THE COLON CANCER ALLIANCE’S MISSION IS TO KNOCK COLON CANCER OUT OF THE TOP THREE CANCER KILLERS. WE ARE DOING THIS BY CHAMPIONING PREVENTION, FUNDING CUTTING-EDGE RESEARCH AND PROVIDING THE HIGHEST QUALITY PATIENT SUPPORT SERVICES.

As we celebrate our 15th anniversary in 2014, we are proud to share what we have accomplished together.
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In 2013, the Colon Cancer Alliance brought hope and support to nearly one million patients, caregivers, survivors, family members and advocates across the country. With the help of 19 major partners, we invested $3.9 million in helping individuals and local communities through our prevention, research and patient support programs.
Dear Friends,
As we look to our 15th anniversary in 2014, I’m proud to reflect on the impact we’ve had. We’re at a pivotal moment in colon cancer history, and as we continue to forge ahead earnestly, I’m proud to say that we know exactly where we’re going.

We did not do this alone. We have an army of passionate and dedicated volunteers who embody hope and tenacity. We have individual and corporate donors who partner with us on our vision for a world free of colon cancer. We have national and local partners who are successfully advancing screening and survivorship. We have a committed board who stewards our resources with wisdom. We have a talented staff that is mission-driven and never loses sight of our goal – to knock colon cancer out of the top three cancer killers. And, how lucky are we to have celebrity ambassadors like Oscar-nominated actor Terrence Howard as well as living legends Alan Jackson and Richard Petty? We are leaders with a clear goal.

Our challenge going forward is clear. We need to see screening and survivorship rates for this largely preventable cancer increase. While awareness is at an all-time high, we’re still finding that 1 in 3 Americans are not getting screened. To tear down these barriers, we’re launching our Blue Hope Prevention Program and funding local screening programs. In addition, our Blue Hope Research Award enables a scientist to better identify who is at risk for developing colon cancer through biomarker research.

We know where we’re going. The heart and soul of this organization is patients and survivors. We’re dedicated to helping colon cancer warriors live their best lives with top-notch treatment, surveillance and psychosocial support teams. Through our local treatment and research partnerships, cutting-edge patient conferences, certified patient navigators and support staff, we’re making this happen. But we can’t stop here.

Let us consider what we hope to see within the next 15 years – a non-invasive screening test that could detect pre-cancerous polyps that the general public embraces. Above all, we want fewer lives lost to colon cancer. Looking at what we’ve accomplished in the past 15 years, I know these advancements are possible and can’t wait to see how our community changes the face of colon cancer in coming years.

Our goal is clear. Please, join us and help us achieve it.

Jasmine Greenamyer, MPH
Chief Operating Officer
Colon Cancer: Then & Now

3000 BC
Oldest description of cancer found in an Egyptian text

400 BC
Greek physician Hippocrates first uses “carcinoma” to describe tumors

Early 1900s
- Aldred Scott Warthin, an American medical researcher and pathologist, discovers the link between heredity and colon cancer
- Cuthbert Dukes develops the first staging system for colon cancer

1900s
- Aldred Scott Warthin, an American medical researcher and pathologist, discovers the link between heredity and colon cancer
- Cuthbert Dukes develops the first staging system for colon cancer

1950s
The drug 5-FU becomes the primary chemotherapy treatment for patients with advanced colon cancer

1967
- The guaiac fecal occult blood test (FOBT) is introduced as a screening test
- Dr. Hiromi Shinya and Dr. William Wolff pioneer the first modern colonoscopy techniques

1971
“War on Cancer” is declared by President Nixon

1978
Dr. George Barrows and colleagues develop the fecal immunochemical test (FIT)

1984
The term “Lynch Syndrome” is coined

1993
Dr. David Vining develops the virtual colonoscopy

1996
Camptosar (irinotecan) is approved by the FDA

1998
Medicare starts covering colonoscopies for screening

1999
- The Colon Cancer Alliance is founded by 41 individuals to promote public awareness about colon cancer
- The Colon Cancer Alliance launches its first patient support programs, including Buddy Program, online chatroom, website, phone support service

