I am brave
I am a fighter
I am a SURVIVOR
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*Front Cover: Photo courtesy of Superstar Volunteer Vicki Barrilleaux and Sam Houston State University. Together, they raised more than $1,000 to support patients in need through *Dress in Blue Day*. *
2014 MAJOR SUCCESSES

1.3+ Million Screening Awareness Video Views

$3.7 Million Invested Locally

1.5+ Million Patients & Families Supported

Helpline Calls  
- 2010: 2,000  
- 2011: 3,000  
- 2012: 4,000  
- 2013: 5,000  
- 2014: 13,000

Facebook Fans  
- 2010: 5,000  
- 2011: 10,000  
- 2012: 15,000  
- 2013: 20,000  
- 2014: 37,500

Patients & Families Supported  
- 2010: 2,000,000  
- 2011: 1,000,000  
- 2012: 800,000  
- 2013: 600,000  
- 2014: 1,578,000
Dear Friends,

Most annual reports begin with a letter from the CEO sharing a vision for growing the business; this is not one of those – our vision is to go out of business. We believe colon cancer can be largely eliminated as a major health problem in the next 10-15 years. We’re not shy about working toward the day our Board of Directors and staff can meet to close up shop, as our patient empowerment, research and prevention programs are no longer needed.

The key to achieving our vision is simple – the more people screened, the fewer cases of colon cancer and the more lives saved. In the last decade there has been a 30% reduction in the incidence of colon cancer – largely due to an increase in the number of at-risk adults screened. But while the solution is simple, achieving it is both complex and challenging.

The pages that follow highlight just some of the ways the Colon Cancer Alliance is meeting this challenge. We are proud to have directly served more than 1.5 million families in 2014, 70% more than the prior year. But the importance of what we do is backed up by more than just statistics. It’s exemplified in the stories from those in our community—the patients, survivors, caregivers and advocates. It’s through individuals like these that we are able to accomplish our mission to change lives and the future of this disease. We’re proud to be taking on this challenge alongside an unstoppable army of colon cancer warriors.

While timely screening will prevent the vast majority of colon cancer cases, we need to find out why young people, with no family history or symptoms, get this disease. And while cases of colon cancer among those over age 50 are declining, it is on the rise for younger adults. It is heartbreaking to hear from parents who have lost a child to colon cancer. That is why we are investing in research to determine what is unique about this cancer and how to stop it.

At the close of 2014, we hosted a groundbreaking summit for metastatic colorectal cancer survivors who were at least five years out from diagnosis. An event like this would not have been possible just a few years ago, when the survival rate for this group was less than 12%.

Across the country, there are more than one million colon cancer survivors, and this number is growing every day. We know living with colon cancer is more than just getting through the chemo and the drugs; from financial concerns to survivor guilt, there are unique challenges to quality of life. And as we continue to get closer to a world without colon cancer, until our organization is no longer needed, we will be here to help and support colon cancer survivors through our patient navigators, Helpline, Buddy and other patient empowerment programs.

Thank you to our unstoppable army who moves our mission forward. The accomplishments we share with you today, and those to come in the future, are due to our volunteers and donors who unselfishly give so generously. And they will share in the greatest of rewards – on the day we go out of business.

Eric Hargis

Chief Executive Officer
“In December, my OB-GYN noticed I had a family history of colon cancer. Even though I was only 46, she suggested I get a colonoscopy. Honestly, I was surprised. Other than this family history, I had no other suspicious signs or symptoms. I was completely stunned after the test when my gastroenterologist called me into his office and told me I had rectal cancer.

The news was not only devastating to me but to my husband, children, family and friends. After my diagnosis, I was referred for a CAT scan and MRI. The results, thankfully, indicated that the cancer had not spread to any major organs. I was then sent to an oncologist, radiologist and a surgeon and began treatment. In March, I finished chemotherapy and was able to return to work the next month.

As a Buddy and advocate, I will spend the rest of my life trying to educate people about the importance of colonoscopies, particularly in the African American community, who are at a higher risk of colon cancer.”
Support Service Highlights

<table>
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<tr>
<th>Online Community Members</th>
<th>Volunteers</th>
<th>Buddies Matched</th>
</tr>
</thead>
<tbody>
<tr>
<td>4,500</td>
<td>577</td>
<td>330</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Helpline Calls</th>
<th>Navigator Requests</th>
<th>Website Visitors/Day</th>
</tr>
</thead>
<tbody>
<tr>
<td>13,000</td>
<td>600</td>
<td>6,000</td>
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What can you do? Use your voice!

