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Dear Friend:

Together with our supporters, sponsors and founders, we made amazing strides towards ending prostate cancer in 2011.

Ending prostate cancer starts with ZERO. Every dollar we receive is leveraged into $40 for research as every single recent breakthrough in prostate cancer research has involved federal government dollars. Every penny fought for by ZERO and our advocates. Our advocacy efforts lead the way in safeguarding and growing the federal investment in prostate cancer research through events like the Summit to End Prostate Cancer—the largest annual gathering of prostate cancer advocates. In 2011, ZERO staved off a $16M cut to the Prostate Cancer Research Program at the Department of Defense, ensuring critical bench to bedside research continues.

It was a banner year for the Drive Against Prostate Cancer—the largest mobile prostate cancer testing campaign in America—as we added a second mobile medical unit and surpassed 110,000 tests since the program’s beginning in 2002.

We’re building the Premier Men’s Health Event Series in America. The Great Prostate Cancer Challenge/DASH FOR DAD National Race Series grew tremendously in just its fourth year, hosting more than 15,000 runners across 27 races. We’ve also expanded our endurance teams to include eight major marathons and triathlons.

Please join us in making 2012 a historic year in the fight to end this terrible disease. We believe after reading about the programs and initiatives we have planned, you will choose to join the team and end prostate cancer. We’re poised to push for a cure by expanding our advocacy efforts and awarding local research grants to help patients and further research through the Great Prostate Cancer Challenge/DASH FOR DAD National Race Series.

If you have any questions or comments, please feel free to contact us directly (202) 303-3110 or (202) 303-3105 respectively.

SKIP LOCKWOOD
President & CEO

JAMIE BEARSE
Executive Vice President & CSO
ZERO - THE END OF PROSTATE CANCER.

WHO WE FIGHT FOR

JEREMY PASTER
ROLE: Inspiration
AGE: 38
CITY: San Francisco, CA

IN MEMORY OF

DAVID EMERSON
ROLE: Advocate
AGE: 48
CITY: Kansas City, MO

IN HONOR OF

JONATHAN STANLEY
ROLE: Survivor
AGE: 38
CITY: San Antonio, TX

IN HONOR OF

ROGER LOVE
ROLE: Fighter
AGE: 68
CITY: Birmingham, AL

IN HONOR OF

JOHN BING
ROLE: Activist
AGE: 50
CITY: Spearfish, SD

IN HONOR OF
ZERO - THE END OF PROSTATE CANCER

Zero prostate cancer deaths. Zero prostate cancer cases and for those with prostate cancer, it means a zero PSA. Our name conveys what we stand for—zero tolerance for prostate cancer.

As ZERO, we commit ourselves not only to reduce prostate cancer or alleviate the pain from the disease but to end it. We see a future where all men who have been diagnosed with prostate cancer will be cured or manage their illness with good quality of life, with the support they need to minimize physical and emotional suffering and to cope effectively throughout their cancer journeys.

To accomplish our goal, we increase research funds from the federal government to find new treatments and we fund local grants to end prostate cancer through our national event series, the Great Prostate Cancer Challenge®. We conduct free testing through the Drive Against Prostate Cancer mobile testing program and educate patients, families and those at-risk.

In 2012, ZERO will

- Ensure the federal government contributes more than $450 million to prostate cancer research. Thanks to ZERO’s efforts, the U.S. Government is the largest funder of prostate cancer research in the world!

- Test more than 10,000 men for FREE!

- Host 32 races and raise more than $2M for prostate cancer research, advocacy and early detection.

“We see a future where all men who have been diagnosed with prostate cancer will be cured.”
THE GPCC/DASH FOR DAD EVENT SERIES MAKES GREAT STRIDES

Lace up your sneakers and join us in the race to end prostate cancer. The Great Prostate Cancer Challenge/DASH FOR DAD (GPCC), is America’s Premier Men’s Health Event Series hosting more than 15,000 participants across 27 cities in 2011.

