



Teaching People How To  
Detect Cancer Early To  
**SAVE LIVES!**

**DetecTogether**

*Annual Report 2021*

# Bring DetecTogether's Program to Your School



We deliver life-saving education to young adults  
in high schools and colleges.

## Program Delivery Options

**SMALL GROUP PRESENTATIONS | IN-PERSON ASSEMBLIES | LIVE WEBINARS**  
**FREE, thanks to the generosity of our donors!**

"I had no idea that things that seemed so insignificant could be signs of cancer. I will listen more carefully to what my body tries to tell me in the future."

YOUNG ADULT

"These presentations gave me the confidence to speak up and not be shy with my doctor."

HIGH SCHOOL  
STUDENT

"I love that it's not scary. This is informational. It prepares students for what to do and takes some fear out of cancer."

TEACHER

**Please reach out** to bring our program to your school. Contact Kate McCarthy, Education Program Manager, [kate.mccarthy@detecTogether.org](mailto:kate.mccarthy@detecTogether.org)





◀ Learn more about us.

## DetecTogether: New Name, New Look, Same Mission

Founders **Jim and Nancy Coghlin** and their family initially became involved with fundraising to help others survive cancer 40 years ago when they lost a dear friend to the disease. Through that work, they learned in 2008 that survival rates for 15-40 year-olds with cancer had barely improved since the 1970s. One significant factor was that cancer was often diagnosed too late.

The Coghlin's looked for an organization to support that was empowering people with life-saving knowledge to help detect cancer earlier. There were none, so the Coghlin's founded 15-40 Connection, and initially focused on educating young adults.

It quickly became clear that **people of all ages needed to learn how to detect cancer early** and, more recently, that **the organization's name should change to reflect that broader scope**. On January 7, 2021, a new name and brand identity were revealed:

# DetecTogether

SAVING LIVES THROUGH  
EARLY CANCER DETECTION



Dr. Justin Maykel, Chief of Colorectal Surgery at UMass Memorial Health, and member of the DetecTogether Board of Advisors, talks with Chief David Grilla at our Free Cancer Screening for Firefighters at Polar Park.

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**Our Mission** is to save lives by teaching people how to detect cancer early and become active participants in their healthcare.

## Our 3 Steps Detect Program

is simple and effective. Through the generosity of supporters, DetecTogether provides this life-saving education to young adults, community groups, and first responders at no cost. We will bring 3 Steps Detect to any workplace interested in saving employees' lives and healthcare costs.



Learn 3 Steps  
Detect



# Do You Know Why We Are So Passionate About What We Do?

People often remark that we are a very passionate team. We will do everything in our power to save lives by teaching people how to detect cancer early and be active partners in their health care. Do you know why we are so passionate?



Nancy and Jim Coghlin at our October event featuring Ricky Duran

It is not solely because of alarming statistics such as when the National Academies of Science, Engineering and Medicine reported that delayed diagnosis was a major problem in healthcare that will impact all of us, sometimes with devastating consequences. It's also because we have felt these statistics. At one time we did not know how to detect cancer early and people in our lives paid a price for that. We do not want this to happen to you.

Our passion also comes from experiences like that of our Executive Director Tricia Laursen's mother. Her cancer diagnosis was delayed six months because her screening results were delayed. Her cancer advanced unchecked during that time making it more challenging to treat and less likely to be cured. Prior to learning that her cancer had returned, her initial symptoms were dismissed for months by her doctor. While she lived six years after her initial diagnosis, her life was cut short. She missed meeting two of her grandchildren, one by only a month, and all of her grandchildren missed out on the positive influence she surely would have had on their lives.

**Too many of us have similar stories.** It is particularly painful when they involve loved ones at much younger ages. We wish we could turn back the clock. We can't do that for them, but **with our 3 Steps Detect roadmap to early cancer detection, we can change the outcome for others.**



Tricia Laursen with her mom, Eileen Scannell

To all of you who have joined with us, thank you! The success of DetecTogether is the result of your support. We are saving lives.

