2019 AT A GLANCE

PALTOWN grew up in 2019! Our programs touched thousands of lives, the organization gained full time staff and a corps of dedicated community leaders, our revenue grew by almost 150%, and our supporters tripled in number to over 1500 donors. Here's a snapshot of the year, along with a preview of 2020, which promises to be an equally exciting time of growth.

Mission and Values

PALTOWN creates disease-specific communities providing safe, authentic spaces with access to high-quality information about treatment options, clinical trials, and all aspects of the patient experience. We train patients and carepartners to become community leaders and peer educators, enabling the community to grow sustainably.
**COLONTOWN**

*Powered by patients. A tight-knit community where hope and science meet.*

**Program Offerings**

- **An online community for colorectal cancer patients** and carepartners, serving 5000 global citizens
- **Managed by over 90 volunteers,** all patients and carepartners
- **Mentoring and training programs** ensure community guidelines are maintained and all members find the connections and resources they seek.
- **Offers over 100 “neighborhoods”** - smaller groups focused on specific aspects of the patient and carepartner experiences - each led by a volunteer living that experience.

**In 2019, we have grown our membership by 25%** without having lost our sense of hospitality and personal touch. Onboarding is now handled by a Deputy Mayor and Onboarding team; this approach has also led to a substantial growth in participation in the many individual neighborhoods. New arrivals continue to be “met at the front door” with a gracious and personal welcome.

This year, Deputy Mayor Manju George has begun adding all new members to the CRC 101 neighborhood, which offers a growing set of resources of value for newly diagnosed patients. COLONTOWN continues to focus on educating and empowering its members from their first day in the community.

The neighborhoods of COLONTOWN create opportunities for better outcomes, increased enrollment in clinical trials, and engaged patients who actively participate in their own care. PALTOWN plans to develop additional communities based on this “TOWN” model for other disease spaces in 2020 and beyond.
EMPOWERING PATIENT LEADER WORKSHOPS™

Two-day training focused on community management, peer-to-peer disease education, and general leadership

Graduates become Neighborhood Hosts, helping manage COLONTOWN, allowing it to grow while sustaining intimacy.

2019 Achievements

3 Workshops held around the country

Dozens of participants, many of whom are now volunteering in COLONTOWN

Patient and carepartner-led; the Workshops are now taught by members of COLONTOWN’s volunteer management team.

“From what I learned at the EPL workshop, I have on-boarded 47 people [in the last month], and have placed 24 of those individuals in a clinical trial group pertinent to their mutation burden and type of disease. I have helped people advocate for genomic testing, when none has been done, and also helped them read their pathology reports. It takes a great deal of back and forth, communicating with people that are disoriented and confused by “cancer” terminology, but I am doing it and it is very rewarding for me!”

- Elaine, EPL Workshop Graduate
COMMUNITY LEADERSHIP PROGRAM

In 2019, COLONTOWN mayor and PALTOWN CEO Erika Brown launched a new era for the PALTOWN community model with the establishment of the Community Leadership Program. In order for COLONTOWN to expand its reach, help more patients and caregivers in its uniquely effective way, and to serve as the “first of many” disease-specific communities in the PALTOWN ecosystem, we needed to find a way to balance size and intimacy.

The solution is the “Community” concept. COLONTOWN’s many neighborhoods are organized into Communities, each of which is managed by a Community Leader, an experienced volunteer who oversees all aspects of the neighborhood experience, from onboarding to crisis management to the selection and mentoring of Neighborhood Hosts for the neighborhoods in their communities.

Meet Colontown’s 2019-2020 Community Leaders, Who We Like To Call “Deputy Mayors”

JENN FAKE  STEVE SCHWARZE  STACEY RUNFOLA  MANJU GEORGE

LARI JOHNSTON  KIM AUSTIN  DIANE BENDTSEN  DIANE MYERS

JENN O’DELL  AMY BASNER  FERNANDO RUIZ
BREAKING NEW GROUND:
Tom’s PRIDE™ Clinical Trials Navigators

This new program, inspired by patient-scientist Dr. Tom Marsilje, who co-founded COLONTOWN’s clinical trials neighborhoods, will train patients and carepartners to educate community members about clinical trials as a treatment option and to guide patients in identifying and pursuing appropriate clinical trial options.

