



You  
Are

#ZERO Strong 

2019 ANNUAL REPORT

**ZERO**  
THE END OF PROSTATE CANCER



Dear ZERO Friends,

Because of you and your passion and dedication, this past year was full of rapid growth and impact for ZERO. We expanded our patient support programs, hosted more events than ever before, accomplished historic legislative wins, and welcomed more advocates into our inspired community of Champions.

Then came the COVID-19 pandemic, threatening our physical and emotional health, access to care, and our financial security. With your generosity, ZERO launched the ZERO COVID-19 Support Fund to provide direct assistance for the many prostate cancer patients who desperately needed help. With millions of people filing for unemployment, the increased and urgent need is ongoing. We continue to provide critical education and support for our community to make sure you do not face this crisis alone.

Soon after, racial injustice came to the forefront, forcing us to reexamine the systemic racial inequities in health care that result in more men of color being diagnosed and dying from prostate cancer. While we took immediate action to form a new Task Force to eliminate health disparities in prostate cancer for Black men, we continue to listen to our community to be an even stronger leader in developing solutions.

As we face more challenges, each of us has a role to play in this fight. I'm inspired by how you - alongside other prostate cancer patients, survivors, caregivers, and advocates - have come together in this time of crisis with compassion, solidarity, and relentless optimism. You are truly the epitome of #ZEROstrong!

Together, you and the ZERO community have made significant progress:

- The first PARP inhibitor treatments for advanced prostate cancer became FDA approved, providing a new way to fight the disease by removing the cancer's ability to repair its DNA and bringing more hope to patients and families.
- Focusing on high-risk groups, ZERO launched two new programs to support and educate Black men and Veterans who are twice as likely to develop prostate cancer.
- As a result of a tireless effort by ZERO advocates, historic legislation was passed that allows Maryland men to receive free prostate cancer screening and we look toward the immediate future where we will do the same in other states to save more lives.
- During this time of unprecedented challenges, ZERO360, our free and comprehensive patient navigation program to reduce financial and emotional barriers, has helped thousands of prostate cancer patients get the direct support they need and recovered more than \$2.5 million back to patients.

Only with your help can ZERO continue to reach more at-risk men, serve more patients and families, and save more lives. It is the determination and passion of you and other champions that will zero out prostate cancer for generations to come. Thank you for being a part of our family, and for your caring generosity toward those who need it most.

With deep gratitude,

Jamie Bearse  
President and CEO  
Twitter @jamierearse



**Only when we ZERO out racial disparities, can we ZERO out prostate cancer.**

- According to the latest statistics, 2020 will bring more deaths from prostate cancer than any other year since 2000.
- More than 50% of prostate cancer patients and their families said they were in need of financial and emotional support during COVID-19 pandemic.
- Black men are 2.2 times more likely to die from prostate cancer than white men.

## A New Sense of Urgency



*I don't know how men and their families get through prostate cancer without ZERO.*

~ Mark Hagenbuch, Prostate Cancer Patient

At the start of the pandemic, generous donors helped us create the ZERO COVID-19 Support Fund to help vulnerable prostate cancer patients and families who are falling through the cracks get the support they desperately need.

The toll this COVID-19 crisis is taking on cancer patients and their families is devastating. The need is urgent. You have never been needed more, as patients are facing heartbreaking financial and emotional losses.

You can be part of the solution. Patients and caregivers can call the free ZERO360 support line to receive personalized and direct help. Each caller is paired with their own personal case manager who is trained to connect patients with financial assistance, benefit enrollment, and other top priority support like free transportation.

It is absolutely critical that patients who are falling into unexpected financial hardship can still access the expensive treatments that are saving their lives. Your gift helps to ensure an expert case manager will be there to help a prostate cancer patient who is struggling to make it through this crisis.

***That's a lifeline that has never been needed more than right now.***

Patients are counting on you to be part of the generous community who is coming together as one during this outbreak. If you can donate during this time, know that every gift, of any size, helps patients at this time of dire need.

