



Empowering Community, Action, and Hope

ZERO[®]
PROSTATE CANCER
FISCAL YEAR 2022-23
ANNUAL REPORT

Dear ZERO Friends,

Facing a cancer diagnosis is both a deeply personal experience and one that binds us together, forming a community committed to each other and united by a singular mission: **to ZERO out prostate cancer**. As the newly appointed President and CEO of ZERO Prostate Cancer, it is my honor to work alongside this inspiring ZERO community, our partners, and all who are impacted by this disease to save lives together.

As we all know, the prostate cancer community has faced an uphill battle in the aftermath of the pandemic. Tragically, the rate of prostate cancer diagnoses continues to rise, resulting in more patients than ever before turning to ZERO for community, support, and hope. With our new strategic plan, **we are driving our mission with increased urgency to help** meet the needs of the growing number of patients and all those affected.

Moving forward, our mission will be at the center of everything we do. To that end, we are hiring our first-ever Chief Mission Officer. This represents a pivotal

milestone for ZERO. As part of our “mission first” strategy, we are taking action to evolve our

“ MOVING FORWARD, OUR MISSION WILL BE AT THE CENTER OF EVERYTHING WE DO.”

infrastructure and scale the organization to best serve our community. **This is an exciting moment of transition and transformation** propelling our cause to greater heights and elevating prostate cancer as a nationwide priority.

In the following pages, you’ll read about patients and family members uniting their voices on Capitol Hill to increase research funding for more prostate cancer treatments, as well as new legislation to remove barriers to care and early detection. You’ll see **a strong, action-oriented community** coast-to-coast united by ZERO chapters, a network of Support Groups,

and a nationwide Run/Walk series raising awareness, sharing education, and providing support. You will find new resources for Black men, Veterans, and other high-risk populations to create a more fair and just healthcare system for everyone to be able to prevent, find, treat and survive prostate cancer. But most of all, in these pages you will feel hope and inspiration from the committed voices of our caring community and the impact we are making together.

I’m incredibly grateful for you, our cause heroes, standing with us across the country. **Thank you for your unwavering support** of ZERO Prostate Cancer. I look forward to

“ I’M INCREDIBLY GRATEFUL FOR YOU, OUR CAUSE HEROES, STANDING WITH US ACROSS THE COUNTRY.”

keeping you updated on our continued progress throughout this next year on how

we are advancing our new strategic plan to save and extend more lives.

With deep gratitude,



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



Making an Impact Together

ZERO Prostate Cancer is committed to helping all people and families affected by prostate cancer, serving as the primary destination to get support and education, and come together as one community committed to a more hopeful future.

The ZERO community is activated nationwide, driving impact and progress toward a world free from prostate cancer. Here's a look back at our collective impact in FY 2022-23:



1.1 million patients and caregivers supported through all ZERO's programs and platforms.



Secured **\$2.5 million** in life-changing debt relief through ZERO360, a 15% increase over 2021.



Hosted **47 nationwide Run/Walks** with 10,000+ participants.



Advocated to secure the **\$110 million** budget for the Department of Defense's Prostate Cancer Research Project, resulting in seven new treatments and one new diagnostic test.

Expanded national network of support groups, with more than 145 local support groups across 41 states.

Hosted the 2nd Annual Health Equity Symposium, convening nearly 300 medical professionals, researchers, and patients to raise awareness about prostate cancer rates in the Black community and address prostate cancer disparities.

Supported the passage of the Veterans Prostate Cancer Treatment and Research Act, which requires the development of a prostate cancer clinical pathway ensuring access to care through the Department of Veterans Affairs.

Convened a White House discussion on prostate cancer as part of the Cancer Moonshot Initiative and led a roundtable discussion to increase prostate cancer awareness and access to screening among men of color.

Awarded the inaugural Young Investigator Award in partnership with the Prostate Cancer Foundation to Jun Gong, MD, of Cedars-Sinai Medical Center to advance research into the causes of racial disparities in prostate cancer.

// FINDING THE ZERO COMMUNITY AND SUPPORT SYSTEM

has made a world of difference in navigating my diagnosis. I don't have to carry the weight of prostate cancer alone. //

Darik Pearson

ZERO Champion

Advanced Prostate Cancer Patient





Supporting Patients and their Families

With the alarming increase in prostate cancer cases, our mission takes on even more urgency. Prostate cancer continues to be one of the most common cancers among men nationwide, showing a 3% increase in prostate cancer incidence and a 5% increase in advanced-stage diagnoses. Black men face disproportionate diagnosis and mortality rates, with prostate cancer rates being 70% higher in Black men than white men. These disparities are both unacceptable and heartbreaking. We won't stop until we address the root causes of race and place-based disparities in prostate cancer to improve outcomes and end the disease for all.

