<table>
<thead>
<tr>
<th>Time</th>
<th>Agenda Item</th>
<th>Presenter/s</th>
<th>Document Letter</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00</td>
<td>Welcome All – Agenda Overview (Box lunches provided)</td>
<td>Jim S.</td>
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</tr>
<tr>
<td>12:05</td>
<td>Health Updates</td>
<td>All</td>
<td></td>
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<tr>
<td>12:15</td>
<td>Awareness Challenge</td>
<td>Jim S.</td>
<td>Newspaper Article</td>
</tr>
<tr>
<td>12:25</td>
<td>Accept December Board Minutes (Vote Required)</td>
<td>Jim S.</td>
<td>A</td>
</tr>
<tr>
<td>12:30</td>
<td>Review/Accept Financial Statements (Vote Required)</td>
<td>Alan</td>
<td>B1, B2, B3</td>
</tr>
<tr>
<td>12:45</td>
<td>Approval of Investment Policy &amp; Guidelines (Vote Required)</td>
<td>Alan</td>
<td>C</td>
</tr>
<tr>
<td>12:55</td>
<td>Finance Committee Report</td>
<td>Alan</td>
<td>D1, D2, D3</td>
</tr>
<tr>
<td>1:10</td>
<td>Program Committee Report</td>
<td>Jerry</td>
<td>E</td>
</tr>
<tr>
<td>1:25</td>
<td>Development Committee Report / SEA Blue</td>
<td>Jim S., Jeff</td>
<td>F1, F2</td>
</tr>
<tr>
<td>1:40</td>
<td>Membership Committee Report</td>
<td>Keith</td>
<td>G</td>
</tr>
<tr>
<td>1:50</td>
<td>Development Director &amp; Board Development Consultant Summary</td>
<td>Jim S.</td>
<td>H1, H2</td>
</tr>
<tr>
<td>2:05</td>
<td>Strategic Priorities – Updated (Vote Required)</td>
<td>Jim S.</td>
<td>I</td>
</tr>
<tr>
<td>2:15</td>
<td>PCF Collaboration</td>
<td>Chuck</td>
<td>J1</td>
</tr>
<tr>
<td>2:25</td>
<td>Website Update</td>
<td>Chuck</td>
<td>J2</td>
</tr>
<tr>
<td>2:35</td>
<td>CEO Update</td>
<td>Chuck</td>
<td>K, L</td>
</tr>
<tr>
<td>2:45</td>
<td>Break</td>
<td></td>
<td></td>
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<tr>
<td>3:15</td>
<td>Board of Directors Development Status Q&amp;A with Mike Kenahan</td>
<td>Mike</td>
<td></td>
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<tr>
<td>4:15</td>
<td>Board of Directors Executive Session (with Chuck)</td>
<td>Jim S.</td>
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<tr>
<td>4:30</td>
<td>Board of Directors Executive Session (Closed to Staff)</td>
<td>Jim S.</td>
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<tr>
<td>5:30</td>
<td>Conclusion of Meeting</td>
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<tr>
<td>6:00</td>
<td>Dinner at Gino’s (on the west side of the hotel parking lot)</td>
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Us TOO December 2018 Board of Directors Meeting
Recap/Minutes & Next Steps DRAFT: 12/17/18 (updates noted in blue)

Board Meeting Date: Friday, 12/7/18
Board Members Attending In-Person: Todd Ahrens, Jeff Albaugh, Marty Chakoian, Jerry Deans, Peter Friend, Stuart Gellman, Alan Goldman, Keith Hoffman, Jim Naddeo, Jon Poindexter, Bill Seidel
Jim Schraidt

Board Members Attending via Phone: Jim Rieder
Staff Attending: Chuck Strand
Staff Absent: Jackie Konieczka, Tim Mix, Terri Likowski (Terri joined by phone for Program Committee discussion)
Meeting Location: Hyatt Rosemont, 6350 N. River Rd., Rosemont, IL 60018