*I just had my prostatectomy yesterday and my ZEROMentor has been amazing. He was a lifesaver and a valuable guide for me, especially with the added stress and anxiety of having this procedure during this COVID-19 crisis. Patients like me need a mentor more than ever right now. Thank you to generous donors for making this support possible!*

~ Paul, Prostate Cancer Patient, Portland, Maine

**Because of YOU**, patients like Paul don't have to be alone. By giving to the ZERO COVID-19 Support Matching Fund, you are helping to provide important services including MENTors to address the urgent needs of prostate cancer patients during this crisis. From mental and emotional support, to financial assistance, patients are experiencing heartbreaking despair and distress and need continuous support today and tomorrow. Thank you for helping Mark, Paul, and so many other patients in need.

*You get a certain joy knowing that you can help someone cope with the unknown of life before and after their cancer treatment.*

~ Ramon, ZERO MENTor, Prostate Cancer Survivor, California

Help Save Lives, Donate Today!

## We can't do this without you!

As a couple in our sixties, my wife Linda and I were already very worried and concerned about our health and safety. But our stress has taken on a whole new level, as I'm currently fighting advanced prostate cancer.

While the future is uncertain, I know you will help patients stay **#ZEROStrong!** It is up to all of us to do whatever it takes to save lives by supporting those most vulnerable within the prostate cancer community. With every dollar given, more patients will get a dedicated case manager to support them every step of the way. We can't do this without you!



**#ZEROStrong** 

## Patient Support Impact

During the COVID-19 pandemic, the needs of prostate patients and families have taken on a whole new level. Trying to navigate unemployment and figuring out how to afford care with no income has become a hauntingly familiar story from patients. You've seen the devastating impacts this pandemic is having on our community - lack of access to care, financial ruin, and emotional isolation and you're making sure they know that they are not alone in their fight. That's why you've made supporting ZERO's patient support programs a top priority.

- In 2019, ZERO360 provided free, customized support to 503 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. During the COVID-19 crisis, this service has been a lifeline for the prostate cancer community.

### YEAR IN REVIEW

\$2.5+M

DEBT RELIEF OBTAINED FOR PATIENTS

18

CONTACTS PER CASE

1,975

PATIENTS HELPED

35,357

CONTACTS ON BEHALF OF PATIENTS

**ZERO**  
**360**  
COMPREHENSIVE  
PATIENT SUPPORT

**ZERO**MENtor

**ZERO**Connect

**ZERO**  
CAREGIVER  
CONNECTOR

**ZERO**PODCAST:  
PROSTATE CANCER  
UNCENSORED

**ZERO**  
PROSTATE CANCER  
WEBINAR

*As a prostate cancer patient facing a recurrence, I was already scared. But then I lost my job and health care due to COVID-19. I felt hopeless. My doctor told me about ZERO360, and it was the best phone call I ever made. The case manager helped me secure financial support that would cover my treatment and get me back on track. Without ZERO360, I'm not sure where I would be.*

- Emotional support is more critical than ever in a time of isolation and high levels of stress and anxiety. To help support patients facing prostate cancer, 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. More than 100 matches have been made since the program inception.
- Caregivers play a critical role in providing patient support and ZERO launched a new program to make sure they get the support they need. The Caregiver Connector Program connects prostate cancer caregivers with the ongoing one-on-one support from a Caregiver Mentor. Caregiver Mentors offer their experiences and insights to help caregivers care for themselves and their loved ones.
- ZERO's private online Facebook group, ZERO Connect, is supporting and connecting patients and caregivers across the nation. This caring and welcoming community has grown to more than 2,500 and is a forum for asking questions, sharing stories, and being there for one another.
- Within the first month of the pandemic, ZERO launched a new COVID-19 minisite to provide timely and comprehensive resources for patients and families. To help patients access medical expertise from the comfort of their home, ZERO's comprehensive online resources addressed key issues including telemedicine, social distancing, mental health, clinical trials, and side effects of the disease.
- ZERO expanded its educational suite on a new medium with the addition of a podcast series, Prostate Cancer Uncensored. The podcast features a candid approach to often difficult topics including sexual side effects, dating during prostate cancer, fake news around the disease, and the experience of gay men with prostate cancer. The podcast series complements our existing educational webinars and videos, fact sheets, and brochures.