The GPCC is a heartfelt, tight-knit community event that brings together athletes, cancer survivors, physicians, caretakers, family members and friends. Founded by Chesapeake Urology Associates in Baltimore, the Great Prostate Cancer Challenge merged with ZERO’s DASH FOR DAD race in 2009 and exploded across the country to 27 events in 2011. The flagship race in Baltimore, MD hosted 1,500 runners while the national DASH4DAD race in the Washington, DC area drew more than 1,000 participants in 2011. The series continues to grow as we’re hosting event in 32 cities across the nation in 2012.

We’re grateful for all the hard work by our partnering urology practices, the support of our sponsors like Abbott and the sweat put into the cause by all of our runners and walkers.

Funds raised by the GPCC help ZERO with its free testing and advocacy efforts. In addition, ZERO awarded more than $215,000 in local grants to end prostate cancer in 2011, supporting research at American Urologic Association Foundation, patient support at Minnie Pearl Cancer Center and free testing at hospitals like St. Francis in Poughkeepsie, NY.

For more details, go to DashForDad.com or GreatProstateCancerChallenge.com. And, watch our video at ZeroCancer.org/about/zero-tv
ONE FAMILY’S DASH FOR DAD

In October of 2005, all of our lives changed dramatically because of an advanced and aggressive prostate cancer diagnosis for my husband and our girls’ wonderful father. To say our whole world stopped and drastically changed, would be putting it mildly. Once we came to grips with this devastating news, we forged forward to do research and find out everything we could about prostate cancer, treatments for cures, treatment facilities, clinical trials, etc. We became very informed on a subject that just a month before, we knew little about. Unfortunately, after all the efforts Paul succumbed to this disease 14 months later.

Thus, we became involved with ZERO and the DASH FOR DAD. We think it is imperative for both men and women to be knowledgeable about early detection for this disease. We cannot emphasize enough the extreme importance of PSA testing. This was our only clue to the impact of this disease, which led to a biopsy being performed. An early detection for Paul could have made all the difference in his outcome. He wanted the three of us to do something to prevent this from happening to others and we chose ZERO as our avenue for communicating this message. We have had such a wonderful response from all those we know and we feel that the message is getting out there.

The DASH FOR DAD Race is wonderful way of getting people involved and informed. ZERO is doing such great work with research, free testing and spreading the word. We are thrilled to be involved with this organization and through all their efforts in saving lives.

Cheryl, Tara & Meghan Nikituk

“An early detection for Paul could have made all the difference in his outcome.”
Know your score on and off the course.

PSA Trends

The PSA test measures the level of prostate-specific antigen (PSA) in the blood. It’s important to get tested regularly because a sudden rise in your score could signal trouble.

Craig T. Nelson
3 Time Emmy Nominated TV & Film Actor

Jim Boeheim
Syracuse University Men's Basketball Coach

Tony Womack
13 Year MLB Veteran & World Series Winner
“KNOW YOUR SCORE” CELEBRITY GOLF TOURNAMENT & GALA

Myrtle Beach is committed to end prostate cancer. As the world’s most popular golf destination, the 90 percent, male-dominated golf market is a key demographic of Myrtle Beach’s core audience of more than 1 million golfers who visit the area. As a result, Myrtle Beach Golf Holiday teamed up with ZERO – The End of Prostate Cancer to launch the Know Your Score: Fight Prostate Cancer campaign.

Know Your Score is a multifaceted effort with a goal of awareness and fundraising to battle prostate cancer while increasing education and testing throughout the nation. The golf tournament was held for the fourth year in a row in 2011, and brought in some of the biggest names in sports and entertainment.

