



ZERO[®]
PROSTATE CANCER

Annual Report **Fiscal Year 2025**

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A Letter From Our CEO & Board Chairman

To our ZERO Prostate Cancer community,

Thank you for being part of a bold transformation that drove some of ZERO’s greatest successes over the course of this fiscal year. This year was about purposeful change—grounded in the urgency to accelerate our impact and save more lives. We asked hard questions, made tough choices, and focused relentlessly on what matters most: a future where prostate cancer is detected early, support is unwavering, and care is accessible to all.

We’ve witnessed our team and partners bring renewed clarity and intention to our mission, elevating patient voices at every turn and reinforcing the continuum of support. We ensured our message was bold yet practical, so that men understand their risk, feel seen, and know where to turn.

This year was about purposeful change—grounded in the urgency to accelerate our impact and save more lives. We asked hard questions, made tough choices, and focused relentlessly on what matters most: a future where prostate cancer is detected early, support is unwavering, and care is accessible to all.

This year, we watched ZERO show up with compassion and action that make a tangible difference. Our community came together through nationwide Run/Walks and the launch of new challenges like the ZERO Peaks Challenge, uniting survivors, caregivers, clinicians, and advocates in shared purpose. Peer connections deepened as more men found community and guidance from those who’ve walked this road, including case managers, group leaders, and MENtors who helped families understand options and next steps with dignity and confidence.

These are not abstract milestones; they are lifelines.

At a time when federal research funding faced steep cuts, and many organizations saw programs eliminated entirely, our advocacy efforts helped retain \$75 million for the Prostate Cancer Research Program. This wasn’t just a policy win; it was a testament to the strength of our community and the power of persistence, partnership, and hope. Momentum grew at the state level too, with more states passing legislation to remove cost barriers to prostate cancer screening.

We also launched the most ambitious prostate cancer initiative in U.S. history: **Blitz the Barriers**, with the goal of saving 100,000 lives by 2035. And we didn’t stop there. This past year also marked the debut of our ZERO+One Caregiver Retreat, a first-of-its-kind gathering to honor and

uplift those supporting and caring for those facing this disease, a true reflection of our deep and ongoing commitment to providing resources, education, and emotional support.

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From do-it-yourself fundraisers to our coast-to-coast Run/Walk series, survivors, caregivers, and supporters united to transform individual journeys into collective strength, showing men with prostate cancer that they never have to walk their path alone. We’ve said

before that ZERO needs to be bolder and louder, and this is the conviction that fuels our new ZERO Peaks Challenge. ZERO Peaks Challenge is not just a climb, it’s a movement, a testament that survival is only the beginning of the story.

Thank you to our patients and care partners who trust us, our advocates and volunteers who fuel our mission, our clinicians and partners who stand alongside us, and our supporters who believe in this cause. Your commitment has made this a year of hard-won progress and renewed momentum.

As we forge ahead, we will keep listening, learning, growing, and leading with urgency so that together we continue to transform fear into action, isolation into community, and diagnosis into a path forward: **Zero Stigma. Zero Barriers.**

With gratitude,



Thomas Bognanno
Chairman, Board of Directors
ZERO Prostate Cancer



Courtney Bugler
President & CEO
ZERO Prostate Cancer





FY25 SUMMARY

New Mission, Vision, and Values launched to reflect ZERO’s commitment to early detection, unwavering support, and accessible care for all impacted by prostate cancer. Our Mission, Vision, and Values now anchor and reflect all organizational strategies, programs, and partnerships.

As the nation’s number one provider of prostate cancer resources for those at risk, diagnosed, and their families, we are determined to meet people where they are — with programs and services that increase early detection, effective treatment, survival, and long-term health.

Zero Stigma. Zero Barriers.

Mission

To improve and save lives from prostate cancer through **advocacy, awareness, education, and support.**

Vision

A future where prostate cancer detection is early, support is unwavering, and care is accessible to all.

Values

Ambition, Courage, Empathy, Inclusion, Integrity



ADVOCACY

Advocacy Highlight: 2025 Advocacy Summit

The annual ZERO Prostate Cancer Advocacy Summit was held in February 2025. The cornerstone of ZERO’s advocacy efforts, the Summit featured advocates traveling to Washington, D.C. to train on policy priorities and visit their Members of Congress on Capitol Hill to share the importance of these policies in improving and saving lives from prostate cancer.