# Your Fight Taken to the Frontlines



Because of you and other dedicated champions across the country, there were many advocacy wins at the national and state levels for prostate cancer patients and their families. From research funding to early detection and education and a new program to support Veterans, together we are engaging thousands of advocates and champions across the country to help make prostate cancer a national priority.

- With your help, ZERO expanded our annual ZERO Prostate Cancer Summit with more than 300 survivors, patients, loved ones, doctors, and researchers from 38 states in attendance for dual education and advocacy programming. The Summit featured 26 educational sessions and hosted 141 congressional meetings with advocates sharing their personal stories with their elected officials on the importance of prostate cancer research funding.

*The experience was great. I was well-prepared to speak to our legislative requests. It was fulfilling to be able to meet with the congressional delegations.*

~ Brandon W., Utah, First-time Summit Attendee

*The Summits are very important to me because each one gives me an opportunity to add more tools to my toolbox to help my fellow prostate cancer patients.*

~ Brian J., Pennsylvania, Second-time Summit Attendee

- In a major victory for advocates, Congress increased federal research funding for the Department of Defense's Prostate Cancer Research Program (PCRP) funding for 2019 to \$110M, a \$10M increase. This marks the largest funding level in program history and this year, we are fighting for \$120M. The PCRP is the most successful research program resulting in five new treatments for patients with advanced prostate cancer and a new genetic test.
- In a close working relationship with the Centers for Disease Control and Prevention (CDC), ZERO advocates helped secure a \$1M funding increase for the CDC's Comprehensive Cancer Control Program. 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.



**ZERO FIGHTS FOR \$120 MILLION IN RESEARCH FUNDING**



Join hundreds of passionate champions at ZERO's 2021 Summit held virtually!

On February 28 - March 4

## Summit Ambassadors



As inaugural Summit Ambassadors, ZERO Champions volunteered to help first-time attendees navigate the Summit, make introductions, welcome attendees, and more. Thanks to Vivian Avery, Stephanie Mueller, Ruben Nerio, Dave Pieper, Chas Rodgers, Susie Schlemitzauer, Claremary Sweeney, Venetia Wilhelmsen, Cheryl Nikituk, Tara Nikituk, Meghan Nikituk, Sarah Ingram, and Mark Good. We're very grateful and #ZEROProud of these passionate individuals who made the Summit experience even more special for so many.

## Turning the Map Blue



- New York's success in becoming the only state in the country to pass a law that supports full insurance coverage of the PSA blood test, inspired ZERO's new initiative, ZERO Cost to Prostate Cancer Screening, to turn the map blue with a state-by-state strategy. In our most recent win, ZERO and local advocates in Maryland helped pass a bill at the Maryland State House that will remove prostate cancer screening cost-sharing for men ages 40-75 in the state. With prostate cancer being the most diagnosed male-only cancer in the state, this legislation has the power to catch disease early and save lives and prevent any financial barriers to care. The law will go into effect in January 2021. Next up are California and Illinois to help us toward our bold goal to expand prostate cancer screening mandates to half the country with 25 states by 2030.

## ZERO Chapter Impact

ZERO's local chapter program is critical in building communities of passionate individuals and families who will take action to advance our cause to help men facing prostate cancer. Our chapters, hand-in-hand with hundreds of dedicated champions, are the lifeblood of ZERO and are at the heart of our efforts to make a significant impact in the fight against prostate cancer.

From hosting advocacy events to Run/Walks, to connecting patients with much needed resources, our chapters are the frontlines of educating and supporting their communities. In 2019, ZERO added two new chapters including our East Metro Chapter (covering New York, New Jersey, and Philly areas) and our Southern California chapter. Connect today with your ZERO Chapter Director!