Patient requests for financial and emotional support through our case management service, ZERO360, increased by a staggering 145% over the past year. In response, the ZERO community funded more life-saving support and resources to all those affected by the disease than ever. With no cost to participants, ZERO's programming provides disease and treatment education, financial assistance, emotional support, treatment

side-effect management, mental health resources, and much more. In addition, 640 patients received transportation assistance through ZERO Drive, aiding access to doctor's appointments and pharmacy visits.

Our dedicated prostate cancer community has made resources and care possible for the thousands of patients and families needing a place to turn. With your support, we've been able to:

- **Launch a new best-in class**, patient-focused ZERO website, arming the prostate cancer community with location-specific resources, easy-to-find information, disease education, and treatment resources.
- **Continue to grow ZERO's MENtor program** to provide friendship, camaraderie, and advice to patients during their prostate cancer journey. More than 280 matches have been made since the program's inception.
- **Provide more than 1.1 million individuals** with access to critical assistance and information across all of ZERO's support programs and platforms, including ZERO's website, webinars, podcasts, toolkits, educational events, and patient guides.

“ I WAS DENIED INSURANCE COVERAGE for an imaging scan important to my treatment option decision and was referred to ZERO360 by my physician's office. My case manager was amazing and made the process of appealing the insurance claim denial stress-free. I would not have successfully secured insurance coverage for the scan needed without ZERO360 and the expert work of my case manager.”

Len Rossi
Prostate Cancer Patient

ZERO360 BY THE NUMBERS



\$8.2+ million in debt relief secured for patients and families since inception



Provided 5,500+ patients and caregivers with resources and support; **30%** self-identify as Black or African-American, representing those at high-risk



24+ support touchpoints on behalf of patients per case

Caring Communities from Coast-to-Coast

Advancing our mission takes a strong and unified community deeply committed to the cause and each other. ZERO's national network has expanded and continues to grow steadily each year to reach more patients and families in communities nationwide.

ZERO's Chapter program connects the nation's prostate cancer community to build a collective of patients, survivors, families, corporations, and medical professionals with one goal: to ZERO out prostate cancer.

The Chapters program provides a team of staff on the ground committed to creating supportive communities nationwide and making meaningful connections to advance ZERO's mission. Finding support, resources, and events in your local community is just a click away.

Please contact Renee Haney, Director of National Chapters, at renee@zerocancer.org or visit zerocancer.org to find a ZERO Chapter nearest you.

ZERO's Us TOO Prostate Cancer Support Groups include a network of 145+ in-person and virtual groups in the U.S. and abroad, including 41 states and three countries, **servicing 20,000+ community members annually.**

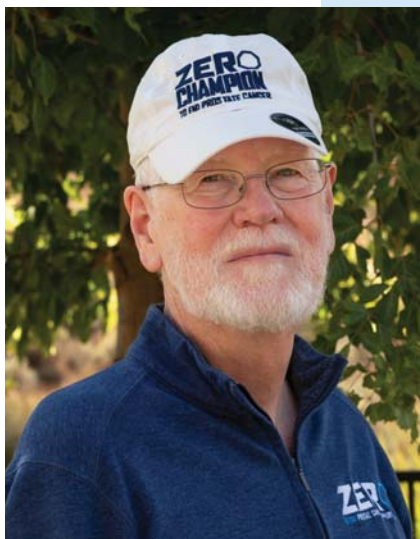
Finding a support group can help those impacted by prostate cancer feel less alone, reduce anxiety and uncertainty, improve understanding of treatments and side effects, and more. Support groups are available for all, including specialized groups for Veterans, Black men, the LGBTQIA+ community, caregivers, Spanish-speaking men, and deaf men.

On-going training, education, and support for our Support Group Leaders are integral to offering patients support groups. Support Group Leaders meet virtually each month and in person each year. Last year, 103 support group leaders from across the country gathered for two days of education and celebration in the Chicago, IL, area. These meetings provide ongoing education on the latest in prostate cancer treatment, research, and side effect management.

In addition, the new ZERO website features a Support Group Finder tool, making it easier than ever for patients and caregivers to find a community.

// AS A SUPPORT GROUP LEADER, I'm committed to supporting others fighting prostate cancer to feel like I'm making a difference and supporting men in not just a mental way, by using science, but in an emotional way. //

Darrell Wilson
ZERO Champion
ZERO Us TOO
Support Group Leader
Prostate Cancer Patient



ZERO[®]
PROSTATE CANCER
US TOO SUPPORT GROUPS

Equity and Accessibility for Everyone Facing Prostate Cancer

Health equity is a cornerstone of our work. Everyone deserves a fair and just opportunity to prevent, find, treat, and survive prostate cancer, regardless of race, the financial resources one has access to, or location. ZERO is dedicated to eliminating disparities and ending prostate cancer for all families.

