2011 ANNUAL REPORT

Teaming for Success

Us TOO International Prostate Cancer Education & Support Network
Dear Friends of Us TOO,

2011 was our third year as a leadership team – Fred’s third (and final) as Chairman of the Board and Tom's seventh year as President & CEO. We remained committed to implementing our third and final year of our Strategic Plan which was approved at the end of 2008 and provided a direction for us through 2011.

We spent time during our 2011 Board meetings to plan beyond 2011 and as Fred decided to not run for re-election, we elected Kay Lowmaster, who had served as our Vice-Chairman to step into the role of Chairman for 2012. We also elected Dave Houchens as Vice-Chairman, Jack Shaff as Treasurer and Ridge Taylor as Secretary. At the year’s end, Fred stated he was proud to have served on the Board for five years and was pleased to see the Board become more accountable during his three years as Chairman. He, Kay and Tom will continue to collaborate as he serves as Immediate Past-Chairman.

When we look back on the events of 2011 we also bid farewell to Board member Rick Lyke who created and grew Pints for Prostates which has been a partner of Us TOO since its inception and we welcomed new Board members Hal Teuscher and Jim Hammack.

So many things happened in 2011 that were significant. For example following our successful 2010 20th Anniversary, in 2011, we held an Us TOO University session titled “Teaming for Success” to share and hear the latest information on prostate cancer, learn about new collaborations and resources, structure time for peer discussion and learn about new home office materials and directions as a way to keep the momentum going. We also created a major new resource for those dealing with advanced prostate cancer and announced new standards for our support groups and chapters which were released at the session as a way of deepening our collaborations with our active volunteers and advocates.

During our December Annual Meeting we were pleased to be able to hold our fourth meeting of the Us TOO Prostate Cancer Business Leadership Council, recognize Fred and Rick, present another round of Edward Kaps “Hope Awards”, as well hear Sara Campbell present the Bill Blair Memorial Lecture: “Current and Future Directions in Prostate Cancer.”

Thanks to all for your ongoing support and hopefully the following Annual Report will show our highlights for a truly significant year in our organizational history.

Sincerely,

Fred Mills, Chairman

Thomas Kirk, President & CEO
UsTOO’s Board of Directors

**Executive Committee**
Chairman: Fred Mills - San Antonio, TX  
Vice-Chair: Kay Lowmaster - Pittsburgh, PA  
Secretary: Ridge Taylor - Lake Oswego, OR  
Treasurer: David Houchens, PhD - Columbus, OH  
President & CEO: Thomas N. Kirk - Northfield, IL

**Directors**
Jim Hammack - Oklahoma City, OK  
Jerry Hardy - Detroit, MI  
Jean Jeffries - Meridian, ID  
Howard Kaczmarek - Rainer, OR  
David Lubaroff, PhD - Iowa City, IA  
Rick Lyke - Charlotte, NC*  
James L. Rieder - Powell, OH  
Dexter C. Rumsey, III - Irvington, VA*  
Jack Shaff - Portland, OR

**Directors Emeritus**
Co-Founder: John De Boer - Elmhurst, IL  
Co-Founder: Edward C. Kaps - Fountain Hills, AZ  
Immediate Past Chairman: Jim Kiefert, EdD - Olympia, WA

**UsTOO’s Mission**
Be the leading prostate cancer organization helping men and their families make informed decisions about prostate cancer early detection and treatment through support, education and advocacy

**UsTOO’s Board Leadership Roles**
Executive Committee Chairman: Fred Mills  
Board Membership Committee Chairman: Ridge Taylor  
Finance Committee Chairman: David Houchens  
Program Committee Chair: Kay Lowmaster  
Development Committee Chairman: David Houchens
What Did We Try to Accomplish in 2011?

The Us TOO Corporate Plan developed and approved by the Board of Directors in 2008 with its focus through 2011 best reflects what we are trying to accomplish. It addresses nine areas:

1. **Board Development**: The vision is for Us TOO to have an informed, proactive and balanced Board made up of men and women directly affected by prostate cancer who have competencies in business, fundraising and public relations. The Board Members should be willing to speak publicly about prostate cancer and Us TOO and its mission.

2. **Mission Statement**: Our 2008-2011 plan called for us to examine our Mission Statement. The Board approved the recommended modification of the Mission Statement in July 2009 to read: *Be the leading prostate cancer organization helping men and their families make informed decisions about prostate cancer early detection and treatment through support, education and advocacy.* The Mission Statement made it clear we are trying to help men and their families make informed decisions through support, education and advocacy. Us TOO’s SEA Blue approach is evident in the updated Mission Statement.

3. **Chapters/Support Groups**: Communication with the hundreds of group leaders and volunteers is a high priority. The role of the home office is to be a facilitator and provide standards and resources for the independent local groups. Working with more groups is a goal.

4. **Awareness and Marketing**: The overall desired vision is to have Us TOO recognized as the organization to turn to who supports people at risk for prostate cancer and the men and their families dealing with prostate cancer and to be an active player to beat this disease.

5. **Education**: Us TOO views education as a form of empowerment of patients, their families and volunteers. The immediate focus is on the 20th Anniversary event in 2010 and also enrich and expand the educational services of the organization such as its newsletters, social communities, the Helpline and educational webinars and teleconferences.

6. **Minority and Underserved Populations**: With the completion of the five year Minority and Underserved Outreach Pilot Program with CDC in the fall of 2008, Us TOO will plan for next steps and continue to utilize contacts and materials developed during the project. Us TOO is committed to the Circles of Love program to support women affected by prostate cancer.

7. **Advocacy**: Continue to work in collaboration with other groups to move forward to priorities developed in the advocacy plan.

8. **Fundraising and Resource Development**: Develop and implement a broad range of options for donors to support Us TOO’s mission.

9. **Collaboration**: Develop further the collaborations with other groups nationally and internationally to leverage Us TOO’s resources.

Where We Have Been Going in 2011 to Plan for the Next Three Years.

The Board and staff of Us TOO have a vision of Us TOO as a collaborative, participatory organization made up of active volunteers teaming together helping others through their shared peer survivor experience with prostate cancer. Us TOO employs a staff of five to facilitate the volunteer efforts and provide operational resources. During both the First & Second Quarter 2011 Board meetings held in March and June, we have had active discussion of priorities and identified the following need-areas.

