Our Mission

To save lives by teaching people to detect cancer early and be active participants in their healthcare.

CELEBRATING 10 YEARS!

2019 ANNUAL REPORT
n front of a sold-out crowd at the 2019 “Love, Laugh & Bid” Gala & Auction, comedian Jay Leno performed a comedy show to entertain guests and raise money to support 15-40 Connection. “As someone who grew up in Massachusetts, where this organization does so much important work, I am excited to join 15-40 Connection for this momentous occasion,” Leno said that evening. “Everyone knows someone affected by cancer, and detecting it early plays a big role in saving and improving lives.”

The evening was a tremendous way to celebrate the organization’s 10-year anniversary, and our friends, donors, and survivors. Leno, an Andover, Mass. native who lost his brother to cancer, was inspired to auction off private tours of his famous garage and car collection in Los Angeles, raising an additional $80,000 to support the cause. Following the live auction led by award-winning auctioneer Paul Zekos, guests enjoyed a gourmet dinner and live music.


This 10-year milestone provided a moment to reflect on all 15-40 Connection had accomplished already and how we can turn the momentum and awareness we have created into an opportunity to save more lives in the future.

Tricia Laursen,
15-40 Connection President & Executive Director
Dear friends,

2019 was a tremendous year for 15-40 Connection. In spite of the pandemic and the associated challenges, 2020 has been and will continue to be a pivotal year marked by organizational growth and impact in large part because of all we accomplished together in 2019.

In 2019, we marked our 10th anniversary and celebrated a record-breaking fundraising year thanks to the success of the Gala, Auction, and Golf Tournament. Our special guest, Jay Leno, filled the room that evening with laughter. Jay was so moved by our work, and by Michael Bodge’s story, that he raised an additional $80,000 for the Michael Bodge Tribute Fund, by auctioning private tours of his famous car garage in California. Read about the impact of the Fund on our work with young adults on page 3.

The success of the Gala, Auction and Golf Tournament in 2019 allowed us to set aside funds for our eLearning initiative, a major investment that propels our efforts and allows us to scale our education. Our on-demand eLearning product is an interactive, self-paced platform offering access to our core curriculum and related micro-courses. Dynamic, easy-to-use, and accessible in a remote environment, this product will bolster our new fee-for-service workplace wellness program, which helps sustain the training we offer for free, in schools, community organizations, and fire houses.

In 2019, we ramped up our work with firefighters, a group at higher risk for cancer due to the risks and exposures they face on the job. Cancer hits firefighters disproportionately hard. They are 9% more likely to develop cancer and 14% more likely to die of cancer than the general public. Frank Leeb, Deputy Chief at New York City Fire Department (FDNY), where we trained in October of 2019, described 3 Steps Detect℠ as “the critical missing piece” in their comprehensive cancer awareness program. This is high praise from one of the most well-respected fire departments in the country.

FDNY trainers are now delivering 3 Steps Detect℠ to their entire work force—more than 8,500 firefighters.

We are tremendously excited about our momentum and are well positioned as we enter our second decade saving lives by teaching people how to recognize signs that could be cancer, giving them a timeframe for action, and empowering them to work with their physicians to get the best healthcare possible. Your generosity allows us to change, improve, and save lives through education. The names of individuals listed in this report share our passion for ending the devastating toll cancer takes. We are extremely grateful for your generous support and look forward to a bright future where all people have the education they need to live their healthiest lives.

With gratitude,

Jim, Nancy, Lucia

Your generosity allows us to change, improve, and save lives through education.
15-40 by the Numbers

7,206
Number of people trained in 3 Steps Detect™

8,838
Number of people engaged in awareness-building events

115
Number of locations 15-40 Connection brought 3 Steps Detect™

165%
Increase in the number of Fire Departments trained over 2018

56%
Increase in adults attending 15-40 Connection live webinars over previous year

2,251
Number of firefighters taught 3 Steps Detect™ Training

6
Number of states (MA, CT, NY, FL, MD, VT) where we trained, sometimes over multiple days

Cancer will not wait, and the merits of early cancer detection are enormous.

