



# **2013**

# **Annual Report**

Dear friends,

It's the Colon Cancer Prevention Project's big birthday: We are celebrating 10 years of fighting colon cancer.

The Project began in 2004 with a mission to increase screening rates in Kentucky and surrounding communities. That was back when Kentucky ranked 49<sup>th</sup> in the U.S. for its screening rates.

Fast forward to this year: Kentucky now is ranked 32nd for screening rates, and incidence rates have declined 16%.

**Our friends, family, and neighbors are avoiding colon cancer. Our efforts are working. Thank you.**

The Project is in many respects is a "gap filler." When we see a way to increase colon cancer screenings, we run out and address that need.

Last year, we truly filled gaps.

The Project helped launch the Kentucky Colon Cancer Screening Program (KCCSP), a program that provides screenings to low-income, uninsured Kentuckians. We are both a state and local partner in the program.

So far, more than 1,000 people have been screened through KCCSP, and more than 150 of them have had polyps removed. As Gov. Steve Beshear recently said, "This program saves lives."

The Project also saw a need for financial support for people who are battling colon cancer. Too often, patients have to choose between treatment and paying their bills. In an effort to ease that burden, our supporters made possible the launch of the Fighters' Fund, a grant program for colon cancer patients in Kentucky and Southern Indiana.

**Some other highlights of 2013:**

- We launched the Pledge Program, which puts people into action. Through this program, people pledge online or in person to fight colon cancer, and then information is sent to them to help them take the next step.
- We partnered with Pegasus Transportation to get colon cancer screening awareness stickers on 500 Pegasus trucks traveling the country and reaching millions of people.
- We worked with national organizations on addressing the "under 50" trend in colon cancer. Project Founder Dr. Whitney Jones was part of a team that wrote a report on this issue that was published by the Mayo Clinic.
- We updated our popular "Are you at Risk for Colon Cancer?" brochures with the latest information in colon cancer screening. We also designed an easy-to-read handout on stool-based testing for colon cancer.

In 2014, the Project is finalizing its strategic plan for the next 3-5 years. We're taking a close look at the needs in Kentucky, Southern Indiana, and surrounding communities. We're considering what gaps we can fill. We look forward to sharing with you in the next year our new programs and efforts.

When we started 10 years ago to fight the No. 1 cancer killer among non-smoking men and women, we knew there would be a lot to do. But thanks to your support, huge changes are happening.

**Thank you for a historic 10 years of making colon cancer a disease of the past.**

Sincerely,



Andrea Shepherd  
Executive Director



## Our board of directors



**Founder:** Dr. Whitney Jones, Gastroenterologist

### **Board Members:**

**Laura Lagerstrom**, colon cancer survivor; nurse

**Todd Prewitt**, Humana

**Ryan Irvine**, Louisville Metro Health & Wellness

**Connie Sorrell**, Kentucky Cancer Program

**Karen Allen**, GI patient navigator, Norton Healthcare

**Kelli Bullard Dunn**, Associate Director for Clinical Programs, James Graham Brown Cancer Center

**Jim Jackson**, survivor and retired IBM executive

**President:** Will Benoit, UBS Financial Services

**Past President:** Bill Beam, Colon Cancer Survivor

**Vice President:** Frank Feger, retired Olympus employee

## Our mission

To eliminate preventable colon cancer death and suffering by increasing screening rates.

## Our history

The Colon Cancer Prevention Project (the Project) was founded in 2004 by Dr. Whitney Jones, a Louisville Gastroenterologist. Its mission: to eliminate preventable colon cancer death and suffering by increasing screening rates. Its work: education, advocacy, health systems improvement, and survivor support.

The Project's programs have included KET documentaries on colon cancer, leading the advocacy for the Kentucky Colon Cancer Screening Program, working with Gilda's Club on a survivor support group, distributing more than 1 million Are You at Risk brochures, staffing health fairs, growing a 5K in Louisville, ad campaigns in the Louisville area for screening, a Bottoms Up Bash since 2011, working on a national level on the 'under 50' issue, and working locally on the Kentucky Colon Cancer Screening Program – among many other roles.

