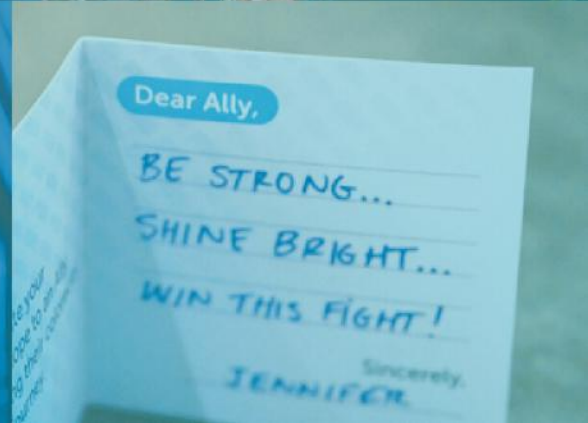




**colorectal
cancer
alliance**
Tomorrow can't wait



2022 | Annual Report



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Letter from the CEO



Dear Ally,

One small moment in a person's path with colorectal cancer can make a life-changing difference. Time and again, the Alliance's community makes those moments possible.

Olivia ran into repeated roadblocks to getting a colonoscopy after her brother was diagnosed with colon cancer. She was 33 and had been experiencing rectal bleeding, a symptom of the disease. The Alliance helped her access the screening she desperately needed.

Jimmy came to the Alliance's national conference feeling shameful about his rectal cancer diagnosis and ostomy. He was greeted by other patients who showed off their ostomies and spoke with confidence about their journeys, reassuring Jimmy that he was far from alone and no longer needed to feel embarrassment about his cancer or ostomy.

Janice found the Alliance after her stage III colon cancer metastasized. The Alliance helped her understand how biomarker testing could help her find treatments better suited to her cancer's genetic profile.

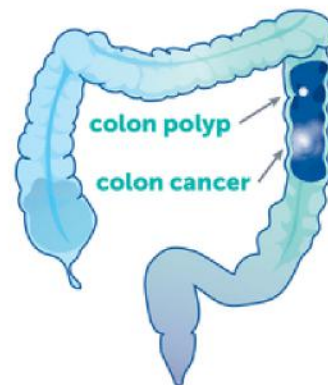
Every time the Alliance advocates for prevention, magnifies patient support, and accelerates research, it's a moment made possible by those who believe in our mission. This annual report is a statement of our progress in 2022 — progress made possible by people like you.

We're grateful for the opportunity to change and save lives as we pursue a world free of colorectal cancer. Thank you!

Sincerely,

A handwritten signature in black ink that reads "Michael A. Sapienza".

Michael Sapienza
CEO, Colorectal Cancer Alliance



About CRC

Colorectal cancer, or CRC, is a disease caused by uncontrolled cell growth in the colon or rectum, which are parts of the digestive system. Colon cancer and rectal cancer are common and deadly, but they are also highly preventable with screening and very treatable when detected early.

- 2nd** deadliest cancer overall
- 3rd** most common in men and women
- 1 in 5** cases are in people under 55
- 45** is the age to begin screening*
- 43%** of CRCs occur in the rectum
- 91%** survival rate when caught early

*People at increased risk may need to get checked earlier. Talk to a doctor about what's right for you.



Mission and Impact

We are the Colorectal Cancer Alliance

The Alliance empowers a nation of passionate and determined allies to prevent, treat, and overcome colorectal cancer in their lives and communities. Founded in 1999 and headquartered in Washington, D.C., the Alliance advocates for prevention, magnifies support, and accelerates research. We are the largest national nonprofit dedicated to colorectal cancer, and we exist to end this disease in our lifetime.

Our Goals

Screen

Save **100,000** lives by 2029.

Care

Reach **750,000** patients and caregivers annually by 2024.

Cure

Invest **\$30 million** in CRC research by 2026.

2022 Impact

-  **15,000** people screened through Alliance initiatives
-  **3.3 billion+** media impressions worldwide
-  **480** financial stipends provided
-  **225** colonoscopies sponsored
-  **18,840** helpline calls handled
-  **1,005** health equity services provided
-  **18,661** screening recommendations delivered

-  **13,405** test kits distributed
-  **88,742** volunteer hours
-  **1,855** active volunteers
-  **184,105** social media followers
-  **129** local partners engaged
-  **12** abstracts presented at conferences
-  **7** research studies funded

2022 Snapshot

A year of progress

Q1

The **Op45 Campaign** to encourage insurance companies to adopt new screening guidelines before required by law continued from the previous year. By mid-2022, the campaign had achieved 100% success among targeted companies. **Alliance volunteers** executed about 800 advocacy actions, including calling payers directly as concerned members. The Alliance also sent letters to payers and engaged individually with insurance executives.

