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ANNUAL REPORT



OUR MISSION

We exist to end colorectal cancer in our lifetime.

The Colorectal Cancer Alliance helps people facing colorectal cancer today, while innovating toward a future where fewer people are diagnosed and more lives are saved.

The Alliance's Cornerstones

Innovation

We invest in research, clinical trials, and data infrastructure to bring better treatments to patients faster.

Support

We help patients and families navigate colorectal cancer with trusted information, expert guidance, and personalized support.

Awareness & Advocacy

We work to prevent CRC, promote early detection, and ensure federal support and proportionate funding.

Community

We provide the place where people find belonging and discover that their experience can change someone else's.



Members of the Colorectal Cancer Alliance's leadership team, board of directors, and staff discussed research innovation at the Alliance's AllyCon national conference in Miami.



***Founded in 1999
by volunteers***



***Largest nonprofit
dedicated to CRC***



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

A MESSAGE FROM THE CEO

We've had enough.



”

Colorectal cancer doesn't play by the rules, and neither will we.

In 2025, the Alliance focused its efforts on our initiative to connect science and patients and to triple the survival rate for metastatic colorectal cancer. We directly funded innovative research and laid the groundwork for a major expansion of Project Cure CRC — our sophisticated, HIPAA-compliant endeavor to accelerate treatments and save lives. Our progress was evident this year with the announcement of KLEOS, the first adaptive clinical trial platform built for colorectal cancer.

Building our own clinical trial platform is far beyond what most nonprofits attempt, but colorectal cancer doesn't play by the rules, and neither will we. Colorectal cancer is now the deadliest cancer for people under 50 and the second deadliest overall. New treatments continue to arrive too slowly for the patients who need them most, and that is simply unacceptable. We are declaring ... Enough. So alongside our supporters, partners, and volunteers across the country, the Alliance is rewriting how we challenge this disease.

None of this ambition changes what has always driven us: Preventing colorectal cancer and standing beside the patients living with it. This year, thousands of patients and caregivers came to us, navigating a screening, a diagnosis, or a treatment plan — and thousands found us ready. Our expert navigators walked beside them. Our screening tools reached them. Our resources met them where they were. And behind the scenes, we've been building the cure.

This annual report discusses our work in 2025. We are grateful for every supporter who helped power the mission to end colorectal cancer.

Michael A. Sapienza

Michael Sapienza

Chief Executive Officer, Colorectal Cancer Alliance

2025: BY THE NUMBERS

No More Waiting

\$2M+

invested in research at top institutions, moving new treatments closer for patients who can't wait

32

research projects funded since launching Project Cure CRC, expanding the pipeline of future treatments

408

patients received expert clinical navigation, including help with biomarker testing and clinical trials

10K

patients were individually guided through diagnosis and treatment when they needed it most

100+

screening experts convened to advance prevention

13.6B

media impressions driving unprecedented awareness

13K

online community members, giving patients and caregivers a place to find support day or night

28K

people got a personalized screening recommendation, making the first step toward prevention easier to take

1.9M

visits to colorectalcancer.org, meeting people with life-saving information

10,600

Walk to End Colon Cancer participants, rallying communities to act in support of family, friends, and neighbors

82

colonoscopies were provided to high-risk individuals who otherwise couldn't access screening

270

patients and caregivers connected at the AllyCon national conference, building community and finding answers together

PROJECT CURE CRC

Changing Lives Every Day



Kate G.

"It's not just living with cancer that's hard. It's navigating the complexities of treatment — finding it, qualifying for it, paying for it — all while your soul is screaming for reprieve."

At 40, Kate was diagnosed with advanced colorectal cancer and given long odds by her first oncologist. Rather than accept a grim prognosis, she turned to the Alliance's cancer care team for help identifying treatment options, financial resources, and a second opinion. With an Alliance navigator by her side, Kate is keeping her promise to her daughter — that she will be there.

Charles B.



"The Alliance community encouraged me. They really uplifted me."

Diagnosed with stage IV colon cancer at 34, Charles felt his world unraveling. Through the Alliance's Buddy Program, he connected with three survivors who understood his battle and helped him find the strength to keep going.

Damien S.



"When I was diagnosed, I needed more than information — I needed connection. The Alliance was a lifeline."

At 47, Damien was diagnosed with colorectal cancer that had already spread to his liver. Paired with a mentor who understood exactly what he was facing, he found the connection he needed to get through treatment — and now mentors other patients himself.

WE'RE NOT DREAMING OF A FUTURE FREE OF THIS DISEASE.
WE'RE BUILDING IT.

