Colorectal Cancer Coalition, Inc.


This report represents Colorectal Cancer Coalition, Inc.’s responses to Charting Impact, a joint project of BBB Wise Giving Alliance, GuideStar USA Inc, and Independent Sector. Charting Impact uses five simple yet powerful questions to encourage strategic thinking and help organizations share concise information about their plans and progress toward impact.

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Mission:
Fight Colorectal Cancer envisions victory over colon and rectal cancers. We raise our voice to empower and activate a community of patients, fighters and champions to push for better policies and to support research, education and awareness for all those touched by this disease.

The content of this Charting Impact Report is the sole product and responsibility of Colorectal Cancer Coalition, Inc.. This report does not in any way represent an endorsement from Independent Sector, BBB Wise Giving Alliance, or GuideStar, nor does it represent fulfillment of the BBB Wise Giving Alliance’s Standards for Charity Accountability. For more information on Charting Impact, visit www.guidestar.org/chartingimpact
1. What are we aiming to accomplish?
Our team plays an important role in making medical information practical for the one plus million CRC survivors and their families and provides trusted resources that guide patients from diagnosis through survivorship. We unite the colorectal cancer community by empowering anyone impacted by this disease to share their story, advocate for better policies and get involved in the research process. We are one million strong and we won't stop fighting until there's a cure.

2. What are our strategies for making this happen?
FightCRC provides a blueprint for working collaboratively to engage and educate patients, caregivers and those touched by colorectal cancer. We provide clear steps for people to become supporters and activists. Building on our strengths, our strategic plan enables Fight Colorectal Cancer to confront the dynamic environment of today's healthcare, legislative, and research environments. Our core values: • Genuine relationships with our audiences • Positive culture within the organization • Financial sustainability • Organizational differentiation and strategic thinking • Quality, integrity, transparency • Culture supporting collaboration and support for social good The primary strategic pillars guide the organization and address the needs of the community: • Advocacy and Policy • Patient Resources • Research • Philanthropy • Awareness

3. What are our organization's capabilities for doing this?
We have outlined our overall aims for each strategic pillar and subsequent objectives and activities. We realize to achieve this, we have to prepare for growth. We must be disciplined in our operations to support implementation of this strategic plan, while also striving to meet the highest standards in terms of governance, financial efficiency and good relationships within the colorectal cancer community, with volunteers and with other stakeholders. Our overarching operational goals are to ensure that we implement our strategies in a manner that makes best use of our resources and funding.

4. How will we know if we're making progress?
Pillar 1: Advocacy and Policy - Educate, empower, and encourage supporters and advocates to be active in policy Pillar 2: Patient Resources - Develop practical, more in-depth information and resources for patients and family members impacted by colorectal cancer Pillar 3: Research - Raise organizational brand, credibility, and engagement in the research community, continued late stage research partnership with AACR Pillar 4: Philanthropy - Develop and support a culture of giving back to the organization to help us make an impact Pillar 5: Awareness - Launch a national awareness campaign to educate and inform the public about CRC (One Million Strong) and its impact as well as heighten the visibility of Fight CRC's mission and build brand recognition among the general public via the One Million Strong campaigns

5. What have and haven't we accomplished so far?
CONTINUE TO BUILD SUPPORT Fight CRC works actively to build support for our cause from individuals, for-profit/non-profit, community and local organizations. We continue to seek partnerships to expand a joint message and promote a national effort to raise screening awareness of 80% of the US by the year 2018 MOBILIZE OUR RESOURCES Fight CRC has received funding to execute activities online, locally and nationally. We are focused on formalizing our committee work specifically for our advocacy and philanthropic efforts. In the future we will seek additional resources to undertake additional support of expanding research committees and initiatives to lead collaborative efforts. COLLECT DATA TO CAPTURE IMPACT We will be collecting analytics and data of each program so we can measure the impact of our
activities and programs. Additional polling and attribute data is being collected on all aspects of our programs. Accurate records will be kept of all activities to help staff and leadership monitor and evaluate our outcomes and financial expenses. In 2015, we will continue to use benchmarks for reporting to funders, policy makers, coalition members and advocates.

MONITOR AND EVALUATE The data collected can be analyzed after each activity to determine which advocacy activities were successful (and which were not.) It is imperative we develop a consistent tracking system that can also be used as a monitoring and evaluation tool.