PALTOWN TAKES FLIGHT

2021 ANNUAL REPORT

Watch Us Soar!

ENGAGE!

COLONTOWN
A PALTOWN COMMUNITY

Powered by patients. A wildly supportive community where hope and science meet. An online community for colorectal cancer patients and caregivers, featuring more than 120 "neighborhoods," each focused on a different aspect of the colorectal cancer experience. Every group is managed by trained Neighborhood Hosts who are either volunteer patients or caregivers who have relevant lived experience.

2021 ENGAGE Highlights

5
new groups:
Military Service Station
Immunoasis
Book Nook
In the Distance (distant lymph node mets)
Safe Haven (mental health and CRC)

36%
increase in membership in our 120 neighborhoods, each focused on a different aspect of the colorectal cancer experience

33%
of our admins spend more than 5 hours weekly helping manage COLONTOWN

1,000
new members = 20% growth

66%
of admins spend more than 5 additional hours every week participating in COLONTOWN as a member

72%
of our admins help out in more than one CT group

"It's a wonderful way to give back to a community that has given so much to me. I would have been so lost without the support of COLONTOWN when I was originally diagnosed."

Neighborpalooza Community Events

In 2021 we launched our Community Engagement Program (also known as Neighborpalooza!), bringing the COLONTOWN experience off the screen and into the real world. COLONTOWN's more than 120 online "neighborhoods" include a network of 36 U.S. and 6 international Crews, connecting members who live or are treated near each other. Despite the challenges of covid, we were able to host several community events, offering some colorectal cancer education, some self-care activities, and of course the chance for our neighbors to meet each other in person!

36
U.S. Crews

6
International crews

2776
CT members who are part of one of our Neighborhood crews

"Volunteering with COLONTOWN gave me purpose in my disease and helped me deal with anxiety as a survivor."

"I'm helping others in a way I desperately needed when first diagnosed."

We found creative ways to increase engagement within COLONTOWN despite restrictions on in-person meetings:

- Virtual **book club** meetings
- Regular **Zoom chats** for local Crews
- The return of the popular **COLONTOWN holiday party**
- **Galentine's Day cards** exchanged in our Tough Chicks Group (2,000 member strong) — that's a lot of love coming to mailboxes in February!
- **Survivor Saturdays** weekly feature

1,000
members in the Healthy Gut Cafe and Fitness Center

COLONTOWN
A PALTOWN COMMUNITY
Junior
together we are stronger

LIBERTY
Stage IV Thriver

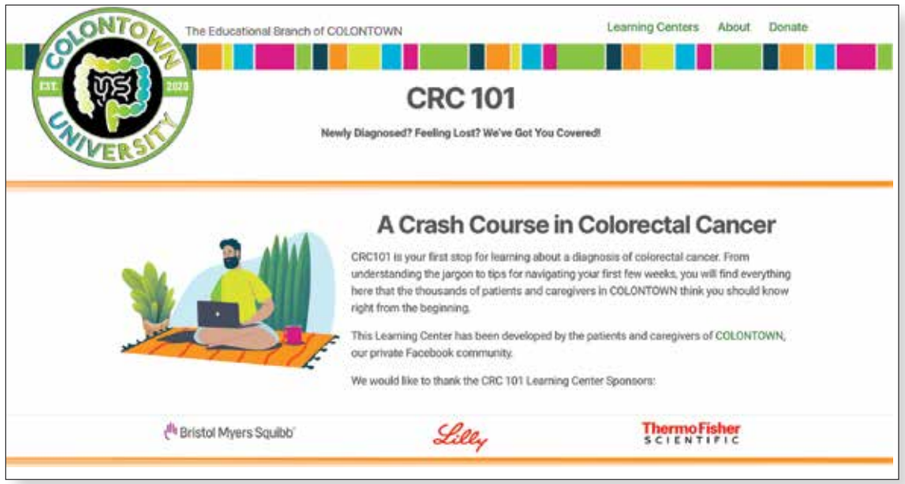
COLONTOWN Junior

In response to the heartbreaking rise in incidence of colorectal cancer in patients under 18, we created COLONTOWN Junior as a community within a community: a special online space for the families of our youngest patients, some as young as 8 or 9. Our COLONTOWN Junior groups now support 20 families who are navigating the CRC journey as caregivers for their children. As we work to educate parents and clinicians about the rise in very young onset cases, we continue to see new families joining our Junior neighborhoods every month.