*Peter Deckers, MD*
Firefighter Initiative

• Implemented strategies to increase our networking and reach within the fire service.
• Attended PFFM union meetings, regional trainings, occupational cancer conferences and seminars.
• Created a new model where corporate sponsors were invited to support the cost of 3 Steps DetectSM delivery to fire departments in their area. Thanks to Rick Green and 1A Auto for sponsoring Lowell Fire Department trainings.
• Partnered with the trainers at the Fire Department of New York City (FDNY) to deliver 3 Steps DetectSM to 8,500+ firefighters.
• Captured and shared new firefighter-specific cancer stories.

AYA Program
(Adolescents and Young Adults)

• Established the Michael Bodge Tribute Fund (see pages 8-9). Michael Bodge (Sept. 21, 1990–April 27, 2019), like so many other people, did not know that the health changes he was experiencing were actually cancer symptoms. By the time he was seen by doctors, his testicular cancer had progressed. Mike was 28 years-old when he passed away. Helping others was one of Mike’s core values, so to honor his memory, his family and friends established the Michael Bodge Tribute Fund at 15-40 Connection. Their generosity allows us to teach young adults how to detect cancer early—and it is lifesaving.

• Delivered 3 Steps DetectSM education to 3,800 students at 38 different locations.

Workplace Wellness Training

• Delivered 3 Steps DetectSM training to 1,249 adults where they worked.
• Brought our early cancer detection training to 31 work sites.

"As a firefighter, it’s my duty to help whenever possible. This is helping myself and others.”
Brookline Firefighter

"It was great to see our students learning so much... the positive impact it had on them was incredibly beneficial to both their education and well being.”
Millis High School

"I needed to hear this talk today. I am actively going to a doctor for a health change, and the 3 Steps will help me be an advocate for myself”
Employee, Linemaster
**2019 List of Donors:**

### $50,000 and above

- James and Nancy Coghlin
  - Coghlin Companies; Columbia Tech and Cogmedix
- John and Robyn Davis
- Stephen and Ann Davis
- Charles Kusek and Jane Davis-Kusek
- JHM Financial Group LLC

### $20,000–$49,999

- 1A Auto Inc.
- Steven and Annemarie Austin
- John and Susan Bassick
- Len and Elizabeth Braudis
- Michael and Ellen Davin
- DCU for Kids
- Gene and Julianne DeFeudis
- John Duquette
- Fraternal Order of Eagles #3565, Marlborough, MA
- Rick and Maggie Green
- Jeffrey and Kristen Jeznach
- Patrick and Jessica McCarty
- Joseph and Jane McCuine
- McGovern Auto Group
- Richard J. Noonan
- Matthew and Susan O’Connor
- David and Cherie Patrick
- Powertech Controls Co., Inc.
- Frank Scherkenbach and Kim McGovern
- Subaru of New England
- Mark and Karyn Wagner/Wagner Motors
- Steve Zimmermann and Janet Hylland

### $10,000–$19,999

- George I. Alden Trust
- Joseph and June Bafaro
- Bar Code Direct, Inc.
- Michael and Eryn Bingle
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- Phil and Kathy Cambo
- Capital Group Corporate Matching Gift
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- Dr. Neil and Audrey Feldman
- George F. and Sybil H. Fuller Foundation
- Robert and Monica Fuller
- Matthew and Holly Giza
- Golf Fights Cancer, Inc.
- Greater Lowell Community Foundation
- Hoche-Scofield Foundation
- Tim Johnson
- Manufacturing Resource Group, Inc.
- Roger Marino
- Steven and Deborah Migridichian/D & S Realty LLP
- National Library of Medicine, National Institutes of Health, with the University of Massachusetts, Worcester
- Thomas and Babs Putnam
- Regan Remillard
- John and Ellen Savickas
- Michael and Carol Sleeper
- Stoddard Charitable Trust
- Thomas Whyte and Cindy Andrews

### $5,000–$9,999

- A. G. Miller Co., Inc.
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- Bollus Lynch LLP
- Brendon Properties
- Jim and Debbie Caola
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- Commonwealth Electrical Technologies
- Jon and Jill Conant
- The Crowley Family
- D & S Realty LLP
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- Dr. Peter and Barbara Deckers
- Mary DeFeudis
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- Levon and Hasmik Sermanjian
- Fran and Carolyn Shea
- Dr. Gurbachan and Lexi Singh
- Eric Smyrl
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- Technimetics
- The DAVIS Companies
- The TJX Foundation, Inc.
- Adam and Diane Waitkevich
- WessMark of NH PCB and Design
- Tammy Wolf
- Worcester State University
- Mark and Rachel Zides

