

2020

ANNUAL REPORT



15-40connection



15-40 Connection Gains Momentum
& Prepares for the Future as
DetecTogether

VOLUNTEER SPOTLIGHT

Boston Marathon CHARITY TEAM 2020

It's hard enough training for a marathon, never mind Boston, with its many hills. Charity runners who train for Boston have to begin intensive conditioning in the cold and ice of winter to be ready for the April event. The 2020 Boston Marathon demanded even greater grit, resilience, and determination



"Today I am proud to say I completed my 2020 Virtual Boston Marathon. It may not have been the course or event we are accustomed to, but it was never about that. It was about raising awareness for the incredible work this organization does."

Stephen McCormack

from participants, with uncertainty, postponement, and the eventual pivot to an all-virtual event.

While not the experience most people are looking for when they sign on to train, fundraise, and run the Boston Marathon,

our dedicated charity athletes endured, and managed collectively to raise \$66,815 to help us save lives by teaching people how to detect cancer early. And from all reports, they had a great time doing it!

We were proud once again to be an official partner of John Hancock in the Marathon Non-Profit Program, and we were fortunate to receive additional entries through the generosity of Poland Spring/ Nestlé Waters.

Team 15-40 Connection included eight runners. A big shout out to them for their dedication and hard work: **Jill Conant, Madeline Gaffey, Megan Lennon, Stephen McCormack, Emily Rabinovitsj, Richard Rivera, Erin Shapiro, and Jason Thorpe.** ☘

GIVING TUESDAY December 1, 2020

We had a record-setting **Giving Tuesday with 282 donors**, the organization's most ever in one day, thanks in large part to the energy and hard work of our volunteers: **Brady, Bryn, Caroline, Colby, and Haley Coghlin; Drew, Kacie, and Ryan Conant;**



We are thankful for our volunteers, whose stories remind us how precious life is, and we're filled with gratitude for those who support our work.

GIVING TUESDAY

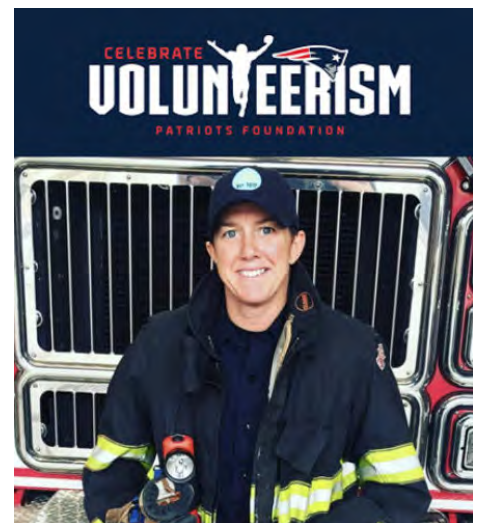
December 1, 2020

Joanie Cullinan; Jack Foley; Elena Lizotte; Ryan and TJ Morgera; Grace O'Connor; and Kerri Paquette.

Gifts totaled **\$17,182.** ☘

N.E. Patriots Foundation Honors Joanie Cullinan with **DIFFERENCE- MAKER AWARD**

Wellesley firefighter Joanie Cullinan, a cancer survivor and energetic advocate for early detection, was recognized by the Patriots Foundation for going above and beyond to teach people about their own role in



early detection. As Joanie was being treated for melanoma (skin cancer), she shared lessons learned from her own cancer diagnosis to help others detect cancer early. **As part of the recognition, we were awarded a \$5,000 grant from the Patriots Foundation.** ☘

WITH GRATITUDE

“

Thank you for partnering with us to end the devastating toll of cancer. We look forward to saving more lives together.

JIM COGHLIN

”



At the start of 2020, we were energized by the momentum we had built and the difference in lives we were poised to make. Soon enough, the pandemic created change we never could have projected. Yet, amidst the stress and the heartache that touched so many of us, we were prepared because of you and all of our supporters.

