



**MAKING STRIDES TOWARD
GENERATION ZERO**

2012 ANNUAL REPORT

ZERO 
THE END OF PROSTATE **CANCER**





TABLE OF CONTENTS

- 03 OUR MISSION
- 04 BOARD OF DIRECTORS
- 05 WELCOME LETTER
- 06 ZERO PARTNERS TO PROTECT RESEARCH FUNDING
- 07 ZERO STOPS \$16M CUT
- 08 NEW TREATMENTS FOR PROSTATE CANCER
- 09 ZERO PROSTATE CANCER SUMMIT
- 10 ZERO PROSTATE CANCER CHALLENGE
- 11 ZERO PROSTATE CANCER RUN
- 12 ZERO PROSTATE CANCER ENDURANCE
- 13 ZERO PROSTATE CANCER GOLF
- 14 WHERE THE MONEY GOES
- 15 FINANCIALS

GENERATION ZERO

Creating the first generation of men free from prostate cancer.



ZERO's mission is to end prostate cancer. We will save lives and stop pain and suffering by advancing research, encouraging action, and providing education and support to men and their families.



BOARD OF DIRECTORS

Jonathan D. Schwartz, Chairman

Mitch Laurance, Vice Chairman

Michael Smith, Secretary and Treasurer

Raoul Concepcion, M.D.

Sherry S. Galloway, R.N., L.M.T.

Robert Ginyard

Jill O'Donnell-Tormey, Ph.D.

Tom Quinn

Sanford Siegel, M.D.

Robin Sparrow



When I joined the fight against cancer a little more than 11 years ago, men like Rudy Giuliani were just starting to talk about their cancer journeys in an effort to help take away the shame and terror men and families face about prostate cancer.

Since then, terrific advances in diagnostic imaging, surgical techniques, radiation therapy and novel treatments for castrate-resistant disease have reduced the prostate cancer mortality rate by an average of 3.5 percent each year.

Today, there are nearly 90 new treatments under clinical review. The hopeful side of prostate cancer has never been so hopeful.

Still, a man dies every 18 minutes and we've all lost many friends we've met along the way. Although much has been accomplished to save lives, there is a great need for new treatments and new hope.

Somewhere in America today, a young researcher has an idea that will one day lead to the end of prostate cancer. It is our responsibility to make that hope reality.

We need to continue the quality of breakthrough treatments by increasing our nation's commitment to funding research. Specifically, investments in prostate cancer research at the Department of Defense offer the best return on investment with a track record of speeding life-saving treatments from the science bench to the patient's bedside.

Let's also make great strides in helping patients. We can't end prostate cancer so long as there are three million patients in America with many of them unable to access the treatments they need to win their own personal battles.

We need to educate men and families. Only 9 percent of patients ever learn of potentially life-saving clinical trials and far too few are ever made aware of prevention methods that can stop cancer before it's too late.

Ending prostate cancer is achievable but it begins with zero: Zero tolerance to stand by while others suffer. ZERO means action. Roll up your sleeves, break a sweat, and ask friends to pitch-in kind of action. If patients, families, doctors, companies and organizations come together in a collaborative way, we can achieve zero prostate cancer deaths.

Through the ZERO Prostate Cancer Challenge, thousands are making a choice for a healthy lifestyle by walking, running, cycling and playing golf to help end prostate cancer. Many others are writing Congress, recruiting neighbors and coming to Capitol Hill to make ending prostate cancer a national priority.

Will you lace up your sneakers? Put pen to paper? Can you pitch-in?

Jamie Bearse
President and Chief Executive Officer

ZERO PARTNERS WITH THE DEPARTMENT OF DEFENSE ON PROSTATE CANCER RESEARCH

The Department of Defense (DOD) plays a crucial role in the fight to end prostate cancer. The Prostate Cancer Research Program (PCRP), part of the Congressionally Directed Medical Research Programs at the DOD, funds innovative, high-risk, high-reward research that offers the best return on investment with a track record of speeding life-saving treatments from the laboratory to the patient's bedside.

Since ZERO spearheaded the creation of the program in 1996, the PCRP has provided more than \$1.3 billion to about 2,600 research projects across the country to better prevent, detect, treat and improve the quality of life for millions of prostate cancer patients.



“Somewhere in America today, a young researcher has an idea that will one day lead to the end of prostate cancer.”



ZERO STOPS \$16M CUT

“ZERO activates the prostate cancer community with the goal of increasing our nation’s commitment to funding research and protecting access to care.”



Prostate cancer research funding was the only cancer research program at the Department of Defense (DOD) to avoid a cut last year after ZERO lead a successful effort to convince Congress of the goal to make ending the disease a national priority.