To become a volunteer, Buddy or advocate and join the fight to knock out colon cancer, visit ccalliance.org/volunteer.

"Being a Buddy makes everything I went through worthwhile."

– Marty Andrews, Stage III Survivor, Seal Beach, CA

My CCA Support funded in part by Bristol-Myers Squibb, Genentech and Salix Pharmaceuticals.
Buddy Program funded in part by Genentech and Salix Pharmaceuticals.
Helpline funded in part by Genentech, Bristol-Myers Squibb, Salix Pharmaceuticals and Amgen.
“Receiving the Blue Hope Prevention Award saved my life. Because of my colonoscopy, I found out I had colon cancer. My recent surgery went well and I got the greatest news ever – I’m cancer free! It’s like a miracle.

If the Colon Cancer Alliance had not provided this gift for me, my life would be very different. I’m unemployed so there was no insurance to cover the test. How can I begin to thank you?

On top of the test, I never would have imagined how important and valuable the constant contact the Colon Cancer Alliance staff provides truly is! I get e-mails asking how I’m doing and offering support in other ways, like counseling. AND it’s not a form letter – it’s an actual human being that responds! In this day and age, that’s rare.

Thank you for the support I didn’t realize I’d need, but do now. Like a gift from above, that is what I would call your organization. Thank you from my heart.”
WHAT CAN YOU DO? **SAVE A LIFE!**
There are many ways you can support patients in need and their families. Visit [ccalliance.org/donate](http://ccalliance.org/donate) to learn about starting a fundraiser, giving in the workplace, starting a memorial tribute or learning if your employer will match your gift.

Blue Hope Prevention Awards funded in part by Boston Scientific, The Tony Elliot Memorial Event and Steph’s Fall 5K.

The Blue Note Fund is generously supported by Shelia Castro and Anthony Rubio, Team Britton, Jeannie Moore, Grace de la Rosa, Jose Mendoza Silveras, Athens Gastroenterology Endoscopy Center, Domenica Williams, Mercy Hospital Fairfield and the Colon Cancer Alliance’s Arizona and Rhode Island Chapters.
“Hearing I could go back to normal after cancer should have been the happiest moment of my life. But my life was in shambles; I couldn’t have felt more alone. My marriage and friendships were deteriorating. Finally, I found a therapist. I found support groups. But the real turning point came when I ran the Undy.

I spent my 34th birthday at the Colon Cancer Alliance’s Philadelphia Undy Run/Walk, surrounded by other people who had been impacted by colon cancer. I became connected with the Undy while searching the Internet for support during treatment. It seemed like the perfect opportunity to try something that would help me stop feeling like a victim and start looking at myself as a survivor.

What I experienced on the day of my first Undy is something I will never forget. It marked the beginning of my road to recovery and it helped me put so much of what I had been through in perspective. I knew from then on that this would be my way to rise above this disease and stop letting it define my path. I realized that there was a purpose for me and this newly discovered drive helped me change my negative outlook.”
WHAT CAN YOU DO? HIT THE STREETS!
To participate in an Undy Run/Walk or bring one to your community, visit undyrunwalk.org.

Undy Run/Walk 2014 National Sponsors: Dulcolax, Bayer, Salix Pharmaceuticals, Genentech, Braintree, Exact Sciences, Hemsoure, Lilly, Ethicon Endo Surgery, Amgen.
Research

Blue Hope Research Award

A proactive approach is vital to knocking colon cancer out of the top three cancer killers. Scientific research is among the best ways we can go on the offensive against this disease. That’s why we’ve launched the Blue Hope Research Award. The specific focus of this award will change year-to-year as new advancements and needs are uncovered in the world of colon cancer research.

2014: Biomarkers

In 2014, we utilized the American Association for Cancer Research (AACR) peer-review process to select a scientist who is taking a deeper look at biomarkers associated with treatment of colon cancer. Biomarkers are a key to unlocking personalized care in order to provide treatments with a higher likelihood of effectiveness.

