# **UNITED TO END PROSTATE CANCER** A Bigger, Bolder ZERO

SMITH

PROSTATE CANCER

# ZERO<sup>®</sup> PROSTATE CANCER

FISCAL YEAR 2023-24 ANNUAL REPORT

### **Dear ZERO Friends,**

As I reflect on this pivotal moment as President and CEO, I can't help but feel both humbled and energized. While I joined the organization midway through this fiscal year, I've already been deeply moved by the incredible impact of our work and the passionate dedication of our community.

This year has been one of thoughtful reflection and positive change. We've taken important steps to enhance our transparency and increase our impact. You may notice that our reported percentage of program spending appears lower than in previous years, as we adopted industry standards for allocation of fundraising and program expenses. This change better reflects our resource allocation. This was not a change in how we spend funds or operate our programs. In fact, we are now better equipped to reinvest in mission over the next several years as we rapidly expand our impact. Our commitment to responsible stewardship and maximizing our mission impact is stronger than ever. Because you - our supporters, patients, and advocates – deserve nothing less than complete clarity about how your contributions drive our mission forward.

And moving forward, it is! I'm proud to share that our impact continues to grow. Our 168 support groups across the country have created an extraordinary network of hope and connection. Through our ZER0360 program, we've helped thousands of patients navigate complex financial challenges, ensuring they get the resources they



OUR COMMITMENT TO RESPONSIBLE STEWARDSHIP AND MAXIMIZING OUR MISSION IMPACT IS STRONGER THAN EVER. BECAUSE YOU – OUR SUPPORTERS, PATIENTS, AND ADVOCATES – DESERVE NOTHING LESS THAN COMPLETE CLARITY ABOUT HOW YOUR CONTRIBUTIONS DRIVE OUR MISSION FORWARD.<sup>11</sup> need when they need them most. And we haven't stopped there – our advocates have been a powerful force on Capitol Hill, fighting for the PSA for HIM Act to eliminate out-of-pocket costs for prostate cancer screening for high-risk men.

Looking ahead, we're dreaming bigger and bolder. We're not just expanding our mission – we're amplifying it. We're forging dynamic partnerships with healthcare providers and community organizations, empowering our volunteer network like never before, and building stronger infrastructure to scale our mission work. At the heart of

WE'RE FORGING DYNAMIC PARTNERSHIPS WITH HEALTHCARE PROVIDERS AND COMMUNITY ORGANIZATIONS, EMPOWERING OUR VOLUNTEER NETWORK LIKE NEVER BEFORE, AND BUILDING STRONGER INFRASTRUCTURE TO SCALE OUR MISSION WORK. everything we do is our commitment to health equity, ensuring that every person affected by prostate cancer has access to the support and resources they deserve.

To each person who has been part of our journey – whether you've donated, volunteered, advocated, or shared your story – thank you. You are more than supporters; you are the driving force behind every life we touch and every victory we achieve.

As we move forward together, our focus remains crystal clear: reducing late-stage diagnoses, improving the quality of life for patients, and ultimately decreasing mortality rates. With our renewed commitment to transparency and accountability, we're building a future where early detection is the norm, quality care is accessible to all, and survivorship stories multiply.

These aren't just words - it's our promise. And together, we're making it a reality.

With gratitude and determination,

Courtney Bugler, C.F.R.E. President and CEO

The ZERO Prostate Cancer network is dedicated to supporting all individuals and families impacted by prostate cancer. Now, bolder than ever, our focus is to serve as the ultimate resource for comprehensive support and education while uniting our community under a shared, audacious vision: **a future free from prostate cancer.** 

The ZERO community has evolved into a nationwide force, driving impact and accelerating progress toward our goals. From coast to coast, patients, families, volunteers, healthcare providers, community and corporate partners, researchers, and advocates have joined forces to amplify our voices and expand our reach.

## Together, we're pushing boundaries and breaking down barriers as we strive to be too loud to ignore.

Reflecting on these milestones, we're energized and proud of the momentum we've built together. But we're not stopping here. Our bigger, bolder vision demands even greater unity, innovation, and determination in the years ahead.