We are grateful,

*Jim Nancy Tricia*

Jim, Nancy, Tricia

## FIREFIGHTER PROGRAM

### We've Launched Online Learning for Firefighters

With support from FEMA, we built and launched *Online Learning: Helping Firefighters Beat Cancer* to scale and deliver our education to firefighters across the country and in Canada. Occupational cancer is a critical issue facing firefighters.

*"The DetecTogether online training is one of the best and most in-depth learning on cancer available."*

FRANK LEEB, FDNY DEPUTY ASSISTANT CHIEF AND CHIEF OF THE FIRE ACADEMY

The free program includes 3 Steps Detect, which teaches first responders how to detect cancer early, when it's most treatable, and 10 micro-courses on related topics such as: "Identifying and Tracking Symptoms," "Why Are Some People At Greater Risk," "How To Do Self-Exams," among others. Developed with the assistance of our Fire Service Advisory Board, whose expertise and experience span research, firefighting, and cancer fighting, this program can be accessed on computers and mobile devices, at no cost.



### DetecTogether Holds Free Cancer Screening for Firefighters at Polar Park

Responding to requests from central MA departments, DetecTogether organized a free cancer screening for firefighters. Polar Park hosted the event, and UMass Memorial Health provided doctors, medical students, hospital staff, and equipment, so that firefighters could receive a free skin screening, part of Step 1, knowing "your great." Firefighters



Program Manager Kate McCarthy signs a firefighter in for his appointment.



Lt. Governor Karyn Polito talks with firefighters at the screening.

from 30 cities and towns attended. We were joined by guests **Lt. Governor Karyn Polito, Worcester Red Sox President Dr. Charles Steinberg, and State Representative Hannah Kane.**

In all, 115 firefighters were screened for skin cancer. 35 required biopsies, which were scheduled onsite.

## DetecTogether Presents at National Conferences with FEMA Grant Partners

As part of our FEMA Fire Prevention and Safety Grant, we collaborated with partners, The Firefighter Cancer Support Network and the Center for Fire, Rescue & EMS Health Research, to reduce cancer mortality in the fire service and presented at four national conferences, including:

- FDIC (Fire Department Instructor Conference), Indianapolis, IN
- FRI (Fire Rescue International), Charlotte, NC
- Firehouse Expo, Columbus, OH
- Maine Fire Chiefs Conference

### Trainings Cause Life-Saving Action

**CORY B.** After we taught 3 Steps Detect in Lancaster, MA, we heard from a 37 year-old firefighter. For four years, he had been having symptoms. He told us, "My skin was red and itchy and flaking. I was losing my hair where it was red. I didn't think anything of it but went to a dermatologist. They did a test and said it was an allergic reaction to something but they didn't know what. But the 'allergies' didn't improve with treatment."

"I let it go until you guys came out to my fire department for a class last October. I got thinking more about it. **It pushed me to go back to my doctor to get it checked out again.** That's when I learned I had been misdiagnosed and I actually have cancer — Cutaneous T Cell Lymphoma."

**MIKE FAGAN** When DetecTogether began to focus efforts on teaching firefighters, longtime supporter and **1A Auto CEO Rick Green** and his team stepped in to help. They have generously sponsored DetecTogether's in-person education, including a training held last fall in Norwood, MA, which helped save the life of **Firefighter Mike Fagan**.

Fagan learned **3 Steps Detect** at his firehouse, and reported to us that our class **saved his life**. He put 3 Steps Detect into action, sharing health changes with his doctor and advocating for himself. A follow-up colonoscopy revealed that he had colon cancer, caught at Stage 2B. Had he waited, the path forward would have been much more difficult.

Watch Mike's story. ▶



## WORCESTER



**RYAN KELLEY**, 35, learned 3 Steps Detect at his Worcester firehouse, and realized he should get a scab that wouldn't heal checked out by a doctor. "I probably waited a ridiculous amount of time... **but the training you did caused a bell to go off.**" Ryan then attended the skin screening, and subsequently had skin cancer diagnosed and removed. "Now I'm doing great," Ryan says, "and I can't thank you guys enough for what you're doing for all of us."