### $2,500–$4,999

- Ahlquist and Carolan Families
- Anixter/Pacer
- Anonymous
- Architects of Packaging, Inc.
- David H. Small
- Arrow Electronics, Inc.
- Joseph and Kristin Bafaro
- Bank of America

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Thanks to all of you, we are saving more lives!
Anne Banks
David and Patricia Benson
Berkshire Bank
David and Dianna Bucharowski
Gerry and Loree Burns
Christopher Heights of Worcester
Jim and Kristen Coglin
Collins & Demac Real Estate
Cornerstone Bank
Michael and Maria Cotoia
John DeCarlo and
Karen Mannion-DeCarlo
Eileen Duhamel Pekarek
William and Linda Durgin
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Kevin and Kim Flaherty
Fletcher Tilton PC Attorneys at Law
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Patrick Jones and Kimberly Stone
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K. Michael and Cathy Robbins
Stephan Rodolakis and
Karyn Polito
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Jason St. Pierre
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Fitchburg Fire Department
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Ronald Ladner
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Charlie Manooog and
Moira Mynihnan-Manooog
Paul and Barbara Nazzaro
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Nichols College
Student-Run Event
NorthEast Electrical Distributors
Northeast Tactical Sales Inc.
Northrop Grumman Synoptics
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Paul O’Mara
Pal Technical Resources
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Joseph Persky
Phoenix Communications, Inc.
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Richard and Emily Chehade
Dr. Thomas and Elizabeth Coghlin
Corriveau Development LLC
Steve and Jennifer Corriveau
Michael and Lynne Crawford
Robert and Christine Cuccaro
Dana-Farber Cancer Institute
Friends of Jay Dion Memorial
Golf Classic
Gino DeFeudis
John Demac
Gabrielle Demac
Paul and Sandra Demoga
Christopher and Lauren DeSantis
Jim and Lorie Donohue
Eric Edelstein
Michael and Sue Engel
Lew Evangelidis
* deceased

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Annual Report 2019 5
media spotlight

[Image of FireRescue.com]

Training featured on FireRescue1.com

With more than 360,000 registered members, FireRescue1 provides a broad range of product research and information, articles, breaking news, safety resources, community features and training information tailored to firefighters. The website featured 15-40’s 3 Steps DetectSM education and how it can help members of the fire service detect cancer early.

[List of names and titles]

Meghan Lennon
Hank and Lauren Lisciotti
Michael and Amy Loconsolo
Kevin and Tara Lynch
Edward and Margaret Madaus
Daniel and Kirsten Mahar
Ryan Mannion
Ken and Tanya Marderosian
Martignetti Companies
Bill and Shelly Mason
Dr. Justin and Heather Maykel
Michael and Lisa McGinnis
Tim and Megan McManus
Isabelle McNitt
Amelia McTamaney
MSW Financial Partners
Thomas and Kate Myshral
New England Police Benevolent Association, Local 191

Shamus Noonan
Shannon O’Brien
James and Jane O’Connor
Thomas and Irina O’Hara
Alan and Julie Ostek
Rich and Kathy Ostberg
Perfection Valet Parking
David and Marlene Persky
Deborah Pfeffer
Dr. Ronald and Martha Pike
Nick and Nichole Pinno
The Plymouth Rock Foundation
Deb Powell
Chuck and Tricia Pratt
Thomas and Kelley Prokop
Risk Strategies Company
Jeff Ritchie
Kristen Sanderson
Ralph “Chip” Sbrogna
John and Kathy Scherkenbach
Matthew and Christina Schmit
Gary Shanahan
Tom and Madelyn Shields
Sam and Carla Skraly

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Clear Vision Alliance
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Carl Corazzani
Matthew and Dawn Cote
John Critchlow
Timothy and Mary Beth Daly
Norman and Debi Davieau
Charles and Kathy Deckers
Richard Delande
Donna Demers
Chris and Ali DeMilia

