PALTOWN 2020 ANNUAL REPORT

PALTOWN

Creates disease-specific communities providing high-quality information about treatment options, clinical trials, and all aspects of the patient experience. We train patients and caregivers to become empowered champions, community leaders, and peer educators.

2020 AT A GLANCE

What did we do in 2020? What DIDN'T we do! As a virtual organization, we never missed a beat...

NEW programs - Workshops, Video Series, Research Projects, and COLONTOWN University - we found so many ways to help patients and caregivers learn more and give back!

NEW staff - We've got people! Everyone who joined us this year is a patient or caregiver, bringing their lived experience to the amazing work we do.

NEW neighbors - Of course, our CRC community COLONTOWN welcomed hundreds of folks, bringing hope and science to 5,600 global members.

The story of 2020, and the promise of 2021, is best represented by our incredible people. We'd like to introduce just a few of PALTOWN's "MVP"s in this snapshot as 2021 dawns.

The future is so bright we have to wear shades!

YOU MAKE PALTOWN POSSIBLE!

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410.849.9660 ■ contact@paltown.org ■ 969 Diggs Rd., Crownsville, MD, 21032 ■ A 501(C)3 Corporation ■ EIN: 81-4532089

An online community for colorectal cancer patients and caregivers, serving more than 5,600 global citizens.

Managed by over 100 volunteers, all patients and caregivers.

A place where everyone can "find your people" in our 120 neighborhoods, groups focused on every aspect of the patient and caregivers experience.

Dedicated to helping patients become students of their disease, and empowered champions of their own care, offering everything from "CRC 101" for all new members to 9 clinical trials groups featuring the latest research and treatment options.

PROGRAMS // COLONTOWN

POWERED BY PATIENTS. A TIGHT-KNIT COMMUNITY WHERE HOPE AND SCIENCE MEET

Lindsey Musick became COLONTOWN's new Mayor halfway through 2020, and she didn't come alone. She leads the new COLONTOWN Cabinet, a small team of dedicated patients and caregivers providing daily oversight of all aspects of the community, from infrastructure to governance to mentoring and new program development.

The debut of this new management model is a huge milestone for both COLONTOWN and PALTOWN. The Cabinet enables COLONTOWN to grow without losing the personal touch it is famous for, and it creates a template for community management that PALTOWN can use as it launches new disease communities in 2021 and beyond. We are grateful to our Deputy Mayors for stepping up to serve others in this important role!

SPOTLIGHT ON:

Lindsey Musick
COLONTOWN's New Mayor
Stage IV Patient

"I arrived in COLONTOWN as a newly diagnosed Stage IV patient and single mom of three young kids living in rural Appalachia. I was overwhelmed by what seemed like a hopeless diagnosis and confused by all the jargon and science. COLONTOWNies led me to a second opinion, a new treatment plan, and renewed hope for me and my kids. I went from being lost, to training as a patient leader...and, a year later, to the Mayor of COLONTOWN! Through COLONTOWN, I didn't just find my people, I found my voice."

FROM NECESSITY TO INNOVATION // COLONTOWN UNIVERSITY

In the spring of 2020, Nancy Seybold took on PALTOWN's Program portfolio in addition to her work as COO. As she built out a new virtual platform for our training programs, she realized that it could house all kinds of resources and reach a much larger universe of CRC patients and caregivers. And so COLONTOWN University was born.

Organized around "Learning Centers" designed for patients across the spectrum of the CRC experience, COLONTOWN University provides a one-stop shop for patient-curated and sourced educational resources to give context to content from industry and organizational partners.

At the end of 2020, we opened the doors of COLONTOWN University for all colorectal patients and caregivers with our first two Learning Centers, Diagnostic and Surveillance Testing, and Clinical Trials.

Patients and partners alike are cheering for COLONTOWN University, and we plan to expand both its reach and depth in 2021 with all-new Learning Centers for CRC 101, Personalized Medicine, and Therapeutics.

Come check us out at: ctownuni.colontown.org!

SPOTLIGHT ON:

Nancy Seybold
PALTOWN COO
Program Manager

"I find great joy in bringing the creative ideas of our community to life. My inbox is full every week with messages that start "Wouldn't it be great if we could..." and "I just had a cool idea...." I spend most weeks chasing one exciting project after another. The more we do, the more seems possible. It's been astonishing and humbling to be a part of something so full of energy and love."

