

NO MAN FIGHTS ALONE

2016 ANNUAL REPORT

**FIGHT.
SURVIVE.
THRIVE.**

ZERO
THE END OF PROSTATE CANCER



“

The journey to ZERO begins with you. You are the champions for the nearly three million American men and families fighting prostate cancer today; You are the heralds of inspirational stories from countless families who have fought courageously; and You are the heroes for the generation to come.

Ending prostate cancer takes passionate and informed leaders. Together, we have earned and preserved \$1.5B in prostate cancer research since ZERO was founded in 1996. The results of our shared passion are remarkable – three new treatments for advanced prostate cancer in the last seven years, and many amazing breakthroughs aimed at deciphering aggressive tumors from indolent disease.

While much of our work is focused on improving research outcomes, we need public health programs to help men survive and thrive past prostate cancer. One of the simplest and most effective means to reduce prostate cancer deaths is testing – especially for those who are at high risk. Working with precision science, testing is the beginning to a better life for a prostate cancer patient. A new day is dawning where defined treatment pathways will lead to more lives saved and less suffering endured.

Our task ahead is daunting. There are many challenges facing our nation and calling for solutions. But our challenges pale in comparison to those of the men who are in the fight every day – battling the disease, facing financial troubles, and strapping on their boots and powering to work each day. For these families, our cause means defending patient rights, widening access to care, and providing support in navigating the challenges in their cancer journeys.

As we move forward, we are excited to see how the landmark discoveries and health care improvements we fight for today will better the lives of patients and their families tomorrow. Our shared, cause-driven passion will light our journey and blaze a path to the end of prostate cancer.

With Deep Gratitude,

Jamie Bearse
President and CEO
Twitter @jamibearse

We Fight with You

ZERO is on a mission to save men's lives from prostate cancer.

**Losing a man we love every
20 minutes to prostate cancer is unacceptable.**

We envision a future with zero prostate cancer deaths and an end to pain and suffering.

To achieve this future, we have declared one number above others: ZERO.

We are uniting men and families impacted by the disease to make ending it a national priority.

By advancing research, improving lives, and inspiring action, we're building Generation ZERO, the first generation of men free from prostate cancer.

Together in the Journey to ZERO.

Helping Patients Now

Helping patients and their families who are living with the impacts of prostate cancer every day is our priority. Fighting cancer is difficult enough. No man should also have to fight for adequate and affordable coverage. ZERO provides programs to help alleviate the often devastating financial and emotional impacts and other challenges that come with a prostate cancer diagnosis. Helping men understand their risk starts with testing. We know early detection saves lives and that all men have the right to prostate cancer screening.

- In partnership with the Patient Access Network Foundation since 2013, ZERO provided a lifeline to thousands of men and families by administering a co-pay fund for advanced prostate cancer patients. This year alone, we granted more than \$52M in financial assistance to more than 15,266 men nationwide.
- In October 2016, ZERO launched its ZERO360 patient navigation program to provide free, customized support for men with prostate cancer (in a partnership with Patient Advocate Foundation). This unique program, the only case management program exclusively for men with prostate cancer, helps patients access financial resources to cover treatment, find emotional support, and get help with accessing resources for basic necessities like food assistance or utility relief. No family should have to face the choice between cancer therapy and shelter or food. ZERO360 navigators work tirelessly on patients' behalf to ensure access to the resources they need, from diagnosis to survivorship.
- ZERO partners with community organizations, Chesapeake Urology Associates, and other urology practices to provide free prostate cancer screening for at-risk men. As a result, 1,138 men were tested across the country in 26 funded events.