We accomplished much in 2020 and most importantly saved more lives by teaching people how to detect cancer early. Your support positioned us well. You helped develop **3 Steps Detect** and then you helped us focus on scale. We developed self-paced eLearning just in time to continue to

build on our momentum. We are so grateful that you heard us when we passionately shared that we believe **everyone deserves the life-saving advantage of early cancer detection** and that we were also acutely aware that **cancer does not wait**.

With the pandemic, we knew the impact of delayed cancer diagnoses would soon become an even larger issue and early data has confirmed this. Employer organizations saw a decrease in healthcare benefit usage. **Less cancer was diagnosed but it was not because fewer people had cancer.**

Individuals, educators, and work places turned to us to raise awareness of when **subtle** yet important **health changes need medical attention**. They knew that activating people to change their behavior by learning and **putting 3 Steps Detect into action would save lives and reduce healthcare costs**. After all, healthcare is a team sport and every patient's own role is very important

With your support we are now delivering this life-saving education in person, on-demand through eLearning, and remotely. We are grateful to all of **YOU**, individuals, families, companies, and foundations, who have partnered with us.

We look forward to empowering more futures together by saving more lives.

Health is wealth!

Jim Nancy Lucia

SAVING LIVES

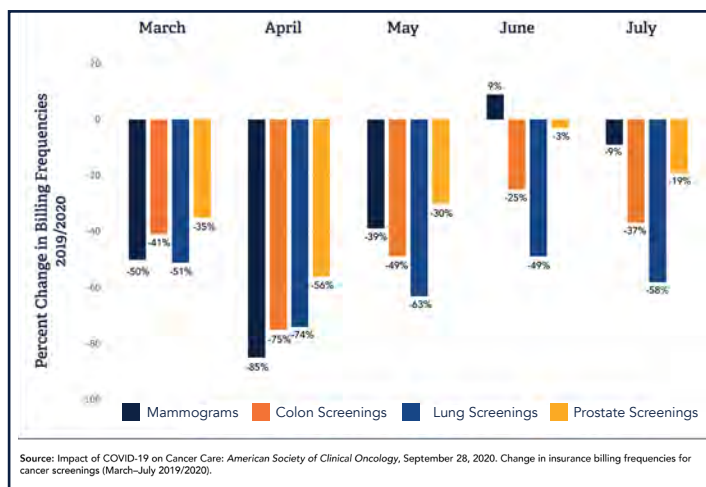
Teaching People How to Detect Cancer Early

Despite the challenges that came with COVID-19, we were determined to push forward, bringing our life-saving education to thousands of people across the country.

As the pandemic closings caused people to delay routine health screenings, a cancer diagnosis gap emerged. Consequently, in the months and years to come, many more people will be diagnosed with cancer at more advanced stages, when treatments are more difficult and less successful.

We are uniquely poised to address this problem by teaching people how to detect cancer early. Our work is more important than ever.

During 2020, we also laid the groundwork for a new



name, visual identity, and website, which we launched successfully in early 2021. Our new name better captures our mission and helps elevate our education and communication efforts. We headed into 2021 stronger than ever! 🍀



40%
of us will
receive a cancer diagnosis
in our lifetime



If the 5 most common
cancers were diagnosed early,
annual direct treatment cost
savings would be
\$10.7B
(2017 \$)



If all cancers were
diagnosed early, annual
direct treatment cost
savings would be
\$26B
(2017 \$)

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Program Highlights 2020

FIREFIGHTER PROGRAM

Sixty-one percent of firefighter deaths each year are caused by cancer, which is why we have focused intently on this group. **Despite the pandemic**, in 2020, we taught **3 Steps Detect** in over **145 sessions** in-person or through live, virtual trainings. We trained **39 fire departments** from **Massachusetts, Nebraska, New Hampshire, and New York**.

In addition, we developed a national strategy for our Firefighter Program that includes:

- Education through training
- Conference presentations
- Creation of a Fire Service Advisory Board
- Research and preparation for a national public health campaign to save firefighter lives with early cancer detection

Partnership with Last Call Foundation

We received a \$25,000 grant from the **Last Call Foundation** to expand our early cancer detection program for firefighters and work to reduce cancer mortality in the fire service.



