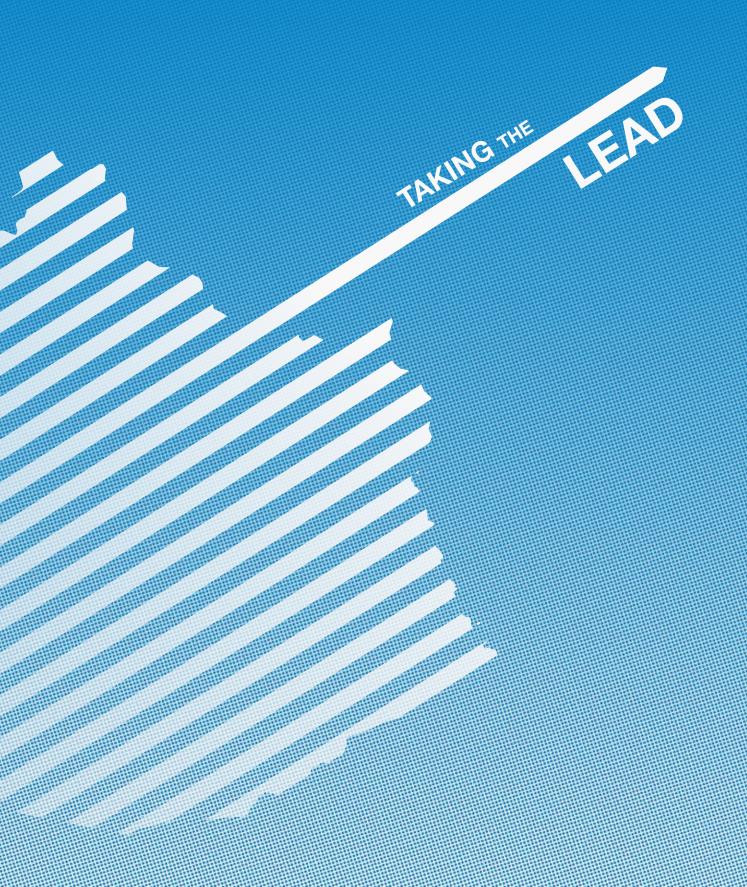
COLON CANCER PREVENTION PROJECT



2008 ANNUAL REPORT



Over the past year, the Colon Cancer Prevention Project has been the grateful recipient of remarkable community support. We wish to share our accomplishments and thank those of you who supported us this past year, as well as thank those of you who have made it possible to achieve goals that were beyond what anyone thought possible when I founded this organization four years ago.

During 2008, the Project collaborated with Kentucky lawmakers to shape two new state laws that will greatly improve colon cancer screening rates across the state. One requires insurers to cover colorectal screening procedures for Kentuckians considered at risk under the American Cancer Society guidelines, and the other creates a statewide program to provide screenings for uninsured Kentuckians. Though the state has yet to fund this second law, both are critical steps toward removing barriers to screening.

This second law also establishes an advisory committee to oversee the development and implementation of the Kentucky Colon Cancer Screening Program, of which I was honored to be elected chair. Through this chairmanship and the Project's participation in other statewide committees, we continue to be integral to the development of the state's colon cancer screening program for the uninsured. The Project also completed its work on an educational campaign and screening program in the industrialized area in west Louisville known as Rubbertown. As a result, screenings were made available to more than 600 individuals, both insured and uninsured, who were identified as at risk for colon cancer. The success of this project would not have been possible without the cooperation and commitment of the area hospital networks and local physician and nurse providers.

A Letter From Our Founder

As we move forward into 2009, we are extremely grateful for the progress we have made, but we are cognizant of the work that remains. I am confident that that with the support of our many dedicated volunteers, donors, local health professionals, community partners, family, and friends, we can continue to increase awareness about this preventable disease and reduce unnecessary colon cancer death and suffering across Kentucky and beyond.

Whitney F. Jones, M.D. Founder, Colon Cancer Prevention Project Clinical Professor of Medicine, University of Louisville

The Colon Cancer Prevention Project's mission is to eliminate preventable colon cancer and suffering by increasing screening rates through education, advocacy and health systems improvement in Kentucky and surrounding communities.



