Dear ZERO Friends,

The journey to ZERO depends on you. Your grit and dedication have reduced the prostate cancer mortality rate to its lowest point in history. The end of prostate cancer is closer than ever. With early detection, 96 percent survive prostate cancer for at least 15 years. We also now know that 90 percent of aggressive tumors are caused by genetic mutations and further blood tests are capable of identifying these mutations – telling doctors if your cancer is life-threatening and how it will respond to a variety of treatments.

Thanks to our thousands of champions, advocates, and donors like you, we’re zeroing out prostate cancer by advancing research, improving the lives of men and their families, and encouraging action.

Because of you, patients like Chris, Carl, and Caesar are living dramatically better lives.

• Over the last five years, prostate cancer research funding has been increased by $30M to provide new treatments and diagnostic tools to patients who otherwise would have no other options.

• More than 1,400 high-risk patients got access to the treatments they desperately needed and more than $1.3M in recovered medical costs went back into their pockets during the last two years.

• In just the last year, ZERO has launched free patient transportation in three states, added a peer-to-peer MENtor program, and bolstered prostate cancer education at the Center for Disease Control to $14.2M in funding.

With your bold for blue actions, you and thousands of others across the country are standing with us shoulder-to-shoulder to ensure no man faces prostate cancer alone. Our 2018 Annual Report highlights the hope champions like you bring to the families in the fight now. As we work together with urgency to advance today’s landmark discoveries and health care improvements, we help create a promising future for patients and their families. Our shared, cause-driven passion lights our journey and blazes a path to the end of prostate cancer.

With Deep Gratitude,

Jamie Bearse
President and CEO
Twitter@jamiebearse

174,650 men will be told they have prostate cancer in 2019. Your support is needed more than ever!
Championing Your Community

All the Good
Mark Good is Doing

In 2013, Mark Good was told he had prostate cancer, a diagnosis he received almost simultaneously with his two brothers. His diagnosis — and the impact the disease had on the men in his family — inspired Mark to bring increased prostate cancer awareness to his home state of Iowa. With the support of his wife and children, Mark began the ZERO Prostate Cancer Run/Walk — Des Moines in September 2015.

Now four years later, Mark has raised more than $325,000 and is an avid advocate in his community. He added an annual golf tournament and regularly speaks with local men, families, and the media about the important role of early detection.

Through his events, social media, and his daily passion to make a difference, Mark has helped thousands of Iowans understand their risk.

You, our community of passionate and inspiring champions from across the country, are doing amazing things in the fight against prostate cancer. Your many Bold for Blue efforts are inspiring others to follow in your footsteps. It is your everyday deeds that support our shared mission to extend and improve the lives of men with prostate cancer and ensure that early detection is accessible to all men.

You make us #ZEROproud!

From coast to coast, you are on the frontlines leading fundraising and awareness activities to help end prostate cancer:

• Champions alone raised more than $500,000 in 2018! Our Bold For Blue Fundraising Awards were newly created for you to be recognized for your bold efforts on behalf of patients and families. A total of 23 awards were given to honor rockstar fundraisers who went above and beyond to make the greatest impact in the fight against prostate cancer.

• To expand our grassroots impact, Champions recruited new Champions to join our community and get engaged in the movement. With your help, ZERO Champions grew to more than 600 strong.

• Our Champions hosted more than 120 awareness tables and organized activities in 30 states at health and community fairs and corporate events to raise prostate cancer awareness locally.

• Whether becoming a mentor, a race director, hosting a DIY event or dedicating their birthday to the cause, Champions were stepping up everywhere they could to make a difference.

It is awe-inspiring to see and meet a community of people so devoted and committed to such an important goal.

— Paul Diamond, ZERO Champion

#EndProstateCancer
You know how devastating a prostate cancer diagnosis can be and you don’t want any man to fight his disease alone. You don’t want anyone to go through what you’ve had to suffer through. Prostate cancer impacts the whole family. That’s why you’ve made supporting ZERO’s patient support programs a top priority.

• In 2018, ZERO360 provided free, customized support to 704 prostate cancer patients. As the only case management program exclusively for men with prostate cancer, it has been a lifesaver to patients and their families. The program provides patients with access to financial resources to cover treatment, find emotional support, and get help with obtaining resources for basic necessities like food assistance or utility relief.

• To further support patients facing prostate cancer, ZERO created a new peer-to-peer support program, MENtor. ZERO pairs newly diagnosed prostate cancer patients, or MENtees, with knowledgeable and empathetic MENTors to provide ongoing support to patients as they begin their prostate cancer journey.

• Connecting patients and caregivers online is an impactful way to provide a network of support. ZERO launched a private Facebook group, ZERO Connect, for the prostate cancer community to come together, ask questions, share stories, and be there for one another. This active and caring community is nearly 2,000 members strong.

• You know the importance of early detection and access to screening. To help men across the country find free testing near them, ZERO maintains a national database featuring hundreds of prostate cancer screening sites, available on our website.

