

ZERO
THE END OF PROSTATE CANCER



2017 ANNUAL REPORT

The Power of You

Dear Friends,

Our hearts ache for every devastating diagnosis. A hard-working dad with young kids who'll do anything for his family. A new grandfather ready to start his retirement and celebrate new beginnings. A brother in the best shape of his life. All fighting for their lives.

You give us hope. We're tremendously inspired by The Power of You and what you have helped accomplish. Your passion, donations, and actions have powered the advancement of research and the critical, everyday support for patients and families.

Prostate cancer research funding is up another \$10M this year, fueling new breakthroughs in treatment, and tools to craft personalized care. More men will live because YOU contributed to this achievement.

The Power of You generated other major milestones including ZERO360, a free one-on-one service for patients struggling with the management of medical costs and insurance red tape. The program has helped more than 700 patients and counting who would otherwise be at the crossroads of their journeys.

Finally, the ZERO Prostate Cancer Run/Walk series is thriving in more than 40 cities across America thanks to your dedication and willingness to help others in your community. Our run/walks are the building blocks for ZERO's local chapters. They are creating awareness, connecting patients, survivors, and families, and providing grants to local organizations who share our mission.

The Power of You is helping to hold together our families, our communities, and all that is dear to us. Thank you for being part of the ZERO family to spur us on to new milestones to meet the ever-changing needs of prostate cancer research and patient care.

You're the one who makes it possible and we would never be where we are today without your support.

With Deep Gratitude,



Jamie Bearse
President and CEO
Twitter@jamibearse

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

Losing a man we love every 18 minutes to prostate cancer is unacceptable.

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

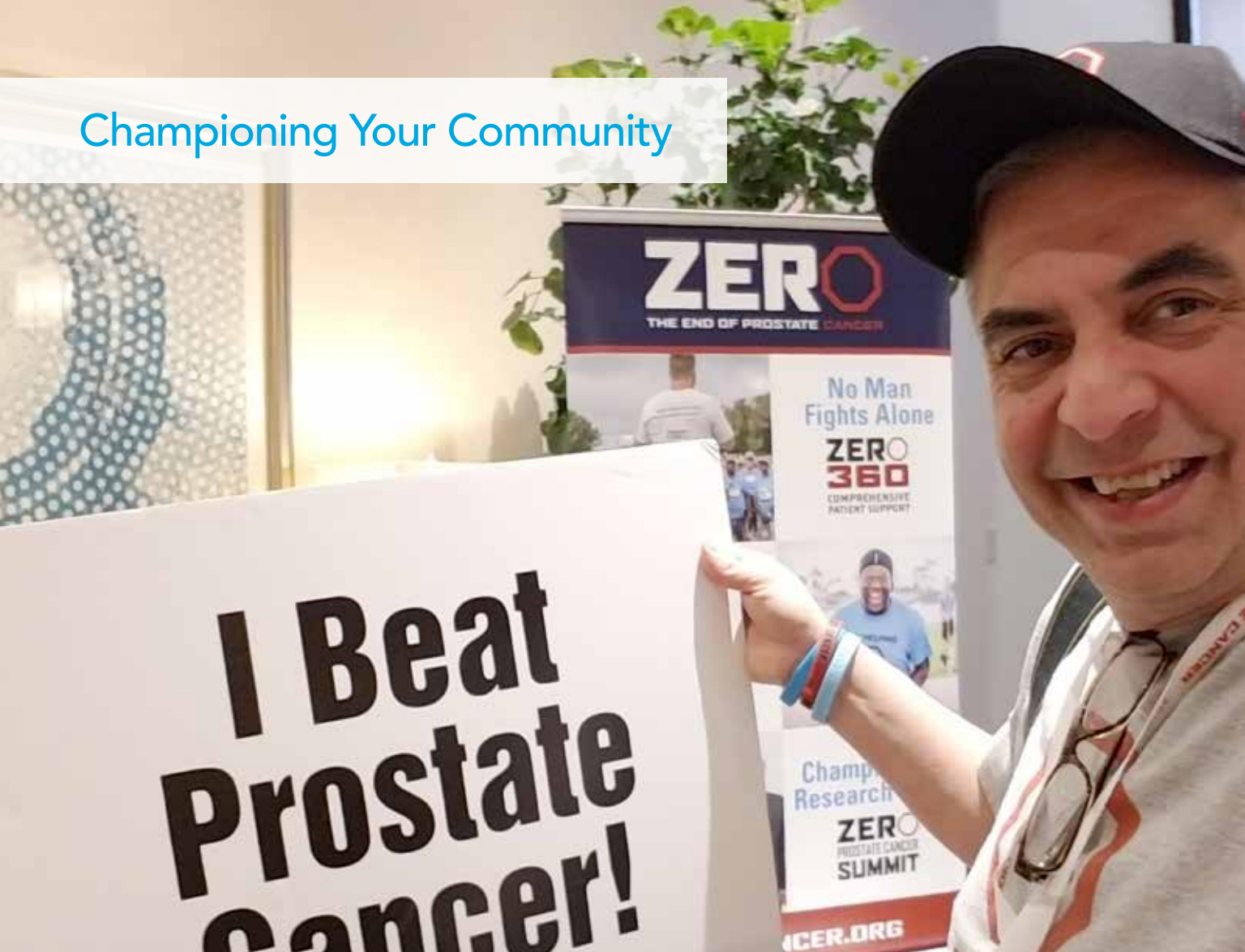
To achieve this future, we have declared one number above others: ZERO.

