

Saving Lives
Through Early Cancer Detection

ANNUAL REPORT 2023



EMPOWERING EARLY CANCER DETECTION, 1 LIFE AT A TIME

THERE ARE OVER **200** TYPES OF CANCER, BUT ONLY **4** SCREENINGS PROVEN TO REDUCE DEATH, DETECTING JUST **14%** OF THEM. DETECTOGETHER EMPOWERS YOU TO STAY AWARE AND PREPARED TO TAKE EARLY ACTION FOR BETTER OUTCOMES WHEN TREATMENT IS MOST EFFECTIVE.

At DetecTogether, our mission is critical: teaching people how to spot the subtle early warning signs of cancer and empowering them to take timely, life-saving action in partnership with healthcare providers. Early detection saves lives, reduces medical costs, and leads to the best possible outcomes.

Our work is fueled by the trust and generosity of donors, partners, and cancer survivors who believe in the life-saving impact of **3 Steps Detect®**. Together, we're helping individuals take control of their health and equipping communities with the knowledge to save lives.



A MESSAGE FROM THE PRESIDENT & FOUNDERS

On behalf of everyone at DetecTogether, we want to extend our deepest gratitude for your generous support. Your commitment to our mission of saving lives through early cancer detection has had an extraordinary impact this year.

Thanks to your support, we have significantly expanded our **3 Steps Detect®** program, bringing life-saving education to more people and communities than ever before. We believe everyone deserves the life-saving advantage of early cancer detection, and with your continued support, we're making that a reality across all communities. In 2023, we saw a remarkable 70% increase in program delivery to firefighters, with thousands of first responders receiving critical, 3 Steps Detect training. We enhanced our Train-the-Trainer program, successfully launching it in some of the largest fire departments nationwide, ensuring sustainable, long-term education that will reach firefighters across the country.

We've also made tremendous progress with our young adult and workplace programs. We developed a new teacher-led curriculum to deploy the essential health skills to students in the classroom as they form lifelong habits, preparing them for better healthcare experiences through 3 Steps Detect. Our workplace initiatives grew by 128%, empowering employees across industries to take control of their health. This proactive approach helps individuals address health concerns early, while also aiding employers by reducing healthcare costs related to late-stage diagnoses. Additionally, support from our workplace programs helps cover some of the costs associated with delivering our firefighter, young adult and community programs. We believe all deserve the life-saving advantage of early cancer detection.

None of this would have been possible without you. Your support has empowered countless individuals to detect cancer early, saving and improving lives and reducing the financial and emotional burdens associated with late-stage diagnoses. On the following pages, you'll see some of the lives your generosity has helped save. We encourage you to visit our website for even more inspiring stories.

Thank you again for standing with us in the fight against cancer. Together, we will continue making a real, tangible difference—one life at a time."

Sincerely,



Tricia Laursen, President



Jim and Nancy Coghlin, Founders



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70%
increase in
program delivery

Response Time Matters (RTM)

Just like a fire, Response Time Matters when it comes to early cancer detection. With nearly 50% of firefighters facing a cancer diagnosis in their lifetime, delivering the 3 Steps Detect program in ways that resonate ensures the message makes an impact. By using humor to tackle a tough topic, we are causing actions that are reducing cancer-related deaths, which remain the leading cause of line-of-duty fatalities.

San Francisco Fire Department

60 department trainers
were trained to teach
3 Steps Detect

1,500 firefighters (100%
of the department) received
3 Steps Detect training

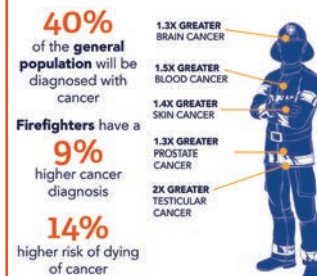


The San Francisco Fire Department (SFFD) is a leader in promoting early cancer detection awareness within their ranks. After being trained in **3 Steps Detect**, the SFFD boasts a strong community of cancer champions who bring this message to all of their 44 stations. Thanks to the training, SFFD has shared several stories of successful treatment.

