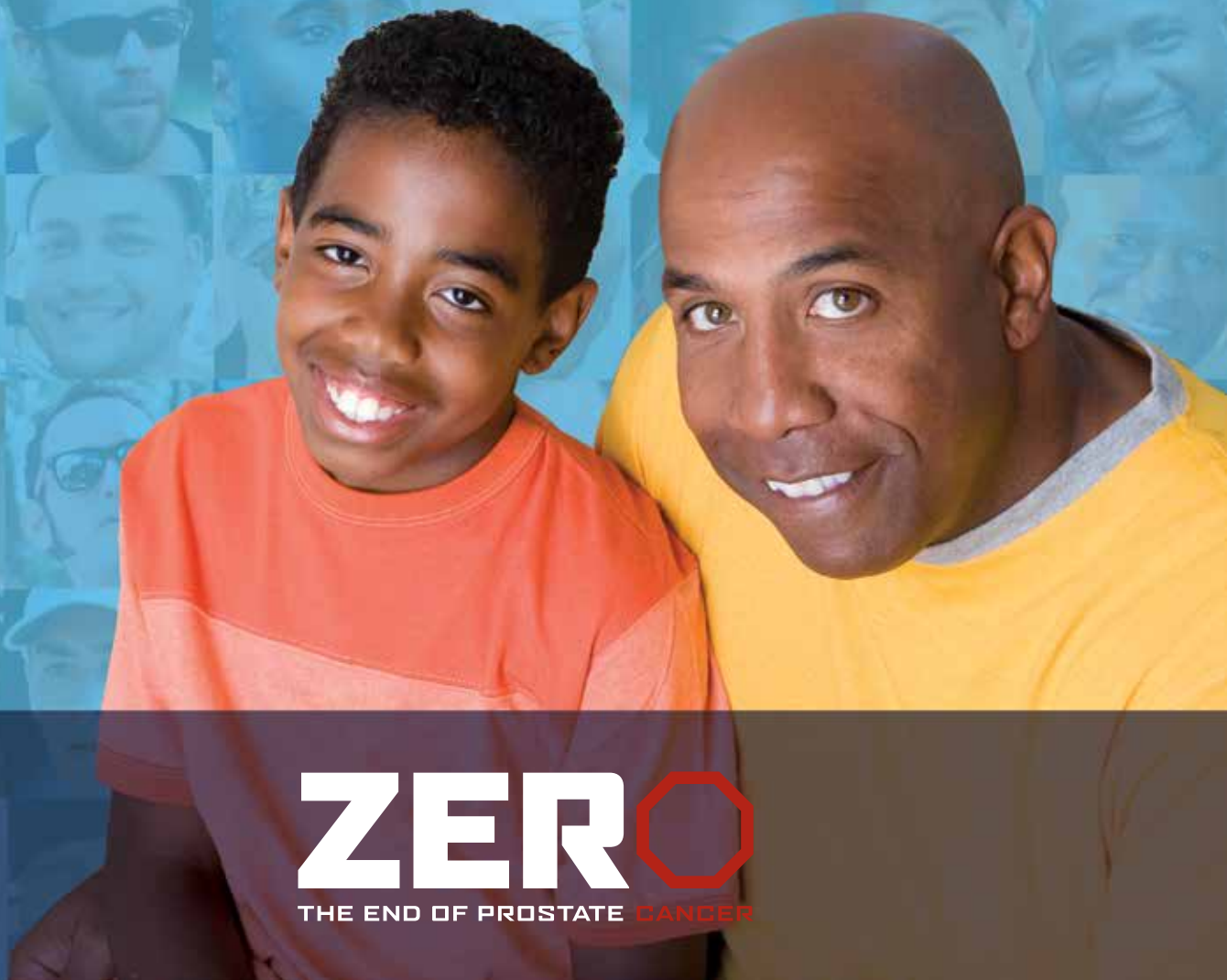


SAVING LIVES

2015 ANNUAL REPORT



ZERO 

THE END OF PROSTATE **CANCER**



“ZERO leads the fight to end prostate cancer with the aim of keeping families together. As part of the ZERO family, your efforts have reduced deaths during the last decade. Together, we can give hope and lifesaving help to at-risk men and patients fighting the disease by advancing research, encouraging action, and providing the most impactful education and support programs.