Marios Giannakis, M.D., Ph.D., was our first Blue Hope Research Award recipient and is a Medical Oncology Fellow at the Dana-Farber Cancer Institute (DFCI) and also performs colon cancer research at the Broad Institute of MIT and Harvard.

To read about the outcomes of Dr. Giannakis’s research, visit ccalliance.org/bluehoperesearch.

“There has not been a more exciting time in cancer research in terms of what we can understand about tumors and their biology. I love what I do because I believe the colorectal cancer research we are performing at the DFCI and Broad Institute has the potential to help create better therapies, supporting those affected by cancer. I cannot think of a better accomplishment than having the privilege of taking care of people with cancer and being successful in research to better fight this disease.”

Marios Giannakis, M.D., Ph.D.
2014 Blue Hope Research Award Recipient

2014 Blue Hope Research Award funded in part by Lilly Oncology.
In Memory: Jake Lyons

This year, we lost one of the toughest and most resilient warriors we’ve ever known. Diagnosed at only 27 years old with stage IV colon cancer, Jake’s story, spirit and unbeatable optimism touched the lives of everyone around him. Jake often spoke about how his family, friends and the Colon Cancer Alliance had been there through his courageous battle and how he would continue to fight through all adversity. Jake was an advocate, even speaking at his company, Olympus, to educate his colleagues. His Undy Run/Walk team, Jake’s Jockeys, have been represented at races across the country.

We’re proud to invest in the research Jake was passionate about, including biomarkers and, coming up in 2015, young-onset colon cancer.

WHAT CAN YOU DO?
BECOME A PART OF THE CURE
by supporting life-changing research.
Learn more and donate now at ccalliance.org/bluehoperesearch.

Coming in 2015: Never Too YOUNG

15,000 People under age 50 are diagnosed every year and the number is on the rise

50% Missed diagnoses and symptoms occur in up to 50% of cases

In 2015, we will utilize the same AACR peer-review process to select and fund a bright, young scientist who will take a deeper look at what factors are causing this increase in young-onset colon cancer.

THANK YOU!
We would like to extend a special thank you to Roanne’s Race, the family and friends of Jake Lyons and Olympus, and Reason to Party for their generous gifts that will support this grant. Thank you also to Brian and Kathleen Hersey, Christi Edwards and Joseph Gouveia for their support of this important research initiative.
MARCH & DRESS IN BLUE DAY

450+ Photos
1.5+ Million Reached via Social Media
$400,000+ Raised
35+ Activities & Events

Partnered With:
Walgreens • MedHelp • Genentech • Fight Colorectal Cancer
Cleveland Clinic • Dollar Shave Club
Montefiore Medical Center • American Heart Association
American Diabetes Association • The Raymond Foundation
Marlborough Hospital • Ferring Pharmaceuticals
AliveandKickn • CancerCare • EndoChoice • Exact Sciences
Bayer Healthcare LLC • ColonVitamin

Appeared On:
The TODAY show with Kathie Lee and Hoda
USA Today • AOL.com • Mashable • Huffington Post
Ebaums World • Esquire • Good Morning America
Yahoo! News • Ask Men

Dress in Blue Day was sponsored by Dulcolax and Genentech.

RECORD-BREAKING MARCH
From our National Cancer Prevention Tour (the giant colon saw 30+ cities) to unique fundraising initiatives (butt wipe, anyone?), advocacy and treatment milestones, the biggest Undy Run/Walk ever and blue photos galore, together we made a massive footprint.

$400,000+
450+
1.5+ Million
35+
$400,000+

National Cancer Prevention Tour
In partnership with Bayer Healthcare LLC, our larger-than-life giant inflatable colon toured the nation to spread colon cancer awareness in a fun and unique way. There’s no better way to spread lifesaving information than with this attention-getter, featuring various stages of disease. In 2014, the colon made 58 stops around the nation.
**Colorectal Cancer Summit**

**Fighting a Smarter War on Colorectal Cancer Summit**

*Georgetown Lombardi Cancer Center | Washington, DC*

**3 Days**
**3 Sessions**
**98 5 Years+ mCRC Attendees**

We joined forces with Chris4Life Colon Cancer Foundation and Georgetown University’s Ruesch Center for the Cure of Gastrointestinal Cancers to host a groundbreaking three-day summit, bringing together survivors and experts from across the country. Prior to the summit, a survey was distributed nationwide to advanced survivors five or more years out from diagnosis to identify their unique needs.