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

BROOKLINE, MA
TRAINING

The Last Call Foundation was founded by **Kathy Crosby-Bell** in memory of her son, fallen Boston firefighter Michael Kennedy, who died battling a nine-alarm blaze in Boston's Back Bay. The tragedy highlighted the unique challenges facing firefighters.

Crosby-Bell said: *'Firefighters are brave, selfless, dedicated professionals who put the well-being of others ahead of their own. Through its education, DetecTogether teaches firefighters to be mindful of their own health and well-being, learning to recognize early warning signs of cancer, when to seek medical attention, and how to advocate for themselves within the medical system.'*



Thanks to the Last Call Foundation grant, we developed a session proposal for the Fire Department Instructor Conference (FDIC) with two nationally respected health educators in the fire service, which was accepted.

Lastly as part of the grant, we revised our firefighter curriculum for delivery to college students in Fire Science degree programs and trained students at three community colleges to date. ☘



Firefighters should have access to this training to increase their chances of detecting and surviving cancer.

ALBANY, NY
TRAINING



We trained the Springfield, MA Fire Department in over 16 sessions, educating 250 firefighters.

FEMA Fire Safety and Protection Grant

Our work to reduce cancer mortality in the fire service led to an important collaboration with two nationally recognized organizations as we applied for and **received a Fire Safety and Protection Grant from FEMA**. For our part, we are building an eLearning library of courses for firefighters that will be distributed to 5,000 fire houses over the next 2 years. These courses will teach firefighters how to recognize the early warning signs of cancer; address topics such as the difference between early detection, prevention, and screening; and provide helpful questions to ask their primary care provider.

We will also present **3 Steps Detect** with our partners at several national conferences, beginning in August 2021. ☘

2020 List of Donors

\$200,000+

Federal Emergency Management Agency's (FEMA) Fire Prevention and Safety Grant

\$150,000–\$199,999

Coghlin Companies; Columbia Tech and Cogmedix

\$100,000–\$149,999

James and Nancy Coghlin and Family
Davin Family

\$50,000–\$99,999

Anonymous
CMP Advanced Mechanical Solutions Ltd.
Irene E. and George A. Davis Foundation
John and Robyn Davis
2020 Boston Marathon®
John Hancock Non-Profit Program

Charles Kusek and Jane Davis-Kusek

\$20,000–\$49,999

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Richard Noonan
Powertech Controls Co., Inc.
Thomas and Babs Putnam

\$10,000–\$19,999

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Community Foundation of North Central Massachusetts
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McGovern Auto Group

Steven and Deborah Migridichian/
D & S Realty LLP

Poland Spring-Nestlé Waters

Northern Tree Service, Inc.

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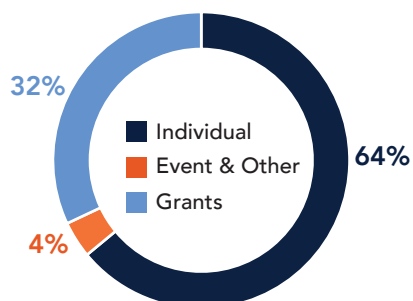
Regan P. Remillard Foundation

Bryan and Judy Rich

The Trey Rickett Stites Fund

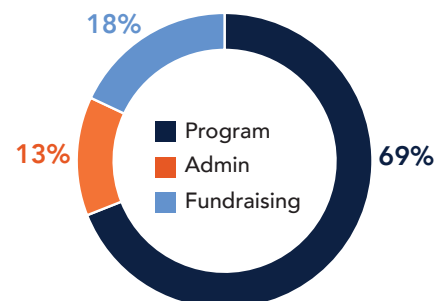
KEY SOURCES OF INCOME

Income total = \$1,994,989



ALLOCATION OF EXPENSES

Expenses total = \$1,413,617



2020 Net Assets: \$3,304,368

Michael and Carol Sleeper
Peter and Alison Small
UniBank

\$5,000–\$9,999

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Bar Code Direct, Inc
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John and Susan Haffty
Brian and Janet Hehir
Jack and Jeanette Howard
William and Kathleen Kelleher
Skip and Patsy Kendall
Ian and Keri Levine
Judi Mancini
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Institutes of Health, with University
of Massachusetts, Worcester
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\$2,500–\$4,999