2000
President Clinton officially declares March as National Colorectal Cancer Awareness Month

2001
Xeloda (capecitabine) is approved by the FDA

2002
Oxaliplatin receives FDA accelerated approval for patients who progressed on FOLFIRI

Preventable, Treatable, Beatable!
2004
- FOLFOX, Avastin (bevacizumab) and Erbitux (cetuximab) are granted FDA approval
- The National Colorectal Cancer Roundtable (NCCRT) introduces the Blue Star as the symbol of the fight against colon cancer
- The virtual colonoscopy is approved for colon cancer screening

2005
- FDA approves Xeloda (capecitabine) tablets for treatment of stage III colon cancer

2006
- FDA grants approval for Vectibix (panitumumab)

2008
- Molecular markers found to predict the effectiveness of 5-FU, a widely-used chemotherapy drug, and can help predict the prognosis for early-stage colon cancer patients
- Journalist Katie Couric has a colonoscopy on live TV in front of thousands of viewers
- The Colon Cancer Alliance launches the Undy 5000 5K Run/Walk Series

2009
- Volunteer and survivor Anita Mitchell brings Dress in Blue Day to the Colon Cancer Alliance and together we launch the first National Dress in Blue Day.

2010
- The Affordable Care Act begins covering colonoscopies at 100% under preventive services

2011
- The Colon Cancer Alliance launches the Blue Note Fund financial assistance program to help colon cancer patients and their families

2012
- Regorafenib (Stivarga) and aflibercept (Zaltrap) are approved by the FDA

2013
- The Colon Cancer Alliance releases a white paper addressing the steady rise of patients under 50 who are diagnosed with colon cancer and launches the Never Too Young campaign
- The Colon Cancer Alliance partners with the American Association for Cancer Research (AACR) to support biomarker research through the Blue Hope Research Award
Colon Cancer At-A-Glance*

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

On average, your risk is about 1 in 20, although this varies widely according to individual risk factors.

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

People with a first-degree relative (parent, sibling or offspring) who has colon cancer have two to three times the risk of developing the disease.

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

*Source: American Cancer Society
Prevention
Screening is the number one way you can reduce your risk of colon cancer. While this is the most important step you can take, it’s not the only one.

WHAT YOU CAN DO

Get Screened  Exercise Daily  Know Your Family History  Eat a Healthy & Balanced Diet  Don’t Smoke

SCREENING BY THE NUMBERS

60% increase in screening rates since 2010

1 in 3 adults ages 50-75 are still not getting screened as recommended

Screening is the number one way you can reduce your risk of colon cancer. While this is the most important step you can take, it’s not the only one.
POLICY GOALS:
• Increase access to colon cancer screening and treatment
• Educate survivors about issues that impact them
• Make colon cancer funding and research a Congressional priority

ISSUE SPOTLIGHT: MEDICARE ASP+6
The Problem
• In order to save money, Medicare is exploring options to lower the chemotherapy reimbursement rate to the average sales price plus 4% (or possibly lower)
• If the reimbursement rate is lowered, doctors and clinics may not be able to afford to treat Medicare patients

How This Affects Colon Cancer Patients
• Those who rely on Medicare to pay for chemotherapy drugs may be turned away by doctors and clinics
• Patients may no longer have access to care that is convenient, affordable or accessible

What We’re Doing
• Joined the ASP Coalition specifically formed to address this issue
• Placed our logo in print and web ads in Washington, D.C. to inform the public
• Signed on to a letter that was sent to Senate and House leadership highlighting this issue
BLUE HOPE PREVENTION AWARD

We know we can’t rely on awareness alone to increase screening rates – almost 80% of people know they need to get screened, yet nearly 1 in 3 still aren’t. Our goal is to ask the right questions and find out why people aren’t taking action, even when they know they should.

We’ve found that cost – whether it is insurance coverage, taking time off of work or simply paying for the prep – is still one of the main reasons people aren’t getting screened.

That’s why, in 2014, we are debuting our new Blue Hope Prevention Award. This program will help ensure no one is denied a critical screening test because they can’t afford it.

Founding Partner: Boston Scientific
VOLUNTEERS & ADVOCATES

From speakers to advocates to fundraisers and more, our volunteers bring our mission to the local level. Colon Cancer Alliance volunteers are the hands and feet of our organization. After all, where would we be in the fight against colon cancer without them?

Volunteers helped us expand our outreach efforts through an overwhelmingly successful event in Chinatown, New York and a series of outreach events in Harlem, New York. We had our biggest Dress in Blue Day yet thanks to the hard work of volunteers who lit local landmarks blue and raised awareness at their schools, offices and churches.