<table>
<thead>
<tr>
<th>TOPIC</th>
<th>RECAP/NOTE</th>
<th>NEXT STEPS</th>
<th>LEAD</th>
<th>DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sept. 2018 Board Meeting Minutes</td>
<td>Meeting was called to order by Chairman Peter Friend at 12:10 pm. Board members provided health status updates.</td>
<td>Post to board member resource web page</td>
<td>TM</td>
<td>12/28/18</td>
</tr>
<tr>
<td>Financial Statements</td>
<td>Vote 1: Motion to approve September 2018 board meeting minutes was unanimously approved. Todd reviewed financial statements for October 2018. Question was raised about source of expense for Other Contracted Services on page 15. Vote 2: Motion to approve October 2018 financial statements was unanimously approved.</td>
<td>Provide expense back-up info</td>
<td>CS</td>
<td>12/28/18</td>
</tr>
<tr>
<td>Investment Portfolio</td>
<td>Todd reviewed recap document from Brian Lorber/Mesirow regarding portfolio performance to date under his management. Following the board meeting it was noted that the Investment Policy &amp; Guidelines referenced in Brian’s document were not the most recent (there is no cash reserve).</td>
<td>Post to board member resource web page</td>
<td>TM</td>
<td>12/28/18</td>
</tr>
<tr>
<td>2019 Budget</td>
<td>Todd presented draft of 2019 budget (projects a loss of $41K) that was reviewed and approved by Finance Committee. Noted that accurate historical expense data was not included on budget but will be available for 2020 Noted the need to estimate staff time dedicated to each program Discussed option of allocating all expenses from admin to various programs Noted 9% increase in revenue and 14% increase in expenses Discussed need to recognize urgency in hiring a FT Development Director as part of 3-path parallel approach also including consultant input and identification of fundraising opportunities with PCF and/or Movember.</td>
<td>Address with accountant &amp; staff</td>
<td>CS, LH</td>
<td>4/1/19</td>
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<tr>
<td></td>
<td>Consultant outreach to include contacting Jeff Bagel (fundraising expert referred by Stuart)</td>
<td></td>
<td>CS</td>
<td>12/28/18</td>
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<tr>
<td>TOPIC</td>
<td>RECAP/NOTE</td>
<td>NEXT STEPS</td>
<td>LEAD</td>
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<tr>
<td><strong>2019 Budget</strong> (continued)</td>
<td>To supplement to the job description for Development Director, create a vision document identifying some of the opportunities for fundraising.</td>
<td>Develop draft of job description and vision document for Development Committee review</td>
<td>CS</td>
<td>12/21/18</td>
</tr>
<tr>
<td>Pg. 3: Line item amount doesn’t correspond to assumption comment for Postage/Delivery</td>
<td>Correct line item</td>
<td>CS</td>
<td>12/28/18</td>
<td></td>
</tr>
<tr>
<td>Pg. 8: Staff travel notes cost for CSC filing</td>
<td>Correct line item</td>
<td>CS</td>
<td>12/28/18</td>
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<tr>
<td><strong>VOTE 3:</strong> Motion to approve 2019 budget was unanimously approved.</td>
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<tr>
<td><strong>Collaboration</strong></td>
<td>Jim Schraadt reviewed current collaboration initiatives with PCF and TrueNTH.</td>
<td>Identify next steps and timing for follow-up</td>
<td>JS, CS</td>
<td>12/28/18</td>
</tr>
<tr>
<td><strong>Visioning</strong></td>
<td>Peter requested each board member to share their personal vision in response to the question: &quot;What is your vision of what you would like to do for the prostate cancer community and particularly men with prostate cancer?&quot;</td>
<td>Recap vision from each board member and circulate for review/edits</td>
<td>CS</td>
<td>12/28/18</td>
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<td></td>
<td>Peter shared his template for informed decision making.</td>
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<tr>
<td><strong>Strategic Priorities</strong></td>
<td>Peter shared top 5 strategic priorities for 2019.</td>
<td>Include direction in strategic initiatives for 2019</td>
<td>CS</td>
<td>2019</td>
</tr>
<tr>
<td>Board expressed importance of balancing all five initiatives without placing too much focus on objective #1 (collaboration up to and including the possibility of a merger) to the exclusion of the other four objectives. Agreed to acknowledge the need to increase PCA awareness.</td>
