

# KEEPING FAMILIES TOGETHER

2014 ANNUAL REPORT



**ZERO**   
THE END OF PROSTATE **CANCER**

# Our Mission

Our mission is to end it - zero prostate cancer deaths and zero pain and suffering from the disease. As patients and the people who love them, we are in this together. We are passionate about our vision, Generation ZERO, a world of men free from prostate cancer.

Our steadfast commitment is to save lives by advancing research, unite communities by encouraging action, and keep families together by providing patient education and support. We know that every patient we help and every doctor we partner with brings us closer to ending pain and suffering from prostate cancer for good.



Jamie Bearse, CEO  
ZERO – The End of Prostate Cancer

“ We’re making great strides to end prostate cancer. By advancing research to find novel new treatments and diagnostic tools and delivering impactful patient support programs like financial relief for co-pay bills, ZERO is saving lives and keeping families together. ”



# Programs That Make A Difference

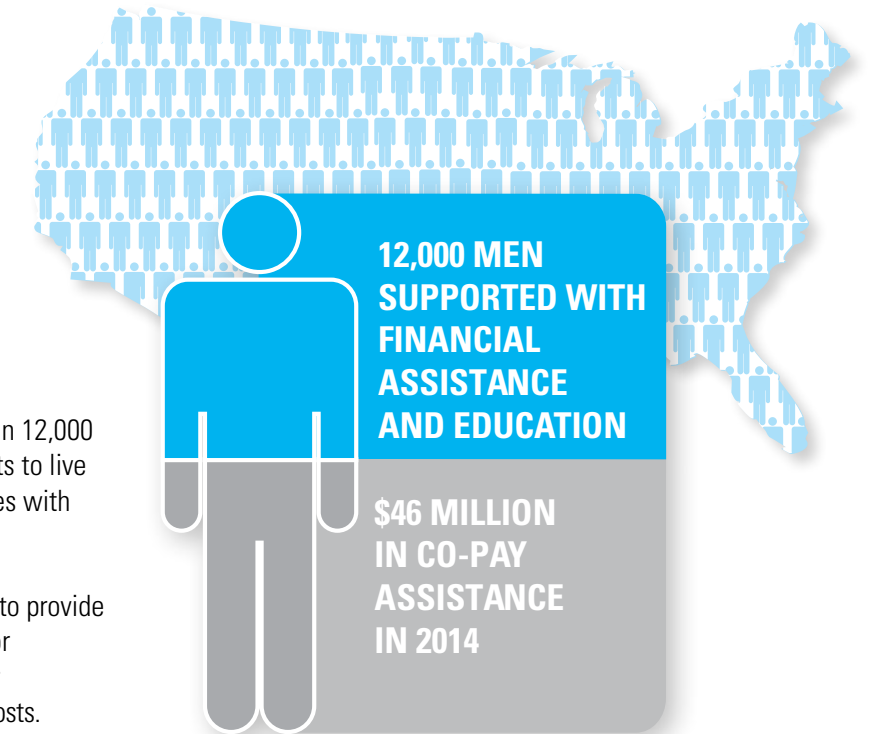


“ The ZERO co-pay assistance fund has been invaluable to my patients with advanced prostate cancer by giving them access to lifesaving treatments that they would never have been able to afford otherwise. We are all grateful for their efforts. ”

Alicia K. Morgans, M.D.  
Assistant Professor of Medicine  
Hematology/Oncology  
Vanderbilt-Ingram Cancer Center

## FINANCIAL SUPPORT FOR MEN AND FAMILIES

- Our partnership with the Patient Access Network (PAN) Foundation was the first to provide comprehensive financial and educational support for patients with advanced prostate cancer.
- In 2014, we distributed \$46M to more than 12,000 men in need nationwide, allowing patients to live longer and make more treasured memories with family and friends.
- Our co-pay assistance program continued to provide a reliable source of financial assistance for patients who are struggling to afford their medications because of high out-of-pocket costs.



## KNOWLEDGE IS POWER

- From early detection to bone health and survivorship, we provide a comprehensive suite of educational resources for every step of the prostate cancer journey for patients and their loved ones.
- Our materials are easily accessible from our website and are free of charge to patients and loved ones, including fact sheets, brochures, videos, and recommended questions to ask your doctors.
- New in 2014, we partnered with experts in the prostate cancer community to host webinars and Twitter chats that are informative and relevant to men and families fighting prostate cancer.
- More than 20,000 printed educational materials were distributed to patients, survivors, caregivers, families, and urology practice offices.

