

# Our Mission

To save lives by  
teaching people to  
detect cancer early and  
be active participants  
in their healthcare.



## CELEBRATING 10 YEARS!

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2019 ANNUAL REPORT





This 10-year milestone provided a moment to reflect on all 15-40 Connection had accomplished already and how we can turn the momentum and awareness we have created into an opportunity to save more lives in the future.

*Tricia Laursen,  
15-40 Connection President & Executive Director*

# Celebration



In front of a sold-out crowd at the 2019 “Love, Laugh & Bid” Gala & Auction, comedian Jay Leno performed a comedy show to entertain guests and raise money to support 15-40 Connection. “As someone who grew up in Massachusetts, where this organization does so much important work, I am excited to join 15-40 Connection for this momentous occasion,” Leno said that evening. “Everyone knows someone affected by cancer, and detecting it early plays a big role in saving and improving lives.”

The evening was a tremendous way to celebrate the organization’s 10-year anniversary, and our friends, donors, and survivors. Leno, an Andover, Mass. native who lost his brother to cancer, was inspired to auction off private tours of his famous garage and car collection in Los Angeles, raising an additional \$80,000 to support the cause. Following the live auction led by award-winning auctioneer Paul Zekos, guests enjoyed a gourmet dinner and live music.

On the following Monday, guests played in a lively and competitive golf tournament hosted at the Haven Country Club in Boylston, Mass., and at the Worcester Country Club in Worcester, Mass.





Cofounders, Jim and Nancy Coghlin, with 15-40 Connection Executive Director & President, Tricia Laursen

Photo credit: Mark Kotsopoulos

Dear friends,

2019 was a tremendous year for 15-40 Connection. In spite of the pandemic and the associated challenges, 2020 has been and will continue to be a pivotal year marked by organizational growth and impact in large part because of all we accomplished together in 2019.

In 2019, we marked our 10<sup>th</sup> anniversary and celebrated a record-breaking fundraising year thanks to the success of the Gala, Auction, and Golf Tournament. Our special guest, Jay Leno, filled the room that evening with laughter. Jay was so moved by our work, and by Michael Bodge's story, that he raised an additional \$80,000 for the Michael Bodge Tribute Fund, by auctioning private tours of his famous car garage in California. Read about the impact of the Fund on our work with young adults on page 3.

The success of the Gala, Auction and Golf Tournament in 2019 allowed us to set aside funds for our eLearning initiative, a major investment that propels our efforts and allows us to scale our education. Our on-demand eLearning product is an interactive, self-paced platform offering access to our core curriculum and related micro-courses. Dynamic, easy-to-use, and accessible in a remote environment, this product will bolster our new

in gratitude

// Your generosity allows us to change, improve, and save lives through education.

fee-for-service workplace wellness program, which helps sustain the training we offer for free, in schools, community organizations, and fire houses.

In 2019, we ramped up our work with firefighters, a group at higher risk for cancer due to the risks and exposures they face on the job. Cancer hits firefighters disproportionately hard. They are 9% more likely to develop cancer and 14% more likely to die of cancer than the general public. Frank Leeb, Deputy Chief at New York City Fire Department (FDNY), where we trained in October of 2019, described 3 Steps Detect<sup>SM</sup> as "the critical missing piece" in their comprehensive cancer awareness program. This is high praise from one of the most well-respected fire departments in the country. FDNY trainers are now delivering 3 Steps Detect<sup>SM</sup> to their entire work force—more than 8,500 firefighters.

We are tremendously excited about our momentum and are well positioned as we enter our second decade saving lives by teaching people how to recognize signs that could be cancer, giving them a timeframe for action, and empowering them to work with their physicians to get the best healthcare possible. Your generosity allows us to change, improve, and save lives through education. The names of individuals listed in this report share our passion for ending the devastating toll cancer takes. We are extremely grateful for your generous support and look forward to a bright future where all people have the **education** they need to live their healthiest lives.

With gratitude,

# LEADERSHIP

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Cancer will not wait, and the merits of early cancer detection are enormous.

