



2022 ANNUAL REPORT



SAVING LIVES THROUGH
EARLY CANCER DETECTION

3 Step Detect

STEP 1 Know
Your Great

STEP 2 Use the
2-Week Rule

STEP 3 Share with
Your Doctor



DETECTOGETHER IS A NONPROFIT ORGANIZATION UNIQUELY DEDICATED TO TEACHING PEOPLE HOW TO RECOGNIZE THE EARLY WARNING SIGNS OF CANCER AND HOW TO ACTIVELY PARTICIPATE IN THEIR OWN HEALTHCARE - AS YOUR BEST CHANCE STARTS WITH YOU! EARLY CANCER DETECTION EDUCATION IS CRUCIAL IN RAISING HEALTH AWARENESS, PROVIDING ACTIONABLE RESOURCES, AND FOSTERING PROACTIVE HEALTHCARE BEHAVIORS WITHIN COMMUNITIES. OUR VALUE CONTRIBUTES TO REDUCING CANCER-RELATED DEATHS, AND ITS IMPACT EXTENDS BEYOND INDIVIDUALS, INFLUENCING PUBLIC HEALTH OUTCOMES AND PROMOTING A CULTURE OF HEALTH CONSCIOUSNESS. **OUR SUCCESS RELIES ON GENEROUS DONORS, COMMUNITY ENGAGEMENT, AND COLLABORATION WITH HEALTHCARE PROVIDERS TO EMPOWER INDIVIDUALS WITH THE KNOWLEDGE AND TOOLS NEEDED FOR EARLY CANCER DETECTION AND SURVIVAL.**

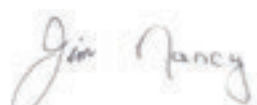
It's an undeniable truth: early cancer detection is a life-saving game-changer. Yet, what remains less recognized is our individual roles in this critical process. The journey to better cancer and health care begins with patient awareness and action.

Today, we know that there are over 200 types of cancer. The Centers for Disease Control urgently reminds us, "Cancer doesn't wait, neither should you," advocating for regular screenings for four cancers and prompt consultation with a doctor upon noticing any potential symptoms. However, a crucial gap exists – most people lack the knowledge to identify these symptoms. This is where DetecTogether steps in to improve outcomes. Our programs bridge this gap, saving lives by imparting the crucial skill of recognizing early signs of cancer.

We stand humbled and profoundly grateful for the philanthropic support that propels our mission forward—enabling us to educate, empower, and guide individuals on recognizing cancer symptoms, understanding when to seek health care, and effectively collaborating with healthcare providers for optimal care, ultimately expediting diagnoses and treatments.

Your unwavering enthusiasm and generosity are the bedrock of our work, granting the gift of more birthdays to countless individuals. Many have discovered cancer early, and others have uncovered different health concerns requiring attention. Each one, touched by our collective efforts, is filled with gratitude for what we achieve together.