Black men are more than 170% more likely to be diagnosed with prostate cancer and are 210% more likely to lose their battle against the disease than white men. These disparities are unacceptable, and ZERO is committed to reducing the gaps that make it harder for people from historically underrepresented communities to receive care and support while battling prostate cancer.

Last year, ZERO's Black Men's Prostate Cancer Initiative expanded to help more men and provide educational resources and support groups. The Initiative launched a support group in Atlanta and now meets in person and virtually to provide prostate cancer education resources and support specifically for Black men diagnosed with prostate cancer.

This initiative also includes education and awareness events to help Black men and their families as they manage their diagnosis and navigate the cancer care system. Programs like this are critical to building a future where health equity is achieved, and all men have the opportunity to survive prostate cancer.

Last year, ZERO hosted the second annual Health Equity Symposium, addressing the status of prostate cancer disparities and what can be done to eliminate them. The symposium featured sessions on place-based disparities, prostate cancer and cardiovascular disease, and clinical trial participation. It also introduced ZERO's new and expanding Prostate Cancer in the Black Community film series.

Film Series

950+ attendees

375+ men screened for prostate cancer at film series events

"I'm proud to be part of work that includes reaching out and encouraging Black men to talk about prostate cancer in their own community."

Film Series Attendee

The Prostate Cancer in the Black Community film series has reached communities nationwide, raising awareness about the disease. The films shown include "The Black Walnut" by Terrance Afer-Anderson and "The Silent Killer" by Landi Maduro. The film series helps to bring awareness to high-risk men, underscoring existing early detection and education challenges and identifying new ways to address these issues within the Black community. Each event features a post-screening panel discussion with a medical professional and patient.



ZERO's Black Men's Prostate Cancer Initiative podcast series features candid conversations about the racial barriers some men face regarding healthcare and what can be done to achieve health equity for prostate cancer patients. Episodes are available for listening on Apple, Google, Spotify, and other podcast streaming platforms.

ZERO[®]
BLACK MEN'S
PROSTATE CANCER
INITIATIVE
PODCAST



Supporting High-Risk Veterans

ZERO is on the front lines pushing for policies and initiatives to help raise awareness around the correlation

between military service and prostate cancer and bring resources to Veterans actively fighting prostate cancer.

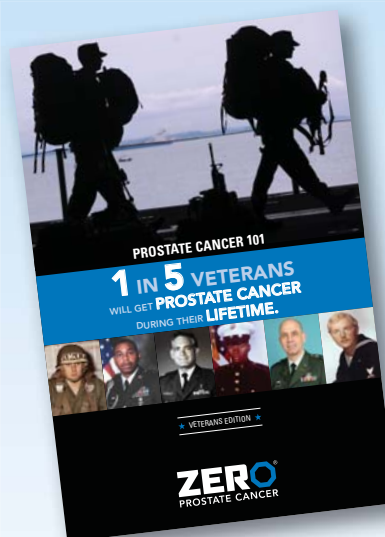
One in five American Veterans will be diagnosed with prostate cancer at a rate twice that of the general population during their lifetime, making the support, resources, tools, and education needed to fight this disease critically important. **This alarming statistic needs immediate action and future planning to ensure our Veterans receive the care they deserve.**

The ZERO Prostate Cancer Veterans Initiative led the effort responsible for the successful passage of the Veterans Prostate Cancer Treatment and Research Act to create a standardized clinical pathway for prostate cancer care within the Veterans Health Administration.

In addition to the Veterans Prostate Cancer Treatment and Research Act, the federal budget included vital investments in prostate cancer research at the Department of Defense (DOD) and the Veterans Administration and education and outreach at the Center for Disease Control and Prevention (CDC).

ZERO's Veterans Prostate Cancer Working Group continues to convene as a panel of stakeholders from the prostate cancer community and Veterans service

organizations to address how we can better serve the military population and meet their prostate cancer needs through policy change. As part of the larger ZERO Prostate Cancer Veterans Initiative, this group helped support the passage of the Veterans Prostate Cancer Treatment and Research Act. The group also helped administer a Veterans Prostate Cancer survey that garnered more than 1,500+ responses, and these responses will help identify opportunities for prostate cancer risk identification and testing as early as possible.



Last year, ZERO convened a new Veterans Advisory Board (VAB) to serve as a brain trust around Veterans prostate cancer experiences. The VAB led the effort to update and publish a Veterans version of the Prostate Cancer 101 brochure, specific to Veterans of the U.S. Armed Forces, their families, and active-duty military members, to ensure those most at-risk have

access to information and treatment options within the Veterans Health Administration system.