After the DOD appropriations committee voted to recommend a 20 percent cut across the board for all Congressionally Directed Medical Research programs, ZERO convinced Rep. Cliff Stearns of Florida to offer an amendment to protect prostate cancer research funding. The measure passed unanimously to stop a \$16M cut to the Prostate Cancer Research Program and enable life-saving research to move forward.

NEW TREATMENTS FOR PROSTATE CANCER

In the last 24 months, three new treatments funded by the Prostate Cancer Research Program have reached patients and are currently prescribed every day to save lives and ease the pain and suffering from prostate cancer.



ZERO PROSTATE CANCER SUMMIT

The ZERO Prostate Cancer Summit brings together patients, family members, doctors, researchers and elected officials to educate them about the importance of advocacy for prostate cancer research.

In 2012, ZERO hosted more than 250 advocates, leaders in the field of prostate cancer research from Duke University and the Department of Defense, and other advocacy organizations at the Summit in Washington, DC. Advocates had the opportunity to meet with their elected officials to discuss the importance of federal research funding for prostate cancer, appropriate access to care, and education about early detection.

ZERO PROSTATE CANCER SUMMIT



Xgeva, a treatment for patients suffering bone loss and fractures due to prostate cancer



Zytiga, a treatment that inhibits specific enzymes crucial for synthesis of testosterone in patients with metastatic castrate resistant prostate cancer



Xtandi, a treatment that inhibits cell receptors to block prostate cancer growth in patients with metastatic castrate resistant prostate cancer

“The Summit allows me to make my voice heard on Capitol Hill.”



ZERO PROSTATE CANCER CHALLENGE

ZERO PROSTATE CANCER CHALLENGE

The ZERO Prostate Cancer Challenge, the premier men's health event series in America, is a heartfelt, tight-knit community activity that brings together athletes, cancer survivors, physicians, caretakers, family members and friends.

Our event series consists of more than 40 run/walks, golf tournaments and endurance activities like marathons and triathlons.

ZERO PROSTATE CANCER RUN

The ZERO Prostate Cancer Run expanded in 2012 with the addition of five new cities including Knoxville, Los Angeles, Shreveport, Miami, and Lancaster, PA. The 32 races raised more than \$2.5M for prostate cancer research, advocacy and testing.

Funds raised helped ZERO stop a \$16M cut to federal funding for prostate cancer research - making the disease the only cancer not to be cut at the Department of Defense. In addition, about \$250,000 in research grants were made to various institutions across the country.

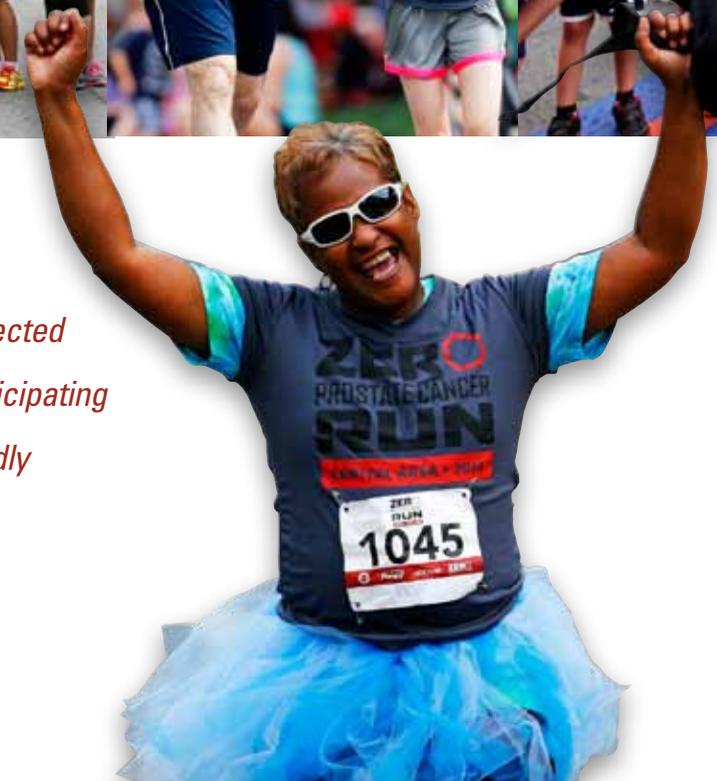
ZERO PROSTATE CANCER RUN



"I took the challenge by running a 5K in my community and attending the Summit!"



"It is wonderful to meet others like me who are affected by prostate cancer by participating in this healthy, family-friendly event."



