Us TOO Board Meeting
Book of Materials

June 2015 Board Meeting

Thursday June 18, 2015: Us TOO Business Leadership Council
Friday June 19th, 2015: Us TOO Board Meeting, 25th Anniversary Symposium and Gala Dinner Celebration
Saturday June 20, 2015: 25th Anniversary Symposium

Meeting Location:
Hyatt Regency O’Hare
9300 Bryn Mawr Ave, Rosemont, IL 60018
(847) 696-1234
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- Handouts.........................Finance committee: Draft Treasurer’s Report Operations Update
Proposed Meeting Agenda:

Thursday, June 18, 2015:
ARRIVALS and CHECK-IN

Us TOO Business Leadership Council (BLC) Meeting start time: 3:00PM
1. 3:00 Welcome & Introductions

2. 3:30-5:00PM: Open Discussion with BLC corporate members and Us TOO Board Members

3. 5:00-9:00PM: Reception and Dinner: Pizza in Hotel Suite

Friday, June 19, 2015:

BOARD MEETING PROPOSED AGENDA:

1. 8:00 Breakfast and Catch up (quick health status comments on significant changes)

2. 8:30 Call to Order, Agenda Review

3. 8:40 Review and Acceptance of March 2014 Board Meeting Draft Minutes

4. 8:50 Leadership Updates
   a. Chairman comments/Executive committee, Jim Rieder
   b. Treasurer’s Report (January-April 2015 Financials), Todd Ahrens
   c. Operations Update, Tom Kirk

5. 9:20 Committee Updates & Strategic Plan Goals & Objectives
   a. Board Membership
   b. Development, Bill Seidel
   c. Finance, Todd Ahrens
   d. Program, Jerry Deans

6. 11:20 Old Business, New Business & Adjournment

7. Noon: 25th Symposium Starts, Box lunches available at 11:00

Potential Action Items: 1) Acceptance of March Minutes, 2) Acceptance of Treasurer’s Report, 3) Strategic Plan
Draft Minutes

The quarterly meeting of the Board of Directors, Us TOO International, 2720 South River Road, Suite 112, Des Plaines, IL, was held at the Hyatt Rosemont, 6350 North River Road, Rosemont, IL.

ATTENDING: Todd Ahrens, Tom Cvikota, Jerry Deans, Peter Friend, Jim Hammack, Keith Hoffman, Chad Little, Jim Naddeo, Jim Rieder, Jim Schraidt, Bill Seidel

ABSENT: Fred Allen, Jerry Hardy, David Lubaroff

STAFF ATTENDING: Tom Kirk, Terri Likowski, Chuck Strand, Amy Wood

The meeting was called to order by Chairman Rieder at 8:30 AM.

- An overview of the plans and schedule for the 25th Anniversary Event on June 19-20 were described by Mr. Kirk.
- The minutes for the December meeting were approved as read on a motion by Mr. Ahrens, seconded by Mr. Deans, and unanimously approved.

VOTE 1. Minutes for December 6 were unanimously approved.

LEADERSHIP UPDATES.

Executive Committee. There were no meetings or conference calls of the Executive Committee during the recent quarter. Chairman Rieder summarized the high points of the meeting of the National Health Council which he recently attended with Mr. Kirk.

Treasurer’s Report. Mr. Ahrens presented the Treasurer’s Report for the 4th quarter, 2014, which is attached as Supplement No. 1 to these minutes. The report was approved on a motion by Mr. Hoffman, seconded by Mr. Seidel, and unanimously approved.

VOTE 2. The Treasurer’s Report for the 4th Quarter, 2014 was unanimously approved.

Finance Committee Report. The minutes of the March conference call of the Finance Committee were reviewed and discussed in conjunction with discussion of the Treasurer’s Report. Board approval of the committee report was not required.

Operations Update. The Operations Update was presented by Mr. Kirk, a copy of which is attached as Supplement No. 2. Among the items discussed was a description of the Prostate Cancer roundtable, which is more of a series of meetings of the Men’s Health Network than a formal organization per se. Mr. Seidel admitted to confusion regarding the various organizations to which Us TOO belongs and/or in which it participates. Mr. Kirk was asked to provide Directors with a list of all such organizations,
showing for each the strategic purpose of the relationship with Us TOO and any responsibilities / obligations that US TOO may owe to that organization.

Also discussed at length was the ALS Ice Water Dump, which raised over $100 million almost overnight. Key features of this experience included:

- The concept was initiated by a single person with ALS who had a very large social media network. The concept was spread by social media, and picked up and run with by others interested in the disease. Primarily younger people were involved.
- False rumors were spread over the same social media regarding such things as compensation for leaders, and the organization had to fight to stay on top of these. Also other ALS organizations became jealous of the windfall going to a single ALS organization, and there was a question of what to do with all of the money.
- Key lessons for Us TOO include the critical importance of getting younger people involved, and also the importance of working with sister prostate cancer organizations should one find a sudden fundraising advantage.