*Peter Deckers, MD*

# 15-40 by the Numbers



**7,206**

Number of people trained in 3 Steps Detect<sup>SM</sup>



**8,838**

Number of people engaged in awareness-building events



**115**

Number of locations 15-40 Connection brought 3 Steps Detect<sup>SM</sup>



**165%**

Increase in the number of Fire Departments trained over 2018



**56%**

Increase in adults attending 15-40 Connection live webinars over previous year



**2,251**

Number of firefighters taught 3 Steps Detect<sup>SM</sup> Training



**6**

Number of states (MA, CT, NY, FL, MD, VT) where we trained, sometimes over multiple days

# PROGRAM HIGHLIGHTS

## Firefighter Initiative

- Implemented strategies to increase our networking and reach within the fire service.
- Attended PFFM union meetings, regional trainings, occupational cancer conferences and seminars.
- Created a new model where corporate sponsors were invited to support the cost of 3 Steps Detect<sup>SM</sup> delivery to fire departments in their area. **Thanks to Rick Green and 1A Auto** for sponsoring Lowell Fire Department trainings.
- Partnered with the trainers at the **Fire Department of New York City (FDNY)** to deliver 3 Steps Detect<sup>SM</sup> to **8,500+ firefighters**.
- Captured and shared new firefighter-specific cancer stories.

*"As a firefighter, it's my duty to help whenever possible. This is helping myself and others."*

*Brookline Firefighter*

## AYA Program

*(Adolescents and Young Adults)*

- Established the **Michael Bodge Tribute Fund** (see pages 8-9). Michael Bodge (Sept. 21, 1990–April 27, 2019), like so many other people, did not know that the health changes he was experiencing were actually cancer symptoms. By the time he was seen by doctors, his testicular cancer had progressed. Mike was 28 years-old when he passed away. Helping others was one of Mike's core values, so to honor his memory, his family and friends established the Michael Bodge Tribute Fund at 15-40 Connection. Their generosity allows us to teach young adults how to detect cancer early—and it is lifesaving.
- Delivered 3 Steps Detect<sup>SM</sup> education to **3,800 students at 38 different locations**.

*"It was great to see our students learning so much... the positive impact it had on them was incredibly beneficial to both their education and well being."*

*Millis High School*

## Workplace Wellness Training

- Delivered 3 Steps Detect<sup>SM</sup> training to **1,249 adults** where they worked.
- Brought our early cancer detection training to **31 work sites**.

*"I needed to hear this talk today. I am actively going to a doctor for a health change, and the 3 Steps will help me be an advocate for myself"*

*Employee, Linemaster*



Training session with FDNY

# Thanks to all of you, we are saving more lives!



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## media spotlight



## Training featured on FireRescue1.com

With more than 360,000 registered members, FireRescue1 provides a broad range of product research and information, articles, breaking news, safety resources, community features and training information tailored to firefighters. The website featured 15-40's 3 Steps Detect<sup>SM</sup> education and how it can help members of the fire service detect cancer early.

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**Laurel Ahearn**  
*Jessica Strade*  
**Joe Andruzzi**  
*Jenn Andruzzi*

## media spotlight



## Boston Herald coverage

In October, The Boston Herald ran a full-page cover story featuring cancer survivor, Asa Floyd. After learning our 3 Steps Detect<sup>SM</sup> education at his high school, Asa knew just when to act while experiencing a health change. Early detection saved Asa's life, and now he gives back by speaking at our training sessions and organizing fundraising efforts to benefit 15-40.

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 New Balance Athletic Shoe, Inc.  
 New Leaf Salon  
 Niche Hospitality Group  
 Not Your Average Joe's  
 Scott and Susan Notargiacomo  
 Todd O'Connell

