As we look back on the past year, I am filled with a sense of awe and wonder at what we have accomplished together, and I’m thrilled to share our progress! In 2022, our “wildly supportive” flagship community, COLONTOWN, continued its impressive growth, with a 20% increase in new members. Today, COLONTOWN is the leading peer-to-peer support community for CRC patients and caregivers. PALTOWN’s unique model is a collective brain trust of sorts, drawn from the lived experiences of thousands of members who dream, innovate and create programs with purpose: by patients—for patients. These programs engage, educate and empower patients to learn about their disease and be active partners in their own care. At the heart of our community is a deeply rooted sense of compassion and empathy that can only come from those shared experiences — struggles and setbacks, successes and triumphs.

In 2022, we expanded our innovative education platform, COLONTOWN University, and provided training for members to step into leadership. We are a community of amazing people doing heroic things under unbelievable circumstances.

But we didn’t stop there. In 2022, we strengthened our strategic partnerships and made new ones. We stepped up our fundraising, increasing grants and sponsorships by 43%, and shined a light on our incredible people and programs. Our staff and volunteers shared their stories, their voices and their passion, attending national and international conferences, and striving to improve care and outcomes for all CRC patients.

From day one the focus of PALTOWN has been to create authentic, trusted spaces where patients and caregivers share their experiences and insights in ways that help improve outcomes and save lives. Through innovative programs that address information needs and social isolation through training, technology, and purpose-driven community leadership, PALTOWN will continue to provide safe and inclusive spaces for patients, survivors, and caregivers to support one another. I’m honored to be a part of such an incredible community, and I am constantly inspired by the strength, courage, and resilience of each and every one of you. None of this would have been possible without the tireless efforts of our staff, volunteers, partners, and countless supporters. I am incredibly grateful for your passion and dedication to our mission. Together, we have accomplished so much, and there is still so much more we can achieve.

With Gratitude,

Susan Wysoki
Executive Director, PALTOWN
Empowered Patient Leaders

Our Empowered Patient Leaders (EPL) Workshop trains patients and caregivers to help run our neighborhoods in COLONTOWN, onboard new members, and expand the capacity of the community to provide support for its members. In 2022, EPL added in-person workshops to our online offerings.

Second Opinion Project

PALTOWN provides stage IV patients looking for a second opinion with financial assistance for travel, lodging and out-of-pocket appointment expenses. The Second Opinion Project is supported by the Lu Family Fund. In 2023, PALTOWN supported 111 people.

Remembering Steve

Thank you to Steve Schwarze, PALTOWN’s Director of Clinical Trials programming. After his colon cancer diagnosis in March 2016, Steve turned his research interests toward the disease and found ways to help others who did not have the same resources to find treatment options. At COLONTOWN, Steve coordinated the expansion of education, training, and conversation around clinical trials. He was the inspiration for Searching Safari, our clinical trials navigation workshop. To his thousands of “neighbors,” Steve was a source of sage advice, sly humor, and an unfailingly clear view of the experience of a stage IV patient.
Clinical Trials Education

SEARCHING SAFARI
This year we launched Searching Safari, a 4-week guided workshop to help stage IV MSS patients and caregivers find potential clinical trials. Participants gain access to resources for understanding trials, a personal trial list to reference in the future, and a cohort of fellow trial seekers for ongoing support!

ALANNA PROJECT
The project offers an anonymized list of current and recent trials that COLONTOWN members have participated in. This unique resource gives patients insight into real-world outcomes of potential trials.

Derrière Diplomats
Our new outreach program leverages our greatest strength — our passionate patient and carepartner community. Diplomats bring patient and physician resources to their cancer centers around the U.S., and spark up conversation about COLONTOWN. (Launched in 2023)

ASCO in Illinois
In June, PALTOWN attended the world’s largest cancer meeting and represented COLONTOWN.

Cologuard Classic
PALTOWN attended Cologuard Classic, a professional golf tournament on the PGA TOUR Champions schedule.
ENGAGE

COLONTOWN is a wildly supportive community where hope and science meet.

Colorectal cancer patients and caregivers can find their people in more than 120 online “neighborhoods” focused on every aspect of the colorectal cancer experience. Each group is hosted by trained Neighborhood Hosts — patients or caregivers themselves with relevant lived experience.

New COLONTOWN website!

In June, we launched a completely revamped website. Check out colontown.org for friendly, colorful and accessible information on all our programing.

Welcoming Cabinet Members

COLONTOWN is managed by a group of patients and caregivers called the Cabinet. In 2022, we welcomed two new members — Meagan Lockhart (L) and Jenn Bass (R).

