Us TOO International

Board of Directors Quarterly Meeting, March 7, 2015

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>
<th>What</th>
<th>Who</th>
<th>When</th>
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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>
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<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

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Version 27APR15.0930
[Supplement No. 1] 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

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Version 27APR15 0930
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.

3. 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.

D-R-A-F-T
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 25<sup>th</sup> 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.**

TBD

**DETAILS OF IMPLEMENTATION.**

TBD

**JEOPARDIES AND CONTINGENCIES**

TBD