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

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.

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.

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

Gifts totaled $17,182.

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
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!

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

JIM COGLIN

WITH GRATITUDE
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!  

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 $)

LEADERSHIP

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ERIC COGHLIN
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Kathy Crosby-Bell
Joanie Cullinan

Sara Jahnke, Ph.D.
Frank Leeb
Joseph Nedder, Jr.

Russ Osgood
Paul Parisi

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

40%
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.

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.
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.

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**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

**$20,000–$49,999**
- Charles Kusek and Jane Davis-Kusek
- Anonymous
- Stephen and Ann Davis
- Kenneth Ellis Family Fund
- Last Call Foundation
- Richard Noonan
- Powertech Controls Co., Inc.
- Thomas and Babs Putnam

**$10,000–$19,999**
- 1A Auto Inc.
- George I. Alden Trust
- Anonymous
- Joseph and June Bafaro
- Michael and Eryn Bingle
- Community Foundation of North Central Massachusetts
- Jon and Jill Conant

**The DAVIS Companies**
- DCU for Kids
- John Duquette
- Tony El-Nemr
- George F. and Sybil H. Fuller Foundation
- Giblin Family Foundation
- Golf Fights Cancer
- Greater Lowell Community Foundation
- Huhtala Oil & Propane
- Imperial Chrysler Dodge Jeep Corporation
- Thomas Kokosinski
- Roger Marino
- McCarty Associates Inc.
- McGovern Auto Group
- Steven and Deborah Migridichian/ D & S Realty LLP
- Poland Spring-Nestlé Waters
- Northern Tree Service, Inc.
- Osterman Management LLC
- Regan P. Remillard Foundation
- Bryan and Judy Rich
- The Trey Rickett Stites Fund

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**KEY SOURCES OF INCOME**

*Income total = $1,994,989*

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<th>Source</th>
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<tr>
<td>Individual</td>
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<tr>
<td>Event &amp; Other</td>
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<tr>
<td>Grants</td>
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<tr>
<td><strong>Total</strong></td>
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**ALLOCATION OF EXPENSES**

*Expenses total = $1,413,617*

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<th>Category</th>
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<td>Admin</td>
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<tr>
<td>Fundraising</td>
<td>69%</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
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</table>

**2020 Net Assets: $3,304,368**
Michael and Carol Sleeper
Peter and Alison Small
UniBank

**$5,000–$9,999**
Anonymous
Bar Code Direct, Inc
Bollus Lynch LLP
Clarke Distribution Corporation
Chris and Kim Coghlin
Commonwealth Electrical Technologies
Cornerstone Bank
Crowley Family
Drew and Lauren Davis
Thomas and Deborah Degnan
William and Linda Durgin
EL Harvey
John and Jeanne Esler
Kenneth and Laurel Ferretti
John and Danae Foley
Fraternal Order of Eagles #3565, Marlborough, MA
FreeScale Coaching
Rob Gilfeather
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
Massachusetts Bankers Association
A. G. Miller Co., Inc.
National Library of Medicine, National Institutes of Health, with University of Massachusetts, Worcester
New England Patriots Foundation
People’s United Bank
David and Pamela Philbin
Pino Family
Rockland Trust Bank Charitable Foundation
Mark and Erin Shapiro
Lexi and Gurbachan Singh, MD
Edward Stephens
The TJX Foundation, Inc.
Robert White

**$2,500–$4,999**
Anne Banks
David and Patricia Benson

Boston North Cancer Association, Inc.
Stephen Buchalter
Eric and Victoria Coghlin
Jim and Kristen Coghlin
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Barbara and Peter Deckers, MD
Gene J. DeFeudis Fund of Greater Worcester Community Foundation
Kevin and Carol Donahue
Fastenal Company
Neil Feldman, DPM, and Audrey Feldman
Fidelity Investments
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Mercier Electric Co.
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Sullivan Group Insurance & Risk Management
Sullivan Insurance Group, Inc.
UrthPact Innovation LLC
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Mark and Karyn Wagner
Webster Five Foundation
Stephen and Judith Wentzell

