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

CELEBRATING 10 YEARS!
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,
LEADERSHIP

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Regan Remillard
Mark Zides

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 Detect\textsuperscript{SM} 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 Detect\textsuperscript{SM} 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 Detect\textsuperscript{SM} education to 3,800 students at 38 different locations.

Workplace Wellness Training

- Delivered 3 Steps Detect\textsuperscript{SM} 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:

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<tr>
<th>$50,000 and above</th>
<th>$10,000–$19,999</th>
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<td>James and Nancy Coghlin&lt;br&gt; Coghlin Companies; Columbia Tech and Cogmedix&lt;br&gt; John and Robyn Davis&lt;br&gt; Stephen and Ann Davis&lt;br&gt; Charles Kusek and Jane Davis-Kusek&lt;br&gt; JHM Financial Group LLC</td>
<td>George I. Alden Trust&lt;br&gt; Joseph and June Bafaro&lt;br&gt; Bar Code Direct, Inc&lt;br&gt; Michael and Erynn Bingle&lt;br&gt; Brian and Rebecca Burns&lt;br&gt; Phil and Kathy Cambo&lt;br&gt; Capital Group Corporate&lt;br&gt; Matching Gift&lt;br&gt; John and Brigit Clementi&lt;br&gt; Chris and Kim Coghlin&lt;br&gt; Community Foundation of North Central Massachusetts&lt;br&gt; Thomas and Deborah Degnan&lt;br&gt; Dr. Neil and Audrey Feldman&lt;br&gt; George F. and Sybil H. Fuller Foundation&lt;br&gt; Robert and Monica Fuller&lt;br&gt; Matthew and Holly Giza&lt;br&gt; Golf Fights Cancer, Inc.&lt;br&gt; Greater Lowell Community Foundation&lt;br&gt; Hoche-Scofield Foundation&lt;br&gt; Tim Johnson&lt;br&gt; Manufacturing Resource Group, Inc.&lt;br&gt; Roger Marino&lt;br&gt; Steven and Deborah Migridichian/D &amp; S Realty LLP&lt;br&gt; National Library of Medicine, National Institutes of Health, with the University of Massachusetts, Worcester&lt;br&gt; Thomas and Babs Putnam&lt;br&gt; Regan Remillard&lt;br&gt; John and Ellen Savickas&lt;br&gt; Michael and Carol Sleeper&lt;br&gt; Stoddard Charitable Trust&lt;br&gt; Thomas Whyte and Cindy Andrews</td>
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Brian Payne
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Chris and Holly Richardson
Richard and Alison Ricker
K. Michael and Cathy Robbins
Stephan Rodolakis and Karyn Polito

* deceased
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.

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Diane and Stephen O’Keefe
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Matt and Val Pedone
media spotlight

Asa Floyd. After learning our 3 Steps DetectSM page cover story featuring cancer survivor, Asa Floyd. After learning our 3 Steps DetectSM 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.

Boston Herald coverage

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

In-Kind Gifts

Anixter/Pacer
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Arturo’s Ristorante
Atlas Distributing, Inc.
Aurora House Painting
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Avidia Bank
Bauhinia Restaurant
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Peak Fitness Performance Training, Inc.
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In Honor of:
15-40 Connection
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Laurel Ahearn
Jessica Strade
Joe Andruzzi
Jenn Andruzzi
Steve Zimmerman and Janet Hylland

Zack Coggins
Joseph and Maryellen Coggins
Jim and Nancy Coghlin
Dr. Thomas and Elizabeth Coghlin
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Donna Miazilnik
The Coghlin Family
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Amy O’Donnell
Ted and Erin Gerlach
Maura Power
Beth Cournoyer
Mary Beth & Dennis Rentschler
Jud Mancini
TJX Store Transportation Team
James D’Agostino

In Memory of:
Kim Abusherry, Deb Mancini
Wharf, David Ungerer
Ronald and Melinda Johnson
Bert Andrews
Thomas Whyte and Cindy Andrews
Kelvin Arroyo
Chris, Kim, Brady, Haley and Colby Coghlin

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Bryan, Whitney and Colt Lambert
John and Marylou Laperle
Law Offices of Joseph R. Jenkins, Esq.
Brenda Lehan

F I N A N C I A L  O V E R V I E W

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

- Individual: 9%
- Events: 47%
- Grants: 44%

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

- Programming: 26%
- Fundraising: 12%
- Admin: 62%

*$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™ to 3,800 high school and college students throughout New England and beyond. 3 Steps Detect™ 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.

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
Each of these survivors has a lifesaving story they want you to hear. Read their stories and others on our website.

15-40.org/learn-from-people-like-you