



2015 ANNUAL REPORT

I recently met a man named Robert who shared that he had his first colon cancer screening at age 50 (perfect timing).

Robert had never felt healthier, but got a colonoscopy anyway. It revealed early stage colon cancer.

Now cancer-free, Robert gets tears in his eyes and he shares his story. “I feel so lucky,” he says.



Friends, your support makes sure people like Robert get screened on time and avoid cancer or catch it early.

Colon cancer is incredibly preventable and curable, and together we will make sure it is no longer the No. 1 cancer killer among non-smokers. The Colon Cancer Prevention Project is the only non-profit in Kentucky and Southern Indiana that focuses 100% of its time on this mission.

Thank you for supporting this work!

2015 was a huge year. We launched a program that works with Community Health Centers, ensuring that our neediest neighbors get screened for colon cancer. We debuted a documentary called “Catching a Killer” on KET, reaching millions of viewers and sharing stories from people impacted by colon cancer. And we helped start a national week to recognize that you’re “Never Too Young” for colon cancer, as more and more people are being diagnosed under the age of 50 (and we’re not okay with that!).

Whew! And that’s just a taste.

You are helping save lives. Your support continues this work. Thank you!

Sincerely,

A handwritten signature in cursive script that reads "Andrea Shepherd". The signature is written in black ink on a white background.

Andrea Shepherd

Executive Director

ABOUT THE COLON CANCER PREVENTION PROJECT:

OUR BOARD:



Chairman: Will Benoit, UBS Financial Services

Vice Chairman: Frank Feger, retired, Olympus

Treasurer: Melanie Clark, Mountjoy Chilton & Medley PLC

Secretary: Stan Frager, Frager and Associates

Founder: Dr. Whitney Jones, Gastroenterologist

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Jim Jackson, Survivor, retired IBM

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OUR MISSION:

We have one goal in mind: eliminating preventable colon cancer death and suffering by making sure people get timely screenings.

Our work spans education, advocacy, health systems improvement, and survivor support. Our focus is Kentucky and Southern Indiana, where we are the only non-profit focused solely on the fight to end colon cancer. We began kicking butt in Louisville, KY in 2004 and our work has grown to reach throughout the region.

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 four full-time staff members and a part-time administrative assistant. 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.

2015'S HIGHLIGHTS:

The Project's advocacy enables historic law

Your support helped Kentucky pass a historic law that stops unexpected costs after a screening colonoscopy.

Too often, these costs have been a barrier that's kept people from getting screened.

Kentucky Gov. Steve Beshear in March signed the law, which started in Jan. 2016. The Colon Cancer Prevention Project led the advocacy that enabled this law, which is believed to be the first of its kind in the United States.



146 colon cancer fighters helped thanks to you!

The Dr. Stanley R. Frager Fighters' Fund grant program turned 2 in 2015, and with it came another reason to celebrate: The funding of the 100th fighter!

This program provides one-time grants to patients in the midst of their colon cancer battles who live in Kentucky and Southern Indiana. Many have household incomes under the poverty line, and almost all are requesting support for help with co-pays, travel to treatment, and other necessities.

Thank you for making this possible! More information about this fund is on our web site, KickingButt.org.



*"The money that I received from you helped me in so many ways, you just can't imagine."
--Fighters' Fund grant recipient*

Thank you for a record-breaking 5K!

There's no doubt: You kick some serious butt!

Thanks to the support of you and thousands of others, the 10th Annual Kicking Butt 5K raised nearly \$100,000 for programs that make sure more people get life-saving colon cancer screenings in Kentucky and Southern Indiana!



Potts, and Don't Pass Me By.

We loved watching a record-breaking crowd of 1,500 hug, smile and high-five as they crossed the finish line on Aug. 22 at Iroquois Park, celebrating survivors, seeing kids with their faces painted and streaks of blue hair, and so much more!

We also want to give a shout out to our Honorary Chair Natalia Martinez of WAVE 3 News, and to our winners of the #24hoursofkickingbutt competition: Cheri's Colon Cancer Crusaders, Team

One more **thank you** to our major sponsors: KentuckyOne Health, GSI and Ford. See all our sponsors at KickingButt.org

Helping our neediest neighbors get screened

We launched a new program that helps ensure all people in Kentucky and Southern Indiana get life-saving colon cancer screenings.

In this program, we provide education and assistance with Community Health Centers across the area to help them address their barriers to getting their patients screened for colon cancer. Many of these centers currently screen 30 percent or fewer of their patients.

Through partnerships with these centers and with the Kentucky Cancer Program, the American Cancer Society, and the Kentucky Cancer Consortium, we will make sure these numbers rise – and quickly!



Our advocacy team: Jack Hillard, Whitney Jones, Andrea Shepherd and Jason Baird

Support survivor Caleb on his mission to hike the Appalachian Trail and save lives



He faced rain, freezing cold nights, and even the theft of his cold weather gear, but people like you give colon cancer survivor Caleb Payne the courage to carry on.

Caleb, known as “SemiColon,” is a 50-year-old Louisville resident who hiked 2,190 miles along the oldest mountain range in the world, the Appalachian Mountains. Two years ago, Caleb was diagnosed with late-stage colon cancer. In 2015, he began a mission to raise money for the Colon Cancer Prevention Project and help people avoid the disease.

Caleb generated publicity around colon cancer prevention (his story was on the radio and

T.V. stations and in newspapers). Caleb's journey through 14 states began on March 15, 2015 and lasted seven months.

You can help ensure Medicare beneficiaries are covered for colonoscopies

Dr. Whitney Jones, the Founder of the Colon Cancer Prevention Project, continues to be hard at work in D.C. helping ensure that Medicare beneficiaries have coverage of screening colonoscopies.

Currently, Medicare beneficiaries could get an unexpected bill based on the way the procedure is coded after a polyp or lesion is found or removed.

That's just wrong! And you can help change it. Ask your elected federal senator and representative to cosponsor and support House Bill 1220 and Senate Bill 624.

Learn more on our blog, "Behind the Scenes," at KickingButt.org.



Dr. Whitney Jones was in D.C. advocating for Medicare beneficiaries' rights.

Have you seen "Catching a Killer" yet?

Woohoo! Our new documentary, which shares the stories of many Kentuckians impacted by colon cancer, began airing on Kentucky Educational Television (KET) in June 2015!

"Catching a Killer: Colon Cancer in the Bluegrass" is a 30-minute film that includes the stories of an Eastern Kentucky man who is in the midst of his battle with the disease, and a Louisville man who is on a journey to get his first screening.

The documentary aired on KET stations throughout the year, where it reached hundreds of thousands of people in an effort to make sure more people get screened and avoid this disease.

You can see the full video on our YouTube channel.

A special thank you goes to KentuckyOne Health for sponsoring the film and presenting the three premiere events in Louisville, Lexington and Hazard; Boston Scientific

for sponsoring the film; and Spalding University and Polymedco for their support of the premiere events!

FINANCIALS:

Support and Revenues

Grants and Contracts	\$95,445.57
Fighters' Fund	\$6,977.00
Fundraising	\$7,261.00
Contributions	\$33,051.89
Special Events	\$224,132.64
<i>Total:</i>	<i>\$366,868.10</i>

Expenses:

Program:	\$319,258
Fundraising	\$36,142
Administration:	\$338,907
<i>Total</i>	<i>\$394,307</i>