A FEW OF OUR 2013 VOLUNTEER INITIATIVES:

- First Ladies’ Health Initiatives at 40 churches in Los Angeles, CA
- Patient Advocacy Advisory Board Member - The Society of Nuclear Medicine and Molecular Imaging
- Consumer Reviewer for the Department of Defense Congressionally Directed Medical Research Programs
- Threw the first pitch at a Red Sox game
- Numerous advocacy and outreach events
- Organized 5Ks and other race events
- Testified on biosimilars at the Maryland State Senate

We are humbled and grateful to work beside such passionate volunteers who are helping make our mission a reality.

CENTRAL ARIZONA CHAPTER
- 2,000+ walked through “Nolan,” the Giant Inflatable Colon
- Gathered 965 one-on-one educational & support contacts
- Held 35 outreach events across the state
- Featured on ABC15 and NBC12

RHODE ISLAND CHAPTER
- Raised $13,000 from the Rhode Island Chapter Walk
- The Walk had 400 volunteers and participants - the largest ever!
- Spread awareness to 4,000+ employees at the Electric Boat health fairs
MEET OUR VOLUNTEERS

Randy Cox and Debbie Whitmore are both stage IV colon cancer survivors. In March 2013, the duo shared their stories at an event at Boston Scientific. Attendees were so inspired that the company became the founding partner of our new Blue Hope Prevention Award.

I have really appreciated the opportunities I’ve had to share my experiences as a colon cancer patient. I want to help as many people as possible avoid joining our “cancer club” and I want the medical establishment to create more effective treatments with fewer side effects. Sometimes it’s hard, but my goal has always been to make the audience stop thinking of patients as anonymous things, and make them think of us as real people.

– Randy Cox, Stage IV Survivor

Being a volunteer is so rewarding. I’ve been able to speak with other patients through the Buddy Program; I have met other Colon Cancer Alliance volunteers at conferences and events and I’ve formed supportive relationships. Even if I am tired from my treatment, I can still “put on the adrenaline,” as I say, and push through a speech, knowing that my story may help save someone’s life. That’s what makes my fight worth it.

– Debbie Whitmore, Stage IV Survivor
In March, we celebrated a record-breaking Colon Cancer Awareness Month, starting with National Dress in Blue Day and the ringing of the NASDAQ closing bell. 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 through educational and fundraising events.

Our army of volunteers across the country worked tirelessly hosting events, distributing materials and enlisting the help of community leaders in elevating the profile of colon cancer.

- **March 1** – National Dress in Blue Day
- **March 2** – Sacramento Undy 5000 5K
- **March 4** – Twitter chat with Katie Couric and ABC News’ Dr. Richard Besser
- **March 4** – Ring the NASDAQ Closing Bell
- **March 6** – Terrence Howard PSA Launch
- **March 9** – San Diego Undy 5000 5K
- **March 20** – Congressional Call-In with Fight Colorectal Cancer
- **March 20** – Stars Go Blue Benefit Concert with Alan Jackson
- **March 23** – St. Louis Undy 5000 5K

**THANKS TO THE EFFORTS OF OUR VOLUNTEERS, THE FOLLOWING LANDMARKS WENT BLUE IN HONOR OF MARCH AND NATIONAL DRESS IN BLUE DAY:**

- State House Dome – Providence, RI
- PECO Building Crown Lights – Philadelphia, PA
- Wrigley Building – Chicago, IL
- City & County Building – Denver, CO
- Borough Hall – Brooklyn, NY
- LaVeque Tower – Columbus, OH
- Cancer Treatment Centers of America – Phoenix, AZ
The National Dress in Blue Day program was a fantastic success yet again in 2013! On March 1st, we saw a record number of individuals, healthcare providers, businesses and community groups across the country wear blue and talk to others about the importance of colon cancer screening.

Through social media and email, participants submitted hundreds of photos and let us know how and why they were going blue. To help participants turn colon cancer awareness into action, we provided helpful resources through our website, like fun and funky merchandise, free downloads and educational outreach materials.

Thank you to Amgen, Genomic Health, Genentech for generously sponsoring the 2013 National Dress in Blue Day.