The Alliance presented an abstract and poster at **ASCO-GI** in San Francisco titled “Colorectal Cancer Caregivers Demonstrate Need for a One-Stop Comprehensive Resource.” Survey data volunteered by members of the Alliance’s **Blue Hope Nation** Facebook community showed “caregivers often feel unprepared to provide care, have inadequate knowledge, and receive little guidance from health care providers.” The abstract concludes that a centralized resource given at diagnosis could improve the quality of care and mental health among patients and caregivers.



The Alliance, in partnership with Phase2, presented a poster at ASCO-GI demonstrating the need for a one-stop patient and caregiver resource.

A highlight of awareness month is the DC ScopelOut 5K, which brings thousands of allies together to raise awareness and support for one another.



During **National Colorectal Cancer Awareness Month**, the Alliance highlighted socioeconomic barriers to health. “The fact is, a person’s access to resources is too often the difference between getting screened or not, getting high-quality treatment or not, and living or not,” said Angie Lawry, Vice President of Marketing and Communications. The Alliance shared this message and its resources, including a quiz for a **free screening recommendation** and a **personalized treatment program**, across social media, television, and printed media, reaching millions.

The Alliance announced an awareness-raising presence in the metaverse. Blue Hope World was created by volunteers and is accessed through Meta’s Horizon Worlds app. Users can visit Blue Hope World to learn about colorectal cancer prevention methods, stages of the disease, and how to get involved with the Alliance’s mission to end it. Of **Blue Hope World**, the Meta Quest Blog wrote, “The subject matter may not be fun, but this is the best kind of virtual world.”



The Alliance enlisted a leading culture and influencer marketing agency, **Team Epiphany**, to sound the alarm about colorectal cancer's heightened effects on Black American communities. The result was **#TheyDidntSay**, an awareness and education campaign with cultural influencers. "Too many of us have had friends or family that have been affected by colorectal cancer, so it's important for me to speak out and help eliminate any embarrassment surrounding colorectal cancer screening," said media mogul and TV personality **Charlamagne the God**.

The Alliance hosted its inaugural **AllyCamp**, an in-person retreat and training for volunteer leaders. It was an opportunity for patients and survivors to bond, focus on self-care, and turn the ally spark into a blazing campfire. "We came together from **17 different states** to become better allies," said camper Howard Brown. "Our goal is to get more people screened and also raise funds for colorectal cancer research and patient care." Campers also had time to zipline, ride horses, and kayak.



Influencers like Brandon 'Jinx' Jenkins, a popular podcast host, took part in the Alliance's #TheyDidntSay awareness campaign.

Q2

The Alliance and **Independence Blue Cross** announced an initiative to address health equity in Philadelphia, specifically the significant reduction in colorectal cancer screening rates among Black community members since the pandemic. The **Cycles of Impact** pilot program seeks to screen at least 5,000 people and prevent at least 60 cancer diagnoses. "We are dedicated to ensuring equitable access to health care for all, and that starts with identifying and addressing disparities that impact our members and communities head-on," said Gregory E. Deavens, Independence president and CEO. The program is being replicated in Atlanta.



Q3

Danielle Carnival, White House Cancer Moonshot Coordinator, shared an inspiring message with think tank participants at their November summit: "Together, we can ensure that every community in America has access to cutting-edge cancer diagnostics, therapeutics, and clinical trials."



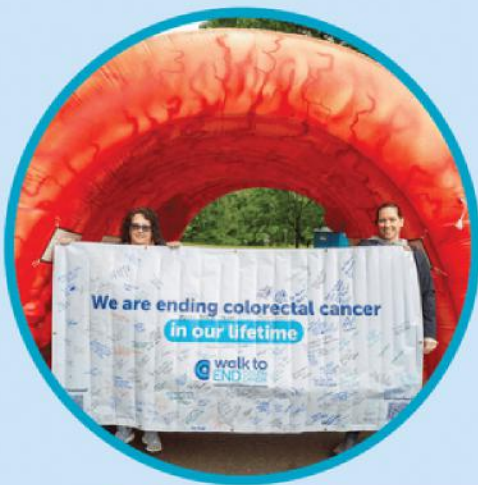
Craig Melvin, a member of the Alliance's Board of Directors, and his wife Lindsay Czarniak presented the Bottoms Up Invitational.