Jamie Bearse
President and CEO
ZERO –The End of Prostate Cancer

We lose a man we love every 20 minutes to prostate cancer.

But there is hope.

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, encouraging action, and providing education and support to men and their families, we are turning prostate cancer patients into prostate cancer survivors.

Join us in the journey to ZERO, and together, we will save lives.

More Time with Grandpa

Dax, Henry, and Hadley received a very special gift this year: more time with their beloved grandpa. Charles is battling advanced prostate cancer and is a recipient of ZERO's financial co-pay assistance program. The program has enabled him to afford life-extending prostate cancer treatment and given him the precious gift of time to spend with his wife and three young grandchildren whom he never believed he would see grow up.



“ I'm thankful beyond words for the financial assistance provided by ZERO for my cancer treatment. I now have more time to spend with my wonderful grandkids.

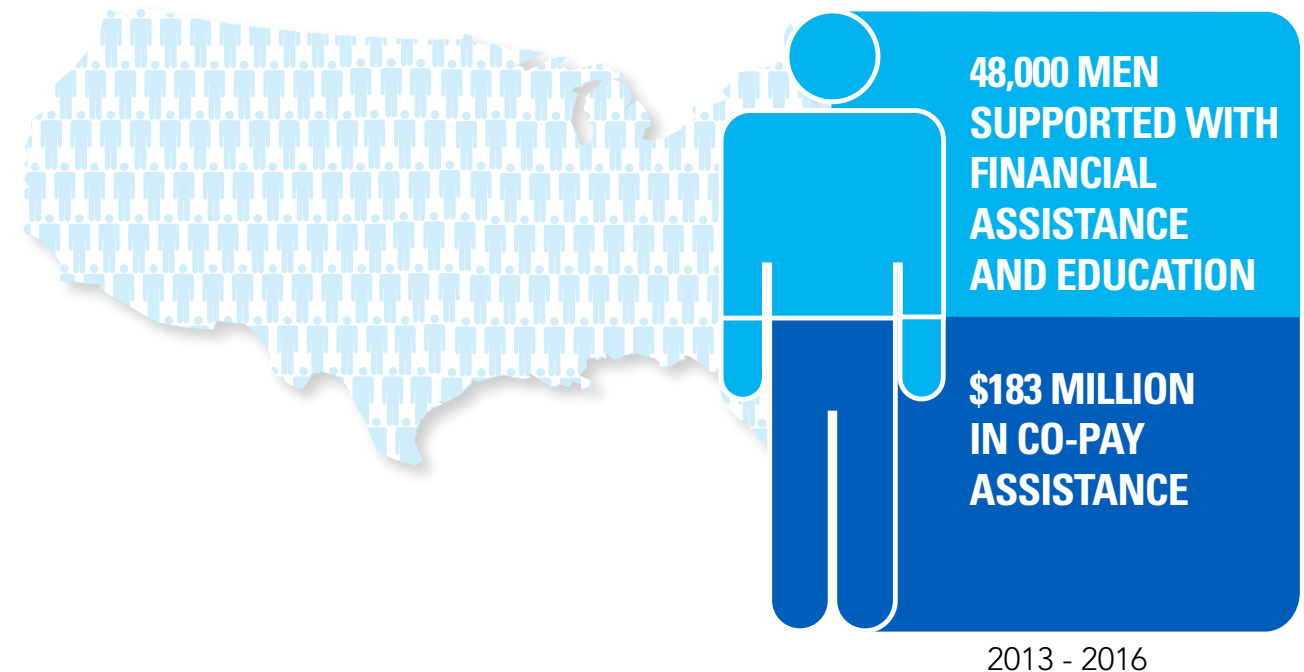
Charles Sweeney, Prostate cancer survivor

Financial Assistance to Save Lives



The financial impact of a prostate cancer diagnosis is a major source of stress and anxiety for men and families. In partnership with the Patient Access Network Foundation, we provided a lifeline to thousands of men and families by administering the only co-pay fund for advanced prostate cancer patients in the country. In 2015, we were proud to provide \$78M in financial co-pay assistance and educational resources to more than 17,000 men in the fight of their lives.

Since our co-pay program began in late 2013, we've provided more than \$183M in financial assistance to more than 48,000 men nationwide. These numbers can only begin to tell the story of the lives that were touched by the program as prostate cancer is truly a family disease impacting spouses, children, grandchildren, and other loved ones. Our goal is to ease the burden for men like Charles Sweeney and give the gift of precious time to those who are battling prostate cancer every day.