Shep Brown's Boat Basin  
 Tim Slavin  
 Spectrum Enterprises  
 Starbucks, Rt. 9, Westborough, MA  
 Stowe Kitchen Bath & Linens  
 Stretch-Tite-Premium Food Wrap  
 Sullivan Garrity & Donnelly  
 Tanglewood Music Center  
 Tauck  
 Tavern in the Square co/BHG  
 Broadway Hospitality Group  
 Topnotch Resort  
 Total Wine & More  
 Tower Hill Botanical Garden  
 Travelers Championship  
 Ryan and Jess Turner  
 Unified Global Packaging Group  
 Union Oyster House  
 Veronica Voloka, LMT  
 Wachusett Mountain  
 Wheatleigh  
 White Cottage  
 The Whiteface Lodge Resort  
 Whole Foods Market  
 Willy's Steakhouse Grill & Sushi Bar  
 Worcester Restaurant Group  
 Yama Zakura Corp  
 Yummy Mummy Bakery  
 Mark and Rachel Zides

**Zack Coggins**  
*Joseph and Maryellen Coggins*  
**Jim and Nancy Coghlin**  
*Dr. Thomas and Elizabeth Coghlin*  
*The Conant Family*  
*Darryl and Susan Cyr*  
*Stephen and Ann Davis*  
*Doug and Tricia Laursen*  
*Donna Mazialnik*  
**The Coghlin Family**  
*Mary DeFeudis*  
**Stephen A. Davis**  
*Jim and Nancy Coghlin*  
**Bryan DeMarco**  
*Theresa Hayward*  
**Grampy George Duhamel**  
*Madeline and Evelyn Pekarev*  
**Neil J. Feldman**  
*Dowdle Family*  
**Asa Floyd**  
*James and Nancy Coghlin*  
*Debra and Michael Conn*  
*Joseph Cox and Susan Lyons*  
*Allison and Timothy Davis*  
*The Herrman Family*  
*Craig and Christine Longvall*  
*Judi Mancini*  
*John and Lorraine Neilan*

\*deceased

Chris and Christi Powers  
 Dana and Melissa Pullman  
 Lawrence and Susan Sasso  
 Stress Reduction &  
 Counseling Center  
 The Tully Family

Carol Mahlstedt Fournier  
 Sullivan Benefits

Brian & Tonya Hayes  
 Judi Mancini

Dan & Sue Hayes  
 Judi Mancini

Tom & Karen Hayes  
 Judi Mancini

Cathy & Greg Lee  
 Judi Mancini

Amy O'Donnell  
 Ted and Erin Gerlach

Maura Power  
 Beth Cournoyer

Mary Beth & Dennis Rentschler  
 Judi Mancini

TJX Store Transportation Team  
 James D'Agostino

### In Memory of:

Kim Abusherry, Deb Mancini  
 Wharff, David Ungerer  
 Ronald and Melinda Johnson

