

Welcome

Facing Prostate Cancer in a Pandemic

Dear ZERO Friends,

Your passion and generosity throughout an unprecedented 2020 had a resounding impact on our efforts to fight prostate cancer. Your support fills my heart with gratitude. You gave hope to more men and their families and made it possible to continue building upon a quarter-century of progress.

With your help, more patients and families were supported during their greatest time of need. Together, we advanced critical research and new treatments were made available despite the COVID-19 pandemic.

Prostate cancer didn't pause in a pandemic. Dale was one of many patients in the fight of his life last year. And instead of holding his hand to comfort him, his wife of 45 years anxiously waited in the car. Dale would endure his four-hour chemo treatments without Glenda.

"With all of the obstacles this year and with what cancer has thrown our way, we never felt alone, because we knew we had ZERO and its generous community of support to lean on," he said.

You've always made us #ZEROStrong, and I'm delighted to say we'll soon be #ZEROStronger! This fall will bring our much-anticipated merger with Us TOO. You'll have a new patient-centric powerhouse in your corner at a particularly urgent time. With 250,000 men diagnosed with prostate cancer just this year, the need to supply more critical resources is devastatingly clear.

Fortunately, ZERO and Us TOO have a combined 55 years of experience serving the prostate cancer community. We share the same mission to educate and support men and their families while taking steps to end prostate cancer. Having one unified organization as your leading resource will also help our partners in the medical community to better serve prostate cancer patients in crisis.

A combined organization will also help elevate advocacy efforts to address access to care and critical health equity issues. A bold approach is required to reduce the shocking disparity faced by men of color with prostate cancer, as a Black man is nearly two and half times more likely to die from the disease.

We must do and strive for more. Imagine what more we can achieve when we're #ZEROStronger.

Your continued generous donations and volunteer support will take us another step closer to ZEROing out this disease once and for all. Until then, patients and families are still counting on you to renew their hope. You can strengthen our patient support programs and broaden our chapter presence in more states to cover the whole country. When we're united, more patients will get the support they desperately need and deserve.

Thanks to each and every one of you for providing hope and comfort to those on this journey and for being an important part of our #ZEROStrong Community.

With deep gratitude,



Jamie Bearse

Jamie Bearse
President and CEO

 @JamieBearse

*For the digital version
of the report visit:
zerocancer.org/annual-report-2020.*



25th Anniversary: Reaching New Heights

You've made a difference
the past 25 years...



Created a united and powerful community for the prostate cancer movement;



Launched vital services connecting patients and families to emotional support, one-on-one mentorship, and debit cards to cover transportation expenses to treatments and appointments;



Grown federal research funding to \$110 million, resulting in seven new treatments for patients with advanced prostate cancer and a new genetic test that helps tailor treatments for patients;



Obtained more than \$150 million in financial assistance and debt relief for patients;



Pioneered free mobile prostate cancer screening events across the nation and tested more than 120,000 at-risk men;



Achieved state legislative victories to support full insurance coverage of the PSA blood test, which helps determine prostate cancer risk;



Hosted hundreds of Run/Walks, golf tournaments, and other community events with tens of thousands of participants nationwide to raise millions of dollars;



Armed millions of patients and families with lifesaving information through a robust ZERO website, suite of educational materials and videos, and engaging social media platforms.





Stronger Together

ZERO's merger with another leading prostate cancer nonprofit, Us TOO, is a massive win for prostate cancer patients, survivors, and their families. The consolidation of two leaders in prostate cancer services into a single, stronger organization will bring greater synergy and cross collaboration of programs under one management team.

Together, ZERO and Us TOO will make a deeper impact for the cause while reaching more men at risk of prostate cancer and supporting more patients who lack the knowledge and resources to fight their own personal battles.

The benefits for patients and their families include:

- Integration of 200 Us TOO support groups across the country;
- Amplified voice of the prostate cancer community;
- United advocacy efforts to increase research investments and risk awareness;

- Strengthened connections with medical practices;
- Rapid expansion in addressing health equity issues;
- Fusion of education efforts and expansive outreach about patient choices;
- Unification of staff, boards, and volunteer bases.

“There is no doubt we will be stronger together as one organization,” said Marty Chakoian, Us TOO Board Chair. **“The unification of staff, boards, partners, volunteers, and assets will be a powerful platform to reach more men at risk of prostate cancer and support more patients and families in crisis who need resources to fight this disease.”**



– Marty Chakoian,
Us TOO Board Chair

Patient Support Impact

You Make Hope Happen

COVID-19 changed everything for our community from delayed treatments and financial hardship to emotional distress and isolation. More than ever, prostate cancer patients and their families urgently needed additional support.

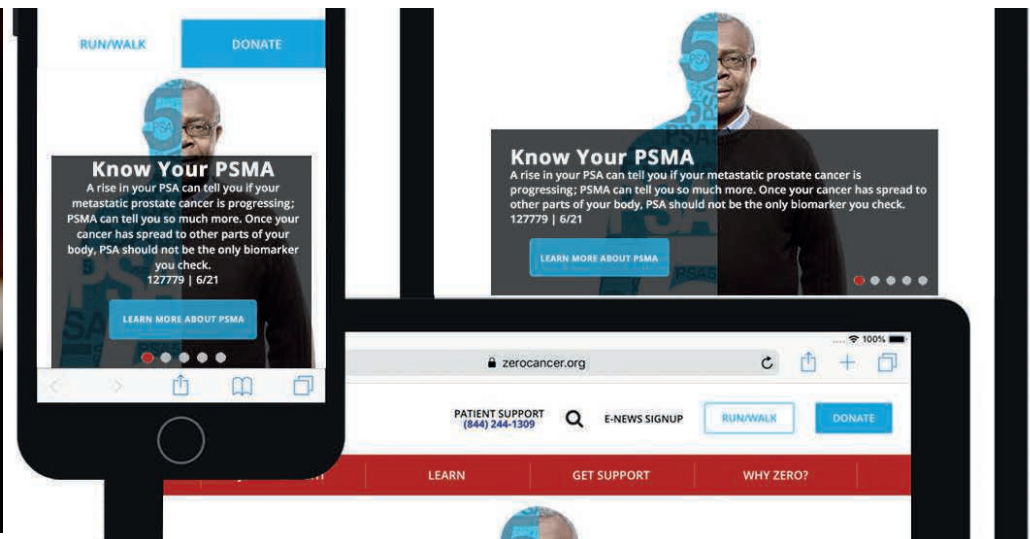
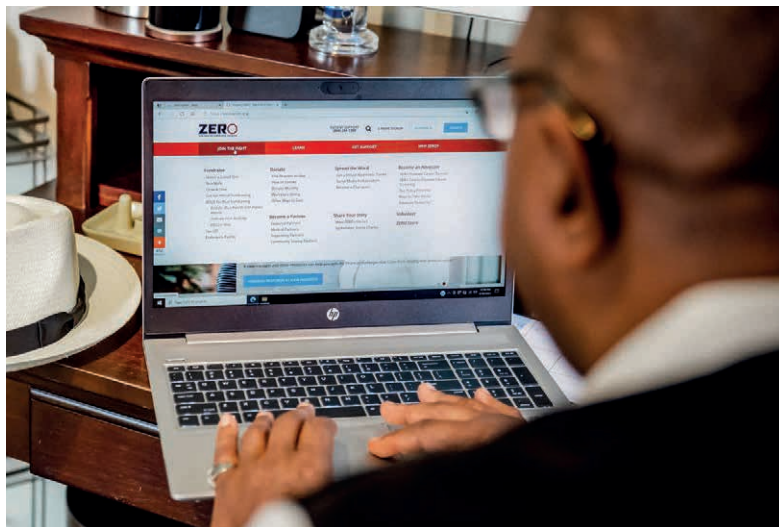
You stood with them during their greatest time of need, ensuring they had a place to turn and someone in their corner to help them in their fight. ZERO's

comprehensive support programs were a lifeline providing patients and their families with everything from financial assistance to peer support and access to timely educational resources specific to prostate cancer and COVID-19.