COMMITTEE UPDATES AND PLANS.

Board Membership. Mr. Hoffman reported that there has not yet been a meeting of this committee, but that there will be one in the second quarter. There is currently one vacancy on the Board.

Development. Mr. Seidel presented the Development Committee’s quarterly report, a copy of which is attached as Supplement No.3. The report was approved on a motion by Mr. Deans, second by Mr. Hoffman and unanimously approved.

VOTE 3. Development Committee quarterly report unanimously approved.

GOALS: 2015 – 2016 Strategic Plan. At this point in the meeting, Chairman Rieder opened discussion of goals for the 2015-2016 strategic plan. The March 12 draft of the strategic plan, attached as Supplement No. 4, reflects the outcome of those discussions. Chairmen of the standing committees are tasked with the recommendation of specific objectives as follows. These are to be submitted to the Secretary no later than April 7, 2015.

- Board Membership: 1
- Development: 4
- Finance: 1
- Programs: 4

Program. Mr. Deans deferred to Dr. Hammack for an update on the 25th Anniversary Event plans. The meeting agenda, fees, and funding were discussed in detail, although no decisions have yet been finalized. Key points of the discussions included:

- Best practices in the chapters / support groups will be highlighted.
• Regionalization will be a theme.
• Fundraising aspects of the event will include registration fees, a raffle and a silent auction.
• The results of the 2014 chapter survey will be presented at the event. We will use the term “host” in place of “sponsor” for organizations that provide logistical and other support to the groups.

NEW BUSINESS.
Mr. Little described the value of alerting tax counselors to the existence and value of Us TOO. Many clients look for charities for tax reductions and may not have strong preferences for the charities involved. Tax counselors should be encouraged to recommend Us TOO.
The meeting was adjourned at 11:50 AM on a motion by Mr. Seidel, seconded by Mr. Hoffman, and approved unanimously.

VOTE 4. Motion to adjourn approved unanimously.

SUMMARY OF BOARD ACTIONS.
VOTE 1. Minutes for December 6 were unanimously approved.
VOTE 2. The Treasurer’s Report for the 4th Quarter, 2014 was unanimously approved.
VOTE 3. Development Committee quarterly report unanimously approved.
VOTE 4. Motion to adjourn approved unanimously.

ACTIONABLE ITEMS:

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<tr>
<td>Prepare a list of all organizations that have relationships with Us TOO International, showing for each the strategic purpose of the relationship and any responsibilities / obligations US TOO may owe to that organization.</td>
<td>Mr. Kirk</td>
<td>TBD</td>
</tr>
<tr>
<td>Prepare and submit to the secretary specific objectives for the 2015-2016 strategic plan as outlined in these minutes.</td>
<td>Committee chairmen</td>
<td>April 7, 2015</td>
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<tr>
<td>Complete compilation of recent Us TOO chapter survey.</td>
<td>Mr. Seidel</td>
<td>June 6, 2015</td>
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Respectfully submitted,

William L. Seidel, Secretary
TREASURER’S REPORT: March 2015

The Finance committee held its call this week on Wednesday the 4th and was able to review the Draft End of Year and End of January Financial Statements. Copies of the Profit & Loss Statements to the Budget, Profit & Loss Statement to Previous Year/Month and Balance Sheets are in the packets.

**TO BUDGET:** Our January statement shows us with slightly more income than budgeted due to a $9,600 gift from the sales staff of Invivo Corporation (an imaging company). A larger second check is expected within another six weeks. Tom mentioned he did not move money from our Deferred Restricted money yet for January projects such as the *HotSheet* or the 25th Anniversary event. The Expenses were less than budgeted for a Net loss of about $5,000. Several issues were noted such as the adjustment made to Payroll and Payroll Taxes for 2015 because of the accrual for vacation and sick day liabilities (for money paid out at the end of the year for 2014). It was also noted that the December Board meeting expenses show in January and need to be noted as December expenses. It was also noted that Printing was a bit over budget due to the 2013 Annual Report preparation. In terms of the End of Year 2014, we were short of income by about 9% and under Expenses by 74% for a positive Net of about $40,000.

**TO PREVIOUS MONTH/YEAR’S P&L:** In both January and in the 2014 year end, we recorded more income than the previous period and had lower expenses. This leaves us with better Net positions at the end of 2014 than 2013 and leaves us in a better position compared in 2015 compared to January 2014.