We unite 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.



Championing Your Community



120

AWARENESS TOOLKITS
DISTRIBUTED IN 27 STATES

1,223

MEN PROVIDED
WITH FREE SCREENING

2,586

VOLUNTEERS

205,160

MEN HELPED BY GRANTS
TO LOCAL ORGANIZATIONS

LOCAL IMPACT

**Our Support to Research,
Early Detection, and
Patient Support Programs**

2017 ZERO Grantees

Bethesda Health Clinic
Blue Ribbon Cancer Coalition of PA
Cancer Resource Foundation
Columbus Foundation
Community Cancer Education, Inc.
Cone Health
Genesis Healthcare Foundation, Inc.
Hampton Roads Prostate Health Forum
Hartford Hospital
Heartland Cancer Foundation
Los Padres Prostate Cancer Foundation
Mike Slive Foundation
Oregon Urological Association
Pennsylvania Prostate Cancer Coalition
RGU Cancer Fund, Inc.
St. Helena Hospital Foundation
The Empowerment Network
The Iowa Clinic Foundation
The Rex Healthcare Foundation, Inc.
The Prostate Network
Urology Care Foundation
Urology Health Foundation
Wellmed Charitable Foundation



The journey to ZERO begins with you. You are the champions for the nearly three million American men and families fighting prostate cancer today. ZERO Champions, our new network of inspiring, cause-driven individuals, are impactful leaders drawing in others to find purpose and take action. You provide valuable advice and input on ZERO's programs and initiatives and spark ideas for new ways we can help patients and their families.

Your passion is igniting action across the country. To spread disease awareness and the benefits of early detection, champions staffed local health, community, and workplace events. In 2017, our amazing volunteers armed with hundreds of ZERO Awareness Toolkits distributed ZERO educational materials to thousands of people in 27 states.

Champions kept up the drumbeat all year long by dedicating their birthdays as fundraisers, obtaining proclamations from local elected officials, and being our social media ambassadors. Imagine the impact we can make with more champions? Join in and make the ZERO Champion community stronger to help more men and families at zerocancer.org/countmein.

Working side by side with you and local organizations that share our mission, ZERO is making significant impact in communities nationwide. With the grants ZERO gives locally, more men at risk are getting access to free testing and being educated. More patients are getting the support they need and more funding is going to research to generate new treatments and one day a cure. ZERO has granted more than \$3M over the past decade to provide local organizations the support they need to be there for men in their community.

It is amazing what can be accomplished when a group of passionate advocates come together. So proud to be part of the ZERO family.

~ ZERO Champion

Your Support to Patients and Their Families

You know how devastating a prostate cancer diagnosis can be and you don't want any man to fight his disease alone. You don't want anyone to go through what you've had to suffer through. Prostate cancer impacts the whole family. That's why you've made supporting ZERO's patient support programs a top priority.