Survey results from the ZERO community led to a new microsite to address the unique needs of prostate cancer patients, including helpful FAQs and videos. Weekly emails

organized resources and services around what patients needed to know about the virus, telemedicine, and other related topics. ZERO social media channels featured Q&As with medical experts, engaged viewers through interactive presentations, and facilitated face-to-face connection for those feeling isolated.

None of this could have been done without you. You ensured no one fought alone and kept our community **#ZEROSTrong!**



BY THE NUMBERS:



\$110 million

dedicated to uncovering new treatments:
Now fighting for \$120 million!



2,300+

patients provided with
free one-on-one help and

\$2.9 million+

in debt relief.



766,000+

patients and caregivers served
through ZERO's website, webinars,
and patient support programs.



\$4.5+ million

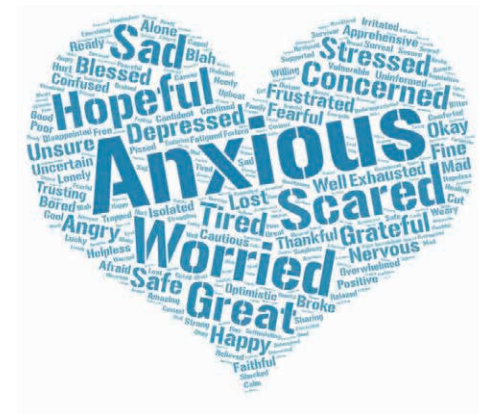
granted to local organizations over
the last 13 years for early detection,
patient support, and research.



As a result of the pandemic, many more patients faced devastating financial challenges in addition to fighting their disease. Having access to the free services of ZERO360 was critical in keeping many families from falling through the cracks. ZERO360 case managers personally assisted patients to secure financial support options, resolve insurance appeals and issues, and enroll in benefit programs.

“My ZERO360 case manager has been amazing in the support she has provided! I saw the wisdom and thoughtfulness and appreciated it very much. I let my urologist and friends know of ZERO360, because I'm so glad this program is around to help in these matters”

– Roy,
Prostate cancer patient



ZERO MENTor

ZERO MENTor was another critical way for patients to virtually connect to support from the comfort of their home. This program pairs prostate cancer patients with knowledgeable and empathetic MENTors to provide ongoing support, camaraderie, and practical advice on their prostate cancer journey. MENTors are trained to understand and promote the use of credible prostate cancer information and resources to arm their MENTee with relevant information.



As we all know, a prostate cancer diagnosis impacts the whole family. **Caregiver Connector** is a peer-to-peer support program that provides an easy and safe way for caregivers to find a shoulder to lean on. Caregivers benefit from being paired with those who currently care for men with prostate cancer, as well as those who have lost their loved ones to the disease.



Transportation is one of the biggest barriers for patients, making it difficult to get the treatments they need. Newly expanded to more states this past year, the ZERO Drive program provides transportation-related financial assistance to prostate cancer patients in **Florida, Iowa, New York, Pennsylvania, and Texas** who are currently undergoing treatment, receiving follow-up care, or attending ongoing provider appointments. Residents are eligible to apply for a debit card to use for transportation-related expenses such as gas, public transportation, taxis, Uber, Lyft, other ride companies, and airfare.

ZERO Connect

ZERO Connect provided vital support virtually during COVID-19. This passionate and engaged online community of nearly 3,000 prostate cancer patients, survivors, caregivers, family members, loved ones, and friends nationwide came together to support one another by sharing their experiences, stories, and hope.

ZERO PODCAST: PROSTATE CANCER UNGENSORED

These intimate and refreshingly candid interviews provide valuable insights and encourage men to take action and take control of their health. A mix of leading experts, patients, and caregivers explore issues such as sex, intimacy, depression, life after prostate cancer, and genetic risks. The podcast launched out of the need for more frank and frequent conversations around prostate cancer. The latest episodes feature Twisted Sister founder and lead guitarist Jay Jay French, who shares his personal prostate cancer journey.



Racial Disparities

Addressing Racial Disparities Through Action

ZERO is committed to health equity and reducing racial disparities in prostate cancer among Black men. The number of lives affected by and lost to prostate cancer are especially staggering in the Black community. Black men are about twice as likely to get diagnosed with, and to die from, the disease. These racial differences in prostate cancer incidence and mortality are unacceptable.

“Where you live and the color of your skin shouldn’t limit your access to prostate cancer screening, care, and the very best treatments available,”

– Rallie Settles,
Prostate cancer patient

Recent research suggests that racial disparities in prostate cancer outcomes cannot be solely explained by genetic differences. In particular, such differences have been associated with neighborhood segregation and several factors within the U.S. healthcare system including racial differences in access to care and insurance status, racial biases experienced by racial/ethnic minorities, and distrust in the healthcare delivery system.

In collaboration with community and faith-based leaders, health care providers, clinics, and other advocacy groups, here’s how ZERO is working to create health equity and to reduce prostate cancer disparities experienced by Black men:



Prioritizing

Prioritizing health equity at the highest levels. ZERO established a national ZERO Racial Disparities Task Force and recruited a Vice President of Health Equity to the organization's leadership team to collectively develop and implement a health equity strategy and to spearhead advancements to eliminate racial disparities in prostate cancer.

Improving

Improving individual disease awareness, patient activation, and navigation skills, and knowledge leading to improved access to high quality care for Black men. ZERO launched a new racial disparities microsite to help Black men and their families understand their risk, dispel clinical trial myths, and provide resources for support and education.