1. **Updating the Us TOO website and electronic communication tools,**
   - Gather donor support to clean and update the Us TOO website (last re-launched in 2005) through participation of volunteers, staff and experts.
   - Evaluate effectiveness and modify electronic communication tools and services such as Prostate Pointers, Facebook, etc.

2. **Exploring the benefits and challenges of Us TOO’s unique organizational identity and corporate name,**
   - Gather information on the name and determine steps to improve recognition of Us TOO and the services we have available.

3. **Improving and expanding the network of community chapter/support groups,**
   - Take steps to foster more ownership by volunteers in Us TOO through Us TOO University.
   - Take steps to activate current groups add more groups to the Us TOO network.
   - Assist in local fundraising efforts to expand services.

4. **Raising more money to serve more of the growing number of people affected by prostate cancer,**
   - Develop goals and collaborations with local Us TOO groups.
   - Expand and grow effective awareness/fundraising efforts currently in place.
   - Seek support from new donors and recognize their help.
   - Let more people know we need help and what it is for.

5. **Expanding the Us TOO reach so people can find Us TOO more easily,**
   - Locate and engage more local activists.
   - Raise the visibility of Us TOO and the peer support approach to helping others.
   - Engage the help of medical professionals to reach more people.

6. **Improving on Us TOO’s developing education services,**
   - Develop new materials and webinar sessions to empower people.

7. **Enhancing prostate cancer advocacy efforts,**
   - Focus on helping underserved populations.
   - Deepen and expand collaborations.
   - Develop advocacy information mechanisms to alert and keep volunteers current.
In Review, During 2011 Us TOO...

- Concluded the Chairmanship of Fred Mills and transferred leadership for 2012, added two new members to the Us TOO Board of Directors and actively discussed and formulated plans beyond the 2008-2011 Strategic Plan.

- Organized and conducted a successful Us TOO University 2011: Teaming for Success, Sharing the Latest Information, Needs and Skills Conference for volunteer leaders and activists.

- Added seven new community support groups to work with the Us TOO home office to expand support, education and advocacy services.

- Developed, created and distributed a new Advanced Prostate Cancer Resource Kit which included a new Principles for Managing Prostate Cancer to empower people dealing with advancing prostate cancer.

- Continued to produce the Monthly newsletter, the HotSheet and four issues of the quarterly Chapter News! to share the latest information on the prostate cancer battle to empower patients and their loved ones, volunteers and other advocates.

- Deepened the resources of the “My Prostate Cancer Roadmap” which was launched in 2010 as a new resource to serve men and their families dealing with advanced prostate cancer.

- Conducted another education session during the Us TOO 2011 Annual Meeting and awarded a fourth round of the Edward C. Kaps Hope Awards to recognize a group of outstanding Us TOO volunteers.

- Held another successful meeting of the Us TOO Prostate Cancer Business Leadership Council which was initiated during 2009.

- Conducted our 7th Annual SEA Blue Greater Chicago Prostate Cancer Walk and Run in collaboration with Wellness Place to raise awareness in Greater Chicagoland.

- Advocated for continued Congressional funding, actively solicited and nominated ten volunteers to serve as Consumer Reviewers for the Department of Defense Prostate Cancer Research Program as well as attending their 2011 IMPACT conference.

- Participated and lead breakout sessions again during the September 2011 Washington, DC Legislative Advocacy Prostate Cancer Summit conducted by Zero.

- Continued to develop collaborations with other prostate cancer organizations in the public policy area in the U.S. working as the Prostate Cancer Roundtable and was active in the response and comment on the U.S. Preventive Services Task Force draft recommendations on PSA-based screening for prostate cancer.

- Stayed active with the international prostate cancer collaborations with the World Wide Prostate Cancer Coalition, incorporated in 2010.

2011 Staff

Pam, Tom, Terri, Ryan and Jackie

Thomas Kirk : President & CEO
Pamela Barrett : Development Director
Terri Gibbons : Program Manager, Chapter Services
Jackie Konieczka : Office Manager
Ryan Maguire : Communications Coordinator

New Designs for Us TOO

An overall new designed look for all of Us TOO’s business and educational materials was created in 2011 with the help of Creative Mind Services in Lisle, IL. Owner Charlie Sauer is a prostate cancer survivor.
The 2011 Us TOO University support group leader training symposium was held August 19-20, 2011, with 133 people gathered in Chicago from 22 states and the Bahamas. Attendees included leaders from 33 Us TOO chapter support groups, those interested in starting a support group, other advocates, members of the Board of Directors, corporate supporters and staff. Active planning for future activities was an output from the meeting.
Corporate Supporters for 2011

**Diamond Level**
- Sanofi Oncology
- Dendreon Corporation

**Platinum**
- Novartis Oncology
- Millennium Pharmaceuticals

**Emerald**
- Medivation, Astellas Pharma US
- Bayer HealthCare Pharmaceuticals
- Accuray
- Abbott Oncology

**Sapphire**
- Genentech
- Amgen Oncology
- Veridex
- Janssen Biotech

**Gold**
- UroPartners Prostate Center at the Glen
- American Medical Systems
- USHIFU Development

**Bronze**
- Mediaplanet
- Mitomics
- BlueCross BlueShield Association
- Calypso Medical Technologies
- HealthTronics
- Oncogenex Technologies
- Enterprise Holdings

**Friend**
- Varian Medical Systems
- ProCure Proton Therapy Center
- Sport Clips
- Watson Pharmaceuticals
- Dominick’s (in-kind)

In conjunction with the 2011 Us TOO International Board of Directors Annual Meeting, Us TOO held the annual meeting of the Us TOO Prostate Cancer Business Leadership Council (PCBLC) on Friday, December 2, 2011 in Chicago. The PCBLC fosters regular communication between the Us TOO Board of Directors and invited biotechnology, device and pharmaceutical companies working in the prostate cancer arena to create an easier and more consistent way of sharing goals, perspectives and resources. The group discusses issues, ideas and/or concerns especially those related to patient needs and advocacy.

Special thanks go out to all the corporations who participate on the council, and those who have supported Us TOO and our patient education and support programming over this last year. We wouldn’t be able to help as many men and their families as we do without them!
What Were Our 2011 Areas of Activity and Focus?