Advocates were joined by Members of Congress at a reception in the Cannon House Office Building.



154 advocates registered
38% first-time advocates



163
meetings on Capitol Hill



41
states represented



Federal Advocacy

This year proved the importance of ZERO’s long-term commitment to consistent and persistent advocacy.

- The new administration brought new challenges in maintaining public funding of research and access to care.
- For the first time in history, the Department of Defense was funded with a full-year continuing resolution that included a 57% cut to the Congressionally Directed Medical Research Programs (CDMRP) and a 32% cut to the Prostate Cancer Research Program (PCRP).
- The \$75 million in funding for the PCRP is a testament to the long-term efforts of ZERO advocates — most CDMRP programs were eliminated.
- In 2024, ZERO’s grassroots advocates grew by 25% — recruiting new people committed to sharing their stories to make the world a better place for prostate cancer patients.
- In the first 3 months of 2025, our advocates met the challenges presented by the Administration and Congress, engaging at record levels to protect the PCRP.
- We continued to increase support for the PSA Screening for HIM Act and had it reintroduced in the first weeks of the 119th Congress.

State Advocacy

- Passed no cost-sharing legislation to eliminate cost-sharing for prostate cancer screening in TN, KY, DE, DC, and VA.
- By March 31, 2025, bills introduced in 9 states for the 2025 legislative cycle.
- We’ve also expanded the issues on which we engage, including support for biomarker testing coverage, cancer screenings for high-risk populations, protecting patients from medical debt and financial toxicity, and creating screening and awareness programs in states.



Bills introduced
in 9 states – serving
20,202,947 at-risk men

Veterans

We continue to work with the Department of Veterans Affairs to implement the prostate cancer clinical pathway, improving access to care for prostate cancer patients at all points in the prostate cancer care continuum.

We became aware of attempts within the VA to eliminate the Precision Oncology Program for Cancer of the Prostate and have activated our advocates to preserve the program, which offers access to personalized medicine, genetic and genomic testing, and clinical research opportunities for cutting-edge care for Veterans with prostate cancer.

Summit Leaders Program

- We launched the inaugural Summit Leaders Program, receiving over 80 applications for 13 spots.
- Advocates received intensive training in the legislative process, ZERO’s priorities, ways to use the media to support advocacy, and more.
- The program culminated with the 2025 ZERO Prostate Cancer Advocacy Summit, where participants served as team leads and grassroots advocates.
- Participants in the program have appeared on congressional briefing panels, gotten state legislation introduced in 2 states, and engaged with prostate cancer advocacy in new ways. We look forward to their continued leadership.

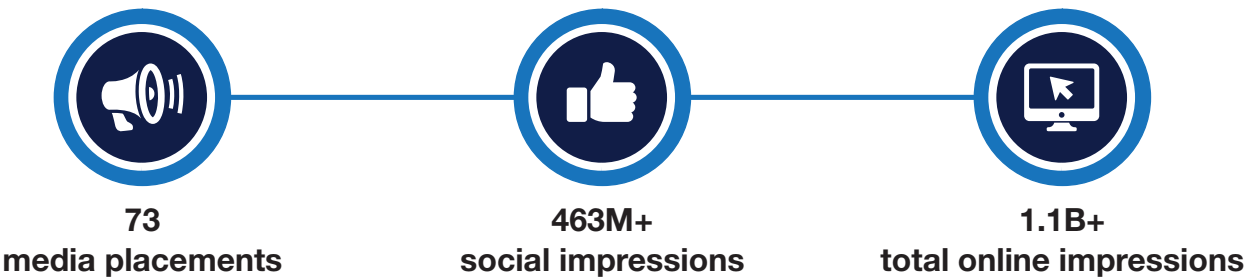




AWARENESS

Awareness Highlight: Blue Jacket Fashion Show

In February, ZERO Prostate Cancer returned as a partner for the 9th annual Blue Jacket Fashion Show, which kicked off New York Fashion Week by bringing national attention to prostate cancer awareness and early detection during National Cancer Prevention Month and Black History Month. The event celebrated survivorship, broke down stigma, and amplified lifesaving messages to millions across the country.



Celebrities such as **Alex Lundqvist**, **Mario Cantone**, **Bill Nye**, and **Nigel Barker** walked the runway, using their platforms to spotlight the importance of early detection and equitable care. The show was a hit with national media coverage and Bill Nye was the most Googled celebrity of New York Fashion Week.



