SAVING LIVES
TEACHING PEOPLE HOW TO DETECT CANCER EARLY

“THIS TRAINING IS VITAL”
Fire Chief James Vuona
As 2018 came to a close, the Massachusetts Society of Clinical Oncologists awarded us its Audesse Award for outstanding efforts to educate the public and to enhance and protect the quality of cancer care in Massachusetts. For oncologists who are familiar with its impact on patient outcomes, a delayed cancer diagnosis is like starting a game many points behind the opposition; but, when patients come to them early, before their cancer has spread, they often see a clear path to victory.

15-40 Connection gives people a tremendous lifesaving advantage by teaching them how to detect cancer early. It also helps to reduce health care costs. In fact, a 2017 study estimated that in the United States, early diagnosis of the top five cancers – breast, lung, prostate, colorectal and melanoma – has the potential to save over $10.7 billion a year in direct treatment costs.

The patient’s role is critical to early detection. We often remind people that there are more than 100 types of cancer but only a handful that can be detected through screening. Early detection of the rest is up to us. Learning how to recognize symptoms, when to act, and how critical your role is to diagnosis is what we call 3 Steps Detect – and it’s a game changer!

We never tire of hearing “thank you for saving my life.” It causes us to pause, be thankful for what we do, and most of all, become more determined to do it for others.

Your generosity provides us with the ability to set a bold goal – to empower everyone, coast to coast, with the lifesaving advantage of early cancer detection. Working together, we are confident that we can dramatically improve outcomes for patients and improve health care for all.

Thank you for joining with us and giving us the opportunity to save lives.

TRICIA LAURSEN
PRESIDENT
JIM COGHLIN, SR.
CO-FOUNDER
NANCY COGHLIN
CO-FOUNDER

40% OF US WILL BE DIAGNOSED WITH CANCER. EARLY DETECTION CAN SAVE YOUR LIFE. 15-40 CONNECTION TEACHES HOW TO DETECT CANCER EARLY. WE DO NOT WANT TO loose YOU.

A LIFESAVING BENEFIT EVERYONE DESERVES

THE FIVE MOST COMMON CANCERS DIAGNOSED IN THE UNITED STATES EVERY YEAR

<table>
<thead>
<tr>
<th>TYPE OF CANCER</th>
<th>CANCER SURVIVAL RATES</th>
<th>DETECTED LATE</th>
<th>DETECTED EARLY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Colon &amp; Rectal</td>
<td>90%</td>
<td>14%</td>
<td></td>
</tr>
<tr>
<td>Lung</td>
<td>60%</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Melanoma</td>
<td>98%</td>
<td>23%</td>
<td></td>
</tr>
<tr>
<td>Prostate</td>
<td>99%</td>
<td>30%</td>
<td></td>
</tr>
<tr>
<td>Breast</td>
<td>99%</td>
<td>27%</td>
<td></td>
</tr>
</tbody>
</table>

THE IMPACT OF EARLY DETECTION IS CLEAR.
EARLY CANCER DETECTION IS A LIFESAVING ADVANTAGE EVERYONE DESERVES. WE ARE FORTUNATE TO WELCOME OUR NEWEST DIRECTORS TO OUR TEAM. THEIR COLLECTIVE TALENT, EXPERTISE, AND PASSION FOR SAVING LIVES BY TEACHING PEOPLE HOW TO DETECT CANCER EARLY WILL EXTEND 15-40 CONNECTION’S LIFE-SAVING PROGRAMS.

- TRICIA LAURSEN, EXECUTIVE DIRECTOR

MICHAEL DAVIN SERVED AS CHAIRMAN, PRESIDENT AND CHIEF EXECUTIVE OFFICER OF CYNOSURE FROM 2003 TO 2017.