“In 2011, the Know Your Score Celebrity Golf Tournament & Gala raised more than $90,000.”
ZERO celebrated a spectacular milestone in 2010 by surpassing 110,000 men tested for free since the Drive Against Prostate Cancer began in 2002. More importantly, we have saved more than 7,000 lives, thanks to early detection and treatment. Our mobile medical vehicles also serve as a research vessel by enrolling men into clinical trials. The Drive has helped advance the research of Dr. William Catalona of Northwestern University in developing a better PSA test for prostate cancer and assisted Dr. Mark Moyad of the University of Michigan in his research on the link between prostate cancer and obesity.
THE 2011 SUMMIT TO END PROSTATE CANCER

RESEARCH FUNDING

In 2011, ZERO staved off a $16 million cut to the Prostate Cancer Research Program at the DOD.

FEDERAL FUNDING

Historically, prostate cancer research has been underfunded, but under ZERO’s leadership, federal investment has climbed by 500% in 15 years.
THE SUMMIT TO END PROSTATE CANCER

The Summit to End Prostate Cancer brings advocates from all over the US. In 2011, we brought in more than 150 advocates and hosted many elected officials. We were also joined by leaders in the field of prostate cancer research from University of Michigan and the Department of Defense.

The goal of The Summit is to bolster support among existing friends in Congress and to make a strong first impression with the dozens of newly elected officials and those who are new in leadership positions. We focus on protecting and growing the Congressionally Directed Medical Research Program at the Department of Defense, which has currently allocated $80M to move treatments rapidly from the science bench to the patient’s bedside. This funding has stayed level because ZERO staved off a $16M cut to the Prostate Cancer Research Program in 2011. We also work to include prostate cancer in health care legislation to protect existing state mandates requiring insurance companies to cover prostate cancer testing and the use of emerging new therapies.

The 2012 Summit to End Prostate Cancer promises to bring more advocates in order to increase the pressure on Congress. Support for the Summit is critical in order to accomplish our goal.

“The goal of The Summit is to bolster support among existing friends in Congress and newly elected officials.”
$2 BILLION MAN

Curing prostate cancer adds $2 billion to the American economy each year.

**Better Diagnostics**
- Improved testing and imaging techniques are urgently needed, so prostate cancer can be accurately diagnosed, without unnecessary medical procedures.
  - Genetic Testing
  - Improved Biomarkers
  - Advanced Imaging

**Primary Treatment**
- New drugs and treatments must be developed to contain and kill prostate cancer, without humiliating side-effects like sexual impotence and incontinence that no man should have to endure.

**Advanced Treatment**
- New vaccines and drug therapies are desperately needed to save men’s lives and restore their quality of life.
  - Effective Drug Therapies
  - Nanotechnology
  - New Vaccines

**What does a cure for prostate cancer buy?**
- Saves the lives of 27,000 men annually in U.S. alone.
- Eliminates suffering for 192,000+ men diagnosed with prostate cancer each year.
- Gives millions hope & peace of mind.

**Support the Plan**
with your signature at:
ZeroCancer.org/Cure

ZeroCancer.org/Cure
$2 BILLION MAN

Finding a cure for prostate cancer would add a $2 billion benefit each year to the American economy in increased productivity. Yet better diagnostic tests and treatments are desperately needed to help men who already suffer from the disease. Here’s what we seek to fund:

**Primary Treatment**
New drugs and treatments must be developed to contain and kill prostate cancer, without humiliating side-effects such as sexual impotence and incontinence.

**Advanced Treatment**
New vaccines and drug therapies are desperately needed to save men’s lives and restore their quality of life.

- Effective Drug Therapies
- Nanotechnology
- New Vaccines

**Better Diagnostics**
Improved testing and imaging techniques are urgently needed, so prostate cancer can be accurately diagnosed, without unnecessary medical procedures.

- Genetic Testing
- Improved Biomarkers
- Advanced Imaging

Call or write your representatives and urge their support for these measures.

“Finding a cure for prostate cancer would add a $2 billion benefit each year to the American economy.”