Ambassador Program

In 2025, ZERO launched its Ambassador Program with Mathew Knowles, Ph.D., a renowned music executive and visionary entrepreneur, and Allan Houston, a celebrated NBA All-Star and Founder of FISLL, as the organization’s first Global Ambassadors. The program empowers ambassadors to use their influence, experiences, and platforms to educate audiences, amplify ZERO’s mission, and help dismantle the barriers that prevent too many men, particularly those at highest risk, from receiving timely screenings, care, and support.

ZERO’s brand ambassador and brand partner program quickly garnered significant exposure through major media outlets like BET, USA Today, Forbes, CNBC, and Black Health Matters.



Mathew Knowles is an author, professor, lecturer, music executive, entrepreneur, and cancer survivor, widely recognized for his impact on the entertainment industry and his commitment to education and philanthropy. As the founder of Music World Entertainment Corporation, he has served as executive producer on more than 100 award-winning albums across multiple genres, contributing to more than 450 million records sold worldwide. He has also worked in film and television as an executive producer and has led philanthropic initiatives like The Knowles Temenos House for Houston’s homeless. As a pioneer for African American success in corporate and creative industries, Mr. Knowles continues to use his platform to educate, inspire, and drive meaningful change as a ZERO Global Ambassador.



Allan Houston is a two-time NBA All-Star whose athletic achievements include winning a gold medal with the U.S. men’s basketball team at the 2000 Summer Olympics. Houston’s commitment to excellence is reflected both in his playing career, where he averaged over 17 points per game, and in his current executive leadership role with the New York Knicks. Houston joins ZERO to advance health equity and early detection for those at risk of prostate cancer. “As a survivor, I know firsthand that awareness and access to resources can mean the difference between life and death,” said Houston. “ZERO is doing extraordinary work to ensure men—especially men in underserved communities—get the support and care they need and deserve. I am honored to join this fight.”

Both Mathew Knowles and Allan Houston were appointed as members of ZERO’s Board of Directors, and will begin their terms in Fiscal Year 2026.

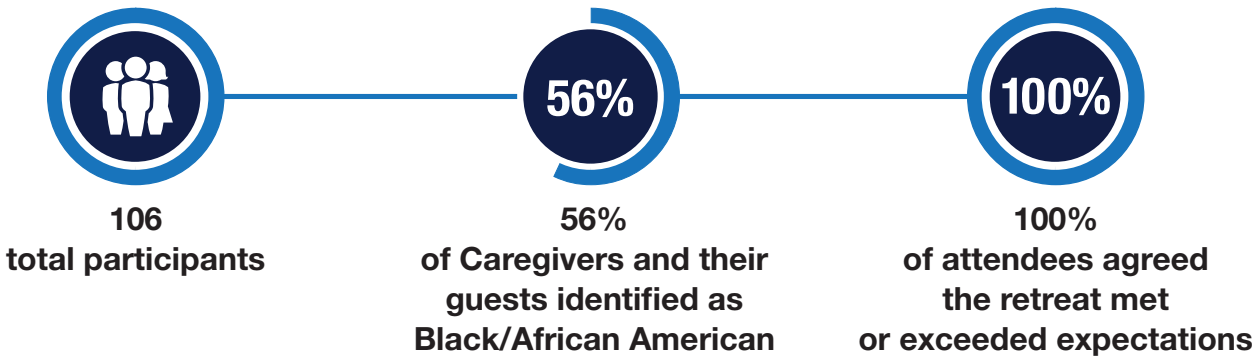


EDUCATION

Education Highlight: **ZERO+One Caregiver Retreat**

In October 2024, ZERO Prostate Cancer held its first-ever ZERO+One Caregiver Retreat in Chicago, Illinois. This first-of-its-kind event was an empowering and transformative event dedicated to caregivers of those affected by prostate cancer. This retreat brought together caregivers from across the nation to share experiences, gain knowledge, and recharge emotionally and mentally. The retreat underscored ZERO’s commitment to addressing the unique challenges of caregiving with impactful education, community-building, and wellness resources.

Sessions covered essential topics such as self-care, financial and legal concerns, sexual health, and intimacy between spouses and partners.