EDUCATE

COLONTOWN University

Over the course of last year, more than 1,000 patients and caregivers checked out the resources in our online education center, COLONTOWN University. In the fall, grant support enabled us to create a dedicated content team that includes direct patient and caregiver experience. By the end of 2021, this team was hard at work on CRC101, a complete guide for newly diagnosed patients based on the experiences of thousands of COLONTOWNies. **Visit learn.colontown.org to check it out!**



2
new learning centers,
the Lecture Hall and Precision Medicine

3
dedicated staff members to develop new content

43
videos

Patient-Friendly Resources

At PALTOWN, we believe the best source for patient education is right in our backyard - the patients and caregivers of COLONTOWN, who have asked the questions, sought the answers, and know better than anyone what their neighbors need.

In 2021, our patient and caregiver staff and volunteers created a wonderful series of educational resources for the community, including:

LIVER TRANSPLANT TALK - patients who have had a liver transplant for metastatic CRC share their experiences.

STAGE 4 MYTHBUSTERS - social media series on common misconceptions about stage 4 cancer patients

CHEMO "CHEAT SHEET" - decoding the alphabet soup of CRC chemo treatments with a colorful study aid

LIVER "DATING PROFILES" - from our Liver Lovers Group for patients with liver metastases, these snapshots provide an easy to understand introduction to several treatment modalities.

Clinical Trials Education

COLONTOWN members are students of their disease, and, increasingly, students of the complex and daunting clinical trials ecosystem. Community interest in understanding clinical trials and identifying trial options continued to grow dramatically in 2021. In response, we have expanded our trials education offerings, which now include:

Director of Trials Programming – coordinates programs and people for all trials projects

Trials Curator – provides in-depth context for new trials of note for CRC patients

9 COLONTOWN neighborhoods focused on trials information for different segments of our patient population

The Alanna Project - anonymized registry of COLONTOWN member participation in current and recent trials. This unique resource gives patients considering specific trials insight into real world outcomes through patient-reported experiences.

Clinical Trials Navigator Program – training patients and caregivers to navigate the trials information landscape

Clinical Trials Basics Learning Center in COLONTOWN University – providing an introduction to clinical trials education

Featured Clinical Trials Learning Center in COLONTOWN University – pilot project offering patient-friendly descriptions of some currently recruiting trials. This project seeks to not only help patients decipher trial information, but also to provide a model for researchers and trial sponsors for creating accessible trial descriptions patients can actually use.

PALTOWN's new Director of Clinical Trials Programming: Steve Schwarze, stage IV patient

Science Director Manju George and co-authors presented at a major research conference on how input from CT members impacted the design of several clinical trials.

"Doc Talks"

Our DocTalk series grew exponentially in 2021. Moderated by PALTOWN patient and caregiver staff, these video conversations cover everything from immunotherapy to palliative care and reproductive health. The live Zoom events feature leading clinicians and researchers answering questions from the community, and are archived in COLONTOWN University's Lecture Hall for all to watch.

"The current data was presented in a clear, concise manner that we could easily understand. This meeting ultimately influenced my final decision... and gave me the hope I desperately needed."

9
separate neighborhoods or trials

2,200
members of our 2 largest trials groups

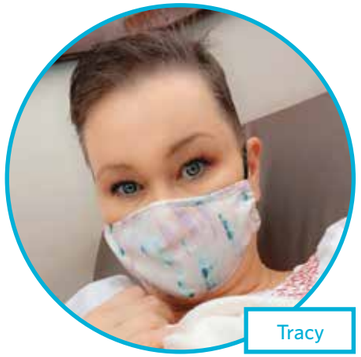
EMPOWER

Second Opinion Project

The Second Opinion Project, supported by the Lu Family Fund, provides financial assistance to stage IV colorectal cancer patients seeking second opinions and new treatment options. The Lu Family Fund was established by Felix Lu, COLONTOWN member and caregiver for his wife Dianna, who passed away in 2020. Felix hopes the Second Opinion Project will enable more stage IV patients to seek out more aggressive treatment options that may provide a durable response.