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 receive care through the Veterans Affairs healthcare system.

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

Leading the Charge Against Prostate Cancer

The ZERO Prostate Cancer community has made great progress in support of patients and their loved ones. From introducing legislation to eliminate insurance cost-sharing for prostate cancer screenings to productive discussions with lawmakers nationwide, we are engaging thousands of change-making advocates and Champions from coast-to-coast to make prostate cancer a national priority.

In partnership with advocates in California and Washington, D.C., ZERO introduced lifesaving legislation to increase access to prostate cancer screening by ensuring that coverage is guaranteed for an annual prostate cancer



screening without imposing a deductible, coinsurance, copayment, or other cost-sharing requirements. Proposed legislative efforts like these will save lives, improve healthcare access, and increase equity in prostate cancer outcomes. Together, alongside our local advocates, ZERO's state-by-state strategy will help expand prostate cancer screening mandates to half of the United States by 2030.

In 2023, more advocates connected with their elected officials at the state and local levels than ever. As our army of ZERO advocates gets larger and louder, **we look forward to seeing the larger and louder impact on federal and state policy to improve the lives of those affected by prostate cancer.**

“ I WAS DIAGNOSED WITH STAGE TWO PROSTATE CANCER AT JUST 44 with no signs or symptoms. Early detection saved my life and gave me a fighting chance. Too many men don't know their risk, the importance of an annual screening, or have access to be screened. Early detection saves lives. ”

Dr. Richmond Hill
ZERO Champion
Prostate Cancer Survivor





In a year of federal budget cuts and program reductions, the voices of prostate cancer patients, families, and advocates made a budgeting victory possible. Congress maintained federal research funding for the Department of Defense's Prostate Cancer Research Program (PCRP) for 2022 at \$110 million. ZERO is pushing for \$120 million in funding to be included in the upcoming budget **to ensure life-saving progress is made**, as the PCRP is the most successful prostate cancer research program in the nation.

Heroes like you advocated for \$15.2 million in funding for the Centers for Disease Control and Prevention's (CDC) Comprehensive Cancer Control Program, an increase of \$1 million from the previous fiscal year that recognizes the agency's commitment to conducting outreach and education for high-risk men. This CDC funding maintains critical outreach efforts to historically underserved communities and men with a family history of prostate cancer to spread disease awareness and education, ensuring at-risk men in rural and harder-to-reach communities understand the importance of early detection.

Last year, ZERO convened a White House discussion on prostate cancer as a part of the federal Cancer Moonshot Initiative. **This initiative aims to reduce the national death rate from cancer by at least 50% over the next 25 years** and improve the experience of people and their families living with and surviving cancer.

Representatives from ZERO, alongside prostate cancer survivor and ZERO Champion Marlon Hudson, led a roundtable discussion with other stakeholders. Human Services Secretary Xavier Becerra was part of the roundtable conversation, which sought to educate policymakers, including the President's Cancer Panel, about the increased risk of prostate cancer among Black men and **change the conversation about screening risks and the need for nationwide early detection accessibility and awareness.**

“BLACK MEN ARE ALMOST TWICE AS LIKELY to be diagnosed with, and more than twice as likely to die from prostate cancer than white men. We need every federal patient-facing pamphlet, web page, and material to make sure that message is loud and clear. Screening is about saving men's lives, and ZERO is willing to do whatever it takes to make sure Black men get the information they need about prostate cancer.”

Ali Manson

Vice-President of Government Relations and Advocacy

A United Voice at the 2023 ZERO Summit

The 2023 ZERO Summit made life-saving progress once again as the largest gathering of its kind for the prostate cancer community. The first-ever hybrid Summit included virtual and in-person attendees gathering to reaffirm a shared commitment to learning from the top experts in the prostate cancer space and advocating for all those affected by the disease. The community's dedication was abundant the whole weekend in Washington, D.C., and throughout the nation online.

Advocacy, education, and support were the three pillars of the this year's Summit. With more than 20+ hours of educational content shared, **1,300+ individuals from 48 states learned from the best and brightest** in the prostate cancer space both in person and online. Since the conclusion of the Summit, this year's educational content has been viewed more than 26,000 times, educating and informing our community during the Summit and beyond.

Advocates held meetings on Capitol Hill to **urge members of Congress to advance prostate cancer research funding** and shared personal stories to inform elected officials about the urgent need to support legislation and research funding and to make prostate cancer a priority on Capitol Hill.



SUMMIT ADVOCACY BY THE NUMBERS

122
Advocates
from 41 States

155
Meetings on
Capitol Hill

**First Joint
Reception**
with the American
Urological Association



If you are interested in sharing your story with elected officials and advocating on Capitol Hill, save the date for the 2024 Summit, held on February 24-27 in the Washington, D.C., area.