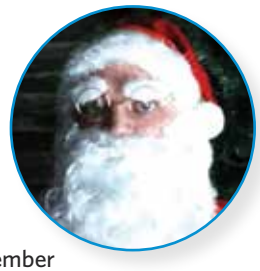
WHERE HOPE MEETS SCIENCE // HOPE

STORIES OF HOPE: FROM STAGE IV TO NED

Jason Randall is one of 5 Stage IV patients now serving on COLONTOWN's Cabinet. The job description is always expanding, and in this year of living virtually, Jason brought joy to COLONTOWN families at our first holiday party. He is also our resident IT geek, and purveyor of on-point memes during staff meetings.

Stage IV CRC patients are often given few options by their treatment teams. COLONTOWN members understand that for some, a second opinion provides a path forward, and just as important, hope. Just ask the stars of our new video series, ***Stories of Hope***, which traces the journeys of Stage IV COLONTOWNies to "NED" (No Evidence of Disease). Indeed, Stage IV patients and their caregivers give back to their neighbors in every part of PALTOWN's work. They are an embodiment of our commitment to empowering patients, and an inspiration to thousands every day.

View *Stories of Hope:* tinyurl.com/2bw8rf32



SPOTLIGHT ON:

Jason Randall
COLONTOWN Cabinet Member
Stage IV Patient and...
COLONTOWN Santa

"I had two young kids and one on the way when I found out I was Stage IV. My world just flipped upside down and I went to a very dark place. But people kept talking about COLONTOWN, and that was a huge game changer for me. Initially I was told I was inoperable, but I was encouraged by so many people in COLONTOWN not to accept one answer as the final answer. They encouraged me to get a second opinion, and that second opinion changed my life. My story wasn't ending. It was just beginning."

WHERE HOPE MEETS SCIENCE // SCIENCE

DISEASE EDUCATION AND PATIENT-DRIVEN RESEARCH

As our new Scientific Director, Dr. Manju George, a biomedical researcher and rectal cancer patient, is the embodiment of hope and science. Working every day to translate the latest research into plain language for patients and families, Dr. George has produced a year-round program of educational events, including Town Halls on the impact of COVID on cancer treatment, a series of talks by leading clinicians and researchers for our BRAF patients, and much much more.

Dr. George's significant work on trial design and implementation garnered attention at the American Society of Clinical Oncology's Gastrointestinal Cancer Symposium. A team of COLONTOWNies also presented an icing protocol to reduce chemotherapy side effects at the 2020 ASCO meeting, and there are several new patient-driven projects underway at the start of 2021.

Dr. George has quickly attracted the attention and respect of the broader colorectal cancer research community, bringing PALTOWN and the patient voice to new prominence. Dr. George and the many other COLONTOWN members attending key conferences work to raise scientific literacy in our community and give patients and caregivers the latest actionable research. Hope and science are indeed a potent combination.

SPOTLIGHT ON:

Dr. Manju George
PALTOWN Scientific Director
Rectal Cancer Patient

"In 2017, I had an active preschooler and a teenager. I also had a diagnosis of Stage 3B rectal cancer. I found COLONTOWN and quickly put my knowledge as a researcher and scientist to work. My experience in cancer and cell biology helped me find my purpose in COLONTOWN, navigating the clinical world of CRC, and bringing new tests, treatments, technology, clinical trials and education to our patients."

TRAINING PROGRAMS // SECURING OUR FUTURE

EMPOWERED PATIENT LEADERS WORKSHOPS™

Julie Saliba brought her many talents to the COLONTOWN Cabinet this year, and took on the re-imagining of PALTOWN's Empowered Patient Leadership Training (EPL) for a completely digital delivery. Our 2020 workshops hosted dozens of participants and produced our first international graduates.

Our EPL graduates become better students of their disease, volunteer as Neighborhood Admins, and step up to help all of us manage COLONTOWN. With Julie's guidance, this year's graduates also took on new responsibilities, joining working groups that support Fundraising, Community Outreach, and Social Media. Together, our Empowered Patient Leaders give us the strong foundation to keep growing!

Several virtual EPLs are planned for 2021, along with a larger (hopefully) in-person event for more advanced training and team-building.

SPOTLIGHT ON:

Julie Saliba Clauer
COLONTOWN Cabinet Member
Stage IV patient

"I was a new mom, loving life and doing really fun work when I was diagnosed with Stage IV. Every day, I am trying to figure out how to juggle treatment, raise a toddler, and shift just about everything to coexist with cancer. I have a passion for building deeper connections and learning about CRC in fun, unexpected ways. COLONTOWN provides both of these in such a unique way and I am thrilled to participate in and further that mission."