Train the Trainer

To expand the reach of this life-saving message, we've enhanced our "Train the Trainer" program so more department trainers can deliver the **3 Steps Detect** program directly to their stations, with all the tools they need. We plan to educate all 1.1 million firefighters in the U.S., creating a ripple effect of knowledge that protects those who protect us.

A Firefighter's Likelihood of Cancer Diagnosis is Greater than the General Population



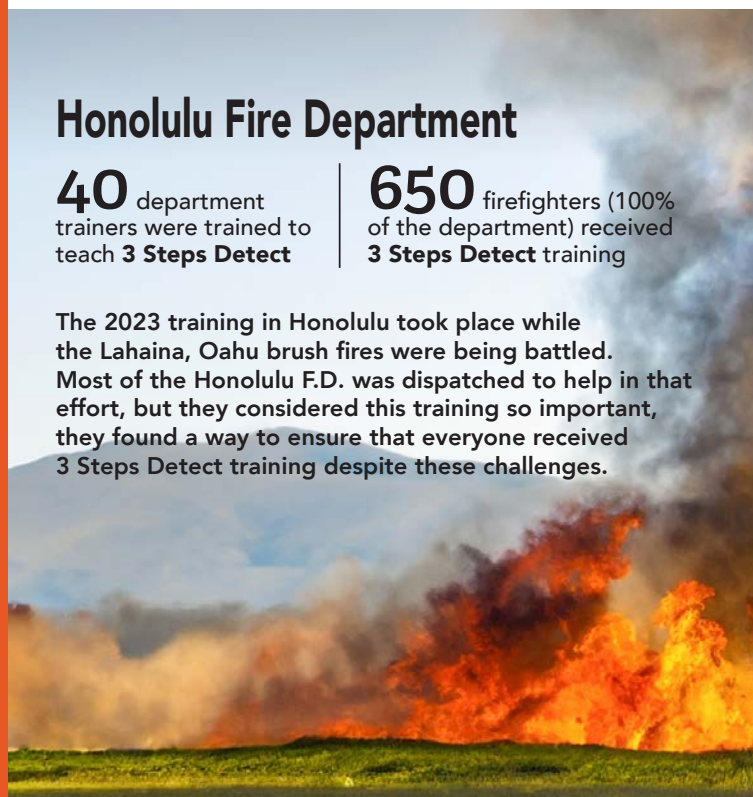
SOURCE: LeMasters, GK et al. J Occup Environ Med. 2006 Nov; 48 (11): 1189-202

Honolulu Fire Department

40 department
trainers were trained to
teach **3 Steps Detect**

650 firefighters (100%
of the department) received
3 Steps Detect training

The 2023 training in Honolulu took place while the Lahaina, Oahu brush fires were being battled. Most of the Honolulu F.D. was dispatched to help in that effort, but they considered this training so important, they found a way to ensure that everyone received 3 Steps Detect training despite these challenges.



From someone who knows:

“ Because my cancer was found early, I was able to follow in my father's footsteps and become a career Boston firefighter. ”

Terry Flaherty

DIAGNOSED AT 25, BLOOD CANCER

Jason Patton as the Response Time Matters Messenger

Jason Patton, who partnered with DetecTogether to create videos to bring humor and awareness to tough conversations about cancer and medical care, is a firefighter and paramedic known for his comedic approach about critical issues, including mental health and cancer.

As a social media influencer, Jason is helping us to break down stigmas, and to encourage talk about cancer – a conversation many prefer to avoid. The campaign's relatable approach is motivating firefighters to take timely healthcare actions – actions that are saving lives.



From someone who knows:

“ In hindsight, there were symptoms, but I disregarded those as aging, diet, or colorectal issues. I learned 3 Steps Detect too late.