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Worcester Community Foundation
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Neil Feldman, DPM, and Audrey Feldman
Fidelity Investments
Fletcher Tilton PC Attorneys at Law
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Prescott Metal
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Shrewsbury Police Department—
Pink Patch
Roderick St. Pierre
Sullivan Benefits
Sullivan Group Insurance &
Risk Management
Sullivan Insurance Group, Inc.
UrthPact Innovation LLC
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Mark and Karyn Wagner
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\$1,000–\$2,499

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Community Foundation
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Meletios and Maria Chacharone
Samuel Chase/Chase
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 Transworld Marketing Group
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 Whelan Financial
 Thomas Whyte and Cindy Andrews
 Luke and Stephanie Williams
 James and Cynthia Wilson
 Tammy Wolf
 Worcester State University
 Branch and Tina Yules

\$500-\$999

Anonymous
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 Mark and Maria Baker
 Albert and Susan Beinor
 Janet Bingle
 Gerry and Loree Burns
 David and Lynn Butler
 James Carbone
 Rick and Gerri Cayer
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 Susan Mailman
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 Scott and Darcy Cook
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 Hutchins & Threatt Insurance
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 Timothy and Julie Jarry
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 Representative Hannah Kane
 Keiser Family Charitable Fund
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 Maintenance Free Landscapes
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 Michael and Marybeth Noonan
 Northeast Tactical Sales Inc.
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 David and Marlene Persky
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 Jason Taylor
 Jason Thorpe
 Ryan Turner
 Craig and Jean Twohey

YOUNG ADULT PROGRAM

Education in high schools and colleges was turned upside down by COVID-19, but we pivoted to provide online webinars and access to on-demand curriculum and tools. Young adults acclimated to virtual education and teachers welcomed our content. We brought our survivor panels into high school and college classrooms through Zoom, and **taught 7,818 students in Massachusetts, California, Connecticut, Illinois, Maine, New York, Pennsylvania, and Vermont.**

In addition, as schools reopened, we provided curriculum and training for onsite staff through our Train-the-Trainer program.

Through our presentations, students learned how to recognize seemingly subtle health changes that need medical attention and **important life skills, including how to self-advocate, how to communicate effectively with healthcare providers, and the importance of their own role in getting the best care.** ☘

LAUNCH OF WORKPLACE WELLNESS PROGRAM

In 2020, we launched our Workplace Wellness Program, providing comprehensive and easy-to-access workplace training. While the greatest value of early detection is saving and improving lives, there is the

I really wanted everyone in our organization to have the same access to this information as I did.

MICHAEL DETERANDO
PRESIDENT & CEO
INCOM



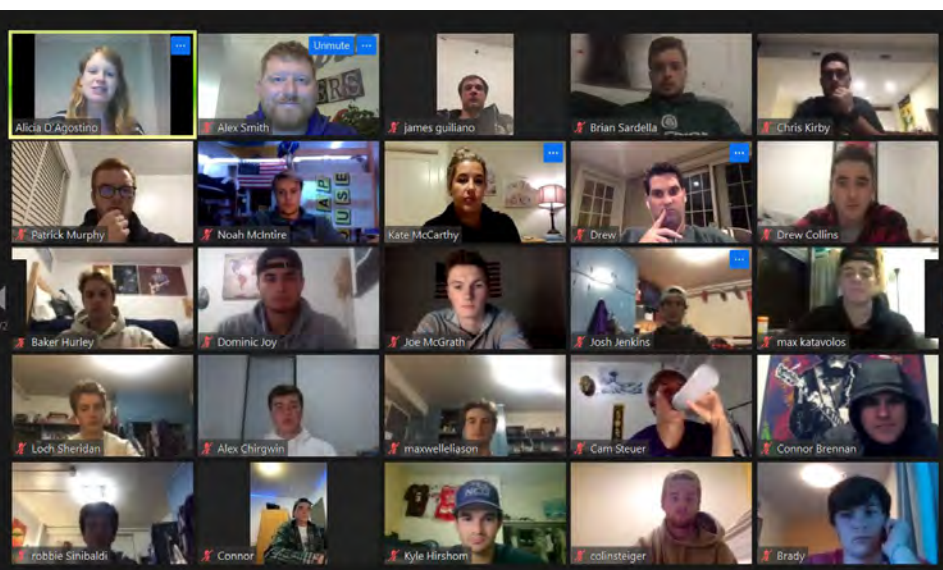
SCAN TO LEARN ABOUT
OUR WORKPLACE
WELLNESS PROGRAM.