Chapter Services

Core to Us TOO’s mission of helping people is having motivated, passionate and active volunteers providing peer-to-peer support and education at the community level through the 325 support groups, working with Us TOO throughout the world.

Edward C. Kaps Hope Awards

Awarded at the 2011 Annual Meeting, the fourth year Edward C. Kaps Hope Awards were presented to volunteers who showed outstanding commitment for people living with prostate cancer.

Recipients for 2011 Hope Award:
Bob Horney, OR
Bill Krellner, NY
Vin McDonald, MA
George Mirich, AZ
Lew Musgrove, NV
Willie C. Stewart, WA

In Memorium:
Mike Jones, TX

New 2011 Chapters / Support Groups

EAST COAST
Us TOO Sarasota – Sarasota, FL

MIDWEST
Grand Rapids PCa Support & Education Group – Grand Rapids, Minnesota
Us TOO Living Well Cancer Resource Center – Geneva, IL
Us TOO CDH/Procure – Warrenville, IL

SOUTHEAST
Us TOO Southern Colorado – Pueblo, CO

INTERNATIONAL
Sierra Leone – West Africa

In Memorium
For the late Mike Jones, Past Regional Director for Texas and Chapter Leader of the Austin group for over 10 years.

Four editions of the Chapter News! to highlight volunteer activities and increase idea sharing.

Teaming for Success
What Were Our 2011 Areas of Activity and Focus?

Chapter Services

New Us TOO Support Group and Chapter Review Process Kit

This is very important news for all Support Group and Chapter Leaders. At the August Us TOO University, a new Policy developed by the Program Committee, and approved by the Us TOO Board of Directors, was announced. This policy calls for all groups working with Us TOO to meet the requirements of updated standards and to sign a Teaming Agreement. Our goal is to deepen our relationship between the home office and your group. The kit contains three booklets; a Chapter Standards, a Standards Self-Study Work Sheet and a Teaming Agreement Booklet.

New Badge Designs for Affiliated Support Groups and Affiliated Chapters

The Us TOO Hartford Hospital Prostate Cancer Support Group
Hartford, Connecticut

20 Consecutive Years of Service!

1991 group photo: L to R: Dr. Andrew Salner, Peg Garrison APRN, Us TOO Director Emeritus, Edward C. Kaps, Dr. R. James Graydon and Dr. Vincent Laudone.

2011 group photo: L to R: Dr. Stuart Kesler, Dr. Andrew Salner, Sal Terranova, Peg Garrison, APRN, Dr. R. James Graydon, Carole Fox CURN, Dr. Vincent Laudone and Dr. Joseph Wagner.

The Us TOO Greenville Support Group
Greenville, South Carolina

Johnny Payne, Chapter Leader of the Greenville Group has partnered for many years with the Greenville Hospital system to do educational programs for prostate cancer.

A few of the “Greenville Boys in Blue” L to R: John Boyle, George Lloyd, Melvin McDaniel, and Sam Moore.

2011 Annual Report
What Were Our 2011 Areas of Activity and Focus?

Chapter Services

...continued

The Us TOO Wake County Support Group
Raleigh, North Carolina

June and Phil Harris, leaders of the Us TOO Wake County in NC are the “pro’s” of the Raleigh Festivals. They are always willing to help out at the events and know how to work the crowd!

Us TOO Sierra Vista Support Group
Sierra Vista, AZ

This group sponsored a dual prostate/breast cancer event with the southeastern Arizona chapter of Susan G. Komen foundation. The goal was to provide information concerning Breast and PCa with focus on the individual patient. By collaborating with Komen, Us TOO Sierra Vista gained access to 35,000 women in southeastern AZ and their husbands, fathers brothers and partners. This effort lead the way to potentially expand the chapters outreach to a wider population, and reach more men through their wives.

Us TOO Ohio Support Group
Lancaster, OH

Dr. James Lasar is a retired local doctor of internal medicine who neglected his own health and has prostate cancer. He presented his case to the Us TOO Lancaster Ohio group in May, stating he has had robotic surgery, hormone therapy, chemo and just completed 40 radiation treatments. Dr. Paul Detty is a local OB/GYN who had robotic surgery about a year ago. Both doctors have been very supportive of Us TOO, always sharing their medical expertise.

Gary & Marlys Johnson from Cancer Adventures spoke at the Austin Meeting in May, 2011. When Gary Johnson was diagnosed with metastatic prostate cancer in 2004, he and his wife, Marlys, determined they would be proactive in facing down this disease. They recruited a cancer team to complement treatments and have been sharing their survivorship message at cancer centers and medical conferences, to community and business groups, and in classrooms of high school, college, and nursing students across the country. To learn more about the organization go to: www.canceradventures.com
Us TOO Florence Support Group
Florence, OR

The Us TOO Florence Prostate Cancer Education/Support Group has opened a new outreach to men who would like a consultation with urologist Dr. Bryan Mehlhaff, but are unable to get to Florence for a meeting. We call it, “tele-consult.” The first tele-consult reached all the way to Ketchikan, Alaska during the Us TOO Florence December 14 meeting. Facilitator Bob Horney had been communicating for several weeks with “Jay,” recently diagnosed with prostate cancer, who resides on a small island off Ketchikan. Jay called at the scheduled time, Bob’s cell phone speaker was turned on and Jay’s consultation was ready to go. It was basically no different than a 30 minute consultation in Dr. Mehlhaff’s office.

Bryan Mehlhaff, MD from The Oregon Urology Institute has a satellite office in Florence, Oregon. Here he is shown during his “tele-consult” with Jay. “Dr. Mehlhaff has shown great dedication to our Us TOO Florence Chapter, we feel very fortunate to have him”, shares Bob Horney, leader of the Us TOO Group. Thanks for sharing this very interesting idea with us Bob!!

Us TOO Silicon Valley Support Group... Gives Thanks!
Mountain View, CA

The folks from the Us TOO Silicon Valley Support Group decided they wanted to do something for a special member of their group. Pam Lehner and Connie Mariottini from the El Camino Cancer Center contacted Terri Likowski the Chapter Services Manager from Us TOO, and asked for some suggestions. Terri asked the ladies what the special occasion was, and Connie told her, “Basically, I was just thinking of how too often people that are extra special to so many others don’t get thanked enough. We wanted Bob Scruggs to know how much he is appreciated!” Ted Chamberlain the Chapter Leader from the group shares, “Bob has been in our Us TOO support group for fourteen years. As time went by and there needed to be changes in the leadership as others stepped down or passed on, Bob stepped up and made a name for himself as the chief interviewer of new attendees.