- East Coast Metro - Renee Haney, Renee@zerocancer.org
- Mid Atlantic - Caitlin Murphy, Caitlin@zerocancer.org
- Midwest - Emily Byrne, Emily@zerocancer.org
- New England - Jen Gomes, Jen@zerocancer.org
- Northern California - Vanessa Petersen, Vanessa@zerocancer.org
- Pacific Northwest - Debi Johnson, debi@zerocancer.org
- Southern California - Vanessa Petersen, Vanessa@zerocancer.org
- Texas/Oklahoma - Tracy Crites, crites@zerocancer.org

## Screening For High-Risk Men

- You know the importance of early detection. In addition to removing costs to screening, it is critical to make sure at-risk populations have access to testing. Since 2011, ZERO has partnered with Chesapeake Urology Associates on a screening program partnership with African American churches in the Baltimore area. Since inception, there have been 193 screening events at 21 African American churches and outreach organizations and nearly 10,000 free PSA screenings for Black men. 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.



*In learning about the impacts of prostate cancer on military men, here's a devastating statistic: the Veterans Health Administration (VHA) has diagnosed nearly half a million servicemen with prostate cancer who are actively being treated in the VHA. This makes prostate cancer the most diagnosed cancer in the VHA system.*

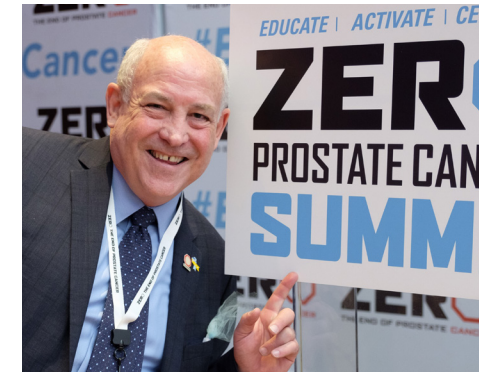
*~ Mike Crosby, Veteran and Prostate Cancer Patient*

## Supporting our Prostate Cancer Veterans

Veterans are a high-risk population for prostate cancer, with an incidence rate that is twice that of the general population. This past year, Veterans Prostate Cancer Awareness (VPCa) and ZERO joined forces in an effort to bring the Veteran community the resources, tools, and education needed to fight and prevent the disease.

Through this partnership, ZERO and VPCa have launched a Working Group and have identified three key goals:

- 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





## Your Impact Nationwide



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 series held 42 events and nearly 50 urology and medical practice partners participated, serve as anchor events for men and their families to connect and share hope locally. The series continues to grow as we welcomed new cities this year including Coachella Valley, CA, Knoxville, TN, Philadelphia, PA, Omaha, NE, Rhode Island, and Rockland County, NY

Our Run/Walk series raised \$4.1M in 2019 and more than \$28M since its inception in 2008. In addition, the series has brought together more than 115,000 patients, survivors, families, and health advocates and granted a total of more than \$4M to local organizations to provide hands-on care, free screening, awareness, and education.

