

ZERO

THE END OF PROSTATE **CANCER**

ZERO Out Prostate Cancer

2020 - 2030 STRATEGIC PLAN



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ZERO has had a huge impact on my family's life. If it wasn't for ZERO, I'd be in a different place now. ZERO is so important to this cause, to me, and all the men like me.

*- Steve Bleser, Prostate Cancer Patient and ZERO Champion
and his wife Karen*

2020-2030: Our Bold Goal to ZERO Out Prostate Cancer

Can You
picture it? A world without
prostate cancer.
We can.

We envision ZERO prostate cancer deaths, and freedom from the pain and suffering the disease causes. We see the end of prostate cancer, the countless costly drugs needed to treat it, and its debilitating impact and side effects.

We see men and families living long, healthy, and happy lives. We see our sons and grandsons growing up without the worry of prostate cancer stealing their lives or cutting their time short.

Our vision for the next decade is achievable, but it will take a bold and unified approach.

Prostate cancer is the second leading cause of male cancer death. Unless we act now, the cost of care for prostate cancer and its related complications in the U.S. is expected to exceed \$500 billion over the next decade.

But the financial costs pale in comparison to the price of human lives and broken families. In the U.S. today, a man dies every 17 minutes from prostate cancer. This is simply unacceptable.

At ZERO, we are warriors. We are patients, survivors, caregivers, and champions ready to give anything and everything to stop this disease forever. We are family, friends, loved ones, professionals, and volunteers, all engaged in the fight to ZERO out prostate cancer.

EVERY



AN AMERICAN MAN
DIES OF PROSTATE
CANCER

This mission takes a strong and unified community that is deeply committed to the cause and each other. We must be relentless; we know we can't reach this goal without you.

Our strategic plan to ZERO Out Prostate Cancer is our roadmap toward groundbreaking progress in saving lives and ending prostate-cancer related pain and suffering.

It reaffirms our mission and outlines our resolve toward increasing and directing research funds, setting the standard in providing patient support in the areas of greatest need, and amplifying the passion of those impacted by the disease via unified action.

Advance research: Through research, we can accelerate bright ideas from the science bench to the patient's bedside and ignite innovation among new investigators toward better detecting and diagnosing prostate cancer.

Meet unmet patient need: We will provide new and impactful resources for patients and the families who love them to stop the physical, mental, emotional, and financial pain and suffering caused by prostate cancer.

Build the community: We will intensify the urgency about ending prostate cancer and mobilize bold action by building those affected by the disease into champions for the cause through fundraising, advocacy, and engagement.

Join the ZERO Community to be part of our courageous and bold goal. Only together, can we end prostate cancer.

Gratefully yours,


Jamie Bearse
President and CEO
Twitter @jamibearse



Mission

ZERO — The End of Prostate Cancer is the leading national nonprofit with the mission to end prostate cancer. ZERO advances research, improves the lives of men and families, and inspires action.