ZERO PROSTATE CANCER ENDURANCE

ZERO PROSTATE CANCER ENDURANCE

ZERO's Endurance Teams allow athletes to accomplish their personal fitness goals while making friends and helping to end prostate cancer. In 2012, ZERO's Endurance Team athletes competed in high-profile athletic events across the country, including the Chicago Marathon and the New York City Triathlon. Our athletes have raised more than \$600,000 for prostate cancer research, awareness and testing.



"I honored my dad's life by achieving a personal goal and raising money to fight prostate cancer."



ZERO PROSTATE CANCER GOLF

Celebrities including Julius "Dr. J" Erving and Lynn Swann helped end prostate cancer at the Fifth Annual Know Your Score Celebrity Golf Tournament and Gala as part of the inaugural year of the ZERO Prostate Cancer Golf Series.

In addition to Know Your Score, other tournaments in Baltimore, MD, Washington, DC and Rochester, NY helped raised more than \$250,000 for prostate cancer research, advocacy, early detection and awareness.

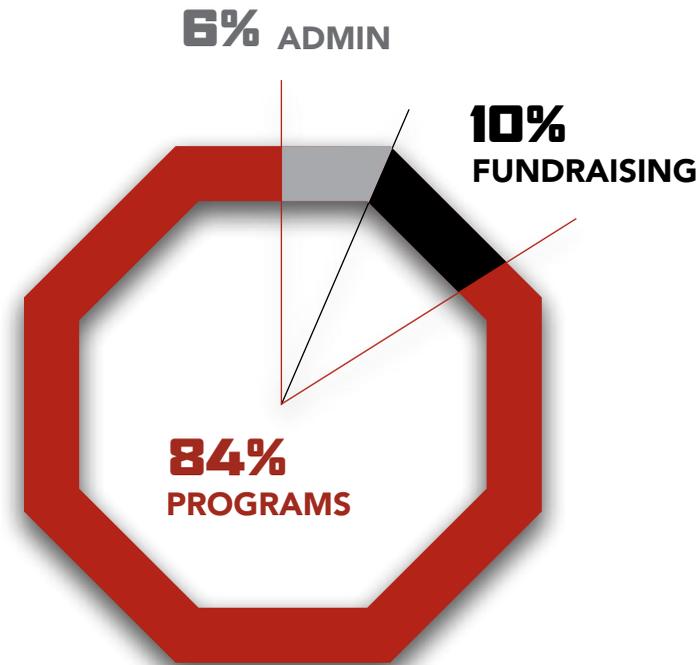


"The golf course is a great place to talk to other men about early detection and raise awareness."



ZERO PROSTATE CANCER GOLF

WHERE THE MONEY GOES



ACTIVITIES FUNDED THROUGH THE CHALLENGE

- 50 cents of every dollar raised stays in local communities to fund research, testing and support.
- 50 cents of every dollar funds national advocacy efforts to increase and protect federal dollars for prostate cancer research. Every dollar dedicated to advocacy is converted into \$9 for research!
- Since 2008, we have provided more than 50,000 free tests and provided more than \$1 million toward local prostate cancer programs and research.

FINANCIALS

	2012	2011
OVERVIEW		
Gross Income	\$ 4,624,699	\$ 4,553,728
Gross Expenses	\$ 4,896,501	\$ 4,353,801
PROFIT/LOSS	(\$ 271,802)*	\$ 199,927
SPENDING		
Program Expenses	\$ 4,114,625	\$ 3,869,321
Administrative Expenses	\$ 286,180	\$ 187,277
Fundraising Expenses	\$ 495,696	\$ 297,203
TOTAL	\$ 4,896,501	\$ 4,353,801
Program %	84.03%	88.87%
Administrative Expenses %	5.84%	4.30%
Fundraising %	10.12%	6.83%
TOTAL	100%	100%
ASSETS		
Total Assets	\$ 1,484,130	\$ 1,369,544
Liabilities	\$ 1,017,103	\$ 630,715
NET TOTAL	\$ 467,027	\$ 738,829

* ZERO's loss reflects funds used to refurbish two ZERO Prostate Cancer Drive mobile medical unit RVs that travel the country providing free testing to at-risk men.



Note: All financials are based on the annual fully independent outside audit of ZERO's financial statements. Complete financials for the organization are available online at zerocancer.org or by request.



515 King Street
Suite 420
Alexandria, VA 22314

Phone: 202-463-9455
Toll Free: 888-245-9455
Email: info@zerocancer.org
Fax: 571-257-8559

ZEROCANCER.ORG

facebook.com/zerocancer

twitter.com/zerocancer