Reaching High-Risk Men Where They Live

Ronnie is a racecar driver from Louisiana with a need for speed. But even he was stopped in his tracks when he was diagnosed with prostate cancer. Because he didn't want other men to suffer, Ronnie took action and reached out to ZERO. Armed with our best-in-class educational materials, he hosted awareness tables in communities with some of the highest rates of prostate cancer in the country, spreading the lifesaving message of early detection.



“ I felt it was important to take a stand against prostate cancer by raising awareness in my hometown, and ZERO helped me do that. By sharing my story, I can start a conversation and encourage men to be proactive.

Ronnie Humphrey, ZERO advocate

Education to Save Lives



Education and awareness are at the heart of our mission. We pioneered mobile testing for prostate cancer, alerting men across the nation to lifesaving health information and reducing the prostate cancer mortality rate by nearly 40 percent over several decades.

In 2015, we made a commitment to reach men where they live and play through our awareness table initiative. With the help of advocates like Ronnie Humphrey, we had a friendly face and informative educational resources at places of employment, health fairs, and community centers across the nation. From NHL games to racecar stadiums, ZERO was a part of the conversation. In September, Prostate Cancer Awareness Month, we increased the public dialogue and raised funds through our Know 19 campaign, a reminder of the intolerable 2015 statistic that we lost a man every 19 minutes to the disease.



Through our suite of resources that address every step of the prostate cancer journey, we reached millions of men and families with the information they need to battle the disease. Our website, printed materials, videos, webinars, and social media provide the latest breakthrough research and information on prostate cancer, helping men like Hugh navigate their cancer journeys.

“ When I was diagnosed, I turned to several sites to better inform myself about my treatment options. ZERO's website was the best by far. It is loaded with information that I couldn't find elsewhere and the doctor and patient videos were so helpful.

Hugh Tolstonog, Prostate cancer patient

Uniting Our Voices

At 39 years old, former Chicago Bears cornerback Todd McMillon was the picture of health and enjoying middle age with his wife and children. His doctors told him he didn't need to start PSA testing until age 40, but his father had prostate cancer and Todd knew he was at risk. He insisted on testing and found out that despite his age and fitness, he had aggressive prostate cancer.

After having his prostate removed, Todd began speaking out about the importance of awareness, testing, and early detection, adding a much needed voice to the national conversation. In 2015, Todd joined forces with ZERO by attending the ZERO Prostate Cancer Summit and sharing his story with attendees and legislators to help protect critical research funding.



“Many men aren't aware of their own risks and forgo a simple test that could save their lives, like it did mine. By working with elected officials to make prostate cancer awareness a national priority, we can give all men a fighting chance.

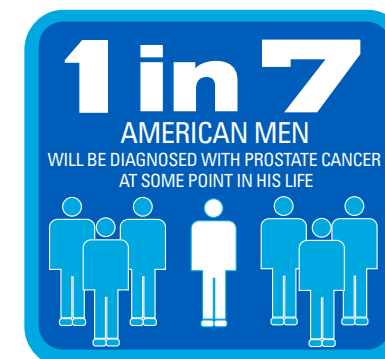
Todd McMillon, Prostate cancer survivor

Research and Advocacy to Save Lives



With a nearly two decade history of protecting federal research funding for the Prostate Cancer Research Program, we are the leading prostate cancer champions on Capitol Hill, working hand in hand with advocates to make ending the disease a national priority.

- Survivors like Todd McMillon, along with patients, doctors, researchers, loved ones, and caregivers came together for our annual ZERO Prostate Cancer Summit to share their stories and educate policymakers.
- Advocates wrote letters and stormed Capitol Hill to protect \$80M for the Prostate Cancer Research Program, which has generated three treatments for extending and improving the lives of men living with advanced disease over the past five years.
- Expanding our community support, we contributed to more than 15 local organizations to advance research, early detection, and patient support programs in 2015.
- We opened the doors to two regional chapters, Texas and the Pacific Northwest, to increase our impact locally with patient programs and awareness efforts to support men and their families.
- ZERO continued to help advance new diagnostic tools to assist patients and doctors in determining aggressive versus non-aggressive disease.



Finding a Cure for Dad

Val Moore's dad, Denny, is her superhero. He's been battling prostate cancer for more than twenty years. Denny isn't going down without a fight, and neither is Val.