LU FAMILY FUND

Chastity



Tracy

James

"I KNOW that if I had stayed with my local surgeon I would not have been offered all of the management options... my second opinion had a huge impact on my treatment"

"The second opinion saved my life and I am now NED!!"

"I'm no longer scared that this will be my last Christmas with my children. I have a much brighter outlook on the future now. "

60
more patients approved for support

The Lu Family Fund also supports the Admin Spotlight feature, recognizing the volunteers who manage COLONTOWN's groups and members. This is the ultimate expression of giving back, from one caregiver to so many who take care of their neighbors every day.

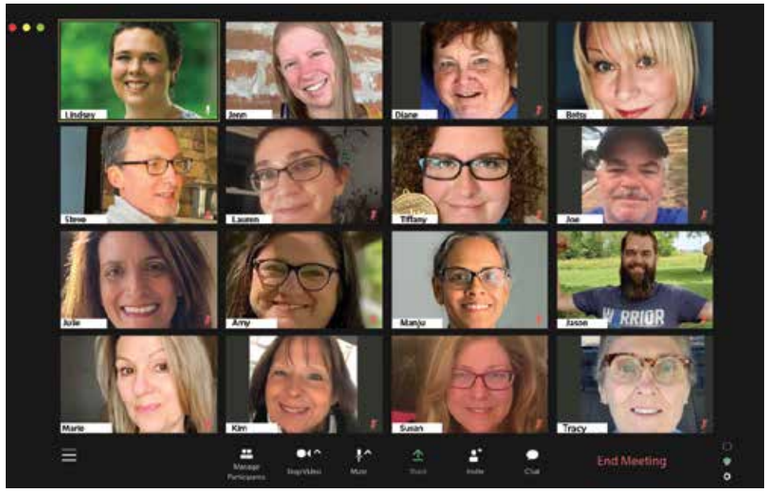
20
attendees

2
days of intense discussion and planning for the future

70
page after action report which will guide our work throughout 2022

Leadership Summit

In between Delta and Omicron, huddled around a fire pit in unusually chilly San Diego weather, we gathered many of the folks who make PALTOWN tick. Almost all of the staff, key volunteers, and board members who attended were patients and caregivers; they are truly the heart of the organization, the inspiration for everything we do, the engine of all our growth, and the reason thousands of families dealing with CRC have more hope, more support, and more knowledge today than they did when they first connected with us.



17
patients and caregivers now working full or part time for PALTOWN

Reconnecting with the workforce through PALTOWN

As PALTOWN's programs have expanded, we have turned to our members for the professional expertise needed to support our mission. Most of our staff are part-time, in many cases working around treatment schedules or caregiving commitments. In this way, we enable members to find meaningful work that fits their needs, and supports an important aspect of our mission to empower patients.

Empowered Patient Leaders

Our Empowered Patient Leaders (EPL) workshop program, now in its 4th year, trains patients and caregivers to help run more than 120 neighborhoods in COLONTOWN, onboard new members, and expand the capacity of the community to provide both support and knowledge to its members.

Workshop faculty include not only current Community Leaders and Neighborhood Hosts, but highly regarded clinicians as well. This year, Dr. Bakai-Saab from the Mayo Clinic and Dr. Lidsky from Duke hosted detailed discussions on emerging issues patients face when dealing with CRC.

35
participants during Summer and Fall 2021 virtual sessions.

21
graduates from this year's sessions have been placed in leadership positions in COLONTOWN

17
states and 6 countries were represented.

GIVING BACK

PALTOWN's 2021 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.

Memorial Gifts

Every year, we lose community members. COLONTOWN families often request that donations be made to PALTOWN in memory of their loved ones. The Lu Family Fund, created by caregiver Felix Lu in memory of his wife, Dianna, continues to be our single largest fundraising effort.
Felix raised more than $100,000 in 2021 for the Second Opinion Project and COLONTOWN.

