



# 2014 ANNUAL REPORT

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Dear Friends,

Our world is constantly changing. The Colon Cancer Coalition is not the same organization we were five years ago, three years ago, or even last year. As new research findings are released and new information is available about effective ways to reach the unscreened population, we are constantly reevaluating the way we reach out and encourage screening for the nation's No. 2 cancer killer.

Our team won't stop until colon cancer is stopped. In 2014, we were proud to be one of the first non-profit organizations to join the 80% by 2018 screening initiative and target those of traditional screening age with the message that screening saves lives. We are also thrilled to partner with other organizations in the Never Too Young Coalition to reach adults in their 20s, 30s and 40s with the message that colon cancer can affect anyone at any age – it doesn't wait until the magical screening age of 50.

Progress is being made – nearly 7 of 10 Americans who should be screened for colon cancer are doing just that. In order to reach the rest of the population and move the needle further we need to do things today that we didn't do yesterday, and things tomorrow we aren't doing today.

We are proud to grant money raised through our signature Get Your Rear in Gear® event series back into local communities and organizations to help reach these goals. As we work with our partners in each community, we encourage the development of innovative ways to reach new populations. The most rewarding part of my job is watching these programs go from development to implementation, because I know we are reaching people and making a difference.

Thank you for your support in the past year. We look forward to incredible things in the years to come.

Sincerely,  
Anne Carlson  
Executive Director  
Colon Cancer Coalition /  
Get Your Rear in Gear events



Anne Carlson  
Executive Director

Dear Friends,

When I was unexpectedly diagnosed with colon cancer 13 years ago it forever changed my life. Because of great doctors, an amazing support team, a loving family, and the grace of God, I am a long-time survivor. But not all are equally fortunate. That's why the Colon Cancer Coalition was formed – to give hope, to provide support, to create community, to educate and empower.

This is your organization, you are a part of us. Every survivor, caregiver, and loved one in the fight,

Success in any organization is all about 'maniacs with a mission.' People who dream big, dare mightily, refuse to quit, and have contagious enthusiasm and compassion. People like Steve Turner and his family who have organized a golf tournament each year in honor of their father who passed away. And Toni Bowers a colon cancer survivor herself who hosts a Barrel Race each year in honor of her husband who passed away from the disease, raising over \$12,000 for the Coalition!

Since 2003, your Coalition has distributed nearly \$3 million in grants to local communities. We will beat colon cancer from the bottom up! Guided by more than 1,500 active volunteers, more than 125,000 people of all ages have participated in Get Your Rear in Gear® and other Colon Cancer Coalition events, changing lives and educating consumers in more than 60 cities since 2004.

We are not at the end of our fight. Or even at the beginning of the end. But with your help, your support, and your enthusiasm, we may soon see 'the end of the beginning'. Thank you to an amazing staff, to my fellow board members, and – most of all – to our volunteers and champions, our maniacs with a mission. Because of their efforts we may soon see a day when millions of people will never be touched by colon cancer. And that would be amazing!

Sincerely,  
Jeff Smedsrud  
Chairman of the Board  
Colon Cancer Coalition



Jeff Smedsrud  
Chairman of the Board

# FACES OF BLUE

MARCH 2014

Faces of Blue tell the stories of colon cancer survivors, caregivers, and others impacted by colon cancer. A new story is published each day during Colon Cancer Awareness Month, putting a face to this disease.