Racing Toward Cures

Just 13% of patients with metastatic CRC live more than five years after diagnosis. There hasn't been a new treatment for early-stage disease since 2004, and bringing a single new drug to patients can cost billions of dollars and take years — years the sickest patients don't have. The problem is a research system that is too slow, too expensive, and too disconnected from the patients it's meant to serve. In 2025, the Alliance advanced Project Cure CRC, an integrated precision medicine ecosystem that puts patients first and aims to triple metastatic survival.

One Connected Ecosystem

Together, these three platforms move lifesaving treatments to patients faster and more efficiently while building the infrastructure for every future CRC breakthrough.

KLEOS

The first multi-arm adaptive clinical trial platform dedicated exclusively to CRC. Set to test multiple therapies at once and drop ineffective ones earlier, reducing trial costs and timelines.

BlueLake

Positioned to become the world's largest CRC-specific data hub, integrating health records, registries, trial data, and patient-reported outcomes to accelerate innovation.

BlueHQ

The digital home for every CRC patient and caregiver, offering expert cancer care navigators, biomarker testing, trial matching, second opinions, and community support.

PROJECT CURE CRC: BY THE NUMBERS

#1

*cause of cancer death
in people under 50*

3X

*targeted increase in
metastatic CRC survival
over the next decade*

\$2M+

*invested directly
into innovative
research in 2025*



***Because of science,
my cancer can be
treated like a
chronic disease
instead of a death
sentence.***

Diana Z.



Diana has lived with stage IV metastatic colorectal cancer for nearly a decade, through repeated rounds of surgery, chemotherapy, and radiation. Volunteering to share her story at last year's Project Cure CRC Curecast, she channels her experience into advocacy for research keeping patients like her alive.



Scan to watch
the Curecast

bit.ly/arc71

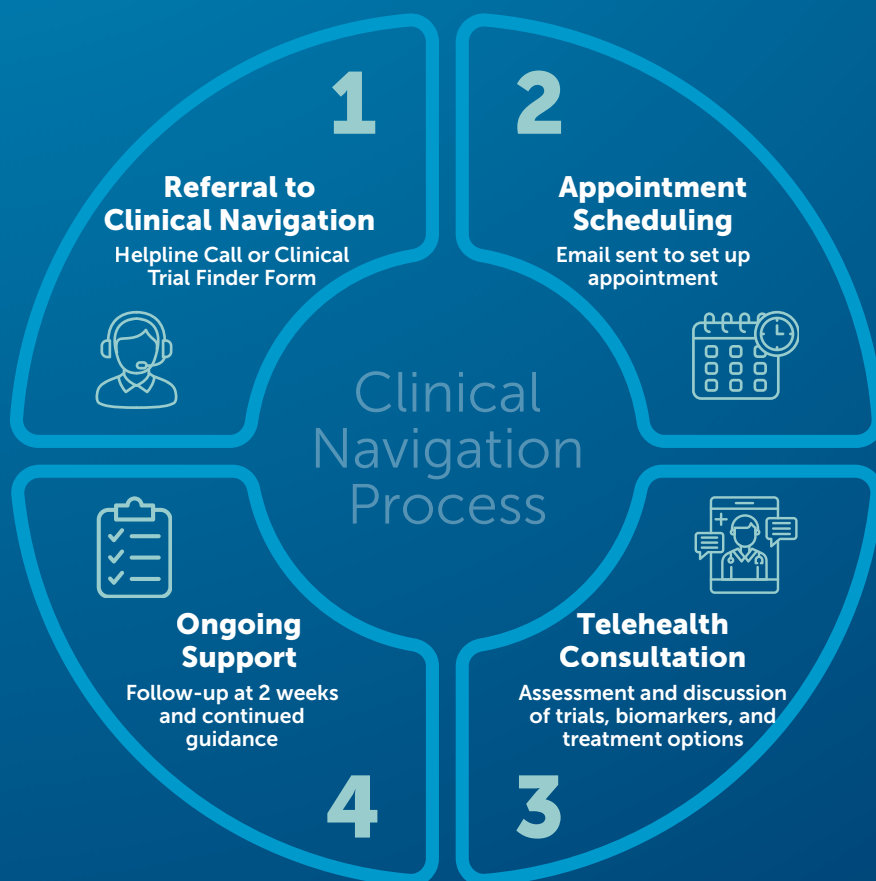


**NO ONE SHOULD HAVE TO NAVIGATE
COLORECTAL CANCER ALONE.**

Beside Every Patient

A colorectal cancer diagnosis rarely comes with a roadmap. Patients are suddenly expected to make sense of testing, treatment, trials, insurance, and more — all at once and often while very sick. The Alliance's Cancer Care Program exists to ensure no one has to figure it out on their own. In 2025, the Alliance formalized this work into an evidence-based navigation model that supports patients across the full continuum, from diagnosis through treatment.