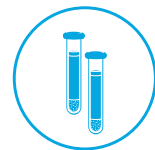
\$52,329,355

FINANCIAL ASSISTANCE
TO PATIENTS



Launched

NEW PATIENT NAVIGATION
PROGRAM



1,138

MEN PROVIDED
WITH FREE SCREENING



26

PROSTATE CANCER
SCREENING EVENTS



80% of patients said that they needed more help at the time of their prostate cancer diagnosis

ZERO Survey of Prostate Cancer Patients and Survivors

Inspiring Action

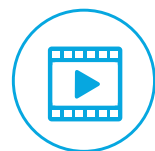
When we talk to prostate cancer patients and their families, we often hear “what can I do to make sure no one has to go through what I did?” Spreading awareness and helping to educate men about their prostate cancer risks is at the heart of our outreach efforts. For more than a decade, men have been discouraged to get screened. It is up to us to make sure men have all the facts to make informed choices that may save their lives.

- With a brand new patient-centric website, featuring direct access to patient support programs and timely information about treatments and disease statistics, ZERO is reaching thousands of men monthly and connecting them with the resources they need.
- To help patients access medical expertise from the comfort of their home, ZERO’s webinar series addressed key issues including side effect management, genomic testing, and treatment options for localized prostate cancer.
- For us, every month is prostate cancer awareness month. More than 55 patients, survivors, and loved ones shared their personal stories and photos with us as part of our ZERO’s Heroes initiative. These stories, available on our website, serve as beacons of hope for those who are newly diagnosed.
- ZERO’s Awareness Toolkits helped advocates increase disease awareness and become active locally at health, community, and workplace events. In 2016, volunteers in 23 states used more than 70 toolkits to distribute our educational materials to thousands of people.
- Through our printed and online suite of materials and robust social media network, millions of men and families are armed with the information they need to battle the disease.



400,500

UNIQUE WEBSITE VISITORS



67

PATIENT EDUCATION VIDEOS & WEBINARS



1,500,000

WEB PAGE VIEWS



71

AWARENESS TOOLKITS DISTRIBUTED ACROSS 23 STATES



“ZERO’s education efforts are critical in creating awareness and motivating men to take action. I share my story to help others and let them know they are not alone in this battle.”

Chas Rodgers, father, husband, prostate cancer survivor, and advocate

Achieving Two Major Milestones

Better treatments to improve the lives of men. Advanced diagnostics to determine aggressive versus non-aggressive disease. Greater access to early detection for all men who need it. All of these are reasons why we champion prostate cancer research and early detection on Capitol Hill. Together with our passionate advocates, ZERO has protected federal research funding for the Department of Defense Prostate Cancer Research Program (PCRP), the largest amount of federal dollars dedicated to prostate cancer research, for more than twenty years.

The work by you and other advocates last year has resulted into two major milestone victories in 2017:

- More than 140 survivors, patients, loved ones, doctors, and researchers came together for our annual ZERO Prostate Cancer Summit to advocate for 2017 PCRP funding and fight for policies to end prostate cancer. In a major victory for advocates, Congress appropriated an additional \$10M in PCRP funding for 2017 for a total of \$90M, the first increase since 2001. In recent years, the PCRP has generated three life-changing treatments for men living with advanced disease as well as a new genetic diagnosis profile to determine aggressive disease.
- In alliance with our partners in the prostate cancer and men's health communities, ZERO fostered discussions with United States Preventive Services Task Force (USPSTF) to encourage them to update their "D" recommendation on prostate cancer screening. In 2017, the USPSTF announced an updated "C" recommendation, which advises men to have a conversation with their doctor about the benefits and harms of prostate cancer screening.

We can't do this alone. We are so fortunate to have thousands of dedicated champions who volunteer their time to help spread the word, contact their elected officials, work community events, and support patients to make a difference in the fight against prostate cancer.





\$90 Million
FOR RESEARCH FUNDING



2,161
VOLUNTEERS



USPSTF Prostate Cancer Screening Recommendation	
2008 - 2016  Discourage the use of this service	2017  Offer or provide this service for selected patients (55 - 69), depending on individual circumstances

Join ZERO in the fight for every man to have access to early detection!



“ My job is to empower men to get tested. I was diagnosed at 38, this is not an old man's disease. I stress the importance of early detection, because it saved my life.