ALEXIS ROBAINA



BRENDA ESTRADA



BROOKE DUBOIS



JANEL GUNDERSON



SUSAN PFAU



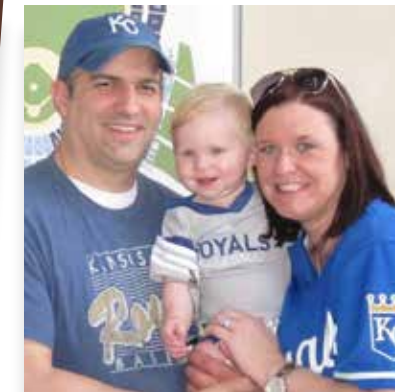
CARLYLE DORROH



CLAUDIA KITTOCK



DENISE CESTA



JESSICA KELSEY



JO LANDOLFO

**“It is possible to live a full life even after a cancer diagnosis.”**

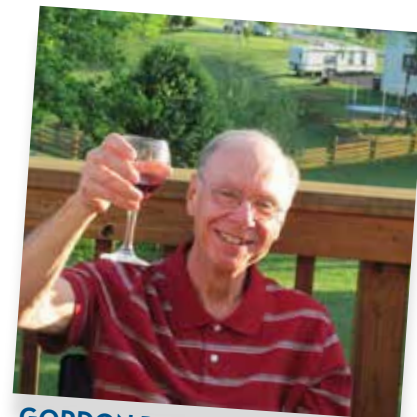
**- Kim Newcomer**  
Colon Cancer Survivor



GLEN PIZZALATO



GLENNA PETERSON



GORDON DEWHURST

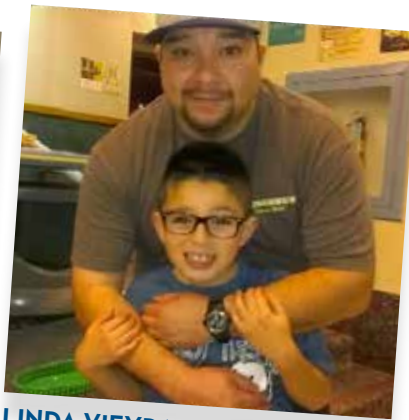
\*\* Some stories were submitted by caregivers who may not be depicted in these photos.



JOSEPH D'IMPERIO



KIM MEHLER



LINDA VIEYRA



RACHEL WEINER



SANDY SISSON



TAMARA GIBBS



KARLA OLESEN



KIM NEWCOMER



LISA ISSA



RACHEL YINGLING



SAMHAL TEKESTE



SHANIE HEPLER



KELLY KUSTER



KJIRSTEN YAHR



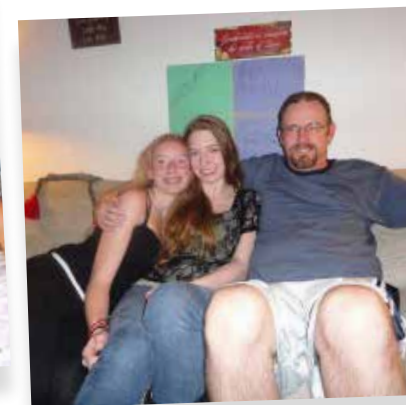
MISTY WATSON



REGINA LASSABE



SHANNON PATE



SHELBY BROWN

# 2014 Get Your Rear in Gear® Races + Local Event Directors

## ALEXANDRIA, VA

Semhal Tekeste

## ASHEVILLE, NC

Kim Metcalf  
(Asheville Gastroenterology)

## ATLANTA, GA

Michele Swing

## AUSTIN, TX

Ryan Murray  
(Austin Gastroenterology)

## BATON ROUGE, LA

Dr. Kelly Finan  
(Our Lady of the Lake Regional Medical Center)

## BOSTON, MA

Brian Shelly & Caitlin Gambee

## CHARLOTTE, NC

★ Mary-Karen Bierman &  
★ Sue Falco

★ = colon cancer survivor

★ = licensed event

## CHICAGO, IL

Candice Washilewski,  
Patty McGrath, &  
Flannery Buchanan  
Michael Paul  
(Chris4Life Foundation)

## CLEVELAND, OH

Kevin Hoffman

## COLCHESTER, VT

Daphne Dulude

## DES MOINES, IA

★ David McClusky  
(Colon Cancer Foundation of Iowa)

## HICKORY, NC

Kathleen Chickering  
(Gastroenterology Associates, PA)

## HOUSTON, TX

Lara Ryan & Kristen Ford

## INDIANAPOLIS, IN

Angie Hipsher

## KANSAS CITY, KC

Ginny Goddard & Kari Lorenzen  
Frank & Teresa White,  
Honorary Chairpersons

## LADD, IL

★ Kathy Martin

## MEMPHIS, TN

Christi Holland

## ★ MERCER ISLAND, WA

Dawn Naye  
(Mercer Island Rotary)