United, we are transforming prostate cancer care and support. United, we are dismantling barriers and shattering stigmas. United, we are forging a path to end prostate cancer.

### In 2023, our united efforts yielded remarkable achievements, showcasing the power of a bigger, bolder ZERO:



Secured \$1.28 million in life-changing debt relief through ZER0360 while serving patients, families, and caregivers navigating a prostate cancer diagnosis.



**Grew our national network of support groups** to 161 support groups, both in-person locally and in a virtual setting, so that everyone can join regardless of location.



**Expanded our mentorship program,** onboarding new MENtors and facilitating 105 MENtor/mentee matches.



Reached 1,200+ registrants with 20+ hours of educational content and nine virtual support group sessions during the first-ever **Virtual Education and Support Summit.** 



Passed laws in Kentucky, Tennessee, and Delaware to eliminate cost-sharing for prostate cancer screening and increased access for more than 2.5 million men in those states. **Our bold goal is to make screening free in 25 states by 2030.** 



Advocated for the federal PSA Screening for HIM Act, which will protect high-risk individuals from cost-sharing by eliminating copays, co-insurance, and deductibles.



### Protected federal research funding of \$110

**million.** These dollars drive groundbreaking treatments and diagnostics, helping to save, improve, and extend lives.



Mobilized 1,600+ advocates to take more than 8,000 actions, **supporting research funding and policies that enhance patient access to care,** and organized 158 meetings on Capitol Hill, bringing more than 130 advocates face-to-face with Members of Congress to champion our cause. In 2023, we witnessed alarming increases in prostate cancer incidence and advanced-stage diagnoses. Black men and Veterans continue to bear a disproportionate burden, facing higher rates of both occurrence and mortality. These stark disparities are not just unacceptable — **they fuel our resolve to push harder and reach further in our mission.** 

As a united front, we are committed to addressing racial and geographic inequalities. **Our bigger, bolder approach means leaving no stone unturned as we work tirelessly to improve outcomes for all patients and families facing prostate cancer,** regardless of their background or zip code.



African American men and Veterans are at an increased risk for prostate cancer; I fall into both of those categories and so do a lot of others. I was diagnosed in 2005, and I'm here today because of early detection.

> — Patrick Bingham, Prostate Cancer Survivor Captain, US Army

Our dedicated community has made care and resources possible for the thousands of patients and families needing a place to turn.

### With your support, we've been able to:

- Amplify our outreach efforts in underserved communities, forging new partnerships and strengthening existing ones to break down barriers to care.
- Expand patient educational resources to include Spanish-language materials and web pages.
- Introduce a new treatment-decision tool for those navigating advanced prostate cancer.
- **Grow our support services,** ensuring that every individual affected by this disease has the resources they need at the time they need them the most.



A five-year personal fight against prostate cancer didn't stop Scott and Katy Freitag from mounting an extraordinary crosscountry fundraising challenge benefitting ZERO Prostate Cancer – it has inspired it. Last June, Scott Freitag began an 11,000-mile cycling journey to pedal around the perimeter of the United States to raise funds and awareness for the fight against prostate cancer. While biking across 33 state lines through wind, snow, and rocky terrains, Freitag, 60, also juggled surgery, radiation, chemotherapy, and hormone deprivation therapy to manage his metastatic castrationresistant prostate cancer. His wife and care partner, Katy, trailed him in a camper, mapping routes and planning meetups with other prostate cancer patients.

We hope that over the past year, we've made a difference in the lives of many men and perhaps even saved some lives by advocating for earlier diagnostic testing. My message to men is simple: talk to your doctors and get your PSA test. Early detection saves lives.