<td>Provide monthly report</td>
<td>CS</td>
<td>15th</td>
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<td>Board requested monthly status report on strategic priorities.</td>
<td></td>
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<tr>
<td><strong>Development Committee</strong></td>
<td>Jim Naddeo provided update from Development Committee.</td>
<td>Prepare list of top donors</td>
<td>CS, AW</td>
<td>1/14/19</td>
</tr>
<tr>
<td>Committee members agreed to call and thank top donors from 2018.</td>
<td>Update website</td>
<td>TM</td>
<td>1/31/19</td>
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<td>Discussed importance of providing information on various types of planned giving.</td>
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<tr>
<td>Discussed post-event meeting to evaluate all aspects of SEA Blue.</td>
<td>Contact members and schedule conference call</td>
<td>CS, JN, AW</td>
<td>1/14/19</td>
<td></td>
</tr>
<tr>
<td><strong>Program Committee</strong></td>
<td>Jerry provided update from Program Committee.</td>
<td>Add to March meeting agenda</td>
<td>CS</td>
<td>3/1/19</td>
</tr>
<tr>
<td>Discussed including updates from the field on board meeting agenda.</td>
<td>Follow-up with plan to implement</td>
<td>TL</td>
<td>1/31/19</td>
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<tr>
<td>Jeff and Marty expressed interest in assisting with starting support group calls for husbands/male partners of men with prostate cancer.</td>
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<tr>
<td><strong>Bylaws Amendment</strong></td>
<td>Jim Schraadt presented proposed edits to bylaws for officer election process.</td>
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<tr>
<td><strong>VOTE 4:</strong> Motion to approve bylaws sections 4.2 and 5.4 was unanimously approved.</td>
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<td><strong>Operations</strong></td>
<td>Chuck reviewed operations document and board set the following schedule for 2019 one webinar and three 1-day in-person board meetings: 3/8/19 webinar, 6/14/19, Sept. TBD based on SEA Blue, 12/6/19.</td>
<td>Determine new date for webinar, confirm date for March meeting</td>
<td>CS</td>
<td>2/15/19</td>
</tr>
<tr>
<td>Membership Committee</td>
<td>Keith provided update from Membership Committee.</td>
<td>Recruit committee members</td>
<td>JS, KH</td>
<td>1/15/19</td>
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<td></td>
<td>Keith noted the need for 4 people on the committee in 2019.</td>
<td>Follow-up on recruiting Vanessa Spears</td>
<td>CS, KH, JA</td>
<td>1/15/19</td>
</tr>
<tr>
<td></td>
<td>Recruitment of board members with specific skills/experience is a priority in 2019 since terms are expiring for 5 board members in December of 2019.</td>
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<tr>
<td></td>
<td>Noted need to establish profile of board members for recruitment.</td>
<td>Schedule Membership Committee conference call</td>
<td>CS, KH</td>
<td>1/15/19</td>
</tr>
<tr>
<td>Guest Urologist</td>
<td>Guest Urologist Ed Kirsh discussed some of the barriers to practitioners providing patents with truly informed decision making.</td>
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<tr>
<td>Thank you, Jim</td>
<td>Peter acknowledged and thanked Jim Rieder for serving as an Us TOO board member for more than eight years, which included several years as Chairman of the Board.</td>
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</tr>
<tr>
<td>Officer Elections</td>
<td>Board members voted on paper ballots for Chairman after Jim Schraidt and Peter Friend each spoke for 10 minutes on why each was the best candidate.</td>
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<tr>
<td></td>
<td><strong>VOTE 5: Jim Schraidt was elected Us TOO Chairman for 2019</strong></td>
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<tr>
<td></td>
<td>The following officers were nominated and elected by motion and unanimous approval: Vice Chairman Jerry Deans Treasurer Alan Goldman Secretary Marty Chakoian</td>
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<tr>
<td>Executive Session</td>
<td>Closed door session for board members only: Changed March board meeting to an in-person meeting (most likely on 3/29/19) in lieu of a conference call Meeting was adjourned at approximately 6:00 pm.</td>
<td></td>
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</tr>
</tbody>
</table>