• To help patients access medical expertise from the comfort of their home, ZERO’s comprehensive online resources addressed key issues including genetics, treatment options, clinical trials, bone health, and side effects of the disease.

I wanted to thank you and everyone at ZERO. I was paired with a mentor today and feel very grateful for that.

-Paul, Prostate Cancer Patient & MENtee

The ZERO360 service was a blessing to my husband. The financial assistance he received enabled him to continue his ongoing treatments for prostate cancer.

~ Margaret McCarthney, Wife of Patient
Fighting for Research Funding

Because of you and other dedicated champions across the country, prostate cancer research funding reached an historic milestone. Together we have protected and grown federal research funding for the Department of Defense’s Prostate Cancer Research Program (PCRP), the most successful research program resulting in three new treatments for patients with advanced prostate cancer and a new genetic test.

• More than 170 survivors, patients, loved ones, doctors, and researchers from 37 states came together for our annual ZERO Prostate Cancer Summit to advocate for 2020 PCRP funding and fight for policies to end prostate cancer. In a major victory for advocates, Congress protected $100M in PCRP funding for 2018, and have included another $10M increase in funding in the 2019 House spending bill, for a total of $110M. If passed, this would mark the largest funding level in program history.

• In a close working relationship with the Centers for Disease Control and Prevention (CDC), ZERO advocates championed an effort in Congress to increase funding for the CDC’s Comprehensive Cancer Control Program by $1M. This funding will be used to create a new initiative targeting African-American men and men with a family history to educate them on their increased risk for prostate cancer, ensuring men in hard-to-reach areas know that early detection saves lives and keeps families together.

• Early detection and access to care are pillars of our advocacy efforts. In a major state victory, New York became the only state in the country to pass a law that supports full insurance coverage of the PSA (prostate-specific antigen) blood test, which helps determine prostate cancer risk. Our goal is to have all states follow in the footsteps of New York to help more men understand their risk for the disease.

It was an amazing experience to tell our story to someone who makes decisions. Attending the ZERO Summit was by far one of the most rewarding adventures I have ever done. I know my dad would have been proud.

~ Amy Donaldson, ZERO Champion & Summit Attendee

Want to join hundreds of passionate champions at the 2020 ZERO Summit? Go to zerocancer.org for Summit registration.
Dr. Sandy Siegel is a beloved member of the ZERO Community. As a urology legend and founder of the ZERO Prostate Cancer Run/Walk Series, he was instrumental in the creation of the Run/Walk Series with Chesapeake Urology’s first event in Baltimore in 2007. Over a decade later, the series has grown to more than 40 cities across the country.

In early 2018, Dr. Siegel announced that he was diagnosed with prostate cancer. As a prominent leader in the urology space, Dr. Siegel has dedicated his life to helping the prostate cancer community in Baltimore and beyond. Now as a patient and survivor of the disease, his passion and leadership will continue to positively impact countless lives.

ZERO recognized Dr. Siegel with our first Bold for Blue Legacy Award for his tireless dedication to help men by always going the extra mile. He championed millions of dollars in research funding, provided thousands of screenings to African American and other at-risk men, and educated and supported countless families in the Baltimore community.

It’s Personal
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The money raised at our run/walks provides local prostate cancer resources and support. In the last 11 years, ZERO has granted a total of $3.9M to local organizations to provide hands-on care, free screening, awareness, and education. In addition, funds benefited national efforts to provide research for new treatments and direct support for patients and their families.

Congratulations to the amazing teams and individuals who were top fundraisers in the ZERO Prostate Cancer Run/Walk series and ZERO Prostate Cancer Annual Summit, to the passionate folks who hosted their own Do-It-Yourself (DIY) events locally, and our Team ZERO endurance athletes.

You are Bold for Blue!

I do the Zero Prostate Cancer race because it’s a time for patients and survivors to feel loved, supported, and cared about! No one should have to fight this battle alone.

~ Andrea Duff, Daughter & Run/Walk Participant

Bold for Blue Awards
Andrew Zweig Ripple Run
Team Angus
Ronald Chesek
Daughters 4 Dads
The Forsburg 40
Team Frednecks
Mark & Teresa Good
Team Ham
Team Lovey
Sandy Mayes with Hamity & Harrity, LLC
Jim & Cynthia McAndrew
Miles for Mike
Team Niktkuk
Daniel Perkins
Team Poppa, Pappy, and Cuggy
Danielle Quinn
Dr. Johnny & Joni Reyna
Team #ShefflerStrong
Don & Sarah Slaght
Team This One’s for Terry

SPECIAL THANKS TO
Premier Partner

abbbvie

2018 Annual Report – You are BOLD For Blue

#EndProstateCancer

11

Bold for Blue Legacy Awards
Recognizing individuals for their passionate commitment and dedication over many decades.
Sanford J. Siegel, MD
William A. Schwartz
Rev. Dr. Wesley Williams, Jr.