- Scott Freitag, Prostate Cancer Patient



Scott and Katy celebrated the final leg of their crosscountry ride on June 15, 2024, at Itasca State Park, MN, where they presented an incredible, lifesaving donation of \$225,000 to ZERO Prostate Cancer. The Freitags' tireless advocacy and awareness efforts have garnered widespread recognition, including the Prostate Cancer Awareness Month Early Detection Impact Award from ZERO Prostate Cancer, the Cash, Sweat, and Tears Award from the Peer-to-Peer Professional Forum, and a feature segment on ESPN's Sports Center Outside the Lines.

### Thank you, Scott and Katy. Your extraordinary efforts will save lives.



Despite the obstacles, Scott has been determined from the beginning to make this dream a reality. Every flat tire, every bumpy road, has been worth it. And the patients we've met over the last year are not only inspirations, but they've become our family. — Katy Freitag, Scott's Spouse and Carepartner



With the rate of diagnoses continuing to rise, our work has become bigger, bolder, and more urgent, and we are focusing on outcomes that will make a real difference for patients, families, and those at risk:

- Reduce late-stage diagnoses by catching prostate cancer early.
- Enhance both the quality and length of life for patients.
- Lower mortality rates from this disease.

These goals aren't just aspirational; they are our roadmap for action. **The tragic reality is that prostate cancer is the most commonly diagnosed cancer among American men after skin cancers, with a new patient diagnosed every two minutes.** To reach and support more patients and those at risk, ZERO has expanded our resources to reach and help Black men, LGBTQIA+ community members, Veterans, and Spanish-language speakers; Spanish-language resources include six unique pages on our website and the Newly Diagnosed Patient Guide.

### **New Interactive Decision Support Tool**

ZERO developed a new tool for those navigating an advanced disease diagnosis in partnership with Clinical Care Options; **our Interactive Decision Support Tool provides patients with expert guidance on treatment options for advanced prostate cancer** based on the characteristics entered. The results can then be shared with a medical care team to support treatment decision-making.

To advance our community's knowledge on all matters of the disease, ZERO hosted the first-ever Virtual Education and Support Summit in March 2023. The Summit featured world-renowned prostate cancer experts in urology, radiation, medical oncology, social work, and nurse navigation, discussing the latest in prostate cancer early detection, research, treatment, side effect management, sexual health, health equity, clinical trials, support, and survivorship. The event began with a keynote address featuring ABC News Award-Winning Correspondent Deborah Roberts discussing her and her husband AI Roker's prostate cancer journey. The Summit reached 1,200 registrants with 20+ hours of educational content and nine virtual support group sessions. The most-attended session was "Essential Information for Newly Diagnosed Early-Stage Prostate Cancer Patients," with 3,800+ unique views.



My husband, AI Roker, and I have navigated our own journey with prostate cancer. I vividly remember the day he said those life-changing words: "I have prostate cancer." Everything changed at that moment, and the questions swirled in. What are our treatment options? How will we tell the family? What are the physical side effects? And while we've clearly decided to be open about this with the public, that wasn't an easy decision either. The stigma surrounding this disease is real — we've seen it in recent headlines, particularly in communities of color. But the silver lining is that we've learned a lot — and there is hope for men and families battling prostate cancer.

- Deborah Roberts

**Tackling disparities is at the heart of our bigger, bolder vision.** Gone are the days of communities suffering from this disease in silence. The racial inequities of prostate cancer diagnoses have been in the shadows for too long, and we're on a mission to bring them into the light.

Tragically, Black men are more likely to develop prostate cancer, with one in six Black men expected to be diagnosed with prostate cancer—compared to one in eight men overall. Black men are 170% more likely to be diagnosed with—and 210% more likely to die from—prostate cancer than white men. Furthermore, Black men are more likely than white men to be diagnosed with advanced disease. These disparities are unacceptable, and we are dedicated to eliminating the barriers that have kept historically marginalized communities from receiving the care and support they need to battle prostate cancer effectively.