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A.J. and Christina Andreoli
Christine Anthony
Joseph and Linda Antonio
Kara Aparo
Applied Interactive
Joseph and Jean Ash
Patrick Assad
Mark and Maria Baker
Cheryl Baker
Michael and Patricia Barry
Kathy Barsotti
Rory Bayersdorfer
Matt Beck
Bill and Susan Bellerose
Deborah Bieri
Seth and Tina Bilazarian
Keith Bodnar
John and Gretchen Bridgman
Todd and Jo-Ellyn Brodeur
Richard and Jo-Ann Buckley
James Carbone

Hope Dennis
Louis and Dona DeSantis
John and Melodie Desmond
John and Joette D’Esposito
Van and Theresa Donnelly
Dan Ekerberg
EL Harvey
EN Engineering LLC
Matthew Evans
Sheryl Fijol
Brian and Sheryl Fontaine
William Fox
Michael and Cheryl Gallant
John and Sandy Godek
Phyllis Godwin
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Mckenna Gray
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Gabor and Deanna Hajas
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Michael and Sharlene Howard
Dan Kabat
R. Douglas Kahn and Suzanne Gibbons-Neff
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Thomas and Marianne Kearney
Ann Keiser
Vincent and Lori Kiedaisch
Kristine Kochur
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Clint Liebenberg
James Lipcon
Gerri Lorusso
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Stephen and Harriet Lowe
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Massachusetts Business Development Corporation
George McLoughlin
Christian McMahan
Melvin S. Cutler
Charitable Foundation
Janet Milliken
Mary Moran
Dona Morgan
Matthew and Caroline Mrva
Fred Mula
Dina and Jay Nichols
Eugene Nigro
Molly Noonan
Ken and Beryl Notargiacomo
Diane and Stephen O’Keefe
O’Malley Family Chiropractic
Laurin Panzano
Joanne Park
Matt and Val Pedone
Boston Herald coverage

In October, The Boston Herald ran a full-page cover story featuring cancer survivor, Asa Floyd. After learning our 3 Steps Detect™ education at his high school, Asa knew just when to act while experiencing a health change. Early detection saved Asa’s life, and now he gives back by speaking at our training sessions and organizing fundraising efforts to benefit 15-40.

media spotlight

Asa Floyd. After learning our 3 Steps Detect™ page cover story featuring cancer survivor, In October, The Boston Herald ran a full-
Boston Herald coverage

In Honor of:
15-40 Connection
Thomas Degnan
Laurel Ahearn
Jessica Strade
Joe Andruzzi
Jenn Andruzzi

Asa Floyd

Sean and Melissa Glavin
Gary and Nancy Goodhile
Green Thumb
Ground Effect Brewery
Heilind Electronics, Inc.
David and Kathie Huhtala
Huhtala Oil & Propane
Empire Distributors, Inc.
Improv Asylum
Jenny B. Companies LLC
Joey’s Bar & Grill
John Keenan
Lakeside Bar & Grille
Latitude Beverage Company
Laugh Boston
Life is Good
Lowes’s Variety and Meat Market
Marathon Sports
Mike and Caitlin Matros
Kevin and Michelle Mehra
Michael’s on the Hill Restaurant
Mill Falls at The Lake
Monti’s Pizza Plus
New Balance Athletic Shoe, Inc.
New Leaf Salon
Niche Hospitality Group
Not Your Average Joe’s
Scott and Susan Notargiacomo
Todd O’Connell
Shep Brown’s Boat Basin
Tim Slavin
Spectrum Enterprises
Starbucks, Rt. 9, Westborough, MA
Stowe Kitchen Bath & Linens
Stretch-Tite-Premium Food Wrap
Sullivan Garrity & Donnelly
Tanglewood Music Center
Tauck
Tavern in the Square co/BHG
Broadway Hospitality Group
Topnotch Resort
Total Wine & More
Tower Hill Botanical Garden
Travelers Championship
Ryan and Jess Turner
Unified Global Packaging Group
Union Oyster House
Veronica Voloka, LMT
Wachusett Mountain
Wheelchair
White Cottage
The Whiteface Lodge Resort
Whole Foods Market
Willy’s Steakhouse Grill & Sushi Bar
Worcester Restaurant Group
Yama Zakura Corp
Yummy Mummy Bakery
Mark and Rachel Zides