Webinars

ZERO Prostate Cancer held seven educational webinars in FY25, with 2,055 registrations and more than 24,000 on-demand views.

Research Newsletter Launch

In June 2024, ZERO Prostate Cancer launched a brand new research-focused monthly newsletter, *Prostate Cancer Discoveries Digest*, which highlights the latest updates in prostate cancer research. The newsletter now reaches more than 25,000 recipients, with over 228,000 emails sent to date.

New Educational Materials

In FY25, three new educational guides and materials were developed and released by ZERO’s Patient Programs & Education team, ensuring the continued expansion and refinement of available resources.



SUPPORT

Blitz the Barriers

Objective: To save 100,000 lives over the next decade by closing the survival gap among the highest risk communities and removing barriers to prostate cancer diagnosis, treatment, and survival.

A \$7.5M, three-year investment from Lead Founding Partner Novartis jumpstarted the campaign.

- **Phase 1** focused on analyzing national healthcare data to identify areas with the greatest disparities in prostate cancer outcomes and launched in Atlanta and Baltimore.



- **Phase 2** will expand to Detroit, Washington, D.C., New Orleans, and Mississippi, applying lessons from the first phase.
- **Phase 3** will further scale the initiative to Houston, Chicago, Alabama, South Georgia, and Appalachia.

Lead Founding Partner: **Novartis**



- Commitment of \$7.5 million over three years
- The first two pilot sites for Blitz The Barriers launch in Fall 2025 in Baltimore and Atlanta

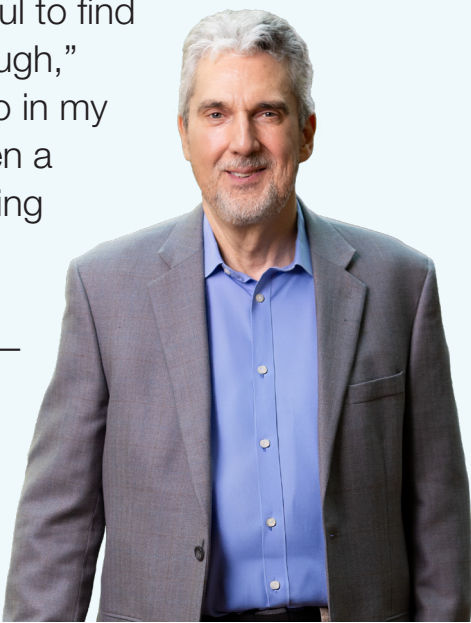


SUPPORT

Support Highlight: **David Horn, Support Group Leader**

When David Horn was diagnosed with prostate cancer in 2021, he was shocked — not just by the diagnosis, but by the sudden treatment decisions that he faced. While searching for guidance, David discovered ZERO’s Support Groups and was connected with one specifically for LGBTQIA+ patients. “It was wonderful to find other people who were going through what I was going through,” David recalls. “Their comments helped me decide what to do in my journey.” That encouragement became so powerful that when a leadership role opened, David stepped up to help others facing the same uncertainty he once felt.

For David, being a support group leader is more than a role — it’s a mission. “It’s a chance to give back to the community and spread the word about prostate cancer,” he says. “I used to be secretive about my cancer, but now I’m an advocate. I’m always telling people to get checked.”



ZERO360

In FY25, 987 patients were served by ZERO360 and connected to more than \$530,000 in financial support.

Support Groups

To date, ZERO Prostate Cancer now supports more than 170 unique support groups.

MENtor Program

In FY25, ZERO’s MENtor program resulted in 151 MENtor matches, a 44% growth year-over-year.

Volunteer Program

822 volunteers across Board Members, MENtors, Support Group leaders, active Advocates, and Run/Walk.



DEVELOPMENT

Run/Walk 2024 Season

- The nation’s largest event series dedicated to prostate cancer.
- ZERO’s Run/Walks are at the heart of our community-based 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 improve and save lives from prostate cancer.