We recognize that ending prostate cancer means ending it for everyone, and our patients, survivors, and care partners deserve nothing less than our total commitment and energy to make this a reality. As part of our "mission first" strategy, we're centering health equity in everything we do, starting with our team. As such, we're pleased to welcome Brian Bragg as ZERO's first-ever Chief Mission Officer, who will help us think bigger and approach the challenges ahead more strategically than ever. Bragg, a distinguished community health expert, will lead the organization in reducing late-stage diagnoses, improving patient quality and quantity of life, and decreasing mortality. With decades of extensive leadership experience, Bragg has dedicated his career to ensuring communities have access to quality health care and building programs that promote health equity. He will spearhead continued efforts to center health equity solutions in all of ZERO Prostate Cancer's education, support, and advocacy work.

We are committed to a comprehensive future plan of working both in-community and virtually to accelerate and expand mission delivery. Building out interventions, outreach, and health programs across the prostate cancer continuum and piloting programming in underserved communities will allow our mission to drive nationwide health equity impacts.



With prostate cancer cases on the rise and as a Black man who is at higher risk for the disease, I feel a shared sense of urgency to dismantle barriers, empower communities, and pave the way for better and more sustainable approaches to interventions that address prostate health and prostate cancer.

- Brian Bragg, Chief Mission Officer

As prostate cancer cases continue to climb, our mission at ZERO has become more critical than ever. Prostate cancer remains one of the most commonly diagnosed cancers among men nationwide. **This alarming trend fuels our determination to be bigger, bolder, and more impactful in supporting those facing a diagnosis.** 

In 2023, we united our efforts to provide unprecedented support to the prostate cancer community. Here's how we made a difference together:

- Secured \$1.28 million in debt relief for patients and families.
- Provided patients with a case manager and vital resources, including insurance navigation and financial and emotional support.
- Made an astounding 42,172 contacts to and on behalf of patients through our dedicated case managers.
- Established new support groups nationwide, expanding to more than 161 groups, both in-person locally and in a virtual setting, accessible to everyone regardless of location.
- Expanded our mentorship program, onboarding new MENtors and facilitating 105 MENtor/mentee matches.
- **Grew our online communities,** welcoming 4,660 new individuals to our ZERO Connect and Inspire platforms.
- Hosted 10 online educational events, garnering over 73,000 views

These numbers represent more than just statistics – each figure represents lives touched, burdens eased, and hope restored. As we confront the rising tide of prostate cancer diagnoses, ZERO is committed to growing our approach. We're united in our urgency to expand our reach, enhance our support systems, and amplify our impact. **Together, we're not just responding to the increasing need – we're leading the charge to be there for every patient and family impacted by this disease.** 

Our support groups are experiencing increasing attendance as patients face growing challenges in their prostate cancer journey. Many patients and families are grappling with insurance claim denials, overwhelming treatment costs, and limited access to care options. These hurdles can be isolating, making our support groups more crucial than ever.



Our support group is a place to share not only what is happening with our partners but what is happening with each of us as individuals. That is precious, and it is rare in many of our lives. We go beyond the cancer-related issues; we share about good times, new self-care ideas, our children and families, our goals, struggles, and celebrations. I'm profoundly grateful for our group.

- Care Partner Group Attendee



**"United to End Prostate Cancer: A Bigger, Bolder ZERO"** is more than just the theme of this report—it's a rallying cry that will shape our organization's future. As we move forward, this united approach will drive us to expand our reach, deepen our impact, and accelerate our progress in the fight to end prostate cancer.

We're tremendously proud of the work we've done together for nearly three decades, but there is much more to do for the 1-in-8 men who will be diagnosed with prostate cancer, and we won't quit until we've reached ZERO. In the coming year, we're moving forward to create a more comprehensive and far-reaching approach to fight prostate cancer. Our bold vision for the future combines in-person community work with virtual outreach, allowing us to accelerate and expand our mission like never before.

We'll be bolder in our advocacy efforts, pushing for policy changes that address healthcare disparities and improve access to care for all. Our support services will grow, ensuring that no patient or family faces prostate cancer alone. And, at the center of everything we do, will be an investment in health equity work underscored by our determination to end prostate cancer for everyone, regardless of race, background, or location.