**BALANCE SHEET:** The Balance Sheet reflects our Assets and Liabilities. At the end of 2014 we showed Cash at $933,808 and at the end of January 2015 at $921,876 and compared to January 2014 at $912,090 (about $10,000 or 1% ahead of a year ago). This is all cash or equities we can convert.

The other item is our Deferred Restricted Revenue we either are holding for our groups or holding for our own projects. That total for the end of January is $300,363, lower than January last year by 17.5% and up over the end of the year by about $30,000 as we saw some sponsorship money come in from Bayer (for an international survey project and a new brochure) and Medivation (for the *HotSheet* and *News You Can Use*). This breaks down to $159,042 for the Us TOO groups and $201,401 for Us TOO projects. Worth noting is that the groups keep adding to their total. It might be added that of our Cash total of $921,876, aside from the $159,042 we hold for the groups, the remaining $762,834 is ours to spend.
Since our last face-to-face/in-person gathering for our December Board/Annual Meeting held December 5th & 6th we have been quite busy on the staff side. Here are some highlights and updates.

- In January we placed the completed 2013 Annual Report on the website.
- Started audit work
- Started a new International project with Bayer, the survey went out today and an in-person meeting is being planned for ASCO in May.
- Tom attended another Prostate Cancer Roundtable held in DC on December 16th and from that meeting came an updated Prostate Cancer Public Policy Agenda
- Met with AMS staff in the office to discuss collaboration on continence and ED issues
- Attended an advocacy organization meeting with Genomic Health in CA on Jan 15th
- Obtained support for the AUA Hub exhibit in mid-May
- Hired Amy to join the staff team as Development director, with a start date of Jan. 19th
- Had several planning sessions with John Lupton from Prostate Cancer Speaks
- Staffed two meetings of the Development committee
- Held one meeting with UroPartners about 2015 collaborations and engaged them in support for the SEA Blue events (March kick-off and September)
- Produced monthly HotSheets and News You Can Use updates and produced a February edition of the Chapter News!
- Engaged Us TOO in a Prostate cancer Registry project with Cancer Support Community, Chuck to attend March advisory meeting in March
- Engaged Creative Technical Resources in a hormone brochure (Draft available) and 25th video project (filming during March Board meeting)
- Conducted a successful advocacy training session in collaboration with the NASPCC on February 6th & 7th for approximately 50 volunteers in Chicago
- Met in office with new Medivation advocacy staffer
- Attended with Jim Rieder the National Health Council’s Annual Leadership Training
- Attended the CTCA screening of Emperor of All Maladies video on February 19th
- Staffed the two Program committee calls on January 28th and February 17th
- Attended the February 27th through 28th Genitourinary cancer Conference
- Staffed the March 4th Finance committee
- Held two staff meetings on the SEA Blue September event and numerous staff meetings on the June 25th Anniversary symposium
- Contacted and prepared proposals for approximately 10 corporate sponsors.
- Attended a series of calls with Patient Access to Community Treatment Coalition (PACT)
- Draft video on SEA Blue event completed March 4th
- Future commitments include attendance and a presentation at the March 16th through 18th Zero conference in DC, the Registry advisory meeting in Philadelphia on March 24th, attendance at the NCCS Policy Roundtable in DC on March 31st through April 1st and attendance at an Astellas Advisory meeting on April 8th in DC
Per the Bylaws, the Development Committee is a standing committee tasked to “ensure the alignment of fundraising activities and events throughout the Corporation.”

The committee’s initial focus has been on developing new approaches to fundraising and on goals/objectives for the Us TOO 2015-2016 Strategic Plan. A brainstorming conference call resulted in 33 ideas, which are delineated in the minutes of that call (provided separately in the Board Book). A ranking by individual committee members resulted in the following priorities:

1. Active participation by individual Board members in fundraising activity being critical to successful fundraising overall, the Board should establish a minimum expected annual donation from each Director. This established amount could be any combination of personal and/or solicited donations.

2. Benchmark relevant non-profits that have an established track record of successful fundraising. Look for approaches that could be relevant to Us TOO.

2. When a substantial donation is secured, the person securing it should tell the story to the Board about how it was obtained. This would be considered a part of Board member training.

4. Given that donors only contribute substantially to organizations which they perceive to provide value, Us TOO must find a way to quantify some of the value it provides and start tracking and reporting that value.

4. Investigate the possibility of consolidating with other groups.

**The committee recommends the following specific objectives for the 2015-2016 Strategic Plan.**

1. By March 7, 2015, establish a guideline that all Directors are expected to secure annually, either through solicitation and/or personal donation, the amount of $2500.

2. Benchmark three relevant non-profit organizations that have an established track record of successful fundraising. Report results to the Board of Directors by the December 2015 Board Meeting.


