ANNUAL REPORT 2023

We empower proactive patients and caregivers with educational tools and peer to peer support.

Our programs are **SUPERPOWERED** by our people!

COLONTOWN

Established in 2011

Program Origin Story

COLONTOWN started as an online meeting place for CRC patients and caregivers who felt isolated in their diagnoses. Over time, providing distinct spaces for various aspects of diagnosis provided unique value in this complex disease. COLONTOWN is now a broad community that facilitates personalized peer-to-peer education and support where hope meets science.

Featured Leader

STACEY, driven by personal loss, helped solidify the structure of COLONTOWN during her time as a caregiver for her husband. Leveraging her background in education and business management, she now serves as Mayor, fostering a supportive community.

2023 HIGHLIGHT

10,000 members strong!

Launched Resource Fair initiative, and over 100 neighborhoods!

PALTOWN'S EMPOWERED PATIENT LEADERS (EPL) WORKSHOPS

Established in 2018

Program Origin Story

PALTOWN'S EMPOWERED PATIENT LEADERS (EPL) WORKSHOPS began in 2018 to bring leaders within the COLONTOWN community together to share best practices in community management, engage with leading oncologists, and learn to advocate for themselves and others. Today it has evolved into a full-fledged course, and a majority of PALTOWN's staff and COLONTOWN volunteers are drawn from the ranks of EPL graduates.

Featured Leader

KEITH, after receiving a diagnosis of Stage IV CRC at only 41, found education, resources, and peer support in COLONTOWN. As a graduate of the EPL program, Keith quickly began representing our community at events like ASCO, and joined our community management team. He is now the program coordinator for EPL!

2023 HIGHLIGHT

56 people

completed EPL in 2023.

COLONTOWN UNIVERSITY

Established in 2020

Program Origin Story

COLONTOWN UNIVERSITY was originally a community group — then grew to a massive patient-curated resource library and guide to all things colorectal cancer! We now have 8 Learning Centers, 250 lessons, and over 70 DocTalk videos. This vetted resource is available to everyone at learn.colontown.org.

Featured Leader

MANJU, a Stage 3b rectal cancer survivor, is a trailblazer in patient cancer advocacy. As the Scientific Director of PALTOWN, she educates, hosts DocTalks, and shares content in COLONTOWN, advancing patient-centric initiatives.

2023 HIGHLIGHT

45,000 COLONTOWN

University visitors in 2023 and 18 DocTalks hosted.

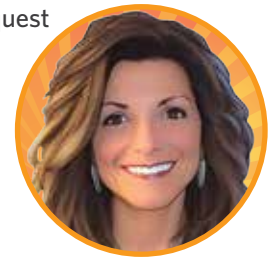
SEE SOME OF THE GREAT WORK YOUR SPONSORSHIP SUPPORTS

Established in 2022

Program Origin Story

Patients want to participate in trials, but might not know how to start navigating an extremely overwhelming trial landscape. While there are many tools to help, patients still are persistently frustrated by the process which hinders trial participation. **SEARCHING SAFARI** is a course based on patient best practices and provides practical information and tools to fill this gap.

Featured Leader



JULIE'S 5-year quest to achieve NED fueled her passion for accurate information and innovative thinking. Her clinical trial experiences inspired her to create Searching Safari, which shares vital knowledge with fellow COLONTOWN members.

2023 HIGHLIGHT

Our Live Course is

fully booked — it is very popular and in demand! 32 graduates of the program. We built out an all-new e-learning version.

DERRIÈRE DIPLOMAT
COLONTOWN.ORG

Established in 2023

Program Origin Story

Many COLONTOWN members spontaneously asked for information to share with others about the community they found so valuable. We wanted to harness this enthusiasm to systematically spread the word about our programming in a fun way. With **DERRIÈRE DIPLOMATS,** we provide info sheets for patients and doctors, stickers, shirts and more to help get the word out at cancer centers across the USA!

Featured Leader

AMY, a devoted caregiver for husband, leads Derrière Diplomats. Her logistical prowess ensures COLONTOWN's life-changing support reaches more, mirroring her family's impactful journey.

2023 HIGHLIGHT

Program launched:

165 Diplomats, materials distributed in 45 states and Canada.

Established in 2020

Program Origin Story

THE SECOND OPINION PROJECT was created by Felix Lu in memory of his wife, Dianna, who died of colorectal cancer in 2020. Felix feels strongly that Stage IV CRC patients and their caregivers need to know all their treatment options as soon as possible after diagnosis. Thanks to the Lu Family Fund, our members are not only able to impact their own outcomes, but also help push the boundaries of standard of care for all patients.