Cynosure is engaged in the development and manufacture of light-based aesthetic and medical treatment systems. During this time, sales grew from $20 million to $430 million including significant international expansion. Michael led the company’s initial public offering and listing on the NASDAQ and executed key acquisitions. Under his leadership, Cynosure became one of the largest and most profitable companies in the aesthetic industry. Cynosure was sold to Hologic for $1.65 billion in March, 2017. He was the 2008 recipient of Ernst & Young’s Entrepreneur of the Year Award in the Medical Devices category in New England.

PETER DECKERS, MD, IS A HIGHLY RESPECTED SURGEON WITH A FOCUS ON BREAST AND GASTROINTESTINAL TUMOR SURGERY.

Peter is dean emeritus of the University of Connecticut’s School of Medicine and former executive vice president of the University’s Health Center. He is Executive Director of Perioperative Services at UConn Health. During his 15-year tenure as dean, he was responsible for a major transformation at the medical school by supporting the development of a new educational curriculum. He oversaw a dramatic increase in patient care provided by John Dempsey Hospital and the UConn Medical Group; and spearheaded strong growth in public and private research awards to biomedical scientists and clinicians. He continues to be involved with the University’s Health Center, sees patients, and teaches.

BILL DURGIN HELD THE POSITIONS OF VP, BUSINESS AFFAIRS/TREASURER AND THEN CHIEF INVESTMENT OFFICER AT THE COLLEGE OF THE HOLY CROSS IN WORCESTER, MA.

Under Bill’s stewardship, the College’s endowment grew from a few million dollars to more than $550 million. He also oversaw the day-to-day management of financial assets and worked with the Board of Trustees to make long-term investment decisions for the College. Bill retired in 2010 and is currently a self-employed management and investment consultant. He works with senior management teams and boards on strategic and tactical financial, general management and investment management strategies and operational improvements.

WELCOME NEW BOARD OF DIRECTORS

BOARD OF DIRECTORS

KAREN H. ALBRITTON, MD
JAMES W. COGHLIN, SR.
CHRISTOPHER J. COGHLIN
ERIC C. COGHLIN
MICHAEL DAVIS
PETER DECKERS, MD
BILL DURGIN
CHRISTOPHER J. PALERMO

BOARD OF ADVISORS

• Nancy M. Coghlin
• Jill C. Conant
• Matthew Cote
• John M. Heald
• Justin A. Maykel

MEDICAL ADVISORS

• Karen H. Albritton, MD
• Peter Deckers, MD
• Justin Maykel, MD

FINANCIAL OVERVIEW

KEY SOURCES OF INCOME

INCOME TOTAL=$1,360,630

39% Special Events
52% Individual and Other
9% Grants

2018 NET ASSETS $2,343,354

AS A PROUD MEMBER OF THE 2018 JOHN HANCOCK BOSTON MARATHON NON-PROFIT PROGRAM, TEAM 15-40 CONNECTION RAISED

TEAM MEMBER DELANEY BENISON

$79,396

21% Fundraising
71% Programming
8% Admin

COORDINATED BY BLACKSTONE VALLEY TECH DECA STUDENTS, THE 2018 TREES FOR HOPE FESTIVAL RAISED

TEAM MEMBERS

NIKKI CONNORS
DOMINIC SESTITO
SUSAN BOURQUE

COORDINATORS

ANDREW FLOYD AND KATIE HOUSKEEPER WITH JIM COGHLIN, SR.

A “NO-SHAVE NOVEMBER” BY THE WORCESTER STATE POLICE OFFICERS RAISED

TEAM MEMBERS

$9,837

$1,085

2018 MARKED OUR FIRST YEAR AS PART OF THE NEW BALANCE FALMOUTH ROAD RACE NUMBERS FOR NONPROFITS. OUR TEAM RAISED

TEAM MEMBER DELANEY BENISON

$3,000

COORDINATORS

TRICIA LAURSEN, EXECUTIVE DIRECTOR
2018 IMPACT & REACH

SEIZING THE POWER OF 3 STEPS DETECT

STEP 01 Know Your Great

STEP 02 Use the 2-Week Rule

STEP 03 Share With Your Doctor

110,000 PEOPLE TAUGHT 3 STEPS DETECT

Expanded outreach and growth across all social media platforms means we have reached more people than ever before with our early detection education. 2018 saw the release of our new film, “What’s the worst cancer diagnosis? And how to avoid it.” The film’s title poses a great question and provides the answer through the powerful stories of cancer survivors. It’s had a tremendous impact with 286,000 views.