Special Thanks to  
**abbvie**  
Premier National Partner

**ZERO**  
PROSTATE CANCER  
RUN/WALK

### AT A GLANCE

42  
EVENTS

\$4.1M  
RAISED

20K+  
PARTICIPANTS

\$274,366  
LOCAL GRANTS GIVEN

### TOP FUNDRAISERS TEAM AND INDIVIDUALS

#struts4nuts  
25 Crossroads - SIEGEL'S SASSY SUPPORTERS  
Adult Pediatric Urology & Urogynecology  
Advent Health Prostate Cancer Support  
Angus  
BeamTeam-MVHN  
Bunch O Nuts  
Chemosabes  
Cracked Walnuts  
Curdy Army  
Daughters 4 Dads  
Deep Sea  
Dodge the Digits  
Fierce-some Foursome  
Fight for Ferg  
FOFTC Spare the Walnut  
Frank the Tank  
Frednecks  
Hoboken Strong  
It's a Man's World  
Kilted Warriors against Cancer  
Michelle Yancy  
Miles for Mike  
Mount Sinai Urology  
Penn State Health  
Pfizer - New York City  
Sheffler Strong  
Soaring Eagle  
Team Big Sexy  
Team Greater Boston Urology  
Team Ham  
Team Nelson  
Team Nikituk  
Team Philibin  
Team Poppa, Pappy and Cuggy  
Team Ramiro  
THE FORSBURG 40  
The Iowa Clinic  
This One's Is For Terry  
Urology Specialists of the Carolinas  
Warren's Warriors

### UROLOGY PRACTICE PARTNERS

Adult and Pediatric Urology & Urogynecology  
Advanced Urology Associates  
Adventist Health St. Helena  
Alliance Urology Specialists  
Asheville Hematology & Oncology  
Asheville Urological Associates  
Associated Medical Professionals  
Associated Urologists of North Carolina  
Augusta Urology Associates  
BASS Medical Group  
Blue Ribbon Cancer Coalition of Pennsylvania  
Chesapeake Urology Associates  
Colorado Urology  
Columbia University Irving Medical  
Dayton Physicians Network  
Genesis Healthcare Partners  
Greater Boston Urology  
Hackensack Meridian Health  
HALO Diagnostics  
Hartford HealthCare Tallwood Urology & Kidney Institute  
Irving Medical Center Department of Urology  
Kansas City Urology Care  
MidLantic Urology, LLC  
Minneapolis Radiation Oncology  
Minnesota Urology Foundation  
Montefiore Medical Center Department of Urology  
Mount Sinai Health System's Department of Urology  
New Jersey Urology  
New York-Presbyterian Hospital, Columbia University  
Northwell Health  
Oregon Urological Society  
Potomac Urology  
Radiation Therapy Associates of Western North Carolina  
South County Urology  
SouthWest Urology  
Summit Urology Group  
Tennessee Urology Associates

The Iowa Clinic  
The New York Section, American Urological Association, Inc.  
The Urology Group  
Urologic Specialists  
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

Virtual Celebration!

**ZERO**  
PROSTATE CANCER  
RUN/WALK

For the safety of the prostate cancer community during COVID-19, ZERO partnered with host practices to transform the 2020 Run/Walk series into virtual celebrations. Each live online event recognizes and honors local patients and families, our Bold for Blue fundraisers, and showcases education from our medical partners.



# Local Impact Stories

## Harrisburg - Raising Awareness One Restroom at a Time

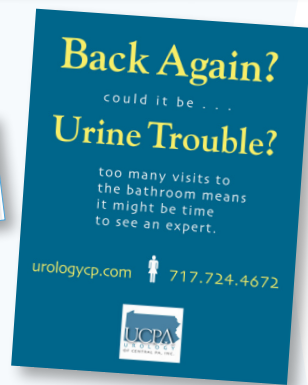
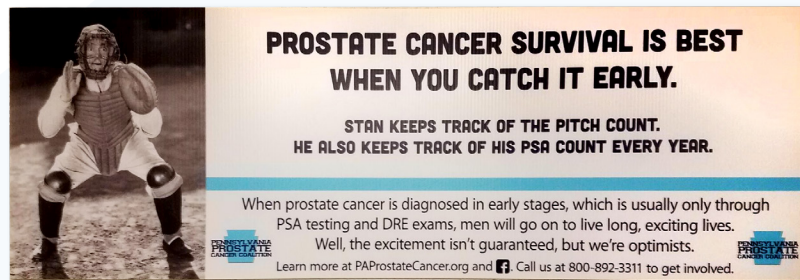
The ZERO Prostate Cancer Run/Walk in Harrisburg has raised over \$1 million for local prostate cancer awareness since the race began over a decade ago.

The community of Harrisburg, being a state capital, is rooted in raising awareness and advocating for local causes. So the race host, Urology of Central Pennsylvania (UCPA), has taken creative measures to raise awareness for a disease that affects 70,000 Pennsylvania men with their grant funds.