35 events
\$4,179,495 raised



11,071 participants
3,844 fundraisers



\$332,224
in local grants





DEVELOPMENT

ZERO Peaks Challenge

- ZERO launched its newest signature Peer-to-Peer Program, the ZERO Peaks Challenge, in October 2024
- Three information sessions were held in October, November, and December, with more than 400 people signing up to attend
- 17 total hikers will travel to **Mount Kilimanjaro** in September 2025 to celebrate their own cancer journeys or to honor a loved one—and all will be there to tell prostate cancer to take a hike
- Plans to expand to 2 climbs in 2026 (Mount Kilimanjaro and Machu Picchu)

Presenting Partner: **Tolmar**



Fundraise Your Own Way

- Revamped the Do-It-Yourself program with a new name, Fundraise Your Own Way
- Integrates Birthday, Tribute, Celebrations, Sports & Events, and anyone who hosts an event for ZERO

Scott and Katy Freitag completed their journey biking around the perimeter of the United States on June 15, 2024, and their efforts raised over \$340,000 for ZERO Prostate Cancer.



Team ZERO

Team ZERO participated in the Bank of America Chicago Marathon, TCS New York City Marathon, and the United Airlines NYC Half Marathon and raised over \$180,000 with 50 total participants.

Participants included survivors, patients, family members, and those who have lost someone to prostate cancer.



50 participants,
\$180,000+ raised

Corporate Partnership



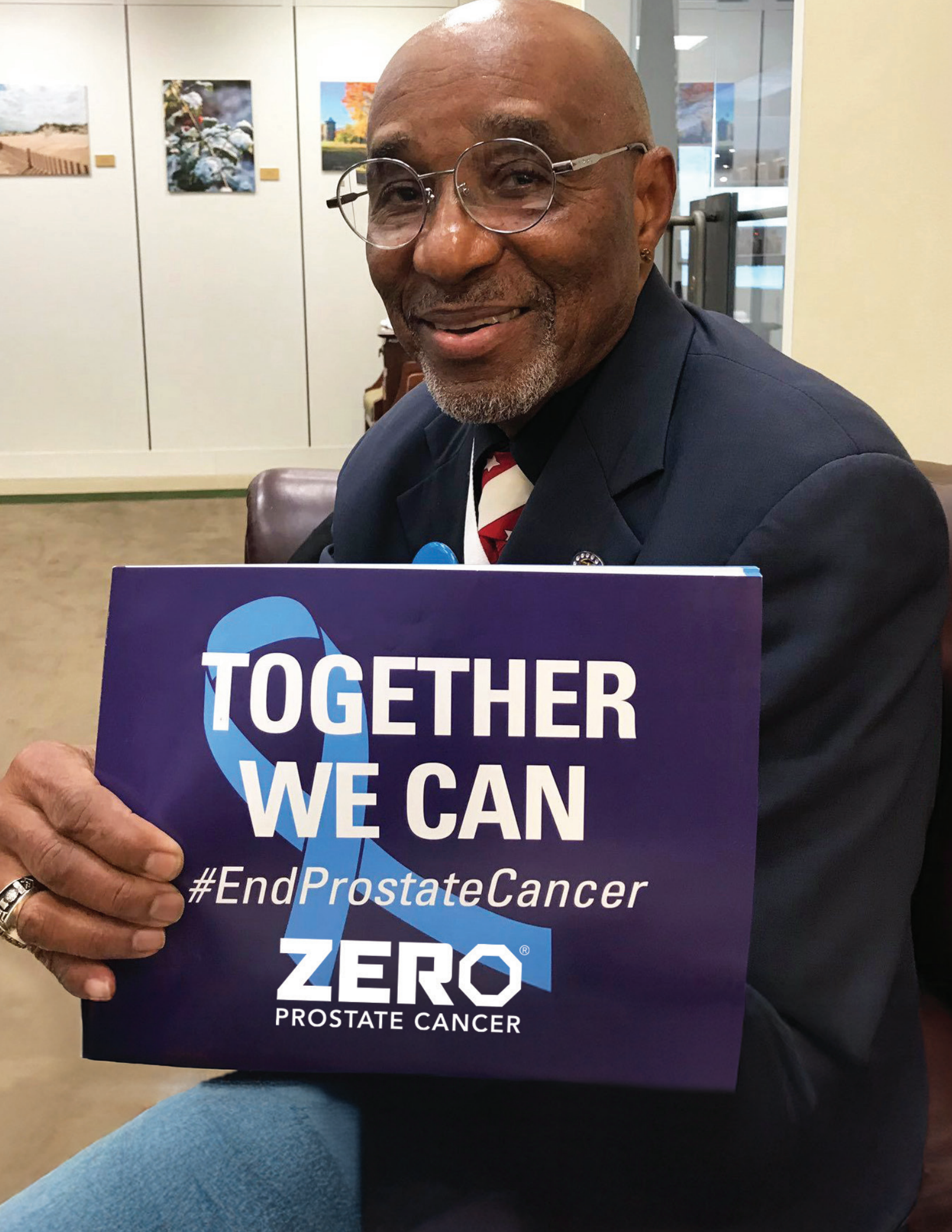












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Thank You to Our Top Supporters