”

Nickolaus Sprague

DIAGNOSED AT 48, COLON CANCER





66% increase in program delivery

High School DECA Project

500 students trained

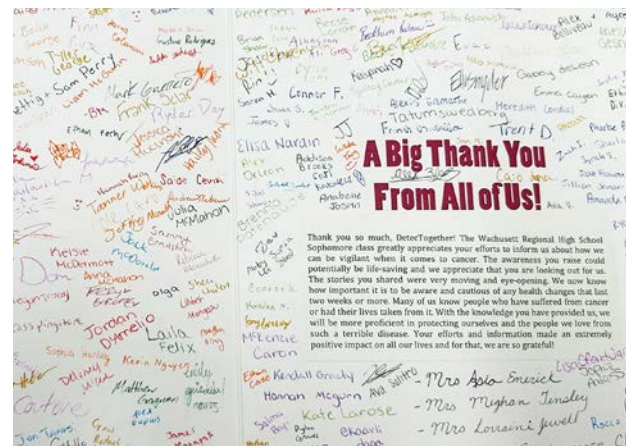
Students teach early cancer detection using 3 Steps Detect

A team of three students developed a project to teach their school and community how to detect cancer early. They developed and hosted three separate fundraisers raising \$2,500 for DetecTogether. Their project made it to the DECA state finals competition where the team proudly presented their work.



The Young Adult Program

DetecTogether's roots run deep in the realm of educating adolescents and young adults about how to recognize early symptoms of cancer. We equip educators with comprehensive **3 Steps Detect** curriculum that is aligned with National Health Education Standards, and includes assessments, presentations, and engaging activities that allow students to actively practice the skills they need to recognize early cancer warning signs.



From someone who knows:

👉👉 *Young people...are not invincible and should always pay attention to changes in their health. An early diagnosis can greatly increase your chance of survival and lessen the need for aggressive treatment.* 👉👉

Evan Moore

DIAGNOSED AT 20. TESTICULAR CANCER





Workplace Wellbeing Program

Our Workplace Wellbeing Program empowers employers and their associates to prioritize proactive health management. With nearly 40% of individuals facing a cancer diagnosis in their lifetime, the costs can significantly impact employer benefits. By implementing the 3 Steps Detect program, employees learn to recognize early signs of health issues, leading to earlier diagnosis, which often means less invasive and more affordable treatment options.

We offer various training formats tailored to workplace needs, including live-hosted webinars, online self-paced classes, and engaging content to motivate timely action. These resources foster a culture of health and safety, reminding employees of the vital role early detection plays in their overall well-being.

Through strategic partnerships, we are expanding the 3 Steps Detect program's reach nationwide, empowering individuals and communities to take charge of their health.

By promoting early detection, employers improve awareness and contribute to the productivity and satisfaction of their workforce—enhancing both employee well-being and organizational success.



1 in 4 of participants who apply the 3 Steps Detect methods successfully detect health issues early – reducing the need for costly treatments.*

* DetecTogether 2023 Impact Study Report.

From someone who knows:

“Early detection allowed me to have a very favorable prognosis, lower risk of recurrence, and although I needed to have a course of chemo and radiation, I needed less intense treatments of both.”

Andrea Baxter
DIAGNOSED AT 40, BREAST CANCER



128%

increase in program delivery

A Sampling of our Workplace Partners



Brown & Brown Insurance



Marsh McLennan



College of the Holy Cross



Mass Bankers Association



Frankfurt Kurnit Klein & Selz, PC



Tauk



Lionbridge Technologies



WPI

PARTNERSHIPS



The 2023 Golf Fights Cancer Golf Marathon was an incredible day of golf, fundraising, and camaraderie. A great group of golfers came together in the fight against cancer, played 100 holes of golf or more in a single day, and raised thousands of dollars in the fight against cancer.

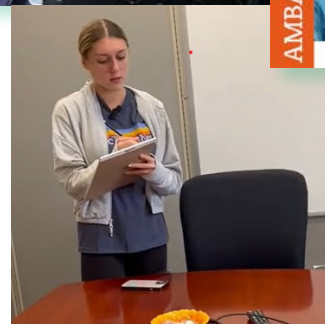
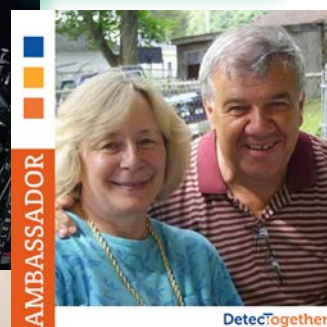
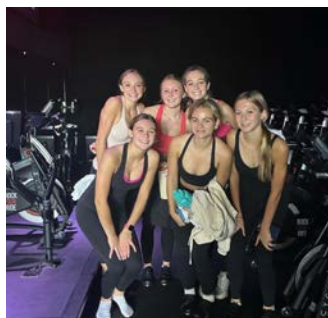


The Passion Behind the Mission

Volunteers and Ambassadors fueling the fight for early cancer diagnosis... Thank you for making us the beneficiaries of your events!