In the past, UCPA has hosted free screenings for economically disadvantaged patients, or "Ladies Night" awareness events that encourage women to discuss prostate cancer risks and symptoms with the men in their lives.

In 2019, UCPA decided to take their messaging straight to "where men are" -- bathroom urinals, for instance, among other places. These public service announcements, along with storytelling displays at local malls and public events that help UCPA get the word out about the importance of prostate cancer screening year-round. The creativity doesn't stop in the restroom, though -- UCPA also used grant funds to create custom disposable coffee sleeves that were used at coffee shops and encouraged drinkers to "save a bro" by encouraging them to seek early detection.

With UCPA's efforts in raising awareness, they hope to support all men, and be in their community as advocates and volunteers who make a difference for others. And in encouraging early testing, the staff at UCPA has received words of remarkable gratitude and powerful stories thanks to their efforts. Many iterations of "You saved my loved one's life" or "He wouldn't have been tested otherwise" have been uttered as thanks to the staff. Their awareness campaigns aren't just catchy, they're effective and have the proven power of saving lives.



Urology of Central Pennsylvania (UCPA), host to ZERO Prostate Cancer Harrisburg Run/Walk - Out-Reach campaign program public-display announcements.

## Napa Valley - Tapping into Technology

The ZERO Prostate Cancer Run/Walk in Napa Valley has been organized by sisters, Sarah, Amy, and Julie. These "Daughters4Dad" began organizing this community event in honor of their father, Mark Memmott, who they sadly lost to the disease.

Every year since 2015, the sisters look forward to partnering with community organizations with the help of a grant from ZERO in order to help promote affordable and accessible early detection and treatment, so that area men won't suffer the same fate as their father.



*This grant lets us know that we're doing something good for people that are closeby. It makes me feel like people listen to me and the needs of my community. I was born and raised here, so my whole network is here -- this grant, and how it's used, could help save the life of someone I know.*

~ Sarah Memmott - Daughters4Dad

In 2019, the Daughters4Dad helped ensure that the grant money brought the cutting-edge Calypso 4D Localization System to the Martin O'Neil Cancer Center at St. Helena Hospital in Napa Valley, one of only two hospitals in the area that serves a population of almost 140,000 in a radius of 60 miles. This radiation technology cuts treatment time in half and has fewer side effects.



In previous years, the sisters had used the grant money for awareness events but eventually realized their priority was to make sure area men had access to top medical care and better treatments.

Their partners at St. Helena Hospital are so grateful for the grant and its technological impact. One hospital staffer shared that "It's so awesome to have the Calypso treatment in our local community now. If we didn't have it, patients would have to drive an hour and a half to receive this same treatment."

## ZERO LOCAL GRANTEES

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

- Black Nurses Rock
- Blue Ribbon Coalition of Pennsylvania
- Cancer Resource Foundation
- Cone Memorial Hospital
- Genesis Healthcare Foundation
- Hampton Roads Prostate Cancer Health Forum
- Hartford Healthcare Tallwood Urology and Kidney Institute Foundation
- Los Padres Prostate Cancer Foundation
- Midwest Prostate Cancer Coalition
- Oregon Urology Society
- Pennsylvania Prostate Cancer Coalition
- Prostate Cancer Networking Group
- Schellhammer Urological Research Foundation
- Southeast Urologic Oncology Foundation
- The Empowerment Network
- The Iowa Clinic Healthcare Foundation
- Utah Healthy Living Foundation
- Urology Care Foundation
- Washington State Urological Society
- Wheels for Wellness



## Taking Action Your Way

Whether you're swinging a golf club, growing a beard, or dying your hair blue, the sky's the limit to how you can showcase your passion in the fight to ZERO out prostate cancer. This year brought a lot of creativity from our Champions, fundraisers, and supporters who came out strong to raise awareness and funds.