Clinical Navigation Process



CANCER CARE: BY THE NUMBERS

1,419

**patients
navigated to
personalized
treatment options**

5,071

**patients
connected to
financial
resources**

5,808

**patients and
caregivers
connected to
emotional support
resources**



Meet the Staff

Paige Edmonds, MSW, CDP

As a cancer care navigator at the Alliance, I help patients and families navigate the continuum of care, from recognizing their risk for colorectal cancer to supporting those already diagnosed so they know they don't have to walk this path alone.

After connecting with me, patients often express a renewed sense of hope and a better understanding of the resources available to ease the burden of their diagnosis. Being a

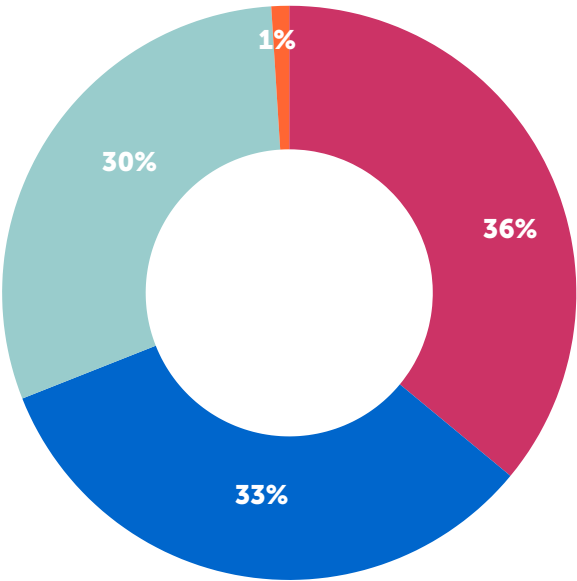
navigator is emotionally challenging but incredibly rewarding and humbling. As someone who has also been affected by this disease, it is an honor to walk alongside these individuals.

FINANCIALS

Your Support, Doing More

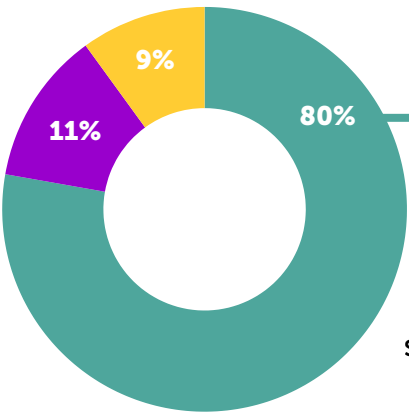
FY25 Revenue

- Corporate and Foundation Giving
\$6,588,307
- Peer-to-Peer
\$6,001,809
- Direct Donations (Individual)
\$5,370,327
- Other
\$157,238

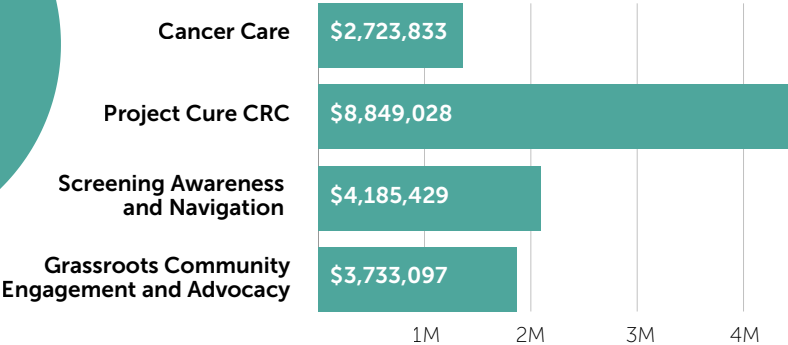


Program Expense Breakdown

- Program Expenses
\$19,491,387
- Fundraising Expenses
\$2,788,181
- Administrative Expenses
\$2,057,657



Program Expenses in Further Detail:



Donated Services:
\$46,225,781

The People Who Power Progress

Across the country, donors, volunteers, and fundraisers turn personal conviction into national impact. Through the Alliance's volunteer and peer-to-peer fundraising programs, thousands of allies raise support, spread awareness, and show up for patients in their own communities. Ending colorectal cancer is a team effort.



Amy C.

"We reach out, we teach, we normalize taboo words ... no one part of that is more important than the other."

A stage IIIc rectal cancer survivor, Amy became an Alliance Buddy Program mentor to repay the support she received during her own treatment. She's since helped distribute hundreds of Alliance comfort bags to patients at cancer centers nationwide.

David D.

"Every dollar, every donor, every person who shows up is proof that patients are not in this alone."