The Alliance led a **Clinical Trial Think Tank** to develop patient-centered, systems-level solutions for improving trials and increasing research participation broadly. Marginalized patients, who are frequently underrepresented in clinical research and often face disproportionate burdens of disease, were a key focus. The think tank met in November with leaders from places like the White House's Cancer Moonshot, the National Cancer Institute, major pharma companies, and local clinics. A report disseminating key findings was published in January of 2023.

The inaugural **Bottoms Up Invitational** presented by **Craig Melvin and Lindsay Czarniak** raised \$1.1 million to support the Alliance and honor Craig's brother, Lawrence Meadows, who died from colorectal cancer in 2020. The two-day event in Norwalk, Connecticut, featured a concert with Hootie & the Blowfish's **Darius Rucker** and celebrity golfers including Dylan Dreyer, Stephanie Szostak, Corey Miller, John Starks, and professional golfer **Charlie Rymer**, who is a stage III colon cancer survivor.

The Alliance re-launched the **Walk to End Colon Cancer** series with the hashtag #WalkLoud and a rally-like atmosphere to stop the silence, reject the stigma, and cancel the killer. The Walk occurred in **18 cities** and brought out nearly **10,000 allies**. "I know it's easy to feel alone when you're a colorectal cancer patient or caregiver," said participant Armoni Brewington. "When we #WalkLoud, we're supporting the entire community and raising awareness, too."



The **AllyCon national conference** brought 200 patients and caregivers together in Philadelphia. Starting with a day of volunteer training, AllyCon featured 16 in-depth educational sessions and a '70s-style party. Keynote speaker and colorectal cancer survivor **Eric Larsen** shared how his journey to reach the North Pole, South Pole, and the top of Mount Everest in a single year prepared him for the most challenging trek of all — battling colorectal cancer.

The Alliance launched **LEAD FROM BEHIND** with help from **Ryan Reynolds and Rob McElhenney**. Produced in partnership with survivor Brooks Bell and Reynold's creative agency **Maximum Effort**, LEAD FROM BEHIND is an ongoing initiative to raise awareness that colon cancer is The Preventable Cancer. More than 3 billion media impressions later, LEAD FROM BEHIND made colon cancer famous, and **Zocdoc** reported a 36% increase in colonoscopy bookings in the month following LEAD FROM BEHIND's launch.



Ryan Reynolds, left, and Rob McElhenney launched LEAD FROM BEHIND with a viral documentary of their colonoscopy procedures.



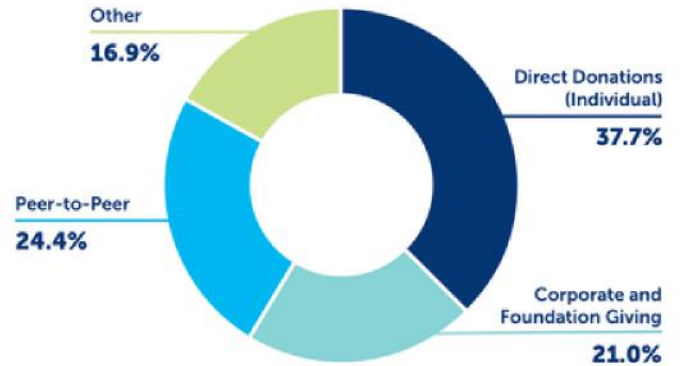
The Alliance announced its selections for up to **\$850,000 in funding** for seven innovative research projects to treat and prevent this disease. The awards are a step toward achieving the organization's **\$30 million research-funding commitment** and align with its national research strategy. The funded projects are investigating topics including disparities, microbiomes, and targeted therapies. "This is research that will save lives," said David Fenstermacher, Senior Director of Research and Medical Affairs.

The Alliance's screening quiz, available at quiz.getscreened.org, provides users with a free screening recommendation based on their individual risk factors. Backed up by a social media advertising campaign, the quiz delivered **18,661 recommendations** in 2022. Of those, **784 people** at high risk were connected with our certified patient and family support navigators.