After Denny's most recent recurrence, Val was determined to bring her dreams of raising funds and awareness to fruition. She set up a personal fundraising page for the local ZERO Prostate Cancer Run/Walk in 2015. She set her goal at \$1,900 to represent the 19 years her father had been battling the disease. Val did way more than surpass her goal, she totally hit it out of the park. Her team, Denny's Shotgun Riders, was awarded top overall team of the entire 2015 ZERO Run/Walk series and Val was the top overall individual fundraiser for the 2015 series as well.

Val knows that she can't cure her father's cancer, but her love and support are vital to getting him through the tough times, and the funds she raises go a long way toward research for a cure.



“ We're in this together. Raising money for ZERO allows me to help men like my dad and families like ours battle prostate cancer.

Val Moore, ZERO advocate

Fundraising to Save Lives



ZERO's fundraising programs allow us to reach men and families across the nation with lifesaving information and raise critical funds for research and advocacy. Through the dedication of fundraisers like Val Moore, our programs made great strides toward funding the cure in 2015.

- The ZERO Prostate Cancer Run/Walk, the largest men's health event series in the nation, surpassed \$10M raised to fund early detection, patient support programs, and research.
- With the help of our 32 urology partners, the Run/Walk series brought together more than 20,000 patients, survivors, loved ones, medical professionals and business leaders to fight prostate cancer.
- Powered by athletes including prostate cancer patients and survivors competing in some of the country's most challenging events, our ZERO Prostate Cancer Endurance program provided inspiration and hope, and has raised \$1.5M to date.
- Participants across the nation took the challenge to beard up for our Grow & Give facial hair awareness campaign, which raised more than \$100K in its second year to support prostate cancer patients and their families.
- From birthday parties to thoughtful tributes, our Do It Yourself fundraising platform helped advocates to get creative when honoring their loved ones and supporting the cause.



Expertise in Our Corner

ZERO's Medical Advisory Board provides strategic guidance and direction for our research investment and educational resources and programs. Their expertise spans everything from clinical and laboratory research to surgery and other disciplines and specialties. Our advisors actively contribute to our programs and events and serve as our ambassadors in communities across the country.



Medical Advisory Board Members

ZERO Medical Advisory Board



Alicia Morgans, M.D. (Chair)

Vanderbilt-Ingram Cancer Center

Tomasz Beer, M.D.

Oregon Health and Science University
Knight Cancer Institute

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

The New York Presbyterian Hospital

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

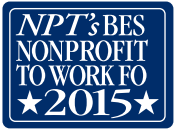
Damon E. Smith, M.D., FACRO

Genesis Healthcare Partners

“Black men have the highest incidence and mortality from prostate cancer, but are the least likely to receive screening or treatment. By partnering with ZERO, together we can reach this vulnerable group with the best resources to save lives and keep families together.”

Kelvin Moses, M.D., ZERO Medical Advisory Board Member

Why ZERO?



“ The ZERO team is driven by our collective desire to improve the lives of others. We're cancer patients, survivors, family members, and friends who are tired of the pain and suffering from this disease. Our mission is our motivation and we won't back down until we end prostate cancer.

Josh Craddock, Director of Operations at ZERO and cancer survivor



“ As a prostate cancer patient, I know it takes a village to fight this disease. I turned to ZERO for help in my journey, and now I'm proud to give back by serving on the Board of Directors. We're on the front lines helping men and families who are facing the hardest battle of their lives by providing support, education, and hope for a cure.

Col. Paul Taylor, Prostate cancer patient and ZERO Board Member



ZERO Board of Directors



A Lasting Legacy



ZERO Board Member and Chesapeake Urology CEO Sanford Siegel, M.D., has the heart and passion to match his skill in treating prostate cancer. A founder of the ZERO Run/Walk Series in 2006, his Baltimore Run/Walk set the standard for what continues to be the series' largest and highest grossing event. He has dedicated his life to helping the prostate cancer community in Baltimore and beyond, and has touched countless lives by going the extra mile to raise awareness and funds to end the disease. His tireless passion and leadership will continue to support ZERO's mission as he leaves the Board of Directors to become Honorary Chair of the ZERO Prostate Cancer Run/Walk.

Dr. Siegel's service to ZERO and the prostate cancer community has been extraordinary, and he continues to inspire us!