Vision

ZERO Out Prostate Cancer

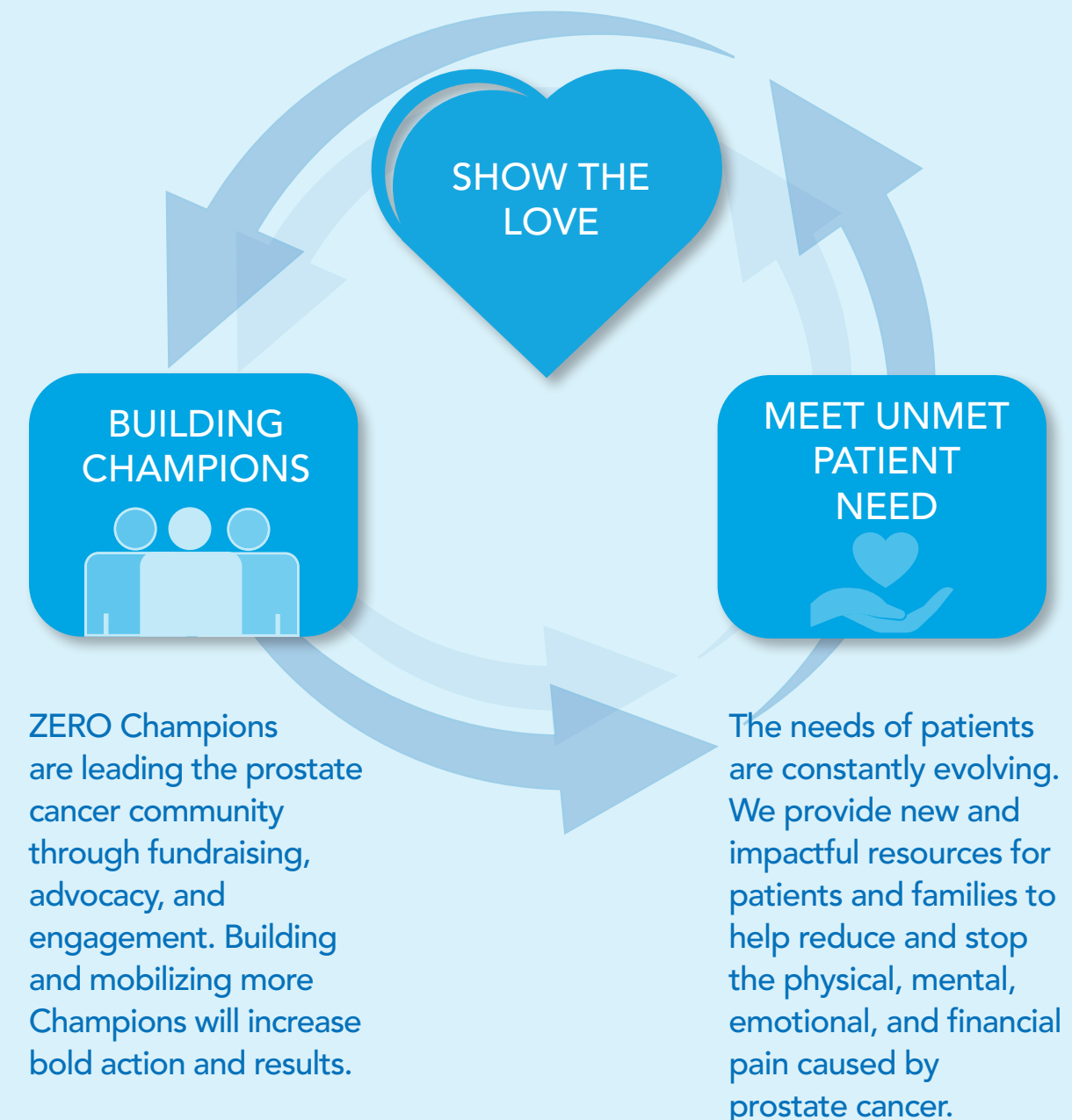
Values

Humble, Hungry, and Smart

- We are humble by putting patients and their families first.
- We are hungry to passionately go above and beyond to make a difference.
- We are smart in seeking cohesion, clarity, and alignment to accomplish our goals.

Strategic Anchors

Patients and families are at the heart of everything we do. Lifting each person up through caring and honoring them and their loved ones fuels our daily decisions and actions.



Advance Research

Nearly 100 percent of prostate cancer patients who are diagnosed early are alive five years later. We now know about 90 percent of all aggressive prostate cancer cases are due to genetic mutations. Through a steadfast commitment to advancing research, we can ZERO out prostate cancer deaths and the pain and suffering endured by the men in the fight right now.

The Prostate Cancer Research Program (PCRP) at the Department of Defense is the most impactful funding mechanism in advancing prostate cancer research in the world by taking the best and brightest ideas from the science bench to the patient's bedside as effectively and rapidly as possible. By facilitating active roles for our ZERO patient and survivor Champions in this process, ZERO will continue to play a key role in discovering new treatments and breakthroughs in precision medicine while preparing our advocates to win greater support for the program in Congress.

Recognizing the need to fuel innovative ideas, ZERO is committing itself to fund an array of pilot projects aimed at advancing research in the field of early detection and diagnosis to put men at high risk on the best treatment pathway.

- ZERO will leverage its energy and advocates to bolster this amazing program by bringing more than 1,000 attendees to the ZERO Prostate Cancer Summit by 2030.
- ZERO's Champions will deliver the pressure necessary to increase the PCRP budget from \$110,000,000 to \$150,000,000, enabling the PCRP to add as many as 50 new research projects in the pipeline each year.
- ZERO will launch and grow its own research initiative aimed at improving early detection, prevention, and diagnosis of prostate cancer by kickstarting 15 research pilot projects totaling \$500,000 by 2030.
- ZERO will advance research by investing in venture philanthropy to have an active role in funding and launching new and innovative projects.
- ZERO will provide an annual fellowship to encourage more African Americans to pursue a career in the urology and oncology fields. This will serve as a concrete step to bolster the medical field with equal representation for high-risk groups.