Register today at zerocancer.org/summit.

“ I WISH I HAD MET ZERO THE VERY DAY I WAS DIAGNOSED with prostate cancer. There would've been so much more peace and assurance and less anguish, stress, and fear. When I was first diagnosed, all I could think about was death, and after I met ZERO, I now think about life, the people who are dedicated to life, and those who want to extend life. My goal, and our shared goal at the Summit, is this: there should never be another man, another caregiver, or another spouse who has to face prostate cancer without this wonderful community. You matter to so many.”



Tom Bognanno
ZERO Board Chair
Prostate Cancer Patient

Championing a World with ZERO Prostate Cancer

ZERO Champions are passionate and dedicated volunteer leaders driving ZERO's fight against prostate cancer in their communities. Champions save lives by promoting awareness, providing essential resources, initiating connections, and supporting each other and all those impacted by prostate cancer. Together, Champions form a powerful, caring, nationwide

community of support and advocacy, inspiring action to achieve a ZERO prostate cancer future.

Thank you to our nearly 600 ZERO Champions nationwide. You are making a difference in the lives of prostate cancer patients and families, and it is an honor to serve the prostate cancer community alongside each of you.

CHAMPION SPOTLIGHT

Vivian and John Avery are dedicated ZERO Champions and prominent volunteer leaders within the Kansas City community. Vivian and John lost their fathers to prostate cancer. They both passionately raise awareness about the critical significance of early detection and screening to ensure others don't suffer from these devastating losses.

Vivian and John serve as invaluable representatives of ZERO, lending their time and expertise to engage with community members at various events. While ZERO provides the educational materials, their volunteer leadership and diligence to share their family's experience saves lives.



“I want to be able to help not only my family but other families get through this. They shouldn't have to go through it. They shouldn't have to suffer...education is the key.” - Vivian Avery

Vivian and John's undeniable passion for a world with ZERO Prostate Cancer has advanced the fight against the disease. Thank you, Vivian and John, for your continued impact.

Champions have exclusive access to program benefits that will help establish you as a leader and resource within your community. To join ZERO's inspirational national group of dedicated leaders, please contact Shawn K. Supers, Senior Director of Donor Relations, at shawn@zercancer.org, or 202-344-9058, or visit zercancer.org/champions for more information.

Building a Nationwide Community to ZERO out Prostate Cancer

The ZERO Prostate Cancer Run/Walk series is the largest men's health event in the US, dedicated to ending prostate cancer. It raises funds, shares hope, and unites thousands of participants from coast to coast in honor of patients, survivors, families, and loved ones impacted by prostate cancer.

In 2022, ZERO's Run/Walks returned to in-person events for the first time since the pandemic and connected patients, survivors, caregivers, families, and friends at 47 nationwide events.

By galvanizing a community of more than 10,000+ prostate cancer heroes, these impactful events helped increase awareness, provided support, and raised \$3.6+ million for critically important patient support and resources, a 33% increase over last year.

In 2023, we were proud to host another impactful event series with 48 events across the United States. We welcomed Rockford, IL, Kenosha, WI, Fort Worth, TX, and Columbus, OH, to the ZERO Prostate Cancer Run/Walk family. As our dedicated community grows, the more patients, survivors, and families we can support, from diagnosis to treatment and everything in between.

// EVENTS LIKE THE RUN/WALK ALLOW US TO RAISE AWARENESS for such an important cause and help make men more aware of prostate cancer the way women have done for breast cancer. Men need to get behind prostate cancer awareness and start talking because sharing the message of early detection is vital. **//**

Derek Eisler

Prostate Cancer Survivor



**ZERO
RUN/WALKS
BY THE
NUMBERS
(SINCE INCEPTION)**

\$35,000,000

raised by the
Run/Walk series over
the last 16 years

170,000+

Run/Walk participants

\$5,000,000

in local grants given

ZERO[®]
PROSTATE CANCER
RUN/WALK



Run/Walk Honor Roll

Run/Walk Teams and Individuals Raising \$5,000+

Top fundraisers fund critical services including support to those in need, prostate cancer education and awareness, and the advancement of federal research for new treatments.

Thank you to these committed ZERO Run/Walk fundraising leaderboard winners for making a difference in the lives of prostate cancer patients and their families.

