

ZERO 
THE END OF PROSTATE **CANCER**



You are BOLD for Blue

2018 ANNUAL REPORT

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.

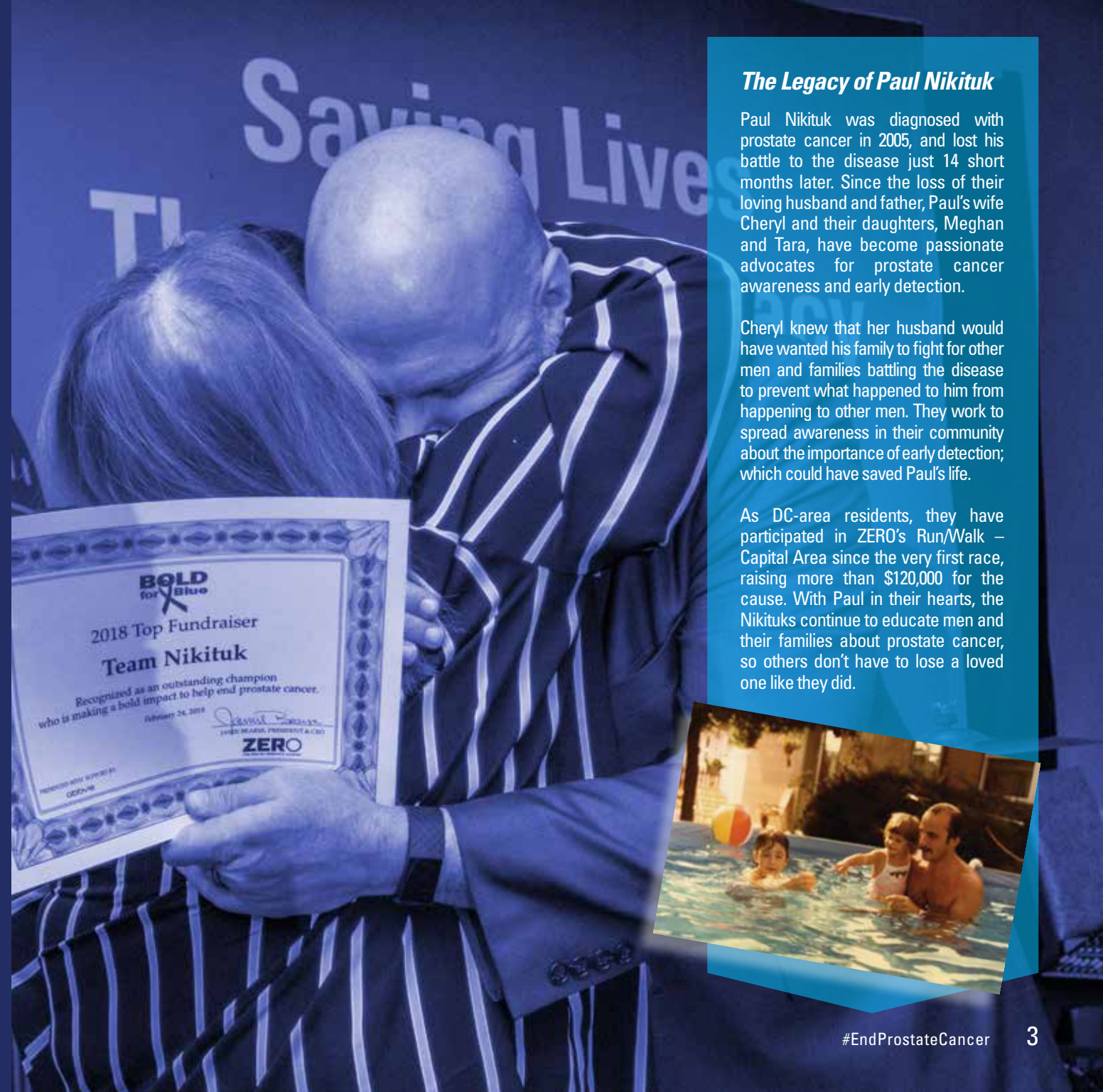
With Deep Gratitude,



Jamie Bearse
President and CEO
Twitter @jamierearse

174,650

men will be told they have
prostate cancer in 2019.
Your support is needed
more than ever!



The Legacy of Paul Nikituk

Paul Nikituk was diagnosed with prostate cancer in 2005, and lost his battle to the disease just 14 short months later. Since the loss of their loving husband and father, Paul's wife Cheryl and their daughters, Meghan and Tara, have become passionate advocates for prostate cancer awareness and early detection.

Cheryl knew that her husband would have wanted his family to fight for other men and families battling the disease to prevent what happened to him from happening to other men. They work to spread awareness in their community about the importance of early detection, which could have saved Paul's life.

As DC-area residents, they have participated in ZERO's Run/Walk – Capital Area since the very first race, raising more than \$120,000 for the cause. With Paul in their hearts, the Nikituks continue to educate men and their families about prostate cancer, so others don't have to lose a loved one like they did.