94% MORE EDUCATION PROGRAMS DELIVERED

We know 3 Steps Detect education saves lives and lowers healthcare costs. But to realize these benefits, these steps need to be taught. More communities are delivering 3 Steps Detect programs to give their members their best chance for surviving cancer. Our multiple educational models meet the needs of each audience. In 2018, our “Train the Trainer” model allowed us to increase the number of high school and university students taught. Programs align the Department of Education’s skills-based framework that teachers follow.

1,444 FIREFIGHTERS EDUCATED IN JUST 6 MONTHS

Firefighters need 3 Steps Detect now. Firefighters are at a 9% higher risk for being diagnosed with cancer and at a 14% higher risk of dying from cancer than the general population. 15-40 Connection has taken the lead in identifying occupations with a higher incidence of cancer that can greatly benefit from 3 Steps Detect. Our program aligns with the Massachusetts’ Firefighting Academy’s “Taking Action Against Cancer in the Fire Service” course.

WHAT IS THE WORST CANCER DIAGNOSIS? AND HOW TO AVOID IT.

VISIT www.youtube.com/watch?v=kHLpctBa-b0&t=55s

VISIT CHICOPEE, MA FIRE DEPARTMENT

EDUCATION IN ACTION

I have lots of family history of cancer, so I’ve been hearing, ‘You’re at high risk, maybe you should check yourself for cancer’, but I just thought ‘ok, but how?’ and didn’t know what that meant. The 3 Steps Detect is actually going to help because now I know what to do.

- STUDENT

A few minutes in, the kids are hooked and engaged. This is an invaluable tool to teach kids about paying attention to their bodies and advocating for themselves at the doctor’s office.

Thank you!

- TEACHER

This training is vital in educating our firefighters... And I would like to thank 15-40 Connection for providing such valuable information.

- FIRE CHIEF
Thank you to our passionate advocates for the opportunity to teach people how to detect cancer early. Together we are saving lives.
15-40 Connection

2018 Annual Report

Savings by teaching people how to detect cancer early

Conner Sign

Scant and Darcy Cook

Thomas Cook

Ben and Jackie Coyle

Gino and Julia DeFiore

Gino DeFiore

Susan and Bob DeFlorshick

Mike and Julie DeJesus

Eileen Duhamel Pekerek

Joseph Early

El. Harvey and Sons

Fabrication Services LLC

William Fanning

Donald Fatman

Kelly Fatmann and Brendan Murray

Dr. Neil and Audrey Feldman

Dr. Neil and Audrey Feldman

EL Harvey and Sons

Dr. Karen Albritton and

Carl Abbascia

The Hartford

A.J. Tomaiolo’s Restaurant

Frank and Lesa DeMaria

Bob Corriveau

Good as Gold Coffee

Ryan & Stephanie Fattman

Dexter-Russell, Inc.

Resolution Bodyworks

Mieka Davis, ATC, CMT/

Columbia Tech

Jim & Nancy Coghlin

Jim & Kristen Coghlin

Eric & Vickie Coghlin

Rand Whitney Packaging Corp.