SUPPORT THE PLAN
with your signature at: ZeroCancer.org/Cure

2 BILLION MAN
“ZERO has been an excellent partner in promoting prostate cancer research and building Congressional support for these programs.”

SENATOR TIM JOHNSON
(SOUTH DAKOTA)

“I am grateful to ZERO for their tireless advocacy and outreach.”

REPRESENTATIVE PETER KING
(NEW YORK 3RD CONGRESSIONAL DISTRICT)

“ZERO provides a critical service and I hope every man in the U.S. visits their website to learn about the risks of prostate cancer.”

CONGRESSMAN RANDY NEUGEBAUER
(TEXAS 19TH CONGRESSIONAL DISTRICT)

“The Prostate Cancer Research Program has resulted in notable discoveries and aided in early detection of prostate cancer.”

SENATOR MIKE CRAPO
(IDAHO)

“As a prostate cancer survivor, I hope that the Prostate Cancer Awareness Month will cause men to get tested.”

SENATOR JEFF SESSIONS
(ALABAMA)
We’re proud to be the official prostate cancer charity of the National Hockey League. Together with the NHL, ZERO tests hundreds of men during Hockey Fights Cancer nights and spreads awareness to countless others and their families with clubs including the Washington Capitals, Philadelphia Flyers, Nashville Predators, Columbus Blue Jackets and Florida Panthers.

The NHL makes a financial donation to ZERO to help fund its Drive Against Prostate Cancer to support free testing across the nation. Some of the partnering clubs also raised funds to support our efforts through player-signed memorabilia and online auctions.

"The NHL is proud to support ZERO as part of our committed efforts during Hockey Fights Cancer Awareness Month in October and suggest everyone do the same. Through this partnership, we encourage our fans to participate in the free prostate screenings and information available during NHL games each season."

Kenneth Martin, Jr.
NHL Vice President of Community Affairs
WHERE THE MONEY GOES

OUR BUDGET

No other prostate cancer charity spends more on its programs! ZERO’s mission to end prostate cancer is unparalleled as **89 cents per every dollar** is directed to our programs and activities.
## FINANCIALS

### OVERVIEW

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<thead>
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<th>2011</th>
<th>2010</th>
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<tr>
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<tr>
<td>Gross Expenses</td>
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<td><strong>PROFIT/LOSS</strong></td>
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### SPENDING

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<td>Fundraising Expenses</td>
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<tr>
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<td>Administrative %</td>
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<td>Fundraising %</td>
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<td>6.34%</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>100%</strong></td>
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### ASSETS

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<tbody>
<tr>
<td>Total Assets</td>
<td>$1,369,544.00</td>
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<td>Liabilities</td>
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<tr>
<td><strong>NET TOTAL</strong></td>
<td><strong>$738,829.00</strong></td>
<td><strong>$538,902.00</strong></td>
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**Note:** All financials are based on the annual full independent outside audit of ZERO’s financial statements. Complete financials for the organization are available online at ZeroCancer.org or by request.
**ZeroCancer.org**: comprehensive website with news, research, testing, treatments and advocacy.

*Twitter, Facebook, YouTube*: advocacy outreach and online communities.

**ZEROHOUR**: free weekly e-newsletter. Please go to [ZeroCancer.org](http://ZeroCancer.org) to subscribe.

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**Educational Resources**: videos, case studies, and brochures about prostate cancer.

**Clinical Trial Awareness**: searchable database and information on the latest clinical trials at [ZeroCancer.org](http://ZeroCancer.org).
BOARD OF DIRECTORS

JONATHAN D. SCHWARTZ  (chairman)

MITCH LAURANCE  (vice chairman)

ROBIN SPARROW

RAOUL CONCEPCION, M.D.

SHERRY S. GALLOWAY, R.N., L.M.T.

ROBERT GINYARD

TOM QUINN

SANFORD SIEGEL, M.D.

MICHAEL SMITH

JILL O’DONNELL-TORMEY, Ph.D.