The program has two primary components:

Formal training: an inaugural workshop is planned for March 2020 to train 20 community members as navigators.

Attendance by program participants at selected oncology conferences. These events provide peer educators with a critical opportunity to engage directly with investigators and gain a more holistic understanding of how clinical research, patient care, and industry interact.

2019 Achievements

Initial group of volunteers attended the world’s largest oncology research conference and several smaller conferences

Training Lead identified from the Community Leaders Program to develop curriculum and certification

Initial participants already actively helping to guide COLONTOWN members to clinical trial options.

Looking Ahead

PAL TOWN’s TOM’s PRIDE Clinical Trials Navigators program will directly facilitate enrollment of CRC patients into appropriate clinical trials, will raise awareness of clinical trials as an important treatment option for patients along the spectrum of disease stages, and will provide an avenue for professional development for community navigators.
ABOUT PALTOWN

PALTOWN is small, but growing rapidly. By the end of 2019, the organization had 2 full-time and 2 part-time staff. 3 out of 4 of our staff and all of our Community Leaders, Trials Navigators, and Neighborhood Hosts are patients, carepartners, or family members of patients. This is an outgrowth of our commitment to provide empowerment for patients and carepartners.

In 2019, our revenue grew to $385,000 and our expenditures were $283,000, of which $175,000 were direct program services. We are supported by the community we serve, and by private donations, grants, and corporate sponsorships.

Many members of our extended family of patients and carepartners raise money for us via Facebook fundraisers, reaching out to their own networks with stories of how COLONTOWN has changed the course of their treatment, their experience with cancer, and, in some cases, saved their lives. They are our best ambassadors, and it shows! Over 70 community members ran Facebook fundraisers for last November’s Giving Tuesday, netting an incredible $65,000. We were featured in the 2019 Impact Report for GivingTuesday.org as an example of the power of an engaged network - something we know all about at PALTOWN.

LOOKING FORWARD TO 2020

We expect to see continued growth in COLONTOWN membership and engagement. We are actively working to transition full-time management of COLONTOWN to our Community Leaders. We also expect the Empowered Patient Leader Workshops to be largely planned and delivered by community members, and to continue to provide training opportunities for new volunteer patients and carepartners. Lastly, we will see the initial outcomes of our Clinical Trials Navigators Program, as the thousands of patients in COLONTOWN have increased access to education about the importance of clinical trials, and have the opportunity to work with trained navigators to identify trial options.

Please visit us at paltown.org to learn more about the people and programs of PALTOWN. We hope you will join us in the important and profoundly rewarding work of the organization. Learn more about how you can help us!
DONORS

PALTOWN’s 2019 programs were made possible through the generosity of many individual donors, nearly 100 Facebook fundraisers run by our community, and the support of organizations through grants and sponsorships.

Thank you to ALL our Giving Tuesday Fundraisers!

Mayor’s Circle
Raised over $1000 each
Carepartners of COLONTOWN
Melinda Clark
Julie Saliba Clauer
Jennifer Fake
Cindy Hastings
Erica Frey Hoyer
Lari Johnston
Mary Maher
Trevor Maxwell
Jeanne McKenna
Jennifer O’Dell
Elaine and Robert Ramirez
Kate Ritson
Marie Sander
Steve Schwarze
Brian Spangler