Marcus Brooks, prostate cancer survivor and advocate



Growing the Movement with Champions

ZERO Chapters are building vibrant communities of donors, advocates, run/walkers, and volunteers - all champions who come together in the fight against prostate cancer. Established in Texas, California, the Midwest, and the Mid-Atlantic states, ZERO Chapters are part of the fabric of these communities. With fundraising events, education, and advocacy activities to support patients and create awareness, ZERO is helping to make a year-round impact at the local level.

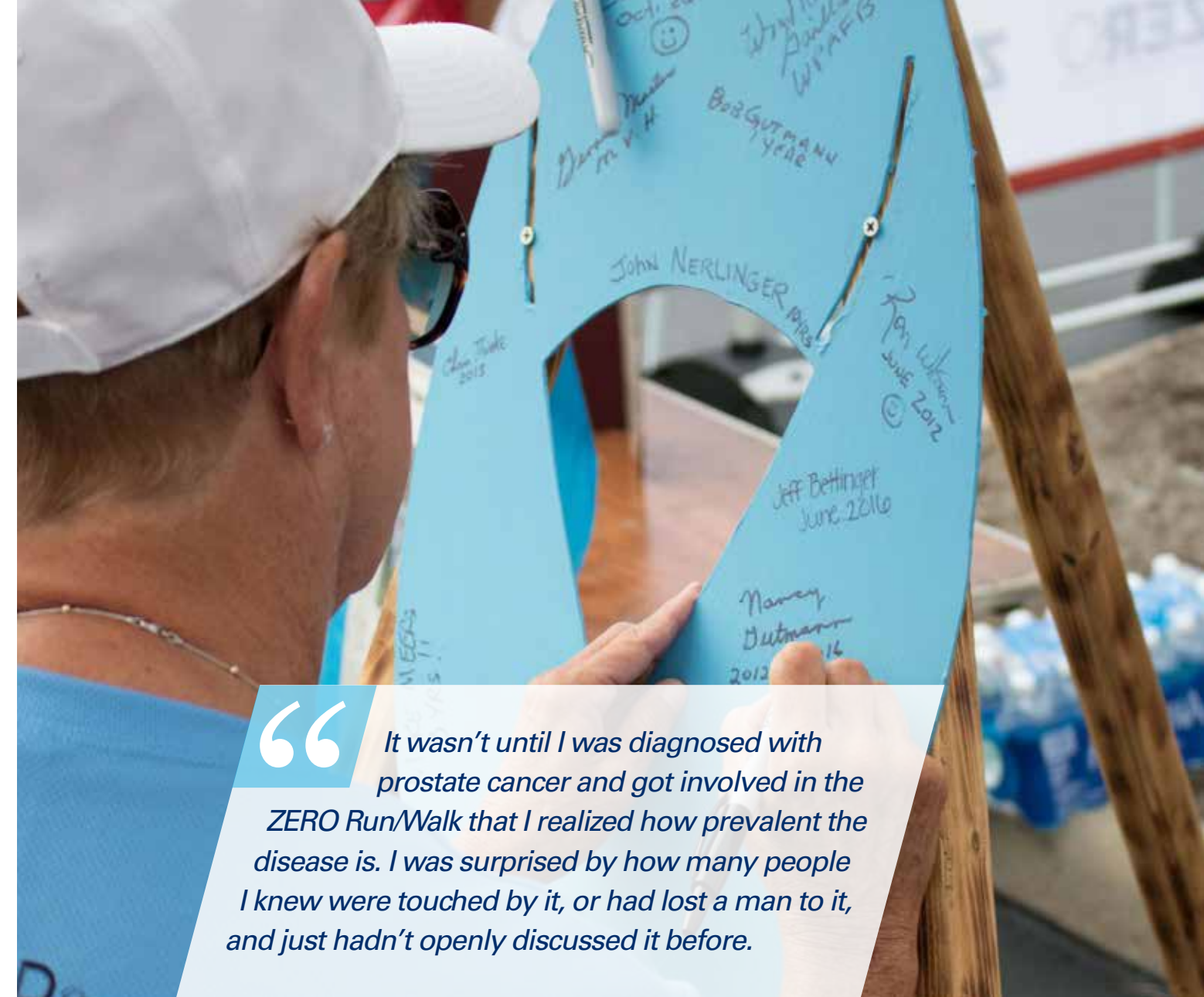
- Our national Run/Walk events, hosted with urology practice partners, serve as anchor events for men and their families to connect and share hope locally.
- 2016 marked another year of growth for the Run/Walk series as we added new events in Augusta, GA, Asheville, NC, Charleston, SC, Dayton, OH, Hartford, CT, Jacksonville, FL, Oklahoma City, OK, Portland, OR, Salt Lake City, UT, and Wichita, KS.
- Our Run/Walk community raised more than \$3.1 million to help increase federal research funding, provide patient support programs, and offer early detection and education. In addition to national efforts, ZERO granted funds to 20 local community organizations.
- Endurance athletes added meaning to their miles by helping us raise nearly a half million dollars to support patient programs, education, and access to free testing. Tom Hulsey, one of Team ZERO's athletes and a prostate cancer survivor, inspired us all by completing the IRONMAN World Championship in Kona and raising more than \$32,000.
- Inspiration also came in the form of creativity by our Do It Yourself fundraisers. They proved that you can turn just about any activity into a fundraiser to honor a loved one through dance competitions, golf and baseball tournaments, birthdays, and go-kart racing.
- For the third year, facial hair took center stage in November with thousands of men and women showing their support nationwide for our Grow & Give campaign. With teams representing corporate America to local law enforcement, guys with staches, goatees, and beards raised awareness and more than \$125,000 to help end the disease.