Us TOO Simi Valley Prostate Cancer Support Group
Simi Valley, CA

The support group is small, with between 9 to 12 active attendees, but a member list of over 40, many who are willing to share their specific treatments with newly-diagnosed patients, which provides us with good resources. Even though a small group, it is very important to keep it going because it has been so positive to a number of men and their families. Several active attendees have been attending for over the past 10 years.
In 2011, Us TOO again partnered with Wellness Place to conduct the 7th Annual SEA Blue Prostate Cancer Walk & Run in Lincoln Park in downtown Chicago. The event proceeds fund expanded prostate cancer awareness, support and education services through Wellness Place and Us TOO. Nearly 1,300 people were in attendance on September 18, 2011 including Us TOO and Wellness Place Board members.
What Were Our 2011 Areas of Activity and Focus?

Awareness

...continued
What Were Our 2011 Areas of Activity and Focus?

Awareness

...continued

Pints for Prostates, founded in late 2008 by Us TOO Board member and prostate cancer survivor, Rick Lyke, with the mission of “Reaching men through the universal language of beer” is now an independent 501(c) 3 organization which continued to support Us TOO with donations to support the SEA Blue Walk “BoardWalkers” Team and collaborate with Us TOO’s home office and affiliated support groups and chapters. During 2011 Us TOO’s home office and local groups were active organizing and attending awareness events.

THIRD YEAR!

GREATEST AWARENESS CAMPAIGN!
What Were Our 2011 Areas of Activity and Focus?

Awareness ...

Babes in Blue
Quad Cities

Female leaders in the community, aka “Babes in Blue”, represented The Quad Cities Marathon and the men in their lives and promoted Trinity Health Systems’ free online prostate cancer risk assessment through Trinity’s Cancer Aware program. Trinity’s online screening assessment was open to the community. “This is a great example of how Us TOO leaders can reach out to the women in their community to have them encourage the men in their families to take charge of their health!” shares Bill Palos, long time Us TOO Chapter Leader in the Quad Cities.

The Babes in Blue, all from the Quad Cities, came together as promotional advocates to encourage their husbands, fathers, brothers and sons to be aware of and get checked early for prostate cancer.

The Bachelor Classic
Louisville, KY

The Bachelor Classic is an annual golf outing held in Louisville, KY with a primary mission of raising funds for Us TOO International. Currently in its 7th year of existence, the tournament hosts over 100 golfers along with a wealth of non-golfing supporters. While the Bachelor Classic has consistently grown in terms of size, capability and ambition, 2011 marks the first year that Us TOO has been directly involved with the planning process. The Bachelor Classic community is extremely excited about this partnership and the galvanizing effect that it will surely have.

The Bachelor Classic name stemmed from the founders’ desire to remain young at heart as they began to face the harsh realities of the real world.

Birdies for Charity
Quad Cities

This was such a great opportunity for Us TOO International, Inc. to be tied into a PGA event that has national recognition.

The Birdies for Charity is a great program for organizations to earn funds for their respective use and needs. The Quad Cities Prostate Cancer Support Group has earned around $2,000 each year they have been in the program. These funds are sent to Us TOO and a share of it is available for our support group activities.

Bill Palos’s (right) with Michele Beckwith, Mrs. Illinois 2008 is from the Quad Cities. Her father died from prostate cancer, and she volunteered to be a spokesperson for Us TOO International.
What Were Our 2011 Areas of Activity and Focus?

Awareness

...continued

Game Pazzo
Downers Grove, IL

The “Game Pazzo for Prostates” event is the vision of Terry Newsome, a Game Pazzo co-owner and prostate cancer warrior survivor. Armed with video game controllers in hand, gamers battled it out for the best score while also battling prostate cancer at Game Pazzo during the fundraising event. One hundred percent of the proceeds were donated to two national 501-c-3 non-profit prostate cancer organizations, Us TOO International Prostate Cancer Education & Support Network and Pints For Prostates.

“This is the very first time a local business in the Quad Cities area has offered to help Us TOO to pass on the message of the need for early detection for prostate cancer. We commend them for their willingness to help Us TOO to get the message into the community”, Bill Palos shares.

Quad Cities USA Pancake House

Quad Cities

Dedication of Prostate Cancer Literature Collection

Mesa, AZ

The Prostate Cancer Literature collection in the Banner Desert Medical Center was dedicated to the memory of Bert Chamberland. Bert was diagnosed with advanced prostate cancer in the mid-nineties. Early on in his fight with cancer he became active in Us TOO groups. Bert passed away in March, 2010. Bert’s extensive personal library was donated to Banner. Many other Phoenix area Us TOO members also donated to the literature collection.
What Were Our 2011 Areas of Activity and Focus?

**Awareness**

...continued

**Major League Baseballs’ Prostate Cancer Awareness Day**

*Oakland, CA*

On Fathers’ Day the Marin Prostate Cancer Information and Support Group was on the field at the Oakland Coliseum during the pregame between the San Francisco Giants and the Oakland A’s. It was Major League Baseballs’ Prostate Cancer Awareness Day and we were recognized by the announcer and cheered by the crowd.

In addition, the group has been doing prostate cancer out-reach in cooperation with Safeway stores and the Prostate Cancer Foundation including 11 Safeway outreach events.

**New Prostate Cancer Book**

*Lombard, IL*

Jim Music one of the leaders of the Us TOO Palmeiri Support Group in Lombard, Illinois and Dr. Gerald Chodak hold up a copy of Dr. Chodak’s new book, “Winning the Battle Against Prostate Cancer”. Dr. Chodak spoke at the group’s June meeting.

**Us TOO Joins Gaston County Chamber of Commerce**

*Gaston County, NC*

Gaston County North Carolina Chamber Board of Directors joins in the Celebration at the Us TOO “Blue Ribbon” Cutting Ceremony! Johnny Payne cuts the ribbon while Terri Likowski looks on.