Bert Andrews  
 Thomas Whyte and  
 Cindy Andrews

Kelvin Arroyo  
 Chris, Kim, Brady, Haley and  
 Colby Coghlin

Ann Avakian  
 George and Rosanna Sogigian

Mary Beth Benison  
 Timothy and Joyce Cooney

Michael Bodge  
 Kathleen Altomare

Domenic and Pina Altomari  
 The Ambra Family

Anonymous  
 Joseph and Linda Antonio

Apex Kitchen & Baths, Inc.  
 Richard and Terrie Ayres

Kathy Barsotti  
 Karen Bean

Bill and Sue Bellerose  
 and Family

William and Gabriella Bellerose  
 Frederick and Karen Bodge

Lesley Bodge  
 Andrew and Doreen Borraccino

Henry Braverman and  
 Pamela David-Braverman

Colin Buckley  
 Richard and Jo-Ann Buckley

Brianne Burdy  
 Peter and Christine Carney

Tim Carney and  
 Katherine Pitch

David and Paula Castelli  
 The Cayer Family

Jerry and Nancy Chabot  
 Mary Chase

Richard Chimera  
 Jim and Nancy Coghlin  
 and Family

Robert and Patricia Comeau

David and Mary Jane Cordella  
 John Critchlow

The Crosson Family  
 Linda-Lee Croteau

Marilyn Crowley  
 James and Shirley Cuccaro

Matt Cuccaro  
 Robert and Christine Cuccaro

Aly Dantonio, Chelsea Riggs,  
 Rachael Ouelette, Jos Diaz

D Davidson and Lisa Easson  
 Andrew Davidson and

Joyce O'Connor Davidson  
 Katherine Davis

The Davis Family—Steve,  
 Marianne, Katie, Dan and Allie

Stephen and Marianne Davis  
 Philip and Mary Dean

John Demac  
 Suzanne Dembowski

Donnie Demers  
 Chris and Ali DeMilia

Brenda Demirjian  
 Bob Dempsey

Robert and Deborah Dral  
 Patricia Dreifus

John Duquette  
 EL Harvey

Jack and Linda Erickson  
 Rodger and Karen Esteves

The Fallon Tarpey Family  
 John and Lynne Fenuccio

Bruce and Carolyn Field  
 Jim Foley and Deborah

Dowd-Foley  
 Jeffrey and Tris Forts

Kate and Tim Fryer  
 Susan and Dale Gardner

Kathleen Gemme  
 Christine Gemme

Scott Goodwin  
 Gayle Gravlin

Dave and Laurie Grebowski  
 The Grella Family

Joseph and Kathleen Hale  
 Scott Hamblet

David and Ellen Harpin  
 Kevin, Judy, Curt &

Ryan Harrington  
 Douglas and Sarah Harvey

Janet Harvey  
 Steven Harvey

James Heald  
 James and Evelyn Heffernan

The Hennigan Family  
 Joe Hilliard

Michelle Hillman  
 Edna M. Hyder

Linda Iballo  
 Mickael Jette Memorial

Bonnie Keith  
 Mario and Joyce Kerr

Maggie Kerr  
 The Kestigian Family

Glenn and Jean Knowlton  
 Francis and June Laliberte

Bryan, Whitney and  
 Colt Lambert

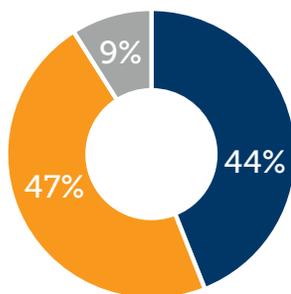
John and Marylou Laperte  
 Law Offices of

Joseph R. Jenkins, Esq.  
 Brenda Lehan

## FINANCIAL OVERVIEW

### Key Sources of Income

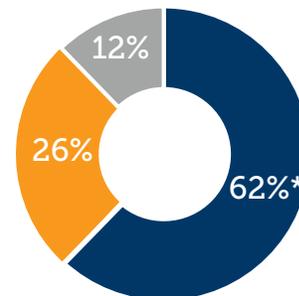
Income total = \$1,840,078



■ Individual ■ Events ■ Grants

### Allocation of Expenses

Expenses total = \$1,459,006



■ Programming ■ Fundraising ■ Admin

**\*\$374,212 raised in Q4 of 2019 budgeted to be spent on educational programming**, including the eLearning Platform Buildout, **in 2020**. When adjusted for timing, this additional spending brings the **program ratio to 70%**, consistent with programming spending in 2017 and 2018.



# Establishment of the Michael Bodge Tribute Fund

## Honoring Mike's legacy of helping others

Michael Bodge was 28 when he died of testicular cancer. Like many people, Mike did not know how to recognize cancer symptoms, and he was diagnosed too late. In April of 2019, Mike's family and friends honored Mike's life by establishing the Michael Bodge Tribute Fund to support 15-40 Connection's early cancer detection education programs for adolescents and young adults, and to carry on his legacy of helping others.

Mike's wife, Meg, said: "Of all of Mike's incredible attributes, his selflessness and willingness to help others always shined brightest. I know his legacy of helping others will continue through the Michael Bodge Tribute Fund, created to help teach lifesaving early cancer detection education."

With support from the Bodge Fund, in the fall and early winter of 2019, 15-40 Connection **educators brought 3 Steps Detect<sup>SM</sup> to 3,800 high school and college students throughout New England and beyond.** 3 Steps Detect<sup>SM</sup> gives students the advantage of early detection and teaches them how to be active participants and self-advocates in their own health care.

Thank you to the many generous contributors to the Michael Bodge Tribute Fund. We will continue to save lives through your generosity.

Early detection is so key, because it really can save lives. I think Mike would be really, really proud of that message.

