



colorectal
cancer
alliance

Tomorrow can't wait



2023 ANNUAL REPORT



Our Mission

WE EXIST TO END COLORECTAL CANCER WITHIN OUR LIFETIME.

The Colorectal Cancer 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 and oldest national nonprofit dedicated to colorectal cancer, celebrating 25 years of impact in 2024.

About Colorectal Cancer

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, CRC is the third most common and second deadliest cancer diagnosed in both men and women in the United States.

Our Goals



Raise the screening rate to 80% and save 100,000 lives.

We believe screening is the No. 1 way to stop this disease or catch it early.



Improve the five-year survival rate of mCRC from 13% to 35%.

We believe expert navigation, patient education, and barrier reduction are critical.



Invest and influence \$500 million in CRC research.

We believe in urgent innovation for today's patients.



A Message from the CEO

Dear Allies,

In his first major league baseball game, Trey Mancini hit a homer for Baltimore, circled the bases, and captured the hearts of O's fans everywhere. By 2017, he earned a spot on the Opening Day roster and twice matched an MLB record for home runs. Except for a period of injuries in 2018, Trey enjoyed a golden stretch until March 2020, when everything changed.

A colonoscopy revealed a tumor in Trey's transverse colon, the likely cause of mild fatigue that sent him to an endoscopy suite. Surgery confirmed stage III colon cancer, requiring chemotherapy. "You're not thinking about baseball or anything like that," he told Sports Illustrated. "You just want to be alive."

With baseball season paused for the coronavirus and fans sporting F16HT T-shirts with his jersey number, the 28-year-old partnered with the Colorectal Cancer Alliance to raise awareness. "While I never thought I would be in this position, I am fortunate to have a platform that allows me to help others," he told MLB.com.

Trey eventually returned to baseball, won a World Series with the Houston Astros, and survived colon cancer with his wife, Sara Perlman Mancini, by his side. Through each challenge, he maintained his connection to the Alliance as a prolific advocate, donor, and fundraiser.

At the 2023 Blue Hope Bash, we honored Trey with the inaugural Blue Star Award, a prestigious recognition for philanthropic allies dedicated to ending colorectal cancer. But if you take out baseball, Trey and Sara's story is not uncommon. We're reminded of the thousands of individuals who demonstrate a fierce dedication to the mission of ending this disease – our nation of allies. *You.*

With more than \$23 million raised in 2023, we invested in powerful strategies to advocate for prevention, magnify patient support, and accelerate research. This annual report is an accounting of a transformative year for the Alliance and a heartfelt thank you to the supportive community that made it happen. After all, it will take every one of us to end this disease.

Sincerely,



Michael Sapienza
CEO, Colorectal Cancer Alliance



Alliance CEO Michael Sapienza, right, honors Trey Mancini with the Blue Star Award at the Alliance's Blue Hope Bash in Washington, D.C. Trey is joined by his wife, Sara Perlman Mancini, who emceed the gala.



Lee Dranikoff, Chair of the Alliance's Board of Directors, poses with his children during their March Fourth 5K fundraiser in New Jersey. Siblings Abby, Rebecca, and Jeremy, along with their father, lead the 5K in memory of their mother, Joanna, who died from colorectal cancer in 2016.

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Program Highlights

The mission to end colorectal cancer needs broad and powerful action like the Alliance's LEAD FROM BEHIND awareness initiative and Project Cure CRC research fund. It also requires targeted programmatic efforts that reach individuals, no matter who or where they are. Every touchpoint is a marker of progress and, potentially, a life saved.

22,178

patients were individually assisted through our Helpline

\$975,500

were distributed to innovative research, and Project Cure CRC was established

26,342

barriers to better care were reduced by our navigators

26,573

people received a screening recommendation at quiz.getscreened.org

9,307

people were checked for CRC through Alliance initiatives

1,958

patients and families joined the BlueHQ online support hub



The Alliance's screening quiz, pictured, provides users with a free, personalized screening recommendation based on one's individual risk factors. Available at quiz.getscreened.org, the quiz connects high-risk individuals with screening navigation. The quiz is a major component of the Alliance's National Colorectal Cancer Awareness Month strategy in March, as we seek to increase CRC awareness and prevention.

To reach more people at risk for colorectal cancer, the Alliance produces public service announcements (PSAs) for TV and radio. In 2023, the humorous "But, stuff..." PSA highlighted the importance of prioritizing health despite busy schedules and household obligations. Getting checked for colorectal cancer is essential. Launched during National Colorectal Cancer Awareness Month, it aired nearly 8,000 times, raising awareness and sparking life-saving conversations.