**Jay Butler Beaudacious Beer Gustation**

*Raleigh, NC*

The Jay Butler Beaudacious Beer Gustation to Benefit Pints for Prostates honors longtime Raleigh radio personality Jay “Jaybo” Butler, who passed away on Feb. 7, 2010 from prostate cancer. The event was held on March 15, 2011 at the Flying Saucer Draught Emporium in Raleigh, NC. Jaybo had popular shows on WQDR, WKIX, G-105 and WRAL.

L to R: Cody, Jay Butlers son, Rick Lyke founder of Pints for Prostates and Aletha Chrietzberg, Jay Butlers wife are all smiles at the Pints for Prostates “Jay Butler Beaudacious Beer Gustation,” a Celebration of Life!
What Were Our 2011 Areas of Activity and Focus?

Advocacy

American Urological Association’s Annual Conference
Washington DC

The beer community came together to promote prostate cancer awareness during Oktoberfest for a Cure events across the U.S. from September 1 to October 16, 2011. Oktoberfest for a Cure is being organized by Pints for Prostates, a 501(c)3 not-for-profit charity, to focus attention on a leading cause of cancer deaths in American men. Breweries, brew pubs, beer bars, beer stores, festivals, homebrew clubs and others joined the six week effort to educate men about the need for regular prostate health screenings and the critical importance of early detection in fighting prostate cancer.

Oktoberfest for a Cure:
Reaching Men Through the Universal Language of Beer
Nationwide

The Congressionally Directed Medical Research Program (CDMRP) in prostate cancer held a very informative and promising conference for scientific advances in Orlando, Florida on March 9 through 12, 2011 at the Innovative Minds in Prostate Cancer Research Today (IMPaCT) meeting. Approximately 800 were in attendance and included scientists, physicians and consumer advocates. The CDMRP continues to fund prostate cancer research with approximately $80 million in this year’s budget which makes it second only to National Cancer Institute funding in this area of research. Us TOO was active, calling for support from volunteers to encourage Congressional funding and nominating volunteers as Consumer Reviewers.

Teaming for Success
In 2011, Us TOO created a new resource kit for men looking for valuable knowledge and perspective to help them manage their advancing prostate cancer. It is available online or in print, it’s one of the many resources from Us TOO that will help them ask the right questions, evaluate their options, and make choices that are best for them and their family.

**New Advanced Prostate Cancer Resource Kit**

Focuses on effectively managing advancing disease with guidance from an Us TOO team and implementation of 7 Principles of Empowerment:

- **Principle #1: Chart Your Disease Data**
- **Principle #2: Assess Your Disease State**
- **Principle #3: Identify Your Treatment Options**
- **Principle #4: Develop and Reassess Your Treatment Plan**
- **Principle #5: Anticipate Side Effects and Know How to Manage Them**
- **Principle #6: Recognize the Eventual Need for an End-of-Life Plan**
- **Principle #7: Empower Yourself Daily through Diet, Exercise, Spirituality, and Humor**

**New Publication: Principles for Managing Advanced Prostate Cancer**

Focuses on effectively managing advancing disease with guidance from an Us TOO team and implementation of 7 Principles of Empowerment:

- Principle #1: Chart Your Disease Data
- Principle #2: Assess Your Disease State
- Principle #3: Identify Your Treatment Options
- Principle #4: Develop and Reassess Your Treatment Plan
- Principle #5: Anticipate Side Effects and Know How to Manage Them
- Principle #6: Recognize the Eventual Need for an End-of-Life Plan
- Principle #7: Empower Yourself Daily through Diet, Exercise, Spirituality, and Humor

**Also Includes Various Additional Advanced Disease Materials**
Us TOO International Revenue and Expense Statement

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<th>Us TOO Chapters</th>
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<tr>
<td>Total Expenses</td>
<td>$ 1,070,015</td>
<td>$ 10,437</td>
<td>$ 1,080,452</td>
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<tr>
<td>Change in Net Assets</td>
<td>$(128,242)</td>
<td>$ 9,764</td>
<td>$(118,478)</td>
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The Us TOO Chapter/Support Group Revenue and Expenses, may not fully be included in the Us TOO International, Inc. financial audit conducted by John Kopczyk, Ltd., Certified Public Accountants. The majority of Us TOO chapters are small community groups that do not solicit or raise finds. Information was received from 41 chapters reporting for the calendar year 2011 ending December 31, 2011. The groups in Greenville, SC, East Amherst, NY and New York City, NY reported revenues and expenses that appear in the 2011 audit under Chapter Revenue and Expense. In 2010 the group in Houston, TX obtained their own Federal Tax ID number and file their own tax report and thus are no longer included in the Us TOO audit.

The unaudited reports submitted by the chapters summarize the revenue and expense activity of their group. The compilation report was compiled from the 39 groups reporting income and expenses and was combined into a report by the Us TOO staff for management reporting purposes and are listed above under Us TOO Chapters. The accounting practices of the local Chapter groups are not necessarily the same practices followed by the Us TOO International office.
### Statement of Activities

**Year ended December 31, 2011 and 2010**

<table>
<thead>
<tr>
<th>PUBLIC SUPPORT AND OTHER REVENUES</th>
<th>2011</th>
<th>2010</th>
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<td>Direct Public Support</td>
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<td>Special Events – Net Expenses</td>
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<td>Chapter Revenues</td>
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<td>Sales</td>
<td>$11,552</td>
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<td>Interest and Other</td>
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<td><strong>Total Revenues</strong></td>
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<td>$1,218,874</td>
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<tr>
<th>EXPENSES</th>
<th>2011</th>
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<tr>
<td>Program Services</td>
<td>$831,439</td>
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<tr>
<td>Fund Raising</td>
<td>$103,324</td>
<td>$74,319</td>
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<td>Management and General</td>
<td>$145,689</td>
<td>$124,647</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td>$1,080,452</td>
<td>$1,064,175</td>
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</table>

| Change in Net Assets               | $(118,478) | $154,699 |
| Net Assets Beginning of Year       | $984,344     | $829,645   |
| Net Assets End of Year             | $865,866     | $984,344    |