NATIONAL DRESS IN BLUE DAY

$79,000+ Raised
500 Photos Submitted
200+ Fundraisers

Colon Cancer Alliance 2013 Annual Report 15
Our Undy 5000 5K Run/Walk fuses community involvement, screening initiatives and media buzz to bring the hammer down on colon cancer. This unique event is raising eyebrows and awareness by jumpstarting conversations and motivating people to get screened.

The series provokes discussion in unconventional ways, and although the Undy 5000 is a fun event, it comes with a serious message – screening can save your life. A heartwarming ceremony follows the run, recognizing survivors and honoring those we’ve lost.

This event not only creates a healthy dose of camaraderie and awareness, but also raises money to support our critical prevention, research and patient support programs. We then take our services one step further through the Community Health Partnership Grant Program. Funded completely by money raised through the Undy 5000, this program leverages local partnerships to provide colon cancer services to communities throughout the U.S., literally saving lives.

The 2013 Undy 5000 series was sponsored nationally by Boehringer Ingelheim, the maker of Dulcolax; Salix Pharmaceuticals, Ethicon Endo-Surgery and Amgen Oncology.
Bidding for the Stars - $3,500.00
#TeamKris - $5,256.60
Milion Dollar Marathon
Teri Griege - $4,157.00
Northeast Digestive Health Center - $9,024.99
Ina Rose 50 Marathons - $6,830
St. Patty’s Poopers - Undy 5000
Gateway GI - Undy 5000
Ferring Pharmaceuticals - $8,006.00
Olympus - $4,082.00

FERRING PHARMACEUTICALS
Take The PREPOMELIC® CHALLENGE

Ferring Pharmaceuticals - $8,006.00
Million Dollar Marathon
Teri Griege - $4,157.00

#TeamKris - $5,256.60

Olympus - $4,082.00

FUNDRAISER SPOTLIGHT

Baby Lions - Undy 5000
Sneaker Room - Undy 5000

Baby Lions - Undy 5000
Northeast Digestive Health Center - $9,024.99

Olympus - $4,082.00

Sneaker Room - Undy 5000

St. Patty’s Poopers - Undy 5000
SCREEN THIS TOO!

Breast cancer awareness efforts have changed the way the public responds to conversations about breast health and mammograms, so much so that nearly 75% of women report that they are on-track with the recommended screening guidelines. Unfortunately, when asked about colon cancer screening, just over 55% of women have been as diligent about getting checked. It’s no secret; the color pink dominates during October.

We’re committed to expanding the awareness conversation. That’s why we’ve started our Screen This Too! campaign. Simple in concept, broad in scope – this campaign encourages you to not only think pink during October, but to consider your colon too.
COLON CANCER IN THE MEDIA

MARCH
• Launch new PSA featuring Oscar-nominated actor Terrence Howard
• Survivor and Advocate Teri Griege appears on NBC Today with Kathie Lee & Hoda
• Country music superstar Alan Jackson headlines at the fifth annual Stars Go Blue Benefit Concert
• Twitter chat with Katie Couric and ABC News’ Dr. Richard Besser
• The Colon Cancer Alliance rings the NASDAQ closing bell

MAY
Screen My Colon! PSA plays at the Indy 500

JUNE
Richard Petty leads off Pocono Raceway Undy 5000

NOVEMBER
Teri Griege appears on the Ellen DeGeneres Show
In 2012, we started the Community Health Partnership Grant Program to support partners that further our mission in local Undy 5000 communities. From providing screening tests to the underinsured to conducting research, we partner with organizations, companies or individuals who:

- Provide services that promote screening access
- Provide treatment access and/or
- Conduct research that advances quality of life concerns and addresses barriers to screening

### 2013 PARTNERS

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<tr>
<th>Market</th>
<th>Program Focus</th>
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<td>Atlanta, GA</td>
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<td>Northside Hospital Foundation, Colorectal Cancer Transportation Assistance Program</td>
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<td>Buffalo, NY</td>
<td>Screening</td>
<td>Independent Health Foundation, Good for the Neighborhood</td>
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<td>Dallas, TX</td>
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<td>Denver, CO</td>
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<td>Colorado Colorectal Screening Program</td>
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<td>Long Branch, NJ</td>
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<td>Nashville, TN</td>
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<td>Colon Cancer Alliance, Blue Note Fund</td>
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<td>Philadelphia, PA</td>
<td>Screening</td>
<td>Abramson Cancer Center at the University of Pennsylvania, West Philadelphia GI Outreach &amp; Access Program</td>
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<tr>
<td>Piedmont Triad, NC</td>
<td>Screening</td>
<td>Novant Health Derrick L. Davis Cancer Center</td>
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<td>Phoenix, AZ</td>
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<td>Sacramento, CA</td>
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<td>Tampa, FL</td>
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<td>Washington, DC</td>
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RESEARCH