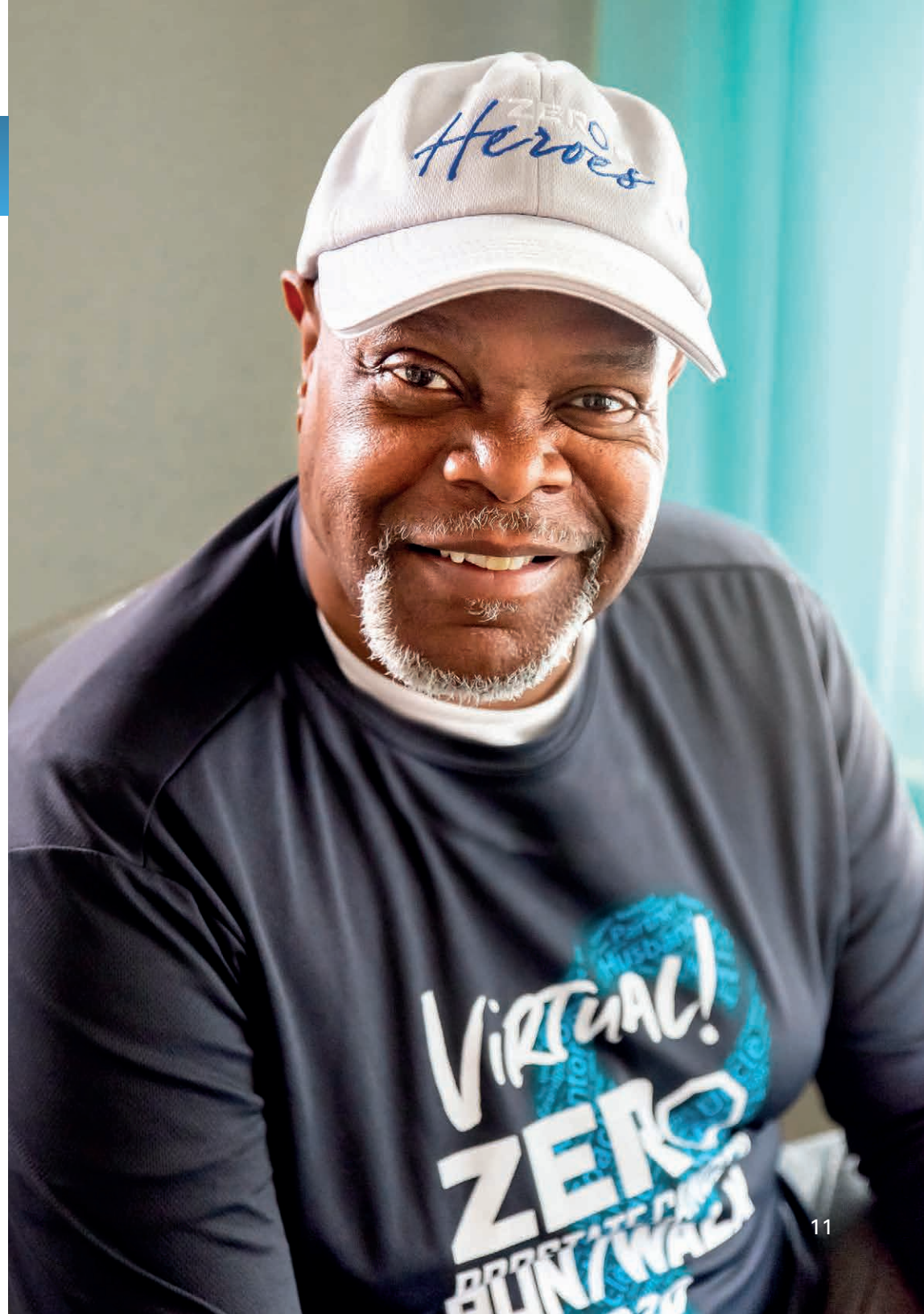
Visit zerocancer.org/racial-disparities.

Reducing

Reducing misinformation, stigmas, cultural and communication barriers related to cancer care and clinical trials among Black men, ensuring that such efforts are implemented with cultural competence, community engagement, and adequate support systems. ZERO recently hosted its inaugural Racial Disparities Symposium to facilitate honest and open discussions and informational sessions with patients, researchers, and healthcare providers.

Removing

Removing financial barriers to prostate cancer care for Black men by implementing improved systems to direct patient services like debt relief and health insurance. ZERO's health equity advocacy efforts included a focus on legislation at the state and federal levels that would ensure that men across all racial/ethnic groups and men with a family history of prostate cancer can receive certain prostate cancer screening services without any cost sharing.



Patient Appeal

“A man dies every 15 minutes from prostate cancer.”

With prostate cancer cases on the rise this year, thousands of men like Jim are receiving a devastating diagnosis. The need for **heroes like you** is increasingly urgent, as many men are delaying routine screening due to the ongoing COVID-19 pandemic.

Patients are counting on you to make sure they don't miss critical time in the race to put each of them on their personalized treatment pathway.

Will you help the next man who receives this life-changing diagnosis?

Many of you may know ZERO Champions and regular Summit attendees Jim Wilhelmsen and his wife Venetia. Jim's heart dropped when his urologist told him quite matter-of-factly he has prostate cancer and to get his affairs in order. But nine years later, he's still fighting prostate cancer with your help. Like you, he feels the need to do more and help others. He's determined to educate men about their risk and empower patients.

You know early detection saves lives, and Jim has made sure that his sons and brother know it too. All three of them scheduled a PSA test. Despite resistance from their clinicians, they were adamant about establishing a baseline because of their family history.



The hope and support you provide gives patients the courage to fight. Your donations make a huge difference for men like Jim. Your gift means newly diagnosed patients can be equipped with financial assistance, insurance navigation, and other vital support resources.

Prostate cancer won't stop, and neither can you!

Dedicated and caring donors like you have stood shoulder to shoulder with families nationwide in this unprecedented year. You can make sure the pandemic doesn't pause the critical care and access to support that patients desperately need now. The sense of urgency continues to build as COVID-19 variants are causing chaos for those who are most vulnerable.

Thank you for helping Jim and many more patients with lifesaving support.

Shawn K. Supers, director of donor relations, wants to tell you how your gift can save more prostate cancer patients.

Please connect with Shawn at 202-344-9058 or shawn@zerocancer.org.



Advocacy & Summit



United Voices Making Impact

The annual **ZERO Summit** is the largest gathering of its kind for the prostate cancer community. While COVID-19 kept us physically distant this year, nothing can separate the #ZEROSTrong community.

The first virtual ZERO Summit in 2021 gave the record-breaking 1,555 participants more learning opportunities than ever before. A brand new Summit app proved to be a useful guide to more than 30 hours of inspiring educational and advocacy content.

The Summit featured the same advocacy, education, and support that makes this a must-attend event. Attendees participated in informative and interactive sessions on the latest in prostate cancer research, treatments, preventative nutrition, and effective caregiving.

Attendees joined others from their local communities in virtual meetings with their elected officials. They shared personal stories, educated officials about the need to support legislation and research funding, and advocated to make prostate cancer a priority on Capitol Hill. With your help, ZERO has helped increase research funding for prostate cancer by \$30 million over the past five years.



Special thanks to ZERO's Texas Champions, who were Summit rock stars, ensuring patient voices were heard in Congress during their meeting with the office of U.S. Senator John Cornyn. Pictured top are Patrick Bingham, Tracy Crites, and Sharon Rose. Pictured bottom are Kris Rangel, Tom Hulsey, and Jeff Last, legislative assistant to U.S. Senator John Cornyn.



BY THE NUMBERS:



1,555
attendees from
48 U.S. states and
20 countries around the world



85%
said the Virtual Summit
exceeded their expectations



162
meetings with legislators



165
Senators and Representatives signed on
to show their support for the Prostate
Cancer Research Program

Summit Attendee Spotlight

“We truly enjoyed attending the ZERO Summit. There was so much vital and educational information given at each session. Plus, we met some new people and gained takeaways from the amazing sessions. We are so grateful to have attended and for all that we learned.”

