



## Annual Review and Update: Us TOO in 2013

Prepared December 2013

### **Introduction:**

Following discussions on the 2008-2011 Strategic Plan during 2012 and early 2013, the Board passed a new multi-year Strategic Plan under the chairmanship of Kay Lowmaster at our first Board meeting of the year in March of 2013. Kay was joined by Dave Houchens as Vice-Chairman, Howard Kaczmarek as Secretary and Jean Jeffries as Treasurer and, as members of the Executive committee; they also served as chairman of the Board committees and the Policy and Bylaws subcommittee. During 2013, Kay appointed Jim Rieder served as chairman of the Finance committee.

New members of the Board elected in 2012 were Jeff Mills and Bill Seidel and in March of 2013 Todd Ahrens and Tom Cvikota. In September of 2013, the following officers were elected for 2014 including Jim Rieder as Chairman, Jeff Mills as Vice-Chairman, Todd Ahrens as Treasurer and Bill Seidel as Secretary. There could be up to six Board positions open as we enter 2014, and the Board Membership committee has a potential of four candidates for approval at the December meeting.

The new Strategic Plan identified the following Vision Statement and Goals:

Vision Statement: The premier organization that provides unbiased guidance and information for men and their families affected by prostate cancer by:

- Becoming financially secure
- Being the voice of the prostate cancer community, and
- By extending and expanding the vision of Us TOO as a collaborative, participatory organization comprised of active volunteers teaming together to help others.

Goals:

1. Secure annual gross income of \$1.5 million in two years.
2. Expand staff and capabilities as increased funding allows.
3. Explore the feasibility of rebranding for the organization.
4. Improve and expand the network of community chapter/support groups.
5. Update Us TOO By Laws and Policies

Objectives: There were seven Specific Objectives outlined in the plan and forty sub-points or target activities under the objectives.

### **Unforeseen Challenges:**

Us TOO was in further transition in 2013 as Ryan Maguire resigned in June as Us TOO's Communications Manger and Chuck Strand was brought aboard as an Independent Contractor. The team has been developing since.

### **Progress Toward Goals and Priorities:**

In December 2012, the 2013 budget was approved for \$869,000 in Income and \$868,250 in Expenses. Despite the challenges of budget reductions, work focused on the priorities established in 2012 and the new Strategic Plan passed in March 2013. The impact of the new plan on the December 2012 Approved Budget and the unplanned June staff changes (after the March 2013 Strategic Plan was passed) were seen in Board discussions and situational analysis discussions at both the June and September Board meetings.

- 1) Goal: *Secure annual gross income of \$1.5 million in two years.* A Projected Annual Revenues and a Quarterly Revenue Projection were completed for the year; however work needs to continue on the updates to Quarterly Projections, as well as other tasks before the Development committee such as reviewing and establishing contributor levels and rewards, identifying grant projects and a “Friends of Us TOO” initiative.

The Development committee discussions in its November meeting made it clear that the two year goal of \$1.5 million is not likely achievable by the end of 2014. Challenges are seen in slower corporate sponsorship and grant support. Progress has been made in Planned Giving as Dexter Rumsey has been active in writing Association of Trust and Estate Council Fellows, in developing two new Pours for Prostates awareness events (Atlanta and Chicago) and in expanding sponsorships for the 9<sup>th</sup> Annual SEA Blue event in Chicago. A much more aggressive year-end campaign is underway including calls with Chapter/support group leaders to expand the reach of the campaign in 2013.

- 2) Goal: *Expand staff and capabilities as increased funding allows.* Staffing issues have been discussed at the June and September pre-Board meeting discussions and the 2014 Proposed Budget moves contractors to temporary staff positions. However, projected budget deficits are slowing action in this area. There was also an objective about contingency plans for the President & CEO departure and per the plan, a processes document was completed for the Executive committee and the job description was reviewed and approved. A procedures manual, a policy and procedure on replacement of the CEO and compensation committee work on a transition compensation plan are areas of further work.
- 3) Goal: *Explore the feasibility of rebranding for the organization.* Design options for the Us TOO logo were reviewed and discussed by the staff and Board in 2013, but no specific grant support has been secured for background survey and planning expenses.
- 4) Goal: *Improve and expand the network of community chapter/support groups.* Per the objectives, there have been three Us TOO University Town Hall meetings held during 2013, in Atlanta, Austin and Rochester, NY. The Town Hall meetings have an agenda of closer communication with community volunteers and establishment of shared goals in areas of program, awareness and fundraising.

There was an objective to develop, plan and implement a 25<sup>th</sup> Anniversary event for 2015 with tasks in 2013 to seek funding for 2014 kick-off activities. Discussions have taken place with sponsors in 2013 so far. There was also an Objective to develop, plan and implement a

new Us TOO website. Within the limits of available funding during 2013, we saw the completion of a new site framework. Remaining work to achieve further sponsorship support was successful in the Fourth Quarter and content development will take place in 2014. During 2013 the American Cancer Society announced late in the year that it would be ending the Man to Man program. Terri has been working with groups seeking affiliation with Us TOO and recently corporate sponsorship has been received for increased activity.

- 5) Goal: *Update Us TOO By Laws and Policies*. The Bylaws and Policies subcommittee was formed and completed draft documents for Board review at its September Board meeting which are set for approval at the December meeting.

**Other Issues and Accomplishments:**

- A new office suite has been secured and moving is planned for December 2013 and new auditors will be selected at the December meeting as well.
- Educational Materials: The monthly *HotSheet* was continued, there will be three Chapter News editions completed in 2013 but the planned Hormone brochure update was delayed. A 2014 webinar was discussed and funding secured and is planned in collaboration with Zero. In addition, Us TOO continued its work with the Prostate Cancer Roadmap website and a new brochure was completed for the Advanced Disease Kit.
- Advocacy: Us TOO conducted two breakout sessions on support group advocacy activities during the Annual Zero meeting, the Early Access committee on Prostate Cancer (EAP) was not as active in 2013, work continued with the Department of Defense PCRP for program funding and Consumer Reviewer nominations, involvement continued with the public and the Prostate Cancer Roundtable and internationally, involvement continued with the WWPCC and the Us TOO groups in the Bahamas. In addition Us TOO has been actively involved in attending meetings as a representative on several corporate advisory groups and at Leadership and Advocacy meetings with the NHC, NCCS and NCCN.
- The 2012 Annual Report will need to be developed before the end of 2013.
- Several calendar events will need attention in early 2014; the SEA Blue Celebration event is scheduled for February and the Prostate Cancer Business Leadership Council meeting has to be scheduled for early 2014 to continue momentum.
- Us TOO will lose two of the Officers as we end 2013 as well as three Board members and a whole new Executive committee will take on their leadership roles in January 2014. There is a possibly a total of six Board members will be added during 2013, leaving two seats to fill in 2014.