**Introduction:**

We had a change of leadership as we entered 2014 as all of the Officers, and thus the 2013 Executive committee made up of Chairman Kay Lowmaster, Vice-Chairman Dave Houchens, Secretary Howard Kaczmarek and Treasurer Jean Jeffries all transitioned off the Board of Directors. From the results of the 2013 elections of 2014 Officers we saw Jim Rieder assume the Chairmanship, Jeff Mills step into the Vice-Chairmanship, Todd Ahrens became the Treasurer and Bill Seidel become the Secretary as we started 2014. The new Executive committee started the year with an in-person meeting in January with the President & CEO (who during 2014 celebrated his 10th Anniversary in the role). The new members of the Board elected in 2013 and assumed office in January 2014 were Jerry Deans from VA, Keith Hoffman from TX, Jim Naddeo from MI and Fred Allen from AR. There were two vacancies on the Board during 2014.

As a look back, following discussions on the 2008-2011 Strategic Plan during 2012 and early 2013, the Board passed a new multi-year Strategic Plan during the first Board meeting of the year in March of 2013. The new 2013 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 (March 2015).
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:**

In 2013 Us TOO’s Communications Manager left and Chuck Strand was brought aboard as an independent contractor, during 2014 Chuck was added to the staff and has served as Director of Marketing/Communications. John Lupton, who also served as an independent contractor, was added to the staff at the start of 2014 as part-time Director of Development/Fundraising. He left Us TOO at the end of the 3rd Quarter to pursue development of *Prostate Cancer Speaks* and a partnership with Us TOO. That position remains open as we end 2014. Also during 2014 Wellness
Place, the 10 year partner organization working with Us TOO on the Chicago SEA Blue Walk & Run event, decided to close its doors at the end of the 3rd Quarter which called for further Us TOO staff re-alignment and re-focus.

**Progress Toward Goals and Priorities:**

1) **Goal: Secure annual gross income of $1.5 million in two years.** Discussion of this goal in 2013 led to the assumption it was not do-able and we ended 2013 with a deficit of approximately $20,000 and the 2014 Approved Budget contained a planned deficit. However at the end of the 3rd Quarter 2014, we are showing a positive Net by controlling expenses and increasing fundraising activities, campaigns and events.

2) **Goal: Expand staff and capabilities as increased funding allows.** During 2014 the Executive committee created a policy and procedure on the replacement of the CEO (either planned or unplanned) for presentation to the Board at the December meeting, and working as the compensation committee, is recommending a staff salary increase for 2015 and work on a transition compensation incentive plan is an area of further work.

3) **Goal: Explore the feasibility of rebranding for the organization.** A 25th Anniversary logo has been developed and modifications in branding of the Us TOO name have resulted in the use of the phrases, “Affected by prostate cancer...Us TOO”, “Take action, get connected” which builds on the “from passion to action” phrase we have used since our 20th Anniversary in 2010.

4) **Goal: Improve and expand the network of community chapter/support groups.** In 2014 the Program committee set a priority to survey Chapters and support groups, committee members and Board members have been making calls and contacting local contacts which has resulting in updated information on the website.

Per the objectives, there was a seventh Us TOO University Town Hall meeting held during 2014, in Sarasota, FL in November. 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. This meeting also focused on the goal of building closer relationships with past Man to Man groups since ACS withdrew support of the program nationally.

There was an objective to develop, plan and implement a 25th Anniversary event for 2015 with tasks in 2013 to seek funding for 2014 kick-off activities. Planning funds were gathered and planning work took place with a 25th Anniversary work group as a subcommittee of the Program committee.

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. Further sponsorship support was successful raised in the Fourth Quarter 2013 and content development and launching of the new site was completed in November 2014.
5) Goal: Update Us TOO By Laws and Policies. The Bylaws and Policies subcommittee’s recommended changes approved at the December 2013 meeting. During 2014, the Program committee recommended a new policy on Chapter/Support group disaffiliation which the Board approved during its September 2014 meeting.

Other Issues and Accomplishments:

- A new office suite was secured at the end of 2013 and moving took place during early January 2014. In 2014, our audit and tax preparation was conducted by a new firm, Calibre CPA Group. In July, Us TOO fully met all the Better Business Bureau’s Charity Seal Standards for a second organization’s standards statement beyond the National Health Council.

- Educational Materials/Activities: The monthly HotSheet was continued, one edition of the Chapter News was completed in April, nearly 100 new volunteers were secured to act a referral sources to our Helpline, the News You Can Use service was improved and completed monthly to supplement the monthly newsletter, but the planned Hormone brochure update was delayed further. Two 2014 webinars were completed in collaboration with Zero. In addition, Us TOO continued its work with the Prostate Cancer Roadmap website and the relationship completed with the now terminated On the Line awareness initiative. And as a major advancement the Us TOO website was updated and launched.

- Advocacy/Awareness: The Early Access committee on Prostate Cancer (EAP) was not as active in 2014, 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 with two in-person meetings held in Washington, DC, and internationally, involvement continued with the attendance at a Bayer sponsored meeting and with 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 PCRI conference, AUA, ASCO and ASCO-GU, NHC, NCCS and NCCN. In addition, several awareness events such as the Blues event at Chicago’s Buddy Guy’s Legends and a Community Conversation event in Atlanta at a Baptist church held in partnership with local activists.

- The 2013 Annual Report will need to be developed before the end of 2014. Several calendar events will need attention in early 2015; the SEA Blue Celebration event is scheduled for February and the Prostate Cancer Business Leadership Council meeting has to be scheduled for early 2015 to continue momentum (last meeting held in June 2013).

- Us TOO will lose one of its officers at the end of 2014 and at least one Board member, did accept three new Board members for 2015 at the December 2014 Board meeting and most likely will have only one seat to fill during 2015.