Honor Roll
Kim Austin
Amy Basner
Diane Bendtsen
Azlin Biaggi
Chelsea Boet
Lori Boveroux
Robin Braverman
Erika Brown
Joe Bullock
Andrea Butler
Ann Flagg Campbell
Dana Cardinas
Lisa Cecil
Tracy Compton
Catherine De Leon
Kirsten Dykstra
Julie Harris Earp
Lindsey Emma
Cheryl Felch
Manju George
Dana Gianfrancesco
Andrea Hart
Chris Heery
Dawn Holt
Sarah Erne Kelly
Shereee Clark Kirsch
Kristina Kittelson
Rebecca Kreibiel
Amy Sharp Kuehn
Cindy Maples Layman
Michele Leslie
Aanka Maisak
Jan Mayberry
Tamara McCarthy
Amanda Meckstroth
Diane Myers
Kelly Nelson
Margarette Nicolas
Helen Norris
Demi Lozares O’Brien
Joni O’Donnell
Kelly Pike
Betsy Post
Laura Price
Chris Rice
Rene Wooten Roach
Donna Silva
Heather Stoker
Sandy Swanson
KD Tayman
Andi Vanderhoek
Laura Videtti
Laura Vilot
Rachel Wagner
Barbara Waters
Laura Wehrly
Teresa Woodgate-Proctor

Additional Community Fundraisers for 2019:
Christopher Adams
Therese Addy
Jennifer Bass
Annie Bondy
Edward Brede
Howard Brown
Leslie Cloud
Katie Cuniliffe
Lisette Dapena
Ann Elliot
Deborah Goldberg
Lauren Hindman
William Hooper
Kamelia Jalilvand
Samiya Jawed
Shelby Jenkins
Pam Jordan
Maria Kucharz
Charlotta Lindvall
Blann Lutken
Marci Marsh
Carole Michelle
Janet Puistonen
Tellena Randall
Tegan Speiser
Natalie Tejeda
Jeff Ulrich
Anolis Walton
Courtney Webster

Memorial Gifts
Every year, we lose community members. In 2019, the families of the following requested that donations be made to PALTOWN in memory of their loved ones.
Alfred Dintino
Theresa Ebel
Armand Ramirez
John Reames
Pam Stewart
Courtney Huston Weber

Pam Stewart’s sister and caregiver Betsy Post continues, as family members often do, to be a part of the COLONTOWN community, serving as a Neighborhood Host and working to bring research on liver metastases to the members of the Liver Lovers Lane neighborhood. She and her mother Evelyn established Pam’s Unicorn Fund in honor of Pam. We are so honored to have Pam’s spirit still with us through this effort. If you would like to learn more about ways to honor current or past members of the community, please contact Nancy Seybold at nseybold@paltown.org

Julie Saliba Clauer raised 20,481 dollars - truly amazing

Any amount starting at $1 is helpful to support this valuable organization but since I like to have fun with numbers, here are a few amounts for you to consider inspired by my cancer career stats to date:

5 = days of radiation last week
12 = Colontown ‘neighborhoods’ in which I am a member
31 = rounds of chemo completed
50 = hours I’m hooked up to a bag of chemo every 2 weeks
80 = % of my liver removed in 2 surgeries
152 = days I couldn’t pick up Liana due to recovery from surgeries
365 = days per year that I’m grateful
687 = days since diagnosis
Grants
Colon Cancer Coalition
Genentech
Taiho Oncology

Corporate / Organizational Sponsorships
Fight CRC
Guardant Health
Halio Dx
Happy Colon Foods
Magruder and Associates
Medical Imaging and Technology Alliance
Swiss Economic Forum

Individuals
$1,000 and over
Atalaya Fund
Diane Bendtsen
Robin Braverman
James Craft
James Early
Deborah Goldberg and Daniel Zimmerman
Sandy Harlow
Bryant Messner
Oleg Nodelman
Betsy Post
Evelyn Post
Elaine and Robert Ramirez
Kris Wittmann
Julie Wrigley
Chris Yoo

$500-999
Erika Brown
John and Kristi Bruch
Lisa Cecil
Lee Cullivan
Lisette Dapena
Katherine Felton
Richard Frey
Evan Goepfert
Marguerite Hoffman
Jeanne McKenna
Jennifer O’Dell
David Roberts
Steven Williams
Tim Witkowski