Featured Leader

FELIX has shared that he wants all Stage IV patients to have the opportunity to see incredible doctors whose willingness to take difficult surgical cases can improve patient outcomes. He's turned that conviction into an entire program dedicated to helping families make that happen.

2023 HIGHLIGHT

POW! 200+

To date, over 200 Stage IV patients have been approved for financial support to seek second opinions.

Learn more about our programs at colontown.org

THANK YOU!

Community Fundraisers

MAYOR'S CIRCLE
RAISED OVER $1,000

Kim Austin
Roberto Cowan
Ann Elliot
Elizabeth Farritor
Liz Healy
Chris Reinke
Marie Mueller Sander
Zach Simon
Peter terSteeg

HONOR ROLL

Terri Anderson
Dawn Bardo
Karen Basmagy
Amy Basner
Jenn Bass
Brianna Beswick
Dana Bix
Charles D Bray IV
Howard Brown
Joe Bullock
Marge Clark-Garrison
Julie Clauer
Leslie Cloud
Lauryn Cooney
Kathleen Conley
Gabriela Davis
Tracey Dedering
Ken Dobler
Kevin Dyer
Trena Fleming
Perry Freeman
Marge Garrison
Manju George
Kim Renicker Goudy
Mary Hannon
LeAnn Harbaum
Erynn Hassinger
Janet Henry
Jacki Hiatt
Marcel Hill
Lauren Hindman
Pam HJ
Keith Hollingsworth
Leah Janke
Mike Kane
Nima Kapadia
Kate Kippen
Cristen Lee
Michele Leslie
Meghan Lockhart
Shelly Louise
Melodie May
Ginni Stillion May
Kim Maynard
Dee McCarthy
Maria Elena McCarthy
Catherine McNeal
Jeremy McNeal
Taylor McNeal
Kelly Meister
Lorelei Mentzer
Jacqueline Milhone
Emily Miller
Samantha Rae Milyard
Alexa Morrell
Valerie Mitchell
Morgan Moon
Veronica Murillo
Jesse Murray
Deborah Peach
Natalie Perkins
Susan Pfau
Betsy Post
Natalie Roberts
Britta Ruff
Stacey Runfola
Marie Sander
Trish Savannahs
Judy Scott
Nancy Seybold
Kimberly Sharon
Susannah Sheldon
Jenna Shifman
Linda Smith
Eva Soukal
Nikki Stockdale
Kim Sully
Julie Ann Tkaczuk
Jennifer Trefzger
Laura Videtti
Mary Vondra
Meghan Wallace
Salina Yusem

Donors

$1,000 +

Ruslan Askarov
Daniel Austin
Lauren Brennan
John & Lori Butler
Shahin Chandrasoma
Allen Cheng
Carl Choi
Leslie Cloud
Kevin Demoskoff
Stephen & Karyn Ferzoco
Laura Garretson
Gartner
Mary Hannon
Christopher Killackey
Andy Kurita
Stan Kwiecien
Mikail Lotia
Linh Nguyen
Nike
Microsoft
Eugene Park
Betsy Post
Evelyn Post
Brian Rinsky
Andy Robbins
Jessica Saucier
Shirley Schwarze
Steven Slotkin
Ronald Sonenthal
Claire Stewart
Dan Tancredi
Topa Property Group Topa
Brian Vaughan
Sarah Yoshida

$500-$999

Matt Baker & Carrie Doyle
Diane Bendtsen
Victor Bracamontes
Julie Clauer
Brett Clifton
Kathleen Cuerdon-Kahn
Alan Dion
Christine Dollaghan
Sarah DuBose
Darcy Eastham
Richard & Therese Frey
Google
Kristin Kuster
Aidan Lacy
Robin Lane
Anthony Lanzafame
Karen Laub
Abby Laubmeier
Meagan Lockhart
Felix Lu
Meghan Mary
Cesar Menendez
Micron Technologies
David Miller
Tom Orsini
Christopher Payne
Andrew Phang
Corey Reis
David Soukal
Brian Spangler
Chris, Sue, Sam & Elizabeth Stinson
Kathryn Swangin
Mark Vega
Laura Videtti
John Woerner & Colleen Finnegan
Wolverine Roofing
Kimberley Woo
Jason Wood
Kenneth Wright
Julie Wrigley

THANK YOU!