ROANNE’S RACE
Roanne Cairel was passionate and active, and when she was diagnosed with stage III colon cancer at just 19 years old, she was determined to fight. Despite Roanne’s bright spirit, she lost her battle after five years. In commemoration of Roanne, her friends and family hosted Roanne’s Race 5K/10K in November 2012 and 2013 which has raised a combined $18,000 to support our research initiatives to educate healthcare providers about the need to better diagnose colon cancer in individuals under 50 years old.

REASON TO PARTY
For the second consecutive year, Reason to Party and Board Member Carmen Marc Valvo joined forces to raise awareness and funds in a fun way. This year, their efforts benefited our Never Too Young campaign, which focuses on the rise in young onset colon cancer and what people can do about it. In their two year initiative, Reason to Party has raised more than $30,000 to help knock colon cancer out of the top three cancer killers.
The Colon Cancer Alliance is committed to a world free of colon cancer.

WE CONDUCT AND SUPPORT INNOVATIVE RESEARCH THAT:

• Advances biomarker research
• Identifies why those under 50 are increasingly diagnosed with colon cancer
• Decreases late-stage diagnosis of high-risk populations
• Closes the referral gap for screening and diagnostic testing
• Advances long-term survivorship and psychosocial concerns

We view patients, researchers, medical institutions and industry as pivotal allies for pursuing this mission.
BLUE HOPE RESEARCH AWARD

We know 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. This one-year fellowship provides vital resources and funding to some of the brightest investigators focusing on colon cancer research.

With that vision in front of us, we’ve partnered with the American Association for Cancer Research to support biomarker research focused on the prevention or treatment of colon cancer. These genetic indicators are the key to unlocking more personalized care, ultimately saving more lives.

BIOMARKERS: THE FOUNDATION OF PERSONALIZED MEDICINE

Scientists are finding that each person’s cancer is unique. So although two people may both be diagnosed with colon cancer, they may react to the same treatment in drastically different ways.

The future of cancer study and treatment is going to be about matching the right therapies – the ones we have stronger evidence will work – with the right individual. It’s about developing personalized medicine.

That’s why scientists are now looking more intensely at biomarkers. When time is of the essence, they can help pave the road to the most effective and efficient treatment plan. Biomarkers can show if you will be a good candidate for surgery, what side effects you’ll have or even whether you’ll be successful on a chemotherapy drug.
NEVER TOO YOUNG

“You have colon cancer.”
Four words you don’t expect to hear when you’re young.

But cancer doesn’t care how old you are. And the face of colon cancer is changing. Once considered an old man’s disease, the hard reality is you’re never too young for colon cancer. That’s why, in partnership with Bowel Cancer UK and the Colon Cancer Prevention Project, we’ve expanded our focus on the rise in young-onset colon cancer with the Never Too Young awareness campaign.

The campaign features interviews with world-renowned experts in the field, draws on information from recent research on the topic and features young survivors who share their colon cancer experiences firsthand.

1 in 10 people diagnosed with colon cancer are under age 50

Missed symptoms, initial misdiagnosis and other physician-related delays are estimated in up to 50% of cases in young adults

Young adults with colon cancer deal with unique challenges, including issues related to finances, family, fertility, dating, intimacy, career/workplace and more

More than half of those diagnosed with colon cancer DO NOT have a family history of the disease
AMR RADWAN, 35
“I’ve learned so much through this experience. My diet was horrible; my sedentary job was not good for me; I wasn’t active enough. I needed to make a lot of changes. I also learned how tough I really was. I knew I was tough, but it was never tested like this before. I look back at the five months of wearing ileostomy hardware and realize nothing will ever be as challenging to my psyche as that was. Also, life is too short. Cherish the people you love and do everything you can to enjoy every moment of your life.”

MICHELE DAVIS, 32
“To those recently diagnosed: It’s definitely easier said than done, but try to take one day at a time, and give yourself permission to be a little selfish. When you want some time alone, say it; when you want to be surrounded by people, say it; when you need help, ask. Cancer affects more than just the patient or survivor, but we are at the center of it, living it, breathing it every minute. We don’t get a break from ourselves and it’s so important to make this challenging time as bearable as possible.”