Brand Reach

- **120K** email subscribers
- **1.4M** web page views annually
- **223K** social media followers
- **863M** reached with TV and radio PSAs
- **7.7B** media impressions
- **13.1K** Blue Hope Nation community members
- **1.9K** active volunteers nationwide

Top Moments of 2023



Establishing Project Cure CRC

Announced in October, Project Cure CRC is the largest philanthropic fund ever created for colorectal cancer research. The fund aims to expedite novel colorectal cancer research, with the first \$1.6 million grant going to MD Anderson Cancer Center to focus on patients with microsatellite stable (MSS) disease. In December, the Alliance brought together more than 100 experts from around the world to identify the most pressing research needs. Based on their input, a request for proposals was launched in early 2024.

Prescott and Crews LEAD FROM BEHIND

With a mission to make colon cancer famous, LEAD FROM BEHIND made headlines twice in 2023. Terry Crews, in character as President Camacho from the movie Idiocracy, brought attention to the cause early in the year, followed by Dallas Cowboys star quarterback Dak Prescott during football season. An Alliance initiative produced in partnership with Ryan Reynolds' creative agency Maximum Effort, LEAD FROM BEHIND uses celebrity appeal to raise awareness of "The Preventable Cancer." The initiative's first video, featuring Reynolds and Rob McElhenney, won several accolades in 2023, including two golden Anthem Awards.



Alliance Launches BlueHQ

In January, the Alliance announced BlueHQ, an innovative digital support hub for colorectal cancer patients and caregivers. BlueHQ simplifies the process of finding reliable information and tools to navigate a colorectal cancer diagnosis. By creating a profile, users are directed to personalized resources, including expert-vetted information and peer communities. BlueHQ aims to illuminate the path forward for patients and caregivers who too often feel alone.

#WalkLoud Amplifies Awareness in 17 Cities

Allies in 17 cities raised an impressive \$1.5 million at the Walk to End Colon Cancer, a 27% increase over 2022 results. A total of 13,593 participants stopped the silence, rejected the stigma, and canceled the killer, sharing why they #WalkLoud with their friends, families, and communities. While the walks in Denver and Seattle led in fundraising, every city experienced the healing power of being unsilenced, together.



READ ABOUT MORE TOP MOMENTS [HERE.](#)

IMPACT ACROSS THE NATION



Janice Johnson, Alabama

Janice's story begins with a stomach pain that grew until she found herself in the ER. Doctors initially attributed her symptoms to constipation, but the doctor had seen something concerning during Janice's exam and recommended a colonoscopy. "I'm thankful I listened because, soon thereafter, I was diagnosed with stage IIIb colon cancer, which later became metastatic," she says. Janice connected with the Alliance, which helped her learn about and receive biomarker testing, identifying the genetic makeup of her cancer – information that could lead to scientific insights for better treatment of her specific cancer profile.



Stacy Mauzey, California

Doctors had never seemed worried about Stacy's off-and-on bleeding and constipation. Hemorrhoids, they thought, but a colonoscopy revealed stage III rectal cancer – a devastating diagnosis made more traumatic because Stacy was 29 weeks pregnant. At birth, Stacey couldn't bring herself to hold her baby, worried she wouldn't live to see her grow. The emotions lingered for years, but the Alliance wrapped Stacy in a warm blanket of understanding, becoming a support system of expert patient navigators, a telephone Buddy, a group chat, and patient friends. In 2023, Stacy gave the survivor speech at the Sacramento Walk to End Colon Cancer.



Angela and Marleigh Cummins, Colorado

In 2016, CRC patient Rodney Cummins left behind a widow and a broken-hearted daughter. Marleigh, Rodney's daughter, channeled her grief into creative efforts, raising over \$500 for the Alliance. At the same time, her mother, Angela, became involved in the Alliance's online grief group. Seven years later, Angela – with help from Marleigh – volunteered as chair of the Blue Hope Bash Denver, a fundraising gala. "The Alliance really helped me as a caregiver when Rodney was still alive to understand side effects that even pharmacists couldn't explain," Angela says. "The Alliance gave invaluable support then and has continued to show up for me in my grief process."



Ashley Bowman, Illinois

Ashley is a volunteer with the Alliance, carrying on the mission to end this disease for her sister, who died from colorectal cancer at age 37. "My sister was so happy she found the Alliance during her treatment," Ashley says. "I told her I would volunteer and hoped that we would have the opportunity to do it together." Unfortunately, time did not allow them that chance, but Ashley kept her word. When she connects with others as a volunteer and shares her story, Ashley often wonders whether her sister would be here to tell her own story if she had found the Alliance and its resources sooner.

IMPACT ACROSS THE NATION



Angela Oey, New Jersey

After Angela was diagnosed with stage III colon cancer, all she could think about was her son. It's just the two of them, as Angela lost her husband to illness and her daughter died unexpectedly. With survival as the only option, Angela searched for good news and found the Alliance, which helped her hold on to HOPE, "in all capital letters," she says. The Alliance was a bridge from diagnosis to survivorship, with a certified patient navigator whose infectious optimism and empowering story lifted her spirits each time they connected.