Championing Your Community



BOLD FOR BLUE LOCAL IMPACT

125

AWARENESS TOOLKITS
DISTRIBUTED IN 30 STATES

1,324

MEN PROVIDED
WITH FREE SCREENING

2,842

VOLUNTEERS

210,653

MEN HELPED BY GRANTS
TO LOCAL ORGANIZATIONS

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

Your Support to Patients and Their Families

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

ZERO
360
COMPREHENSIVE
PATIENT SUPPORT

YEAR IN
REVIEW

704

PATIENTS HELPED

12,398

CONTACTS ON
BEHALF OF PATIENTS

\$806,659

DEBT RELIEF OBTAINED
FOR PATIENTS

18

CONTACTS PER CASE

#COUNT
ME IN

I'm Fighting For...

MY 2 SONS
GARY & STEVE!

ZERO | ZEROCANCER.ORG

“

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



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.



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.



Your Local Impact - Nationwide Run/Walk Series



The ZERO Prostate Cancer Run/Walk is the largest men's health event series in the U.S. and only nationwide prostate cancer run/walk program. Survivors and patients are the true ZERO's Heroes at our Run/Walks, and we fundraise, run, and walk in their honor.

Our national Run/Walk events, hosted with urology practice partners, serve as anchor events for men and their families to connect and share hope locally. In 2018, the series marked another year of growth

as we added Bakersfield, CA, Charlotte, NC, South Jersey, NJ, and New York, NY, and welcomed back Cincinnati, OH and San Francisco, CA.

Our Run/Walk series raised \$4.3M in 2018 and more than \$24M since its inception in 2008. In addition, the series has brought together more than 115,000 patients, survivors, families, and health advocates.

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.

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



It's Personal

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.



SPECIAL THANKS TO
PREMIER PARTNER
abbvie

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!

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/Pfizer - 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/Kilted
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 Hanser
UroGPO
USOC
Michelle Yaney
Leonard Zasoski

Bold for Blue Awardees

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

ZERO PROSTATE CANCER RUN/WALK

2018 UROLOGY PRACTICE PARTNERS

Advanced Urology Associates
Adventist Health St. Helena
Alliance Urology Specialists
Arch Cancer Care
Asheville Hematology & Oncology
Asheville Urological Associates
Associated Medical Professionals
Associated Urologists of North Carolina
Augusta Urology Associates
Blue Ribbon Cancer Coalition
of Pennsylvania
Center Department of Urology
Chesapeake Urology Associates
Columbia University Irving Medical
Corpus Christi Urology Group
Dayton Physicians Network
Genesis Healthcare Partners
Greater Boston Urology
Hackensack Meridian Health
Hartford HealthCare Tallwood Urology
& Kidney Institute
Iowa Clinic
Kansas City Urology Care
Kasraeian Urology
Minnesota Urology Foundation
Montefiore Medical Center
Department of Urology

Mount Sinai Health System's
Department of Urology
New Jersey Urology
New York-Presbyterian Hospital
Oregon Urological Society
Potomac Urology
Radiation Therapy Associates
of Western North Carolina
Rio Grande Urology
St. Louis Urological Surgeons
SouthWest Urology
Summit Urology Group
Texas Center for Urology
The New York Section, American
Urological Association, Inc.
The Urology Group
Urology Associates, Inc.
Urology Austin
Urology of Central Pennsylvania
Urology of Virginia
Urology San Antonio
Urology Specialists of the Carolinas
Urology Tyler
Uromedix
Washington State Urology Society
Weill Cornell Medicine
Department of Urology
Wichita Urology Group

AT A GLANCE

42
EVENTS

\$4.3M
RAISED

20K+
PARTICIPANTS

\$1M
LOCAL GRANTS GIVEN

Local Impact – Chapters

ZERO PROSTATE CANCER TEE-OFFS

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 350 participants.

TEAM ZERO ZEROCANCER.ORG

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.

ZERO Chapters

Established in Texas, the West Coast, the Midwest, the Mid-Atlantic, East Coast Metro (NY, NJ, Philly), and New England, ZERO Chapters are part of the fabric of these communities. With fundraising events, education, and advocacy activities to support patients and create awareness, ZERO is making a year-round impact at the local level.



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.



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 down loaded our Count Me In signs, and featured who they were fighting for on their social media channels.

ZERO LOCAL GRANTEES

Our Support to Research, Early Detection, and Patient Support Programs

21st Century C.A.R.E.
Bethesda Health Clinic
Blue Ribbon Cancer Coalition
Cancer Resource Foundation
Community Cancer Education, Inc.
Cone Memorial Hospital
The Empowerment Network
Genesis Healthcare Foundation, Inc.
Hampton Roads Prostate Health Forum
Hartford Healthcare Tallwood Urology
and Kidney Institute
The Iowa Clinic Healthcare Foundation
MA Prostate Cancer Coalition
Miami Valley Hospital Foundation
New York Section of the AUA
Oregon Urology Society
PA Prostate Cancer Coalition
Prostate Cancer Networking Group
Rex Healthcare Foundation
Schellhammer Urological Research Foundation
St. Helena Hospital Foundation
Urology Care Foundation
Utah Healthy Living Foundation
Washington State Urology Society
Wellmed Charitable Foundation



Our Leadership



Board of Directors

Robert Ginyard
Chairman

Alicia Morgans, M.D., M.P.H.
Vice Chair

Ret. Col. Paul Taylor
Secretary and Treasurer

Tom Bognanno

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

Leo Giambarresi, Ph.D.