DIANA WELCH, 42
“I would love for doctors to listen to their patients. Yes, maybe it’s difficult for them to fathom that a young, otherwise healthy, 40-year-old female could have colon cancer, but she can and she does. And there are so many - even younger than me - that need to be heard. Doctors need to be better educated on the rising number of young adults with colon cancer.”
We’re committed to supporting groundbreaking colon cancer research through clinical trials that connect patients to cutting-edge treatments and new colon cancer therapies. Through these studies, doctors and researchers are able to develop and improve lifesaving colon cancer treatments. That’s why we are proud to bring you our Clinical Trial Matching Service.

By calling one of our patient navigators, you’ll learn which clinical trials are right for you and be paired with new studies based on your individual medical situation. This personalized service is completely confidential and available to patients, loved ones and healthcare professionals.
PATIENT SUPPORT

LEAVE IT ON THE ROAD

Mike Tabtabai and Andrew Hudon both had loved ones affected by cancer. Over the years, they have both found ways to use their bikes to fight back against the disease. In July 2013, Mike and Andrew cycled across the country to support cancer patients and fund research to find a cure, providing hope and inspiration to those battling the disease, along with their families and loved ones. Through this inspirational 3.5 weeks, they left it all on the road and raised more than $50,000.

IN MEMORY OF MARIA JUNG

Maria had a spirit that seemingly possessed a worldwide reputation, but at the same time, an intimate nature that instantly converted strangers into close confidants. Never one to draw attention to herself, she valiantly fought colon cancer for a decade while raising awareness. When she passed in March 2013, she continued to inspire others to give back and in her memory, her son and husband organized a Blue Star Tribute, raising more than $8,000.
Our Helpline, website and social media platforms are the top ways people affected by colon cancer are introduced to the Colon Cancer Alliance’s Patient Support services. This year alone, more than 12,000 patients and caregivers turned to our free Helpline when they wanted answers to difficult questions or simply needed a listening ear.

All support resources are reviewed by our caring and knowledgeable Patient Support team. Patient Support staffers are trained to counsel those affected by cancer and help callers navigate the wide range of emotions and decisions they are facing.

From providing guidance to the newly diagnosed to connecting patients and their families to the Colon Cancer Alliance’s support services, our staff, website and social media channels set the standard for expert and compassionate support.

The Helpline is sponsored by Genentech, Bristol-Myers Squibb, Salix and Amgen.

Note: All statistics are inclusive across Colon Cancer Alliance platforms.
THE BUDDY PROGRAM

Colon Cancer Alliance Buddies are colon cancer survivors, caregivers, family and friends with experience and compassion. They know what it’s like for the newly diagnosed because they’ve been there too. Personalized training is provided for new Buddies by our Patient Support staff, ensuring each mentor is vetted and well-equipped to support their Buddy match.

BUDDIES ARE MATCHED BASED ON:
- Stage of Diagnosis
- Age
- Gender
- Primary Concerns

PATIENT NAVIGATOR PROGRAM

2013 saw the launch of a new Patient Navigator pilot program in the Colon Cancer Alliance’s Patient Support department. Our pilot was so successful that we are excitedly looking forward to launching the full-scale program at the start of 2014.

The Patient Navigator Program will provide support through the entire continuum of care, from screening to diagnosis, treatment and survivorship. Participants in the program will build a relationship with their personal Patient Navigator, who will see them through the various financial, emotional and medical issues that arise after a cancer diagnosis.

“Returning home from surgery, I was dealing with an impaired digestive tract, adjusting to life with a permanent colostomy and facing additional chemotherapy. I felt alone and isolated. My saving grace was finding the Colon Cancer Alliance’s Buddy Program. Finally, I had help as close as a phone call or an email. The Colon Cancer Alliance became my greatest resource for dealing with this disease.”

-Vicki Barrilleaux, Stage III Survivor
The emotional and physical stress of a cancer diagnosis is almost unimaginable. Add to this the financial demand of medical bills and other treatment-related costs, and the stress can be completely overwhelming. Many patients are simply unable to meet the cost of having cancer.