Quality Beverage LP

Professional Physical Therapy

Joe Andruzzi

Dr. Karen Fillmore

John “Chuck” Caputo

Vincent Coogan

T. J. X Store Transportation Services

Mike and Rachel Phelan

Kenneth and Beryl Notargiacomo

Srikanth Nannapaneni

Jeff and Jeannine Henderson

Seth Margadonna

Kathleen Gianetti

Lauren Flaherty

Piper's

Pacific Beverages

Polaris Airports

W. D. Goodwin

Frank Graham

Steve Grossman

A.J. Tomaiolo's Restaurant

Larry Sironen

Matthew T. Shea

Brady Fisher

Richard Krusz

Samara Apelian

Kalina Zampello

Dr. Thomas and Elizabeth Coghlin

Terese Lapham

Chandra Tokala

T J X Store Transportation Services

Tessa and George Kalarickal

R. Douglas Kahn and Suzanne

Joy Mammen

John “Lee” Plank

Brad Fisher

Samara Apelian

Jenique Leblond

Thomas Crosbie

Anonymous

Teenagers with cancer

Our Parents

Samuel Marks

Domenic Mancini

Gary & Nancy Goodchild

Ground Effect Brewing

David & Kathya Hultala Hultala & Prop

Imperial Distributors, Inc.

Jeffrey “John” Hultala

Michelle Sauer

Kathleen Hultala

Spectrum Enterprises

ScrubaDub Auto Wash Centers, Inc.

Russell Morin Catering & Events

Rovezzi’s

Joseph Andruzzi

Sam and Maryellen Coggins

Craig Jeppesen

Eric MacDonald

Daniel and Kristen Mahar

Manousos Nowak Insurance Agency

Ryan Marnion

Eric and Eileen Marcus

Kenneth and Tanya Mandersenn

Paul and Lynn Marks

Northeast Tactical Sales Inc.

Scott and Susan Notargiacomo

Matthew and Margo O’Connor

Thomas and Yura Chira

Tom and Beth Oliver

Jason Pegin

David and Marlene Persky

Joseph Persky

Phoebe

Jenny Boston

Jerry’s Bar & Grill

John E. Keenan

Michael Kttgen

Koopman Lumber

Lakeville Beverage Company

Leslie Siegenderfer Kiefer, LMT CPT

Ian & Keri Levine

The Life is Good Company

A. J. Manzoni

Maggie McElroy

Michele Woz

Annette Marks

Margaret Marchese

Samantha Apellan

Michelle and Robert Giberti

Kurt Pulsich

Craig Pajaro

Zack Coggins

Joseph and Maryellen Coggins

Chris & Kim Coggins

Stephen O’Connor

Julie Karp

T. J. X Store Transportation Services

William Thomas

Northside Coffee

John Timmermann

Branch and Tina Yules

Morgan Waite

Mindy McKenzie

George McCullogh

Medical Resources Home Health Corp

Joseph and Hilli Milano

Jeffrey and Kristen Morn

Maggie Murray

Srikanth Nannapaneni

Nicole Nobilio

Kenneth and Bynel Notargiacomo

Paolo Medina, Inc.

Mike and Rachel Phelan

Tim Pike

Dawn Ragan

Brian and Risa Resha

Martin and Joanne Richman

Kathleen Sabina

Michael and Ellen Sandler

John and Deb Scalin

Richard and Marsha Steven

Stephen Running Club For Girls, Inc.

Ryan Sullivan

Dearse Carlsson and

Stephen Sullivan

William Sullivan

The Law Offices of

Dean, J. Carr, P.C.

Gary and Kim Theibeaut

TJX Store Transportation Services

Chandra Tokila

Pratap Tumala

Anees and Oasis Valleys

Vail Weymann

Michael Kittgen

Cooperman*

Worcester County Deputy Development Corporation

Leighann O’Donnell

John “Lee” Plank

Dan and Nina Plank

Bryan DeMarco

Theresa and L. Keith Hayward

Chris and Sarah Espinosa

Theresa and L. Keith Hayward

Gene and Julie DeFeudis

Karen Verbeek

Stephanie Gibbons

Samantha Apellan

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53 Otis Street
PO Box 1153
Westborough, MA 01581
508 869-5200
www.15-40.org