Micah Lio, Ohio

Micah was 29 years old and in the best shape of his life when he was diagnosed with stage IV (metastatic) colorectal cancer. The whirlwind diagnosis came as he and his wife were moving from Baltimore to Cleveland. Unsure of how to find a medical team in their new city, Micah connected with the Alliance, which provided crucial guidance. He is stable, but like all patients, he strives for more than just stability. Micah finds hope in modern medicine and looks forward to the outcomes of the Alliance's Project Cure CRC.



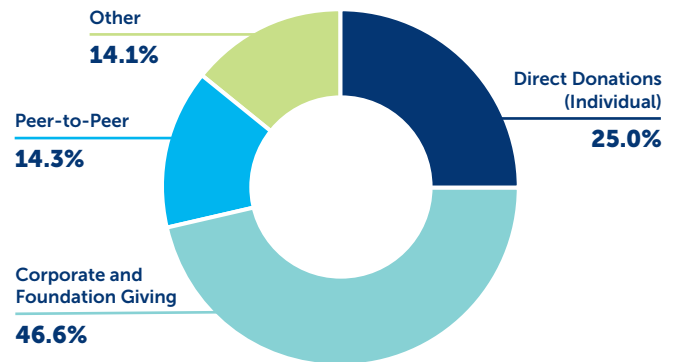
Eric Kroger, Tennessee

Eric had just received his seventh chemo infusion for stage II colorectal cancer and was feeling the emotional and physical toll, but he still attended the Alliance's Walk to End Colon Cancer. Surrounded by family and friends, Eric was overwhelmed by the support he felt. He was also elated to become the Walk's largest and top fundraising team. "Too many people lack awareness about screening or that it should start at 45," Eric says. "When we walk, we stop the silence."

2023 Financial Data

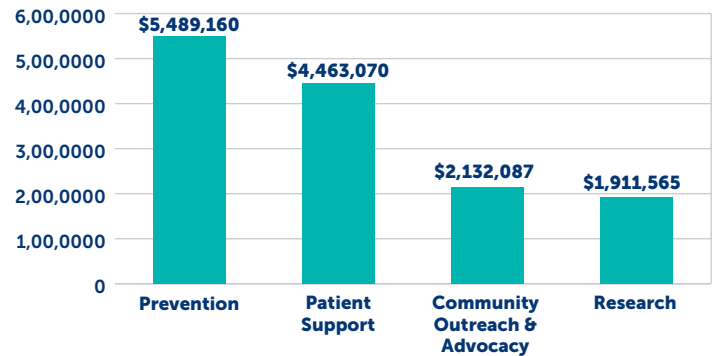
FY23 Revenue

Direct Donations (Individual)	\$5,908,443
Corporate and Foundation Giving	\$10,982,808
Peer-to-Peer	\$3,372,560
Other	\$3,323,160
Total	\$23,586,971



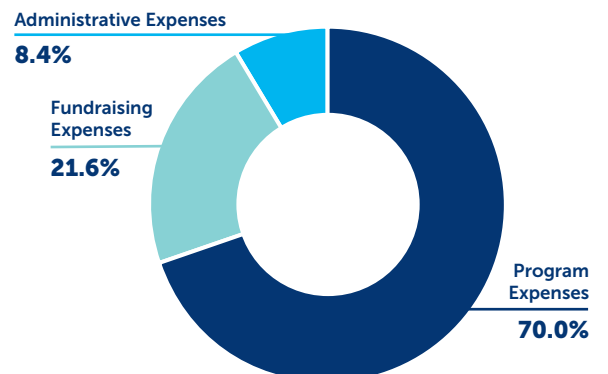
FY23 Program Expense Breakdown

Prevention	\$5,489,160
Patient Support	\$4,463,070
Community Outreach & Advocacy	\$2,132,087
Research	\$1,911,565
Total	\$13,995,882



FY23 Total Expense Breakdown

Program Expenses	\$13,995,882
Fundraising Expenses	\$4,322,746
Administrative Expenses	\$1,683,736
Total	\$20,002,364



Thank You, Donors

Your generosity advances the mission to end colorectal cancer.

\$50,000+

Katie Chudnovsky & The LR Foundation
Jay & Lyn Ferriero
William & Margaretta Henderson
Frank Sapienza & Diane Hornyak
Michael's Mission
Joe & Jen Whalen
Andy Whitehouse
Cece Young-Hodson

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Golf Fore Scott
Michael & Yvette Jordan
Amy Low
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Curtis & Amanda Polk
Jennifer DellaRatta Redmond
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Chip Stahl
J. Cory Tull
John Woerner & Colleen Finnegan
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Augusta Zimmerman

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Darius Rucker, lead vocalist and rhythm guitarist of the band Hootie & the Blowfish, performed at the Bottoms Up® Invitational in Connecticut. The invitational is presented by Alliance Board of Directors member Craig Melvin and his wife, Lindsay Czarniak. It honors Craig's brother, Lawrence Meadows, who died from young-onset CRC in 2020.

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