I'm only alive today because of your support for research.

Caesar Blevins
Prostate Cancer Patient
and ZERO Champion

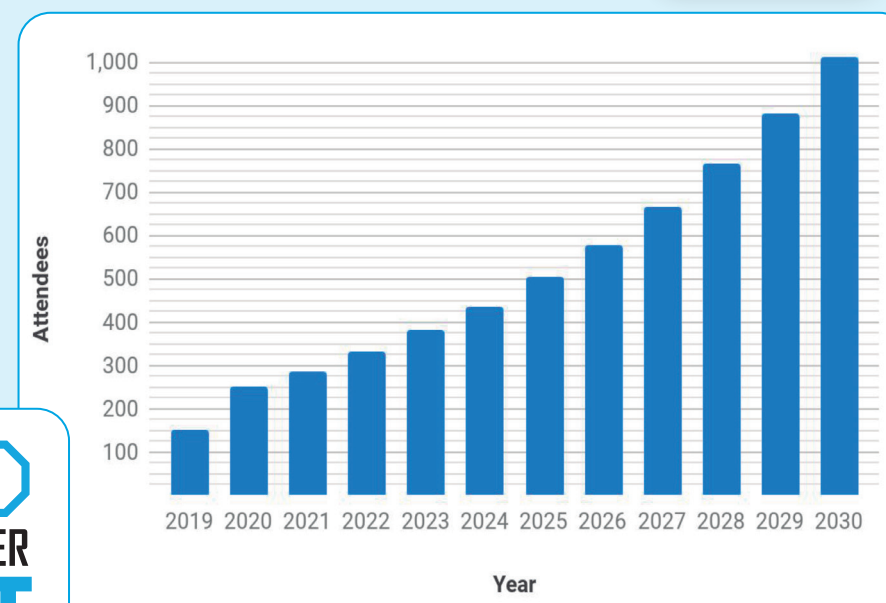


ZERO will leverage its advocates to bolster this amazing program by bringing more than 1,000 attendees to the ZERO Prostate Cancer Summit by 2030.

3 NEW TREATMENTS
for prostate cancer as a result of research



ZERO
PROSTATE CANCER
SUMMIT



Meet Unmet Patient Need

In America today, there are more than three million men fighting prostate cancer. The need to provide patients and their families access to care and support is both critical and urgent. No one should fight prostate cancer alone.

More than 40 percent of cancer patients alter their treatments or quit their fight entirely because of financial factors or due to being uninsured or underinsured.

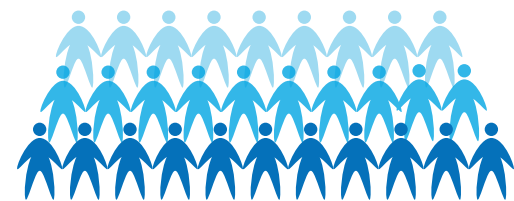
Further, we recognize that African Americans are two and a half times more likely to die from this disease because of lack of equal access to care. Veterans are impacted by prostate cancer at a disproportionate rate compared to civilians. ZERO aims to reduce barriers to care by meeting unmet patient need for both of these at-risk groups and across the broader population. This means deliberately and rapidly increasing patient resources that reduce physical, mental, emotional, and financial distress through our ZERO360 patient navigation program.

Recognizing that nearly two-thirds of the patients we help through ZERO360 live 400 percent below the federal poverty level, it is clear that these patients are at greater risk of falling through the cracks. To help close the financial gap, ZERO will provide patients with small impact grants and transportation stipends to access the care they need.

Sometimes just getting a ride to an appointment or treatment can be lifesaving. ZERO's goal is to remove any barriers to care and keep men in the fight.

Often times, patients and their caregivers endure depression, guilt, and/or loneliness. ZERO offers one-on-one peer support through our MENtor program for patients and a separate companion program targeted specifically to meet the needs of caregivers. Being paired with someone who has been in similar shoes can provide invaluable support and comfort.

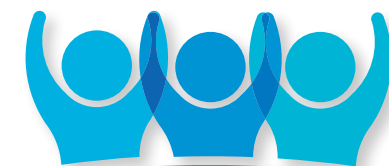
For those at risk, 99 percent survive prostate cancer when it's caught early. However, patients are not provided full coverage through insurance for life-saving preventative tests. ZERO aims to reduce barriers to testing through state-mandated insurance coverage.