This bigger, more urgent ZERO will also mean forging stronger partnerships within the healthcare community, industry partners, and beyond – creating a united front in the fight against prostate cancer. By embracing this theme, we're not just setting a new direction—we're igniting a movement that will unite patients, survivors, caregivers, healthcare providers, and advocates as a powerful force for change. Together, we'll work tirelessly to create a future where prostate cancer is no longer a threat to men's health and well-being. ZERO Prostate Cancer will transform prostate cancer awareness, advocacy, and patient support. As we grow, we're committed to:

- **Building robust interventions** throughout the entire prostate cancer journey.
- Amplifying patient voices to ensure the needs of communities are being met.
- **Expanding our outreach** to bring early detection messaging to those who need it most.
- **Developing innovative health programs** that address every stage of prostate cancer.
- **Piloting new programs in underserved communities,** uniting our resources to tackle health disparities head-on.

By uniting our efforts both on the ground and in the digital space, we're creating a powerful force for change. **Together,** we'll make a bigger impact, reach bolder goals, and move closer to our vision of a world with ZERO prostate cancer deaths.



From introducing legislation that will eliminate insurance cost-sharing for prostate cancer screenings to championing federal investments in new treatments and diagnostics, **ZERO** has engaged thousands of change-making advocates and champions from coast to coast to make prostate cancer too big to ignore.

In 2023, over 1,600 advocates took more than 8,000 actions to support research funding and policies that provide patients with greater access to care. Because of these dedicated advocates and their relentless pursuit of change, **ZERO has built momentum for record-breaking success in 2024 and years to come.** 

In 2024, ZERO led the passage of bills eliminating costsharing for prostate cancer screenings in Kentucky, Tennessee, and Delaware, bringing the U.S. to nine states without this barrier. That is 2.5 million more men nationwide who can receive a PSA test each year at no cost, increasing their chances of early diagnosis. **Our bold goal is to make** screening free in 25 states by 2030. ZERO advocates led the charge to ensure our elected officials would support the passage of the federal PSA Screening for HIM Act. Senators Cory Booker and John Boozman responded by introducing a Senate companion to the House PSA for HIM Act. PSA for HIM will protect high-risk individuals from cost-sharing through copays, co-insurance, and deductibles. **ZERO continues to be the loudest voice supporting the Prostate Cancer Research Program, contributing to the development of 8 new treatments and diagnostics in the last decade.** 





The ZERO Advocacy Summit is the biggest and most impactful gathering in the movement to end prostate cancer. It brings together patients, survivors, caregivers, and healthcare professionals to learn from experts, share experiences, and advocate for policies that will extend and improve the lives of those impacted by prostate cancer.

As we continue to grow our grassroots advocacy efforts, our in-person Advocacy Summit attracted advocates from all over the country, all pushing for a brighter future for all patients, families, and those at risk for prostate cancer. Significant strides to advance prostate cancer research funding were made as our advocates urged Members of Congress to prioritize prostate cancer issues through personal stories and legislative meetings, and policymakers heard the call – **158 of them signed onto letters supporting funding for prostate cancer research, and many cosponsored our top priority: the PSA Screening for HIM Act.** 



Save the date for the 2025 Summit, held on February 22-25 in the Washington, D.C., area.

In 2023, ZERO Prostate Cancer took bold strides in addressing the disproportionate impact of prostate cancer on our nation's Veterans. The stark reality that **American Veterans and active duty military face a prostate cancer diagnosis at double the rate of the general population** continues to fuel our relentless work to support those who have already sacrificed so much.