Meeting minutes/recap prepared and submitted by Chuck Strand for review and approval by Board of Directors.
3/21/19 (Updated 3/28/19)

The following provides additional information to supplement the attached draft of the financial statements for February:

1. On page 1, cash and checking/money market account balances were ~$37,500. (See chart on page 2 for historic trends.) Funds were drawn from the Us TOO investment portfolio at Mesirow to cover cash flow requirements. While investment returns were positive, as shown on page 8, investment balances ended the month at $1,001,723 – below the month-end January balance of $1,035,523. (See chart on page 3 for annual historic balances.)

2. On page 1, Undeposited Funds of $13,350 is the amount of checks we possessed at the end of the month that had not yet been deposited into the bank account.

3. On page 5, Total Program Income of ~$16K is ~$20K under budget. Typically there is minimal revenue from corporate funding and donations from February through May. Financial activity throughout 2019 will help to more fully inform projections for the 2020 budget.

4. On page 6, Rent expense is over budget by one month due to three payments to date in 2019.

5. On Page 6, State Filings expense of $7,209.28 includes $6,690.28 in charges for 2018, which LeAnn will move into last year. This line item expense will be increased to $10K on the 2020 budget to align with anticipated fees.

6. On page 7, Other Contracted Services is ~$1,500 over budget due to fees for temp administrator in Jackie’s absence and fees for Amy Woods.

7. On page 7, Payroll Expense is under budget by ~$21K due to accruing all of the January 4 payroll and two days of the January 18 payroll as 2018 expenses. Accounting is based on when the cash goes out. This is a timing issue at year-end and will work itself out.

8. On page 7, Printing and Reproduction is ~$1,500 over budget due to ~$1,500 in printing for the Holiday Hope campaign, which will be moved back into 2018 expenses with the March financial statements.

9. On Page 8, Total Expenses to date of ~$94K are ~$26K under budget; Net Operating Income is (~$64K); ~$29K of expenses in addition to the budgeted amount of (~$35K).
Budget Adjustments

The following provides a recap of board-approved exceptions to the 2019 approved budget:
- $2,500 from New Program Initiatives budget will be reallocated to consulting budget of $12,500.
- Additionally, board committee members unanimously approved $12K in incremental funds for board member recruitment consulting fees.

Operating Cash

The chart below illustrates that Operating Cash decreased from ~$45K in January to ~$37K in February. On 2/13/19 $50,000 was raised from the Us TOO investment portfolio and transferred into the Hinsdale Bank money market account to address cash flow needs.

![Us TOO Operating Cash Trends](chart.png)

NOTE: $150k of Operating cash moved in 2018 to investments as part of the investment account consolidation
Reserves

The bar chart below represents US TOO long-term investments since 2013. Long-term investments can include stocks/mutual funds and bonds providing reserve funds intended to be held for more than one year to be used to provide financial stability for the organization. The US TOO investment guidelines currently do not stipulate a specific amount or percentage of assets to be held as long-term investment reserves. The balance as of 2/28/19 was $1,001,723, approximately 107% of 2019 budgeted expenses. This is down from the January balance of $1,035,523 due to a withdrawal for cash flow.

Notes:
A bequest of $310,625 in securities was received from the estate of Jim Jenner on 1/22/18 and was added to long-term reserves.

The chart below reflects year-end balances from 2013 through 2018; the 2019 amount reflects the long-term investment balance for the month of the current financial statements.
Investment Policy & Guidelines – Updated 12/10/18

The management of investable funds for Us TOO International will be guided by the following procedure which will provide for the safety of invested principal, achieve market-based returns and maintain an adequate degree of liquidity as outlined below. Any exceptions to the investment policy shall be specifically approved by the Board of Directors upon recommendation by the Finance Committee.

Responsibilities

26. The Board of Directors will establish, periodically review, and approve all investment policies for Us TOO. They will select investment managers based upon the recommendations of the Finance Committee. In order to avoid any potential conflict of interests, the board of Us TOO International gives discretionary authority to the financial advisor(s) charged with managing the investment fund. The board will monitor their performance and the various other aspects of the account as they relate to the stated objectives. The investment manager(s) will not, however, consult with the Finance Committee on individual security selection, and will be allowed to make these decisions within the framework provided on an independent, discretionary basis. This will effectively eliminate the potential for any conflicts created by affiliations and associations of any board member to any companies in which the endowment may be invested.

General Policies and Procedures

27. Ten percent (10%) of any unrestricted donation exceeding $50,000 must be deposited into one of the Us TOO investment funds.

28. As a not-for-profit, 501(c) (3) charitable organization, Us TOO collects contributions and serves as a repository of these funds. The fiduciary responsibility for these funds lies with the Us TOO Board of Directors.

The primary investment objectives are:
- Preservation of capital with appropriate investment diversification
- Market-based returns that achieve or exceed established indices over time
- Maintenance of adequate liquidity

Investment Goals

29. The investment goal to be achieved over a three to five year time period is to exceed the return of a Market Index comprised of the MSCI All Country World Index ("ACWI" All Cap Global stock index), the Barclays U.S. Aggregate Bond Index and the Bloomberg Commodity Index, weighted to match the long-term asset mix of the Fund.
30. Investments shall not be made for direct personal inurement (benefit) by any employee, constituent/member or agent of Us TOO.