With deepest sincerity and heartfelt gratitude,



Jim and Nancy Coughlin
Co-founders



Tricia Laursen
President & Executive Director



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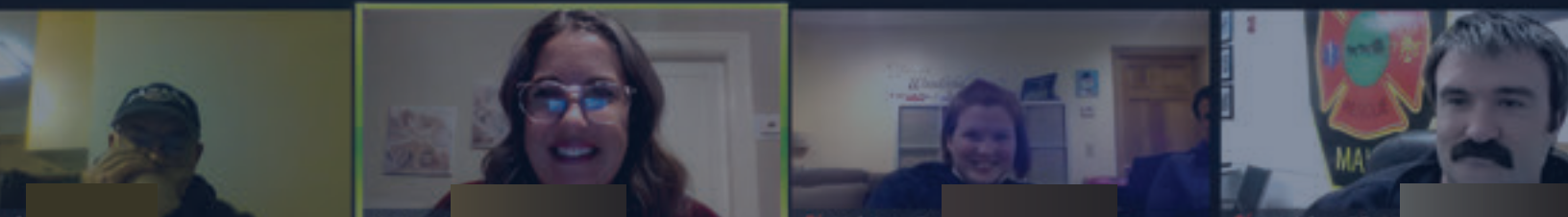
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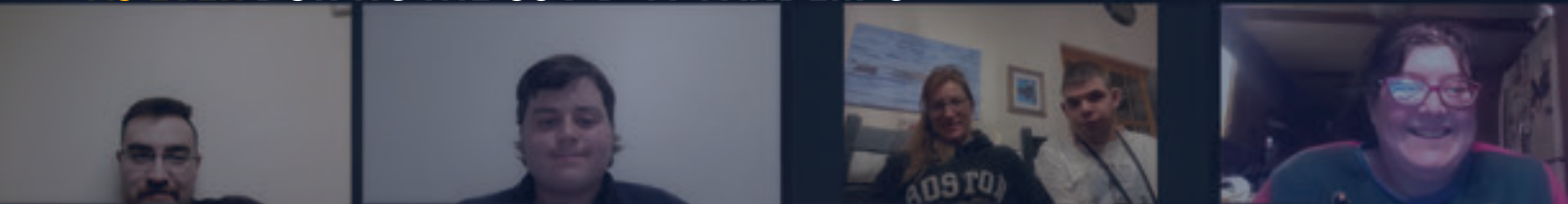
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DETECTOGETHER'S ROLE WAS AS IMPORTANT AS EVER DURING THE COVID-19 PANDEMIC

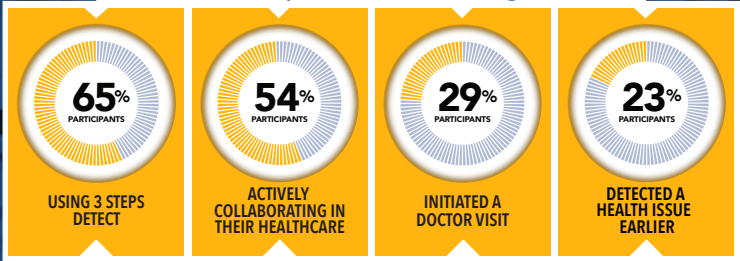


The year brought ongoing challenges as the COVID-19 pandemic reached over a million lives lost and continued to strain our healthcare system. Our community saw the impact of delaying mammograms, colonoscopies, and sick and preventative appointments, leading us to the consequences of late diagnosis. DetecTogether's role was as important as ever as we taught 3 Steps Detect to empower individuals to take control of their own healthcare and use our roadmap to early cancer detection. We promoted self-exam techniques and remote learning so people like Jenn Luke, whose mammogram was canceled due to the pandemic, could identify a lump at stage 2 through self-examination. By using our methods and finding her aggressive type of breast cancer early, she was able to have it treated more effectively. Our life-saving mission continues to fill a gap in healthcare by teaching people how to recognize the early signs of cancer and how and when to take action, recognizing that health care starts with the individual.



Participants' Impact Study

3 Steps Detect Training



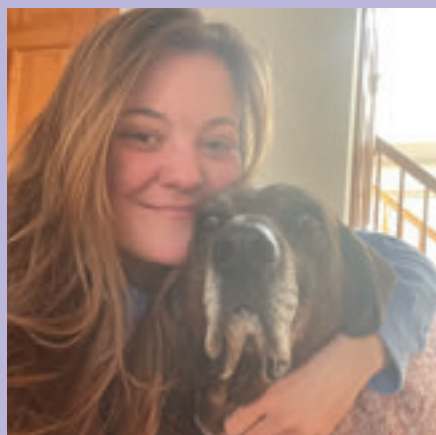


OUR YOUNG ADULT PROGRAM FOCUSES ON TEACHING LIFE-LONG HABITS SO STUDENTS CAN RECOGNIZE THEIR BODIES' EARLY WARNING SIGNS OF CANCER AND HEALTH ISSUES AND BE PREPARED AS THEY TRANSITION TO ADULT INDEPENDENCE.