A Letter From The President

Mark Twain once told a story regarding growth and wisdom. He said: "When I was a boy of 14, my father was so ignorant I could hardly stand to have the old man around. But when I got to be 21, I was astonished at how much the old man had learned in seven years." This passage aptly describes my experience with colon cancer.

When I was fifty-four, colon cancer was among the last things on my mind. I was busy, felt great, and as a result quit getting regular checkups years earlier. I had no appreciation for cancer prevention or the significance of early detection even though both my parents had died of this dreaded disease. What I did learn, I learned fast. I was diagnosed with early stage colon cancer during a whirlwind episode that landed me in the emergency room. After a consultation, surgery, a week in the hospital and five weeks of recovery, I was lucky to be pronounced cancer free after five years. If I never heard the words "colon cancer" again, that would be fine with me. But that was not meant to be.

I read an article about the Colon Cancer Prevention Project's annual walk in the Courier-Journal and decided to volunteer. That's when I met founder and President Dr. Whitney Jones and became inspired by his vision of making colon cancer a disease of the past. Seven years after my close encounter with this deadly disease I am amazed at what I have learned, not just about colon cancer, but also about life. I would like to share three of those lessons.

First, don't take your health for granted. Get regular checkups from your primary physician and take responsibility for educating yourself about prevention and early detection. Don't shy away from initiating a conversation with your doctor. Not doing so is the equivalent of playing Russian roulette with preventable cancers. Improve your lifetime odds of beating cancer by removing some of those metaphorical bullets. The unnecessary suffering and costs I caused myself and, more importantly, my loved ones, my employer, and others who counted on me still haunts me.

Secondly, as a society we must concern ourselves with those less fortunate and, in this case, those without access to health care and screenings. We all bear the burden and cost of these preventable diseases. Kentucky recently passed a bill into law that will, when funded, guarantee colonoscopy for uninsured citizens. I am proud that the Project advocated heavily for this law and will continue to do so.

Third, as President of the Project, I am constantly amazed by and grateful for the generosity of the many individuals and organizations that have become our partners. Everyday my faith grows stronger in our mission, our Board of Directors, volunteers, donors, staff, the medical community, and the vast network of cancer organizations. Together we can make colon cancer a disease of the past.

1 Jan. F. Beam

Bill Beam President, Colon Cancer Prevention Project and colon cancer survivor Owner, Catering Associates

Introduction

Among cancer deaths, few are as easily preventable as colon cancer. Still, each year, 2,500 Kentuckians are diagnosed with colon cancer and nearly 900 die, giving Kentucky the highest death rate in the nation.

Colon cancer is the second leading cause of cancer death in Kentucky. Despite these sobering statistics, we are not helpless against this disease. When detected early, through regular screenings, colon cancer deaths can be reduced by around 90%. Prevention and early detection are crucial. However, many at-risk Kentuckians fail get screened due to a lack of awareness about prevention and resources.

The Colon Cancer Prevention Project is a 501(c)(3) nonprofit organization dedicated to improving the quality of life in Kentucky and surrounding communities. The Project's mission is to eliminate preventable colon cancer and suffering by increasing screening rates through education, advocacy, and health systems improvement. Dr. Whitney Jones, a Louisville gastroenterologist and clinical professor of Medicine at the University of Louisville, founded the Project in 2004. More than four years later, the organization has grown to an influential nonprofit with hundreds

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methods, partner with Kentucky lawmakers to develop and implement screening programs, and work within the healthcare system to increase screening rates, all with the goal of decreasing the number of colon cancer deaths in Kentucky. These efforts are ongoing, and the Project's success continued through 2008. To increase screenings and awareness, we have produced public service announcements and a live television show, distributed informational materials throughout the state, hosted a community walk event in Louisville, worked with lawmakers to implement important legislation, and continued efforts to coordinate screenings of people in the Rubbertown area of western Louisville.

It is the Colon Cancer Prevention Project's belief that with 58.6°0 the support of our many dedicated partners, sponsors, and volunteers, we can spread our message and make colon cancer a disease of the past.