Four-time Grammy nominee Charlie Kelley knows firsthand the pressure of dealing with colon cancer. He founded the Blue Note Fund to help relieve this pressure for patients in treatment. The program launched in 2011, providing much-needed financial relief to help offset the costs of treatment. Selected patients are awarded a one-time grant of $300 – enough to help pay down some bills and, most importantly, provide a glimmer of hope in a difficult time.

“As a widow on a fixed income combined with the added expenses of medical bills, transportation, gas and car maintenance, I am so grateful that there are people who give so generously and make it possible for me to receive help.”

- Jo Ann Michael  
Survivor, Blue Note Fund Awardee
The fifth installment of our Stars Go Blue for Colon Cancer Benefit Concert packed 2,400 people into the Ryman Auditorium to spend the evening with country music superstar, Alan Jackson. The evening kicked off with Top 20 Country Artist Craig Campbell before Alan Jackson took the stage. "This is something we both felt strongly about," Jackson said. "[My wife] Denise asked me to sing for this, and it’s nice to have your music do something and use your music to help a cause like this." All concert proceeds went to the Blue Note Fund, the Colon Cancer Alliance’s financial assistance program.

Thanks to the event and the Jacksons, the night was able to help over 400 families with $120,000 in financial assistance.

Stars Go Blue was sponsored by Amgen, Genentech, Salix, Stop Colon Cancer Now/AmSurg, Myriad, Tennessee Oncology, Vanderbilt-Ingram Cancer Center.
As the only colon cancer event of its type, we’ve created our conference specifically for people who have been affected by colon cancer and want to help put an end to this disease. This year, we hosted our National Conference, Empower YOU. Impact YOUR COMMUNITY, in sunny Miami on October 11-12th.

Hundreds of patients, survivors, caregivers, advocates and medical experts joined us for a weekend of inspirational learning and friendship. The conference kicked off with an advocacy workshop that equipped participants with the skills needed to make a difference in their communities. Over the weekend, national experts covered a wide range of topics, including the latest and greatest in treatment advances, integrative care, hereditary colon cancer syndromes and challenges and issues faced by young survivors. In addition, attendees had the opportunity to take part in hands-on sessions in Zumba Fitness®, meditation, art therapy and nutrition and food preparation.

This year’s National Conference was a huge success, with 100% of attendees indicating it was a valuable experience.

2013 SAPPHIRE AWARDS

The Colon Cancer Alliance Sapphire Awards were created to recognize and celebrate innovators and leaders in the fight against colon cancer. We were proud to present and acknowledge this year’s recipients at a luncheon during the 2013 National Conference.

- **Sapphire Distinguished Service Award**: Tess Fraser of Buffalo, New York
- **Sapphire Visionary Award**: David Dubin of Haworth, New Jersey
- **Excellence in Patient Care Sapphire Award**: Jodi Jeffords of Fort Worth, Texas
- **Sapphire Organizational Leadership Award**: California Colorectal Cancer Coalition (C4)
- **Sapphire Award for Excellence in Research**: Jeanette Daly, RN, PhD of Iowa City, Iowa
- **Sapphire Outstanding Volunteer Award**: Debbie Whitmore of Marlborough, Massachusetts and Randy Cox of Cambridge, Massachusetts
Make Our Vision a Reality

Donate Directly
Whether you choose to make a one-time gift in honor or memory of someone special or decide to become a monthly pledge partner, your gift will support vital educational and patient support programs. Make a tax-deductible donation at www.ccalliance.org or mail your check or money order to:
Colon Cancer Alliance
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 even match their employees’ gifts. Please contact your human resources office to learn more about giving opportunities in your workplace.

We are 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.

Double Your Support through Matching Gifts & Volunteer Grants
Many companies participate in matching gift and/or volunteer grant programs, but they may not be well publicized. We’ve partnered with Double the Donation to help donors and volunteers maximize their support. Visit www.doublethedonation.com/cca.php to see if you or your spouse are eligible to submit for a matching gift or volunteer grant. You can even download the required forms for your company directly from the link.

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, visit www.bluenotefund.org.

Host a Fundraising Event
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, visit www.ccalliance.org/help.

Create a Blue Star Tribute
A Blue Star Tribute is an online fundraising webpage which can be customized with your story and photos. Friends, family and coworkers can make donations and leave messages on your online guestbook. Blue Star Tributes can be created in memory of a loved one, in honor of an individual fighting colon cancer or in celebration of a milestone such as a wedding, anniversary or participation in endurance events. We will provide all the support you need in raising funds and awareness through this easy-to-use online tool. Learn more at www.ccalliance.org/bluestartributes.