### Statement of Financial Position

**As of December 2011 and 2010**

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>2011</th>
<th>2010</th>
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<td>Cash</td>
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<td>Other Receivable</td>
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<td>Security Deposit</td>
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<tr>
<td>Leasehold Improvements</td>
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<td>Less Accumulated Deprecation</td>
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<td>$(32,736)</td>
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<td>$1,101,306</td>
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<td>Accounts Payable</td>
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<td>Accrued Expenses</td>
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<table>
<thead>
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<td>Unrestricted</td>
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<td><strong>Total Net Assets</strong></td>
<td>$865,866</td>
<td>$984,344</td>
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<tr>
<td><strong>Total Liabilities and Net Assets</strong></td>
<td>$942,370</td>
<td>$1,101,306</td>
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</tbody>
</table>
Financials

Revenue

Total 2011 Public Support & Other Revenue: $941,773

- Grants and Donations: 89.7%
- Chapter Revenue: 5.6%
- Special Fundraising Events, Net: 4.7%
- Interest and Other Income: -1.2%
- Sales of Education Material Merchandise: 1.2%

Expenses

Total 2011 Functional Expenses: $1,080,452

- Total Program Areas: 77% (broken out below)
  - Chapter Services: 13.6%
  - Awareness, Patient Information: 33%
  - Education Programs: 27.8%
  - Advocacy: 2.6%
- Management and General: 13.5%
- Fundraising: 9.5%

Us TOO International meets the requirements of the National Health Council Standards of Excellence Certification Program, full compliance was originally achieved in September 2006 for three years and in 2009 for another three years.
### Over $100,000
- Living Trust of Dwight Wubbenhorst
- Sanofi-Aventis

### $99,999 to $50,000
- Dendreon Corporation
- Pints for Prostates, Inc. / Rick Lyke

### $49,999 to $25,000
- Bayer HealthCare Pharmaceuticals
- Medivation Prostate Therapeutics
- Millennium Pharmaceuticals, Inc.

### $24,999 to $10,000
- Accuray, Inc.
- Amgen USA
- Centocor Ortho Biotech
- Estate of Schiltz Estate, Roger A.
- Genentech
- Tex Us TOO
- Veridex, LLC

### $9,999 to $5,000
- American Medical Systems, Inc.
- K& R Lube, Inc.
- USHIFU Development Co., LLC

### $4,999 to $2,500
- Advanced Urology Associates
- Baer, Larry
- Continuing Education Alliance
- Crumlish, Thomas
- Edge Health Initiatives LLC
- Gardner, Earl E.
- Jeffries, Jean
- Houchens, David P. & Kathleen A.
- MediaPlanet Publishing House, Inc.
- MedPanel
- Mitomics (USA) Inc.
- MedPanel
- Mitomics (USA) Inc.

### $2,499 to $1,000
- Bank of America Charitable Foundation
- Brewforia Beer Market
- Cain, Daniel
- CalypsoMedicalTechnologies, Inc.
- Cancer Treatment Centers of America
- Enterprise Holdings
- Fans For The Cure

### $2,499 to $1,000 (continued)
- HealthTronics Group LP
- JMB Associates, Janice Brown
- John Deere Classic
- Hammack, James
- Human Service Charities of America
- Kirk, Thomas & Margaret
- Lowmaster, Kay
- Miller, Amy
- Nevada Radiation Therapy Management Service
- Olsson, Carl, MD
- Oncogenex Technologies, Inc.
- Other Press, LLC
- Perry Keglovits Foundation
- Reading Phillies Baseball Club
- Seidel, William L.
- Stevenson, George M.
- Taylor, Ridge & Lisa
- The Frankel Group LLC
- The National Bank
- Thompson, John
- UsTOO of WNY
- Winfield Foundation

### $999 to $500
- Anonymous
- Bidgood, Richard
- Bielawski, Gregory
- Booth, Matt
- Capital Triumph Register
- Chodak, Gerald, MD
- Donahue, John D.
- Fery, John B.
- Fidoten, PhD, Robert
- 4PATH, Ltd.
- Game Pazzo LLC
- Hardy, Jo Ann & Jerry
- Hiatt, Tom
- Jones, Sarah
- Livingston, Lisa
- Lubaroff, David & Martha
- Men's Health Network.Org
- Midwest Generation LLC
- Norland, Eric A.
- Palos, William & Sandra/Quad Cities Marathon
- Pynn, Craig T.
- Rieder, James
- Sanders, Donald
- Styrczek, Suzanne
- Teva Neuroscience Inc
- Truist Altruism Connected
- Tucker, Shirlie J.
- United Way of Snohomish County
### $999 to $500
(continued)

- Us TOO Cancer Society of the Bahamas
- Us TOO Mather Hospital
- Us TOO - PSA North of England
- Weiss, Stephen L.
- Wilkens, Richard

### $499 to $200

- Adult & Pediatric Urology Group
- Andromeda Computing Systems
- BCI Foundation
- Bennett, James
- Bettencourt, Frank
- Bucher, Ron
- Bullard, Bethany
- Cameron, Tracy A.
- Cannon, Jr, Paul H.
- Carlson, Jessica
- Conte, Kevin
- Cook, Sharon
- Corey, Steven B.
- Costello, John
- Day, Theresa
- Drypolcher, William
- Elliott, Devon
- Ford, Lisa
- Fox Chase Cancer Center - OHCHD
- Frankel, Carl B.
- Gillespie, Richard
- Haase, Traci
- Han, Ken-Ryn
- Hollister, Donna
- Horney, Robert
- Hudspeth, Jack
- Human Services Charities of America
- Image First (DBA)
- Jacobson, Harvey
- Joliet Oncology Hematology Assoc Ltd
- Jordan, Karen
- Kaiser, Kim
- Kerr, Patricia J.
- Klear, Kristyn C.
- Korell, Khris
- Leahy, Donald P.
- Lorsung, Duane
- Luongo, Mark R.
- Maine Coalition to Fight Prostate Cancer
- Maine State Employee
- Matthews, Britt
- Maxwell, Dana
- McDonald, Vincent
- McMahon, Harry
- Minarich Graphics & Supplies