- In 2017, ZERO360 provided free, customized support to 459 prostate cancer patients. As the only case management program exclusively for men with prostate cancer, it has been a lifesaver to patients and their families. The program provides patients with access to financial resources to cover treatment, find emotional support, and get help with obtaining resources for basic necessities like food assistance or utility relief.
- To help eligible metastatic prostate cancer patients, ZERO launched the Decode Your Prostate Cancer Program in partnership with Perthera. This program arms patients and their medical teams with free molecular profiles and a customized report based on the mutations driving their cancers.
- You know the importance of early detection and access to screening. To help men across the country find free testing near them, we have compiled a national database featuring hundreds of prostate cancer screening sites, available on our website.
- To help patients access medical expertise from the comfort of their home, ZERO's webinar series addressed key issues including genetics, early use of chemotherapy and immunotherapy, and advanced prostate cancer treatment options.

ZERO360's case manager made it easy to talk about the situation we needed help with and that there was hope for my husband. This is truly a miracle. Words just can't express the generosity that has been extended to us. Thank you for your help...we are blessed.

~ Wife of Patient Helped by ZERO360

“

After your help with many phone calls, letters, and verbal and written appeals, my health insurance company decided to grant my appeal from out-of-network to in-network. You saved me precious time and hundreds of dollars. I so appreciate your support, THANK YOU!

~ Prostate Cancer Patient Helped by ZERO360

**ZERO
360**
COMPREHENSIVE
PATIENT SUPPORT

YEAR IN
REVIEW

459
PATIENTS HELPED

5,478
CONTACTS ON
BEHALF OF PATIENTS

12
CONTACTS PER CASE

\$173,324
DEBT RELIEF OBTAINED
FOR PATIENTS



Fighting for Research Funding



ZERO's Summit in Washington D.C. helps survivors and patients fight prostate cancer in a real and powerful way. We actually are able to effect change, help develop treatments through funding, and pave the way for a cure.

~ ZERO Prostate Cancer Summit Attendee

YOU DID IT! 

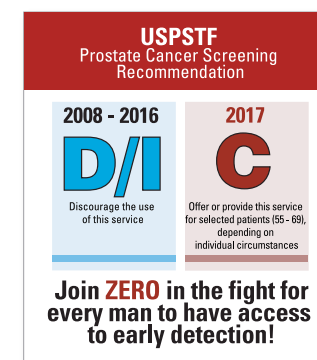
You want better treatments and advanced diagnostics to improve the lives of men. You want men to be encouraged to talk to their doctor to understand the benefits of early detection. This is why we champion prostate cancer research, access to care, and early detection on Capitol Hill. Together with you, ZERO has protected and grown federal research funding for the Department of Defense's Prostate Cancer Research Program (PCRP), the largest amount of federal dollars dedicated to prostate cancer research, for more than 20 years.

Because of you and other dedicated champions across the country, prostate cancer research funding reached historic milestones in both 2017 and 2018.

- More than 150 survivors, patients, loved ones, doctors, and researchers from 40 states came together for our annual ZERO Prostate Cancer Summit to advocate for 2018 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 2018, for a total of \$100M.
- This increase followed last year's victory of raising the funding from \$80M to \$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.



ZERO PROTECTS
\$100 Million
FOR RESEARCH
FUNDING



USPSTF
Prostate Cancer Screening
Recommendation

2008 - 2016 D/I Discourage the use of this service	2017 C Offer or provide this service for selected patients (55 - 69), depending on individual circumstances
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Join **ZERO** in the fight for every man to have access to early detection!

Your Local Impact

Powered by you, our 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 making 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. 2017 marked another year of growth for the series as we added new events in Birmingham, AL, El Paso, TX, Raleigh, NC, Lansing, MI, Sacramento, CA, and Seattle, WA.
- Our Run/Walk community raised more than \$3.3 million to help increase federal research funding, provide patient support programs, and offer early detection and education. In addition to national efforts, ZERO granted more than \$561,000 to local community organizations.
- Endurance athletes added meaning to their miles and Do It Yourself fundraisers inspired us with their creativity to raise awareness and funds for the fight. They proved that you can turn just about any activity into a fundraiser to honor a loved one through birthday dedications, marathons, golf and fishing tournaments, and concerts.
- For the fourth 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.
- To expand local opportunities to raise awareness and raise funds, we kicked off our inaugural Tee-off Against Prostate Cancer event at TopGolf in Alexandria, VA. Due to popular demand, this event will be hosted again in 2018 and additional locations have been added.