Examples of some of our dedicated partners:

- DECA Nature Walk
- Fitness Asylum
- CycleBar
- Greater Good Brewery
- Queens Cup
- Patrol Officers Union
NEPBA Local 191



From someone who knows:

“ I was fortunate my parents detected my symptoms early, which drew me to pursue the internship at DetecTogether. ”

Lily Sullivan
DIAGNOSED AT 5, LEUKEMIA



The Boston Marathon



The NYC Marathon



From someone who knows:

“ I thought my body failed to warn me I had cancer, but I just didn't know how to recognize the early signs until I learned 3 Steps Detect. I ran to give more people this life-saving advantage. ”

Lisa Young

DIAGNOSED AT 44, BREAST CANCER



\$2M

Almost raised!

Every year, DetecTogether looks for athletes of all abilities and experience to join Team DetecTogether – athletes who are passionate about their sport and about our mission.

Since 2012, Team DetecTogether charity athletes have raised nearly \$2M for early cancer detection. Just as important as the dollars raised is the awareness Team DetecTogether brings to life-saving early cancer detection.



The Falmouth Road Race



GALA, AUCTION...

\$1M+ raised!

PRESENTING:



GALA:



RECEPTION & ENTERTAINMENT:



GOLF TOURNAMENT:



PLATINUM:



TOURNAMENT LUNCH:

BRENDAN PROPERTIES
D & S Realty

GOLF CART:

UNIBANK

GOLF BALL:

COGHLIN COMPANIES

GOLF GOODY BAG: ANONYMOUS **evolv technology** **fuel for FIRE**

GOLF PRIZE:

evolv technology



THANK YOU!

THIS WOULD NOT HAVE BEEN POSSIBLE WITHOUT YOU!