## BOSTON

We conducted training at the oldest fire department in the country, in Boston, over eight weeks, twice a day, four days per-week, and taught 1,400 firefighters. A post-training survey asked how valuable they found the training to be. The average score on a scale of 1-10 was a 9.8.

The training was sponsored by **McGovern Auto Group** and the **Last Call Foundation**.



"My hope is that DetecTogether's training program will be a staple in the Boston Fire Department for years to come, and that many firefighter lives will be saved."

~Dan Ranahan, a BFD member diagnosed with cancer at 30



# DONOR SPOTLIGHT

## BRYAN & JUDY RICH

**Bryan and Judy Rich** have been longtime supporters of our work. From the early days of the golf tournament to the evolution to DetecTogether, their advice and generosity have been invaluable. In 2021, their transformative gift of \$250,000 allowed us to prepare to bring the *Response Time Matters* national health campaign to life.

Bryan and Judy challenged us to use their gift to inspire others, and by year-end, we had raised an additional \$550,000 in overall support. The public health initiative launched in Boston this fall before rolling out nationwide.



During the 8-week Boston firefighter training program, which ran from September–December 2021, we taught 1,400 members of the Boston Fire Department.



## Golf Fights Cancer

In 2021, DetecTogether participated in our first Golf Fights Cancer (GFC) Golf Marathon. GFC is another organization deeply committed to fighting cancer and saving lives. Forty three DetecTogether golfers participated, and together raised \$512,350. The partnership exceeded all expectations.

"The excitement for the event was amazing, as is the collective power of our fundraisers," says GFC Chairman & Co-Founder, Brian Oates. "It's incredibly inspiring to see the impact that people who share a common interest can make in the fight against cancer."

Among the participants were U.S. amateur golfer **Matt Parziale**, and his father, **Vic Parziale**, a retired Brockton firefighter, who played to help raise awareness about occupational cancer. Wellesley firefighter and cancer survivor, **Joanie Cullinan**, also participated with her brother, **Brian Cullinan**.

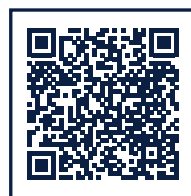
**Colin Whitney** raised \$16,317 and played to honor his sister, **Caitlin Whitney**, who used DetecTogether's education when she discovered a lump in her breast during a self-exam. "This organization helped my sister Caitlin detect breast cancer in the early stages," he says. "She is now 7 years cancer-free."

**Henry Carr**, 20, died from osteosarcoma in 2017. His father, **Bob Carr**, played in the Golf Marathon and his mother, **Kim Carr**, a 12-year cancer survivor, drove the golf cart to honor their son's memory. "As the outcome of his diagnosis became clearer, Henry would at times reflect on his fear that if he were gone, he would soon be forgotten," said Bob. "Jim Coghlin and the entire family at DetecTogether keep his memory alive through their expanding programs designed to help detect the signs of cancer when the chances of treating it are greater." The Carrs raised \$12,865.

Other top fundraisers included DetecTogether Board members **Chris Coghlin**, who raised \$75,150, **Chris Palermo**, who raised \$17,010, and **Bill Durgin**, who raised \$13,403. **Jim Coghlin Jr.** raised an impressive \$31,494, and **Ian Levine** raised \$28,389 to honor his son.