## MILWAUKEE, WI

Lynn Dickinson  
(Medical College of WI)

## MOBILE, AL

Bill Carroll

## MUSCATINE, IA

Bryan Fessler

## NEW HAMPSHIRE

Katie Robert

## NEW JERSEY

★ David & Robin Dubin  
(AliveAndKickn)

## NEW YORK, NY

Kathy Covey, Vanessa Steinkamp, Claudia Gutierrez, & Sarah Mitchell

## ORANGE COUNTY, CA

Janna Evans

## PEORIA, IL

Lindsay Warner

## PHILADELPHIA, PA

Maria Grasso

## RALEIGH, NC

Annette Smith  
(Raleigh Endoscopy Center)

## ROCHESTER, MN

Geri Barrett

## SARATOGA, NY

Diana Wernig  
& Kristin MacDonald

## ★ SAVANNAH, GA

Menzanna Blakley  
(Nancy N. & J.C. Lewis Cancer Research Center)

## SEATTLE, WA

Keely O'Neill

## TAMPA, FL

Michelle Giacomino

## TINLEY PARK, IL

Celeste Hayward

## TWIN CITIES, MN

Jackie Erzinger

★ Kim Newcomer, Honorary Chair

## TULSA, OK

Dr. Katherine Anderson,  
ND FABNO  
(Cancer Treatment Center of America)

## WATERTOWN, SD

Deb Fallon

## WICHITA, KS

J.J. Sorochty

## WILKES-BARRE, PA

Jennifer Sobeck

## WINSTON-SALEM, NC

Lyn Wooten

GET YOUR  
**REAR**  
★ IN GEAR

# NEW IN 2014!

ASHEVILLE, NC

ATLANTA, GA

CLEVELAND, OH

MOBILE, AL

NEW HAMPSHIRE

NEW JERSEY

PEORIA, IL

TAMPA, FL

WATERTOWN, SD

WILKES-BARRE, PA



TAMPA



NEW HAMPSHIRE



CLEVELAND



NEW JERSEY



MOBILE



WILKES-BARRE

# Top Fundraising Teams



INDIANAPOLIS



ORANGE COUNTY

BOSTON

## ATLANTA

Team Shelly  
Team Chelle  
Bobby's Big Booty Judys

## AUSTIN

Team Stacey!  
Maria Nader  
Team Margie

## BATON ROUGE

Cristin Gill Viguerie  
Team Karl  
Booty Call

## BOSTON

Team Jeannine 5K4J  
Bum Rushers  
Sanofi Oncology Whitmore's  
Warriors

## CHARLOTTE

Hunt for the Cure  
Charlotte Gastroenterology &  
Hepatology  
Team Q

## CHICAGO

Team Charlie  
Funmi Adewole Foundation  
Beauty Beats Cancer

## CLEVELAND

Space's Sweet Cheeks  
Team Ingrid  
Team Papi

## COLCHESTER

Coates Island Cloggers  
Marathon Health Colon Crusaders  
Team Pauly

## DALLAS/FORT WORTH

Team Debi and Bruce  
Just Shake Your Rump!  
Booty Shakers

## DES MOINES

Team Tippy  
Lori's Cheek Squad  
Hope for Brad

## ELGIN

Team Lullo  
Walkin' 3 for Natalie  
Carol's Kids

## HICKORY

Team LEE  
CC Fighters  
You don't know Jack!

## HOUSTON

Positivity Petrick  
A Walk for Ian  
Prew's Crew

## INDIANAPOLIS

Lucky Sevens  
Be Cool And Check Your Stool  
Scope for hope

## KANSAS CITY

Team Shanie  
Team Slayton  
Andy's Army

## LADD

We've got the runs  
Manhattan Bums  
Gary's Glutes

## MEMPHIS

Dana's Peeps  
Unbreakable Bond  
Rump Shakers

## MILWAUKEE

Team Lisa  
Trust the Journey  
Cathy's Crew

## MOBILE

Team Valerie  
Kellys Exterminating  
The Tail Runners

## MUSCATINE

Bringin' Up The Rear  
Remembering Ellen  
Cancer Sucks!