# Men Living Longer



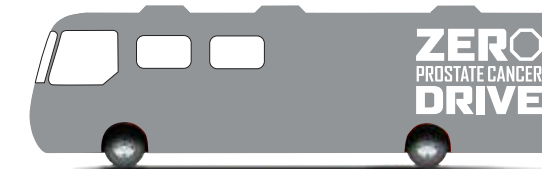
“ The donation of the mobile testing clinic will help us expand our program and reach more high-risk men in Louisiana who would not be tested otherwise. ”

Glenn Mills, M.D.  
Director, LSU Health  
Shreveport's Feist-Weiller  
Cancer Center

## FREE TESTING FOR AT-RISK MEN

- As pioneers for early detection, we believe that knowing your PSA score as well as being aware of the full spectrum of treatments and tactics gives a man the best chance against prostate cancer.
- The ZERO Prostate Cancer Drive, a mobile testing program provided free to at-risk men across the nation, has provided critical access to many men who would not have been tested, alerting thousands to important health information and saving lives.

# 126,000+ MEN TESTED



- Since the program's inception in 2003, more than 126,000 at-risk men have been tested for free through the ZERO Prostate Cancer Drive.
- In 2014, we donated our mobile health vehicles to LSU Health Sciences Center and Buddhist Tzu Chi Medical Foundation, institutions that share ZERO's mission and will leverage the donation to ensure high-risk men in Louisiana and California continue to receive free prostate cancer testing.
- ZERO provided ongoing financial support and underwriting for testing, education materials, and marketing and communication outreach to promote testing sites across the country.
- In March 2015, we launched a national testing database on ZERO's website so that men can easily locate a free testing site near them.

# Hope for the Future

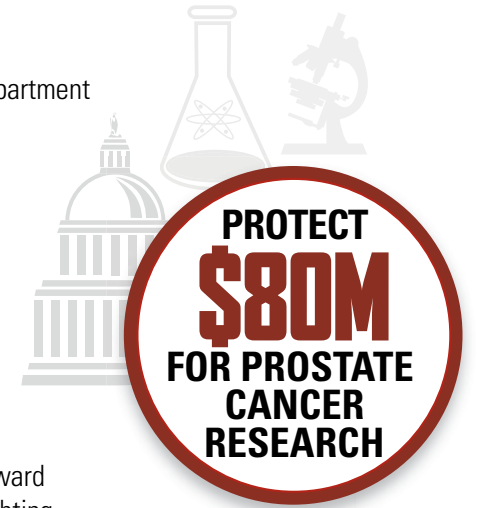


“ My research addresses an important challenge in diagnosing prostate cancer – the ability to distinguish aggressive from non-aggressive disease. My hope is that this research will give men and families more options when deciding how best to treat their prostate cancer. ”

Peter Carroll, M.D.  
University of California  
San Francisco

## FROM RESEARCH LABS TO PATIENTS' BEDSIDES

- ZERO stopped a \$16M cut to the Prostate Cancer Research Program at the Department of Defense in 2014, preserving pioneering research to find a cure and enhance the lives of men living with the disease.
- Three new treatments for advanced disease (abiraterone, enzalutamide, denosumab) have been discovered in the last four years thanks to ZERO's efforts to protect federal research funds.
- Genetic diagnostic tools are being advanced with the help of ZERO's advocacy efforts in making prostate cancer a national priority.
- The ZERO Cancer Research Fund, charged with supporting innovative, high-reward research that offers the best return on investment for patients and families fighting prostate cancer, awarded nearly \$400,000 toward promising prostate cancer research in 2014.
- The specific research we funded includes improved methods for early detection of prostate cancer and targeted gene activation in late stage prostate cancer.
- In 2014, we surpassed the milestone of more than \$1M in total research contributions to end prostate cancer.



## OUR SUPPORT TO RESEARCH, EARLY DETECTION, AND PATIENT SUPPORT PROGRAMS

Beaumont Foundation  
Buddhist Tzu Chi Medical Foundation  
Cone Memorial Hospital  
Feist-Weiller Cancer Center  
GW Medical Faculty Associates  
Kansas City Prostate Cancer Foundation  
Men's Health and Wellness Center  
Methodist Health System  
Metro Urology Foundation  
Oregon Health & Science University  
Patient Access Network Foundation

Prostate Cancer Awareness Fund  
Prostate Cancer Research Institute  
Prostate Health Education Network, Inc.  
St. Elizabeth's Health Center, Inc.  
The Pennsylvania Prostate Cancer Coalition  
University of Arizona Cancer Center  
University of California, San Francisco  
Urology Care Foundation  
US TOO International  
Wellmed Charitable Foundation