---

**Larry Fountain**

**Stage IV Warrior**

**Summit Attendee**

**Roseville, MN**

I found the summit on the Colon Cancer Alliance’s website while searching a few months back. For me, the best thing about the summit was the renewed sense of hope and inspiration. Since I was first diagnosed in 2007, I have had three recurrences and three major surgeries. Being around so many other survivors and experts, I couldn’t help but feel recharged and ready. I felt nothing but love and support from everyone I met.

In the future, I would like to see stage IV survivors living longer, more productive lives. I will also be working to bring the awareness message to more African Americans.

---

**KEY FINDINGS:**

- **87%** said hospice plan options were not discussed
- **81%** did not receive counseling
- **65%** said palliative care options were not discussed with them and were unaware of available options
- **57%** said clinical trial options were not discussed with them at time of diagnosis
- **42%** report feeling survivors guilt
- **40%** said they did not receive genetic testing

Not long ago, most advanced stage colon cancer patients didn’t live longer than five years. Times are changing and this group is transforming what survivorship means. In 2015, we will be releasing a position paper and survivorship care plan recommendation for advanced colorectal cancer survivors and their medical team.

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*Summit funded in part by Genentech, Amgen, PhRMA, Sanofi, Bristol-Myers Squibb, Bayer and Boston Biomedical.*
With young-onset colon cancer on the rise, we expanded our under 50 efforts by founding the Never Too Young Coalition in 2014.

NEVER TOO YOUNG FOR COLON CANCER

The Never Too Young Coalition is a group of medical professionals, patient advocacy organizations, cancer survivors and caregivers working to educate the public about this growing issue and reduce the number of late stage young-onset cases.

AliveAndKickn
Arizona Department of Health Services
Bowel Cancer UK
Cancer*B*Ware
Chris4Life Colon Cancer Foundation
Collaborative Group of the Americas on Inherited Colorectal Cancer
Colon Cancer Alliance
Colon Cancer Alliance Central Arizona Chapter
Colon Cancer Challenge Foundation
Colon Cancer Coalition
Colon Cancer Prevention Project
Colon Cancer STARS
Colon Club
Colon Town
Crohn’s and Colitis Foundation of America
Crusaders for Colon Cancer
Department of Colon and Rectal Surgery, Washington University Physicians
Digestive Disease National Coalition
Division of Medical Oncology, University of Colorado
Fight Colorectal Cancer
Hereditary Colon Cancer Foundation
Meredith's Miracles
Colon Cancer Foundation
Michael's Mission
Program for the Elimination of Cancer Disparities
Siteman Cancer Center
Roswell Park Cancer Institute
Rumpshaker, Inc.
Steph's Fall 5K
University of Texas MD Anderson Cancer Center
**Fundraisers**

- Raised $139,000 at the Phoenix Undy Run/Walk and over $784,000+ total the last 7 years
- Hosted the First Annual Arizona Chapter Colon Cancer Patient/Survivorship Symposium
- Spread awareness to 6,414 Arizonans at 34 events across the state, including 4,358 people who walked through Nolan the Colon
- Participated in colon cancer awareness days for the underserved Hopi and Navajo Native American Communities
- Attended two Hispanic Community Outreach days and participated in the Latino Community Outreach Committee
- Represented on the Arizona Department of Health Services, Arizona Cancer Coalition and Early Detection Workgroup
- Served on the Never Too Young Coalition

**Undy Run/Walk**

- Team Walgreens
- Bad Asses
- Team We Can Do This!
- Bobbystrong
- Delehanty Panty Prancers
- Sneaker Room 14

**Arizona Chapter**

- Raised $139,000 at the Phoenix Undy Run/Walk and over $784,000+ total the last 7 years
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- Represented on the Arizona Department of Health Services, Arizona Cancer Coalition and Early Detection Workgroup
- Served on the Never Too Young Coalition