4. Us TOO Central Office will, by December 31, 2016, provide the training and links to established best practice fundraisers, and assist five chapter/support groups to launch new fundraising initiatives on behalf of Us TOO International.
MISSION STATEMENT.
Provide hope, and improve the lives, of those affected by prostate cancer, through support, education and advocacy.

VISION STATEMENT.
A world without prostate cancer.

EXTERNAL INFLUENCES.
1. The increasing sophistication and aggressiveness of other non-profits in seeking funding requires Us TOO to improve its effectiveness in this area just to stay at current funding levels.

2. Changes in corporate priorities and product development have led to new procedures and review processes that make grant applications more time consuming and make money less available.

3. We have no major individual donors.

4. Awareness of prostate cancer in general, and Us TOO specifically, is low but rising in the general public.

5. The cultural influence of not talking about men’s health issues in general and specifically prostate cancer.

6. Government discouragement of PSA screening will increase, perhaps dramatically, the number of men with undetected early stage disease.

7. It is a challenge to keep up with new treatments.

8. An aging population places additional strain on Us TOO resources.

9. People are increasingly depending on social networks and media for their information.

INTERNAL CAPABILITIES.
1. **Strengths.**
   a. Dedicated staff and leadership.
   b. Building on 25 years of success.
c. Increased proficiency in fundraising and marketing combined with exploring new avenues.

d. Board development, targeted recruitment and transition planning.

e. Approximately 300 chapters and support groups worldwide. Capabilities and interest in Us TOO International varies significantly among these units; they basically constitute a large unknown in regard to supporting Us TOO International functions and activities.

f. A popular array of programs and services, including the *Hotsheet*, website, and hotline.

2. **Weaknesses.**

   a. Minimal staff numbers prevents meaningful expansion of activities until staff can be expanded. Current income levels prohibit immediate expansion of activities and staff.
   
b. Capabilities and interest in Us TOO International varies significantly among the chapters and support groups; these groups basically constitute a large unknown in regard to supporting Us TOO International functions and activities.
   
c. Chapter / support group leadership is aging and groups are dropping out.

**GOALS.**

1. Secure annual gross income of $______ in (time). [Development Committee is tasked with recommending this goal.]

2. Identify and quantify what Us TOO does for the prostate cancer community

3. Enhance and strengthen the support groups. Focus on what the support groups need from Us TOO, beginning with the 25th Anniversary Event.

4. Benchmark and disseminate best practices among the support groups so as to allow the good ones to celebrate success and help struggling units. “Survivors” vs. “Thrivers”

5. Consolidate all Us TOO information onto a single, maintainable database


7. Expand staff and capabilities as increased funding allows.

8. Explore the feasibility of rebranding for the organization.

9. Identify and quantify what Us TOO does for the prostate cancer community

**SPECIFIC OBJECTIVES.**
DETAILS OF IMPLEMENTATION

TBD

JEOPARDIES AND CONTINGENCIES

TBD
Us TOO Committee Updates

1. Development Committee: May 5\textsuperscript{th}, Draft Minutes
2. Executive Committee: Calls held May 13\textsuperscript{th} and June 9\textsuperscript{th}
3. Program Committee: May 29\textsuperscript{th}, Draft Strategic Plan Goals: May 15\textsuperscript{th}
4. Finance Committee: June 8\textsuperscript{th}
5. Board Membership Committee: June 10\textsuperscript{th} call scheduled
Us TOO International Executive Committee
Minutes, May 13, 2015

ATTENDEES: Todd Ahrens, Jerry Deans, Tom Kirk, Jim Rieder, Bill Seidel

CALL TO ORDER. The meeting was called to order via conference call by Chairman Jim Rieder at 5:00 PM EDT.

Chairman Rieder opened the meeting by stating that the purpose of the call was to determine which attendees to the 25th Anniversary Event would receive financial assistance, and how much.

DISCUSSION.

• It was decided that all Board members will pay the full $135 amount. Any requests for exemption must be made directly to the Chairman. The Chairman will issue an email to this effect within the next few days.

• To date, only 25 people have registered.

• A discussion of financial assistance ensued. Key points included:
  o Mr. Kirk explained the issue of “scholarships.” These are funded by a $10,000 grant from Dendreon. To date there have been only four requests.
  o Mr. Kirk also explained that chapters have accumulated close to $200,000 in funds, and this event is the very type of thing for which those funds are intended. “Scholarships” and other financial assistance should be weighed heavily for locations retaining such funds.
  o Mr. Deans emphasized the need to provide financial support, where needed, to chapter and support group leaders and/or members who are being groomed for such positions. There are two primary reasons for doing this:
    ▪ Recognize support group leaders financially for their contribution to Us TOO;
    ▪ Boost attendance.
  o Mr. Kirk advised that over $100,000 has already been received in sponsorships, and the total could approach $200,000 by completion.
  o It was decided that Mr. Kirk and staff should evaluate and determine assistance to be provided on an individual basis based on both individual need and the benefit to US TOO of that person attending. Caution is needed in allocating donated funds, as some are restricted with regards to travel and lodging. Mr. Deans reiterated the point that support group leaders should receive preferential consideration in such evaluations.