Coming out of the pandemic our small but mighty team delivered life-saving early cancer detection presentations to about 3,000 young adults in high schools and colleges. Our Young Adult Program focuses on teaching life-long habits and skills so students are prepared to recognize early warning signs of cancer, know when to seek health care and how to help their doctor help them. These important skills assist them in their transition to adult independence. When 3 Steps Detect becomes habit, the result is better health care for life.

Thanks to partnerships with our generous donors, our education is free to schools.



We hear from too many young adults like Sydney and Andrew who encourage others to recognize the signs, advocate for themselves and get diagnosed early — as treatment is often less complicated and when cancer is most survivable.

Andrew, diagnosed with thyroid cancer said, "I'm glad I'm a rather 'safe than sorry' sort of person as my trip to the doctor likely saved my life."





OCCUPATIONAL CANCER IS A DEVASTATING PROBLEM FACING OUR NATION'S FIREFIGHTERS. DETECTOGETHER IS LEADING THE WAY TO EARLY CANCER DETECTION TO SAVE MORE LIVES – RESPONSE TIME MATTERS.



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"I gave my PCP the DetecTogether informational card. He was very impressed that I was so well prepared and helpful in addressing the risk of cancer we all face in the fire service."

Firefighter Johnson

Despite the challenges of the pandemic, we've been busy spreading our life-saving programs across New England to New York, Colorado, Texas, Kansas, Florida, and California. An additional 5,000 firefighters were trained in person and through our online learning system.

Through our Response Time Matters Campaign, DetecTogether equipped firefighters with life-saving early cancer detection tools demonstrated through 7 million video views and engaged 1.5 million firefighters in the power of 3 Steps Detect.

Firefighters spend their careers preparing for high-risk low frequency events. Cancer in the fire service is a high risk, high frequency event that DetecTogether prepares them to survive. Thanks to the generosity of Last Call Foundation, training is free to firefighters.

SPECIAL THANKS TO OUR FIRE SERVICE ADVISORY BOARD

- Cameron Brown, Staff Care Chaplain Cook's Children's Hospital, Retired Firefighter, Fort Worth, TX
- Kathy Crosby-Bell, Founder The Last Call Foundation
- Joanie Cullinan, Firefighter Wellesley, MA Fire Dept.
- Joe Guarnera, Chief, Athol, MA Fire Dept.
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- Joseph Nedder, Jr., Deputy Chief of Training, Mendon, MA Fire Dept.
- Sara Jahnke, Ph.D., Principal, National Development & Research Institutes
- Russ Osgood, Chief, Ogunquit, ME Fire Dept., VP Ed., Research & Outreach Firefighter Cancer Support Network
- Paul Parisi, Chief, Ipswich, MA Fire Dept., Retired Fire Marshall, NH
- Megan Condron Smith, Director Platform Development, USWA at BlackRock
- Brian Zaitz, Assistant Chief, Training & Operations, City of Kirkwood, MO Fire Department

OUR WORKPLACE WELLBEING PROGRAM EXTENDS BEYOND THE LIVE OFFICE TRAININGS INTO THE ON-DEMAND LEARNING AND INTERACTIVE WEBINARS THAT ARE PART OF TODAY'S WAY OF WORKING.


In 2022, a dozen partners invested in DetecTogether's 3 Steps Detect program. Like UniBank and TJX Companies, other workplaces are investing in early cancer detection, understanding the devastating social, emotional, and financial costs of cancer and the lost productivity that is well documented. Late stage cancer diagnoses can be catastrophic for individuals, their families and employers.


65% of DetecTogether participants are using 3 Steps Detect to activate their health care and 23% of participants detected a health issue early as a result of our training.

"UniBank is proud and honored to team up with DetecTogether. Your life saving message helps ensure that we do all that we can, particularly at this time in history, to have a healthy team here at UniBank." - Michael Welch, Chief Executive Officer, UniBank



CLINICAL AND ECONOMIC BENEFITS OF EARLY CANCER DETECTION


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


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



RESPONSE TIME MATTERS REGIONAL CAMPAIGN GOES NATIONAL ORGANICALLY.