– **Keisha Hampton and Ulysses “CC” Williams**,
Caregiver and Patient



Register Today!

Join us for the 2022 ZERO Summit, March 6-8 at the Gaylord National Resort & Convention Center in National Harbor, Maryland.

The 2022 Summit is planned as a hybrid event, which means participants can choose their own adventure to attend in person or join virtually!



SAVE THE DATE
2022 ZERO
Prostate Cancer
Summit
National Harbor, MD

- March 6-8, 2022
- Gaylord National Resort & Convention Center



Advocate Spotlight

“Education regarding prostate cancer and early detection strategies is critical to saving lives, preserving, and protecting our families.”

– Linda Hoetger,
ZERO Champion

Linda and Ray Hoetger of Ohio have dedicated their lives to raising awareness for prostate cancer. Linda created Petey the Prostate, a walnut sporting eyes, arms, and legs, which has affectionately become a “mascot” to start conversations about prostate cancer. Petey is well-known throughout the country, even in Washington, D.C. The Hoetgers give a Petey to anyone willing to listen and help spread the word.

Linda has dedicated many hours to collecting proclamations from elected officials both in and out of Ohio. Ray and Linda often travel hours to accept the proclamations or arrange for ZERO advocates to assist them. Linda has enlisted officials in their communities to become advocates and turned their local buildings blue for Prostate Cancer Awareness Month. Thanks to her tireless efforts to collect the necessary signatures toward implementation, Ohio will be the first state to have a ZERO license plate.

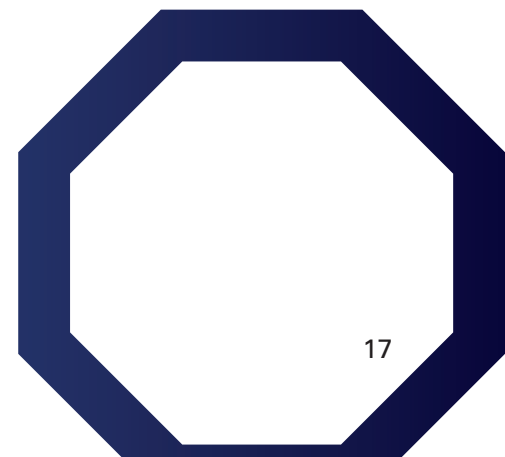
States Leading the Change



Rhode Island Governor Dan McKee signed legislation to eliminate cost sharing for prostate cancer screening. The bill, named in honor of State Senator Maryellen Goodwin, a colon cancer patient, will increase access to screening for both prostate and colorectal cancers by removing financial barriers.

The ZERO Cost to Prostate Cancer Screening initiative is catching on across the country. By eliminating unnecessary barriers to diagnosis, the lives of more men and their loved ones will improve.

Under the new benefit, men in Rhode Island will not pay any out of pocket costs for prostate cancer screening received from an in-network provider beginning January 1, 2022. Rhode Island joins **New York** and **Maryland** as the only other states that have passed similar legislation. ZERO is working with several new states to continue this momentum in providing greater access to screening for men across the country.



Veterans Initiative



No One Fights Alone

Veterans are a high-risk population for prostate cancer, with an incidence rate that is twice that of the general population. ZERO is committed to bringing the Veteran community the resources, tools, and education needed to fight and prevent the disease, and to leading the way on policy change that will save the lives of America's protectors.

The ZERO Prostate Cancer Veterans Initiative strives to:

- Create a standardized clinical pathway for prostate cancer care within the VHA System.
- Provide prostate cancer educational materials and research support for Veterans, physicians, and active-duty military.
- Support the care and funding of Veterans through legislative efforts.

In 2020, ZERO Veterans advocates led the charge to introduce the Veterans Prostate Cancer Treatment and Research Act, which would improve access to quality prostate cancer care for all Veterans. With the help of our partners and Veterans – who we're also proud to call Champions – ZERO will finish the job in the 117th Congress.

These are alarming numbers related to Veterans and prostate cancer. Immediate action and long-term planning are required to ensure that Veterans get the support they need.

- Prostate cancer is the most common cancer diagnosis among U.S. Veterans.
- Nearly 489,000 prostate cancer patients are in the VA healthcare system.
- 16,000 of those patients have metastatic prostate cancer.



"I know from my prostate cancer experience just how devastating the diagnosis is, and I wish I had known earlier that I was at higher risk of prostate cancer because of my military service and as an African-American man. I'm proud to serve on the ZERO Veterans Prostate Cancer Working Group and to advocate to improve the lives of Veterans and all men at risk of prostate cancer."

– **Patrick Bingham,**
Prostate cancer patient
and Veteran

BY THE NUMBERS:



1 in 5

U.S Veterans will develop prostate cancer in their lifetime



Prostate Cancer is the **most common cancer diagnosis** among U.S. Veterans



Nearly **489,000** prostate cancer patients are in the VA healthcare system



16,000 of these patents have metastatic prostate cancer



This newly launched program brings awareness to the numerous Veterans facing prostate cancer nationwide. 50 Vets in 50 States is building a powerful nationwide team of Veterans who are prostate cancer survivors and advocates. These vocal Vets will serve as leaders in their states to expand prostate cancer advocacy and educational outreach to save the lives of other at-risk Vets.



Chapters & Champions

Building Communities

With your help, ZERO's nationwide network of dynamic chapter communities is growing! Chapters connect local patients, families, and the medical community to amplify patients' voices and fulfill vital programs and initiatives.

This year, ZERO added **two new chapters in the South Atlantic and Southeast**, which cover Alabama, Florida, Georgia, North Carolina, South

Carolina, and Tennessee.

Growth in our support groups across the country will also be powered by our 2021 merger with another leading prostate cancer nonprofit, Us TOO. Uniting its nearly 200 support groups with ZERO's chapters, local events, support resources, and heroes like you will truly advance the care and resources patients can access.

Your regional **ZERO Chapter Directors** have their finger on the pulse of all things local. They work tirelessly to make meaningful connections with our Champions and passionate individuals like you to move the mission forward.

Contact your local Chapter Director below to see how you can get involved!

East Coast Metro

Renee Haney
renee@zerocancer.org

Mid-Atlantic

Caitlin Murphy
caitlin@zerocancer.org

Midwest

Emily Sybrant
emily@zerocancer.org

New England

Vanessa Petersen
vanessa@zerocancer.org

Northern California

Rhonda Gilmore
rhonda@zerocancer.org

Pacific Northwest

Debi Johnson
debi@zerocancer.org

South Atlantic

Matt Miller
matt.miller@zerocancer.org

Southeast

Joshua Woods
josh.woods@zerocancer.org

Southern California

DeMetrius Kee
demetrius@zerocancer.org

Texas/Oklahoma

Tracy Crites
tcrites@zerocancer.org

Leading the Way: ZERO Champions



When ZERO pivoted its programs, services, and events to best serve patients during the pandemic, this nationwide group of tireless volunteers played an invaluable role to support our community. From fundraising to volunteering to being virtual cheerleaders and critical sources of support, Champions did it all.