10,000
Patients helped annually
by ZERO360
over the next decade.



Starting in 2020, ZERO will expand its transportation coverage to include gas, ridesharing apps, and public transit.



Providing for Patients

- ZERO will dramatically increase its capacity to help patients in financial distress from prostate cancer by growing its ZERO360 program to serve more than 10,000 patients annually by 2030.
- ZERO will provide 5,000 small-impact grants to patients at high risk from prostate cancer, allowing them to make ends meet and get to their appointments to fight prostate cancer.
- To ease the emotional and mental anguish, ZERO's MENtor and companion program will provide peer-to-peer support to more than 250 prostate cancer patients and their caregivers.
- Early detection continues to be the most effective means to saving lives from prostate cancer. However, only one state (New York) offers screening without requiring cost sharing on behalf of the patient. ZERO will expand screening mandates to 25 states by 2030.
- ZERO aims to educate the medical community and the press about how the disease is impacting patients and families through surveys and analysis every two years that will showcase our program improvements and meet patient needs.

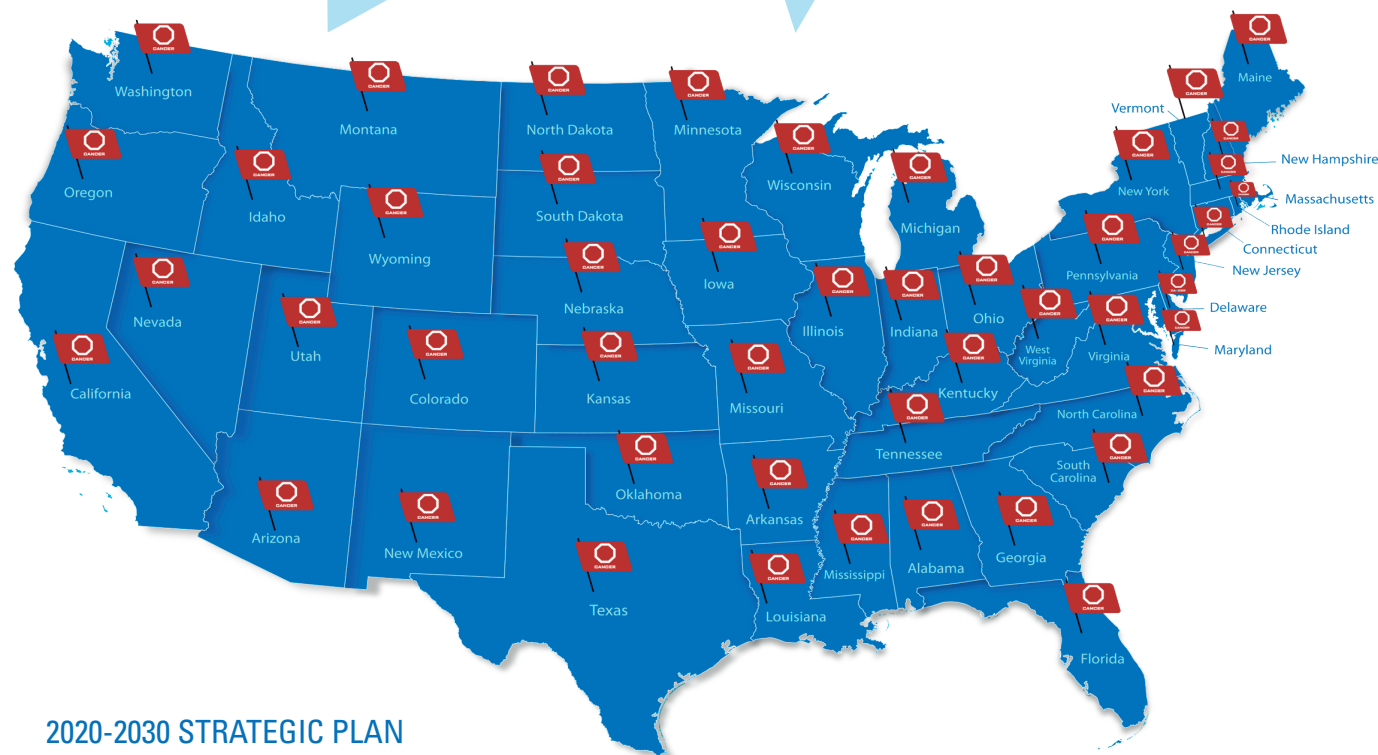
Build Champions and Chapters Coast-to-Coast

It takes a national network of engaged and steadfast individuals to end prostate cancer. And we're building it. By connecting donors, fundraisers, advocates, and volunteers, we amplify the cause-driven passion to help men and families. The blue ribbon symbolizes prostate cancer awareness and we are Bold for Blue!