Adult Pediatric Urology
& Urogynecology

Andrew Zweig
Ripple Runners

Audi Hunt Valley

Bach Around the Clock

Bayer Home Office

Bernadette Greenwood

Bob Lane

Bunch O Nuts

Buzz's Boys

Chemosabes

Dick's Dream Team

Douglas Krenz

Eliza Forsburg

Fighting Men
Fighting Cancer

Finleigh Forsburg
FOFTC Spare the Walnut

Frednecks

Greater Boston Urology

Halo Dx

Karen Jauregui

Louise Gutt

Marty Kander

Michael and
the Slowpokes

MidLantic Urology

Miles for Mike

MRIdian SMART/

ViewRay

Nilay Gandhi

Papa JT

Pfizer NYC

Potomac Urology

Stream Team

Silenzio Cancer!

Soaring Eagle

Strong as Steele at XR

Team Angus

Team Blackney

Team El Jefe

Team Gutt

Team HMU

Team Jeremy

Team KevKev!

Team Krenz

Team Nikituk

Team Philibin

Team Poppa,
Pappy and Cuggy

Team Vince

The Forsburg 40

This One's For Terry

Unfinished Business

Urology Specialists of
the Carolinas

UroPartners2022

Valley VIPs

Warren's Warriors



Run/Walk Premier Sponsor

Thank you to Abbvie, ZERO's Premier National Run/Walk sponsor, for their investment in supporting patients and their families over the past fifteen years of partnership with ZERO.

abbvie

Celebrating the 2022 Bold For Blue Award Winners

ZERO rolled out the “blue carpet” once again for the fifth annual Bold for Blue Award Ceremony – a celebration of the passionate and committed men, women, families, and companies who have made a bold impact in the fight against prostate cancer. Last year’s Bold for Blue fundraising awards showcased those who have gone above and beyond with lifesaving fundraising efforts to support patients and their families during their most urgent need.

The **Impact Award** winners were Jamie Bearse, ZERO’s former President and CEO, for his 21-year service to our community, and Ted Healy, for going above and beyond the call of duty to raise awareness and funds for our cause. The **Legacy Awards** honored the contributions of Judge Ralph Burnett, Robert Ginyard, Quentin “Skip” Lockwood, Bob Samuels, Susie Schlernitzauer, Jonathan Schwartz, and John Willey. The winner of the **Hope Award** for their exemplary dedication, service, and giving hope to prostate cancer survivors and their families was Donna Hollister.

The **Caesar Blevins Warrior Award recipients**, inspired by and named after a prostate cancer super-advocate who passed away in April 2021, are Steve Abbott and Len Sierra. The **Megaphone Award Winner** was presented to Frederick Anderson, the founder of the Blue Jacket Fashion Show. The **Years of Service Award** honored Dr. Les Raff, and the **Prostate Cancer Awareness Month Impact Award** honored Darrell Sabbs.

The **Health Equity Advocacy Award** was awarded to Representative La Shawn K. Ford of the 8th District in the Illinois General Assembly; **Health Equity Individual Award** to Jeff Fortson; **Health Equity Lifetime Service Award** to Congressman Bobby Rush of the 1st Congressional District of Illinois; **Health Equity Organizational Award** to Prostate Health Education Network (PHEN); and the **Prostate Cancer Veterans Advocacy Award** to Colonel Paul Taylor, retired US Army.

The **Top Corporate Fundraisers** include AutoNation, Baird, Bayer, Pfizer, and Tito’s Handmade Vodka.



LEGACY AWARD WINNER SPOTLIGHT

“It was amazing to be honored as one of the Legacy Award winners, along with many other passionate and dedicated prostate cancer advocates. I am grateful for the recognition of my impact on the prostate cancer community. I know that my brother Terry would be proud of the work I have done and continue to do in his memory.”

Legacy Award Recipient
Suzanne Schlernitzauer
ZERO Champion
Prostate Cancer Advocate



Top Fundraisers included Susan Blackney, Kristin Boehm, Catherine Chapman, Zach Collins, Trevor Cohen, Alex Parker, Jackie Cromwell, Michael Dunne, Pat Forsburg, Alan Hosack, Sandy Maxey, Bill Miller, Team Nikituk, Anna and Ryan Pessah, Megan Robertson, Ed Varney, and Wendy Zweig.



Elevating Prostate Cancer Awareness

ZERO PODCAST: PROSTATE CANCER UNCENSORED

For the second year, ZERO partnered with Bayer Pharmaceuticals to host the “Prostate Cancer Uncensored” podcast

series as part of the ***We’re Not Gonna Take It*** prostate cancer education campaign.

The podcast series, co-hosted by prostate cancer survivor and famed musician Jay Jay French of the heavy metal band Twisted Sister, has attracted thousands of listeners to learn more about prostate cancer, symptoms, side effects from treatment, and more. The ***We’re Not Gonna Take It*** podcast includes candid discussions with celebrities, including prostate cancer survivors Rob Halford of Judas Priest, William King of the Commodores, and Cowboy Max, a TikTok superstar.

