

 Colon Cancer Prevention Project

Annual Report

2014

Dear friends of the Project,

I look back on 2014 with amazement.

So much was accomplished! One of our proudest moments was when, after much political debate, the Kentucky legislature and Gov. Steve Beshear approved continued funding for the Kentucky Colon Cancer Screening Program.



This program allows for our poorest, uninsured neighbors to get life-saving screenings. We are catching cancers early, and even more often, preventing cancer before it starts.

That's what we are all about: helping people avoid the words, "you have cancer."

The debate on this program bubbled up around the Affordable Care Act, but we worked alongside our many strong supporters to educate legislators that hundreds of thousands of our neighbors remain uninsured. This is needed.

Among our other successes in 2014:

- We celebrated 10 years of existence! To start it off right, our Board took a long, hard look at what has led to such success in 10 years, and we surveyed you – our supporters. This led to an aggressive, exciting 5-year strategic plan that includes a program in which we will work with Community Health Centers across the state and help them increase their screening rates.
- We hired a full-time staff member who will build relationships with people in communities across the state and oversee grassroots awareness campaigns in those areas. She will also grow our survivor support program – something that our supporters said was important to them.
- We partnered with groups across the country to build awareness around the fact that colon cancer is not an "old man's disease." In fact, more and more people under the age of 50 are being diagnosed with colon cancer. This is work we will continue to help lead.

In 2015, we are excited to continue growing our programs and launch new ones.

Your support makes all of this possible. On behalf of the staff, Board of Directors, and thousands who are avoiding cancer, **thank you.**

Sincerely,

A handwritten signature in cursive script that reads "Andrea Shepherd".

Andrea Shepherd

Executive Director

Our Board



President: Will Benoit, UBS Financial Services

Past President: Bill Beam, Colon Cancer Survivor

Vice President: Frank Feger, retired Olympus employee

Founder: Dr. Whitney Jones, Gastroenterologist

Treasurer: Melanie Clark, Mountjoy Chilton & Medley PLC

Secretary: Dr. Stan Frager, colon cancer survivor & psychologist

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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

Our Mission

The Colon Cancer Prevention Project's mission is to end preventable colon cancer death and suffering by increasing screening rates through education, advocacy, health systems improvement, and survivor support.

Our History

The Colon Cancer Prevention Project was founded in 2004 by Dr. Whitney Jones, a Louisville gastroenterologist with a passion for preventing colon cancer. Dr. Jones began the organization after diagnosing several patients with colon cancer within one week. Knowing the cancer is highly preventable with appropriate screening, he set out to make a change.

The Project began as a small grassroots organization with a large mission of eliminating preventable colon cancer death and suffering. It quickly grew to include work across Kentucky, Indiana, and the country. The Project is known as a "mover and shaker" in the region for raising colon cancer awareness and increasing screening rates.

The Project is now based in Louisville, Ky. and encompasses volunteers throughout the state and two full-time staff members.

Dr. Jones has been recognized locally and nationally for his work, including winning 2011 Laurel Award for Advocacy from the Prevent Cancer Foundation. He is a regular speaker at community, state, and national events.

Spotlight

The 9th Annual Walk Away from Colon Cancer & 5K Run broke all the records!

More than 1,300 participants and 100 volunteers from across Kentucky and Southern Indiana – and as far away as Nashville - joined us at the 9th Annual Walk Away from Colon Cancer & 5K Run in Louisville in August.

Thank you to our participants, donors, volunteers, sponsors, and many others who made this event a huge success. Pictured below are some of our wonderful volunteers.



(L-R) Patti George, Lisa Butcher, Regina Dickens and daughter, Deanna Hyde, and Emily Yadon were among the volunteers who registered some participants and checked in others.



The Assumption High School Dance team cheered on race participants and passed out water to keep them hydrated on the hot August day!



Colon Cancer Survivors

We recognized this wonderful group of amazing survivors from Southern Indiana and all around Kentucky at the August at the 5K.

We ♥ our Fighters & Survivors!

We are developing new programs to support our survivors across the region, and it's important to us to hear from you about what you want. If you are a

fighter or survivor, please e-mail reinhardt@c2p2ky.org.

Thank you fighter and survivors—you kick butt!



Virginia's story

Virginia Payne was diagnosed with colon cancer at age 43 and is now cancer-free! She shared her story through our “personal stories” section on our web site:

“I returned to my room after the procedure and remember my doctor coming in and saying, “I’m 99% sure we are dealing with colon cancer.” My world stopped! I felt like I had just been run over by a semi-truck. I instantly thought of my two boys. I wanted to see them graduate, get married and have kids.”

Read more at ColonCancerPreventionProject.org.



Joe's story

WHAS-11 Political Editor Joe Arnold, who lost his sister Maria Jung to colon cancer, partnered with Norton Healthcare to tweet during his prep and colonoscopy.

Colon cancer affects all ages

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, published in February, was organized by the Colon Cancer Alliance, one of our national partners.

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.

Screening Program event a huge success

The Colon Cancer Prevention Project's media event at Kentucky's Capitol was a great success, bolstering support for the state's colon cancer screening program for low-income, uninsured residents .

Gov. Beshear, Reps. Rocky Adkins, Tom Burch, and Jim Glenn, Senators Dan Seum, Julie Denton, Ray Jones II and Johnny Ray Turner, and Madeline Abramson, the honorary chair for "Dress in Blue Day" in Kentucky, came to show their support for continued funding of the screening program. The Project gave each speaker a "golden colon" plaque to thank them for their efforts in fighting colon cancer.



Gov. Beshear has allotted \$1 million in his budget for the program. During the March 13 event, Project Founder Dr. Whitney Jones urged legislators to keep the funding in the budget.

The Kentucky Cancer Foundation will match the state's funding for KCCSP, allowing thousands of Kentuckians to be screened for colon cancer.

"...in the fight against cancer, we're not helpless and there's hope," Gov. Beshear told the crowd.

Learning to get "FIT"

More than 75 physicians, nurse practitioners, health navigators and other healthcare employees gathered in Lexington, Ky. on May 21 to learn about trends in colon cancer screening.

Speakers included Dr. James Allison, a nationally renowned "FIT" screening expert. We worked with Dr. Allison to create an information sheet on FIT, which is a stool-based screening option.

The event was presented by the Kentucky Public Health Department in partnership with the Colon Cancer Prevention Project.

We also held a forum in Bowling Green a month later that was a huge success!

Financials

Expense		
Restricted Program expense	18,000.00	
Management and General	39,401.00	
Program Expense	98,622.00	
Fundraising	50,551.00	
Awareness/Fundraising Events	30,000.00	
Total Contract Services	<u>27,950.00</u>	
Total Expense	<u>234,524</u>	
Net Ordinary Income	307,808.17	
Total Other Income	<u>12,000.00</u>	
Net Income	<u><u>301,808.17</u></u>	