2017 UROLOGY PRACTICE PARTNERS

ZERO
PROSTATE CANCER
RUN/WALK

Advanced Urology Associates
Alliance Urology Specialists
Asheville Hematology & Oncology
Asheville Urological Associates, Inc.
Associated Medical Professionals, PLLC
Associated Urologists of
North Carolina, PA
Augusta Urology Associates, LLC
Capital Urological Associates
Central Ohio Urology Group
Chesapeake Urology Associates, PA
Corpus Christi Urology Group, PLLC
Daughters 4 Dads, partners with
St. Helena Hospital
Dayton Physicians Network
Genesis Healthcare Partners
Greater Boston Urology
Hartford HealthCare, Inc.
Kansas City Urology Care, PA
Kasraeian Urology
Lansing Institute of Urology, PC
Lincoln Urology, P.C.
Metro Urology
Optim Oncology and Urology
of Oklahoma

Oregon Urological Society
Potomac Urology
Radiation Therapy Associates of
Western North Carolina, PA
Rio Grande Urology, PA
SouthWest Urology, Inc.
St. Louis Urological Surgeons, Inc.
Summit Urology Group
Texas Center for Urology
The Iowa Clinic, PC
The Urology Group
Urology Austin, PLLC
Urology Centers of Alabama
Urology of Central Pennsylvania, PA
Urology of Oklahoma
Urology of San Antonio/Los Padres
Urology of Virginia, PLLC
Urology Specialist of the
Lehigh Valley, PC
Urology Tyler, PA
Uromedix, Inc.
Washington State Prostate
Cancer Coalition
Wichita Urology Group, PA



SPECIAL THANKS TO

abbvie

**Premier Survivor Partner for the
ZERO Prostate Cancer Run/Walk Series!**

Leading the Way



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Vanderbilt University Medical Center

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Eisenhower Lucy Curci Cancer Center

Eric Shinohara, M.D., MSCI

Vanderbilt University Medical Center

It is not an overstatement to say that the efforts of each of you affect lives, and in a very positive way. Thanks more than you know.

~ Prostate Cancer Patient with Advanced Disease

ZERO has been amazing to me and my family. They were and still are by my family's side. We lost my dad to prostate cancer August of 2017.
 ~ Daughter and Fundraiser

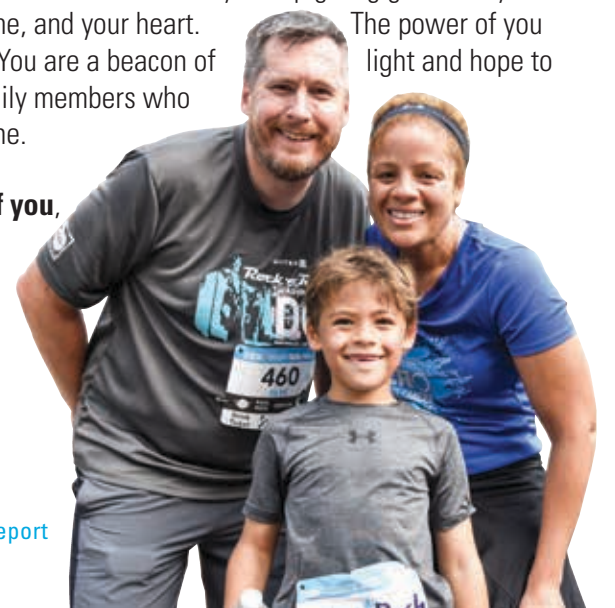


No One Fights Alone

Men and their families struggle daily with the impacts of prostate cancer and too many men are losing their lives. You are needed more than ever. According to annual disease statistics, prostate cancer deaths will jump 10 percent this year. That is the largest jump in prostate cancer deaths in a decade.

It's unacceptable. Men and their families are counting on us and together we are there for them. Take action today! Keep giving generously - with a donation, your time, and your heart. The power of you is shining through. You are a beacon of light and hope to patients and to family members who have lost a loved one.

With **the power of you**, we will end it!



My father was a true warrior and fought with such strength and courage once he was diagnosed with prostate cancer, and we all felt there was no better way to honor his memory than by supporting ZERO, the organization we turned to for resources and information in our journey.

~ Daughter of Prostate Cancer Patient

Help Save Lives, Donate Today!