## NEW HAMPSHIRE

Wayne's Behind Believers  
Jan's Clan  
Community Health Institute/JSI

## NEW JERSEY

Team PENTAX Medical  
ACE

## NEW YORK

Team Covey Love  
Dashing For Diane  
Michael's Mission

## ORANGE COUNTY

Team Blue  
Rear View Mirror  
Kick the Crap Outta Cancer

## PEORIA

Team Lyons  
TEAM TAMI  
Social and Service Peoria

## PHILADELPHIA

Hope Squad  
Dans Fans  
Jogging for Jeff

## RALEIGH

Team Marlee  
JENNeration for a Cure  
LA's Back Enders

## ROCHESTER

Huntin' A Cure for Kt  
Team Gonzo  
Guy's Gang

## SAN DIEGO

Superwoman  
Siony

## SARATOGA

Iron Krauss  
Bob's Buddies  
Tush Pushers

## SEATTLE

Meg's Movement  
Denise's Drummers for Bummers  
Team Alicia

## TAMPA

Team Still STRONG  
Team Sam  
The Hiney Helpers

## TINLEY PARK

Team\*Kristin  
Rick's Weeeoo Walkers  
Team 4th of Joe-ly

## TULSA

Butt Buddies  
Saint Francis Cancer Center  
Team Kelli

## TWIN CITIES

Drag'n Flyers  
JB's Poo Crew  
Beth's Brigade

## WATERTOWN

Jack Waba Team  
Team Carol  
RENEE'S REAR-ENDers

## WICHITA

The A Team  
McKay's Militia  
Mitchell's Milers

## WILKES-BARRE

Team Shaffer  
Kappa Psi - Wilkes University

## WINSTON-SALEM

Ashleigh's Journey  
TEAM ROGER!  
WAKE Against CRC



HOUSTON



BATON ROUGE



MUSCATINE

# Benefits

In 2014, volunteers raised awareness and funds for the Colon Cancer Coalition with hard work and creative efforts. These unique benefits are a great way to get people to come together for a great cause. You can use the list of 2014 benefits below to get you started on your fundraiser or visit our website for a list of great ideas!

## **G-MEN BENEFIT CONCERT**

Thursday, January 9  
Minneapolis, MN

## **BOOTY BALL**

Saturday, January 18  
Hopkins, MN

## **APRICOT LANE® BOUTIQUE “RETAIL THERAPY”**

Saturday, Feb 8  
Mendota Heights, MN

## **MITCH TURNER DRIVE AWAY CANCER CLASSIC**

Saturday, April 26  
Clemmons, NC

## **KNIGHTS OF SUFFERLANDIA CHALLENGE**

Sunday, April 27  
Newtown Square, PA

## **BEERS FOR REARS**

Sunday, May 18  
Waconia, MN

## **KICK CANCER AT SCHWAN’S USA CUP**

Wednesday, July 16  
Blaine, MN

## **NEVER REGRET. GET SCREENED.**

(In partnership with Fight Colorectal Cancer)  
Sunday, July 20  
Bloomington, MN