DetecTogether launched its groundbreaking nationwide campaign in 2022, focusing on our nation's 1.1 million dedicated firefighters. This choice was driven by the staggering fact, that, while all of us face a 40% lifetime cancer risk, firefighters bear a 9% higher risk and a 14% increased chance of dying from cancer. Our proactive campaign is making a significant impact in reducing cancer-related fatalities within the fire service. It equips firefighters with invaluable 3 Steps Detect guidance and essential resources to help them recognize potential symptoms, access prompt medical attention, and foster collaboration with healthcare professionals for quicker diagnoses and effective care.



DETECTOGETHER CHARITY ATHLETES MAKE THE MILES REALLY COUNT

OUR CHARITY ATHLETES DEMONSTRATE THE COMMITMENT BEHIND OUR MISSION. SINCE 2012, TEAM DETECTOGETHER CHARITY ATHLETES HAVE RAISED OVER \$2M FOR EARLY CANCER DETECTION. JUST AS IMPORTANT AS THE DOLLARS RAISED IS THE AWARENESS TEAM DETECTOGETHER BRINGS TO OUR LIFESAVING WORK. THEIR DEDICATION TO THE SPORT, PASSION FOR OUR MISSION, AND CREATIVITY WITH FUNDRAISING IS WORTH CELEBRATING!

Historic 126th Boston Marathon

Training for the world's oldest marathon takes energy, determination, and fortitude. This year marks our largest charity athlete group yet with 12 runners in total.

- Our team of runners included first time Boston Marathon runners, Kelly Quintero and Afife Vidal, Katie Adelstein, who ran in honor of her father and father-in-law who are both members of the fire service
- FDNY firefighter, Dylan Vidoli
- Kristin Buscone who ran in memory of Henry Carr, who lost a courageous battle with bone cancer. Henry introduced Kristin to DetecTogether their sophomore year of college
- Heidi Richard, who a year ago was going through her own cancer treatment
- Boston resident Robin Lynch, who ran for her brother who she cared for her as he was undergoing stage 3 thyroid treatment – he is now cancer free
- Abigael Osmanski also ran to honor her brother who was just 21 when he was diagnosed with cancer who caught it early and is now doing well
- Nicole O'Connor who ran for her husband who, at age 30, was diagnosed with skin cancer, early detection saved his life
- Ali Pepe, this was her FIFTH Boston Marathon
- Richard Rivera, this was his second time running the Boston Marathon

TOGETHER THEY RAISED \$123,735.00 FOR DETECTOGETHER.

ASICS Falmouth Road Race

We were well represented by a team of volunteers for this Cape Cod summer tradition. Our team of 14 determined runners well surpassed our goal of \$12,000.

- | | |
|--------------------|------------------|
| ■ Katie Avis | ■ Clare O'Connor |
| ■ Kacie Conant | ■ Grace O'Connor |
| ■ Amy Kotsopoulos | ■ Kerri Paquette |
| ■ Anna Laursen | ■ Jan Pitchford |
| ■ Darlene Menz | ■ Jennifer Raffa |
| ■ Christine Mosher | ■ Kasey Shapiro |
| ■ Michelle Mosher | ■ Morgan Shapiro |

THEY RAISED \$15,000.00 ADVANCING DETECTOGETHER MISSION.

TCS New York City Marathon

The TCS New York City Marathon, an annual race that courses through the five boroughs of NYC, is the largest marathon in the world. Thank you to

- Joe Bafaro Jr.
- Erin Blakeney
- Brian Carroll
- Neil Feldman
- Michael Kotsopoulos
- Nicholas Lemay
- Liza Mahoney
- Paul Myoung

for representing DetecTogether!

THE TEAM RAISED \$39,932 FOR EARLY-CANCER DETECTION.



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"The most surreal and painful 26.2 miles...I am so proud to officially be a 2022 Boston Marathon finisher. Thank you so much to DetecTogether for having me on your team. It was such an honor to have your name on my jersey."