Jonathan D. Schwartz
Chairman

Quentin "Skip" Lockwood
Vice Chairman

Col. Paul Taylor
Secretary/Treasurer

Robert G. Ginyard
Chair, Executive Committee

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

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

Leo Giambarresi, Ph.D.

Jim Grohman

Nicola Howard

2015 Partners Saving Lives

30 Baptist Health Paducah
 4Path LTD
 AbbVie, Inc.
 Actavis
 Action Business Systems
 Advanced Urology Associates
 Adventist Health / St. Helena Hospital
 Akina Pharmacy
 Allergan USA, Inc.
 Alliance Urology Specialists
 American Radiology
 Amgen
 Arizona Invasive Urologic Surgery
 Arizona Minimally Invasive Urologic Surgery
 Armstrong McCall of North Texas
 Astellas Oncology
 Associated Medical Professionals of NY
 AUA Foundation
 AutoNation
 Baltimore Sun
 Bank of American Corp
 Bath Saver, Inc.
 Bay Area Blazers
 Bayer
 Bethesda Health Clinic
 BGE Home
 Biotechnology Innovation Industry
 Blood & Cancer Center of the East Texas, P.A.
 BMML
 Boston Scientific Corporation
 Boy Scouts of America

Brandywine Urology
 Broadway National Bank
 Brown, Winick, Graves, Gross, Baskerville & Schoenebaum PLC
 Buddhist Tzu Chi Medical Foundation
 Buffalo Sabres
 California Prostate & Laser, LLC
 Cancer Resource Foundation
 Capitol Office Solutions
 CareFirst Blue Choice
 Carroll Hospital Center
 Cashcall Inc.
 Central Valley Radiation Oncology Inc.
 Chesapeake Medical Imaging
 Chesapeake Regional Medical Center
 Chesapeake Urology Associates
 Cincinnati Bell
 Cinco Financial Holdings
 Cogentix Medical
 Coloplast
 Columbia Sportswear
 Community Radiology
 Cone Health
 Cone Memorial Hospital
 Cornerstone Government Affairs
 Corpus Christi Urology Group
 Crouse Radiology Associates
 Crowell & Moring
 Daughters 4 Dads
 Dendreon
 Dentsply IH Inc.
 Desert Mountain Urology
 Dex Imaging of Maryland, LLC

Eckert and Ziegler Bebig, Inc.
 El Dorado Urology & Prostate Center
 Ellin & Tucker, Chartered CPAs
 Endo Pharmaceuticals Inc.
 Ethicon Endo-Surgery Inc.
 FBS Printing
 Ferring Pharmaceuticals, Inc.
 First Colonies Anesthesia
 Florida Hospital
 Florida Urology Partners
 Frost Bank
 Genentech
 Genesis Healthcare Partners
 GenomeDx Biosciences
 Genomic Health, Inc.
 Georgia Urology
 Golden Gate Urology
 Greater Boston Urology
 Greensboro Radiology
 Hanna Andersson
 HealthTronics
 Hematology & Oncology Consultants of PA
 Hospira Foundation
 Invivo Corporation
 Iowa Clinic
 J&J Health Care Systems Inc.
 Janssen Oncology
 Johns Hopkins
 Kansas City Prostate Cancer Foundation
 Kansas City Urology
 Karl Storz Endoscopy
 Karts for a Cure

Katten Muchin Rosenman Foundation, Inc.
 Laboratory Corp of America Laborie
 Lexington National Insurance Corporation
 Life Fitness Physical Therapy
 Lincoln Urology PC
 Los Padres
 LSU Health Sciences Center
 LUGPA
 Lumenis
 McKesson
 McPhillips, Roberts & Deans
 MDxHealth
 Medispec Ltd
 Medivation, Inc.
 Medstar Health, Inc.
 Men's Health and Wellness Center
 Mercedes-Benz of Fort Mitchell
 Metro Urology Foundation
 Mid Atlantic Bath
 Molly's Angels
 Mustache Dache LLC
 Myriad Genetics, Inc.
 National Hockey League Foundation
 Nebraska IMRT, PC
 Neotract
 Obrecht Properties, LLC
 Olympus America, Inc.
 Oncogenex Technologies Inc.
 Oncology Hematology Care, Inc.
 Orthopedic Specialty Center
 Patient Access Network Foundation