On May 5th, 2013, Tracy and Chip Powers hosted the successful 2nd Annual Charlton Walk and Ride for Colon Cancer.
Join the Legacy Society

Our Legacy Society can combine your philanthropic and estate planning goals to create positive change in the lives of those affected by colon cancer. Visit www.ccalliance.org/legacy to learn more and to read about individuals who have already made an impact through a planned gift.

Become an Advocate

Rates of colon cancer have decreased in the past decade; still, several populations continue to disproportionately suffer. In 2013, more than 3,700 advocates joined us in fighting for legislation that guarantees all Americans equal access to affordable and comprehensive medical coverage.

Will you help? Stand up for the common good. Visit www.ccalliance.org/advocacy to learn about our latest initiatives and how you can get involved.

Be a Buddy

Living with uncertainty is the biggest challenge for any person faced with a cancer diagnosis. Even the most close-knit 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.

Volunteer with Us

Our Community Outreach Volunteer Program is a network of local volunteers located throughout North America who lead colon cancer-fighting efforts in their communities. We believe that one voice can save a life, and by uniting voices across the country, we can bring hope to every community.

Get Involved with the Undy 5000

Our 5K series is growing fast, and we need your help! Even if you’re not a runner, we’re always looking for dedicated individuals with a special skill or local connections that could help us pull off an amazing event. Perhaps your workplace might even be interested in a corporate sponsorship. Can’t help ahead of time? We can always use an extra hand on race day! Please visit www.undy5000.org to register or learn more ways you can help.

Shop for a Cause

With the help of our Cause Marketing Partners, a portion of the proceeds from your purchase will go directly to our mission.

It’s as easy as shopping at more than 1,000 of your favorite name-brand retailers through iGive.com, Amazon Smile, or checking out the promotions from one of our many partners at www.ccalliance.org/shop.

Share Your Story

The personal stories of patients, survivors and caregivers can offer hope and inspiration to those affected by colon cancer. To share your story, visit www.ccalliance.org/stories. We also urge you to join My CCA Support, our online community, and connect with thousands of people around the world who are sharing similar circumstances. Visit www.myccasupport.org for more information.

Questions?

Please contact us at info@ccalliance.org or call (877) 422-2030.

The Colon Cancer Alliance, Inc. is a not-for-profit 501(c)3 corporation.

Federal tax ID #86-0947831
In fiscal year 2011, we were named as a partial beneficiary of a charitable trust with an estimated distribution value of $6.2M. At the end of fiscal year 2013, 80% of our temporarily restricted net assets were trust related. The outstanding receivable of the trust at June 30, 2013 of $2.2M is temporarily restricted for time and unavailable for programmatic use until we receive the funds. Due to the nature of the 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 2014 programs and events.

**FINANCIAL HIGHLIGHTS**

For the Fiscal Year Ending June 30, 2013

<table>
<thead>
<tr>
<th><strong>Revenue and Support</strong></th>
<th><strong>TOTAL</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Unrestricted Revenue</td>
<td>2,067,638</td>
</tr>
<tr>
<td>Restricted Revenue</td>
<td>2,368,208</td>
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<tr>
<td><strong>TOTAL REVENUE AND SUPPORT</strong></td>
<td><strong>4,435,846</strong></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Expenses</strong></th>
<th><strong>TOTAL</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Program services</td>
<td>3,936,846</td>
</tr>
<tr>
<td>Supporting Services</td>
<td>880,973</td>
</tr>
<tr>
<td><strong>TOTAL EXPENSES</strong></td>
<td><strong>4,817,819</strong></td>
</tr>
</tbody>
</table>

**Loss on Charitable Remainder Trust**  –

**Change in Net Assets**  (381,973)

**Net Assets, beginning of year**  $6,364,940

**Net Assets, end of year**  $5,982,977

**Fiscal Year 2013 Functional Expenses**

- **Community Health Grants**  9%
- **Chapters**  2%
- **Education**  10%
- **Conferences**  10%
- **Connection Campaign**  7%
- **Awareness**  62%

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and Shultz-Leeds Professor of Gastroenterology
NYU Medical Center

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Colon Cancer Survivor

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University of Cincinnati

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