**TROY BOWMAN
WINEMAKER
FIRST MARATHON**

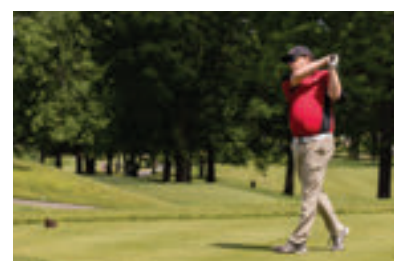
THANK YOU FOR BUSTING OUT OF THE PANDEMIC WITH US TO BRING A BIT OF JOIE DE VIVRE TO THE JAY THEATER FOR A NIGHT OF LAUGHS WITH MAGIC FOR HUMANS, JUSTIN WILLMAN! THANK YOU TO OUR GENEROUS GUESTS FOR MAKING THE NIGHT A SUCCESS.



We are thankful for your support of our annual fundraising event, allowing us to bring 3 Steps Detect to ever-increasing audiences.

Guests were mesmerized by the magic of Justin Willman from Netflix's Magic for Humans. Golfers then took to the links at Worcester Country Club and The Haven Country Club to enjoy a day of friendly competition and camaraderie all for a great cause.

Special thanks to our lead sponsors, **CMP Advanced Mechanical Solutions, Powertech Controls Co., Inc., and Subaru of New England.** We are grateful to all who participated, donated, and volunteered. We couldn't do it without you!



SAVE THE DATE GALA & AUCTION

Dress to impress and bid on exclusive luxury items while enjoying best-in-class food, drink, and company. Live and silent auctions will showcase one-of-a-kind packages with auctioneer Robbie Gordy leading the charge. End the night dancing and singing along to the feel-good tunes of Jimmy Kenny and the Pirate Beach Band!



SATURDAY, JUNE 1, 2024
BANCROFT SCHOOL, WORCESTER, MA

SAVE THE DATE GOLF TOURNAMENT



JOIN US
at the soon-to-be redone
Worcester Country Club
or the championship Haven
Country Club. Multiple prize
opportunities and fun,
friendly competition await!

MONDAY, JUNE 3, 2024
WORCESTER AND HAVEN COUNTRY CLUB

SIGNATURE EVENT



THANK YOU TO OUR GENEROUS GALA & GOLF SPONSORS AND SUPPORTERS

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Richard J. Noonan*

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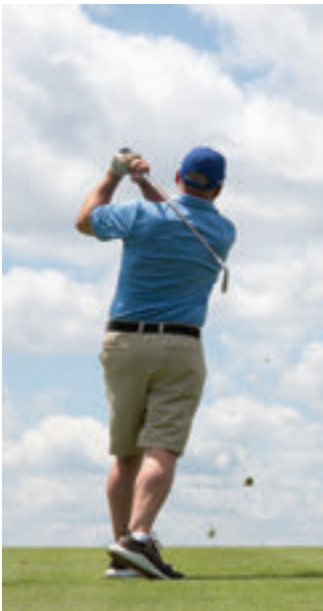
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PARTNERS WITH A PURPOSE – GOLF FIGHTS CANCER TEAM CONTINUES TO EXCEED EXPECTATIONS

GOLF FIGHTS CANCER 2024 / SAVE THE DATE

JUNE 6TH & 7TH
JUNIPER HILLS GC



In 2022, DetecTogether proudly returned for its second year at Golf Fights Cancer's (GFC) 100 Hole Golf Marathon. GFC is an organization committed to inspiring and empowering golfers to make a difference in the fight against cancer – thus a perfect match for DetecTogether! The Golf Marathon is a unique fundraising event that combines a love of golf and the desire to give back.

The partnership between DetecTogether and Golf Fights Cancer continued to exceed all expectations – **21 golfers participated in 2022 and together raised \$300,000.**



In honor of their 55th wedding anniversary, our founders, Jim and Nancy Coghlin, not only played in the Golf Marathon, but also matched donations (up to \$55,000) through their Coghlin Family Foundation. Their generous support took us over the top and made 2022 extra special.