Because of the campaign’s broad reach and patient education efforts, the campaign gained national recognition. The campaign was nominated for three prestigious media awards.

- Reuters Most Valuable Digital Patient Engagement Award - Finalist
- Reuters Most Valuable Collaboration Award - Finalist
- 2023 NA SABRE Marketing to Men Award - Finalist

**WE’RE
NOT
GONNA
TAKE IT!**

For the second year, ZERO partnered with the **Annual Blue Jacket Fashion Show** in New York City to raise awareness, improve early detection, and save lives. This high-profile, celebrity event unites the worlds of fashion, entertainment, sports, healthcare, and media to discuss prostate cancer, emphasizing racial disparities and underserved communities. Celebrities included Bill Nye, Don Lemon, and Mario Cantone, among others, and was covered by many major press outlets. Janssen Oncology sponsored the event.

To expand the event’s impact, the Blue Jacket and ZERO partnered with New York’s Mount Sinai Hospital and Montefiore Medical Center to host two free prostate cancer screening events. The Mount Sinai Robert F. Smith Mobile Prostate Cancer Screening van provided no-cost screenings at a site in Harlem, and Blue Jacket Fashion Show guests had the opportunity to be screened for prostate cancer onsite at the fashion show location in Manhattan.



Urology Practice Partners

Over the past fifteen years, ZERO Prostate Cancer's Run/Walk series has built a nationwide community of heroes committed to ensuring progress in the fight against prostate cancer. With the partnership of urology practices from across the country, ZERO works alongside medical professionals and their teams to host these events that bring hope, awareness, education, and critically essential funds to help support patients and their families. Thank you to our dedicated partners:

Adult Pediatric Urology & Urogynecology

Advanced Urology Associates

Adventist Health

Alliance Urology Specialists

Associated Urologists of North Carolina

Augusta Urology

Blue Ribbon Cancer Coalition

Chesapeake Urology

Cincinnati Cancer Advisors

Florida Urology Partners

Golden State Urology

Greater Boston Urology

Hartford Healthcare

Houston Metro Urology

Kansas City Urology

Kearney Urology

MidLantic Urology

Minneapolis Radiation Oncology

MidLantic Urology

Minneapolis Radiation Oncology

Minnesota Oncology

Minnesota Urology

Mon Health

Potomac Urology

Summit Urology Group

Tallwood Urology and Kidney

Tampa General Hospital

The Prostate Health Podcast

The Urology Group P.C.

UPMC

Urologic Specialists

Urology Associates of SENC

Urology Associates OKC

Urology Austin

Urology of Virginia

Urology Specialists of the Carolinas

Uropartners

Wilmington Health Urology

2022 Grantees

ZERO's community grant program funds local nonprofit organizations dedicated to helping prostate cancer patients and families in their local areas. Proceeds from ZERO Prostate Cancer Run/Walks are invested locally through the following grantees:

Blue Ribbon Cancer Coalition of PA

Cancer Resource Foundation

Cone Health

Hartford Healthcare

Tallwood Urology

Mary Crowley Cancer Research

Patient Advocate Foundation

Schellhammer Urological Research Foundation

St. Helena Hospital Foundation

Urology Care Foundation



“ IT IS NOT LOST ON ME that I have enough open road in front of me to hopefully make it to the next great treatment as a result of the groundbreaking work that has been done in the last 20 to 25 years, made possible because of ZERO and the commitment of donors like you. ”

Steve Abbott

ZERO Champion

Prostate Cancer Patient

A World with ZERO Prostate Cancer Only Happens with You

Our collective impact is made possible with you and our passionate and inspiring community. Together, we are an unstoppable force to make the pain and suffering caused by this disease a thing of the past.

You are the voice for the voiceless, an unwavering source of support for patients and families needing a lifeline. **It will take all of us to end prostate cancer.**

“ WHEN I WAS DIAGNOSED, I didn’t understand the treatment options or know where to turn for that information. ZERO solved that for me, and I was empowered to make the decisions that were best for my situation. Guys like me who’ve been affected have to be the ones to call for more treatment options, more funding for research, and more legislation to assist prostate cancer patients. Being a donor helps to do all these things and helps those in our community.”

David McElhaney
ZERO Champion
Prostate Cancer Survivor
Support Group Leader



GIVING OPPORTUNITIES

LEAVING YOUR LEGACY WITH ZERO:

You can make a lasting impact on your prostate cancer community by including ZERO in your estate plans. Contribute to a more hopeful future for those facing prostate cancer today by visiting freewill.com/zeroprostatecancer.

JOIN THE BLUE RIBBON CIRCLE: When you make a monthly gift, you become a member of ZERO’s Blue Ribbon Circle, a passionate collective of donors building a steady stream of support the prostate cancer community can count on.