### $499 to $200
(continued)

- Monahan, Michael
- Monks Gate Vineyard
- Moran Athletic Club
- Mueller, Tina B.
- Network for Good
- Newdick, Richard L.
- Ovnik, Paul
- Peress, Nancy
- Petras, MD, Vera
- Pos-T-Vac, Inc.
- Pynn, Craig
- Quad Cities USA Restaurant
- R. Berti & Son Contractor, Inc.
- Raney, Robert & Sadie
- Ryerson, Bill
- Sather, Carol A.
- Senesac & Lennon Ltd. CPA’s
- Shaker Road Elementary School
- Shelton, Artie
- Sherman, Robert A.
- Silver Creek Capital Management LLC
- Sound, Inc.
- Souza, Peter
- Spencer, Craig R.
- Storey, Francis J.
- Sullivan, John R.
- Summers, Philip
- Tolchin, Stephen
- URORAD Healthcare LP
- Us TOO Buffalo Metro
- Us TOO Modesto
- Us TOO Southern New Mexico
- Us TOO of Western New York
- Us TOO Wichita Chapter
- Walker, D. Stephen
- Weber, Patrick R.
- Weidener, James
- Weinstein, Steven
- Wice, Martin

### $199 to $100

- Abbott Laboratories Employee Giving
- Adams, Phyllis K.
- Alaska Men’s Run
- Ballard, William E.
- Bariese, Christina
- Barr, Barry A & Julie S.
- Barr, William
- Barron, Hal
- Bartlett, Tari L.
- Bean, Elizabeth A.
- Bender, Ozzie & Liliane

---

**Teaming for Success**
Donors

$199 to $100 (continued)

Bernholtz, Allen I.
Bersh, Brad
Bowers, Richard L.
Bradshaw, Alvin L.
Brandeisky, Howard
Buehler, Edwin J.
Burk, James
Bushey, Richard D.
Cameron, Jerald R.
Cardwell, John
Carnahan, Virginia
Chenoweth, Richard
Cobb, Francis
Communication Science
Compher, Valerie
Conner, George
Cooper, Maxine I.
Crew Cut Lawn & Landscape
Cutler, Dr. James K.
Daggett, John P.
Darty, Veronica
Davis, Deborah
Deacon, Carolyn
DeWulf, James
Dollinger, Edward, J.
Effman, Norman & Joan
Eigen, Joel
Estes, Anthony B.
Estes, Brad
ETRADE Capital Markets, LLC
Fields, Thomas H.
Fife, Joseph & Loretta
Gaietto, Jordan
Gale, Dana
Gardner, Craig D. & Christine P.
Gersh, Frederick S.
Giannelli, Michele
Gilbert, Kevin
Give with Liberty
Give with Liberty Campaign
Green, Jonathan & Lauretta
Greenwald, Michael MD
Gribble, George
Gussman, Phillip
Hampton, Jerry
Harrington, John & Susan
Herman, Dan
Hodde, James
Hollister, Donna
Irish RN, Inc.
Jones, Grace C.
Jones, Grant

Junker, Larry
Just, Marcy & Bret
Kaplan, Mark
Karpik, Michael
Kelly, Chris
Kimber, Linda Sue
Klock, Sharon
Koehler, Wes & Patricia
Korn, Howard
Krellner, William
Kubinec, Stephen
Ladies of the Monday Night Mahjong Group
Larson, Brian
Lasch, Richard
Lawson, Richard
Lighthouse Research, Inc.
Loux, George
Lund, Renee & Jeff
Madorin, Harry
Maguire, David
Manion, Thomas
Mason, M.
McCoon, Nancy
McGrath, John
McMahon, James
Michael & Ina Korek Foundation Trust
Millies, Robert A.
Milligan, Robert
Miloscia, Joseph R.
Mitchell, Corydon
Moody, Larry
Moore, Dianna
Mosley, James
Mulder, Carol
Music, James L.
Nahorski, James
Newlon, Raymond
Nikora, Eugene & Lise
Noon, Marsha J.
Olsen, Phillip
Olson, Leigh & Cory
Ouwehand, PieterW.
Paintal, Amreek Singh
Paterson, Ronald G.
Patricia, Ray & Andrew
Pal, Himansu
Paul, Mary
Preiser, Taylor C.
Presbury, Graylin
Raney, Rob
Raque, Greg
Donors

$199 to $100 (continued)

Rinderer, Billie Jean & Orville
Rosen, Bernard
Rosenfeld, Barry
Rzepka, Sam
Sarli, Guy
Schram, Edward J.
Schreyer, Jr., Henry T.
Seeman, Michael P.
Sharp, James & Barbara
Shewfelt, Richard
Sichel, Robert M.
Skevakis, Michael & Stamatina
Smith, Philip A.
Smithson, Andrew
Soden, Brendan
Sommer, Curtis
Southerland, Mark & Doris
Sowerby, David D.
Speller, Nancy
Steinman, Dorothy A.
Streich, Jack
Stueve, Laura & Clay
Summers, Philip
Swerdluk, Jerry K.
Taggart, Kara & Brian
Teitler, Stanley W.
Teal, Jesse
The Brandware Group Inc.
Thomas, Marvin S.
Tishman, Lonnie

$199 to $100 (continued)

Us TOO Baylor
Us TOO Brampton
Us TOO Dr. John B. Sawyer
Us TOO Fairfield County
Us TOO Hackensack, NJ
Us TOO Harvey Floyd Chapter
Us TOO Indian Wells Valley
Us TOO Lake Superior
Us TOO Las Vegas, NV
Us TOO Marin Prostate Cancer Support Group
Us TOO Palouse
Us TOO Peoria
Us TOO St. Mary Medical Center
Us TOO Seattle
Us TOO Silicon Valley
Us TOO Springfield
Us TOO South Texas Regional Medical Center
Us TOO Wellness Community
Us TOO Wellness Community Westlake Village
Vinsen, Frederick & Deborah
Wardlaw, Russell A.
Wherry, Travis
Whitworth, Steve
Wilkening, Ronald W.
Woolensack, Frank J.
Wright, Creighton B.
Zinser Benefit Service, Inc.
Zinser, Bryn
Zweig, John

Thank You!
### 2011 SEA Blue Walk & Run Supporters

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<th>Amount Range</th>
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<tr>
<td>$24,999 to $10,000</td>
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<td>Kirk, Thomas &amp; Margaret</td>
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## Donors