47.2°/0 43.9°/0

34.700 34.200

Awareness

Catching A Killer

On March 11, 2008, the third annual "Catching A Killer: Steps to Prevent Colon Cancer" aired on WHAS-11 in Louisville. The Project developed the one-hour call-in show, which was hosted by news anchor Rachel Platt. The program delivered powerful messages from physicians, patients, and survivors, including Diane Sawyer, Congressman John Yarmuth, Coach Joe B. Hall, Lancaster Gordon, and State Auditor Crit Luallen. During the live telecast, a phone bank of physicians and endoscopy nurses answered viewers' questions regarding colon cancer, symptoms, and screenings. "Catching A Killer" was made possible through numerous partnerships with health and community groups throughout Kentucky.

The Project is currently working to develop the 2009 version of the show, featuring new and updated content, to be broadcast statewide on KET during the summer of 2009.

New Legislation and the Kentucky Colon Cancer Screening Program Advisory Committee

Over the past year, the Project worked closely with Kentucky lawmakers to craft and pass two new state laws, KRS § 304.17A-247 ("Coverage under health benefit plan for colorectal cancer examinations and laboratory tests") and KRS §§ 214.540-544 ("Kentucky Colon Cancer Screening Program").

The first requires insurers to cover colorectal screening procedures for Kentuckians 50 and older and those considered at risk under the American Cancer Society guidelines. The second law creates a program to screen the 15% of Kentuckians who are uninsured, though the state has yet to fund the program. This second law also establishes the Kentucky Colon Cancer Screening Program Advisory Committee, of which Dr. Whitney Jones was elected chair. Since its initial meeting in August 2008, the Advisory Committee has made considerable strides in developing a framework for a screening program for the uninsured.

In December, the Project sponsored guest speaker Dr. Holly Wolf, co-director of Colorado's highly successful Colorado Colorectal Screening Program. Dr. Wolf shared her experiences and insights in developing a screening program with the Committee, and her thoughts continue to influence the development of the Kentucky program. Through Dr. Jones' chairmanship of the KCCSP Advisory Committee and the Project's participation in other statewide committees, the Project continues to be integral to the development of the state's colon cancer screening program for the uninsured.

2008 Walk Away From Colon Cancer

In September 2008, the Project held its third annual 'Walk Away From Colon Cancer,' its largest fundraiser and awareness event of the year. Led by Walk Committee Chair Lisa Jackson, the event was a tremendous success. Over \$70,000 was raised to support public awareness, early detection, and prevention of colon cancer. This success was the result of the efforts of over 500 participants, including survivors, patients, families, and friends, approximately 70 volunteers, and the hospital systems, physician practices, area businesses, and individuals that supported the Walk.

This success was the result of the efforts of over 500 participants (including survivors, patients, families, and friends), approximately 70 volunteers, local hospital systems, physician practices, area businesses, and other individuals that supported the Walk.







Rubbertown Community Health Screening Project

Outreach Efforts and Educational Materials

Beginning in the fall of 2007, the Project partnered with the Louisville Metro Department of Public Health and Wellness to deliver educational information about colon cancer screening to approximately 1,800 individuals in conjunction with a joint project funded through a settlement between the U.S. Environmental Protection Agency, the Kentucky Environmental and Public Protection Cabinet, and Louisville Metropolitan Sewer District, to provide health screenings to the residents of neighborhoods adjacent to the industrialized areas in western Louisville, commonly known as Rubbertown. The Colon Cancer Prevention Project collaborated with healthcare and community volunteers to educate residents of the Rubbertown area about the benefits of getting screened for colon cancer. Participating volunteers represented Norton Healthcare, Jewish Hospital and St. Mary's Healthcare, Baptist Hospital East, and other organizations.

As a result of these efforts, colon cancer screenings have been made available to more than 600 individuals, both insured and uninsured, identified as at risk for colon cancer. The Rubbertown project would not have been possible without the support and hard work of these volunteers, area hospital networks, local medical professionals, and Salix Pharmaceuticals, Inc. Please turn to page 8 for a list of those who donated valuable time, services, and other resources to the Rubbertown project. A critical mission of the Colon Cancer Prevention Project has been placing educational materials in the hands of health care professionals, healthcare facilities, employers, and individuals throughout Kentucky. The Project also participated in numerous health fairs across the region. In addition, in the spring of 2008 the Project coordinated and collaborated with state wide groups on an interactive summit entitled "Get Behind Colorectal Cancer for Kentuckians: A Dialogue for Action". The CDC and Prevent Cancer Foundation funded this initiative focusing on strategies for increasing screening and proposing innovative strategies to increase utilization and capacity.