Read more about the  
2021 GFC Marathon. **SAVE  
THE DATE** for the 2023  
GFC Golf Marathon, June  
8 or 9, at Juniper Hill Golf  
Course. ▶



## Thank You to Our 2021 GFC Participants!

Mark Agostinelli	Jonathan Conant	William Durgin	Michael Jewett	Christopher Palermo
Matthew Brown	Matthew Cote	Dan Floyd	Steve Kapusta	Vic Parziale
Aidan Busconi	Brian Cullinan	Asa Floyd	William Kelleher	Frankie Polito
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Jim Coghlin	John Duquette	David Huhtala	Matthew O'Connor	Ann Zelesky

## GOLFER SPOTLIGHT | IAN LEVINE



*Ian Levine, who golfed in honor of his son, celebrates 100 holes.*

**Ian Levine** played in a golf-marathon type event once before — and then took a 35-year hiatus! When the opportunity to support DetecTogether through the Golf Fights Cancer Golf Marathon presented itself, he signed up right away to honor his son, William, who at 20-years old, was diagnosed with Large B cell Non-Hodgkin Lymphoma in 2020. Will's diagnosis came after numerous trips to the doctor for a seemingly benign nighttime cough. While the world focused on COVID-19, Ian and his family spent the summer of 2020 through the fall of 2021 with Will at the hospital for chemotherapy and radiation treatments. They are grateful that Will found his tumor early, and most importantly, that he is now cancer-free!

As part of the Golf Marathon, Ian raised \$28,389 for DetecTogether and supports what we do. Ian said, "Demonstrating my butter smooth swing for 100 holes is the least I can do to help others and support DetecTogether." Ian personally matched every dollar donated to him, with his own gift of \$10,000.

## DetecTogether Team Runs Historic 125<sup>th</sup> Boston Marathon in October

Training for the 26.2-mile race from Hopkinton to Boston takes energy, determination, and toughness, but charity runners also work hard raising funds and awareness. We are grateful to our volunteers, all first-time marathoners, for their efforts: **Kelly Benestad, Jeff Ginsburg, and Andy Lipsky!** Together they raised \$39,525 for DetecTogether.



*Kelly Benestad ran in honor of her son.*

## Falmouth Team 2021

We were well represented by a team of volunteers who ran the Falmouth Road Race and fundraised for us. The team of 7 runners: **Charlie Davidson, Alec Elbert, Nick Lemay, Alan Myers, Grace O'Connor, Kerri Paquette, and Nichole Wilson** raised \$12,000.

## New York City Marathon Team 2021

Thank you to **Joe Bafaro, Lisa Cowgill, and Neil Feldman** for representing DetecTogether in the 2021 TCS New York City Marathon! The team raised \$22,118!



## YOUNG ADULT PROGRAM

### Saint John's High School During Men's Health Month

DetecTogether brought the 3 Steps Detect program to Saint John's High School in Shrewsbury, MA, on Nov. 30, 2021. The entire student body took part in the training, which was offered over five sessions, and was sponsored by Saint John's alumnus, **Dr. Gene Mariani and his wife, Paula.**



*Saint John's students holding up self-exam cards.*

As part of the presentation, students were introduced to peers like cancer survivor and Saint John's alumnus, **Alex Lizotte '08.** They learned about the importance of acting in a timely way when you notice health changes.

The training marked the end of Men's Health Awareness Month. During November, Headmaster **Alex Zequeira,** challenged the senior class and alumni to take part in "No-Shave November," during which participants forgo shaving in order to raise awareness and

funds to support cancer prevention, research, and care. A portion of the proceeds raised at Saint John's benefited DetecTogether.

### Pre-game Training at the Ballpark

#### DetecTogether Night at the Worcester (MA) Bravehearts

We were thrilled to partner with **Rich Carr** and **Carr Financial Group** as well as **John Creedon** and the Bravehearts for DetecTogether Night at the Worcester (MA) Bravehearts. The team wore special firefighter jerseys that were auctioned off during the game, and the proceeds benefited DetecTogether.



*DetecTogether advocates and cancer survivors, Evan Moore (left) and Asa Floyd (right), with the team.*

We were joined by cancer survivors and DetecTogether ambassadors, UMass-Amherst catcher Asa Floyd and Boston College pitcher Evan Moore. The Bravehearts team learned 3 Steps Detect before the game, and now know the life-saving power of early cancer detection.

