddy. Please visit www.ccalliance.org, or call our toll-free Helpline at (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 network of local volunteers located throughout North America who lead efforts in their communities. The CCA firmly believes that one voice can save a life, and by providing Voices across the continent, we hope to provide that chance to every community.

GET INVOLVED WITH THE UNDY 5000 5K RUN/WALK
These events are growing so fast that we need your help! Whether or not you actually run in the event, 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 to register or to learn about other ways you can help with this popular event.

ADVOCATE FOR THE CAUSE
Rates of colon cancer have decreased in the past decade; still, certain populations continue to disproportionately suffer from this disease due to poverty, minimal or no insurance or lack of access to healthcare providers. The CCA is fighting for legislation that guarantees all Americans equal access to affordable and comprehensive medical coverage. Will you help? Stand up for the common good. Write to your member of Congress today.

SHARE YOUR STORY
The personal stories of patients, survivors and caregivers 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, and connect with thousands of people around the world who are sharing similar circumstances. Visit www.mycrccconnections.com for more information.
Colon Cancer Alliance, Inc. Financial Highlights

<table>
<thead>
<tr>
<th>Revenue</th>
<th>$9,718,186</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Expenses</strong></td>
<td></td>
</tr>
<tr>
<td><strong>PROGRAM SERVICES</strong></td>
<td></td>
</tr>
<tr>
<td>Awareness</td>
<td>1,096,083</td>
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<tr>
<td>Connections Campaign</td>
<td>162,460</td>
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<tr>
<td>Conferences</td>
<td>305,424</td>
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<tr>
<td>Education</td>
<td>1,370,650</td>
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<tr>
<td>Chapters</td>
<td>63,953</td>
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<tr>
<td><strong>SUPPORTING SERVICES</strong></td>
<td></td>
</tr>
<tr>
<td>General &amp; Administrative</td>
<td>107,157</td>
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<tr>
<td>Fundraising</td>
<td>333,332</td>
</tr>
<tr>
<td>Total Expenses</td>
<td>3,439,059</td>
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<tr>
<td><strong>Change in Net Assets</strong></td>
<td>6,279,127</td>
</tr>
<tr>
<td><strong>Net Assets, beginning of year</strong></td>
<td>538,764</td>
</tr>
<tr>
<td><strong>Net Assets, end of year</strong></td>
<td>$6,817,891</td>
</tr>
</tbody>
</table>

Fiscal Year 2011 Functional Expenses
2011 BOARD OF DIRECTORS AND MEDICAL SCIENTIFIC ADVISORY COMMITTEE

BOARD OF DIRECTORS

Kevin Lewis
CCA Co-Founder and Board Chairperson
Principal and Partner, PwC

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Treasurer
Chief Credit Officer and Managing Director, CapitalSpring Finance

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Dean Emeritus and Donahoo Professor of Surgery, Temple University School of Medicine

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Chief of the Section of Colon and Rectal Surgery, Siteman Cancer Center

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Jerry Tolk
Senior Vice President and Regional Practice Leader Edelman

Carmen Marc Valvo
Fashion Designer
Entertainment Industry Foundation (EIF) Ambassador

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Colon Cancer Survivor

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Surgeon, Johns Hopkins University

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

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Surgeon, City of Hope National Medical Center

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

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Beth McFarland
Radiologist, American College of Radiology

Jose Mendoza Silveiras, MD, PhD
Colon Cancer Survivor
Social & Scientific Systems

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Public Health, Dana-Farber Cancer Institute

Edith Mitchell, MD
Clinical Professor of Medicine and Medical Oncology, Jefferson Medical College of Thomas Jefferson University

Mark Pochapin, MD
Director of the Division of Gastroenterology and Shultz-Leeds Professor of Gastroenterology, NYU Medical Center

Laura Porter, MD
Colon Cancer Survivor

Vetta L. Sanders Thompson, PhD
Psychologist, Washington University

David Woo, MD
CEO/Researcher, Onconor
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.

**COlON CANCER ALLIANCE STAFF**

Andrew Spiegel  
Chief Executive Officer

Jasmine Greenamyer  
Chief Operating Officer

Melissa Bjorklund  
Operations Coordinator

Nancy Butterfield  
Patient Engagement Coordinator

Andrea Clay  
National Partnership and Strategy Director

Crawford Clay  
Patient Advocacy Coordinator

Katie Matusik  
Social Media and Online Communications Coordinator

Jose Mendoza Silveiras, MD, PhD  
Medical Consultant

Jeannie Moore  
Patient Support Manager

Daniella Peña  
National Operations Manager, Undy 5000 Series

Yuberca Peña  
Program Associate

Laura Porter, MD  
Patient Advocate Medical Consultant

Donna Quinlan  
Program Director

Tammy Ashton Rand  
Communications Manager

Martha Raymond  
Patient Support Advocate

Hannah Redford  
Charitable Activities Manager

Erin Schmidt  
Outreach and Operations Associate, Undy 5000 Series

Todd Setter  
National Director, Undy 5000 Series

Nicole Sheahan  
Corporate Outreach and Fundraising Director

Stephanie Student  
Community Engagement Coordinator, Undy 5000 Series