• The staff will aggressively solicit “sales calls” to individuals whose attendance would benefit Us TOO. Financial assistance will be worked out as required in those calls. Any issues requiring Board input will be handled directly with Mr. Rieder in order to expedite processing at this late date.

• There followed a discussion of who should receive personal invitations and financial assistance. It was determined that the following should be included:
- Surviving founders and spouses
- Former Board Chairmen
- All former Board members should receive personal invitations, but financial assistance is not as big a requirement in this category as for founders and previous Chairmen.

- An Executive Committee meeting is needed prior to the June Board meeting in order to review and revise/approve 2015-2016 Strategic Plan objectives submitted by the standing committees. The most recent financials should also be reviewed at that time. This meeting will be targeted for the second week of June.

**NEXT STEPS.**

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<tr>
<td>Issue email to Board Members clarifying that all Board members are expected to pay the full $135 for the 25th Anniversary Event</td>
<td>Mr. Rieder</td>
<td>5-18</td>
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<tr>
<td>Aggressively solicit attendance from individuals</td>
<td>Staff</td>
<td>Immediately</td>
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<tr>
<td>Schedule next Executive Committee meeting</td>
<td>Mr. Rieder</td>
<td>6-8</td>
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**ADJOURNMENT.** The meeting was adjourned at approximately 5:45 PM.
Respectfully submitted,

William Seidel, Secretary
ATTENDEES: Todd Ahrens, Jerry Deans, Tom Kirk, Jim Rieder, Bill Seidel

CALL TO ORDER. The meeting was called to order via conference call by Chairman Jim Rieder at 5:00 PM EDT. Chairman Rieder stated that the purpose of the call was to review proposed objectives submitted by committee chairman for the 2015-2016 strategic plan. If time was available at the end of the call, financials would also be reviewed.

DISCUSSION.

Program Committee Objectives. Mr. Deans reviewed the two proposed objectives submitted by the Program Committee. These were approved as submitted by the Executive Committee.

Development Committee Objectives. Mr. Seidel reviewed the five proposed objectives submitted by the Development Committee. He expressed concerns, especially in light of Director non-performance on the 2014 Chapter Survey, that this was a pretty aggressive task for such a small committee. Each of the five proposed objectives were reviewed. Due dates were added to the one objective that lacked them. All five were otherwise approved as submitted.

Membership Committee Objectives. While three proposed objectives were submitted, it was decided that in light of the fact that the Membership Committee had not yet met to discuss these, Membership Committee objectives would be reviewed at the full Board meeting on June 19th.

Presenting Objectives to the full Board. The inter-related nature of many of the approved objectives was noted and discussed. It was decided that some kind of introductory paragraph needed to be developed to explain the nexus and inter-related nature of many objectives. This will be developed by Tom Kirk and Bill Seidel.

Financial Review. Noting that everyone on this call except Chairman Rieder had participated in the Financial Committee conference call that discussed recent financial reports, this discussion was brief and resulted in no actions by the Executive Committee.

Audit Committee Chairmanship. It was noted that the resignation of David Lubaroff from the Board created a vacancy in the Audit Committee Chairmanship. Per the Bylaws, no member of the Executive Committee may chair the Audit Committee. It was determined that Peter Friend was the best potential candidate. President Kirk will contact Mr. Friend to determine interest.

NEXT STEPS.

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<td>Develop an introductory paragraph for presenting the tentatively approved objectives to the full Board.</td>
<td>Tom Kirk, Bill Seidel</td>
<td>June 12</td>
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Upon completion of Membership Committee objectives, restructure all tentative objectives into the business plan format and issue to the full Board.

Contact Peter Friend to determine interest in assuming chairmanship of the Audit Committee.

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<th>Bill Seidel</th>
<th>June 12</th>
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<tr>
<td>Tom Kirk</td>
<td>June 12</td>
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**ADJOURNMENT.** The meeting was adjourned at 6:05 PM.

Respectfully submitted,

William Seidel, Secretary
Us TOO International -- Development Committee  
Conference Call Minutes, May 5, 2015

ATTENDEES: Todd Ahrens (Ex Officio), Tom Cvikota, Peter Friend, Chad Little, Bill Seidel, Amy Woods
ABSENT: Jim Schraidt
EXCUSED: Fred Allen, Jerry Deans, Jim Naddeo
GUESTS and STAFF: Tom Kirk, Chuck Strand

Per the Bylaws, the Development Committee is a standing committee tasked to “ensure the alignment of fundraising activities and events throughout the Corporation.”