$250-499
Brooks Bell
Janet Blake
Chelsea Boet
Amy Butler
Cathy Calhoun
Cheryl Camer
Tricia Christensen
City of Overland Park Convention Center
Adriana Clancy
Matthew Collier
Brian Concannon
Cara Cunliffe
Chris Dennisson
John Eckstein
Lauri Ellis
Paul Flood
Hillary Gelfman
Janet Hanson
Cynthia Hester
Lari Johnston
Amy Kuehn
Nancy Leslie
Charlotta Lindvall
Greg Lyons
McCownGordon Construction
Diane Meloon
McKay Mills
Meggie Misiasz
Erin Nevers
Linh and Kristina Nguyen
Sarah Otto
Esther Porter
John Pugliese
Ellen Sanders-Nirenstein
Deb Settle
Pat Smurawski
Marvin Soroos
Anolis Walton
Don Warfield

$100-249
Shana Abela
Nancy Abela
Kimberly Adams
Therese Addy
Roula Agne
Jim and Betty Aguilar
Kristen Ahrens
Fahima Andersen
Catherine Anderson
Susan Arnold
Brian Austin
Kim Austin
Laurie Ayoob
Jeanette Bajalia
Scott Baker
Jackie Bakken
Mary Balogh
Doris Barrell
Renee Bateh
Jon Beau
Ruth Becker
Kate Beller
Jay Belmont
Sandra Bennett
Craig Berlinberg
Rick Bieth
Ann Bjerke
Rich Blum
Valerie Boet
Dana Boone
Sandra Bremer
Cary Bubenik
Robert Budinsky
Scott Buescher
Nick Burke
James Bushnell
Sharon Butler
Amanda Campbell
Rebecca Carroll
Nancy Carter
Mary Catherine
Laura Chapman
Megan Chase
Wei Chen
Katherine Cherry
Julie Clauer
Norma Cloud
Kathy Cloud
Nicole Cochran Reahm
Teresa Connor
Joe Corella
Shannon Cortina
Rick Costa
Dikki Coy
Scott Craig
Hal Cranor
Laura Crawford
Marcia Cunliffe
Shane Cunliffe
Suzanne Cunningham
Robin Dacey
Kathynne Dahlman
Jennifer Debell
David Delorenzo
David Depaola
Dru Devlin
Kevin Dierking
Shannon Digiovanni
Kathleen Drew
Ashley Duncan
Peggy Dunn
Karín Dunnigan
Chip Eames
Amy Eaton
Theresa Ebel
Bill Ebel
Regan Ebert
EES Services
Christine Elkins
Ann Elliot
Joseph Ennen
Joshua Esch
Jennifer Faye
Jaime Farnworth
Maureen Fehrenbach
Ana Fernandez
Teresa Ferrer
Bill Fiely
Jennifer Fisher
Becky Fisher
Maria Fitzgerald
Michael Fitzgerald
Mary Foster
Michael Fox
Elsa Freeman
Emily Frost
Cheryl Fuchigami-Bost
Gwen Gallagher
Maureen Gilligan
Sharon Given
Aurora Gonzalez
Tim Goodwin
Heather Gordon
Cecilia Green
Tori Greege

I truly believe one of the reasons I am still alive today is because of the knowledge I’ve received in COLONTOWN.”

- Marie S.
$250-499 (cont.)