### 2011 SEA Blue Walk & Run Supporters (continued)

#### $499 to $200 (continued)

- Harris Family Foundation
- Hewitt, Norman
- Hoeppner, Walter
- Horr, Paulette
- Horton, Gail
- Hubbard, Steven A.
- Hudspeth, Jack
- Iverson, Geoffrey
- Kaczmarek, Pam
- Kadolph, Joseph
- Kriescher, Bonnie
- Kumar, Ravindra
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- Leitgeb, Patrick
- Lyke, Richard
- Martello, Bill
- McClure, Craig
- McDonald's Corporation
- McNamee, Mary Rose
- McMillan, Robert
- Mills, Dana
- Mullarkey, Terrence
- Munsch, Raymond
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- Poindexter, Yvonne
- Poindexter-Harris, Christine
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- Pynn, Ward
- Rieder, James
- Rinn III, William J.
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- Schultz, Brent D.
- Schwartz, Marc
- Sheffield, William
- Smith, Laura
- Stadler, Walter
- Stubbs, Michael
- Swerdlick, Jerry
- Taylor, Ridge & Lisa
- Wegner, Evelyn
- Weiner, Michelle
- Westerhoff, Bruce
- Westerhoff, Marilyn
- Wieland, Constance
- Winkler, Thomas
- Wolkin, Carl
- Woody, W. Paul

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- Afriyie, Elizabeth
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- Ashley, Charles K.
- Ashley, Larry
- Bachmann, Nancy
- Ballas, Zuhair
- Bastian, Philip R.
- Bastian, Kevin
- Bell Supply Co.
- Bergan, Raymond
- Bernardi, Brent
- Bielat, Greg & Linda
- Bielawski, Gregory
- Bielawski, Matthew
- Bikshorn, Darlene and Barry
- Bloch, J. R.
- Blueberry Farms, Inc, Payton Brothers
- Brewster, Franklin C. Jr. Trust
- Britton, Thomas
- Brix, Brian
- Brusstar, Thomas
- Brunke, Doris
- Buchholz, Tracey
- Burke, James G.
- Callo, Rene
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- Carvell, Sid
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- Clarke, Diana
- Cleverley, William
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- Colovos, Peter
- Compisi, Christopher
- Conner, James
- Copre, Bryan
- Corvo, Keith
- Corvo, Linda
- Corvo, Richard
- Counts, Marie
- Cox, Barbara
- Craters & Freighters
- Cudecki, John
- Curtis, Margaret Eppes
- Curtis, Ted
- Daly, Maureen R.
- Danell, William
- Davenport, Donald
- Davenport, Roger
Donors

2011 Annual Report

$199 to $100

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Degnan, Nicholas
De'Young, Edward
Dickinson, Regina
Donovan, Paul
Dritz, Steven
Drymiller, James
Drymiller, Randal
Duque, Adoracion L.
Eckersley, Julia
Egan, Michael
Ellis, Marie
Fastabend, Eric
Fastabend, Janet
Fehling, Melody
Ferguson, Faye
Fidoten, Robert
Fitch, Candace
Flaska, Ashley
Flax, Stephen
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Gast, Richard
Gavin, John
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Geiss, Timothy
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Goers, Don
Goldgehn, Mitchell S.
Gould, Scott Hall, Fred
Graham, D
Graham, William
Green, Robert
Gregorio, Bernice
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Hansen, Melanie
Hardy, Jerry
Hart, Gary
Heffernan, Lauren K.
Henry, Juliette
Herman, Daniel
Hiatt, Tom
Hines, Carolyn Magner

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Hoggan, John
Hoppe, Beth
Horney, Robert
Houchens, David
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Jamison, Jeri
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Johnston, KayLynn
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Kaspereit, Carol
Kaul, Karen
Klein, Roy
Klontz, DDS, Herbert
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Kramer, Lynne
Krause, Carol
Kreiner, Bernard
Kulkarni, Anant
Kuzel, Timothy
Lampert, Steven
Ledwith, George & Liz
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Little, Suzanne
Loeb, Jerod
Lord, R. Bruce
Lorkowski, Larry
Lowmaster, Kay
Lubin, Bruce
Lynam, Don
Lynd, Terry & Kathleen
MacVicar, Gary
Madorin, Harry
Maguire, Carole
Maltas, Jennifer
Mangano, David
Maniscalco, Anthony
Maniscalco, Carl A.
Mannon, Gary
Marcus, Rita
Mares, David J.
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$199 to $100 (continued)
Donors

$199 to $100 (continued)

Stevens, William
Stover, Kathleen
Stimes, Kathy
Strand, Chuck
Sugg, Sonia
Sunshine, Diane
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Tabler, Lynda
Tabler, RW
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Teuscher-Kaiser, Kimberly J.
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Tindall, Donald and Judi
Towt, Robert W.
Tzakis, George
Vanagihara, Curtis
Vaughan, Philip
Vore, Marilyn

$199 to $100 (continued)

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Weslager, William
Whall, Cliff
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Wilson, Joe
Wojcik, Judith
Wolke, Joe
Wozniak, R.E.
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Yana, David
Yanagihara, Curt
Yen, Hsiouchin
Yu, Jindan
Zell, David
Zell, Jim & Kay
Ziemke, Carole
Zummo, Joseph

Thank You!

Although some may not be listed by name, we wish to say “Thank You” to the numerous people and organizations that contributed and donated time, expertise, resources and money to memorialize or recognize someone. Our appreciation to those who ordered and used Us TOO blue prostate cancer awareness items or, contributed to Us TOO at the Quad Cities Marathon, through Rick Lyke’s Pints for Prostates and those who donated to (and joined in) events such as the Seventh Annual SEA Blue Walk in Chicago’s Lincoln Park and others. All of us who contribute time and resources to assist Us TOO are vital to our continued growth and expanded reach.

The Hope Campaign Was a Huge Success!

Us TOO’s goal was to raise $30,000 in about a month and a half, through generous donations, we were able to surpass our goal and raised $31,700!
Us TOO International was started as a 501(c) 3 non-profit organization in 1990, to serve prostate cancer patients and their families, by five prostate cancer survivors and their families who recognized that “cancer affects us, too.”

Us TOO can put you in contact with prostate cancer survivors and their companions who have already experienced or are in the midst of recovery. These individuals can provide valuable insight into treatment and recovery.

**OUR MISSION**

Be the leading prostate cancer organization helping men and their families make informed decisions about prostate cancer detection and treatment through support, education and advocacy.