

# 2024

## ANNUAL REPORT





## Our Mission

# We exist to end colorectal cancer within our lifetime.

The Colorectal Cancer Alliance is revolutionizing research, treatment, awareness, and prevention to save lives. Through community-based interventions, cutting-edge science, and innovative patient-centric cancer care programs, we're driving real progress — ensuring more people survive colorectal cancer.



**Founded in 1999 by  
volunteers**



**Largest nonprofit  
dedicated to CRC**

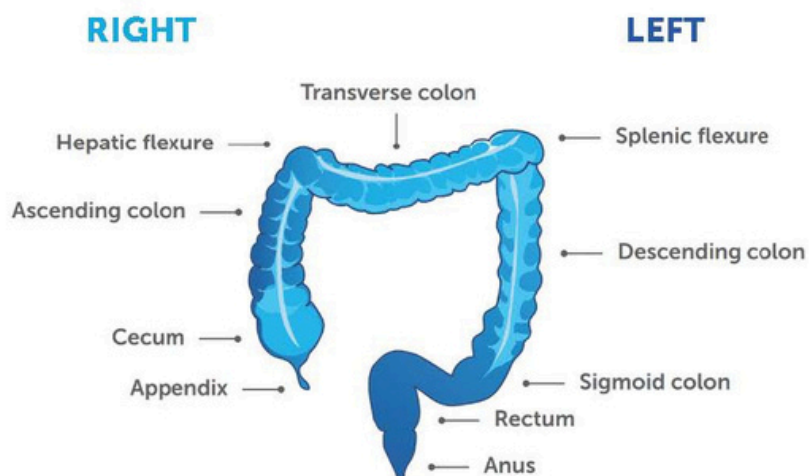


**Headquartered in  
Washington, D.C.**

## About CRC

# Colorectal Cancer Stands Alone

Colorectal cancer, or CRC, is a cancer that starts in the colon or rectum, which are parts of the digestive system. Unlike most cancers, colorectal cancer is often preventable with screening and highly treatable when detected early. Still, colorectal cancer is the third most common and second deadliest cancer impacting men and women in the U.S., and cases are rising among young people.



### Common

- 150,000+ diagnoses per year
- Affects both sexes
- 1 in 24 diagnosed within lifetime



### Preventable

- Treatable pre-cancer stage with colonoscopy



### Deadly

- Second deadliest cancer in U.S.
- More than 50,000 deaths per year
- 13% metastatic CRC survival rate



### Unknown & Underfunded

- Therapy development incremental
- Federal funding shrinking

A Message from the CEO

# We Are United to End Colorectal Cancer



Dear allies:

Every day, I'm inspired by the courage of those facing colorectal cancer and by the unwavering passion of our community. In 2024, we celebrated important advances in how this disease is detected and treated. But we continued to struggle with a 13% survival rate for metastatic colorectal cancer and the alarming rise of young-onset colorectal cancer cases.

The incremental pace of laboratory progress, while meaningful, remains deeply frustrating and painful — it means we are still losing people we love. That reality is why the Colorectal Cancer Alliance continued to intensify its focus on the work most likely to bring an end to this disease in our lifetime.

Through Project Cure CRC, we made the largest philanthropic commitment in the history of colorectal cancer: \$100 million for cutting-edge research over several years. But that was just the beginning. We also expanded our research ecosystem to include our BlueHQ patient support hub, a BlueLake data lab infrastructure, and an innovative approach to clinical trials called K-SPY.

The Alliance thrives because of dedicated allies like you — our donors, volunteers, and advocates. Your support drives hope, builds community, and saves lives. I remain determined that ours will be the last generation in which the word “terminal” is linked to colorectal cancer. United, we can and will realize this vision.