In-Kind Gifts

Anixter/Pacer
Applied Interactive
Arturo’s Ristorante
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Aurora House Painting
Austin Liquor Company Inc.
Avidia Bank
Bauhinia Restaurant
Beechwood Hotel
Berkshire Botanical Garden
George and Kerri Beningo
Bose
Boston Red Sox
Brew City
Brown’s TV and Appliance
Burtons Bar & Grill
Sharon Caterino, LMT
Chick-fil-A
Claremont Club & Spa
A Fairmont Hotel
Clarke Distribution Corporation
Jim and Kristen Coghlin
Jim and Nancy Coghlin
Columbia Tech/Coghlin
Companies
Columbia Tech
Consolidated Beverages
Cranwell Resorts
Mieka Davis, ATC, CMT/
Resolution Bodyworks
Dean Park Grill & Pizza
Chris and Lauren DeSantis
Dexter-Russell, Inc.
Dive Bar Shirt Club
Anna Dyakiv
Ryan and Stephanie Fattman
Festive Breads
Danielson Flowers, Inc.
Frontline Auto Detailing
Fuel for Fire

Olympic Trophy
The Original Bradford Soap Works
Peak Fitness Performance
Training, Inc.
Pegasus Limousine
Pendry San Diego
Percy’s
Peter Pan Bus Lines, Inc.
Polar Beverages
Red Lion Inn
Regent Seven Seas Cruises, Inc.
James and Martha Ross
Russell Morin Fine Catering
The Sandri Companies
Santaluz Club
Leslie Seidenberg-Kiefer, LMT, CPT

Steve Zimmerman and
Janet Hylland

Memorial Gifts

In Honor of:
15-40 Connection
Thomas Degnan
Laurel Ahearn
Jessica Strade
Joe Andruzzi
Jenn Andruzzi

Asa Floyd

Sean and Melissa Glavin
Gary and Nancy Goodhile
Green Thumb
Ground Effect Brewery
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John Keenan
Lakeside Bar & Grille
Latitude Beverage Company
Laugh Boston
Life is Good
Lowes’s Variety and Meat Market
Marathon Sports
Mike and Caitlin Matros
Kevin and Michelle Mehra
Michael’s on the Hill Restaurant
Mill Falls at The Lake
Monti’s Pizza Plus
New Balance Athletic Shoe, Inc.
New Leaf Salon
Niche Hospitality Group
Not Your Average Joe’s
Scott and Susan Notargiacomo
Todd O’Connell
Shep Brown’s Boat Basin
Tim Slavin
Spectrum Enterprises
Starbucks, Rt. 9, Westborough, MA
Stowe Kitchen Bath & Linens
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Tanglewood Music Center
Tauck
Tavern in the Square co/BHG
Broadway Hospitality Group
Topnotch Resort
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Tower Hill Botanical Garden
Travelers Championship
Ryan and Jess Turner
Unified Global Packaging Group
Union Oyster House
Veronica Voloka, LMT
Wachusett Mountain
Wheelchair
White Cottage
The Whiteface Lodge Resort
Whole Foods Market
Willy’s Steakhouse Grill & Sushi Bar
Worcester Restaurant Group
Yama Zakura Corp
Yummy Mummy Bakery
Mark and Rachel Zides

Zack Coggins
Joseph and Maryellen Coggins
Jim and Nancy Coghlin
Dr. Thomas and Elizabeth Coghlin
The Conant Family
Darryl and Susan Cyr
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Bryan DeMarco
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Joseph Cox and Susan Lyons
Alison and Timothy Davis
The Herrman Family
Craig and Christine Longvall
Judi Mancini
John and Lorraine Neilan
In Memory of:

Kim Abusherry, Deb Mancini
Wharff, David Ungerer
Ronald and Melinda Johnson
Bert Andrews
Thomas Whyte and Cindy Andrews
Kelvin Arroyo
Chris, Kim, Brady, Haley and Colby Coghlin

FINANCIAL OVERVIEW

Key Sources of Income
Income total = $1,840,078

Allocation of Expenses
Expenses total = $1,459,006

* $374,212 raised in Q4 of 2019 budgeted to be spent on educational programming, including the eLearning Platform Buildout, in 2020. When adjusted for timing, this additional spending brings the program ratio to 70%, consistent with programming spending in 2017 and 2018.
Establishment of the Michael Bodge Tribute Fund
Honoring Mike’s legacy of helping others

Michael Bodge was 28 when he died of testicular cancer. Like many people, Mike did not know how to recognize cancer symptoms, and he was diagnosed too late. In April of 2019, Mike’s family and friends honored Mike’s life by establishing the Michael Bodge Tribute Fund to support 15-40 Connection’s early cancer detection education programs for adolescents and young adults, and to carry on his legacy of helping others.