Its programs also include the Fighters' Fund - a colon cancer patient grant program – and the Pledge Campaign – a campaign that urges people to pledge to take action in the fight to end colon cancer.

As a result of the Project's work, other Kentucky health organizations and the state Department for Public Health have made colon cancer screening a priority. The Project ignited efforts to promote screening across the state, and its work alongside partners has pushed Kentucky from 49<sup>th</sup> worst state for screening to at one point 20<sup>th</sup>. The incidence is down at least 16%.

Kentucky is now nationally recognized for its work to eliminate colon cancer, and the Project is a leader behind that work. Dr. Jones is a national figure in the fight to end colon cancer.

# Spotlight

## Targeting The “Under 50” Trend

Colon cancer does not discriminate based on age.

In fact, the number of people under 50 being diagnosed with colon cancer is increasing, while the number of people over the age of 50 being diagnosed with this cancer is decreasing, according to a Mayo Clinic report that Project Founder Dr. Whitney Jones helped write. The report was organized by the Colon Cancer Alliance, one of our national partners.

The Project also worked closely in 2013 with the Colon Cancer Alliance on its “Never Too Young” Campaign, contributing information on how to raise awareness of this trend in communities.

The Project believes we need to do more to ensure people are getting screened at the appropriate time.

Learn your family health history.

Talk with your doctor about the right time for you to be screened.

Know the symptoms, and pay attention to your body.

**Have you or someone you love been diagnosed under the age of 50? Share your story on our web site and learn more about colon cancer at [ColonCancerPreventionProject.org](http://ColonCancerPreventionProject.org).**

## Fighters’ Fund will help ease financial burden for colon cancer patients

Karen Winters watched as her mom, an uninsured small-town business manager, struggled to pay her rent while she was being treated for Stage IV colon cancer.

“The first thing she got rid of was the cable,” Winters, of Louisville recalls.

“Then, she quit using heat and started using a space heater. Later, she got rid of her home phone. We kept getting rid of things, which was like slicing a part of her life off. Ultimately, she lost it all and moved in with family.”

Stories like this are common, and in summer 2013, the Colon Cancer Prevention Project launched a new program to help address it. The Fighters’ Fund assists colon and rectal cancer patients who are going through treatment and need financial support.

This fund contributes one-time grants of \$200 to qualifying patients in Kentucky and Southern Indiana. Grants are awarded based on need and available funding, and they are considered on a quarterly basis.

The Colon Cancer Prevention Project first announced this program at the Bottoms Up Bash in March, and attendees donated nearly \$5,000, all of which will go directly to patients.

Applications for the fund are available our web site. For bulk orders of the applications, please call (502) 290-0288.

“I feel very blessed to have received such a gift.”

—Judy Marcum,  
grant recipient

# Spotlight

## Newly revised educational materials, hot off the press

Since its first printing, more than 1.1 million “Are You at Risk?” brochures have been distributed across the country.

In light of changes and updates in the world of colon cancer screening, we have been updating the brochure to ensure it continues to be one of the best educational tools available.

To accomplish this task, a multidisciplinary team was assembled to review the current brochure and critically assess its pros and cons. The statistics and recommendations were updated to reflect any changes in the screening recommendations. After accumulating this information, a new draft of the brochure was produced and once again reviewed by a multidisciplinary team before going to print.

The updated brochure is available at [www.ColonCancerPreventionProject.org](http://www.ColonCancerPreventionProject.org). For information on ordering brochures for an office, health facility, or other organization, please call (502) 290-0288.



## A promise worth keeping

The Colon Cancer Prevention Project in August launched a Pledge Program sponsored by Boston Scientific that urges people to take action in the fight against colon cancer.

This program, initiated by volunteer Victoria Das, includes pledge cards (uniquely shaped like underwear) that people fill out at events the Colon Cancer Prevention Project attends, such as health fairs, educational speaking events, and many other events.

People are asked to pledge at least one of these four actions: To talk with their doctor about getting screened, to learn about their family health history, to spread the word about screening, and/or to volunteer with the Project's efforts. Once a pledge is filled out, CCPP follows up with helpful information on how to put that pledge (or pledges) to work.