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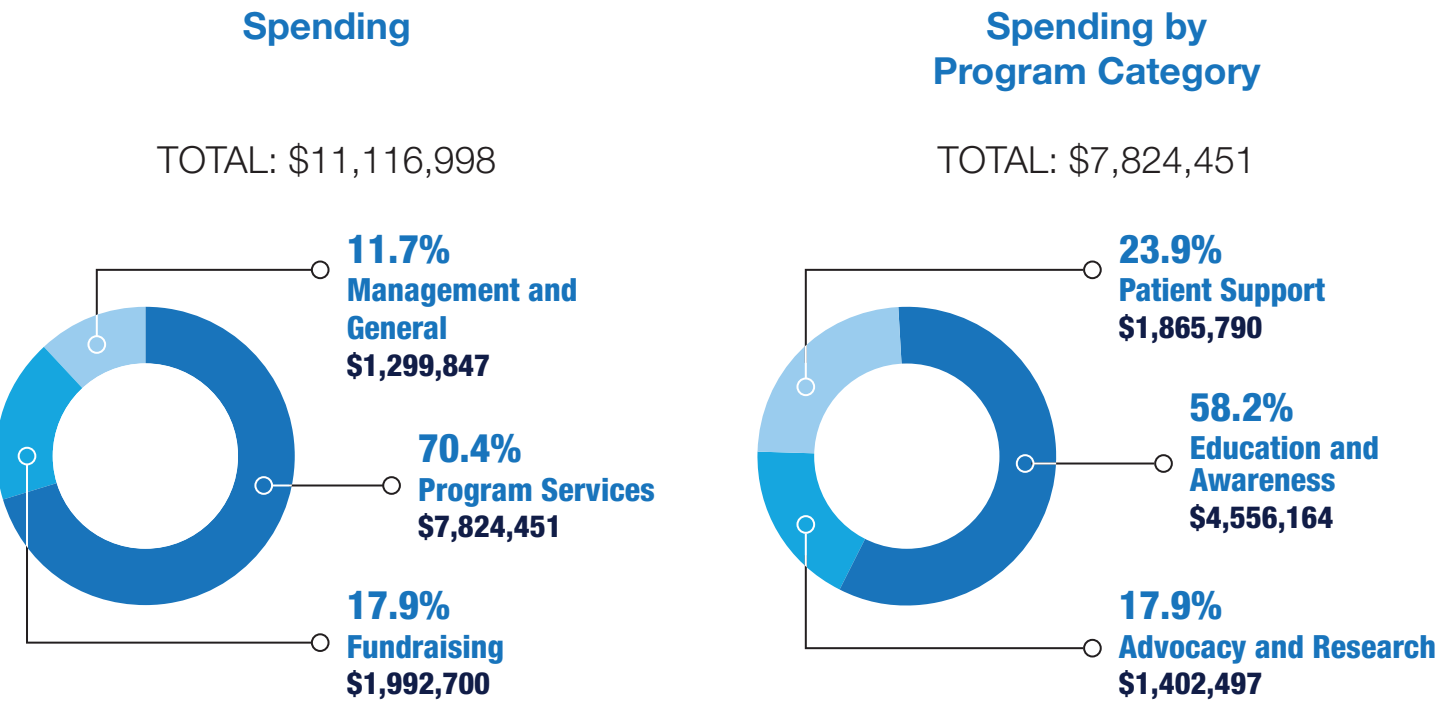
Jefferson Parker Chief Operating Officer

Fiscal Year 2025

(April 1, 2024 – March 31, 2025)

Total Revenue & Support	\$ 10,775,555
Total Expenses	11,116,998
Change in Net Assets	(341,443)
Net Assets – Beginning of Year, as Restated	7,213,267
Net Assets – End of Year	\$ 6,871,824
Total Assets	\$ 7,860,980
Total Liabilities	989,156
Total Net Assets	\$ 6,871,824

Total Functional Expenses



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.