WORKPLACE GIVING: Get your colleagues involved in the fight against prostate cancer.

OTHER WAYS TO GIVE: We accept gifts of stock, cryptocurrency, pledged commitments, and donor-advised funds.



Scan to put your gift to work immediately.

ZERO's Leadership

2022 Board of Directors

Tom Bognanno
Chair

Alicia Morgans, M.D., M.P.H.
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Secretary/Treasurer

Teedra Bernard

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Alan Goldman

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Brad D. Lerner, M.D., F.A.C.S., C.A.S.C.

Sandra Maxey

Kelvin Moses, M.D., Ph.D., F.A.C.S.

Cheryl Nikituk

Daniel Perkins

Jon Poindexter

James Schraidt

Jonathan D. Schwartz

Donald Slaght

ZERO Management Team

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

Colony Brown
Chief Marketing Officer*

Tracy Cesaretti
Vice President, Events

Jen Gomes
Vice President,
Operations

Ali Manson
Vice President
Government Relations
and Advocacy

Shelby Moneer
Vice President
Patient Programs
and Education

***Executive
Team Members**

Medical Advisory Board

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

Joanna Doran, Esq.
Triage Cancer

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

Elisabeth Heath, M.D., F.A.C.P.
Wayne State University
School of Medicine

Laurence Klotz, M.D.
University of Toronto

Stacy Loeb, M.D., M.S.c., Ph.D. (Hon)
New York University School of
Medicine and the Manhattan
Veterans Affairs Medical Center

**Benjamin H. Lowentritt,
M.D., F.A.C.S.**
Chesapeake Urology Associates
and Director of the Minimally
Invasive and Robotic Surgery
Group at Chesapeake Urology

Meredith Morgan, M.S.N.
Urology Oncology Clinic,
University of Michigan
Comprehensive
Cancer Center

Kelvin Moses, M.D., Ph.D.
Vanderbilt University
Medical Center

Rachel S. Rubin, M.D.
Assistant Clinical Professor
in Urology at
Georgetown University

Charles J. Ryan, M.D.
Prostate Cancer Foundation

**Alison Sachs, M.S.W., C.S.W.,
O.S.W.-C.**
Eisenhower Lucy Curci
Cancer Center

Eric Shinohara, M.D., M.S.C.I.
Vanderbilt University
Medical Center

FY 2022-23 Financials

APRIL 1, 2022 - MARCH 31, 2023

Gross Income	\$9,365,841
Gross Expenses	-\$10,407,106

Profit/Loss **-\$1,041,265**

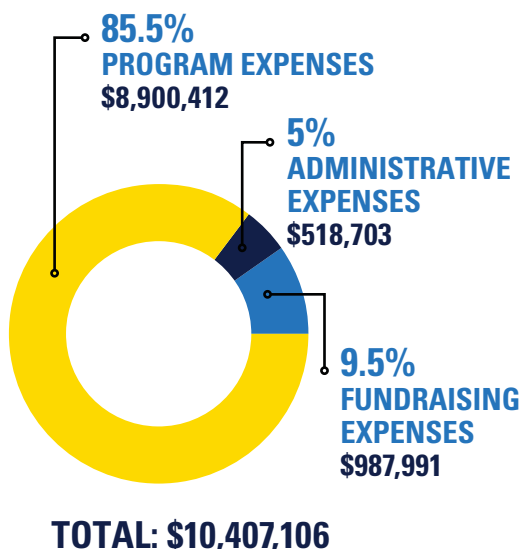
Assets

Total Assets	\$7,317,310
Total Liabilities	-\$1,453,845

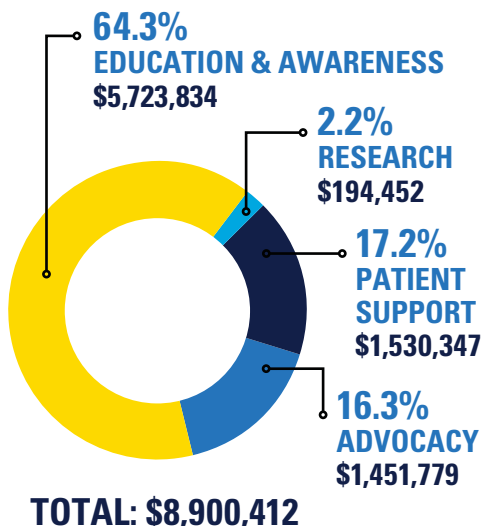
Net Assets **\$5,853,465**



SPENDING



SPENDING BY PROGRAM CATEGORY



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.

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

Join us to build a ZERO Prostate Cancer future.

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