

# RAISE YOUR HAND



2013 ANNUAL REPORT

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

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“ZERO is leading the charge to build local communities and a national network to end the pain and suffering caused by prostate cancer. Everyone that raises their hand can make a difference to help save lives and keep families together. Join us!”

Jamie Bears, CEO  
ZERO - The End of Prostate Cancer



## OUR MISSION



Our mission is to end prostate cancer. We are friends and family – loved ones of those fighting the hardest battle of their lives. We are employees and professionals – tired of seeing the people we care about suffer. We are patients and survivors sharing hope. Our passion is making prostate cancer a national priority and creating Generation ZERO – the first generation of men free from prostate cancer.

By advancing research, encouraging action, and providing education and support to men and their families, we are declaring one number above others: ZERO.

## WHAT WE DID

We're saving lives and keeping families together through our programs and activities. By providing financial support for patients, raising awareness and building prostate cancer communities across the nation, and providing comprehensive educational resources for men and families, we have created significant momentum in the battle against prostate cancer.

### SUPPORTING PATIENTS

- We joined forces with the PAN Foundation to provide comprehensive support for patients with advanced prostate cancer.
- This new partnership helps to save lives and keep families together by leveraging PAN's advanced prostate cancer financial assistance program coupled with our educational resources for patients and caregivers.
- With your help, we've provided financial and educational resources to nearly 3,000 men and their families in 2013, totaling more than \$6.4M.
- We've funded more than \$1M in prostate cancer research since 2009, accelerating breakthroughs in diagnosis and front line treatments.



### TAKING THE ZERO PROSTATE CANCER CHALLENGE

- The ZERO Prostate Cancer Run/Walk was in more than 30 cities and towns nationwide, raising funds and sharing hope to declare one number above others: ZERO.
- With help from you and the 20,000+ other participants and fundraisers, we raised more than \$2.4M to provide support and resources to men throughout their prostate cancer journeys.
- Our Endurance Teams and golf tournaments round out our event series, raising more than \$250,000 and bringing participants across the nation together to raise awareness.



### PROVIDING EARLY DETECTION AND SAVING LIVES

- The ZERO Prostate Cancer Drive, our mobile testing RVs, traveled from coast to coast, testing more than 4,200 at-risk men in 2013 and providing them with educational resources.
- With your help, we've provided potentially lifesaving information to more than 120,000 men since the Drive's inception in 2002.
- At the ZERO Prostate Cancer Summit in Washington, we brought together passionate advocates from across the country to collaborate and share their stories with their legislators.
- With the help of advocates like you, we're on Capitol Hill and in our local communities educating elected officials and the public about the importance of prostate cancer research funding and awareness.
- \$80M in federal prostate cancer research dollars are fought for and protected by ZERO and its community of advocates each year, leading to three new treatments for advanced disease in the last three years.



### EDUCATING MEN AND THEIR FAMILIES

- With a new website and advocacy minisite, ZERO provided men and families with comprehensive resources to be proactive about their health.
- More than 1,400 of you responded to our Patient Education Survey, providing valuable insights into the current needs of patients and caregivers.
- We expanded our suite of free educational resources to include webinars in addition to our Prostate Cancer 101, Clinical Trials, and Advanced Prostate Cancer brochures.



**WHY WE DID IT** ZERO is committed to ending prostate cancer 365 days of the year. We are pleased to introduce just a few of the people who inspire us every day and serve as the heart of our efforts.

“ *It is my passion to show other men that staying active can help you fight prostate cancer. With ZERO’s support, I’ve accomplished some amazing fitness goals and continued to fight my cancer.* ”

**STEVE COOPER**

Steve completed an IRONMAN on ZERO’s Endurance Team while fighting Stage IV prostate cancer.



“ *Our father’s diagnosis motivated us to take a stand against prostate cancer once and for all. The ZERO Prostate Cancer Run/Walk was the perfect outlet to raise awareness and funds to help save lives.* ”

**NAPA SISTERS**

Sisters Sarah Dunn, Amy Donaldson, and Julie Memmott are race directors of the ZERO Prostate Cancer Run/Walk - Napa.