LOCAL IMPACT

OUR SUPPORT TO RESEARCH, EARLY DETECTION, AND PATIENT SUPPORT PROGRAMS

American Urological Association
 Blue Ribbon Cancer Coalition of Pennsylvania
 Cancer Resources Foundation, Inc.
 Gala of Hope Foundation
 Genesis Healthcare Foundation Inc.
 Hampton Roads Prostate Health Forum
 Hartford Hospital
 Los Padres Prostate Cancer Center
 Massachusetts Prostate Cancer Coalition
 Men's Health and Wellness Center

Molly's Angels
 Moses H. Cone Memorial Hospital
 Nebraska Prostate Cancer Research Center
 Oregon Urological Society
 The Pennsylvania Prostate Cancer Coalition
 St. Helena Hospital Foundation
 Schellhammer Urological Research Foundation
 US Too International
 Utah Health Living Foundation
 Wellmed Charitable Foundation



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It wasn't until I was diagnosed with prostate cancer and got involved in the ZERO Run/Walk that I realized how prevalent the disease is. I was surprised by how many people I knew were touched by it, or had lost a man to it, and just hadn't openly discussed it before.

Scott Moore, husband, father, prostate cancer survivor and fundraiser

LEADING THE WAY

Medical Advisory Board

Alicia Morgans, M.D., M.P.H. (Chair)
Vanderbilt-Ingram Cancer Center

Tomasz Beer, M.D.
Knight Cancer Institute
Oregon Health and Science University

Joanne Buzaglio, Ph.D.
Cancer Support Community

Kirstie Canene-Adams, Ph.D.
Tate & Lyle

Leo Giambarresi, Ph.D.
American Urological Association,
Director of Research (Retired)

Lee Jones, Ph.D.
Memorial Sloan Kettering Cancer Center

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

Alison Sachs, MSW, CSW, OSW-C
Eisenhower Lucy Curci Cancer Center

Eric Shinohara, M.D., MSCI
Vanderbilt University Medical Center

Damon E. Smith, M.D., FACRO
Genesis Healthcare Partners

“

It feels good to be able to provide comfort to families facing cancer through my gift of music. Recording the song helped me deal with the loss of my dad, knowing that I could help other families that were suffering.