**Long-Term Investment Guidelines & Asset Diversification**

The investment portfolio shall be invested in accordance with the following allocation model and guidelines as outlined below and subject to rebalancing on an annual basis or as directed by the board.

31. **EQUITIES: 50% of investment portfolio**
   (Acceptable range of 40% to 60%)
   (1). The equity portfolio includes those monies invested in publicly traded stocks, investment companies (mutual funds), exchange traded funds (ETFs), real estate investment trusts (REITs). Equity mutual funds shall have a minimum of $100 million in assets, have existed more than three years, and have maintained more than two years of management stability. The equity portfolio should be well diversified to avoid undue exposure to any single economic sector, industry group or individual security. No equity securities of a single issuer or its affiliates when purchased shall comprise more than 5% of the equity portion of the Fund. Additionally no equity security shall exceed more than 10% of the equity portion of the fund and shall be rebalanced on a quarterly basis to a position less than 10% at the discretion of the manager.
   (2). Equity holdings in American Depository Receipts (ADRs) shall not exceed 15% of the portfolio.

32. **CASH AND/OR FIXED INCOME: 45% of investment portfolio**
   (Acceptable range of 35% to 55%)
   The Fixed Income Portfolio constitutes funds invested in bonds, treasury bills or bond funds. Bond funds purchased will carry a minimum rating of Baa by Moody’s or equivalent rating from a nationally recognized rating agency; and will have an average maturity of one to 10 years, and will include the following types of fixed investments, subject to credit quality and quantity restrictions:
   - U.S. Treasury Bills and Bonds
   - U.S. Government Agencies that have the full faith and credit backing of the U.S. Government, such as GNMA, FHA, FNMA and FHLMC, in a non-derivative format
   - Bonds of U.S. Corporations with Aaa rating from Moody’s or nationally recognized rating agency.

33. **OTHER/ALTERNATIVE INVESTMENTS: 5% of investment portfolio**
   (Acceptable range 0% to 10%)

**Asset Management and Custody**

(1). The Finance committee will evaluate and select an investment manager(s) to be approved by the Board of Directors to manage the investment assets. The Finance Committee may select one or more investment advisor(s) or mutual fund company(ies) to act as the investment manager(s).
(2). Assets of the Fund shall be kept within a brokerage or other formal custodial account.
(3). Brokerage/custodial account statements or account statements from the designated investment manager shall be reviewed by the Us TOO Board of Directors at least annually and at least quarterly by the Finance Committee.
Indemnification

34. The standard of prudence to be applied by those responsible for investing Reserve Funds shall be the “Prudent Investor Rule” which states that investments shall be made with judgment and care, under circumstances then prevailing, which persons of prudence, discretion, and intelligence exercise in the management of their own affairs, not for speculation, but for investment, considering the probable safety of capital as well as the probable income to be derived. The Prudent Person Rule shall be applied in the context of managing the overall portfolio.

35. Officers and staff acting in accordance with written policies and procedures, and exercising due diligence, shall not be held personally responsible for a specific credit risk or market price changes, provided that these deviations are reported immediately and appropriate action is taken to control adverse developments.

Investment Procedure

36. All investments must be in the name of the corporation - Us TOO INTERNATIONAL.

37. All investments must be U.S. Dollar denominated.

38. All investment accounts must be opened with only the following authorized as signatories: President/CEO, Chairman, Treasurer and a designated alternate signatory. The limits as defined in the Us TOO check signing policy shall apply to disbursements and other transactions for all investment accounts.

Investment Review & Restriction

39. Asset allocation will be determined by the Finance Committee at least annually and communicated in writing to the investment managers.

40. Direct investment in the tobacco industry is prohibited.
Us TOO Finance Committee 2/8/19 Conference Call Recap
As of: 2/19/19

Finance Committee Board Members Present:
Alan Goldman (Chairman), Todd Ahrens, Peter Friend, Stuart Gellman

Finance Committee Board Member Absent: Marty Chakoian

Other Participants: LeAnn Harnist, Chuck Strand

Agenda items for the call were to review the December financial statements, discuss investment portfolio performance, cash flow, and Development Director status. The following is a recap of the conversation related to each agenda item. Post-meeting action/next steps are in blue.

1. Balance sheet Miscellaneous Receivables of $7500 will be reviewed and adjusted
   a. LeAnn to review 2017 audit and adjust.