2017 PARTNERS

A.W. Riter, Jr. Family Foundation
AbbVie, Inc.
ABC Home Medical Supply, Inc.
Accuray Incorporated
Advanced Health Media LLC
Advanced Urology Associates
Adventist Health
Akina Pharmacy
Allergan USA, Inc.
Alliance Urology Specialists
Allscripts Healthcare Solutions, Inc.
AmerisourceBergen Services Corporation
Amgen, Inc.
Amsted Industries Foundation
Andrew Jackson Lodge
120 A.F. & A.M.
Anglers for the Cure
Asheville Hematology & Oncology
Asheville Urological Associates, Inc.
Associated Medical Professionals of NY, PLLC
Associated Urologists of North Carolina, PA
Astellas Oncology
Augmenix, Inc.
Augusta Urology Associates, LLC
AutoNation, Inc.
Baltimore Community Foundation
Bayer AG
BGE Home
BIG aLICe BREWING Co.
Bio-Reference Laboratories, Inc.
Blue Earth Diagnostics Ltd.
Boston Scientific Corporation
Broadway Bank
California Urological Association, Inc.

Cancer Specialists of North Florida
Capital Urological Associates
Capitol Office Solutions, LLC
CashCall, Inc.
Centers for Advanced Orthopaedic LLC
Central Ohio Urology Group
Chesapeake Regional Healthcare
Chesapeake Urology Associates, PA
Clinical Research Solutions, LLC
Clovis Oncology, Inc.
Cogentix Medical, Inc.
Coloplast Corp.
Color Genomics, Inc.
Comprehensive Radiology Management Services, LTD.
Cone Health
Cornerstone Government Affairs
Corpus Christi Urology Group, PLLC
Daughters 4 Dads, partners with St. Helena Hospital
Dayton Physicians Network
Dex Imaging, Inc.
El Paso Specialty Hospital
Exosome Diagnostics, Inc.
First Citizens Bank & Trust Company
Frost Insurance Agency, Inc.
GCS Technologies, Inc.
Genentech Inc.
General Bearing Corporation
General Electric Healthcare
Genesis Healthcare Partners
Genesis Healthcare Partners, P.C.
GenomeDx Biosciences, Inc
Genomic Health, Inc.
Golden Gate Urology, Inc.
Granger Medical Clinic II

Greater Boston Urology
Greensboro Radiology
HAECO Americas
Harrity & Harrity, LLP
Hartford HealthCare, Inc.
Hartford Marathon Foundation Inc.
Hays Companies
HealthTronics Group LP
Hematology-Oncology Associates
Henry Schein Inc.
HIFU Prostate Services
HK Insurance Group, Inc.
Hope Cancer Center of East Texas
HSM Advertising, Inc.
Ingles Markets, Inc.
INOVA Health System
Interstate Capital Corporation
Janssen Biotech, Inc.
Jimmy Vasser Toyota
Joe Ehler & Associates, PLLC
Johns Hopkins University
Johnson & Johnson
Johnson & Johnson Health Care Systems Inc.
Kansas City Urology Care, PA
Kansas Medical Center, LLC
KARL STORZ
Endoscopy-America, Inc.
Kasraeian Urology
King's Hawaiian Holding Co., Inc.
Kirby Electric, Inc.
Knox Company
La Paz Restaurant
Lansing Institute of Urology
Lansing Institute of Urology, P.C.
LAZ Parking Ltd, LLC

Lexington National Insurance Corporation
Lincoln Urology, P.C.
LiPath Inc.
Lowcountry Urology Clinics, PA
Main Street Associates LLLP
McKesson Medical Surgical, Inc.
MedChi, The MD State Medical Society
Medispec Ltd.
Merrill Lynch
Metro Urology
Mid Atlantic Bath LLC
Modern Piping, Inc.
Moondance Foundation
Mylan Inc.
Myriad Genetics, Inc.
National Neuromonitoring Services, LLC
Nebraska IMRT, P.C.
NeoTract, Inc.
Noble Rot Productions
Norfolk Tug Company
Northern Virginia Senior Softball
NxThera, Inc.
Obrecht Properties, LLC
Optim Oncology and Urology of Oklahoma
OptumRx Inc.
Oregon Urological Society
Orthopaedic Assoc. of St. Augustine, PA
Outcome Health
Panera Bread
Path Forward IT
Pathology Reference Laboratory, LLC
Patient Advocate Foundation, Inc.
Patricia & Douglas Perry Foundation
PepsiCo, Inc.
Pfizer Inc.
Phreesia, Inc.
PhRMA