A heartfelt thank you to our nearly 600 Champs nationwide. You always make us #ZEROProud!

Champions have all been touched by this disease and they don't want anyone else to suffer. They find strength, support, and inspiration from each other to accomplish amazing feats in their local communities and across the country.

Are you ready to take the next step and become a ZERO Champion? You'll have exclusive access to program benefits that will help establish you as a local leader and resource in your community. To join ZERO's stellar nationwide group of dedicated leaders, contact Shawn K. Supers, director of donor relations, at 202-344-9058 or shawn@zerocancer.org

Champion Spotlight Don Williamson



Don Williamson of Georgia is a prostate cancer survivor who was diagnosed shortly after losing his father to prostate cancer. He is always willing to share his story and the importance of prostate cancer education and screenings, particularly among Veterans and African-American communities. In 2020, Don furthered the mission to end prostate cancer in many ways. He participated in the Summit and met with Georgia representatives to secure Prostate Cancer Research Program funding.

As a committee member for the Tee-Off to End Prostate Cancer, he invited more than 100 patients and caregivers. He helped to raise nearly \$55,000 to fuel ZERO's programs by securing sponsor support from Cancer Treatment Centers of America. Don is a ready and willing media spokesperson and is one of our most active Champions and Summit Ambassadors including serving as a member of 50 Vets in 50 States.

Champion Spotlight Suzanne Schlernitzauer



Suzanne Schlernitzauer of Florida is a caregiver who lost her brother to prostate cancer. Every day, she takes action to further ZERO's mission and fulfill a promise to her brother to do everything she can do to end the disease. Susie is an active advocate and ambassador at the Summit and co-facilitates sessions. She also meets her local representatives to advocate on behalf of ZERO.

Suzanne is consistently a top fundraiser for the Miami Run/Walk and participated in the local Virtual Tee-Off committee. Collectively, she raised more than \$30,000 for ZERO in 2020. Susie is a regular donor to multiple ZERO efforts, often calling on the last day of match campaigns to ask if the goal has been reached, and to donate if it hasn't. Susie also serves on the Patient and Caregiver Advisory Board as a voice for caregivers. She's a crucial player to ensure ZERO's patient support programs are as strong as possible.

Remembering Caesar Blevins



May 24, 1957 –
April 7, 2021

“A truly great human being passed away earlier this year after a long battle with prostate cancer. Caesar was fighting his own hard battles, but nevertheless he always brought with him a hug, a listening ear, an encouraging word, and a sense of deep peace and belonging.

“He was a fierce protector and a joyfully selfless friend. The people feeling a heavy loss are truly too many to count, but the ripple effect of his kindness will continue.

“Caesar was a fierce prostate cancer advocate and was heavily involved in the mission of both the Prostate Network and ZERO. Caesar loved to say, ‘Teamwork makes the dream work.’

“Those who knew and loved him will pick up the torch that Caesar carried so fiercely for so long and will WARRIOR ON for him in this battle against Prostate Cancer!”

– **Steve Hentzen,**

A friend of Caesar and ZERO Champion

Bold for Blue

BOLD
for Blue



The annual **Bold for Blue** fundraising awards shine the spotlight on those who went to impressive heights with their innovative and heroic fundraising efforts to provide critical support during the pandemic for prostate cancer patients and their families in desperate need.

Three honorees took home **Legacy Awards** in recognition of their passionate commitment and dedication over many decades of service to the prostate cancer community.

Sarah Dunn, Amy Donaldson, and Julie Tofte are the “Daughter 4 Dads” from Napa Valley, California. After losing their grandfather to the disease, watching their father’s long battle with prostate cancer, and then experiencing

their uncle’s recent diagnosis, they knew it was critical to raise awareness in their community.

Since 2014, the sisters have participated in ZERO’s fundraising campaigns and events, including their very own Run/Walk, which has raised thousands of dollars for patients and families since its inaugural year.

For the second annual **Impact Awards**, three of ZERO’s long-time supporters were honored for their indomitable spirit in the fight against prostate cancer and their never-ending passion for helping others. Congratulations to **Stephanie Mueller, Freddie Muse Jr., and Meghan Nikituk!**

Stephanie Mueller

Stephanie Mueller brought a new level of innovation and passion to ZERO’s virtual Run/Walks. She ran **every** virtual Run/Walk, secured “sponsorships,” and shared each one with a live Facebook video from her Cleveland, Ohio, hometown. Stephanie pounded the pavement in honor of her father, a prostate cancer survivor. She took the time to learn a little about the story of a significant person who is impacted by prostate cancer. Her efforts earned valuable funds and a huge social media engagement. More importantly, this Champion has been an inspiration and helped many in the ZERO community maintain a positive outlook during COVID. Stephanie is the epitome of #ZEROSTrong!



Freddie Muse Jr.

Freddie Muse Jr. is President and CEO of a local men's cancer nonprofit dedicated to providing quality resources through personal experiences to under-served men with cancer who reside in the Los Angeles area. In a typical year he is often in the community monthly with a church collaboration to screen men. Freddie got a prostate cancer proclamation from the City of Los Angeles this year, too. He partners with organizations year-round to bring attention to prostate cancer among African-American men and helps facilitate support groups at Cedars-Sinai. Freddie is an ambassador for the RESPOND study, which is enrolling Black men to find answers to prostate cancer. Freddie has been addressing disparities in prostate cancer for 12 years. He is incredibly resourceful and always open to a partnership that serves more men.



Meghan Nikituk

Meghan Nikituk has been part of the ZERO community for the past 13 years after losing her father to prostate cancer. This year she really knocked it out of the park! Last spring, the Manassas, Virginia, resident inspired a slew of virtual fundraising contests when she dyed her hair blue. Meghan promoted the competition with her mother in a unique and engaging video. Every update inspired viewers to donate and shared important information about prostate cancer. During Prostate Cancer Awareness Month, Meghan created 14 uniquely themed videos to promote fundraising, educate others, and highlight ZERO's programs. Her Washington, D.C., Run/Walk team raised more this year than any other. Meghan, who is a ZERO Champion, has even been honored by her employer for her volunteerism.

Each of the amazing individuals below was also **nominated for an Impact Award**. With only three awards to hand out, it was tough to choose from this group of inspired advocates and fighters. Please congratulate all our 2020 nominees!

Beth Allen & Craig Blouin

Athena Casamento

Linda and Ray Hoetger

Dale Goltart

Tammy and Jeff Holbert

Tracy Morgan

Mical Roy

Suzanne Schlernitzauer

Tami Musumeci-Szabo

Jessica Tolman

Don Williamson

Dr. Peter Zeman

Fundraising

The Power of You

Congratulations to everyone who helped make history last year as participants in ZERO's first virtual Run/Walks! Because of you, more patients will get the support they desperately need during this COVID-19 crisis. Now more than ever, you made a difference for patients. Bravo!

The ZERO Run/Walk is an important and impactful way to connect with others in support of raising awareness and funds for men and families who have been affected by prostate cancer. Here's what one patient had to say about you being there:

"It's so important to raise awareness, and the Virtual Run/Walk does exactly that. It's great to be connected with my brothers in arms — all men and all survivors and patients — and know that we have the support of our communities."