Meg Lennon,  
Michael's wife

John and Joanne Lennon  
Mark and Jo-Marie Leone  
Ron and Maryanne Lewis  
Karen and Jaclyn Longtine  
Peter and Janet Mancuso  
Mike and Sheila Marcello  
Don, Sue, Liam McAllaster  
Lynda & Tom McBride  
Tom and Annmarie McCarthy  
Margaret McConaghy  
John and Donna Merullo  
Gabby, Sean and Logan Miller  
Nancy Monahan  
The Morgera Family  
Michael and Judy Mulvihill  
Victoria Nadow  
New England Police  
Benevolent Association,  
Local 191  
James and Kathleen O'Donnell  
Steve, Diane, Lauryn &  
Tyler O'Keefe  
Susan O'Keefe  
Susan O'Leary  
Stephen and Melissa O'Neill  
Dan and Leigh Ann Olejnik  
Bob Orlando  
Paisley Boutique  
Bonnie Paulhus  
Diane Pellagrini  
Linda Pellegrini  
Corey Peyser

Ronald and Martha Pike  
Carlos and Christine Pimentel  
Ian Powers  
Michael and Noreen Powers  
Stephen and Susan Prior  
Bernard and Annmarie  
Quinlivan  
R & D Tree Service  
Ron and Gail Racicot  
Nate Racicot & Stephanie  
Argiros  
Eileen Rafferty  
Morgan and Janet Rees  
George, Denise, Brett,  
Bethanie Reiniche  
The Resnick Family  
Scott Rhodes  
Rocco  
Ronald Rubin and  
Bridgid Malee-Rubin  
Mary Russell  
Joanne and Joseph Salois  
Ralph and Gail Santoro  
Lisa Saucier  
Cheryl Shea Network Insurance  
Shepherd & Goldstein LLP  
SHS Boys Lacrosse Orange Out  
SHS Girls Lacrosse Orange Out  
Lois Sideman  
Tony and Betsy Spalatro  
Lauren Spencer  
Spring Street Elementary School

Sullivan Insurance Group, Inc.  
John Geilfuss and Fran Talarico  
The Teebagy Family  
Glenn and Joanne Thorpe  
Jason Thorpe  
Justin Thorpe  
Kevin and Joan Tinsley  
Ryan and Ashley Tipple  
Anietie Uko  
Mark and Ann-Marie Wilson  
Susan Wojnar and  
Thomas Williams  
Andrew Zgrablich  
Jerry Bourque  
Jason Bourque  
Mr. and Mrs. Robert F. Cahill  
Thomas and Kathleen Cahill  
Paul Cantiani, Sr.  
Mary DeFeudis  
John "Chuck" Caputo  
Patrick and Kristine Maloney  
Henry Carr  
Anonymous  
Comics 4 Carr  
Mark Fitzpatrick and  
Christine Vulopas  
Maribeth Clark  
Paul Bergin  
Ted Coghlin, Jr.  
Maureen Coghlin  
Robert Connelly  
Stanley and Etta Shapiro

Daniel Daly  
Timothy Daly  
Ruthanne Epstein  
Anonymous  
Rita Fountaine  
Cliff, Jan, Jaclyn and Nick  
Fountaine  
William M. Gibbons  
Patricia Gibbons  
Janine Holston  
James and Nancy Holston  
Richard Krusz  
St. Gabriel the Archangel Parish  
Catherine Malatesta  
Jennifer Goodwin  
Domenic Mancini and  
Debbie Mancini Wharff  
Judi Mancini  
Donna Mancuso  
Mancuso Nowak  
Insurance Agency  
Joe McDonough, Jr.  
Elizabeth McDonough  
Steven Potvin  
Michael and Cheryl Gallant  
Sally Saginaw  
Jenique Leblond  
William Waite  
Myron and Stacey Waite  
Mary Lynne Moynihan Wilson  
Todd Brooks and  
Kathleen Dunlee



## Learn from Us

Each of these survivors has a lifesaving story they want you to hear. Read their stories and others on our website.

[15-40.org/learn-from-people-like-you](http://15-40.org/learn-from-people-like-you)