With gratitude,

**Michael Sapienza**

*Chief Executive Officer, Colorectal Cancer Alliance*

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The Alliance  
thrives  
because of  
dedicated  
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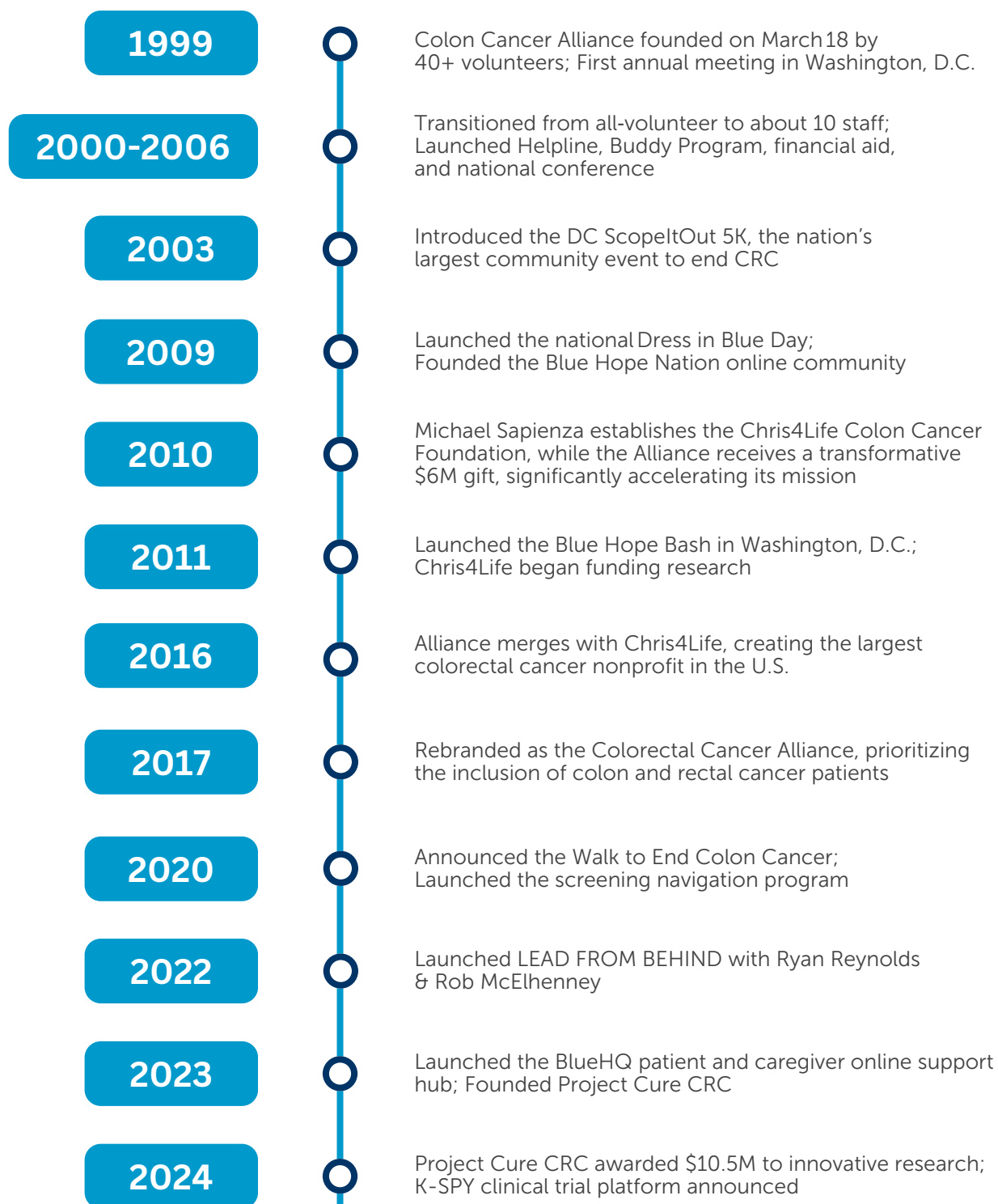


Watch “United to End Colorectal Cancer”



In 2024, the Alliance Celebrated

# 25 Years of Impact



Project Cure CRC

# Accelerating Life-Saving Science

Launched in late 2023, Project Cure CRC is the Colorectal Cancer Alliance's bold, research-driven initiative to end colorectal cancer in our lifetime. This groundbreaking effort directly funds transformative science with the potential to shift the landscape for patients facing this devastating disease.

In its first year, Project Cure CRC awarded \$10.5 million in research funding to pioneering studies at top institutions around the world. These grants support critical work — from immunotherapy, CRISPR-based treatment discovery, and radioimmunotherapy to novel protein drugs — targeting urgent gaps in care such as microsatellite-stable disease and metastatic spread, where patients currently have few options.

This surge in innovation is driven by a global call to action. The Alliance's inaugural Cure CRC Summit convened world-renowned experts to define the most pressing research needs. More than 200 proposals have since poured in from scientists eager to tackle colorectal cancer's toughest challenges.

Colorectal cancer is the second-leading cause of cancer-related death in the U.S. and the leading cause for men under 50. Yet, despite its toll, it remains significantly underfunded. Project Cure CRC is filling the gap and accelerating science that can deliver real breakthroughs for patients today.



Above: Project Cure CRC is an integrated system with four key functions: direct research funding, the K-SPY clinical trial platform, BlueHQ patient support, and the BlueLake data hub. Below: Three of the researchers funded by Project Cure CRC in 2024.