We will raise our voices, translate our values into action, and mobilize politically. We will make a difference by uniting and motivating every man and his family who has been impacted by prostate cancer to join the fight to ZERO out prostate cancer.

For more than a decade, ZERO has led the only men's health event series in the nation focused solely on prostate cancer the nation. As of 2019, the ZERO Prostate Cancer Run/Walk Series is in more than 40 cities. With a nationwide force of advocates, medical partners, Run/Walk peer-to-peer fundraisers, DIY Fundraisers, donors, and volunteers, we ensure that every voice matters and is part of a community that cares. ZERO Champions are elite volunteers who help fuel fundraising, awareness, and advocacy for ZERO's programs and events.

- By 2030, the ZERO Prostate Cancer Run/Walk Series will raise more than \$13,000,000 and host a run/walk in 75 cities with 50,000 participants across the nation. This represents a 10 percent gain per year and will place ZERO among the nation's top peer-to-peer programs.
- ZERO will launch additional events to further engage communities at the local level and help to raise more funds for patients and families.
- Leverage cutting-edge technologies and systems to maximize ZERO's reach and increase peer-to-peer fundraising to exceed industry standards.



Create Strategic Partnerships

- ZERO will build global, strategic alliances with industry, government agencies, foundations, academic institutions, researchers, and clinicians to elevate prostate cancer awareness, research funding and new treatments, as well as support for patients and their families.
- ZERO will identify and target organizations who represent at-risk populations to align resources and meet unmet patient needs.
- ZERO will launch a corporate partnership program with at least a dozen *Fortune* 500 companies dedicated to promoting disease awareness and early detection, and to keeping men and their families healthy.
- Led by ZERO's Champions, ZERO will build an active and engaged volunteer base of more than 5,000 strong, multiplying efforts to educate, support, and raise funds to ZERO out prostate cancer.
- Through the growth of ZERO Chapters and the delivery of local programming, ZERO will draw hundreds of new partnerships to our cause.



Set the Standard for Nonprofits

- By 2030, ZERO will become a household name with chapters, events, support services, and advocacy in all 50 states.
- ZERO will spearhead a national awareness campaign to garner media attention and put prostate cancer in the headlines, helping to educate millions of men and families on how to ZERO out prostate cancer.
- By adopting new technologies and platforms, ZERO will become a social media juggernaut that connects, educates, and supports the prostate cancer community.
- ZERO's website will be the top U.S. destination for the prostate cancer community to connect, access resources and support, and take action in the fight against prostate cancer.
- ZERO will set the standard and be recognized as a national leader for nonprofits in overall excellence, transparency, and making the greatest impact for a cause.



Enhance Financial Strength

It will take both people and money to ZERO out prostate cancer. By 2030, ZERO will reach an annual fundraising goal of more than \$20,000,000 by:

- Raising more than \$13,000,000 through the ZERO Prostate Cancer Run/Walk Series to support local and national efforts to help patients and families.
- Realizing a total of \$8,000,000 through philanthropic giving, bringing individual donations to a new level.
- Building a reserve of \$5,000,000 to help fuel future endeavors like a research endowment to improve screening and diagnosis for prostate cancer.



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



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Many men don't have the ability or knowledge to seek help, or have someone to talk to during their prostate cancer experience. So they go into shells and feel isolated. They feel like a part of them has been taken away. ZERO has a love for men and empathy toward their families. ZERO makes a point of talking to everyone about the disease, risks, and paths forward.

Jeff Wilde, Prostate Cancer Patient and ZERO Champion





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My life had been full and healthy before prostate cancer. I gave 25 years of service as a fire captain, and ran 15-20 miles a week for my personal pleasure. Until prostate cancer, I had never spent a night in a hospital. But thanks to ZERO, I've been able to battle this disease bravely with resources and community. Now, a year and a half after my initial diagnosis, I'm proud to say I'm cancer free. I couldn't have fought this disease without ZERO.

Ed Ervin, Prostate Cancer Survivor and ZERO Champion

ZERO
THE END OF PROSTATE **CANCER**

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