TOM'S PRIDE // CLINICAL TRIALS NAVIGATORS

Long in the making, PALTOWN's Clinical Trials Navigators program had its formal debut in 2020 under the guidance of **Trials Trainer and Deputy Mayor Steve Schwarze.** This program, inspired by patient-scientist Dr. Tom Marsilje, trains patients and caregivers to become peer educators to:

- Increase the community's awareness of clinical trials
- Develop resources for COLONTOWN's 9 clinical trials groups
- Guide patients in identifying and pursuing clinical trial options appropriate for their particular situation and needs

Many thanks to our partners at FightCRC for helping us produce this program, and for continued collaboration on clinical trials education for patients and caregivers. We'll be adding even more Navigators in 2021, and stepping up our post-training program so more COLONTOWN members benefit from this service.

SPOTLIGHT ON:

Steve Schwarze
Clinical Trials Trainer
Deputy Mayor
Stage IV Patient

"COLONTOWN helped me learn about how clinical trials work and how they can be a powerful treatment option. The Navigator program trains fellow patients and caregivers in how to assist new members with their clinical trial search."

PALTOWN MANAGEMENT // TRANSITION AND A NEW FOCUS

HONORING OUR PAST AND EMBRACING OUR FUTURE

At the end of 2020, PALTOWN's Co-Founder Erika Brown left the organization to pursue new ventures in patient empowerment. Erika's tireless work and leadership to create, build, and lead COLONTOWN has made an extraordinary and immeasurable impact on cancer care and patients' lives. We look forward to continuing to support our mutual efforts, on behalf of patients, to improve and save lives impacted by these terrible diseases.

In the second half of 2020, Susan Wysoki stepped in as Interim Executive Director, bringing more than 25 years of marketing and corporate communication experience to the management team, along with her unique lived experience as a caregiver. Susan has focused on expanding relationships with partners and sponsors, giving the organization a deeper bench to identify new partnerships, donors, grants and other funding opportunities to support PALTOWN's continued growth. As a citizen scientist, Susan participates in oncology conferences and panels focused on Early Onset CRC, and helps navigate care and treatment options for parents of pediatric patients in our newest neighborhood, COLONTOWN JR.

LOOKING AHEAD

PALTOWN is committed to growing all of our programs - **COLONTOWN**, **Empowered Patient Leaders**, **Clinical Trials Navigators**, **Patient-Initiated Research Projects**, **and COLONTOWN University.** In 2021 we will begin planning a new disease community. If 2020 is any guide, we will have to add to this list entirely new programs born from the imagination and commitment of our people. That is, after all, the heart of PALTOWN. We build spaces for people to, in Founder Erika Brown's words, "find your people." Our people are empowered, educated, and do extraordinary things for each other.

Please join our many volunteers, donors, and partners in supporting our work and helping realize the promise of PALTOWN.

SPOTLIGHT ON:

Erika Brown
Founding Mayor of COLONTOWN
Co-Founder of PALTOWN
Stage III CRC

"Find your people."

SPOTLIGHT ON:

Susan Wysoki
Interim Executive Director, PALTOWN
COLONTOWN Caregiver

"I came to COLONTOWN as a caregiver for my teenage daughter Jessica, who was diagnosed with Stage IV. Since a worried mother does more research than the FBI, I quickly connected with COLONTOWN neighborhoods that supported each of us in very different ways. Now, I am honoring her legacy by fighting this fight every day with so many other CRC patients and caregivers."

Jessica

LU FAMILY FUND

SUPPORT // TURNING PAIN INTO PURPOSE

Felix Lu lost his wife Dianna to colorectal cancer in 2020.
He started the Lu Family Fund in her memory.

The Lu Family Fund supports PALTOWN's mission, and the Second Opinion Project for Stage IV patients seeking additional treatment options.

The purposes of the fund are simple and two-fold:

1. To support Paltown's mission of raising awareness, education, and advocacy, and

2. To provide direct financial assistance to Stage IV CRC patients in seeking a second medical opinion.

The Lu Family Fund is the largest single fundraiser in PALTOWN's history, raising $78,000 in its first six months.