**Raghu Kalluri, MD, PhD**  
MD Anderson Cancer Center

Dr. Kalluri aims to rapidly develop therapeutic options for the 96% of colorectal cancer patients with microsatellite stable disease who currently have limited options.



**David Robbins, PhD**  
Georgetown University

Dr. Robbins' research aims to stop colorectal cancer from spreading by targeting circulating tumor cells — the cells responsible for forming new tumors in other parts of the body.



**Julia Carnevale, MD**  
University of California, San Francisco

Dr. Carnevale is using cutting-edge CRISPR technology to find new treatment pathways for colorectal cancer, targeting multiple genes at once.

Learn More About  
Project Cure CRC



[colorectalcaner.org](https://colorectalcaner.org)



## Our Mission in Action

# Pivotal Programs

## Screen Smart Tackles Prevention's Big Questions

In recent years, innovation in this CRC screening has accelerated. This progress has also created a complex and often confusing landscape for healthcare professionals and patients. The proliferation of screening options, combined with inconsistent data, has made it more difficult to make informed decisions about screening.


Screen Smart improves colorectal cancer prevention by cutting through complexity and closing critical gaps in real-world data, allowing screening to work better for everyone. In 2024, the Alliance hosted a discussion during Digestive Disease Week to address colorectal cancer screening tests. Experts collected data and developed a framework for evaluating various screening options, while also engaging with top screening technology companies.

Screen Smart calls for integrating real-world adherence data into screening policy, ensuring recommendations reflect how people truly access and complete tests. Ultimately, Screen Smart champions better data, smarter policies, and practical tools that align with the needs of patients and providers.

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It's amazing,  
it's invigorating



Watch the AllyCon  
recap video 



## AllyCon and Cure CRC Summit: Convening Patients and Researchers

Miami Beach was the scene of complementary conferences last December, as patients headed to AllyCon and researchers convened from around the world at the Cure CRC Summit.

AllyCon, the nation's premier conference for colorectal cancer patients, caregivers, and advocates, provided education, resources, and vital connections. Hundreds of attendees found purpose, answers, and support through shared experiences and mission-driven engagement.

The Alliance also hosted its second annual Cure CRC Summit — an exclusive gathering of leading scientists, clinicians, and industry experts dedicated to advancing cures for colorectal cancer. Participants engaged in collaborative discussions and strategic planning to accelerate life-saving research through Project Cure CRC.

## Cancer Care Team Launches Clinical Navigation

In 2024, the Alliance's Clinical Navigation Program moved from concept to reality, officially launching with a full-time clinical navigator and comprehensive protocols for intake, assessment, referral, and patient education.

Navigators delivered personalized, evidence-based guidance on diagnosis, biomarker testing, clinical trials, insurance, and treatment planning — serving patients across the U.S. and in 10 countries. These efforts resulted in hundreds of tailored interventions, improved patient understanding, and greater access to life-saving resources.

The Cancer Care team also forged strategic partnerships, strengthened staff training, and laid the groundwork for growth through operational evaluation, technology enhancements, and a formal business case.

This work reflects the Alliance's commitment to equitable, high-quality cancer support — helping patients navigate the complexities of colorectal cancer and improving outcomes at every stage.

### Cancer Care Strategic Goals



Improve outcomes



Enhance engagement



Advance innovation



Participants at the 2025 AllyCon patient support conference in Miami.



# Personal Journeys



## Finding Purpose After Loss

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**I found the Walk to be a way to grieve, a way to heal, and a way to take action.**

When Shauna's dad was diagnosed with colon cancer, she was a busy corporate executive, pregnant, and raising three children. Adding "caregiver" to her long list of responsibilities was overwhelming. After her father's passing, she struggled with grief and unanswered questions—until she discovered the Walk to End Colon Cancer.

Her first Walk raised over \$3,000 and brought together a community ready to take a stand. Using social media, Shauna shared life-saving screening information and worked to break down stigma. The Walk gave her purpose: "I may not be able to change the past, but I can walk toward a future without colorectal cancer," she says.



## A Screening That Changed Everything

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**That one polyp could have developed into a terrifying diagnosis.**

Leslie knew the importance of screening—she'd had polyps removed before. But when she found herself between retirement and Medicare, overdue for a colonoscopy, and unable to afford it, she turned to the Colorectal Cancer Alliance for help.

Through the Alliance's navigation services, she was able to get a colonoscopy for just \$25. The procedure found five polyps, including one precancerous growth that could have developed into cancer. "I want to live another 30 years," Leslie says. "I'm happy to know, for now, that colorectal cancer won't stand in the way."