1. Call to Order. The phone conference was called to order at 5:00 PM EST.

2. Discussion. The primary purpose of this call was to review, alter, and approve straw model objectives for the 2015-2016 business plan. These straw models had been circulated earlier. A second purpose was to receive an update on planning for the 25th Anniversary Event.

   a. Objectives.

   i. After considerable discussion, straw model objectives 1, 2, 4 [New Objective 5] and 5 [New Objective 4] were approved as drafted. [Objective numbers have been changed to maintain consistency with the two Goals assigned to this committee.]

   ii. Objective 3.

   • There was considerable discussion about Objective 3 at various times during the call. Amy Woods emphasized that bequests are a big process, not a plug & play type of approach. We need to start with individual donors and build up. People who are unwilling to donate $5-$10 are not going to generate large bequests. Until we get small donations coming from the support groups, anything larger will just be a waste of time. Like all other things, this has to start with the Board; they are the most invested people we’ve got.

   • The proposed Objective 3 will be revised to read: “Create a small workgroup of Development Committee members and selected staff to evaluate work and materials on Bequests. Focus on enhancing individual donations, with a secondary emphasis on Bequests per se. Develop and submit initial proposals to Board of Directors by September 5, 2015.”

   • Peter Friend volunteered to participate in, and lead, the workgroup dealing with this objective. Chad Little also offered to serve on that group.
iii. **Objective 4.** Peter Friend emphasized the critical need for quantitative data in soliciting contributions. We have to be able to show concrete effectiveness in areas that are of critical interest to the prostate cancer community. Peter also volunteered to work on this work group. The drafted objective itself was not changed.

b. **25th Anniversary Event.** Tom was pleased to report that we now have over $200,000 in verbal commitments in support of this event, with $75,000 in the door to date. This is good, because costs will exceed $100,000. The committee commended Tom on the success to date of the fundraising efforts. Amy has taken the lead on the gala and wants to secure 30-50 items for the silent auction. Of special need is airfare to go with the hotel stay in the Bahamas that has already been pledged. She needs help from all Directors in securing sale items. Tom cautioned that Directors should not lose sight of the fact that the major fundraiser involving Board members is the Sea-Blue Walk. We raised $20,000 last year, and $25,000 has been suggested as a good goal for this year to coincide with the 25th Anniversary.

3. **Next Steps.**

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<tr>
<td>Committee members approve and/or recommend revisions for draft objectives (attached)</td>
<td>All</td>
<td>May 11, 2015</td>
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<tr>
<td>Submit draft objectives to Executive Committee</td>
<td>Bill S</td>
<td>May 12, 2015</td>
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<tr>
<td>Follow-up on open items from conference call of February 10, 2015</td>
<td>Bill S</td>
<td>May 31, 2015</td>
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The call was adjourned at 6:00 PM. The next conference call has not yet been scheduled.

Respectfully Submitted,
William Seidel, Chairman, Development Committee
Attachment
Us TOO 2015-2016 Strategic Plan

Goals & Objectives: Development Committee

Goal #1: Secure annual gross income of $1,216,000 for calendar year 2015. Secure annual gross income of $1,350,000 [11% increase] for calendar year 2016.

Objective 1. Establish a minimum donation requirement for all Directors. Such donations would include cash donations, donations from others attributed to the Director, and “in-kind” donations such as travel expenses. This would apply to all Directors approved on or after June, 2015, and would be encouraged for all Directors serving at that time. The Board of Directors could waive this requirement on an individual basis at its discretion. Amounts would be:

- Calendar year 2015: $1,500
- Calendar year 2016: $2,500.

Objective 2. Create a small workgroup of Development Committee members and selected staff to develop processes and funding for comprehensive tracking, and immediate effective acknowledgement, of all individual donations. Evaluate, and implement as appropriate, recognition for various levels of individual donations.

- Workgroup to conduct first meeting no later than July 15, 2015;
- Identify what counts as an individual donation. [Need to clarify, for example, whether participation in events such as the Sea Blue Walk are individual donations or “event” donations...or possibly both.]
- Implement appreciation/recognition policies as they are developed. Calculate total individual donations, however that ends up being defined, for 2015.
- Objective for 2016: 120% of individual donations for 2015.

Objective 3. Create a small workgroup of Development Committee members and selected staff to evaluate work and materials on Bequests. Focus on enhancing individual donations, with a secondary emphasis on Bequests per se.

- Develop and submit initial proposals to Board of Directors by September 5, 2015.