# Sharing the Journey



“ Participating in events like the Run/Walk is great for networking with other prostate cancer patients, survivors, and their families, and allows men to tell their stories to others who either have, are at risk, or may not even be aware of the disease. ”

Rick Richter  
Prostate Cancer Survivor

## BUILDING A COMMUNITY ACROSS THE NATION

- The ZERO Prostate Cancer Run/Walk series united the prostate cancer community across the nation in 2014 and provided opportunities for those affected by the disease to take action and make connections with other men and families who share their experiences.
- The Run/Walk series brought together patients, survivors, loved ones, medical professionals, and business leaders to end prostate cancer and encouraged men to take an active role in their health.
- The Run/Walk series directs more than \$2.5M for prostate cancer research, advocacy, patient education, and support in 2014.
- Our largest reach yet, ZERO partnered with more than 30 urology practices in cities across the country to host the Run/Walk series, which attracted nearly 20,000 participants.



## CROSSING THE FINISH LINE TO END PROSTATE CANCER

**\$3M**  
RAISED THROUGH  
FUNDRAISING PROGRAMS

- ZERO Endurance teams competed in some of the most demanding athletic events across the country to raise money and awareness for prostate cancer.
- Our endurance teams have raised more than \$1.1M since our first endurance team competed in the Marine Corps Marathon in 2008. Passion and hope inspired hundreds of ZERO endurance athletes who train and compete year round to end prostate cancer.

## EMPOWERING GRASSROOTS EFFORTS

- ZERO's top advocates gathered in our nation's capitol in September to educate their elected officials on the issues important to the prostate cancer community, receive training on becoming effective advocates, and collaborate on ways to make the disease a priority in their local communities.
- In November, ZERO launched a facial hair growing campaign Grow & Give to bring together men and their families along with corporate America to help raise awareness and funds to end prostate cancer. The campaign will beard up again in 2015.



# A Force to End Prostate Cancer



## Tribute to TOM QUINN

After given 60 days to live, Tom Quinn rolled up his sleeves and fought prostate cancer head-on. Mr. Quinn, a Scranton native, family man, U.S. War Veteran, and South Carolina entrepreneur, inspired the creation of the Know Your Score Celebrity Golf Tournament in Myrtle Beach, SC. The tournament raised a half a million dollars toward prostate cancer early detection and education while raising awareness for the disease by hosting legendary sports heroes like Bill Russell, Lynn Swan, and Gus Williams.

Mr. Quinn inspired countless others in their cancer journeys by battling the disease for six years and served on ZERO's Board of Directors during that time, encouraging the organization's advocates to keep talking openly about prostate cancer risk and testing.

We miss you, Tom. You were our hero!

## OUR BOARD OF DIRECTORS

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 Quentin "Skip" Lockwood, Vice Chairman  
 LTC Paul Taylor, Secretary/Treasurer  
 Steve Cooper  
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 Nicola Howard  
 Mitch Laurance  
 Alicia K. Morgans, M.D.  
 Sanford Siegel, M.D.  
 Robin Sparrow