Remembering Lindsey

Thank you Lindsey Musick, COLONTOWN’s wonderful Mayor from 2020 through 2022. Lindsey made such an impact with her leadership and guidance. In addition to leading the COLONTOWN management team, Lindsey was instrumental in the EPL Workshop program. She balanced this while raising her three children by herself, and was a champion for single mothers in COLONTOWN. She put her heart into her work, and both COLONTOWN and EPL thrived under her care.

COLONTOWN GAINED

1,300 NEW MEMBERS IN 2022

5 GROUPS ADDED TO COLONTOWN
COLONTOWN University website launches

Our learning hub, COLONTOWN University, offers science-based information based on COLONTOWN patient and carepartner experiences. Our guide to the first months after a cancer diagnosis, CRC101, helps newly-diagnosed patients navigate everything from their first chemo appointment to understanding biomarkers.

**Learning Centers Include:**
- Precision Medicine
- Diagnostic and Surveillance Testing
- Clinical Trials Basics

25,000 USERS THIS YEAR

CRC Updates with Dr. Manju George

Our Scientific Director Dr. George shares personal advice and scientific insight on her blog, hosted on COLONTOWN University.

Remembering Jen

Thank you to Jennifer Eldridge, who was an instrumental part of building COLONTOWN University. Her first-hand patient experience, excellent writing skills, and organizational expertise gave CTU its heart and soul. Jen’s dedication to creating accessible education continues to guide us all.

59 DOC TALKS

VIDEO CONVERSATIONS WITH EXPERTS

In 2022, Dr. Manju George and Betsy Post expanded our Lecture Hall Video Library with 18 more DocTalks. Each talk is moderated by PALTOWN patients, caregivers, and staff.

18 DOC TALKS ADDED IN 2022
PALTOWNIES

PAL TOWN is run by patients and caregivers. Meet some of the folks that help our organization stay organized. PALTOWN offers pathways for patients and caregivers to find employment after diagnosis.

Welcome to our newest board members, all patients themselves.

Sam Dharia
Julie Wrigley
Mary Hannon

Tiffany
OPERATIONS MANAGER
Tiffany helps us run PALTOWN’s back end — everything from payroll to calendar management, and hosts “Book Nook” and “On the Right Side.”

Marie
DEVELOPMENT AND MANAGEMENT ASSOCIATE
Marie supports development and program management, and serves as host for our New Jersey and Pennsylvania local COLONTOWN groups

Amy
CONTENT TEAM MEMBER
Amy writes content for COLONTOWN University, hosts “NED’s Dance Partners,” and is our in-house travel agent.
**REVENUE SOURCES**
- Individual Gifts $144,713
- Grants $66,800
- Foundation Support $185,000
- Corporate Donations $227,705

**Total Revenue for 2022** $624,218

**PROGRAM EXPENSES**
- COLONTOWN $116,808.29
- COLONTOWN University $56,257.59
- Empowered Patient Leader Training $25,550.24
- Clinical Trials Project $37,000.48
- Volunteer Support $9,024.75
- 2nd Opinion Project $3,849.02
- Program Services $108,030.86

**Total** $356,521.22

**PALTOWN EXPENSES**
- Programs $356,521.22
- Admin / General $223,891.23
- Fundraising $60,311.80

**Total** $640,724.26
PALTOWN’s 2022 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 Memoriam Gifts

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.

Steve Schwarze Fund
Lu Family Fund
Lindsey Musick Fund
Carol Zhou
Claude Malenfant
Dane Kissel
Henry Barash
Mark Judson

Kelly Lanzafame
Jenn Fake
Mary Haynes
Lari Johnston
Dan Gaskill
Chelsea Boet
Ryan Cunningham
Hilary Yezerski

Pam Stewart
John Reames
Nicholas Lawson
Seth Zuckerman
Demi OBrien
Jamie Samuelsen

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

Thank you

COLONTOWN member Victor Liang for hosting a golf fundraiser benefiting PALTOWN.

LU FAMILY FUND

The Lu Family Fund was created by caregiver Felix Lu in memory of his wife, Dianna. Felix raised more than $32,000 in 2022 for the Second Opinion Project and COLONTOWN. We continue to be grateful and awed by the generosity of the family and friends of Dianna and Felix Lu.

MEDLOCK-KRIEGER FOUNDATION

We are very grateful for the $27,000 gift given in honor of Scott Medlock from the Medlock-Krieger Foundation.