Jimmy Charles



Jimmy Charles is a Nashville recording artist and former American Idol contestant whose songs can be heard on radios across the country. He's also ZERO's passionate spokesman, raising prostate cancer awareness and funds through community events, concerts, and hundreds of media interviews since 2015.

It all started with a song. Jimmy penned the hit "Superman," which quickly became ZERO's anthem. Several years ago Jimmy, a Baltimore native, connected with prostate cancer patient Phil Shulka at Chesapeake Urology Associates, a long-time partner of ZERO. After connecting in person and learning more about the struggles that men and families face when fighting cancer, Jimmy was inspired and "Superman" was born. During the time he was recording the song, Jimmy unexpectedly lost his own father.



To honor prostate cancer patients and survivors, Jimmy has made prostate cancer awareness a centerpiece of his appearances. As part of his national tours, he has performed at more than a dozen ZERO Run/Walks and is adding at least four more in 2017. He has become a beloved champion in the ZERO Community touching the hearts of thousands of men and families fighting the disease through his music, dedication, and support.

When not out performing, you can find him on Twitter @jimmycharles92.

Board of Directors

Quentin "Skip" Lockwood
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Robert G. Ginyard
Vice Chairman

Col. Paul Taylor
Secretary/Treasurer

Alicia K. Morgans, M.D., M.P.H.
Chair, Medical Advisory Board

Jonathan Schwartz
Past Chairman

Sherry S. Galloway, R.N., L.M.T.

Leo Giambarresi, Ph.D.

Jim Grohman

Nicola Howard

YOU MAKE HOPE HAPPEN



“ It doesn't matter if you are the patient or the caregiver. Getting outside of yourself, making a difference in other people's lives and experience in their cancer journey, helps you to cope with your own journey.

Venetia Wilhelmsen, wife and ZERO advocate

Because of you...

- More men will know their risks factors.
- Patients will have help to eliminate the barriers of getting the care they need.
- A wife will have more time with her husband.
- More innovate treatments will be available to patients funded by federal research.

Your investment in our cause is the needed assistance and hope for so many men.



#12161

Help Save Lives, Donate Today!



As we mark our twenty-year anniversary, we celebrate YOU: the patients, survivors, family members, and those loved ones who have passed from the disease. It is your passion and strength that powers our mission and inspires us to do more. Thank you for helping us achieve key milestones to build Generation ZERO, the first generation of men free from prostate cancer.



\$183,649,624
TOTAL FINANCIAL ASSISTANCE TO PATIENTS



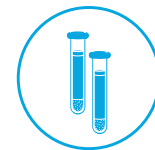
\$1.5 Billion
RESEARCH FUNDING - GENERATING THREE NEW TREATMENTS FOR ADVANCED PROSTATE CANCER



48,051
TOTAL MEN SUPPORTED WITH FINANCIAL ASSISTANCE FOR TREATMENTS



Updated
RECOMMENDATION FOR PROSTATE CANCER SCREENING



131,138
TOTAL MEN SCREENED FOR FREE



2016 Partners

104.3 K-HITS Radio
 180 Medical Inc
 4Path, Ltd
 AbbVie
 Adams Outdoor Advertising
 Advanced Urology Associates
 Adventist Health
 Allergan USA, Inc.
 Alliance Urology Specialists
 American Urological Association
 Amgen USA
 Andrew Jackson Lodge AF & AM
 Arch Cancer Care
 Asheville Hematology & Oncology
 Asheville Urological Associates
 Associated Medical Professionals of NY, PLLC
 Astellas Oncology
 Augmenix Corporation
 Augusta Urology Associates
 AUL Corp
 Aurora Diagnostics
 AutoNation
 Ayer Family Foundation
 Ayre Productions
 Bath Saver, Inc.
 Baxalta
 Bay Imaging Consultants
 Bayer
 Bayer/Melanie Jackson
 Berkshire Bank Foundation Inc
 Bio-Reference Laboratories
 Biotechnology Innovation Organization
 Blue Ribbon Cancer Coalition of Pennsylvania