[Read and view more photos ►](#)



## Back Together, Again! Private Concert & Golf Tournament

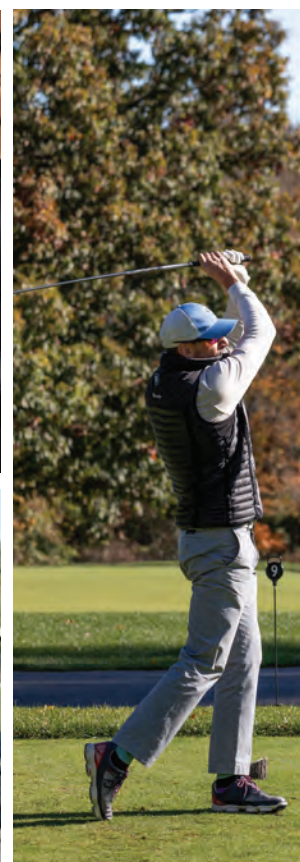
Oct. 16 Concert featuring **Ricky Duran**

Oct. 18 Golf Tournament at The Haven Country Club

We were delighted to get back together again for our first in-person events since 2019.

The Haven's Ballroom turned into a rock venue for the night as **Ricky Duran**, who found success on "The Voice," played a private concert for guests, exciting everyone with his soulful voice and blues guitar. Duran lost his mother to breast cancer and spoke powerfully about the importance of our mission.

Monday's tournament was also held at The Haven Country Club and had all the unique things golfers have come to expect — delicious food and drink, legendary goody bags, awesome prizes, and tons of fun. After the cancellations caused by COVID, we were elated to be *Back Together Again!*



save  
the  
date



Gala, Auction &  
Golf Tournament  
June 3 & 5, 2023



## Thank You to Our Generous Sponsors

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*of Domenic Mancini*  
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Mark and Rachel Zides

\* Indicates deceased.



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Golf Fights Cancer

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Bryan and Judy Rich

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Federal Emergency Management Agency

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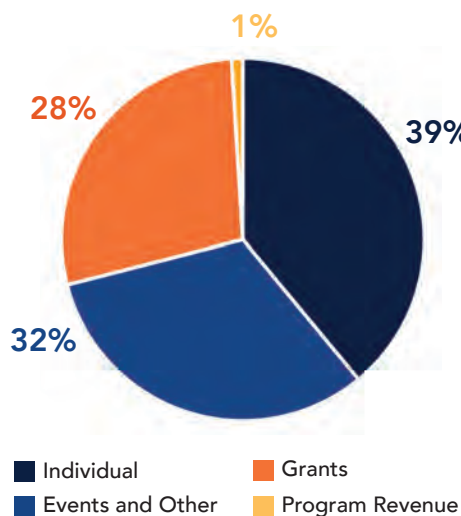
Drew and Lauren Davis

Thomas and Deborah Degnan

\* Indicates deceased.

## KEY SOURCES OF INCOME

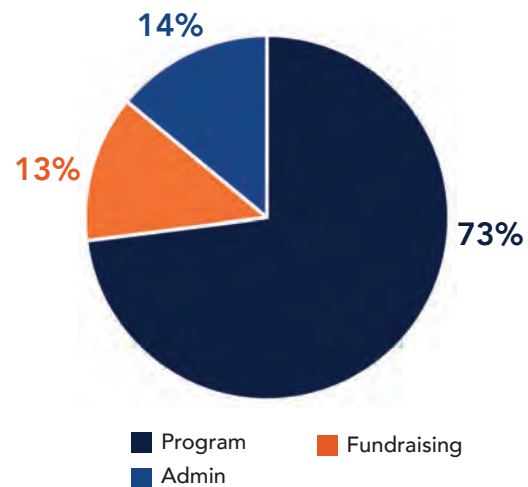
Income total = \$2,463,067



## ALLOCATION OF EXPENSES

Expenses total = \$1,507,694

(+ \$650,000 = \$2,157,694)\*



**2021 Net Assets: \$4,259,741**

\*\$650,000 raised in Q4 to be spent on innovative health campaign for firefighters in 2022. When adjusted, this brings expenses to: \$2,157,694.



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