Pinnacle Health System Inc.
Pinstripes, Inc.
PNC Financial Services Group, Inc.
PNC Foundation
Potomac Urology
Prologics Healthcare LLC
Quest Diagnostics, Inc.
Radiation Therapy Associates of Western North Carolina, PA
RadNet Management, Inc.
Reflexonic, LLC
Rio Grande Urology, PA
River Caddis Development, LLC
Riverside Health System, Inc.
ROR Mid-Atlantic LLC
RS&A, Inc.
RSM US LLP
Sacramento Consolidated Charities
Sanguine Biosciences, Inc
Sanofi-Aventis U.S. LLC
Seattle Proton Center, LLC
Securityplus Federal Credit Union
Select Building Systems, Inc.
Skyline Urology
Soros Fund Charitable Foundation
SouthWest Urology, Inc.
St Mark's Hospital
St. Louis Urological Surgeons, Inc.
State of Maryland
Strand Diagnostics, LLC
dba Know Error
Strive Medical LLC
Summit Urology Group
Sure Care
TerSera Therapeutics, LLC
Texas Center for Urology
Texas Oncology, P.A.
The Briad Group, LLC
The CarMax Foundation
The Foundation for Enhancing Communities

The Harry and Jeanette Weinberg Foundation Inc.
The Iowa Clinic, P.C.
The MacKenzie Companies
The R.W. Fair foundation-Donations
The Urology Group
Ties.com
Tolmar, Inc.
TowneBank
TruRadiation Partners FW LLC
Tyler Broadway Centennial, LP
UNC Rex Healthcare
Union Savings Bank
United HealthCare Services, Inc.
UPMC
URO Care, Inc.
Urological Consultants, PA
Urology Austin, PLLC
Urology Centers of Alabama
Urology of Central Pennsylvania, PA
Urology of San Antonio/Los Padres
Urology of Virginia, PLLC
Urology San Antonio PA
Urology Specialist of the Lehigh Valley, P.C.
Urology Tyler, PA
Uromedix, Inc.
Valeant Pharmaceuticals International Inc.
Virginia Cancer Specialists, P.C.
VIRTEXCO Corporation
VOA Management Co.
WAHL Clipper Company
Walmart Inc.
Washington State Prostate Cancer Coalition
Wichita Urology Group, PA
World of Beer
Zions Management Services Company

2017 FINANCIALS

HARRISBURG RUN/WALK

OVERVIEW

Gross Income	\$	5,499,776
Gross Expenses	\$	(5,428,536)

PROFIT/LOSS \$ 71,240

SPENDING

Program Expenses	\$	4,623,337
Administrative Expenses	\$	319,963
Fundraising Expenses	\$	485,236

TOTAL \$ 5,428,536

Program %	85.17%
Administrative Expenses %	5.89%
Fundraising %	8.94%

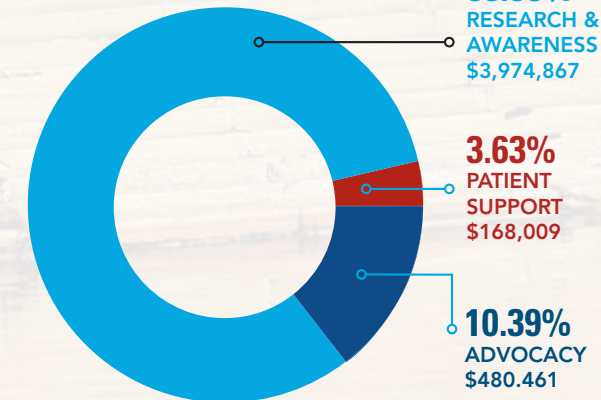
TOTAL 100.00%

ASSETS

Total Assets	\$	2,815,229
Liabilities	\$	(966,273)

NET ASSETS \$ 1,848,956

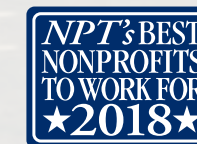
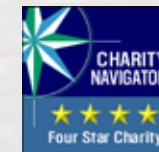
FISCAL YEAR 2017 PROGRAM EXPENSES



100% - \$4,623,337

WHERE THE MONEY GOES

85 CENTS OF EVERY DOLLAR GOES TO PROGRAMS & ACTIVITIES





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30% post-consumer

ZERO

THE END OF PROSTATE CANCER

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