After making a pledge, people are also given a magnet that serves as a reminder.

Take the pledge at [www.ColonCancerPreventionProject.org](http://www.ColonCancerPreventionProject.org).





# Spotlight

## Spreading the message for miles and miles

Louisville-based Pegasus Transportation Inc. and the Colon Cancer Prevention Project are continuing their strong partnership in fighting colon cancer.

Pegasus Transportation has added 200 awareness stickers to its trucks, which each travel nearly 140,000 miles each year across the country. The bright yellow decals read: "Over 50? Family History? Beat Colon Cancer. Get Screened!" and include the logo and web site of the Colon Cancer Prevention Project.

"It's the right thing to do, to make people aware that you can prevent colon cancer" Dan Lockard, E.V. President of Pegasus Transportation, Inc., said of the decals.



The two groups teamed up in 2009 to put the decals on 300 Pegasus trucks.

Pegasus Transportation Inc. matched every dollar the Colon Cancer Prevention Project raised for the cause, for a total of \$2,322. The Colon Cancer Prevention Project's Young Professionals Committee throughout the year organized several events, including an arcade tournament, that raised the matching funds.

We are grateful to Pegasus Transportation for its support!

## Record-breaking Bash and 5K

Our annual Bottoms Up Bash Presented By KentuckyOne Health and the 8th Annual Walk Away from Colon Cancer & 5K Run were a HUGE success!

The Bash attracted a record-breaking crowd of 500 people to the Mellwood Arts Center in Louisville on Dress in Blue Day in March. The event raises awareness for colon cancer and funds for the fight to end colon cancer.



August's Walk Away from Colon Cancer & 5K Run in Louisville also had a record crowd, with more than 1,200 participants and volunteers, and more than 50 teams. It is a great day to support loved ones, raise funds to fight colon cancer, and raise awareness.

Thank you for your support!



# Financials

## Statement of Financial Position for the year ended December 31, 2013

### Assets

#### Current Assets

Cash and cash equivalents	197,402
Prepaid expenses	<u>292</u>
	197,694

#### Property

Office equipment and furniture	3,682
Accumulated depreciation	<u>(3,542)</u>
	140

Total Assets	<u>197,834</u>
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### Liabilities and Net Assets

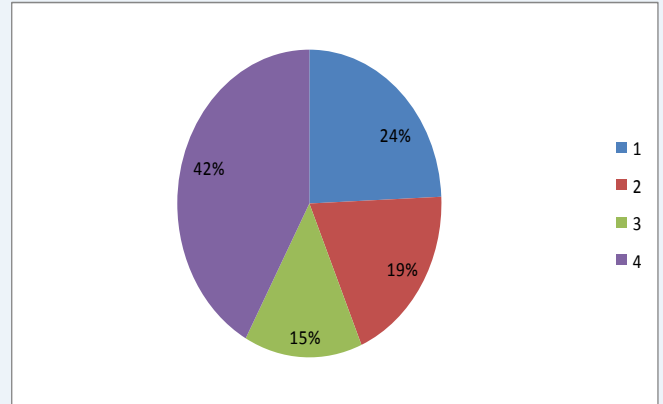
#### Current Liabilities

Payroll taxes payable	3,211
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#### Net Assets

Unrestricted	176,260
Restricted	<u>18,363</u>
	194,623

Total Liabilities and Net Assets	<u>197,834</u>
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## Statement of Activities and Changes in Net Assets for the year ended December 31, 2013

### Support and Revenue

Contributions	46,725
Fundraising	145,345
In-kind Contributions	
Grant Income	16,097
Investment Income	143
Restricted Program	<u>136,656</u>

Total Support and Revenue	344,966
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### Expenses

Program	68,644	24%
Management and General	54,356	19%
Fundraising	40,844	14%
Restricted Program	<u>118,625</u>	42%

Total Expenses	<u>282,468</u>
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Decrease in Net Assets	62,498
Net Assets, Beginning of the year	<u>132,125</u>
Net Assets, End of the year	<u>194,623</u>