## Contents

3 Letter from the CEO  
3 About Colorectal Cancer  
4 Mission and Impact  
5 2022 Snapshot  
9 2022 Financial Data  
10 Sponsors

## Leadership

### Executive Staff
- Michael Sapienza  
  Chief Executive Officer  
- Regan Huneycutt  
  Chief Development Officer  
- Melissa Lynch, SHRM-SCP  
  Chief People Officer  
- Jerry J.K. Tillery  
  Chief Impact Officer  
- Angie Lawry  
  Senior Vice President of Marketing & Communications  
- Marcie Klein  
  Senior Vice President of Prevention  
- Sam Harper  
  Vice President of Data Intelligence & Technology

### Board of Directors
- Lee Dranikoff  
  Chair  
- Avi Benaim  
  Vice Chair  
- Kevin Lewis  
  Treasurer  
- Jana Babatunde-Bey  
- Kay Chandler  
- Charlie Guevara  
- Patrick G. Jackson, M.D., FACS  
- Amy Low  
- John Marshall, M.D.  
- Craig Melvin  
- Edith P. Mitchell, M.D., FACP, FCPP  
- Jennifer Dellaratta Redmond  
- Frank L. Sapienza  
- David Schoeman, MBA  
- Scott Soussa  
- Carmen Marc Valvo  
- Joe Whalen  
- John Woerner
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,

Michael A. 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
A year of progress

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.

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 tha 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.

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.
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.”

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.

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

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct Donations (Individual)</td>
<td>$5,092,537.00</td>
</tr>
<tr>
<td>Corporate and Foundation Giving</td>
<td>$2,841,440.00</td>
</tr>
<tr>
<td>Peer-to-Peer</td>
<td>$3,289,729.00</td>
</tr>
<tr>
<td>Other</td>
<td>$2,275,193.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$13,498,899.00</strong></td>
</tr>
</tbody>
</table>

FY22 Program Expense Breakdown

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prevention</td>
<td>$6,121,539.00</td>
</tr>
<tr>
<td>Patient Support</td>
<td>$3,482,958.00</td>
</tr>
<tr>
<td>Community Outreach &amp; Advocacy</td>
<td>$1,864,478.00</td>
</tr>
<tr>
<td>Research</td>
<td>$752,262.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$12,221,237.00</strong></td>
</tr>
</tbody>
</table>

FY22 Total Expense Breakdown

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Expenses</td>
<td>$12,221,237.00</td>
</tr>
<tr>
<td>Fundraising Expenses</td>
<td>$3,413,135.00</td>
</tr>
<tr>
<td>Administrative Expenses</td>
<td>$888,752.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$16,523,124.00</strong></td>
</tr>
</tbody>
</table>
Contact Us

ccalliance.org

Patient and family support helpline
(877) 422-2030

Main office
(202) 628-0123
1025 Vermont Ave NW Suite 1066
Washington, DC 20005