LU FAMILY FUND

In addition to the incredible work on our behalf by Felix Lu, we thank the families and friends of:

Henry Barash
Dr. Chelsea Boet
Rita Claflin
Amanda Clark
Jenn Fake
Alexa Frisbie
Bradley Hook
Jeanne McKenna
Todd Mercer
Michael Moran
Geary Morrill
Wordy Nicholas
Armand Ramirez
Jamie Samuelsen
Pam Stewart
Stephen Sutton
Zachary Preston
Seth Zuckerman

Please contact Marie Sander at marie@paltown.org for more information about our Memorial Gift Program

Community Fundraising

Many members of our extended family of patients and caregivers raise money for us via Facebook fundraisers, workplace events, and our monthly giving program, Team Wild Blue.

TEAM WildBlue PALTOWN GIVE BIG!

34%
of our private donor support in 2021 came from memorial gifts (or gifts in memory of COLONTOWN members)

1,254
donations to community fundraising campaigns

65
Facebook fundraisers

$86,500
through community fundraising

Mayor's Circle

Raised over $1,000 each

Jennifer Bass
Joe Bullock
Howard Brown
Lindsey Musick
Elizabeth Freeman
Tiffany Studebaker Freeman
Manju George
Debbi LaFave Keller
Kim Maynard
Betsy Post
Robert Ramirez
Marie Mueller Sander
Steve Schwarze
Nancy Seybold

Honor Roll

Therese Addy
Jennifer Allington
Kim Rozinsky Austin
Amy Basner
Diane Bendtsen
Elaine Beuther
Anna Brooks
Ann Flagg Campbell
Kia Cashman
Wanda Schreiweis Celgin
Neha Chheda
Julie Saliba Clauer
Leslie Cloud
Jennifer Dameron
Lisette Dapena
Jennifer Eldridge
Jacquie Emory
Karen Hampton Fisher
Caitlin Gilligan
Laura V Glomb
Meredith Hamill
Ashley Hancock
David Hayden
Lauren Conley Hindman
Keith Hollingsworth
Tracy Short Hylton
Richard Kyzer
Leslye Lawrence
Michele Leslie
Starr Loui
Kristine Louise
Bel Martin
Nina Menendez
Jacqueline Milhone
Kai Molencamp
Ruth Morisette
Cyndi Morrill
Danielle Winter Perts
Kelly Pike
Rhona Cartner Preston
Kim Quintrell
Anna Alexandra Razhova
Eleica Westerman Rowe
Trish Savannahs-Wilson
Kelsey Schaffstall
Kristine Requa Snyder
Jessie Sue
Kathryn Swangin
Kevin Turley
Laura Videtti
Maureen Wysoki
Susan Wysoki

Donors Foundations

Atalaya Fund
Collectors Network
Columbus Foundation
David and Lorna Gladstone Foundation
James and Gayle Halperin Foundation
Killackey Family Fund
Microsoft Employee Matching Fund
Tegna Foundation

Individuals

$1,000 and up

Nick Barrucci
Black, Mann & Graham
Brant Boersma
John Butler
Shahin Chandrasoma
Allen Cheng
David Igo
Christopher and JoAnn Killackey
Andrew Kurita
Mikail Lotia
Albert Moy
Brian Rinsky
Andy Robbins
Sharon Ruth
Shirley Schwarze
Amy True
Brian Vaughan

$500-1,000

Dennis Arbige
Elaine Atkins
Emily Bass
Wendy Baumann
Diane Bendtsen
Victor Bracamontes
Christina Braun
Stephen & Kristin Bufano
Mike Burkey
Don Emery
Stephen and Karyn Ferzoco
Laura Freeman
Richard & Therese Frey
Emily Frost
Todd Hazelkorn
Stephanie Heist
Ryan Holden
Wilfred King
Aidan Lacy
Lisa Klimczak
Jeffrey Lane
Patrick Larvie
Karen Laub
Robert Lennox
Karen McAndrews
Sharon Murillo
Linh and Kristina Nguyen
George Oliver
David and Phyrne Osborne
Eugene Park
Betsy Post
Jacob Richards
Wade Robbins
Tamar and Josh Shapiro
Terri Smith
Anthony Snyder
Ronald Sonenthal
Katherine Sugg
Marcus Wai
Kelly Waud
Jennie Williams
Steven Woo
Jason Wood
Julie Wrigley