Objective 4. Identify new and/or under-utilized sources of funding. Develop plans for developing such funding.

- Identify the appropriate role(s) of chapters and support groups in fundraising for Us TOO International by September 5, 2015.
- Identify and evaluate alternative sources of funding. [Peter Friend, Chad Little, and Jim Schraidt have all informally expressed ideas in this area.] Report progress to Board of Directors quarterly, beginning with the September, 2015 meeting.

Goal #2. Identify and quantify what Us TOO does for the prostate cancer community.

Objective 5. Create a small workgroup of Development Committee members, selected staff, and perhaps selected chapter / support group leaders, to:

- Identify two to three quantifiable services that are (or should be) in demand by the prostate cancer community.
- Create, as needed, processes to track these services.
- Secure funding as needed to support this tracking.
- Complete implementation by December 31, 2015.
Us TOO Strategic Plan 2015
Program Committee Goals, Objectives, Strategies
(DRAFT: May 15, 2015)

Program Committee Goals and Objectives for 2015

Goal 3. Provide chapter / support group leadership with opportunities, materials and encouragement to strengthen and improve services to the prostate cancer community.

Objective: Establish a workgroup comprised of Program Committee members, Us TOO staff and selected support group leaders to learn, and to provide, what the leaders need to improve services to the prostate cancer community. Hold initial meeting (conference call) no later than July 20, 2015; submit initial report to the Board of Directors no later than December 5, 2015 with progress report at September 2015 board meeting.

Strategies for Consideration by Workgroup:

- Learn what we can from the surveys, Town Hall and Community Meeting
- Periodically survey leaders as to how we can help them serve better
- Use the website, webcasts, meetings and events to support leaders and encourage them.
- Identify and disseminate best practices to the entire leadership
- Consider the use of YouTube social media and website to disseminate content and support for group leaders
- Determine what is needed to start new support groups
- Determine frequency of ongoing reporting to Board

Goal 4. Expand the network and reach of chapters and support groups as required to meet the needs of the prostate cancer community.

Objective. Under the guidance of the workgroup identified above in Goal 3. Objective, establish a trial/pilot electronic/telephonic support group for 10-12 support group leaders to discuss challenges and opportunities in their geographic areas. Support group leaders would be volunteers; the facilitator would initially be a member of the Program Committee and membership would include Us TOO staff. Hold initial meeting (conference call) no later than August 15, 2015; submit initial assessment to the Board of Directors on December 5, 2015 with progress report at September 2015 board meeting.

Strategies for Consideration by Workgroup and Leader Support Group:

- Expand the use of social media and networks to accomplish the above
- Trial Group and subsequent groups are intended to encourage and facilitate regional collaboration, networking, sharing of resources, and problem solving
- Such regional groups would be a valuable source of feedback to Us TOO International regarding what leaders need to expand the network and improve services to the prostate cancer community.
- Determine frequency of ongoing reporting to the Board
Board Membership Committee Draft Objectives, June 4, 2015

1. Develop Jerry Hardy's "new member kit" into a formal "on boarding" process to accelerate the development of participation and member responsibility.

2. Accumulate a pipeline of candidates and formalize the process of interviewing and selection.

3. Develop and maintain an official dashboard of members, their committee membership, term periods and potential vacancies.
Other Board Book Materials

- 2015 Board Committee Assignments (January 2015)

- Draft Us TOO Calendar (November 2014)
Us TOO Board of Directors 2015 Committee Assignments

**Executive (standing committee):** Chairman, Jim Rieder; Vice-chairman, Jerry Deans; Treasurer, Todd Ahrens; Secretary, Bill Seidel

Responsibilities of the Executive Committee shall be as delineated in the Bylaws and shall be made up of all four officers plus the President/CEO. The Compensation Subcommittee of the Executive Committee shall "be responsible for recommending the compensation policies and programs of the Corporation". The Executive Committee meets face-to-face, at meetings of the Board of Directors, and by conference call as deemed necessary. Officers are expected to be present for all scheduled meetings and conference calls of the Executive Committee, Board of Directors, and the Annual Business meeting.*

**Program (standing committee):** Chair, Jerry Deans, Jerry Hardy, Todd Ahrens, Tom Cvikota, Keith Hoffman, Jim Hammack, Chad Little, Jim Schraidt, Bill Seidel

Per the Bylaws this committee, the Program committee is responsible for the policy development and oversight of Us TOO’s programs that encompass the areas of research and education, support groups/chapters, the Companions and Families Circles of Love program, screening and outreach through events such as awards and anniversary events. The Program committee will coordinate its activities with other committees when appropriate. (Amendment made by Board action June, 2010). The Program committee will have responsibility of providing research guidance, counsel, oversight, measurements and evaluation for all programs and operations of the Corporation.*