Run/Walk $5,000+ Team and Individual Fundraisers
Angus
Answer for Cancer
Astellas/Plizter - South Florida
Bunch O Nuts
Don Chambers
Chemosabes
CUA 25 Crossroads
CUA Columbia Team Liquid Gold
CUA Research Team
Dr. Joseph Wagner
Fight for Ferg
FOFTC Spare the Walnut
It’s a Man’s World
Jaybird
Larry’s Blue Angels
Mount Sinai Urology
Northrop Grumman/Kitted
Warriors Against Cancer
Potomac: Urology Stream Team
Saluda Sundogs
Team AWARE 2018
Team Big Sexy
Team Greater Boston Urology
Team Rubenstein
Team Sorensen
The Iowa Clinic
Urine Good Company
with Tim Hansen
UroGPO
USOC
Michelle Yaney
Leonard Zasoski
Endurance athletes added meaning to their miles and Do-It-Yourself fundraisers inspired us with their creativity to raise awareness and funds for the fight. They proved that you can turn just about any activity into a fundraiser to honor a loved one through birthday dedications, marathons, fishing tournaments, and concerts.

For the fifth year, facial hair took center stage in November with thousands of men and women showing their support nationwide for our Grow & Give campaign. With teams representing corporate America to local law enforcement, guys with staches, goatees, and beards raised awareness and more than $125,000 to help end the disease.

To expand local opportunities to raise awareness and raise funds, Champions hosted several Tee-off Against Prostate Cancer events with TopGolfs across the country. In 2018, more than $75,000 was raised with more than 350 participants.

Our awareness campaign #CountMeIn during September engaged men and women across the country to show their support for patients and their families. During Prostate Cancer Awareness Month, thousands of supporters fundraised and downloaded our Count Me In signs, and featured who they were fighting for on their social media channels.
A Young Father’s Story

My doctor had just given me the news – prostate cancer – and I just had to get away. Away from that room, away from my doctor, away from this diagnosis.

I was terrified, and I didn’t want to face this. After all, I was a healthy 43-year-old, an avid runner, and a father of two young kids! But there was no escaping it, I had cancer, I felt so alone.

There’s been a lot of ups and downs since my diagnosis. I’ve gone through a radical prostatectomy and I’m still on my journey to become cancer free. When I found ZERO, I knew I was not alone.

I’ve been so encouraged to see the many, many donors supporting men and families like mine. I’m living proof: we can’t survive without the resources and services you help ZERO provide.

Thank you!

~ Chris Hartley
Prostate Cancer Patient & Survivor
The bill collector calls kept coming. The constant tension I carried was draining away all my energy to deal with my prostate cancer diagnosis. I needed to start my radiation treatments, but I had no path to get it covered.

Feeling alone and hopeless one night, I called ZERO’s support line and I got help. Help to handle my insurance claims and cut through the red tape. Help to continue my treatment without the fear of not being able to pay the bills.

Your gift was a lifeline and made a real difference. You gave me that gift and I will always be grateful. Today another man needs your help so he can get back to living and being a husband, father, and grandfather.

Now, you can save a man every month by becoming a monthly donor.

Carl Larsen Was in Limbo

Papa Caesar Is Still Fighting

My heart skips a beat when I see my granddaughters, Rani and Marley, ages five and three. If it wasn’t for you, I never would have been here to meet them.

I was diagnosed with stage IV prostate cancer in my early 50s. The news was grim: “You only have a couple more years to live.” I started working to get my affairs in order.

I’m only alive today because you have supported ZERO. When prostate cancer research was at risk, you stood with ZERO to defend it. You gave generously to not just protect the research funds, but grow them year after year.

As I face a recurrence, I still need your help. Will you become a monthly donor to save a man?

I’m only alive today because of your support for research.

I was worried that the stress might kill me before my cancer did.

I’m only alive today because of your support for research.

Carl Larsen
Prostate Cancer Patient & ZERO Champion

Papa Caesar
(aka Papa Caesar)
Prostate Cancer Patient & ZERO Champion
**OVERVIEW 2018**

Gross Income $ 6,737,534
Gross Expenses $ (6,467,780)

**PROFIT/LOSS** $ 269,754

**SPENDING**

Program Expenses $ 5,565,475
Administrative Expenses $ 357,182
Fundraising Expenses $ 545,123

**TOTAL** $ 6,467,780

Program % 86.05%
Administrative Expenses % 5.52%
Fundraising % 8.43%

**ASSETS**

Total Assets $ 3,505,054
Liabilities $ 1,386,344

**NET ASSETS** $ 2,118,710

**FISCAL YEAR 2018 PROGRAM EXPENSES**

- **70.58%** EDUCATION & AWARENESS $3,928,307
- **11.35%** RESEARCH $631,745
- **7.10%** PATIENT CARE $294,874
- **10.97%** ADVOCACY $610,549

**WHERE THE MONEY GOES 86 CENTS OF EVERY DOLLAR GOES TO PROGRAMS & ACTIVITIES**
Join us and share your story.

facebook.com/zerocancer
twitter.com/zerocancer
instagram.com/zeroprostatecancer

30% post-consumer