Are you At Risk For Colon Cancer Pamphlet

The Project designed and distributed thousands of the "Are You At Risk For Colon Cancer?" pamphlets to organizations and individuals across Kentucky and beyond. These pamphlets provide basic information about colon cancer and its prevention, including common terminology, symptoms, screening options, and risk factors, and direct people to the Project's website for more detailed information.

Buddy Pamphlet (Cook Medical)

The "Buddy Pamphlet" asks people to encourage family and friends to seek colon cancer screening. The Project designed the pamphlets to be given to patients after a colonoscopy and include facts about colon cancer, risk factors, and polyps. Since 2007, these pamphlets have been produced and distributed nationally in cooperation with Cook Medical. The Project has distributed thousands of these pamphlets to patients, hospitals, and endoscopy centers in both the U.S. and Canada. The Buddy Pamphlet has also been translated into Spanish and continues to be in high demand.



Screening and Surveillance Tip Sheets

The Project distributes "Colorectal Cancer Screening and Surveillance Tips Sheets" to physicians across Kentucky. Outreach efforts focus on seven specialties: gastroenterology, family practice, general practice, internal medicine, general and colorectal surgery, radiation oncology, medical oncology, and obstetrics/ gynecology. The tip sheets are an education tool designed to increase screening in physicians' practices in accordance with the American College of Gastroenterology (ACG) guidelines, and were initially funded by a Gheens Foundation grant.

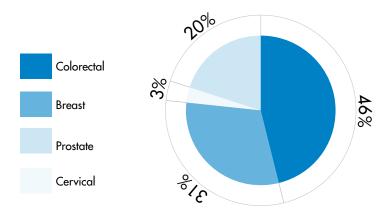
Super Colon

Over Labor Day weekend, the Project hosted an event in partnership with Sanofi-Aventis featuring the interactive, inflatable, educational "Super Colon™" at the Jefferson Mall in Louisville. The Super Colon is an 8-foot tall, 20-foot long replica of a human colon that teaches people about the risks, symptoms, prevention, early detection, and treatment options for colorectal cancer. The Super Colon is a program of the Prevent Cancer Foundation. As visitors walk through the Super Colon, they get a close-up look at healthy tissue, tissue with non-malignant colorectal diseases, as well as tissue with various stages of colorectal cancer. This event drew more than 1500 visitors, and the Project plans to host the Super Colon again in 2009.

In addition, the Project continues to raise funds to support the development of its own outreach and educational model that will travel the state of Kentucky on a year-round basis.

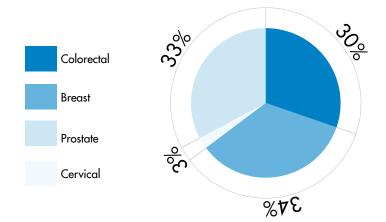
Kentucky

Screenable Cancer Mortality, 2001-2005



Kentucky

Screenable Cancer Incidence, 2001-2005



Involvement

Bill Beam

Since being elected President of the Board in 2007, Bill Beam has used his project management skills to take the efforts of the Project to a new level, establishing multiple policies and procedures, as well as Board committees. Bill has given generously of his time, meeting multiple times per week with Executive Director Emily Parento and Project Founder Dr. Whitney Jones to discuss strategies. Bill serves as Chair of the Kentucky Cancer Consortium's Colon Cancer Prevention Committee, and in that capacity has been instrumental in the development of statewide efforts to increase screening. The Project has benefited enormously from his tenure as President and will to continue to flourish under his leadership in the coming year.



Board of Directors

President Bill Beam *Owner, Catering Associates and colon cancer survivor*

Immediate Past President Whitney F. Jones, M.D. *Midwest Gastroenterology Associates*

Treasurer Melanie Clark *CPA, Chilton & Medley PLC*

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Deborah Ballard MD Assistant Director of Community Outreach, Prevention and Early Detection Program, Norton Cancer Institute

Terri Diehl RN, Norton Healthcare

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Susie Greenberg Retired Marketing Manager for American Express

Jim Jackson Retired IBM executive and colon cancer survivor

Lisa Jackson *RN, MHA*

Tom James, III, M.D. National Accounts Healthcare Advisor, Humana Inc.