“ *My grandpa is one of my favorite people and I wanted to raise money to help him and other men fighting prostate cancer.* ”

**ROBBIE GRISCHY**

Eighth-grader Robbie held a yard sale in honor of his grandfather, who is fighting prostate cancer.



“ *I’ve gotten the support I need to continue fighting not just from my family, but also from my friends, peers, and organizations like ZERO, who are working to keep families together.* ”

**PAUL TAYLOR**

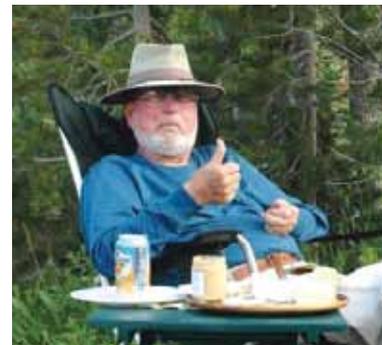
Paul, a prostate cancer patient and father of three young girls, continues to serve as an officer in the U.S. Army while raising awareness and counseling other men with the disease.



“ *The co-pay grant I received from ZERO has been a godsend. I hope that what is learned from my passage with this disease will result in the end to prostate cancer for future generations.* ”

**REV. GEORGE HEMINGWAY**

As an advanced prostate cancer patient, George has received financial assistance and educational resources through ZERO and PAN Foundation’s co-pay assistance program.



“ *I have prostate cancer and so do many other men in my family – African-Americans are at increased risk. I’m an advocate with ZERO so that no other men will have to go through what I’ve gone through.* ”

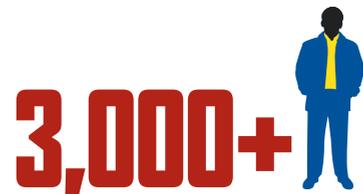
**PRESTON WILLIAMS, JR.**

Preston, a prostate cancer patient and advocate, attends the annual ZERO Prostate Cancer Summit to meet with his elected officials about the importance of prostate cancer research funding.



# OUR IMPACT

Our donors, fundraisers, event participants, volunteers, and staff came together in 2013 to bring about meaningful change for men and families fighting prostate cancer. By making a donation, getting active through our events series, or sharing your prostate cancer journey, you've helped to save lives and keep families together.