added benefit that **early detection also reduces healthcare costs.**

In addition to offering live webinars with guest speakers from our survivors speaker bureau, fee-for-service clients can receive access to the online, on-demand eLearning product. ☘

3 Steps Detect has real-world applications that go beyond cancer, teaching students self-awareness, self-advocacy, independent thinking, how to interact with healthcare providers, and much more.

Among those we trained by Zoom in fall 2020 was the Men's Lacrosse Team at Saint Michael's College in Vermont. Thanks to Drew Davis for this introduction! We welcome all of our supporters to connect us with groups that you know would benefit from **3 Steps Detect** training.



I have participated in this training; it is eye-opening to realize how just taking 3 simple steps can save your life.

SUZANNE DUPRE
MASS BANKERS
ASSOC.

ELEARNING PROGRAM

We completed the buildout of our self-paced, interactive, on-demand eLearning product, which includes **3 Steps Detect** and **10 related micro courses.** Easy to digest, they fit naturally into our Workplace Wellness Programs.

As the impact of the pandemic diagnosis gap became clear, many employers understood that bringing **3 Steps Detect** to their workforce would save lives and reduce healthcare costs. **Remote work increased employee comfort with virtual learning and demand for our workplace training grew exponentially.** ☘

Jim Umphrey
Jerry and Karyn Waxman

\$250–\$499

Joseph and Jean Ash
Lynn Lorenz Berger
Linn Blakeney
Rick, Karen, Lesley and Erick Bodge
Boston Trust Walden Co
Kevin Breen
Timothy and Andrea Briggs
Thomas and Kathleen Cahill
Coastal Heritage Bank
Walter and Brenda Conlin
Conning
Gabriella Conte
Matthew Cook
Carl Corazzini
Corriveau Development LLC
Matthew and Dawn Cote
Darryl and Susan Cyr
Andrew Davidson and
Joyce O'Connor Davidson
John and Karen DeCarlo
Bryan DeMarco
Donna Demers

Gisela Diggins
Paul Diggins
Donald Doyle
Michael and Sue Engel
James Fleuriel
Cliff and Jan Fountaine
Michael and Cheryl Gallant
Matt and Holly Giza
Gabor and Deanna Hajos
Steven Hansen and Diedre Quealey
Farhana Haque
Haverhill Bank
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Main Street Bank
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Stephen McCormack
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Richard and Marsha Steinberg
Dana Strangio
Brian and Marilyn Thompson
Glenn and Joanne Thorpe
Thrun Family
Tito's Handmade Vodka
Union Oyster House
Srikalahasti Vagvala
Alexis and Osiris Vallejos
Michael and Bridget Welch
White Cottage/ Cheryl Meyer
and Alicia Garbarino
James and Mary Wilson
Worcester County Deputy
Sheriff Association Inc.