Mike’s wife, Meg, said: “Of all of Mike’s incredible attributes, his selflessness and willingness to help others always shined brightest. I know his legacy of helping others will continue through the Michael Bodge Tribute Fund, created to help teach lifesaving early cancer detection education.”

With support from the Bodge Fund, in the fall and early winter of 2019, 15-40 Connection educators brought 3 Steps Detect\textsuperscript{TM} to 3,800 high school and college students throughout New England and beyond. 3 Steps Detect\textsuperscript{TM} gives students the advantage of early detection and teaches them how to be active participants and self-advocates in their own health care.

Thank you to the many generous contributors to the Michael Bodge Tribute Fund. We will continue to save lives through your generosity.

Meg Lennon, Michael’s wife

Early detection is so key, because it really can save lives. I think Mike would be really, really proud of that message.

Meg Lennon, Michael’s wife

John and Joanne Lennon
Mark and Jo-Marie Leone
Ron and Maryanne Lewis
Karen and Jaclyn Longtime
Peter and Janet Mancuso
Mike and Sheila Marcello
Don, Sue, Liam McAllaster
Lynda & Tom McBride
Margaret McConaghy
John and Donna Merullo
Gabby, Sean and Logan Miller
Nancy Monahan
The Morgera Family
Michael and Judy Mulvihill
Victoria Nadow
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James and Kathleen O’Donnell
Steve, Diane, Lauryn & Tyler O’Keefe
Susan O’Keefe
Susan O’Leary
Stephen and Melissa O’Neill
Dan and Leigh Ann Olejnik
Bob Orlando
Paisley Boutique
Bonnie Paulhus
Diane Pellegrini
Linda Pellegrini
Corey Peyser
Ronald and Martha Pike
Carlos and Christine Pimentel
Ian Powers
Michael and Noreen Powers
Stephen and Susan Prior
Bernard and Annmarie Quinlivan
R & D Tree Service
Ron and Gail Racicot
Nate Racicot & Stephanie Argiros
Eileen Rafferty
Morgan and Janet Rees
George, Denise, Brett, Bethanie Reiniche
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Scott Rhodes
Rocco
Ronald Rubin and Bridgid Malee-Rubin
Mary Russell
Joanne and Joseph Salois
Ralph and Gail Santoro
Lisa Saucier
Cheryl Shea Network Insurance
Shepherd & Goldstein LLP
SHS Boys Lacrosse Orange Out
SHS Girls Lacrosse Orange Out
Lois Sideman
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Spring Street Elementary School
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Jerry Bourque
Jason Bourque
Mr. and Mrs. Robert F. Cahill
Thomas and Kathleen Cahill
Paul Cantiani, Sr.
Mary DeFeudis
John “Chuck” Caputo
Patrick and Kristine Maloney
Henry Carr
Anonymous
Comics 4 Carr
Mark Fitzpatrick and Christine Vulopas
Maribeth Clark
Paul Bergin
Ted Coghlin, Jr.
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Stanley and Etta Shapiro
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Timothy Daly
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Cliff, Jan, Jaclyn and Nick Fountaine
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Jennifer Goodwin
Domenic Mancini and Debbie Mancini Wharff
Judi Mancini
Donna Mancuso
Mancuso Nowak
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Joe McDonough, Jr.
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Steven Potvin
Michael and Cheryl Gallant
Sally Saginaw
Jenique Leblond
William Waite
Myron and Stacey Waite
Mary Lynne Moynihan Wilson
Todd Brooks and Kathleen Dunlee
Each of these survivors has a lifesaving story they want you to hear. Read their stories and others on our website.

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