Scott Jennings Peritus Public Relations

Tim Lawson Tandem Public Relations

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Luis Marsano, M.D. University of Louisville Hospital

Janita Perry RN Retired, Louisville Metro Department of Public Health and Wellness

Douglas Shaw Retired President of Jewish Hospital

Connie Sorrell MPH, Director of Kentucky Cancer Program (West), Associate Director of Brown Cancer Center

Matthew Zahn, M.D. Louisville Metro Health Department Medical Director



Community Partners

We would like to express our appreciation for the hard work and support of all of the community volunteers, health care professionals, organizations and community partners that made the Community Health Screening Project in Rubbertown possible.

American Cancer Society American Lung Association **Baptist Hospital East** Bellarmine University School of Nursing Cane Run Neighborhood Place Family Health Centers Farnsley Middle School Farnsley-Moreman House Galen College of Nursing Greater Louisville Medical Society Jewish Hospital & St. Mary's Healthcare Kentucky Cancer Program **KYANNA Black Nurses Association** Kentucky Department of Environmental Protection Louisville Metro Air Pollution Control District Louisville Metro Emergency Management Louisville Metro Parks Department Metropolitan Urology Metropolitan Sewer District (MSD) Norton Cancer Center Institute Norton Healthcare Park DuValle Community Health Center Pleasure Ridge Park High School Students Spencerian College of Nursing St. Stephen Church University of Louisville Primary Care Center/University Physicians Associates University of Louisville School of Public Health and Information Sciences West Jefferson Community Task Force

Volunteer Spotlight

Frank Feger

Frank Feger is a retired Olympus Medical salesman. He became involved in the Project through Dr. Whitney Jones and has been an invaluable team member, giving generously of his time. Frank has taken the lead on the Project's community outreach efforts, attending numerous health fairs and conferences on behalf of the Project. Frank has also volunteered tirelessly to assist in setting up the Project's new offices in the Clifton Center, as well as to ensure the success of the 2008 Walk Away From Colon Cancer. We are all grateful to have him on board, and with people like him, we know we are much closer to achieving our mission.

Martha Risen

My dedication to the Colon Cancer Prevention Project stems from loss – the unnecessary loss of a beloved parent, grandparent, and friend. This loss was due primarily to ignorance, both on the part of a physician and patient. With the assistance of the Colon Cancer Prevention Project, we will be able to eradicate this ignorance through our education programs.

I also had a husband with a history of colon polyps. With education, we as a family know the importance of early screening and proper follow-up. With this knowledge, we have been able to prevent pain, suffering, and the financial impact of treating advanced disease in our family. This is what I hope to achieve for the residents of the state of Kentucky by working with the Colon Cancer Prevention Project. Kentucky has moved up 28 places for colon cancer screening in the nation since we first started in 2005



Donor Spotlight

Jim Patterson

Louisville entrepreneur and philanthropist Jim Patterson generously contributed toward our efforts to prevent unnecessary suffering and colon cancer death by educating Kentuckians about prevention through the annual television show, "Catching A Killer." Mr. Patterson matched a grant from the CDC, and his donation allowed the Project to produce the widely acclaimed television program, which educated a broad audience about the critical importance of colon cancer screening. Mr. Patterson was the Project's largest donor in 2008, and his generosity immeasurably increased our ability to move toward achieving our mission.

Mr. Patterson's contributions as a great community benefactor extend beyond the Project, including a large contribution to the Jim Patterson Baseball Stadium at the University of Louisville, where he earned a baseball scholarship and attended college. Mr. Patterson is the creator of Long John Silver's, the country's first fish-based fast-food restaurant and has also started a number of successful businesses.

Mr. Patterson is a member of the UofL College of Business Board of Advisors, the Kentucky Center for the Arts Endowment Board and the Louisville Arena Authority Board, and for many years was on the Kentucky Derby Museum Board of Directors. In 2002 he received the Horatio Alger Award, which recognizes the achievements of people who have risen from humble beginnings to achieve success, and was named a Knight of Knights by Bellarmine University. In 2007 he was named Alumnus of the Year by the UofL Alumni Association for his contributions to the University and the community.