2. Balance sheet Total Support Groups with Checking Accounts of $32,128 is actually a liability or contra-asset.
   b. LeAnn will talk to auditor about renaming the line item “Funds Held for Others.”


4. Noted confusion on Income Statement with current format of over or under budget.
   c. LeAnn to reformat headers using brackets to better explain variances i.e.: amount (over) / under budget.

5. Insurance review will explore efficiencies of one renewal date for all policies.
   d. Alan to review with assistance from Peter.

6. Motion was made/seconded/unanimously approved to accept the December financial statements.

7. Discussed performance of Us TOO investment portfolio managed by Mesirow; recent portfolio decline of 10% was substantially less than 20% decline in the market; projecting $45K gain for January.

8. Discussed liquidating investments for cash flow needs and managing what’s necessary month by month without the need to involve the Finance Committee.

9. Discussed updated expense projection for hiring a Development Director given the final budget revenue decrease. Noted ROI expectation from consultants: An effective Development Director should not be expected to generate revenue to cover their expense in the first year.
Us TOO Finance Committee 3/25/19 Conference Call Recap
As of: 3/25/19

Finance Committee Members Present:
Alan Goldman/Finance Committee Chairman, Todd Ahrens, Peter Friend, Stuart Gellman, Marty Chakoian

Other Participants: Jim Schraidt/Us TOO Chairman, Chuck Strand

The agenda for the call was to review the February financial statements. The following is a recap of the conversation. *Post-meeting action/next steps are in blue.*

1. Discussed and agreed that Balance Sheet should remain as the first report in the financial statements.

2. Discussed Balance Sheet Total Support Groups with Checking Accounts line item of $32,128.
   a. LeAnn to check with auditors to determine if this line item is an Asset and a contra account in the Equity section of the Balance Sheet.
   b. Discuss with LeAnn whether to rename the Total Support Groups with Checking Accounts line item “Funds Held for Others.”

3. Acknowledged Undeposited Funds line item of $13,350; balance should be at or near zero.
   a. Staff will ensure a deposit is made on the last business day of every month to eliminate the Undeposited Funds account.

4. Discussed suggestions for support groups to use funds for local advertising. New content on Support Group Leader Resources web page includes templates for print and digital ad layouts that can be customized so support groups can promote local group meetings throughout the year and raise awareness for prostate cancer during September.

5. Discussed the following as next steps:
   a. Identify any current inactive support groups with balances in the liability section of the balance sheet; recognize funds as revenue for the Us TOO home office.
   b. Encourage active support groups to utilize their funds to advance the key strategic initiatives of Us TOO as well as any local prostate cancer initiatives
   c. Address the 2018 audit adjustments to ensure statements are as accurate as possible for March financial statements and beyond (prepaid rent and expenses, deferred lease obligation, payroll from 2018, state filings, etc.)
   d. Complete the Policies & Procedures for Support Groups document (replacement for the existing Teaming Agreement) and distribute to the support group leaders ASAP.
   e. Send the Finance Committee the 2019 budget by month prior to the March Board meeting
   f. Prepare for the Board meeting a recap of sponsorship commitments for 2019 as reference for the 2019 budget.

6. Motion was made/seconded/unanimously approved to accept the February financial statements.
Us TOO Corporate Revenue Summary:

<table>
<thead>
<tr>
<th>Revenue Received</th>
<th>2,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contracted Sponsorships</td>
<td>184,500</td>
</tr>
<tr>
<td>Contracted Grant</td>
<td>10,000</td>
</tr>
<tr>
<td>Verbal Commitment</td>
<td>2,500</td>
</tr>
<tr>
<td>Proposal Pending</td>
<td>25,000</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>224,500</strong></td>
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</tbody>
</table>

Holiday Hope Campaigns

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Raised</td>
<td>$46,611</td>
<td>$51,930</td>
<td>$45,623</td>
</tr>
<tr>
<td>Cards Mailed</td>
<td>5,879</td>
<td>5,490</td>
<td>5,148</td>
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<tr>
<td></td>
<td>1,016</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of Donations</td>
<td>407</td>
<td>419</td>
<td>398</td>
</tr>
<tr>
<td># of Donations $250+</td>
<td>40</td>
<td>39</td>
<td>37</td>
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<tr>
<td>Largest Gift</td>
<td>$3,179</td>
<td>$5,000</td>
<td>$2,500</td>
</tr>
<tr>
<td>Average Gift</td>
<td>$115</td>
<td>$124</td>
<td>$115</td>
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</table>
Us TOO Program Committee 3/22/19 Conference Call Recap
As of: 3/28/19