## 3,000+

MEN RECEIVED FINANCIAL & EDUCATIONAL RESOURCES



## \$6.4M

IN FINANCIAL SUPPORT FOR ADVANCED PROSTATE CANCER



## \$80M

PROTECTED IN GOVERNMENT FUNDING RESEARCH

## 1,400+



## \$307K

IN GRANTS GIVEN TO END PROSTATE CANCER

## \$240K

 RAISED BY ENDURANCE TEAMS

## 4,000+

 MEN TESTED

## 20,000+



EVENT PARTICIPANTS



## 50+

NATIONWIDE EVENTS

## \$2.4M

 RAISED THROUGH THE RUN/WALK SERIES

## 20,000+

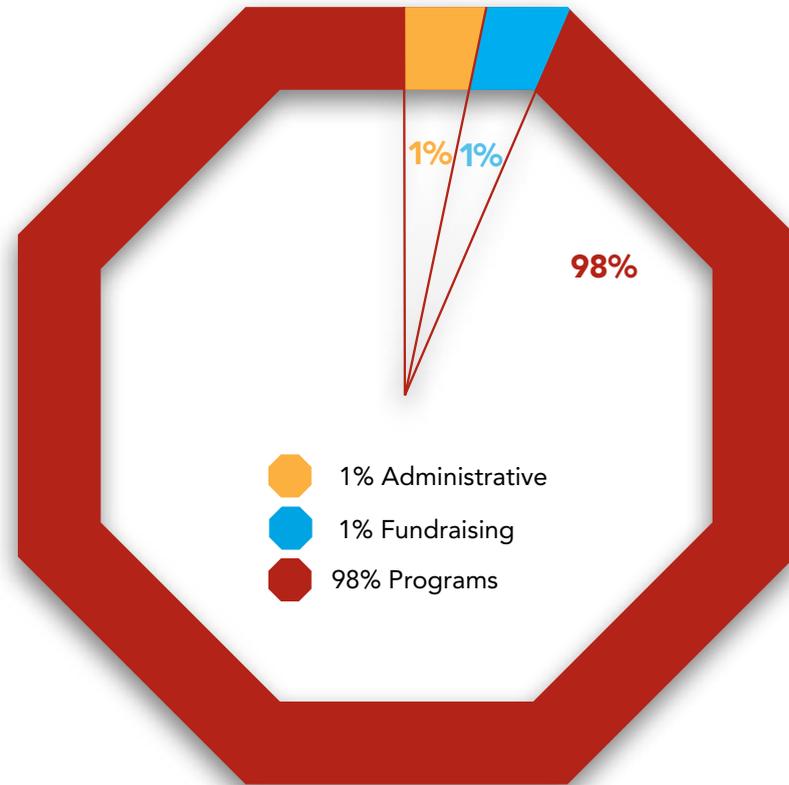
COMMUNITY MEMBERS ON FACEBOOK



## 1,600+

VOLUNTEERS

**WHERE YOUR MONEY GOES** We're proud that 98 cents per dollar goes directly to our life-saving programs! Ending prostate cancer takes investments on all fronts. Your generous support advances critical research and provides financial assistance, early detection, and educational programs for men and families.



**WHERE THE MONEY GOES**

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

**OVERVIEW**

	2013	2012
Gross Income	\$ 48,871,427	\$ 4,624,699
Gross Expenses	\$ <47,148,763>	\$ <4,896,501>
<b>PROFIT/LOSS</b>	<b>\$ 1,722,664</b>	<b>\$ &lt; 271,802&gt;*</b>

**SPENDING**

Program Expenses	\$ 46,345,829	\$ 4,114,625
Administrative Expenses	\$ 399,078	\$ 286,180
Fundraising Expenses	\$ 403,856	\$ 495,696
<b>TOTAL</b>	<b>\$ 47,148,763</b>	<b>\$ 4,896,501</b>
Program %	98.00%	84.04%
Administrative Expenses %	1.00%	5.84%
Fundraising %	1.00%	10.12%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>

**ASSETS**

Total Assets	\$ 33,620,496	\$ 1,484,130
Liabilities	\$ <31,430,805>	\$ <1,017,103>
<b>NET TOTAL</b>	<b>\$ 2,189,691</b>	<b>\$ 467,027</b>

\* ZERO's loss in 2012 reflects funds used to refurbish two ZERO Prostate Cancer Drive mobile medical unit RVs that travel the country providing free testing to at-risk men.



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

## OUR NATIONAL PARTNERS

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21st Century Oncology  
AbbVie  
Accuray  
Actavis  
Adams Outdoor Advertising  
Adult & Pediatric Urology  
Amgen  
Arizona Institute of Urology  
Astellas  
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American Urological Association  
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Metro Urology Foundation  
Millennium  
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National Hockey League  
NBC Channel 2  
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OncoGenex  
Patient Access Network Foundation  
Polaris  
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Advanced Urology  
Prostate Cancer Research Institute  
Regional Urology  
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Savills Studley  
Southwest Urology  
St. Joseph's Community Hospital  
Teva  
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Theragenics  
Urology Associates  
Urology Associates of North Texas

Urology Associates of Rochester  
Urology Austin  
Urology of Central Pennsylvania  
Urology of Indiana  
Urology San Antonio  
Urology Specialists of the  
Lehigh Valley  
Uromedix  
Us TOO  
Western New York Urology Associates  
Williams

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THE END OF PROSTATE **CANCER**

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

**ZEROCANCER.ORG**

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