## **WIFFLIN’ VS CANCER CLASSIC**

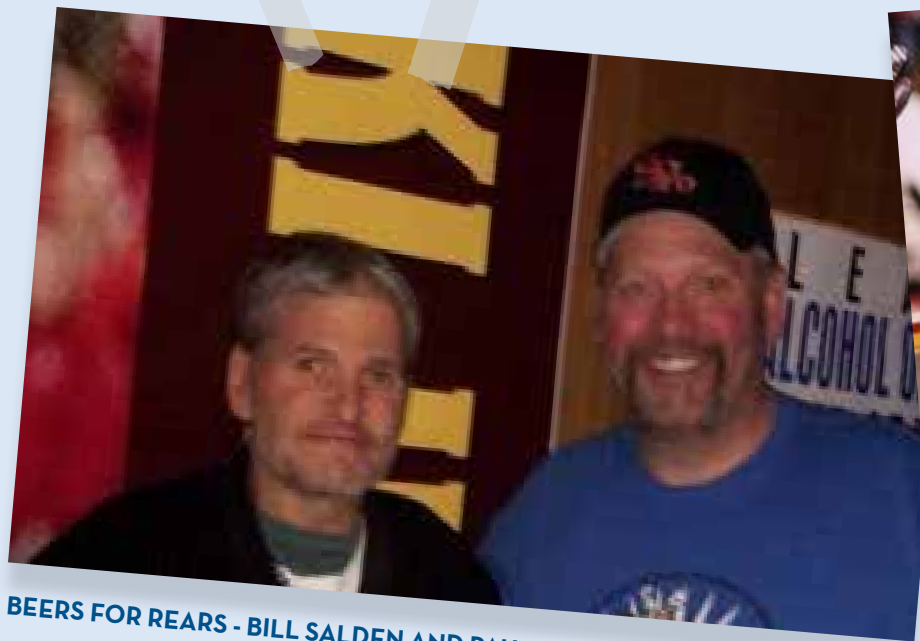
Saturday, July 26  
New Hope, MN

## **PAULINE SMITH MEMORIAL GOLF OUTING**

Saturday, September 13  
Wixom, MI

## **JERRY BOWERS 5D MEMORIAL BARREL RACE**

Saturday, November 8  
Vance, MS



BEERS FOR REARS - BILL SALDEN AND PAUL SCHUEBLE OF CHUMLY'S BAR



BEERS FOR REARS

## BEERS FOR REARS

### Bill Salden and Paul Schueble

Bill Salden was diagnosed with colon cancer in December of 2011.

A good family friend and owner of Chumly's Bar, Paul Schueble, was then diagnosed with colon cancer in 2012. "Beers for Rears" was planned as a benefit for Get Your Rear in Gear® - Twin Cities in 2014. And yes, there was beer involved.

Chumly's Bar was packed for the event. There was unlimited beer for \$20 a cup along with a silent auction, cancer bracelets and team t-shirts. Bill, who was placed on hospice four days before the event, was able to attend for a few hours. The support was overwhelming; the bar was so crowded that many people could not even get in. All in all, about 200 people attended with a total of \$11,569 raised for Get Your Rear in Gear - Twin Cities.



G-MEN BENEFIT CONCERT

## Grants + Funded Programs

Along with the Colon Cancer Coalition, our volunteer Get Your Rear in Gear® event directors help allocate funds raised to new and existing programs for colon cancer education, screening, prevention, and support in their community.



Candice Washilewski, local event director for Get Your Rear in Gear - Chicago, and Anne Carlson, executive director for the Colon Cancer Coalition present a check to fund Adventist Hinsdale Hospital's nurse navigator program and creation of educational materials for colon cancer treatment and prevention.

## ALEXANDRIA

American Cancer Society  
Tony Snow & Betty Jo Caregiver Fund

## AUSTIN

Cancer Support Community Central Texas  
Northwest Family YMCA

## BATON ROUGE

Our Lady of the Lake RMC  
WBRZ Public Awareness Campaigns  
Cancer Services of Baton Rouge

## BOSTON

Cancer Support Community-MA South Shore  
Massachusetts League of Community Health Centers  
Boston Health Care for the Homeless

## CHARLOTTE

Cost of Cancer Grant  
Yvette W Ferris Foundation  
Wind River Services  
Vitamix Survivor Support  
Colonoscopy screening care at Charlotte Gastroenterology  
Chris4Life Colon Cancer Foundation - Colontown  
Presbyterian Cancer Center  
Novant Healthcare Foundation

## CHICAGO

Lurie Cancer Center  
Chris4Life Colon Cancer Foundation - Love Your Butt  
Adventist Hinsdale Hospital Foundation

## CONCORD

Mary Hitchcock Memorial Hospital/New Hampshire  
Colorectal Cancer Screening Program

