

February 2025



Dear friend:

The NYOH Community Cancer Foundation is launching a brand-new awareness and fundraising effort around colorectal cancer, and we are looking for your help!

Did you know that colorectal cancer is the second most common cancer diagnosed in New York, with a rapid increase in people ages 20-49 newly diagnosed? The aim of our Colorectal Check Challenge is to spread the word about the importance of cancer screening, raise vital funds to help local cancer patients, and celebrate survivorship.

We are looking for businesses and individuals to become Blue Ribbon Champions, who will raise funds and awareness about colorectal cancer throughout the month of March. We will set you up for success with a toolkit and templates. All funds raised will stay local to further patient education and financial assistance for individuals going through cancer treatment.

To accept this challenge, join us with the following:

1. Raise a minimum of \$2,500 for a business or organization or \$500 as an individual.
2. Spread the word about colorectal cancer through your connections.
3. Wear royal blue or decorate with royal blue throughout the month of March.
4. Attend a virtual kick-off on Thursday, February 27 at 12 PM over Zoom. This is for anyone joining the campaign to meet one another, exchange ideas, or ask questions.
5. Let us say thank you at our Challenge Celebration on Sunday, March 30 from 12-3 PM at Carson's Woodside Tavern in Malta. Stop by for an afternoon of food, fun, and music to close out the month!

Thank you for considering! The Colorectal Check Challenge is activating the Capital Region into action, and we can't wait. We hope you'll join us. Please contact us or visit: <https://nyohfoundation.org/crc-check>.

Sincerely,

Rachel Hye Youn Rupright
Foundation Administrator

Keri Alonzo
Foundation Program Coordinator