A colon cancer survivor determined to give back, David partnered with a local brewery to create a craft beer for a fundraiser through the Alliance's End Colon Cancer Coast to Coast initiative. His DIY fundraiser didn't just raise money — it got people talking about getting screened.

Brandy P.



"This isn't just another walk in the park. It's personal."

After losing her husband Brian to stage IV colon cancer, Brandy turned her grief into action, rallying her community around the Walk to End Colon Cancer. Funds raised through the Alliance's Walk go directly to programs that prevent, treat, and overcome colorectal cancer.

Greg S.

"Yes, one can laugh at cancer."



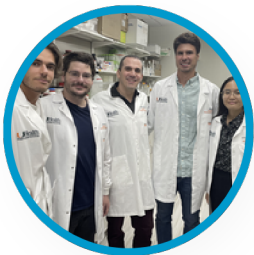
A Chicago-based comedian and colon cancer survivor, Greg turned his story into a mission to give back through laughter. He organized Laugh Your A** Off, the Alliance's first-ever comedy fundraiser, and emceed the 2025 Blue Hope Bash Chicago, using his platform to raise both money and spirits for the mission.

Moments That Matter



Katie Couric Joins **LEADFROMBEHIND**

Journalist Katie Couric partnered with the Alliance last fall, filming a PSA timed to the 25th anniversary of her televised colonoscopy — the broadcast credited with a nationwide spike in screening rates. Created with Maximum Effort, Ryan Reynolds' creative agency, LEAD FROM BEHIND has also featured Reynolds, Rob McElhenney, Terry Crews, and Dak Prescott. Couric's spot reached more than 200 outlets, including TODAY, People, and USA Today, putting screening in front of a national audience while chipping away at the stigma that keeps too many people from getting checked.



Funding Science to Accelerate Breakthroughs

Colorectal cancer research has historically lagged behind other cancers in funding and innovation, leaving patients waiting too long for new options. Project Cure CRC exists to close that gap. In 2025, the initiative reviewed more than 500 research proposals and, to date, has invested nearly \$13 million across 32 studies. Chief Medical Consultant Dr. John Marshall called the funded projects "the most exciting advances we've seen in colorectal cancer research in decades." Past investment helped researchers develop the first viable rectal cancer organoid models, a way of capturing a tumor's genetic makeup — proof that sustained support pays off in real discoveries.



Demystifying Screening & Prevention

A 2025 Alliance survey found most Americans didn't realize colonoscopies can prevent cancer, not just detect it — and 98% said they'd be more likely to get screened if they understood that. To help, the Alliance launched Screen Smart, convening medical experts, researchers, and advocates to cut through the confusion around screening. The initiative is building plain-language tools that help patients understand their options and help providers guide those conversations more clearly. The Alliance also released "Preventable," a Spanish- and English-language PSA reaching high-risk communities.



Moments That Matter

Recognizing Extraordinary Impact

TODAY anchor Craig Melvin and award-winning sportscaster Lindsay Czarniak, a husband-and-wife powerhouse, received the Alliance's Blue Star Award at 2025's Blue Hope Bash gala in Washington, D.C., honoring their years of advocacy since Melvin's brother, Lawrence Meadows, died of colorectal cancer at age 43. Together, they co-founded the Bottoms Up® Invitational, a concert-and-golf fundraiser that has raised more than \$4 million over four years — turning personal loss into powerful action for others.



Aligning on Innovation at the Cure Summit

In December, the Alliance convened the Cure CRC Summit in Miami Beach, bringing together more than 200 of the field's top minds — oncologists, researchers, diagnostics experts, and patient advocates — to advance Project Cure CRC. Discussions centered on the initiative's adaptive research platform, designed to remove barriers to cures, with sessions on designing trials around patient experience and on emerging blood-based monitoring technology that is reshaping recurrence risk. The result was a clearer, more unified roadmap for getting breakthroughs to patients faster.



AllyCon Brings Patients and Caregivers Together

For more than a decade, AllyCon has given patients, survivors, and caregivers a place to learn from experts and connect with others walking the same path. The 2025 gathering in Miami Beach covered nutrition during treatment, intimacy after diagnosis, and the everyday impacts of cancer on work, money, and family, with a dedicated track for caregivers navigating their own wellbeing. Between sessions, a welcome reception and the Thrive Village resource fair gave attendees room to connect, a reminder that facing colorectal cancer doesn't mean facing it alone.

Ending CRC Will Take All of Us

Every voice, every hour, every dollar brings us closer to a world without colorectal cancer. Whether you're greeting attendees at an event, sharing life-saving screening information, raising funds for our programs, or speaking up for patients, your effort saves lives.

Learn how you can make an impact: colorectalcaner.org/get-involved



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