Tom Hulsey

Brad D. Lerner, M.D.

Ed Lomasney

Kelvin Moses, M.D., Ph.D.

Cheryl Nikituk

Jonathan D. Schwartz

Don Slaght

Mike Rowe's Commitment to Early Detection

Mike Rowe, best known for his role on the TV show *Dirty Jobs*, teamed up with ZERO on a humorous public service announcement getting his prostate exam on camera. The video went viral with more than 115,000 views to help educate more men about their prostate cancer risks and the importance of early detection.



Medical Advisory Board

Alicia Morgans, M.D., M.P.H. (Chair)

The Feinberg School of Medicine at Northwestern University

Tomasz Beer, M.D.

Knight Cancer Institute
Oregon Health and Science University

Nilay M. Gandhi, M.D.

Potomac Urology

Leo Giambarresi, Ph.D.

American Urological Association, Director of Research (Retired)

Elisabeth Heath, M.D., F.A.C.P.

Wayne State University School of Medicine

Benjamin H. Lowentritt, M.D., F.A.C.S.

Chesapeake Urology Associates

Gary M. Kirsh, M.D.

The Urology Group, Cincinnati

Joanna Morales, Esq.

Triage Cancer

Meredith Morgan, MSN

Urology Oncology Clinic
University of Michigan Comprehensive Cancer Center

Kelvin Moses, M.D., Ph.D.

Vanderbilt University Medical Center

Rachel S. Rubin, M.D.

IntimMedicine Specialists

Charles J. Ryan, M.D.

University of Minnesota

Alison Sachs, MSW, CSW, OSW-C

Eisenhower Lucy Curci Cancer Center

Eric Shinohara, M.D., MSCI

Vanderbilt University Medical Center

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



Join Save A

Carl Larsen Was in Limbo

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.



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

Carl Larsen
Prostate Cancer Patient &
ZERO Champion

Help Save Lives, Donate Today!

Man Heroes

Papa Caesar Is Still Fighting

My heart skips a beat when I see my granddaughters, Rami 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.

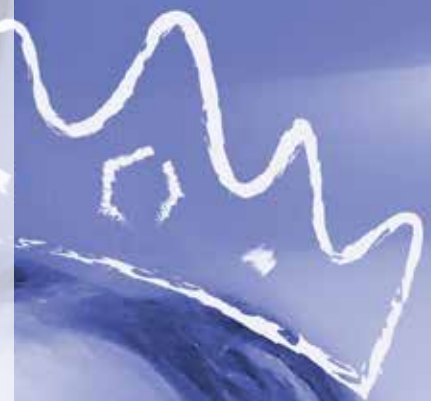
As I face a recurrence, I still need your help. **Will you become a monthly donor to save a man?**



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

Caesar Blevins (a.k.a. Papa Caesar)
Prostate Cancer Patient &
ZERO Champion

Papa Caesar



2018 FINANCIALS

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%

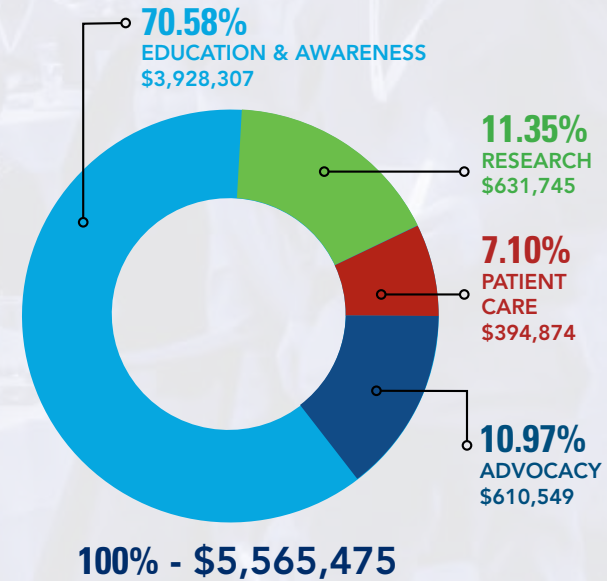
TOTAL 100.00%

ASSETS

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

NET ASSETS \$ 2,118,710

FISCAL YEAR 2018 PROGRAM EXPENSES



WHERE THE MONEY GOES




86 CENTS OF EVERY DOLLAR GOES TO PROGRAMS & ACTIVITIES




#12161



Join us and share your story.

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

 30% post-consumer

ZERO
THE END OF PROSTATE CANCER

515 King Street, Suite 420
Alexandria, VA 22314
202-463-9455

ZEROCANCER.ORG