## OUR NATIONAL PARTNERS

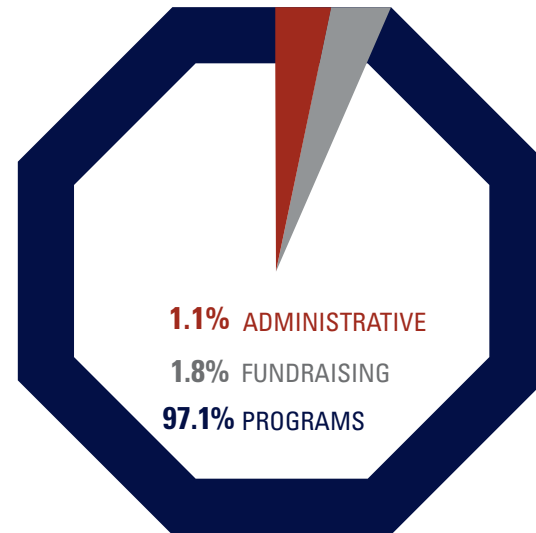
21st Century Oncology  
 AbbVie  
 Accuray  
 Actavis + Allergan USA, Inc.  
 Adult and Pediatric Urology  
 Advanced Urology Associates  
 Alliance Urology Specialists  
 American Medical Systems  
 American Urological Association  
 Amgen  
 Arizona Institute of Urology  
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 Baird Investments  
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 Bayer  
 Beaumont Foundation  
 Brandywine Urology Consultants  
 Cancer Research Institute  
 CareFirst BlueCross BlueShield  
 Central Ohio Urology Group  
 Chesapeake Urology Associates  
 Comprehensive Urology  
 Cone Memorial Hospital  
 Crowell Moring  
 Cruisin' For A Cure  
 Daughters 4 Dads  
 Dendreon  
 Endo Pharmaceuticals  
 Exelixis  
 Ferring Pharmaceuticals  
 Finnegan, Henderson, Farabow,  
 Garrett & Dunner, LLP  
 Fitness 360  
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 Genentech  
 Genomic Health  
 Golden Gate Urology  
 Greenville Health System  
 Hanna Andersson  
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 Hi-Motion Video  
 Hirayama Investments  
 Hockey Western New York  
 J&J Health Care Systems  
 Janssen Biotech  
 Jason's Deli  
 Johns Hopkins University  
 Kansas City Prostate Cancer Foundation  
 Kansas City Urology Care  
 Kentucky Prostate Cancer Coalition  
 Kern Family Fund  
 Kurtz Ambulance  
 Lipson Cancer Center  
 LSU Health Sciences Foundation  
 Mark Florian  
 Medivation  
 Men's Health & Wellness Center  
 Methodist Health System Foundation  
 Metro Urology  
 Millennium Pharmaceuticals  
 Myriad Genetics  
 National Hockey Foundation  
 Nike  
 Oregon Health & Science University  
 Patient Access Network Foundation  
 Pennsylvania Prostate Cancer Coalition  
 Plenty Consulting  
 Prostate Cancer Awareness Fund  
 of Lehigh Valley  
 Prostate Cancer Research Institute  
 Prostate Health Education Network  
 Radio One  
 Radnet Management  
 Richard Wolf Medical Instruments  
 Rochester Knighthawks  
 Rosenthal Companies  
 Savills Studley  
 Shining Down  
 SouthWest Urology  
 Spirit 92.9  
 St. Elizabeth's Health Center  
 St. Louis Urological Surgeons  
 Steven Meng  
 Tampa Bay Times  
 The Buddhist Tzu Chi Medical Foundation  
 The Columbia Restaurant  
 The Conrad Pearson Clinic  
 The Denhart Family Fund  
 The Harry and Jeanette Weinberg  
 Foundation Inc.  
 The Manteno Family  
 The Schwartz Fund at the Jewish  
 Federation of Greater Atlanta  
 The Urology Group  
 Tolmar Pharmaceuticals  
 University of Arizona Cancer Center  
 University of California, SF  
 Urology Associates of Rochester  
 Urology Austin  
 Urology Care Foundation  
 Urology Group of Paducah  
 Urology of Central Pennsylvania  
 Urology San Antonio  
 Urology Specialists of the Lehigh Valley  
 Urology, P.C.  
 Uromedix  
 Us TOO International  
 USMD Cancer Center  
 Wahl Clipper Corporation  
 Watson Pharmaceuticals  
 Welled Charitable Foundation  
 Wellmed Charitable Foundation  
 Zoomers Amusement Park

# Accolades For ZERO



## WHERE THE MONEY GOES

**97** CENTS OF EVERY DOLLAR GOES TO PROGRAMS & ACTIVITIES



## FINANCIAL OVERVIEW

OVERVIEW	2014	2013
Gross Income	\$ 29,297,690	\$ 48,871,427
Gross Expenses	\$ <29,262,296>	\$ <47,148,763>
<b>PROFIT/LOSS</b>	<b>\$ 35,394</b>	<b>\$ 1,722,664</b>
<b>SPENDING</b>		
Program Expenses	\$ 28,419,321	\$ 46,345,829
Administrative Expenses	\$ 332,534	\$ 399,078
Fundraising Expenses	\$ 510,441	\$ 403,856
<b>TOTAL</b>	<b>\$ 29,262,296</b>	<b>\$ 47,148,763</b>
Program %	97.12%	98.29%
Administrative Expenses %	1.14%	.85%
Fundraising %	1.74%	.86%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>
<b>ASSETS</b>		
Total Assets	\$ 29,463,459	\$ 33,620,496
Liabilities	\$ <27,238,374>	\$ <31,430,805>
<b>NET TOTAL</b>	<b>\$ 2,225,085</b>	<b>\$ 2,189,691</b>



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](http://zerocancer.org) or by request.



# ZERO



THE END OF PROSTATE **CANCER**

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