**25th Anniversary Event Workgroup:** Chair Jim Hammack, Jerry Deans, Jerry Hardy, Keith Hoffman

**Development (standing committee):** Chair Bill Seidel, Tom Cvikota, Peter Friend, Jim Schraidt, Jerry Deans, Fred Allen, Chad Little and Jim Naddeo

Per the Bylaws the Development Committee shall "ensure the alignment of fundraising activities and events throughout the Corporation".*

**Finance (standing committee):** Chair Todd Ahrens (Treasurer), David Lubaroff (also Audit subcommittee chair), Jim Naddeo, and Peter Friend

Per the Bylaws the Finance Committee shall "make recommendations to the Board on all matters of fiscal policy." Subcommittees of the Finance Committee include the Audit Subcommittee, the Corporate Compliance subcommittee and the Investment subcommittee.*

**Board Membership (standing committee):** Chair Keith Hoffman, Jerry Hardy, David Lubaroff, Jim Hammack, and Fred Allen

Per the Bylaws, the Board Membership Committee shall: "be responsible for recommending, evaluating and nominating all candidates for Directors of the Corporation and its subsidiaries".*

**Strategic Plan Workgroup:** Program committee discussion in January with staff, to send recommendations to the Executive committee

* From Corporate Policies, Approved December 2013.
Rieder: Board Chairman, Executive committee Chairman

Ahrens: Treasure, Finance committee Chairman, Program committee

Allen: Board Membership and Development committees

Cvikota: Program and Development committees

Deans: Board Vice Chairman, Program committee Chairman, 25th Anniversary workgroup

Friend: Development and Finance committees

Hammack: Chair 25th workgroup, Program and Board Membership committees

Hardy: Program committee, 25th workgroup and Board Membership committee

Hoffman: Chair Board Membership committee, Program committee, and 25th workgroup

Little: Development and Program committees

Lubaroff: Finance committee, Audit subcommittee Chairman and Board Membership committee

Naddeo: Finance and Development committees

Schraidt: Program and Development committees

Seidel: Board Secretary, Development committee Chairman and Program committee
Us TOO International: 2015 Calendar
November 2014

QUARTER I: Closed New Year Day (Thursday) and President’s Day (Monday, 2/16/14)

January: 2015 SEA Blue permit application with City of Chicago, Year-end work carry-over (Board committee assignments and audit preparation), carry-over project work from 2014 continues/begins (25th Anniversary planning, Hormone brochure, the HotSheet, etc), grant application discussions, Dr. Crawford’s 25th Int'l PCa Update Conference (21-24, Vail, CO), Possible Genomic Health meeting with advocates in CA

February: NASPCC Advocacy Training event (Chicago, first weekend in February), SEA Blue Thanks/kick-off, NHC 28th Annual Leadership Conference, Changing the Game (11-13, Ponte Vedra Inn, FL), ASCO GU Symposium (February 26-28, Orlando, FL)

**March: Quarter I Board meeting, possible Audit team site visit (here or in March), Zero Policy Summit in DC (16th-18th)**

QUARTER II: Closed Memorial Day (Monday, 5/25/15)

April: Possible Roundtable meeting in DC

May: Federal/State tax filings (or extension until August), AUA (15-19), New Orleans, ASCO’s Annual meeting (May 29- June 2, Chicago), Possible Us TOO Business Leadership Council meeting

**June: Quarter II Board meeting, Potential Business Leadership Council meeting, Men’s Health Month (Father’s day June 21), Potential Fundraising ask campaign, Us TOO 25th Anniversary meeting (19th-20th) Hyatt O’Hare.

QUARTER III: Closed Independence Day (Thursday, 7/4/15) and Labor Day (9/7/15)

July: Active corporate sponsorship activities, follow-up to ASCO, Possible Prostate Cancer Roundtable in DC

August: September PC Awareness Month preparations, possible Tax filings if extension filed in May

September: PC Awareness Month, **Quarter III Board meeting, 11th Annual SEA Blue Prostate Run/ Walk (13th or 20th), Chicago), Pints event in Europe, PCRI Annual conference in LA


October: SEA Blue Walk & Run fundraising continues

November: Movember activities

**December: Quarter IV Board/Annual meeting, end of year fundraising and audit preparation, Possible Prostate Cancer Roundtable in DC

Unknown dates in 2015

Us TOO Prostate cancer Business Leadership Council (PCBLC) meeting, NCCS and NCCN Roundtable meetings, My Prostate cancer Roadmap calls and meetings, Us TOO committee meetings, Early Access Committee-Prostate cancer (EAP).

Monthly: HotSheet and NEWS You Can Use preparation and distribution