October 25, 2013

Dear Friends of Us TOO and Chapter/Support Group Leaders,

The HotSheet November 2013 edition is here. As you know, September was especially busy with initiatives around Prostate Cancer Awareness Month, which included our largest annual fundraiser — the Chicago SEA Blue Walk & Run. If you haven’t yet done so, I urge you to log onto www.ustoo.org and donate to the event before the October 31st deadline.

We have also had an exciting October! The highlight was the Us TOO University Town Hall Meeting in Rochester, New York, on October 17th. I want to personally thank chapter/support group leader Patrick Fisher, and everyone who attended the event. It exemplified the type of grass roots collaboration that’s necessary in order for us to effectively respond to the new demands imposed by an ever-increasing population at risk for developing prostate cancer.

November, of course, is the Thanksgiving season of giving; and we would like to announce the launch of our “Be Thankful - Pay it Forward” year-end fundraising campaign. I want to specifically thank all of the volunteers and local support group/chapter leaders who joined me, staff, consultants and board members on the series of conference calls during the week of October 7th in preparation for launching this initiative.

The campaign acknowledges the services and resources that Us TOO provides free of charge and recognizes the increased need to fund the organization, due in part to the aging population of baby boomer men and the elimination of the American Cancer Society’s Man To Man support groups. We are taking a personal approach to contacting donors with greeting cards that will be hand-signed and hand-addressed, and include a postage paid envelope along with a donation form so donors can easily respond. Please let us know if you or anyone you know would like to receive a quantity of cards to send to a personal network of potential donors. The campaign will be supported with an eblast in the first week of November announcing the fundraising campaign and providing a link to customized pages on the website, in addition to featuring testimonial videos from a survivor, a caregiver and a support group leader.

For those of you in Chicago, look for information on the Pours for Prostates fundraising event we are hoping to hold in mid-November. Stay tuned for more details coming soon.

Finally, let me suggest a research project for your consideration. If you’ve received hormone therapy treatment for prostate cancer, you may be eligible to join a research study funded by the American Cancer Society. The objective is to help people with changes to memory, thinking and concentration following hormone therapy for the treatment of prostate cancer. This study is done completely over the phone and internet and involves a brief screening to determine eligibility to participate in three assessments/interviews and 8 weeks of home-based computer use. For more information, please contact Lisa Wu at (212) 824-7805 or lisa.wu@mssm.edu. This study is approved by the Mount Sinai Institutional Review Board (GCO# 10-1352 approved through 04/06/2014)

As we turn our attention to the upcoming holiday season of thanks and giving, please keep Us TOO top-of-mind to help us raise the money necessary to fund our work for 2014. Thank you for your ongoing personal commitment and dedication to Us TOO International.

My best to you all,

T. N. Kirk, President & CEO