One of our favorite fundraisers was from our friends at Potomac Urology, led by Dr. Nilay Gandhi, who raised more than \$25,000 by taking pies in the face, all for the good of helping prostate cancer patients and their loved ones. Like sweet treats? Make #piesforprostates your next fundraiser!

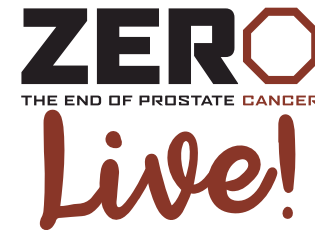
With many of us staying home to be safe during the pandemic, our activities on social media took on new meaning and helped bring us together from coast to coast. Videos of cooking, gaming, yoga, hair styling, and more, not only brought smiles, but most importantly critical awareness and dollars to support patients who needed it the most.



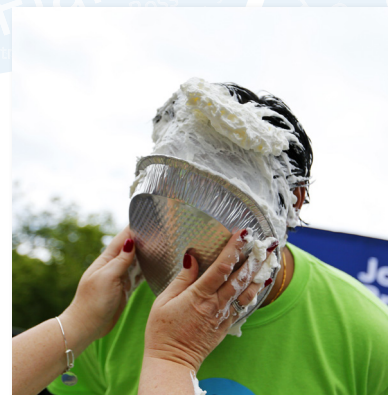
Facial hair and fundraising took November by storm with thousands of men and women showing their support nationwide for our Grow & Give campaign. With teams representing corporate America to local law enforcement dominating the leaderboard, guys with staches, goatees, and beards raised awareness and more than \$185,000 to help end the disease.



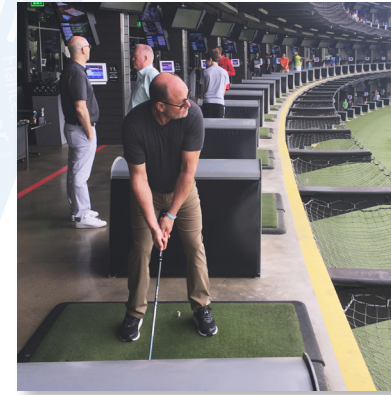
In its twelfth year, Team ZERO has raised \$2.6M with more than a thousand participants. Endurance athletes added meaning to their miles and Do-It-Yourself fundraisers inspired us with their physical feats to raise awareness and funds for the fight. They pounded the pavement to ZERO out prostate cancer in marathons, IRONMANS, and other challenging events across the country.



Our Champions took creativity to the next level in their fundraising by sharing videos and live segments on their social media to rally support for the cause. They proved that you can turn just about any activity into a fundraiser to honor a loved one through birthday dedications, new hair cuts and colors, pies in the face, comedy shows, and concerts.



With four ZERO Prostate Cancer Tee-Off events in Atlanta, GA, Loudoun County, VA, Miami, FL and New Jersey, Champions raised awareness and more than \$100,000 to help patients and families. With increased interest in golfing, we created a year-round Virtual Tee-Off platform so that anyone can play, anywhere, anytime to show their support for the prostate cancer community.



As part of our Prostate Cancer Awareness Month activities, we created ZERO Cancer Day on September 24th to come together from coast to coast on social media to let the country know we will not rest until we end prostate cancer. With live programming throughout the day, we celebrated patients and families and shared their stories and the impact we are making with all of you. In a single day, our generous supporters raised more than \$25,000!



## The Legacy of Jeremy Paster

Sherry Galloway's son Jeremy lost his battle with advanced metastatic disease at the young age of 36, after 18 long months fighting the disease. During her son's illness, Sherry became involved with ZERO, frequently contacting the organization for support and resources. In 2010, Sherry became a ZERO Board Member after attending the annual Summit in Washington, D.C. and testifying in front of the budget committee at the Department of Defense about the need for better diagnostics and treatment. Over the next decade, Sherry organized the first Jeremy Paster Memorial ZERO Prostate Cancer Run/Walk in her home city of Albuquerque, NM.