Boston Scientific Corporation
 Bostwick Laboratories, Inc.
 Broadway National Bank
 Buddhist Tzu Chi Medical Foundation
 Cancer Resources Foundation, Inc.
 Cardinal Health
 CareFirst BlueCross BlueShield
 Cashcall Mortgage
 CBD Construction
 Central Consulting
 Central Ohio Urology Group
 Chesapeake Urology Associates
 Chicago Blackhawks Charities
 Coloplast
 Cone Health
 Cornerstone Government Affairs
 Corpus Christi Urology Group, PLLC
 Crouse Hospital
 Crowell & Moring LLP
 CyberDefenses, Inc.
 Dancers Against Cancer
 Daughters 4 Dads
 Dayton Physicians Network
 Dendreon
 Devon Preparatory School
 Dex Imaging, Inc.
 Drayer Physical Therapy Institute
 Ellin & Tucker
 Endo Pharmaceuticals Inc.
 Ferring Pharmaceuticals Inc.
 First Colonies Anesthesia Associates
 Frost Bank
 Genesis Healthcare Partners
 Genesis Urology
 GenomeDx Biosciences
 Genomic Health Inc.

Golden Gate Urology
 Greater Boston Urology
 Hanna Andersson
 Hansen-Garbarino Vineyards
 Hartford Healthcare Medical Group
 Hartford Hospital
 Heartland GCF
 Henry Schein, Inc.
 Iowa Clinic
 Jefferson Radiology
 Johnson & Johnson Health Care Systems, Inc.
 Janssen Oncology
 Kaiser Permanente
 Kansas City Urology Care, P.A.
 Kansas Medical Center
 Kasraeian Urology
 Katten Muchin Rosenman Foundation, Inc.
 King's Hawaiian Holding, Inc.
 Kirby Electric Inc
 Know Error
 Kodaly Kicks Cancer Out!
 Kohl's
 Kroger
 Lab Corp of America Holdings
 Larry H. Miller Communications Corp.
 Los Padres Prostate Cancer Foundation
 LSU Health Shreveport
 LUGPA
 Mag Mutual
 McKesson Medical-Surgical
 Medispec Management
 Medivation, Inc.
 Medstar Health, Inc
 Men's Health and Wellness Center

Mercedes-Benz of Arlington
 Mercedes-Benz of Fort Mitchell
 Mercy Health
 Metamark Laboratories
 Methodist Healthcare System
 Ministry Centered Technologies
 Molly's Angels
 Morgan Stanley
 The Morning Call
 Moses H. Cone Memorial Hospital
 Mustache Vineyards
 MV, Inc.
 Myriad Genetics
 Nebraska Cancer Research Center
 Nebraska IMRT, P.C.
 Neotract, Inc.
 Ohio's Hospice, Inc.
 Oncology Hematology Care, Inc.
 OncoMed Pharmaceuticals, Inc.
 OncoGenex Pharmaceuticals, Inc.
 Optim Oncology
 Oregon Health and Science University
 Oregon Urological Society
 Orthopaedic Assoc. of St Augustine
 Outcome Health
 Pathology Reference Lab
 Paycor Inc
 Pfizer Oncology
 Pinnacle Health System
 Pinstripes
 PNC
 Potomac Urology
 Proscan Imaging
 Quest Diagnostics
 R & H Construction
 Radiation Therapy Associates of Western North Carolina