&GOLF

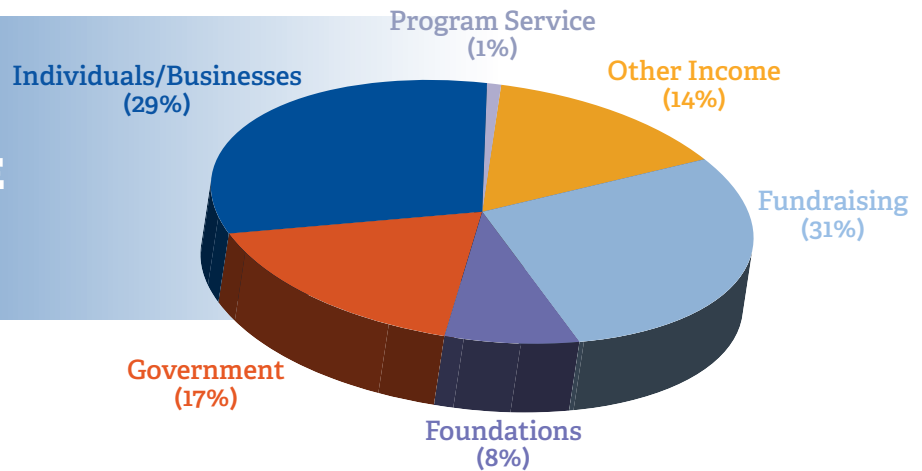


SAVE THE DATES
SATURDAY, MAY 31
GALA' & GOLF 25
MONDAY, JUNE 2

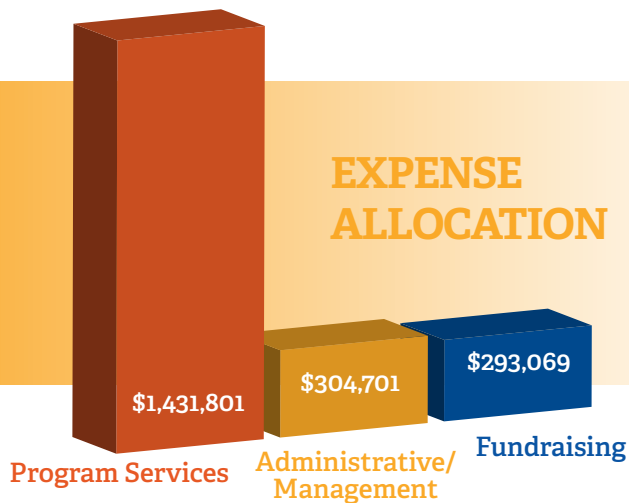


FINANCIALS

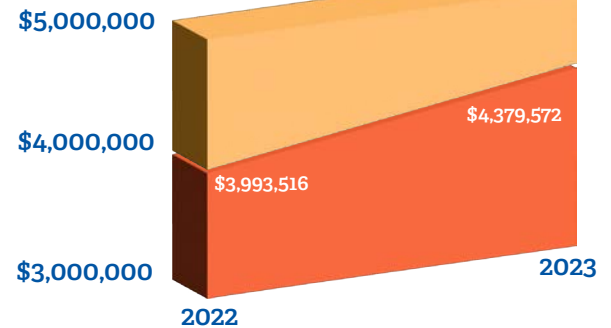
REVENUE BY SOURCE



EXPENSE ALLOCATION

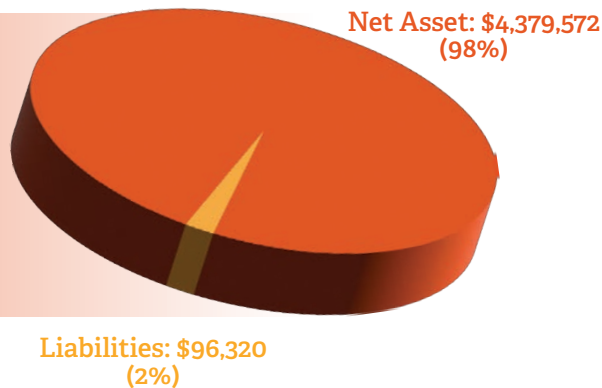


NET ASSETS



STATEMENT OF FINANCIAL POSITION

(TOTAL ASSETS: \$4,475,892)



Participants' Impact Study

3 Steps Detect Training



3 Steps Detect Impact

1 in 4

Participants Detect a Health Issue Earlier

DONORS, GIFTS, CONTRIBUTIONS

\$100,000-\$249,999

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\$50,000-\$99,999

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Wagner Motors

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\$1,000-\$2,499

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Advantage Truck Leasing
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 Steve Zimmermann and Janet Hylland

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Marguerite Halaburt

Kevin Anderson

Kathleen and Peter Cotte

Matthew Benestad

Carolyn Somma

Erin Blakeney, PhD, RN

Anonymous

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Sullivan Benefits

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Tim and Karen Coghlin

Jim and Nancy Coghlin

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Lee Colborne and Patricia Peterleitner

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Tech Transport, Inc.

Fitchburg Fire Department

Eleanor Gilmartin

Asa Floyd

Valerie Kerxhalli

Wendy Griffith

Lou Griffith

Judi Mancini

Angela Padavano

Alisa Deveau

David and Tina Padavano

Cathleen Corcoran

Virginia Mancini

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Sue McGlone

Brian McGlone

Alex Milosz

Arthur and Rae Glispin

Heidi Richard

Ann Weston

Myles and Christine Moran

Susan Jeffrey

Eileen Scannell

Carol Kelleher

Mark Ungerer

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Ted Wolf

Eric and Tammy Smyrl

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Melinda and Ronald Johnson

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Kenneth and Beryl Notargiacomo

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to save
your life
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3 Steps Detect® Program

#1



Know Your Great

Know how you feel when you are at your best. Tune into your energy level, sleep patterns, weight, skin and bathroom habits. Get to know what is normal for you.

#2



Use the 2-Week Rule

If any changes in your health last longer than 2 weeks, it's time to call the doctor.

#3



Share with Your Doctor

You know your body best. Share information about any health changes with your doctor. It may be difficult or embarrassing, but it could be lifesaving.

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