Her grit, passion, and determination to raise awareness and funds for a cause so close to her heart has made a significant impact. She built Team Jeremy at various ZERO races around the U.S. and inspired others to give and get involved raising more than \$50K and counting! As Sherry steps down from her board position, she will always have a special place in our ZERO family and the powerful legacy of generosity and hope she built in honor of Jeremy lives on.



*It is my hope that going forward no more men are diagnosed too late for treatment and no other parents, children, partners, or friends have to grieve the loss of their loved one to prostate cancer.*

~ Sherry Galloway, ZERO Board Member 2010 - 2020



Motivation and inspiration are just two of many words to describe Pat Sheffler who lives his life with "Positive Vibes." A picture of health his entire life, Pat was diagnosed with prostate cancer in his early 50s. Slapped in the face, he dove right into the fight for his life to find the right treatment path.

Learning of her dad's diagnosis, Ashlen Sheffler found their local ZERO Prostate Cancer Run/Walk and decided to enter a team. In just their second year, they raised over \$30,000! They also manage a thriving 650+ member Sheffler Strong Facebook group where the family posts inspirational messages, videos, and continues to share Pat's journey with the disease and all things related to it.



## Our Leadership

**Robert Ginyard**  
Chairman

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

**Ret. Col. Paul Taylor**  
Secretary and Treasurer

**Tom Bognanno**

**Tom Hulsey**

**Brad D. Lerner, M.D.**

**Ed Lomasney**

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

**Cheryl Nikituk**

**Jonathan D. Schwartz**

**Don Slaght**



## Board of Directors

## 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

**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

# 2019 FINANCIALS

## OVERVIEW

2019

Gross Income	\$ 7,491,639
Gross Expenses	\$ ( 6,571,305 )

**PROFIT/LOSS \$ 920,334**

## SPENDING

Program Expenses	\$ 5,594,415
Administrative Expenses	\$ 327,314
Fundraising Expenses	\$ 654,420

**TOTAL \$ 6,576,149**

Program %	85.08%
Administrative Expenses %	4.97%
Fundraising %	9.95%

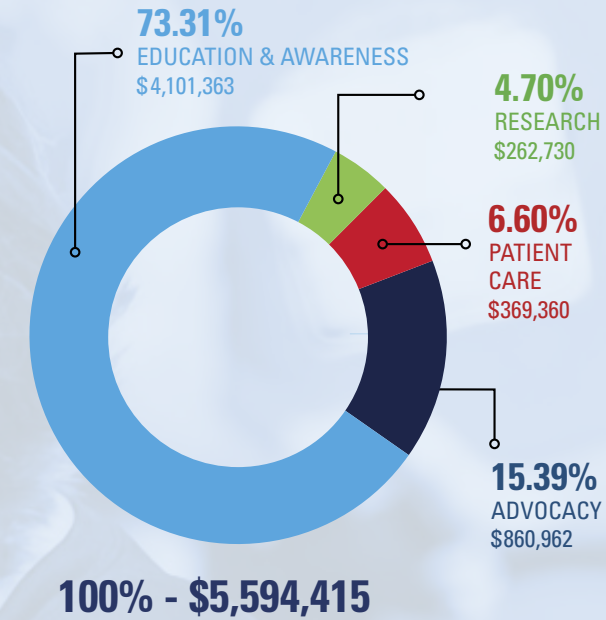
**TOTAL 100.00%**

## ASSETS

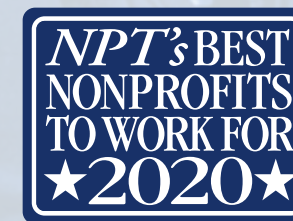
Total Assets	\$ 3,841,435
Liabilities	\$ 802,393

**NET ASSETS \$ 3,039,042**

## FISCAL YEAR 2019 PROGRAM EXPENSES



**WHERE THE MONEY GOES**  
**85 CENTS OF EVERY DOLLAR GOES TO PROGRAMS & ACTIVITIES**



#12161





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