$250-499

Therese Addy
Jennifer Bass
Glen Berg
Robin Bernstein
Rick Bieth
David Blumer
Julie Clauer
Patricia Conwell
Jennifer Dameron
Jeremy Davids
Suzanne Duval
Steve Faughnan
Michael Fitzgerald
Patti Forster
Richard Franklin
Manju George
Birgitte Gilliland
Michael Gleason
Robert Harb
Morgan Hatfield
Mary Holden
John Johnson
Jason Kim
Bruce Klein

Gregory Krug
Robin Lane
Gerald Lelais
Anne and Bill Lennox
Christian Lickfett
Pat Lin
Jeffrey Love
Amy McIntyre
Judy Modlin
Mary Ellen Moir
Debra Naylor
Jeff Neuenschwander
John Pugliese
Ann Pullen
Robert and Elaine Ramirez
Laura Reames
Steven Ritter
Dana Robbins
Jennifer Rortvedt
Marie Sander
Steve Schmidt
Kevin Schnieders
Howard Schoenfeld
Jeffrey Schwartz
Jessica Smith
Pat and Kenneth Sorensen
Scott Spilky
Dan Tancredi
Antonio Tencati
Tyler Turner
Laura Videtti

Support

Grants

Bristol Myers Squibb
Colon Cancer Coalition
Genentech
Taiho Oncology

Corporate Sponsorships

Amgen
Lilly
Thermo Fisher
XCures

ENVISION

Our community members are a constant source of terrific ideas for new projects to educate and empower their neighbors. If you have an idea for us, reach out to **tiffany@paltown.org** and become a part of the innovation that drives us!

Building Our Future

We come into 2022 with the momentum from our first Leadership Summit, with a full schedule of workshops, DocTalks, conferences, educational resource launches and community events before us, and with a deep commitment to serve our people.

We hope you will join our many volunteers, donors, and partners in supporting our work and helping realize the promise of our mission.

Medical Advisory Board
to engage leading clinicians and researchers in our educational programming

EMPower
training to give patients the tools they need to navigate the clinical trials system

Science Ambassador
program to serve the expanding need for current, reliable scientific information in conversations across COLONTOWN

CRC101
guide for newly diagnosed patients — distilling the experience and wisdom of thousands of COLONTOWNies

Rapid Response Team
training to provide expert help for patients in critical need of treatment options

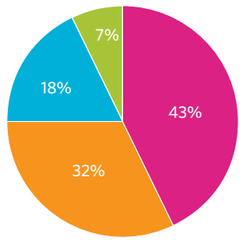
New Onboarding
system to enable us to grow COLONTOWN while maintaining the personal touch

Hybrid EPL Workshop Program
— return to in person and also offering virtual and in person options

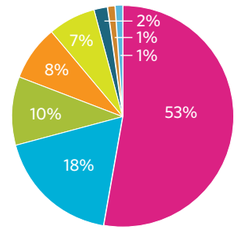
Virtual Poster Walks
- guided tours by CRC docs of the latest research from oncology conferences

THE NUMBERS

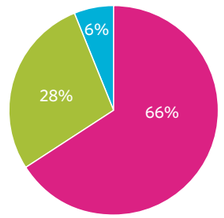
REVENUE SOURCES



PROGRAM EXPENSES



PALTOWN EXPENSES



REVENUE SOURCES

Individual Gifts	$	237,626.65
Corporate Donations	$	173,475.61
Foundation Gifts	$	98,247.38
Grants	$	38,078.64
Total	**$**	**547,428.28**

PROGRAM EXPENSES

COLONTOWN	$	176,723.05
COLONTOWN University	$	61,178.96
Empowered Patient Leaders Workshops	$	32,836.77
Clinical Trials Project	$	27,693.40
Crisis Fund	$	24,345.25
2nd Opinion Project	$	7,829.16
Volunteer Support	$	3,371.04
General Program	$	1,547.22
Total	**$**	**335,524.85**

PALTOWN EXPENSES

Programs	$	335,524.85
Admin/General:	$	141,397.12
Fundraising:	$	30,111.20
*One-Time Expense: Deferred Compensation	$	69,984.00

YOU HELP US GROW

PALTOWN.ORG/DONATE

PALTOWN.ORG

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