**Rhode Island Chapter**

- Lit the State House in blue for the first week in March
- Secured a state proclamation declaring March as Colon Cancer Awareness Month by the governor
- Hosted numerous events to raise awareness and benefit the community and local chapter
- Attended local health fairs and distributed brochures and information
- Hosted the 5th Annual Colon Cancer Awareness 5K Run/Walk
In fiscal year 2011, we were named as a partial beneficiary of a charitable trust with an estimated distribution value of $6.2 million. At the end of fiscal year 2014, 80% of our temporarily restricted net assets were trust related. The outstanding receivable of the trust at June 30, 2014 of $2.2 million is temporarily restricted and unavailable for programmatic use until we receive the funds. Due to the nature of remaining assets in the trust, we are unable to predict exactly when these funds will be received and therefore not able to rely on cash proceeds for funding specific fiscal year 2015 programs and events.
90% of new cases occur in people 50 or older

#2 leading cause of cancer deaths among men and women in the U.S.

2 - 3 Times greater risk of developing colon cancer with family history

1 in 20 average individual risk

1+ Million current colon cancer survivors in the U.S.

*Source: American Cancer Society*
Board of Directors

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Co-Founder and Board Chairperson
Principal and Partner, PwC

Joseph A. Frick
Vice Chairman
Diversified Search

Heather Dean, CPA
Secretary
National Association of School Boards

Michael Zahaby
Treasurer and Secretary
Chief Credit Officer and Managing Director
CapitalSpring Finance Company, LLC

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Dean Emeritus and Donahoo Professor of Surgery
Temple University

Michael Retsky, PhD
Staff, Harvard School of Public Health
Faculty, University College London
Prof Adj., UANL, Monterrey, Mexico

Kitt Shapiro
Founder
Eartha Kitt Productions

Jose Mendoza Silveiras, MD, PhD
Vice President
National Research Institute
Colon Cancer Survivor

Jerry L. Tolk
Partner and General Manager
FleishmanHillard

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

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Surgeon
Johns Hopkins University

James W. Fleshman, MD
Chief of Surgery
Co-Director of GI Center, Clinical Operations
Baylor University Medical Center

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

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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

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Vice President
National Research Institute
Colon Cancer Survivor

Jeffrey A. Meyerhardt, MD, MPH
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, Division of Gastroenterology
Sholtz-Leeds Professor of Gastroenterology
NYU Langone Medical Center

Laura Porter, MD
Colon Cancer Survivor

Vetta L. Sanders Thompson, PhD
Psychologist
Washington University
Colon Cancer Survivor

David Woo, PhD
Research Consultant
Colon Cancer Alliance Staff

Executive
Eric Hargis
Chief Executive Officer
Jasmine Greenamyer
Chief Operating Officer

Communications
Colleen Pyra Schwab
Marketing/Communications Director
Katie Matusik
Communications Manager
Becky Kerner
Senior Communications Coordinator
Gabrielle Nadel
Special Events Marketing Coordinator

Development & Special Events
Nicole Sheahan
Vice President of Development
Adina Frazier
Special Events Director
Julie Fisher
Special Events Senior Manager
Geetha Ananthakrishnan
Development Manager
Stephanie Marcos
Special Events Manager
Hannah Redford
Senior Development Coordinator
Alison Ornitz
Development Coordinator
Joanna Frezzo
Special Events Associate
Alexandra Thornton
Development Intern
Jack Jasper
Special Events Intern

Operations & Accounting
Tracy Zimmerman
Controller
Anthony Bryant
Database Manager
Emily Monnig
Office Coordinator/Accounting Assistant
Ervin Pinckney
Operations Associate

Patient Support & Prevention
Martha Raymond
Vice President of Programs*
Stephanie Guiffre
Prevention & Research Director
Nancy Butterfield
Patient Support & Outreach Senior Manager*
Jeannie Moore
Co-Founder & Patient Support Navigator*
Valerie Awad
Patient Navigator*
Kevin Bergersen
Patient Support & Outreach Advocate*
Crawford Clay
Patient Support Advocate
Carol Orr
Patient Navigator*
Lauren Bennett
Prevention Programs Associate
Margaret-Ann Simonetta
Community Outreach Associate

*Certified Patient Navigator

DID YOU KNOW?
More than two thirds of our staff has a direct connection to our mission, whether as a survivor, caregiver or through a close friend or family member.