A lifelong comic book fan turned fundraising phenom, Felix Lu's love for original art sparked a lightbulb idea for auction sales to support PALTOWN. Thank you to Felix and so many artists whose brushstrokes and generosity furthered our mission.

Issue: Spider-Man/Ms. Marvel, Signed by Tradd Moore

SPOTLIGHT ON:

Felix Lu
Caregiver and creator of the Lu Family Fund

"COLONTOWN was the greatest resource I had for research in dealing with this disease. It's also a community that offers much-needed emotional support for patients and caregivers alike. What I got from COLONTOWN was immeasurable.

I want to continue helping PALTOWN and those who are new to this journey as much as I can. I believe that if Stage IV patients seek second opinions with key doctors early, outcomes can be greatly improved. This will eventually be reflected in five-year statistics, and potentially redefine the standard of care."

MEMORIAL GIFTS // OUR FAMILIES GIVE BACK

Every year, we lose community members. COLONTOWN families often request that donations be made to PALTOWN in memory of their loved ones. The family of Jamie Samuelsen held a tennis tournament in his honor, and a number of other families worked with PALTOWN in our Memorial Gift Program. Please contact Marie Sander at marie@paltown.org for more information. In addition to the extraordinary efforts of Felix Lu, PALTOWN thanks the families and friends of:

Dr. Chelsea Boet, PALTOWN Board member
Gino Calcagno
Henry Cecil
Dee Chilcote
Deborah Goldberg
Violet Kuchar
Jeanne McKenna
Tim Price
John Reames
Michael Rietta
Heather Stoker
Jamie Samuelsen
Courtney Webster
Ben Whittaker
Ashlee Wyszynski

COMMUNITY FUNDRAISING // 2020 GIVING

Many members of our extended family of patients and caregivers 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.

MAYOR'S CIRCLE

Raised over $1,000 each

Erika Brown
Amy Butler
Julie Saliba Clauer
Trevor Maxwell
Lindsey Musick
Betsy Post
Elaine Ramirez
Jason Randall
Marie Sander
Nancy Seybold

FACEBOOK HONOR ROLL

Kim Austin
Jennifer Bass
Diane Bendtsen
Kelly Betz-Hurshe
Azlin Biaggi
Howard Brown
Joe Bullock
Rebecca Carroll
Melinda Clark
Elena Dryden
Jenn Fake
Tiffany Freeman
Renee Gentzel
Manju George
Samiya Gimondo
Amy Hahn-Kirsch
Spencer Hastings-Olsby
Lauren Hindman
Gretchen Klobucar
Roxane Kraus
Amy Kuehn
Michele Leslie
Mary Maher
Jeanne McKenna
Jacqueline Milhone
Alexa Morrell
Cyndi Morrill
Jenn O'Dell
Evelyn Post
Laura Price
Kathryn Ritson
Paola Ruggiero
Brian Spangler
Sandy Swanson
Paige Van Pelt
Laura Videtti
Rachel Wagner
Barbara Waters
Meagan Wilson
Susan Wysoki

A NEW COMMUNITY WITHIN COLONTOWN // COLONTOWN JR

Jayden
Age 12
Stage IV

COLONTOWN JR was created in response to the alarming increase in young-onset CRC and the growing number of pediatric cases, many without any previous family history. CTJR offers support for families and caregivers of our youngest CRC patients.

2020 GIFTS // A BIG THANK YOU TO ALL OF OUR DONORS

$5,000 +

Atalaya Fund
James and Gayle Halperin Foundation
Culbert Lu
Daniel Zimmerman and Deborah Goldberg

$1,000-4,999

Diego Campos
Margaret & Chen Juo Cheng
Allen Cheng
Carl Choi
Shaun Crowell
Renee Dreyfus
Stephen Ferzoco
Richard & Therese Frey
Rick Frisbie
James Halperin
Ben Huang
Christopher Killackey
Andrew Kurita
Pat Lin
Mikail Lotia
David Mandel
Albert Moy
Andrew Phang
Eric Roberts
Ivan Salazar
Antonio Tencati
Chris Yoo