**$1,000–$2,499**
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Brian and Kimberly Ganger

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Gerry and Teresa Gartner
Phyllis Godwin
Gould-Shenfeld Family Foundation
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Madeline and Evelyn Pekarev
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Specialty Bolt and Screw, Inc.
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St. Pierre & St. Pierre, P.C.
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Stowe and Degen
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Gerald and Betsy Tipper
George and Lynne Tonna
Transworld Marketing Group
Tufts Health Plan
Michael and Denyse Turpin
Turpin Sales & Marketing, Inc.
Myron and Stacey Waite
Westboro Toyota
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Whelan Financial
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James and Cynthia Wilson
Tammy Wolf
Worcester State University
Branch and Tina Yules
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James Michael and Karen Albritton, MD
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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
James Chapdelaine and Susan Mailman
Leo Colborne and Patricia Peterleitner
Scott and Darcy Cook
Sally Crotty
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Leadership Dynamics, Inc.
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Maintenance Free Landscapes
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Northeast Tactical Sales Inc.
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Powers Industrial and Safety Co., Inc.
Protech Laser
Christopher and Pamela Provo
Ann Ratte
Rockland Bank
Tom and Lyn Shields
Smith Brothers
Sokolove Law, LLC
Sterling Concrete
Charles Tagman
Jason Taylor
Jason Thorpe
Ryan Turner
Craig and Jean Twohey
continued on pg. 8
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 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.

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
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Thomas and Kathleen Cahill
Coastal Heritage Bank
Walter and Brenda Conlin
Conning
Gabriella Conte
Matthew Cook
Carl Corazzini
Corriveau Development LLC
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Darryl and Susan Cyr
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John and Karen DeCarlo
Bryan DeMarco
Donna Demers
Gisela Diggins
Paul Diggins
Donald Doyle
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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
Angela Jones
Vincent and Lori Kiedaisch
Chris and Amy Kotopoulos
Thomas Landers
Lee Bank
John and Joanne Lennon
Lane Lipschultz
Main Street Bank
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Al and Maggy Maykel
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Michael and Cary Mulrain
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Martin Power
Joseph and Rita Resha
Jim Rushton
Chip Sbrogna
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 Aresnault
Lisa Carson Kelly Aresnault
James Coghlin, Sr. Bafaro Family
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Abraham W. Haddad
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New England Patriots Foundation
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Bryan DeMarco
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Melodie Desmond
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Asa Floyd
Anonymous
Tully Family
Kendra Iller
Andrew Davidson and Joyce O’Connor Davidson
Dan Imperiale
Anonymous
Carol Mahlstedt
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 Lenons
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
Christine Vulopas and Mark Fitzpatrick
Ted Coghlin
James Cosgrove
Patrick Comer
James and Cheryl Comer
Kenneth DeFeudis
Gene J. DeFeudis Fund of Greater Worcester Community Foundation
Michael A. Elbert
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 Hajes
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 Myshrall
William Lawton
John and Jeanne Esler
Ron Lorrain
Dale Lorrain Family
Samuel Marks
Annette Marks
William Maykel
Al and Maggy Maykel
Joseph McDonough Jr.
Elizabeth McDonough
John and Gloria McTighe
Thomas and Kathleen Cahill
Daniel J. Moynihan
The Dunlee/Brooks Family
Mary Lynne Moynihan Wilson
The Dunlee/Brooks Family
Jane Moynihan
Ann O’Connor
Brien and Susan O’Connor
Kevin Rafferty
Unibank
Stephen Reed
Daphnie and Gary DeLisle
Barbara Rothschild
Joshua Rothschild/Appplied Interactive
Norman Sadowsky
Ken Sadowsky
Eileen Scannell and Gene Milliken
Janet Milliken
Joe and Barbara Schumacher
Joe Schumacher
Toby Smith
Brian and Sheryl Fontaine
Lenard Lucier and Patricia Lawton
Lucier
Brian Moffett
Leah Oliver
Regan P. Remillard Foundation
Dr. Christina Shaw and Team
Edward Stephens
Joseph Milano/Union Oyster House
Walter Stewart
Patti MacDonald
David and Mark Ungerer, Debbie Mancini Wharf and Kim Ashbusherry
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.
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.

15 & 40 connection is now DetecTogether!

We teach people how to detect cancer early to save lives

Your Best Chance Is You!

Why this is Important

40%