By advocating for policies and initiatives to address the disproportionately high rate of prostate cancer among Veterans, **our efforts focus on raising awareness about the link between military service and prostate cancer risk while also providing crucial educational resources to Veterans battling the disease.** 

As Veterans know, a team approach is critical to success. ZERO has brought together Veterans service organizations, prostate cancer patients, healthcare providers, and other partners in a powerful coalition; together, we achieved a landmark victory with the passage of the **Veterans Prostate Cancer Treatment and Research Act.** This legislation, which passed in 2022, mandated the development of a standardized prostate cancer clinical pathway, ensuring equitable access to care through the Department of Veterans Affairs. **ZERO has now been engaged in the hard work of implementing that pathway to benefit the 500,000 patients with prostate cancer in the Veterans Health Administration (VHA), of whom 16,000 have metastatic disease.** Prostate cancer is the most commonly diagnosed cancer in the Veterans Health Administration.

To ensure the voices of Veterans with prostate cancer are heard loud and clear, ZERO relies on the Veterans Advisory Board (VAB); the VAB guides our policy efforts and offers invaluable guidance for our educational materials. VAB members are also active in their own communities, spreading the word about prostate cancer risk to other Veterans.

### Veterans and Prostate Cancer by the Numbers



Prostate cancer rates in the military and among Veterans are **twice those** in the general population.



Nearly **489,000** prostate cancer patients are in the VA health system, and **16,000** of these patients have metastatic prostate cancer.



Prostate cancer is the **most common cancer diagnosis** among U.S. Veterans and makes up **30%** of new cancer diagnoses in the VA.



The burden of prostate cancer among Veterans is substantial, with over **200,000 survivors** and **12,000 new diagnoses** annually.



**Nine million** Veterans receive healthcare from the Veterans Health Administration (VHA).

Mark Franklin US Army Veteran As the nation's largest event series dedicated to prostate cancer, ZERO's Run/Walks are at the heart of our communitybased efforts to raise awareness and funds for patients and families facing the disease. These events don't just bring hope; they unite thousands of participants from coast to coast, creating a formidable force in our mission to end prostate cancer.

### In 2023, our Run/Walk efforts reached new heights:

- \$4,310,852 raised
- 12,220 participants.
- \$361,751 in local grants given

Events across the country connected patients, survivors, caregivers, families, and friends, fostering a supportive community that's stronger together. We galvanized thousands

of prostate cancer heroes, each step making a bold statement in our united fight. This surge in participation and fundraising led by community members nationwide is a clear indicator of our bigger, bolder ZERO in action. **Every dollar raised, every awareness conversation sparked, and every resource shared contributes to our united mission of supporting those affected by prostate cancer at every stage of their journey.** Together, we're not just running or walking – we're sprinting toward a future where prostate cancer is a thing of the past.

We extend our heartfelt gratitude to our exceptional ZERO Run/Walk fundraising leaders, whose commitment has made a profound difference in the lives of countless prostate cancer patients and their loved ones.

### **Team Gabrick: "PSA for PSA"**

In a powerful testament to the importance of early detection, one of our community members, Jason Gabrick, faced a prostate cancer diagnosis at 42. Despite having no symptoms, his wife, Monica, urged him to request a prostate-specific antigen (PSA) test during a routine physical, knowing his family history of prostate cancer. **This decision proved life-saving when the follow-up testing revealed an aggressive form of the disease.** 

Thanks to this early diagnosis, Jason underwent successful surgery, with clear margins and no spread beyond the prostate. **His experience underscores the vital importance of PSA testing, particularly for those at high risk,** including Black men, Veterans, and those with a family history of prostate, breast, or ovarian cancer.



The Gabricks have since become passionate advocates for prostate cancer awareness, forming "Team Gabrick: PSA for PSA" and raising more than \$5,000 with a team of 40+ friends and family members to educate others about the importance of early detection. Their story serves as a powerful reminder of why ZERO continues to push for increased awareness, accessible testing, and comprehensive support for those affected by prostate cancer.

We decided to share our story once we got through the really scary and hard parts, and overall are in a better mental space with living with cancer. We want this to be a reality check. A PSA on a PSA. Preventative care is a real thing and can literally be life-saving.

— Monica Gabrick

The "blue carpet" rolled out once again as ZERO hosted its **6th annual Bold for Blue Award Ceremony.** This powerful celebration honored the fearless individuals, families, and companies whose united actions are transforming the future of prostate cancer. **The 2023 Bold for Blue fundraising awards spotlighted extraordinary heroes who exemplified our mission to end prostate cancer,** their combined efforts providing a vital lifeline of support to patients and loved ones during their darkest hours.