## Hope Through Science

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**Steady progress in science offers hope to those facing advanced colorectal cancer.**

John's battle against colorectal cancer included chemotherapy, radiation, surgeries, and finally immunotherapy in a clinical trial — treatments made possible by years of research. Together, these treatments brought John to a place where he is "grateful to be without evidence of this disease."

As a board member and advocate for Project Cure CRC, John champions research that gives hope to patients when standard treatments fail. "Cancer is rarely defeated in a single battle, but science is how we conquer this disease," he says.

By the Numbers

## Powerful Impact

**87K+**

hours of ally  
volunteerism

**552**

patients awarded  
Blue Hope Financial  
Assistance grants

**21K+**

completions of the  
screening quiz

**\$10.5M**

awarded to  
innovative research  
projects

**25%**

increase in active  
volunteers

**22**

researchers funded by  
Project Cure CRC

**45%**

increase in DIY  
activations

**8**

certified patient  
navigators on staff

**13,600**

members of the Blue Hope  
Nation support group

**1,490**

comfort bags given to  
patients at cancer  
center

**20K+**

patients assisted via  
live or clinical  
navigation, identifying  
45K barriers to care

**13K+**

participants in  
the Walk to End  
Colon Cancer  
across 16 cities

### National Reach

**133K**

email  
subscribers

**1.9M**

web page  
views annually

**226K**

social media  
followers

**7B**

media  
impressions

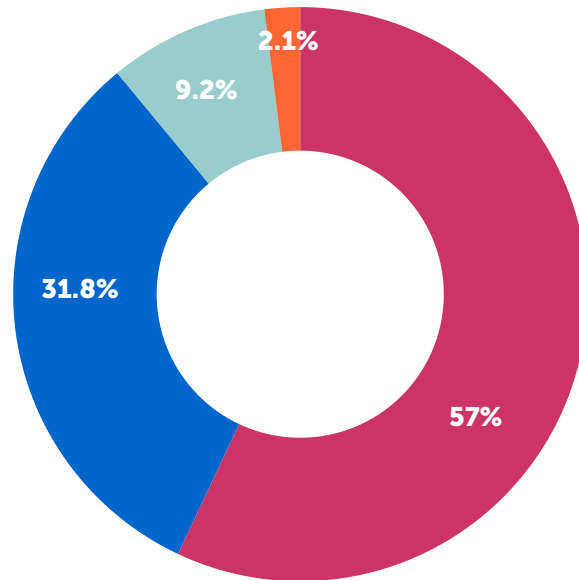
**820M**

Nielsen audience  
TV and radio PSA

# Financial Overview

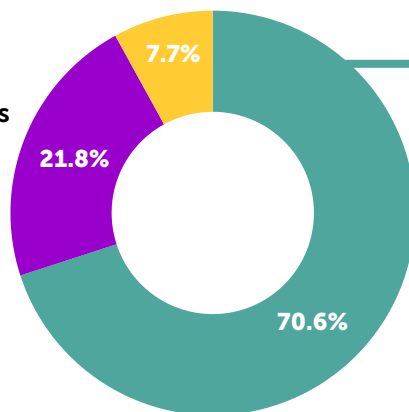
## FY24 Revenue

- Corporate and Foundation Giving**  
\$12,422,746
- Peer-to-Peer**  
\$6,925,765
- Direct Donations (Individual)**  
\$2,002,272
- Other**  
\$457,456

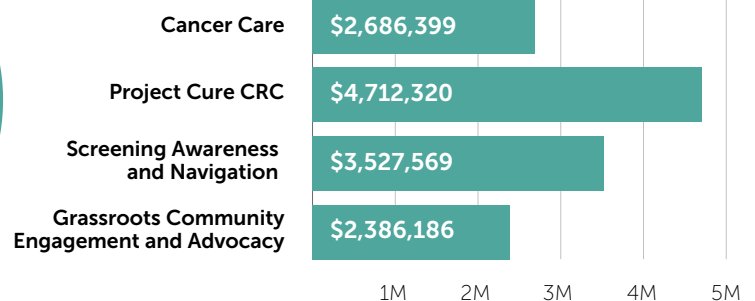


## Program Expense Breakdown

- Program Expenses**  
\$13,312,474
- Fundraising Expenses**  
\$4,106,802
- Administrative Expenses**  
\$1,443,915



### Program Expenses in Further Detail:





Ending CRC Will Take All of Us

# Be the Face of Hope

Your time and passion can help save lives. Whether greeting attendees at an event, sharing life-saving information, raising funds for programs, or taking action another way, your efforts matter.

Learn more about volunteering, fundraising, and advocacy at [colorectalcaner.org/get-involved](https://colorectalcaner.org/get-involved).

## Website :

[colorectalcaner.org](https://colorectalcaner.org)

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