$250-$499

Christopher Arendt
Jennifer Bass
Rob Bohorad
Simon Bollinger
Socrates Bomfim
Michele & Kevin Castagnola
Jason Cavell
Tony Chen
Michael Collette
M Cowan
David Depaola
Eranga Devasurendra
Samit Dharia
Maureen Doran
Marta Drew
Don Emery
Devin Erickson
Richard Franklin
John Garza
Jorge Santos Gomes
Christa Linzey, Gregg Murphy
Meredith Hamill
Shirwin Hu
Ben Huang
John Ray Johnson
Lisa Klimczak
Matthew Kratz
Sean Krause
Michele Leslie
Timothy Lugini
Rajiv Mainthia
Michelle Mathison
Nancy Minghetti
Jennifer Mitrenga
Greg Pagano
Doug Pflueger
John Pugliese
Ann Pullen
Sofia Ramirez
Chris Reinke
David Reinke
Gaurav Rekhi
Marie Sander
Nancy Seybold
Robyn Silk
Nathaniel Simon
Mary Simonson Graham
Linda Smith
Heidjer Staecker
Kim Sully
Marcelo Trentin
Tyler Turner
Brianna Turner
Susan Wysoki

Lu Family Fund

Many thanks to Felix Lu and his work to support COLONTOWN and the Second Opinion Project. In 2023, Lu Family Fund donors gave more than $34,000 for these programs.

Sponsorships

Amgen
Eli Lilly
Exact Sciences
Guardant Health
Natera
Seagen
Takeda
Xcures

Foundations

Amanda Mann Clark Project
Austin Community Foundation
Charlie Future Fund
Erasca Foundation
Hanover Rotary Club
James & Gayle Halperin Foundation
Kirkbride Giving Fund
Laurel & Russ Lauria Foundation
League Sports LLC
Lumina Foundation
Peek Family Charitable Foundation
Point Pleasant Education Association
SGLA Seagen
United Way of the Greater Lehigh Valley
VMLY&R Foundation

Grants

Colon Cancer Coalition
Exact Sciences
Patient Empowerment Network
Taiho Oncology

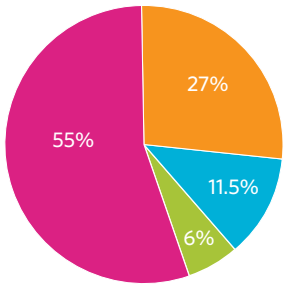
In Memoriam Gifts

IN MEMORY OF THE FOLLOWING

Scott Addy
Manipriya Akkiraju
Chelsea Boet
Annicka Campbell-Dollaghan
Craig Celgin
Tom Comes
Peter David
Charlie Dean
Scott Garretson
Dan Gaskill
Guillaume Gourdin
Galwaduge Karunasena
Gavin Hanson
Nancy Hurt
Darlene Jackson
Tom Johnson
Kelly Lanzafame
Diane Lavitt
Sandy Lee
Fatema Saifuddin Lotia
Claude Malenfant
Travis Martinez
Lindsey Musick
Demy O'Brien
Anthony Pagano
Bernardino Rivera
Eli Salsberg
Jamie Samuelsen
Steve Schwarze
Anthony Siino
Terry Tancredi
Petrea Thomas
Steven Thompson
Jean Turner
Craig Topper
Gary Andrew Wenger
Esther Vega
Maggie York
Seth Zuckerman
and..... "Dad"

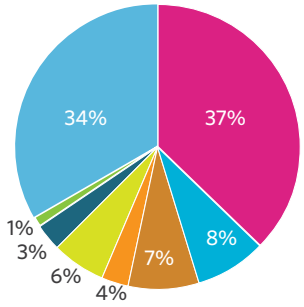
NUMBERS

REVENUE SOURCES



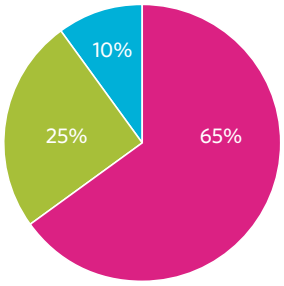
- Corporate Donations
- Individual Gifts
- Grants
- Foundation Gifts

PROGRAM EXPENSES



- COLONTOWN
- Program Services
- COLONTOWN University
- Empowered Patient Leaders
- Outreach
- Clinical Trials Project
- 2nd Opinion Project
- Volunteer Support

PALTOWN EXPENSES



- Programs
- Admin / General
- Fundraising

REVENUE SOURCES

Corporate Donations	$	385,000
Individual Gifts	$	188,068
Grants	$	79,250
Foundation Support	$	42,685
Total Revenue for 2023	**$**	**695,003**