In Kind Sponsorship

Sanofi-Aventis Over the past year, Sanofi-Aventis U.S., a leading global pharmaceutical company, has donated a variety of materials to the Project



and contributed to the success of numerous events. Thanks to the dedication of representative Dana Faulkner and the generosity of the company, the Project was able to provide canvas tote bags and coffee mugs to all participants of the third annual "Walk Away From Colon Cancer" held in September. Sanofi-Aventis also sponsored the interactive Super Colon™ event at the Jefferson Mall in Louisville, which served to educate individuals about the risks, symptoms, prevention, early detection, and treatment options for colorectal cancer. Through its philanthropic activities, Sanofi-Aventis strives to make a significant, positive, long-term and sustainable impact on health, access to healthcare, and education.

Publishers Printing Company

Publishers Printing Company is a fifth-generation, family-owned printing company based in Bullitt County, Kentucky. Publishers is an active corporate citizen and has been a generous sponsor of the Project, contributing both monetarily and on



an in-kind basis. Through Publishers' generosity, the Project was able to produce high quality brochures and posters for the 2008 Walk Away From Colon Cancer, as well as this Annual Report, all at no cost. In addition, Publishers has donated computers, other office equipment, and furniture. The many benefits the Project receives from Publishers and other in-kind sponsors are invaluable to our continued operation and mission.

2008 Financial Statement

Statement of Financial Position

for the year ended December 31, 2008

Assets

Current Assets	
Cash and cash equivalents	\$ 51,669
Prepaid expenses	598
	\$ 52,267
Property	
Office Equipment and furniture	\$ 895
Accumulated depreciation	(179)
	716
Total Assets	\$ 177,530.65
Liabilities and Net Assets	
Current Liabilities	
Fiduciary Payable	\$ 9,500
Payroll taxes payable	 2,106
	\$ 11,606
Net Assets	
Unrestricted	\$ 41,377
Total Liabilities and Net Assets	\$ 52,983

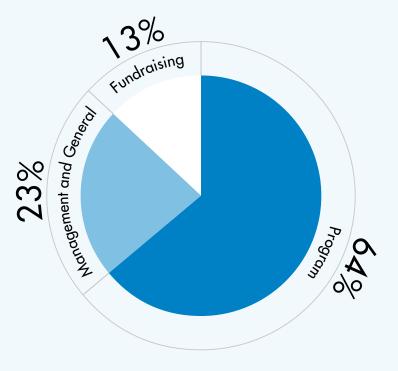
Statement of Activities and Changes in Net Assets

for the year ended December 31, 2008

Support and Revenue	
Contributions	\$ 65,762
Fundraising	74,390
In-Kind Contributions	16,237
Investment Income	126
Total Support and Revenue	\$ 156,561
Expenses	
Program	\$ 123,854
Management and general	44,822
Fundraising	25,270
Total Expenses	\$ 193,947
Decrease in Net Assets	(37,431)
Net Assets, Beginning of the Year	78,808
Net Assets, End of the Year	\$ 41,377

Melanie Clark, CPA

Melanie Clark serves as the Treasurer of the Project. As a CPA with Chilton & Medley, Melanie works with healthcare entities, not-for-profit healthcare organizations, construction, and closelyheld businesses. She provides medical management services to physician groups, with emphasis on tax compliance and planning. Her practice focus is on proper income allocation, complex physician compensation and bonus calculation. Melanie is also a member of Chilton & Medley's Tax Services Department and serves as Chair of the Tax Matters Compliance team. In addition to her work with the Project, Melanie is active in a number of professional and philanthropic organizations. Melanie's expertise and efforts have benefited the Project greatly, allowing us to expand our capabilities and bring us closer to realizing our mission. Melanie was recently recognized by Business First of Louisville as a Partner in Healthcare for 2009.



'Thank You' To Our Donors

\$10000+



Jewish Hospital & St. Mary's HealthCare

Mr. & Mrs. Jim and Dot Patterson

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OMPANY, INC.

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