Radiology & Imaging
 Radnet, Inc.
 RBC Wealth Management
 Realty USA CNY, Inc.
 Richard Wolf Medical Instruments Corporation
 Rivanna Health Publications
 ROR Mid-Atlantic LLC
 Roka Sports
 Rosenthal Companies
 RS & A, Inc.
 Sanofi, Inc.
 Schellhammer Urological Research Foundation
 Select Building Systems, Inc.
 Sentara Healthcare
 Shining Down - The Jim Lafferty Memorial Foundation
 Skyline Urology
 Southpoint Cancer Center, LLC
 SouthWest Urology, LLC
 Spin Global
 St. Helena Hospital
 St. Helena Hospital Foundation
 St. Louis Urological Surgeons
 Strand Diagnostics | Know Error
 Summit Urology Group
 Tallwood Urology and Kidney Institute
 Texas Center for Urology
 The Allergan Foundation
 The Iowa Clinic, P.C.
 The M&T Charitable Foundation
 The Medical Imaging Center
 The Oregon Clinic, P.C.
 The Pennsylvania Prostate Cancer Coalition
 The Traveler Beer Company
 The Urology Group

Tokai Pharmaceuticals
 Tolmar Pharmaceuticals
 TowneBank
 TRI State Urology Services, P.S.C., Inc
 Union Savings Bank
 United Healthcare Svs Inc.
 University of Maryland Health Advantage
 Urology Austin
 Urology Health Store
 Urology of Central Pennsylvania
 Urology of Oklahoma
 Urology of Virginia
 Urology P.C.
 Urology San Antonio PA
 Urology Specialists of the Lehigh Valley
 Uromedix
 US Too International
 Utah Health Living Foundation
 Valiance
 Varian Pharmaceuticals
 Veterans of Foreign Wars Post No. 494
 Vituro Health, LLC
 VOA Management Co.
 W.B. Mason
 WAHL Clipper Company
 Wellmed Charitable Foundation
 Western States HIFU LLC
 Whole Foods Market
 Wichita Radiological Group
 Wichita Urology Group
 WJZ-TV
 Zin Management Services, LLC
 Zions First National Bank

2016 FINANCIALS

OVERVIEW

2016

Gross Income	\$ 5,362,893
Gross Expenses	\$ (5,812,029)

PROFIT/LOSS \$ (449,136)*

SPENDING

Program Expenses	\$ 4,874,894
Administrative Expenses	\$ 385,467
Fundraising Expenses	\$ 551,668

TOTAL \$ 5,812,029

Program %	83.88%
Administrative Expenses %	6.63%
Fundraising %	9.49%

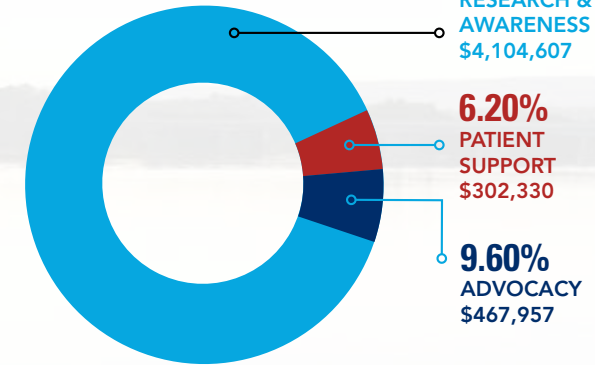
TOTAL 100%

ASSETS

Total Assets	\$ 2,763,730
Liabilities	\$ (986,014)

NET TOTAL \$ 1,777,716*

FISCAL YEAR 2016 PROGRAM EXPENSES



100% - \$4,874,894

WHERE THE MONEY GOES

84 CENTS OF EVERY DOLLAR GOES TO

PROGRAMS & ACTIVITIES

ZERO meets all of the Better Business Bureau's criteria and standards.



* Recognizing that as many as half of all cancer patients stop treatment due to financial and regulatory hurdles, ZERO's net operating loss reflects significant investments made to launch its new program ZERO360 (the nation's first and only case management program exclusively for men with prostate cancer) and to establish three local chapters aimed at educating families about risk and support for their cancer journeys.

Join us and share your story.



facebook.com/zerocancer



twitter.com/zerocancer



instagram.com/zeroprostatecancer

ZERO 
THE END OF PROSTATE **CANCER**

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30% post-consumer