– Eugene,
Prostate cancer patient

You and every family who has been impacted by this disease has their own story, but everyone is united in the fight to end prostate cancer.





BY THE NUMBERS:



16
virtual shows



\$2.3 million
raised



\$216,585
in funding to
local programs



\$30+ million
raised since inception

Virtual Run/Walk Participant Spotlights



“If my 127.1 miles and 41 race videos helped just one person to get tested, reach out for help, learn something new, join the Summit... then I have succeeded far beyond completing the goal I set out to achieve! I’m honored to be part of this amazing organization and mission. And I’m proud to be #ZEROSTrong with you!”

– **Stephanie Mueller**,
ZERO Champion



“We have surpassed all the previous 12 years of raising funds, and we did it all VIRTUALLY!”

– **Meghan Nikituk**,
Meghan Nikituk, who raised \$19,000 with a hair dyeing challenge for Team Nikituk



Teams and Individuals Raising \$5,000 or More

Getting to the top of the Run/Walk leaderboard is tough work and deserves to be applauded. Thank you to these leaders for inspiring others to join them and support a cause that is so close to their heart.

Bernadette Greenwood
 Bunch O Nuts
 Chris Meyer
 Clovis BRCA Blue
 Cracked Walnut
 Daniel Perkins
 Daughters 4 Dads
 Eliza Forsburg
 Finleigh Forsburg
 FOFTC Spare the Walnut
 Frednecks
 Gary Melnick
 Greater Boston Urology
 Hoboken Strong
 Karen Jauregui
 Mark Hagenbuch
 Miles for Mike
 Pfizer Oncology New York City
 Potomac Urology Stream Team

Rebekah Bierdeman
 Task Force Morgan
 Team Angus
 Team Chemosabes
 Team CURRY!
 Team Ham
 Team Nikituk
 Team NJU Dragon Fly
 Team Philibin
 Team Poppa, Pappy and Cuggy
 Team Sandy Sigel
 The Andrew Zweig Ripple Runners
 The Forsburg 40
 The Iowa Clinic
 This One's For Terry
 Tracy Morgan
 Urinary Tract Team
 Warren's Warriors

Urology Practice Partners

The Run/Walk series has been a nationwide force in the prostate cancer community for more than a decade. With the partnership of urology practices coast to coast, ZERO works with many medical professionals and their teams to host these events that bring hope, awareness, and critical funds to help patients and their families.

Adult Pediatric Urology &
Urogynecology

Advanced Urology Associates

Adventist Health St. Helena Hospital

Alliance Urology Specialists

Associated Medical Professionals

Associated Urologists of North
Carolina

Augusta Urology Associates

Blue Ribbon Cancer Coalition of PA

Chesapeake Urology

Genesis Healthcare Partners

Greater Boston Urology

Hackensack Meridian Health

HaloDx

Hartford Healthcare Tallwood Urology
& Kidney Institute

Irving Medical Center Department of
Urology

Kansas City Urology Care

Los Padres Prostate Cancer
Foundation

MidLantic Urology

Minneapolis Radiation Oncology

Minnesota Urology Foundation

Montefiore Medical Center

Department of Urology

Mount Sinai Department of Urology

New Jersey Urology

New York-Presbyterian Hospital,
Columbia University

Northwell Health

Oregon Urological Society

Potomac Urology

SouthWest Urology

South County Urology

Summit Urology Group

The Iowa Clinic

The New York Section, American
Urological Association

The Urology Group

Urologic Specialists

Urology Austin

Urology Center of Iowa

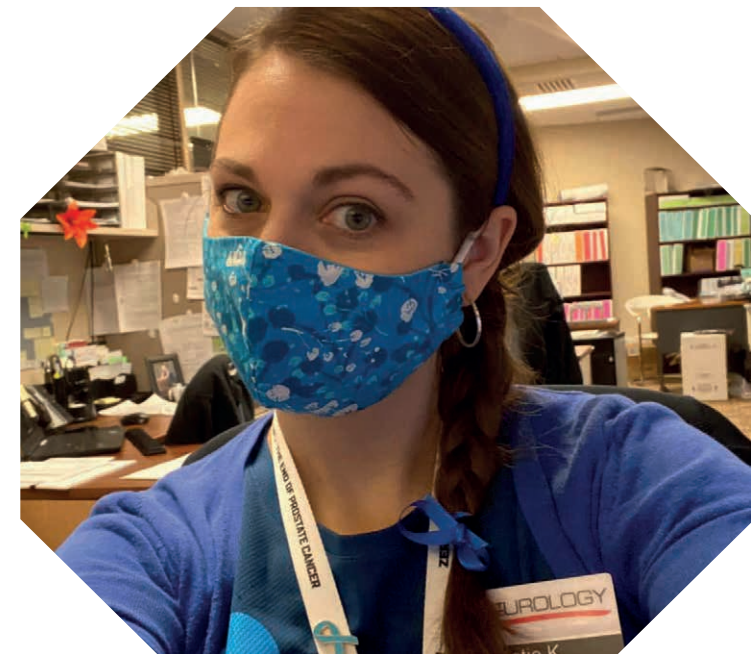
Urology of Central Pennsylvania

Urology of Virginia

Uromedix

Washington State Urology Society

Weill Cornell Medicine Department of
Urology



2020 Grantees

An integral part of the ZERO Run/Walk series is the community grant program, which assists in funding local nonprofit organizations that are dedicated to helping prostate cancer patients and their families in their community. A percentage of the funds raised through Run/Walks goes directly back into communities across the country.

Blue Ribbon Cancer Coalition of PA

Broadlands Medical Center Foundation

Cancer Resource Foundation

Cone Memorial Hospital

East Texas Communities Foundation

Genesis Healthcare Foundation, Inc.

Hartford Healthcare Tallwood Urology

Los Padres Prostate Cancer Foundation

Minnesota Urology Foundation

Pennsylvania Prostate Cancer Coalition

Prostate Cancer Networking Group, Inc.

REX Healthcare Foundation

Schellhammer Urological Research Foundation

The Empowerment Network

Urology Care Foundation

Run/Walk Grantee Spotlights

Screening At-Risk Men

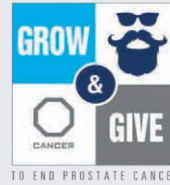
For more than ten years, the ZERO and Chesapeake Urology Associates free prostate cancer screening program in the Baltimore area has held hundreds of screening events in partnership with African-American churches, service fraternities, and social services organizations. These annual screening events supported by ZERO-funded grants have saved lives by reaching more than 20,000 high-risk men with limited access to healthcare. Providing regular access to testing and continuous education about the higher risk that Black men experience for prostate cancer is critical in our mission to end this disease for all men.

Powering Local Research and Education

The Schellhammer Urological Research Foundation (SURF) improves urological care in the Hampton Roads, Virginia community and beyond through research, education, and compassionate innovative healthcare. After receiving a ZERO-funded grant through the local Run/Walk, SURF provided more prostate cancer resources, education, and clinical services along with updating its website to make it more interactive. The ZERO-funded grant allows SURF to conduct long-term, quality-of-life studies of prostate cancer patients for urinary and sexual function. The data gathered will be helpful for all prostate cancer patients in understanding the long-term effects of their treatment options. Dr. Schellhammer has also held educational conferences for general practitioners in the Virginia Beach area that stressed the importance of PSA and DRE prostate cancer screenings.