**Deceased*

Memorial Gifts

IN HONOR OF

15-40 Team and the people we serve

James Michael and
Karen Halaburt Albritton, MD
Karen Halaburt Albritton, MD
Marguerite Halaburt
Anne Athy and Thomas J. Degnan II
Thomas and Deborah Degnan
Eileen Aubuchon
Kelly Aresenault
Lisa Carson
Kelly Aresenault
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Jack and Jeanette Howard
John and Jai Israelian
Bill and Lynn Laursen
Sandra Martelli

Martin Power
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Roderick St. Pierre
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George Tonna
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Jerry and Karyn Waxman
Michael and Bridget Welch
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Darryl and Susan Cyr
Stephen and Ann Davis
Louis and Dona DeSantis
Doug and Tricia Laursen
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Joan Cullinan
New England Patriots Foundation
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Jim and Nancy Coghlin
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Melanie Desmarais
Bryan DeMarco
Theresa Hayward

Melodie Desmond
Catharine Foutz
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Ursula Arello
Asa Floyd
Anonymous
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Andrew Davidson and
Joyce O'Connor Davidson
Dan Imperiale
Anonymous
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Chrystie Heier and the
Sullivan Benefits Team
Donald Naber
Jim and Nancy Coghlin
Kerri Paquette
Rachel Buckley
Melissa Small
James and Doris Small
Ann M. Zelesky
Elizabeth Sargent

IN MEMORY OF

"Nicko" Abraham

Chris and Kim Coghlin

All who fought cancer bravely never forgotten

Neil Warden

Kelvin Arroyo

Michael and Cheryl Gallant

Joe Bellino

Larry and Jane Barbash

Judith Belsito

David Belsito

Michael Bodge

Anonymous

Billy and Gabriella Bellerose

Rick, Karen, Lesley and Erick Bodge

Lenny and Meghan and Brescia

Jim and Nancy Coghlin

Uncle Rob and Aunt Chris Cuccaro

Andrew Davidson and

Joyce O'Connor Davidson

Ali and Chris DeMilia

Tegan Folsom

Kathleen Gemme

James and Evelyn Heffernan

The Lennons

Molly Noonan

Diane Pellagrini

The Skavis Family

Bob and Michelle Taupier

Kevin and Joan Tinsley

Joe and Elizabeth Vecchio

Mark and Ann-Marie Wilson

Jack and Jeanne Boeing

Mark Boeing

Alice Brennan

Paul Brennan

Robert and Mary Cahill

Thomas and Kathleen Cahill

John "Chuck" Caputo

Patrick and Kristine Maloney

Sheila Carbone

James Carbone

Henry Carr

Maureen Hodgens

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Ted Coghlin

James Cosgrove

Patrick Comer

James and Cheryl Comer

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Gene J. DeFeudis Fund of Greater

Worcester Community Foundation

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Galina Elbert

Janet Farrell

TJ and Maura Power

Leonard Filler

Virginia Cox

Deborah A. Foley

Kelly and Kathy Shea

Mary P. Fulginiti

Michael and Joanne Fulginiti

Bill Gibbons, Sr., and

Anne-Marie Gibbons

Patricia Gibbons

Peter Hajos

Gabor and Deanna Hajos

William Hatch

Myron and Stacey Waite

Mom

Kimball and Barbara Hines

Elfriede Hoerhold

Karin Hoerhold

Janine Holston

Jim and Nancy Holston

J. Michael Hughes

Joyce Tremblay

Wilfred and Bette Iandoli

Paul and Cynthia Iandoli

Florence Kirschbaum

Thomas and Kate Myshrrall

William Lawton

John and Jeanne Esler

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The Dunlee/Brooks Family

Jane Moynihan

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Ken Sadowsky

Eileen Scannell and Gene Milliken

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Joe and Barbara Schumacher

Joe Schumacher

Toby Smith

Brian and Sheryl Fontaine

Lenard Lucier and Patricia Lawton

Lucier

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Regan P. Remillard Foundation

Dr. Christina Shaw and Team

Edward Stephens

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Walter Stewart

Patti MacDonald

David and Mark Ungerer, Debbie

Mancini Wharf and

Kim Ashbursherry

Ronald and Melinda Johnson

William Waite

Myron and Stacey Waite

Ted Wolf

Tammy Wolf

*Deceased

THE MOMENTUM FUND

We had tremendous momentum as 2019 wrapped, and in early 2020, when the pandemic hit, we had to cancel our premier event, the gala, auction, and golf tournament. To continue our program momentum, we reached out to our donors—all of YOU—and asked you to consider directly supporting our strategic priorities.