32% of individual donations come from virtual and in person fundraisers and in memoriam giving. Our community is motivated to raise money on our behalf!
DONORS

Mayor’s Circle
Community Fundraisers

Raised over $1,000 each
Kim Austin
Jenn Bass
Janet Henry
Victor Liang
Catherine McNeal
Lindsey Musick
Chris Reinke
Marie Sander
Nancy Seybold
Susan Wysoki

Honor Roll
Ruslan Askarov
Diane Bendtsen
Azlin Biaggi
Kathy Bowden
Howard Brown
Joe Bullock
Julie Clauser
Ken Dobler
Sandra Dubois
Jennifer Hardwick Duffy
Kirsten Dysktra
Rachelle Engel
Bonnie Fuls
Manju George
Maddy Glennon
Kathleen Hancock
Mary Hannon
Alix Harris-Millroy
Lauren Hindman
Keith Holingsworth
Amy Keller
Tina Kimber
Michele Leslie
Meagan Lockhart
Mat Monte-De Vito
Kelly Nelson
Ann Marie Piatt
Lorraine Pornante
Jason Randall
Cynthia Rutherford
Laura Videtti
Linda Waller

Donors

$1,000 and up
Brooks Bell
John Butler
Sakti Chakrabarti
Shahin Chandrasoma
Darcy Eastham
Stephen and Karyn Feezico
Advisors Charitable Gift Fund
Mary Hannon
The Husskes
Ian Kinson
Kelsey Klenklen
Sentinel Trust Company LBA
Barbara and Thomas Leanne
Kahyong Lee
Victor and May Liang
Mikail Lola
Rylie Nelson
Evelyn Post
Brian Rinsky
Sharon Ruth
Shirley Schurman
Ronald Sonenthal
Daniel Tancred
Topa Property Group
Stephanie Treci
Brian Vaughan
Emanuel Westfried
Joel Wolf

$250-499
Christopher Arendt
Pam Arthur
Blossom Baker
Jennifer Bass
Rich Blum
Socrates Bornlim
George Bovenou
Anna Brooks
Jonathan Byrne
David Carmichael
Kevin & Joan Carney
Jason Cavell
Yekaterina Chudnovsky
Julie Clauer
Lisa Conover
Kathleen Cuerdon-Kahn
Kelly Cunningham
Lisette Dapena
David Depaola
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Cheryl Harting
Jacqueline Ho
Joshua Hoffman
Deanna Holland
Tatiana Hotties
Benjamin Huang
Ping Jiang And Lin Qian Liu
Georgina Johnston
Don & Kat Koetting
K Kuster
Stuart Levit
Kevin McDaniel
Debra Naylor
Strength In Numbers
Sean O’Reilly
Tom Orsini
Ian Paice
Holly Payne
Betsy Post
Colin Powers
Kris Powers
John Pugliese
Ann Pullen
Jennifer Steele
Huub Valkenburg
Laura Videtti
Lorraine Weiss
Paul Womble
Tina Wu
Zhi-Yi Zhang

$500-1,000
Theresa Addy
Susan Ambruso
Ruslan Askarov
Diane Bendtsen
Elaine Beuther
Victor Bracamontes
Carl Cho
Tucson Conquistadores
Sarah DuBose
Laura Freeman
Richard & Therese Frey
Cynthia Hester
Stephen Hipp
Shirwin Hu
Hongwei Huang
Matt Isbell
Carol Kennedy
Aidan Lacy
Robin Lane
Lisa Lankford
Karen Laub
Mr. Linh Nguyen and Kristina Nguyen
Anne Patracuola
Andrew Phang
Hamnett Sabo
Nitin Sapru
Takeda
John Tomaszewski
Tyler Turner
Mark Vega
Hayes & Wilson
John Woerner and Colleen Finnegan
Jason Wood

Support

Foundations
Atalaya Fund
Collectors Network
Columbus Foundation
David and Loma Gladstone Foundation
James and Gayle Halperin Foundation
Killacky Family Fund
League Sports LLC
Lumina Foundation
Microsoft Employee Matching Fund
Peek Family Charitable Foundation
Scott Medlock-Robby
Krieger Foundation
Tegna Foundation

Grants
Bristol Myers Squibb
Colon Cancer Coalition
Exact Sciences
Patient Empowerment Network
Taiho Oncology

Sponsorships
Amgen
Bayer Healthcare
Eli Lilly
Guardant Health
Natera
Seagen
Thermo Fisher
Please give!
Your generous donation helps over 8,000 colorectal cancer patients and caregivers find education and community.