Peer 2 Peer



Empowering Your Network

No patient or family should have to face prostate cancer alone, and your passion and tenacity to fight this disease helped those in your community and beyond. In this difficult time, vulnerable individuals have faced months of treatment delays, care disruptions, isolation, and despair. You helped bring hope and a lifeline to those who needed it most.

By leveraging your network and reaching out to your friends, family, neighbors, and colleagues to join you in this cause, you multiplied your efforts to raise funds and prostate cancer awareness in your community and across the nation. As a result, patients and families were connected to valuable resources and services.

Livestreaming

Passionate fundraisers got even more creative during the pandemic. Stuck at home and indoors, our community turned the camera on themselves and shared it on social media to do some good. Whether playing video games, singing, cooking, getting fit or getting a new hairdo — fundraisers did it all to inspire others to give and make a difference. If you want to reach thousands of viewers to raise thousands of dollars, livestreaming is a fun new way to get involved and make a big impact.

Grow & Give

Your impact on prostate cancer patients is “un-beard-lievable”! Thank you for supporting ZERO’s Grow & Give facial hair fundraising campaign. By growing beards and donning sticky mustaches, individuals and companies raised more than \$200,000 in generous gifts. As a result, more patients in need had access to resources to cover treatment, emotional support, and debt relief when they needed it most.

“My father and I are passionate about ZERO’s Grow & Give campaign! We’re ready for facial fuzz and fundraising, and I know you are just as committed to ZERO’s mission to end prostate cancer.”

– **Jim Johnson, Jr.**
and **Jim Johnson, Sr.**,
ZERO Champions

ZERO Tee-Off

You took a swing at prostate cancer and raised \$34,000! With the first-ever Virtual ZERO Prostate Cancer Tee-Off, anyone could play, anywhere, anytime. Whether playing 18 holes

with your buddies on your favorite course, taking the kids to play mini golf, going solo at the driving range, or setting up a course in your backyard, you found a way to make a difference. However you chose to tee off, you helped men and families who are fighting prostate cancer.



ZERO's Leadership

Board of Directors

Robert Ginyard,
Chairman

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

Ed Lomasney,
Secretary and Treasurer

Thomas Bognanno

Tom Hulsey

Karen Jauregui

Brad D. Lerner, M.D.

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

Cheryl Nikituk

Dan Perkins

Jonathan D. Schwartz

Don Slaght

Medical Advisory Board

Alicia Morgans, M.D., M.P.H., Chair
Dana-Farber Cancer Institute

Tomasz Beer, M.D.
Knight Cancer Institute, Oregon Health
& Science University

Nilay M. Gandhi, M.D.
Potomac Urology, Inova Alexandria
Hospital

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

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

Management Team

Jamie Bears
President & CEO*

Kathy Costigan
Chief Development Officer*

Colony Brown
SVP, Marketing & Communications*

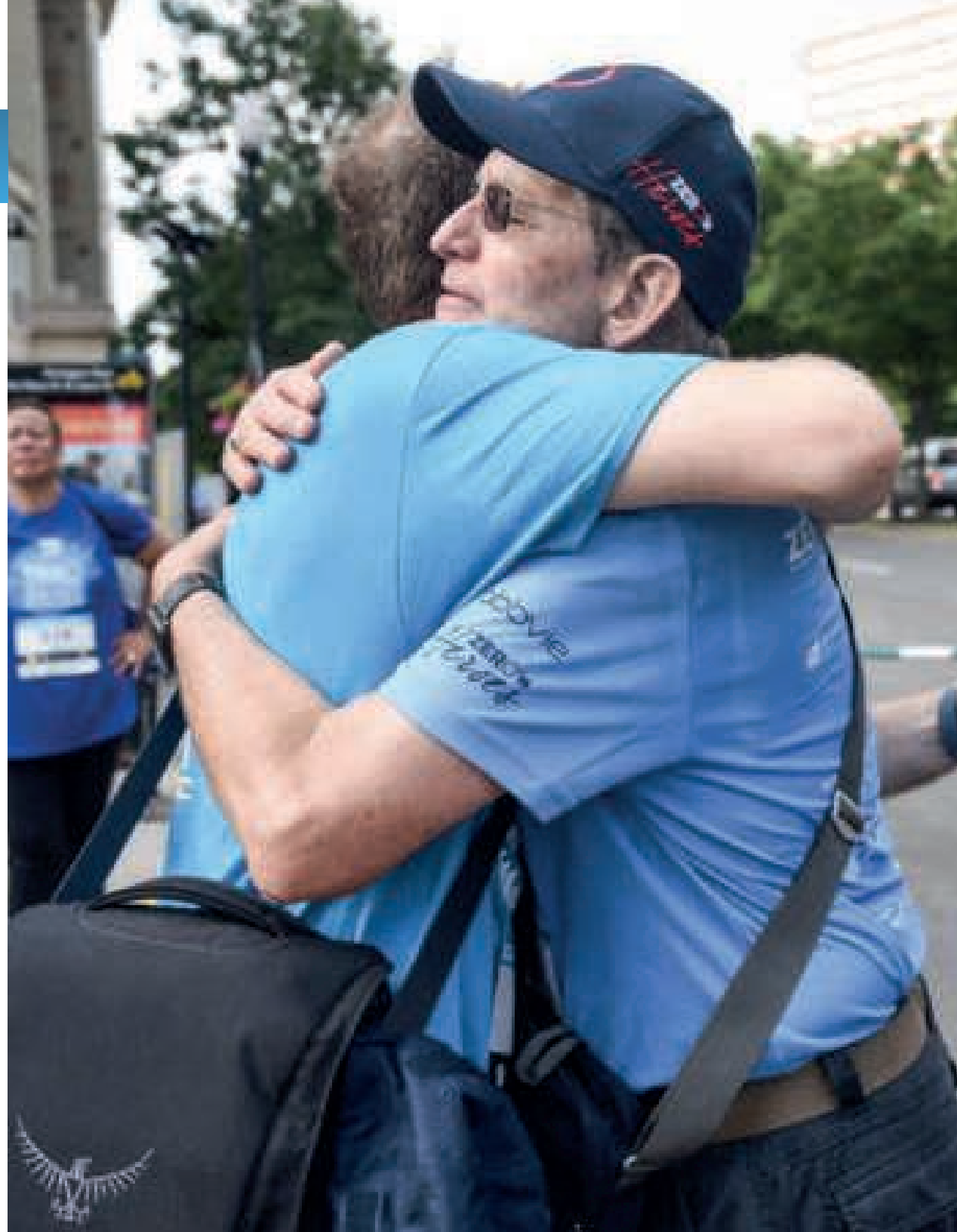
Tracy Cesaretti
VP, Events

Ali Manson
VP, Government Relations & Advocacy

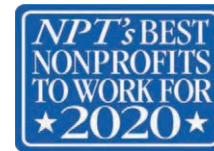
Shelby Moneer
VP, Patient Programs & Education

Dr. Reggie Tucker-Seeley
VP, Health Equity

***Executive Team members**



Financials



ZERO is a 501(c)(3) philanthropic organization recognized with four out of four stars by Charity Navigator, and is accredited by the Better Business Bureau.