You responded with characteristic enthusiasm and generosity and we are so grateful! **We achieved our goal of \$750,000** for the Momentum Fund and doubled down on programmatic work.

Donor support drove the growth of three critical program areas: the Firefighter Program, the Young Adult Program and our eLearning Initiative.

GOAL REACHED!

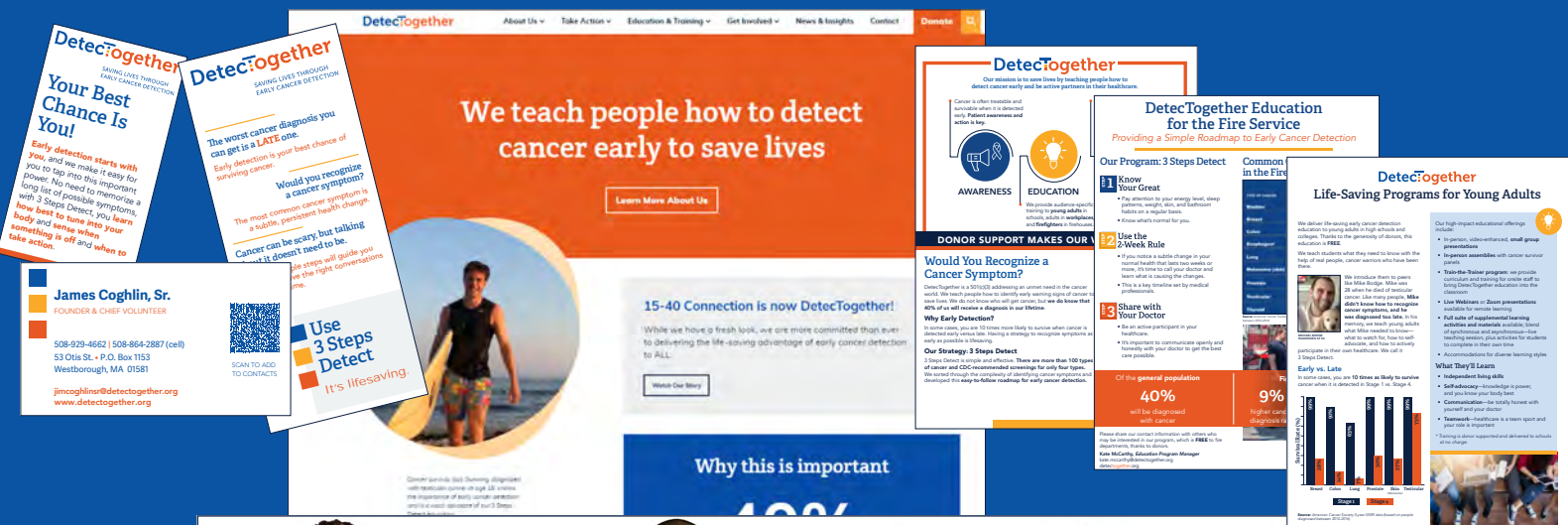
DetecTogether

SAVING LIVES THROUGH EARLY CANCER DETECTION

A NEW YEAR, A NEW LOOK, SAME LIFE-SAVING MISSION

Developed New Name, Visuals, and Website for January 2021 Launch

At the time of our 10th anniversary, we undertook a strategic planning process to plan and prepare for the future. One of the main priorities that emerged from that process was the mandate to come up with a new name and visual identity that better reflects our mission. After a thoughtful and extensive process, we identified a new name and brand identity that is self-evident, memorable, and clearly captures who we are and what we do. We built a new website and prepared to launch our new brand to the world in January 2021.



SCAN TO LEARN HOW A FRIENDSHIP STARTED OUR LIFE-SAING JOURNEY