## DES MOINES

Colon Cancer Foundation of Iowa

## ELGIN

Advocate Sherman Hospital

## HICKORY

Frye Regional Medical Center Auxiliary  
Catawba Valley Medical Center

## INDIANAPOLIS

Public Awareness Billboard Campaign

## KANSAS CITY

Truman Medical Center Charitable Foundation  
YMCA of Greater Kansas City  
Public Awareness Billboard Campaign

## LADD

Bureau Co. Health & Wellness  
Illinois Valley Community Hospital  
St. Margaret's Health

## MEMPHIS

Church Health Center

## MERCER ISLAND

Swedish Cancer Institute

## MILWAUKEE

Medical College of Wisconsin

## MOBILE

Victory Health Partners

## MUSCATINE

UnityPoint Health - Trinity Muscatine

## ORANGE COUNTY

AccessOC

## PHILADELPHIA

America Association for Cancer Research  
American Cancer Society  
Abramson Cancer Center of the University of Pennsylvania  
Jefferson University Hospital

## ROCHESTER

Minnesota Department of Health - Sage Scopes

## SAN FRANCISCO

Strides for Life

## SARATOGA

Saratoga Hospital Foundation

## SAVANNAH

Nancy N & JC Lewis Cancer Pavilion

## SEATTLE

Evergreen Healthcare Foundation

## TINLEY PARK

The Cancer Support Center

## TULSA

Assistance in Health Care, Inc.

## TWIN CITIES

Genetics Awareness Video Series  
American Indian Cancer Foundation  
Minnesota Department of Health - Sage Scopes