THANK YOU TO OUR 2022 GFC PARTICIPANTS!

- | | | |
|---------------------|-------------------|--------------------|
| ■ Jane Barbash | ■ Donna Cullinan | ■ Bob Kenny |
| ■ Curtis Bramley | ■ Jack Cullinan | ■ Joe Laursen |
| ■ Trudy Cardinal | ■ Joan Cullinan | ■ Tricia Laursen |
| ■ Diego Chamberlain | ■ Lee Colborne | ■ Jeff McGrew |
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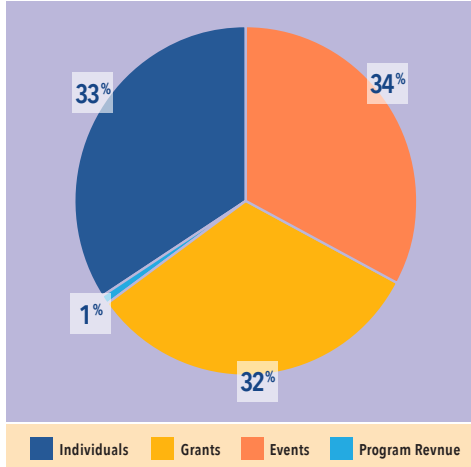
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"It's incredibly inspiring to see the impact that people who share a common interest can make in the fight against cancer."

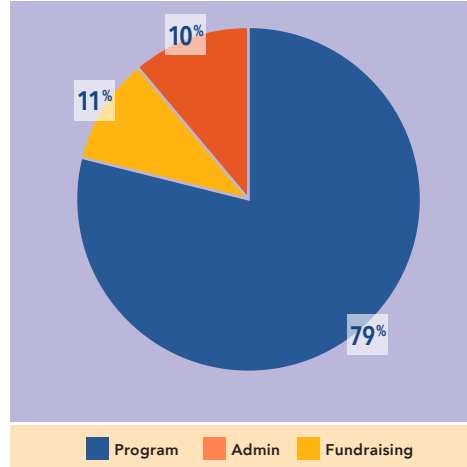
BRIAN OATES,
GOLF FIGHTS CANCER
CO-FOUNDER & CHAIRMAN

2022 FINANCES

SOURCES OF INCOME



ALLOCATION OF EXPENSES



NET ASSETS \$4.26M

\$250,000-\$499,999

Golf Fights Cancer

\$100,000-\$249,999

FEMA

\$50,000-\$99,999

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TEACHER HEIDI RICHARD PRAISES DETECTOGETHER IN PEOPLE MAGAZINE ARTICLE

People

"Her year-long period of suffering has driven her to run this year's Boston Marathon in support of Westborough, Massachusetts, nonprofit, DetecTogether. Their goal is to spread awareness about the early warning signs of cancer."

While this isn't her first marathon — she ran in Chicago in 2018 — it wasn't necessarily her goal to run again. "When I crossed the finish line [in Chicago], I told my husband I would never run a marathon again, but I put an asterisk on that," she told PEOPLE. "I said, unless a Boston Marathon bib falls into my lap and it's for a charity that's really important to me."

When she got a call from DetecTogether about an open spot on their marathon team, it felt like she had to do it. This time around, her goal is simply to raise awareness for DetecTogether's mission — one that she believes would have changed her own life had she known about it sooner.

"What I've learned through DetecTogether [is that] I knew my body better than any medical professional. I know what's normal for me, and those stomach pains — that wasn't normal. If I had known about [their] mission before all this happened, I would have been much more aggressive about getting imaging and being seen immediately."

Now, she wants people who hear her story to remember that they know their body the best. "You know what's normal for you and if something is wrong, and you're not being listened to, ask for another opinion," she told PEOPLE. "I didn't because I was afraid of hurting my doctor's feelings, or making them think I didn't trust them. But a good doctor isn't going to get their feelings hurt."