$500-999

Donald Bargenda
Richard Beamish
Keith Becker
Diane Bendtsen
Simon Bollinger
Victorio Bracamontes
John Butler
Christopher Caira
Joseph Casalone
Jennifer Cheng
Ruth Conroy
Chris Dennison
Tim Duller
Laurie Dunn
Jennifer Fake
Fidelity Charitable
Jessica Guinn
Mary Hannon
Sandy Harlow
Karyn Kenney
Christine Kugler
Jill Larkin
Joseph Le
Ron Lim
Mckay Mills
Meaghan Misiasz
Sharon Murillo
J.C. Padilla
Annelene Pinkston
Betsy Post
Evelyn Post
Matthew Reddick
Brian Rinsky
David Roberts
Vish Sharma
Yuko Shimizu
Michele Shoan
John Skoulides
Ronald Sonenthal
Tara Speiser
Hassan Thalji

$250-499

Brandon Amato
Jennifer Aument
Jennifer Bass
Ian Bertram
Socrates Bomfim
Robin Braverman
Matt Breckons
Erika Brown
Siegfried Buschmann
Cathy Calhoun
Amanda Campbell
Lisa Cecil
Michael Cichy
Adriana Clancy
Precision Patriots Baseball Coburn
James Cufr
Lisette Dapena
Jim Demonakos
Michael DeWeese
Suzanne Duval
Don Emery
Paul Flood
Emily Frost
General Mills
Caitlin Gilligan
Glen Gold
Aurora Gonzalez
Kurt Haras
George Hendrickson
John Hickey
Shirwin Hu
Todd Hudson
Bill Johnson
Jason Kim
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Quang Le
Timothy Lugini
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Julie Miller
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Linh Nguyen
Eugene Park
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Sandy Post
John Pugliese
Elaine Ramirez
Vanessa Ripsteen
Marcus Robbins
Donna Sagen
Richard Sander
Stephen Schmidt
Eric Schwarz
Devin Scillian
Ryan Sherwood
Jeff Singh
Javier Soto
Ryan Stegman
Jo-Ellen Stevens
Stephen Sutton
Kim Tsai
Tyler Turner
Mark Wallace
Carrie Walsh
Chase Warren
Matthew Wind
Julie Wrigley
Jonathan Yen

SUPPORT // IT TAKES A VILLAGE

PALTOWN's 2020 programs were made possible through the generosity of many individual donors, Facebook fundraisers run by our community, and the support of organizations through grants and sponsorships.

In 2020, our revenue grew to $503,000 and our expenditures were $351,000, of which 64% were direct program services. We are supported by the community we serve, and by private donations, grants, and corporate sponsorships.

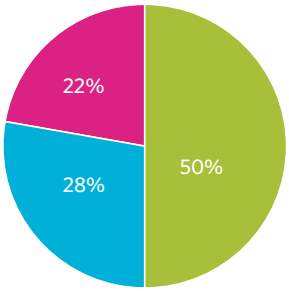
GRANTS

Bristol Myers Squibb
Colon Cancer Coalition
Genentech
Taiho

CORPORATE SPONSORSHIPS

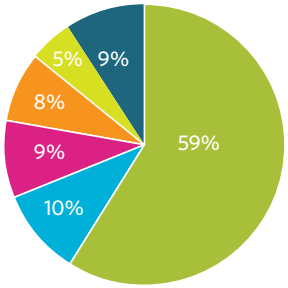
Natera
Guardant
HalioDx

REVENUE SOURCES



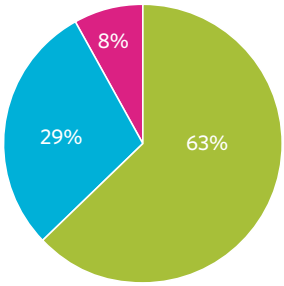
- Private Donors
- Grants and Sponsorships
- Community Fundraisers

PROGRAM EXPENSES



- COLONTOWN
- COLONTOWN University
- Community Leaders/Volunteer Support
- Empowered Patient Leader Training
- Clinical Trials Navigator Training
- Other Programs

PALTOWN EXPENSES



- Programs
- Admin/General
- Fundraising

PROGRAM EXPENSES

COLONTOWN	$ 131,754
COLOTOWN University	22,000
Clinical Trials Navigator Workshop:	11, 000
Community Leaders:	16,830
Volunteer Support	2,500
Empowered Patient Leaders Workshops	17,624
General Program	21,101
Total	**$ 222,809**

In 2020, we saw...

23% GROWTH
in all our clinical trials groups

64% GROWTH
in our CRC 101 group

2,000 PEOPLE
daily see a typical 'top post' in DOWNTOWN

30% GROWTH
in neighborhoods overall

PALTOWN

PALTOWN BLOOMED IN 2020 // COLONTOWN FLOURISHED

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