## WICHITA

Victory in the Valley  
Public Awareness Billboard Campaign

## WINSTON-SALEM

Wake Forest Baptist Medical Center- Action Health  
Cancer Services, Inc

## 2014 Impact



**40** GET YOUR  
REAR  
IN GEAR RUN/WALK  
EVENTS + **11** BENEFITS



**1,800** VOLUNTEERS



**25,000** RUN/WALK PARTICIPANTS NATIONWIDE



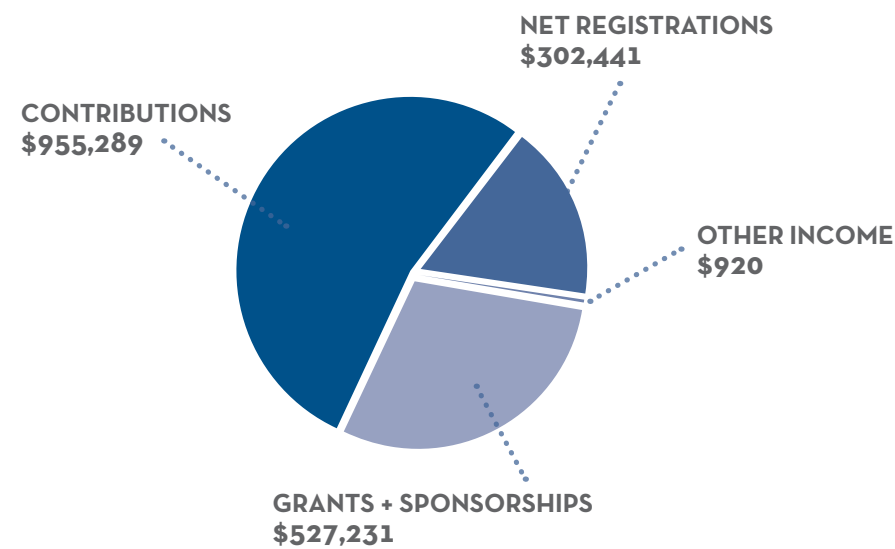
**51** HOST CITIES



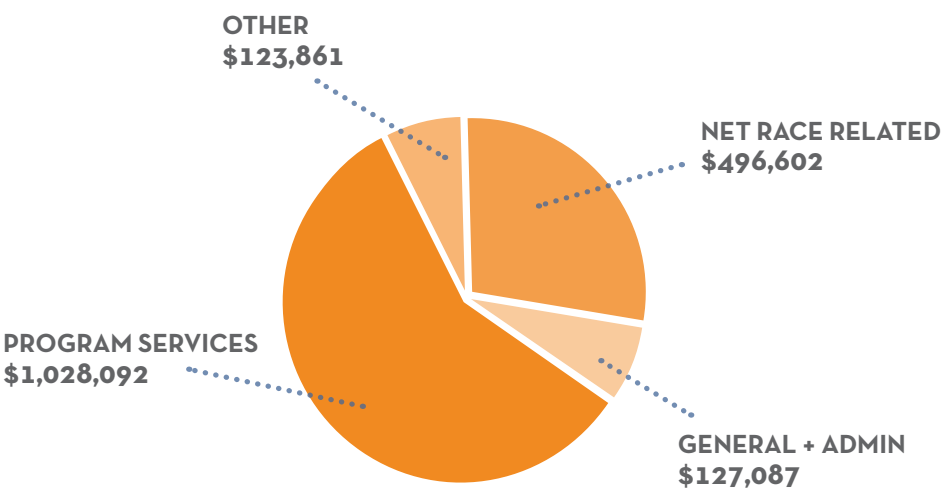
**\$2.2 MILLION** RAISED  
TO FIGHT COLON CANCER

THE SUCCESS CELEBRATED OVER THE YEARS WOULD NOT BE POSSIBLE WITHOUT THE TIRELESS WORK OF OUR VOLUNTEERS.

## REVENUES



## EXPENSES



## 2014 Balances

Total Current Assets: \$1,277,212  
Grants & Awards Payable: \$1,125,806  
Other Liabilities \$40,847  
Unrestricted Net Assets: \$110,559

# About Us

## COLON CANCER COALITION

The Colon Cancer Coalition is a leading source for colon cancer education and awareness, encouraging screening for the nation’s No. 2 cancer killer: colon cancer. Because colon cancer is treatable when caught early, we encourage all people get educated and get the appropriate screening.

Funds raised through our signature Get Your Rear in Gear® national event series are granted back to the local community to increase screening and raise awareness. Millions of dollars have been granted by the Colon Cancer Coalition to programs that promote early detection, prevention, screening, and patient support services for this preventable disease.

What started as one woman – in one community – reacting to the loss of her sister, has become a nationwide movement. What impact can you make in your community to prevent more people from dying of colon cancer?



AUSTIN



ALEXANDRIA

# Connect with Us!



/GetYourRearInGear



GYRIG



GYRIGo4



GYRIGvideo

ColonCancerCoalition.org

## BOARD

### JEFF SMEDSRUD

Chairman of the Board  
CEO, Healthcare.com

### JACK ABDO

Treasurer  
Partner, Abdo, Eick & Meyers

### LARRY CAPPEL

West Coast Chairman  
President & CEO, Pacific Health Alliance  
Founder, Strides for Life Colon Cancer Foundation

### RANDY LOPEZ

Board Member  
Founder, Chief Instigator, JaKE Agency

### KRISTIN LINDQUIST

Board Member  
Consultant

### MATT FLORY

Board Member  
Account Representative, State Health Systems,  
American Cancer Society, Inc.

## STAFF

### ANNE CARLSON

Executive Director

### CHRIS EVANS

Finance + Operations  
Director

### ERIN PETERSON

Communications Director

### KATE KREBS

Outreach + Market  
Director

### CHRISTIE LOCKHART

Senior Program Manager

### JACKIE ERZINGER

Program + Corporate  
Relations Manager

### STACY ZWERDLING

Program Manager

### CODY BROWN

Program Manager

### SARAH DEBORD

Communications Specialist

### TESSA RITTBERG

Graphic Designer

## Thank you to our event photographers!

3.14 Photography by Llyod & Cindy Berry  
Andre Wilson  
AVH ART  
Blue Sky Photography  
Carlisle Photography  
Fafi Photography  
Geoff Johnson from Watersky Photography  
Jenn Ocken Photograph

Mark AJ Zarembo  
Miyan Levenson  
Muscatine Running Club  
Pictures & Posters  
Rick Mayo / Mile 90 Photography  
Rosy Hue  
Sugar Land Photography



MILWAUKEE



KANSAS CITY



NEW YORK CITY



## Colon Cancer Coalition + Get Your Rear in Gear®

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