Rosie Guagliardo
Earl Hacker
Terri Haines-Rubins
Tania Haladner
David Halverson
Scott Hanley
Kathryn Harris
Jason Hart
Cindy Hastings
Emma Haugh
Lanette Headley
Lezlee Heaps
Elizabeth Needles
Mike Henry
Jeanne Hess
John Hickey
Jennifer Hisler-Martinsen
Karen Ho
Pam Hoagland
Ann Hobbs
Eric Hoffman
Regina Hoffman
Arthur Horiatis
Doug Hoyer
Iris Huang
John Hudson
Nicole Hunt
Michael Huston
Katie Hytros
Shunpei I
Myra Imperial
Lisa Jackson
Monique Jacobson
Jennifer Jeffery
Missy Jennings
Johnette Johnson
Elizabeth Johnson
Jennifer Johnson
Biran Jolliffe
Jeremy Jones
Angie Jones
Marie-Jeanne Juillard
Scott Kaeser
Cheryl Kahner
Randal Kaltenmark
Anna and Christopher
Kang Weyant
Allon Katz
Elaine Kauffman
Quentin Keefe
Andy Keith
Julie Keller
Dion Kenney
Jo Kenny
Kelly King
Beata Drizin Kirr
Carla Klausner
Sheila Kelin
Arch Ko
Cheryl Korbacher
Debbie Koske
Carrie Krajewski
Szymon Kucharek
Maria Kucharek
Diane Landers
William Leach
Lauren Leahy
Christopher Lemp
Michele Leslie
Gina Lewis
Jerry and Donna Liggett
Barbara Liss
Laura Little
Barbara Littlefield
Albert Liu
Michelle Lorge
Felix Lu
Kim Luebe
Bian Lutken
Judy Lyness
Tracie Lynn
Justin Macagba
Lyn MacDougall
Kristin Mackey
Colby Maher
Rita Maisak
Megan Marine
Dana Markel
Ken Marti
Roshen Mathew
Ivanka Matko
Trevor Maxwell
Mary McClellan
Matt McGinnis
Angelia McIntire
Joe McKenna
Jason McLeod
Danille Meier
Axel Merk
Fred Merrill Jr.
Lori Messer
Angie Meyers
Mckenna Michel
Allison Mikalko
Jeannette Mills
Mary Moss
Grace Motter
Denise Mourgos
Julie Muenzler
Diane Myers
Kevin Myers
Becky Napolillo
Karen Nelson
Chris Newbold
June Nichols
Julie Nickel
Rita Obrien
Lauren Obrien
Doreen Obrien
City of Olathe, KS
Overland Park Police Dept
Laurie Pace
Vicki Panagiotis
Jim Paulik
Heather Pavlovic
Kimberly Pels
Jill Peltier
Kelly Pike
Marissa Pines
Shelley Pisarra
Cindy Pitta
Paige Ponder
Sandy Post
Carrie Powell
Myles Presler
Carrie Price
Laura Price
Maud Quement
Jenna Ramer
Stephanie Ranzo
Lisa Reed
Jim Reichardt
Joe Reske
Mario Revey
Chris Rice
Patricia Rizzo
Nancy Roach
Terri Rooney
Sara Rubin
Paola Ruggiero
Cristina Ryan
Jennifer Saenz
Molly Saint-James
Marcia Saluk
Al Samuels
Terry Sander Maus
Rodger Sartori
Michael Schoenbaum
Vanessa Schuppenhauer
Shirley Schwarze
Craig Schwarze
Stacy Schwytz
Bonnie Sears
Matthew Semanoff
Nancy Seybold
Amy Shanks
Rick Sharp
Catherine Simpson
Jennifer Sivertson
Joseph Sladewski
Maureen Smith
Laura Smith
Emma Smith
Katie Smith
Charles Smithers
Dr and Mrs Alan Somers
Brian Spangler
Tegan Speiser
James Spiegel
Jim Spiegel
Jeanne Stephens
Dan Stevens
Heather Stoker
Barbara Streber
Michelle Suhrie
Olenia Sullivan
Jillian Szalankiewicz
Martha Tarlin
Kimberly Tayman
Marian Tentler
Katie Ternion
Stacy Thies
Lesa Thode
Stacy Thompson
Edie Tichner
Greg Tufankjian
Monica Twig
Gwen Ulrich
Lori Upham
Aditya Varanasi
Valentina Vavasis
Laura Videtti
Visit Overland Park
Rebecca Voutirtzas
Nicoa Wajda
Nerfli Walker
Kristin Walsh
Carrie Walsh
Meredith Walworth
Linda Warner
Greg Waterman
Lori White
Monica Wilcox
Lindsay Williamson
Ken and Linda Wimerby
Brian Winkelmann
Sandra Wixon
Andy Wixon
Courtney Wolff
Carla Woodmansee
Karyn Wynn
Tracy Yosten
Lisa Zarda
Thank you for your support!

DONATE

PALTOWN.ORG/DONATE

Community Leaders at a PALTOWN Workshop