Patricia & Douglas Perry Foundation
 Paycor, Inc.
 Pfizer Inc.
 Phreesia
 Prologics Healthcare LLC
 R&H Construction
 Radiation Oncology of Rochester
 Radiology & Imaging
 RadNet Management, Inc.
 RBC Capital Markets
 Rochester General Hospital
 Rochester Knighthawks Charitable Foundation
 ROR Midatlantic LLC
 Rosenthal Companies
 RS&A Inc.
 Sanofi-aventis U.S. Inc.
 Schellhammer Urological Research Foundation
 SE NE Hematology & Oncology Co
 Shining Down
 Skyline Urology
 Southwest Urology
 St Louis Urological Surgeons & Arch Cancer Care
 St. Helena Hospital
 Strand Diagnostics, LLC
 Superior Health Plan
 Takeda
 Tenet Health
 Texas Center for Urology
 Texas Stars Foundation
 The Briad Group / Zin Management Services

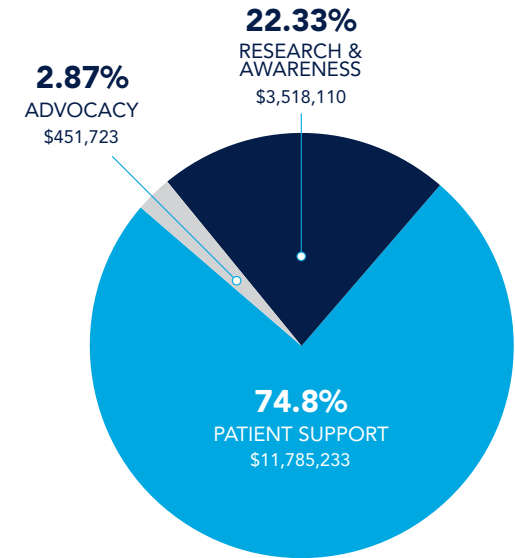
The Denhart Family Fund
 The Iowa Clinic, P.C.
 The Metro Urology Foundation
 The PA Prostate Cancer Coalition
 The R.W. Fair Foundation Donations
 The Research Partnership Inc.
 The Urology Group
 The Harry and Jeanette Weinberg Foundation
 Theranostix Inc.
 Tolmar Pharmaceuticals, Inc.
 Toyota Motor North America, Inc.
 Tri State Urologic Services
 United HealthCare Services Inc.
 United Sign Systems
 University of California, San Francisco
 University of Delaware
 University of South Florida
 Urology Associates of Rochester
 Urology Austin
 Urology of Central Pennsylvania
 Urology of Virginia
 Urology San Antonio
 Urology Specialist of Lehigh Valley
 Urology Tyler
 Uromedix
 US Too International
 Valley Cancer Medical Center
 Varian Pharmaceuticals
 Wahl Clipper Corporation
 Wellmed Charitable Foundation
 Windy City Anesthesia
 WJZ-TV

2015 FINANCIALS

WHERE THE MONEY GOES

94 CENTS OF EVERY DOLLAR GOES TO PROGRAMS & ACTIVITIES

FISCAL YEAR 2015 PROGRAM EXPENSES



100% – \$15,755,066



OVERVIEW

	2015	2014
Gross Income	\$ 16,642,620	\$ 29,297,690
Gross Expenses	\$ <16,640,853>	\$ <29,262,296>
PROFIT/LOSS	\$ 1,767	\$ 35,394

SPENDING

Program Expenses	\$ 15,755,066	\$ 28,419,321
Administrative Expenses	\$ 384,834	\$ 332,534
Fundraising Expenses	\$ 500,953	\$ 510,441
TOTAL	\$ 16,640,853	\$ 29,262,296
Program %	94.68%	97.12%
Administrative Expenses %	2.31%	1.14%
Fundraising %	3.01%	1.74%
TOTAL	100%	100%

ASSETS

Total Assets	\$ 16,166,917	\$ 29,463,459
Liabilities	\$ <13,940,065>	\$ <27,238,374>
NET TOTAL	\$ 2,226,852	\$ 2,225,085



#12161

Note: All financials are based on the annual fully independent outside audit of ZERO's financial statements. Complete financials for the organization are available online at zerocancer.org or by request.



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202-463-9455

ZEROCANCER.ORG

Your generosity and passion fuel our mission to end prostate cancer. Every action, contribution, and voice matters to help save lives. Join us today!



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30% post-consumer