2020 Financials

Overview 2020

Gross Income	\$7,124,144
Gross Expenses	\$(4,986,353)

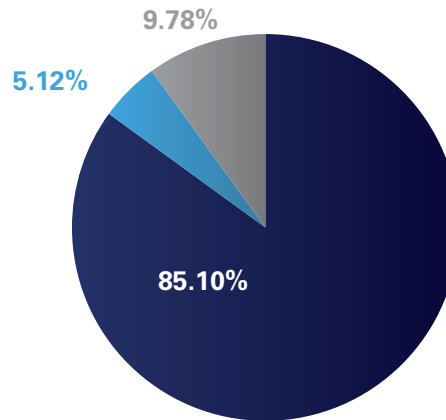
Profit/Loss **\$2,137,791**

Assets

Total Assets	\$6,061,468
Liabilities	\$1,281,315

Net Assets **\$4,780,153**

Spending



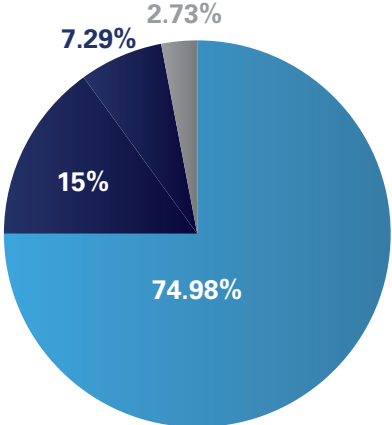
Program Expenses	\$4,242,816
Administrative Expenses	\$255,656
Fundraising Expenses	\$487,881

Total **\$4,986,353**



Fiscal Year 2020

Program Expenses



Education and Awareness	\$3,181,171
Advocacy	\$636,528
Patient Support	\$309,137
Research	\$115,980
Total	\$4,242,816

WHERE THE MONEY GOES



85 cents
of every dollar goes to
Program & Activities.

Your Legacy Through ZERO

Throughout our lives there are moments when we pause to reflect — on what we have achieved and what we hope to accomplish. We consider how to write each chapter of our life story in a way that embodies our values in word and deed.

Your support of ZERO reflects your values and your deep commitment to ending prostate cancer. For example, you can include ZERO in your will, arrange a charitable gift annuity, or provide a gift of stock.

A charitable gift as part of your estate plan is a way to ensure your values live on for future generations. Generations who will one day be rid of prostate cancer thanks, in part, to your gift.

James Hutson, director of development, welcomes the opportunity to tell you more about a number of versatile giving opportunities. Please connect with James at 202-935-3726 or hutson@zerocancer.org



**NO
ONE
FIGHTS
ALONE**

Join Us and Share Your Story

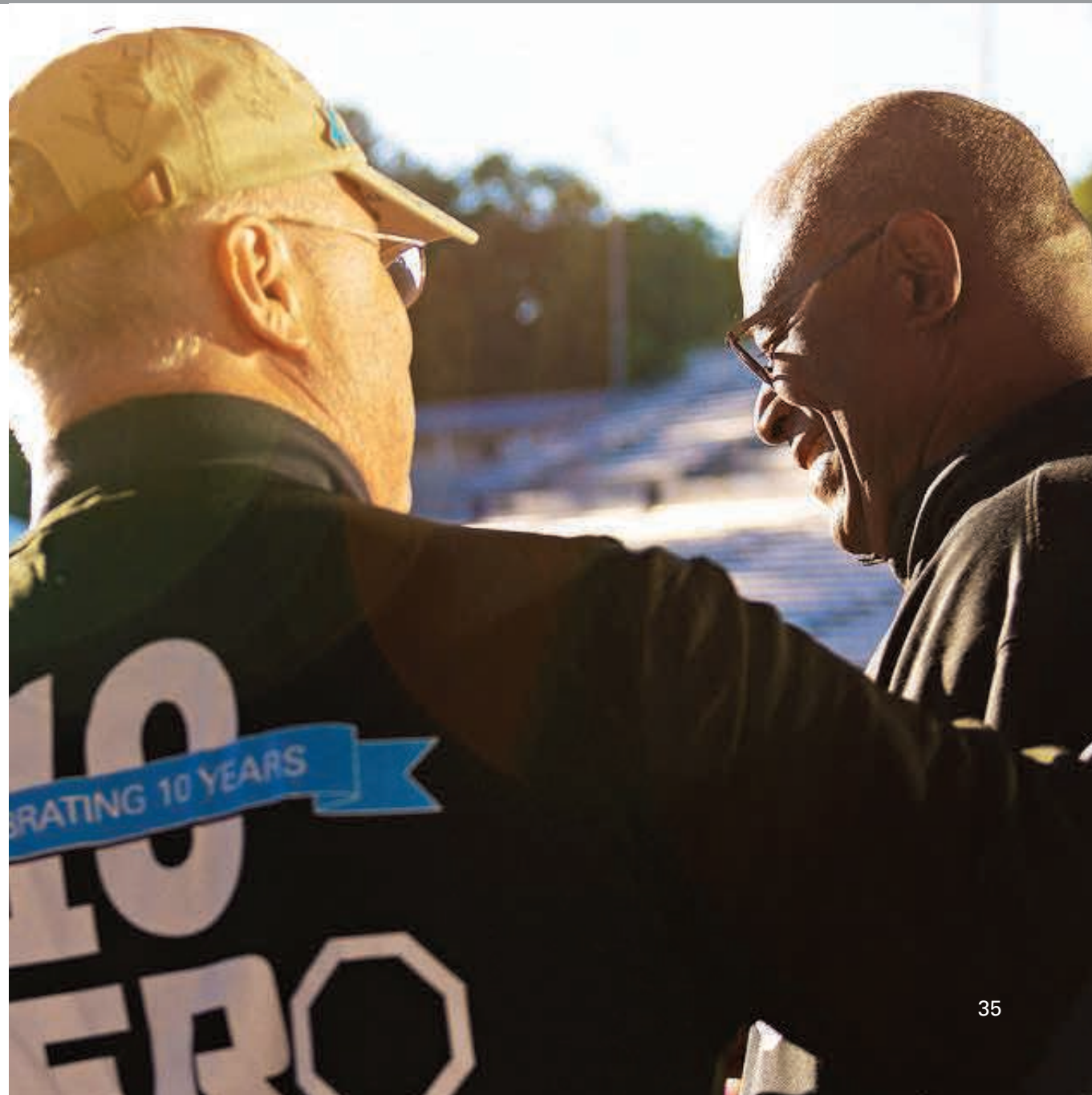
The Power of You



ZERO – The End of Prostate Cancer is the leading national nonprofit with the mission to end prostate cancer.

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

Your gift can help a struggling patient get the support he desperately needs. Simply scan this QR code to make a donation today.





ZERO

THE END OF PROSTATE CANCER

zerocancer.org/annual-report-2020