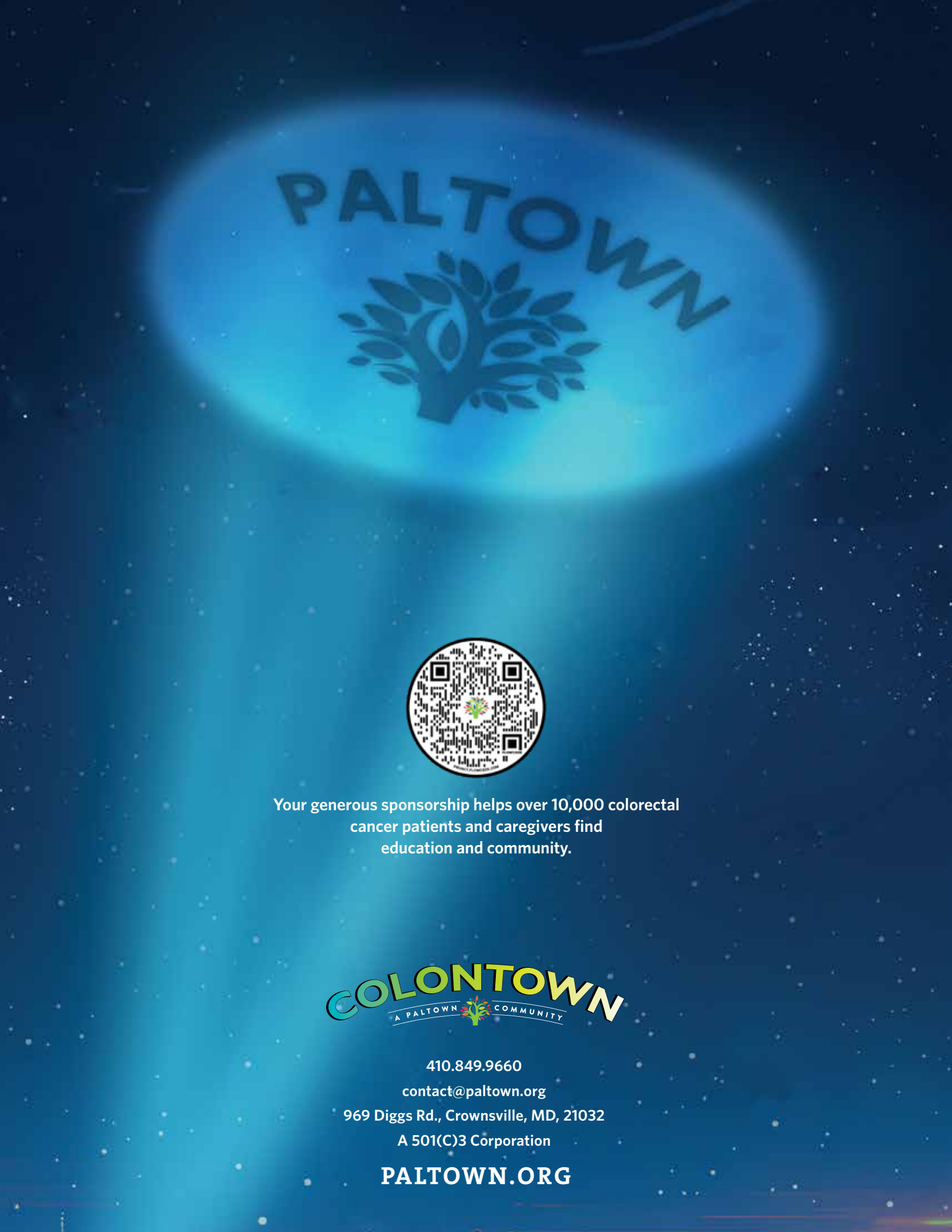
PROGRAM EXPENSES

COLONTOWN	$	187,403
Program Services	$	170,337
COLONTOWN University	$	41,895
Empowered Patient Leaders Workshops	$	35,421
Clinical Trials Project	$	29,091
Outreach	$	19,495
2nd Opinion Project	$	14,414
Volunteer Support	$	5,573
Total	**$**	**503,633**

PALTOWN EXPENSES

Programs	$	503,633
Admin/General	$	192,273
Fundraising:	$	84,295
Total	**$**	**780,202**

SEE SOME OF THE GREAT WORK YOUR SPONSORSHIP SUPPORTS



Your generous sponsorship helps over 10,000 colorectal cancer patients and caregivers find education and community.

COLONTOWN
A PALTOWN COMMUNITY

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contact@paltown.org
969 Diggs Rd., Crownsville, MD, 21032
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PALTOWN.ORG