### **Bold Strides Towards a ZERO Prostate Cancer Future**

**Scott and Katy Freitag,** winners of the **Prostate Cancer Awareness Month Early Detection Impact Award,** took ZERO's message coast to coast. Their 11,000-mile journey around the country united communities in the cause, spreading awareness and emphasizing early detection – a cornerstone of ZERO's mission.

**Dr. John McGill, MD, MBA,** received the **Health Equity Award**, aligning with ZERO's commitment to reaching all communities; his work in rural Georgia embodies our united front against health disparities.

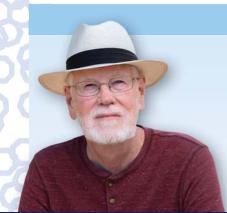
**Marty Chakoian,** The **Edward C. Kaps Hope Award** recipient, exemplifies how individual dedication strengthens ZERO's collective impact through volunteer work, support group leadership, and Board service.

The top individual fundraisers were Jodi Pitchok-French, Larry Langmore, Sibylle Cole, and Scott and Katy Freitag – demonstrated the power of personal commitment to ZERO's cause. Top Team Fundraisers, including Wendy and Andrew Zweig's Ripple Runners and Walter Jones' Team Buck, showed how uniting efforts multiplies impact.

Corporate partners **Baird, Bayer,** and **Pfizer** proved that businesses play a crucial role in our bigger, bolder vision.



Katie Roy and Larry Langmore Bold for Blue Top Fundraiser



### **Uniting Warriors in the Fight**

**Darrell Wilson,** winner of the **Caesar Blevins' Warrior Award,** embodies ZERO's bold vision. Diagnosed with advanced prostate cancer 15 years ago, Darrell united multiple fronts in our shared battle against prostate cancer: **he's a clinical trial consumer reviewer, research advocate, and support group leader.** His unwavering commitment to increase research funding echoes ZERO's bigger, bolder, more urgent approach – in his own words:

*Research is what's keeping me alive, and research is what's giving us hope.* — Darrell Wilson, Prostate Cancer Survivor

### Leadership Team

Courtney Bugler, CFRE President & CEO\*

Sheri Barros Chief Marketing and Communications Officer\*

Brian Bragg Chief Mission Officer\*

Sean Kramer Chief Development Officer\*

Jefferson Parker Chief Operating Officer\*

**Tracy Cesaretti** Vice President, Events and Peer-to-Peer Fundraising Jen Gomes Vice President, Operations

Ali Manson, MPH Vice President, Government Relations and Advocacy

Shelby Moneer, MS, CHES Vice President, Patient Programs and Education

> Victoria Vighetto Vice President, Field Revenue

\*Executive Team Members

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## **United for Progress** Against Prostate Cancer

# FY 2023-24 Financials

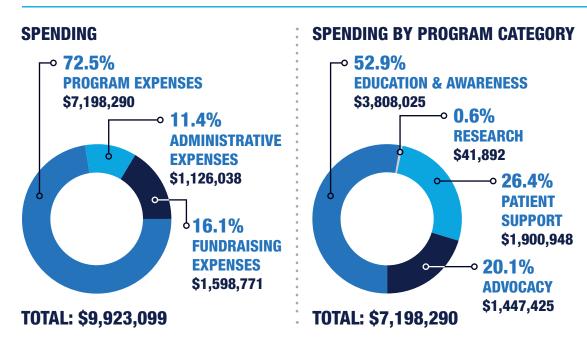
### APRIL 1. 2023 - MARCH 31. 2024

Gross Income Gross Expenses	\$10,497,901 \$ 9,923,099
Profit/Loss	\$ 574,802
Assets	
Total Assets	\$7,495,288
Total Liabilities	\$1,057,021



## **Net Assets**

\$6,438,267





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.



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