2022 Financial Data

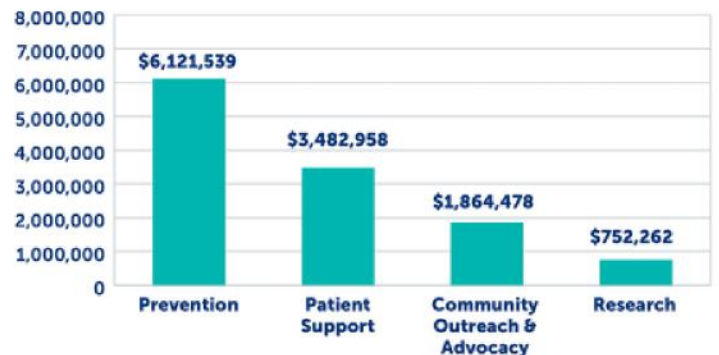
FY22 Revenue

Direct Donations (Individual)	\$5,092,537.00
Corporate and Foundation Giving	\$2,841,440.00
Peer-to-Peer	\$3,289,729.00
Other	\$2,275,193.00
Total	\$13,498,899.00



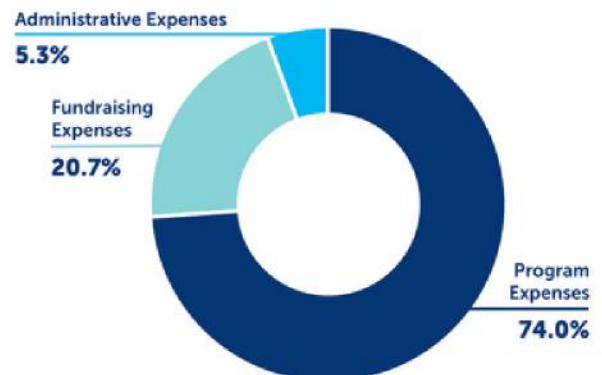
FY22 Program Expense Breakdown

Prevention	\$6,121,539.00
Patient Support	\$3,482,958.00
Community Outreach & Advocacy	\$1,864,478.00
Research	\$752,262.00
Total	\$12,221,237.00



FY22 Total Expense Breakdown

Program Expenses	\$12,221,237.00
Fundraising Expenses	\$3,413,135.00
Administrative Expenses	\$888,752.00
Total	\$16,523,124.00



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<i>University of Colorado Health</i>	<i>MNTN</i>	<i>Salix Pharmaceuticals, Inc</i>	<i>Haddad Brands</i>
<i>Brigade Capital Management</i>	<i>NFP</i>	<i>Janus Henderson Foundation</i>	<i>JoAnn B Ficke Cancer Foundation</i>
<i>NeoGenomics Laboratories</i>	<i>Orrick, Herrington, Sutcliffe LLP</i>	<i>Beyond Meat</i>	<i>Maximum Effort</i>
<i>PhRMA</i>	<i>Parlux Ltd.</i>	<i>Carl M. Freeman Foundation</i>	<i>Morgan Stanley River Falls Group</i>
<i>AMSURG</i>	<i>Twila Sampson Family Foundation</i>	<i>Gordon Charter Foundation</i>	<i>NASCAR</i>
<i>Le-Vel Brands, LLC</i>	<i>Wells Fargo</i>	<i>NBA</i>	<i>Northside Hospital Cancer Institute</i>
<i>2k Sports</i>	<i>The Upper Deck Company</i>	<i>NewMark Zimmer</i>	<i>The Bernstein Companies</i>
<i>Bender Foundation, Inc</i>	<i>Epigenomics, Inc</i>	<i>Novant Health Foundation</i>	<i>The Jaharis Family Foundation Inc.</i>
<i>Cleveland Clinic</i>	<i>Arcus Biosciences</i>	<i>Houser Engineering LLC</i>	<i>The Oregon Clinic Endoscopy Center</i>
<i>Colorado Management Co. (RMCC)</i>	<i>Dana-Farber Cancer Institute</i>	<i>ARCO Murray</i>	<i>US Bank</i>
<i>Endeavor BioMedicines</i>	<i>Independence Health Group</i>	<i>CBRE</i>	
<i>Foundation Medicine, Inc.</i>	<i>Little Big Brands</i>	<i>Dentons</i>	
<i>Geneoscopy</i>	<i>Murray Hill Medical Group</i>	<i>Freenome, Inc</i>	
<i>GRAIL</i>	<i>Olivia Metzger Management</i>	<i>Gabel Foundation</i>	



Contact Us

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