Program Committee Board Members Present:
   Stuart Gillman, Jon Poindexter
Executive Committee Board Member Present:
   Marty Chakoian, Jerry Deans, Jim Schraidt
Not present:
   Jeff Albaugh
Staff Participant:
   Terri Likowski, Chuck Strand

The following is a recap of the conversation related to each topic. Post-meeting action/next steps are in blue.

   a) Terri reported that with the help of Rose, phone calls or emails were sent to all support groups to confirm all information on the site is correct. Email addresses, meeting location, times and mailing addresses.
   b) Total groups is currently 211. Of those 61 have held fundraising events or have participated in the HOPE Campaign. 67 have attended with support for group leaders call. That does not include the co leaders who attend calls. 200 are responsive to emails. 11 we are waiting to hear back from.
   c) Terri will circle back with the 11 we have not heard to find out status and delete from site if they continue to be unresponsive.

2. SGL Resource page has been reformatted.
   a) Marty shared he has been on the site and like the new format. It is improved and there is a better flow of information. Easier to find.
   b) Janssen has provided sponsorship for the page and will be sending a video that will be housed there. Lindsay from Janssen will have it ready by second quarter and Tim will post it.
   c) Tim will be making a few more updates and then we will announce to support group leaders soon.
   d) Terri shared passcode with all committee members and asked if they could go on and take a look to share feedback. Ustoo2720.

3. Should we allow groups that have their own 501c-3 who may possibly do some fundraising on their own affiliate with Us TOO?
   a) Jim shared that he felt that if the group went through the trouble of going through the process of getting their own 501c-3 number that they should be able to fundraise for themselves and that we should not require them to give a % of the proceeds to Us TOO. It was suggested that we use the language “Affiliated” group or partner and that no financial relationship would be expected but we would hope that there would be strong collaboration, exchange of information and relationship building that could lead to being engaged in Us TOO fundraising events such as SEA Blue. Jon feels there should be an expectation to be involved in the growth of the organization and that they hope that they would see the value of being affiliated with us and that they value that relationship.
   b) Jim will talk to Kirkland & Ellis to see if using the language “Affiliated with” is the correct way to associate with an organization who has their own 501c-3 status.
4. Politics involved with affiliating with big name hospitals.
   a) Jon has bias towards medical systems who only cluster together. Be careful of “HMO Systems”
   b) Some big name hospitals may only want to invite doctors or speakers from their university to speak at
      meetings. Jerry shared that the leaders must be sure that those who attend the meetings are doing
      their due diligence to search out their own personal options for themselves for treatment.
   c) It is still Us TOO policy not to recommend any one treatment or doctor and that as long as the hospital or
      university does not have an expectation for them not to use their doctors, it is in the best interest of the
      men and families who attend Us TOO meetings to be affiliated with large institutions.
   d) There was some concern over whether or not to share the email lists of those who attend meetings with
      hospital facilitators.
   e) All Program Committee members agree that there benefits to being affiliated with these institutions.
   f) Jerry and Jim will bring this up at the board meeting to discuss as well.
   g) Terri will discuss email list with Phil Harris who is still currently the leader of the Us TOO group who
      meet at Duke University in Raleigh, NC. Phil currently still controls the list and has been leading for
      several years with his wife June.

5. Support Group for Group Leaders Monthly Calls
   a) Jerry shared that being on these call area an amazing experience and this is where the “magic" happens.
      The way Terri manages the flow and moderates is excellent. The amount of respect and enthusiasm the
      leaders show to her and to each other is special.

6. A Forum for Her Calls
   a) We have volunteers leading 2 – 3 calls per month. Calls are going very well and feedback is very positive.
   b) Currently have 128 ladies on the list. Growing list slowly so we can keep the size of calls between 6 -8 on
      calls to keep discussions more intimate.
   c) Working on recruiting volunteers to lead A Forum for Male partners or for both gay/trans men who have
      prostate cancer with their partners.

7. SGL Survey Results – top topics they are interested in.
   a) Latest Research 78% / Sex & Intimacy 67% / Ed & Incontinence 65% / Imaging 64%

8. 20% of the leaders are currently using the videos, but 93% plan to use them in the future.
   a) Staff will make sure we are bringing them to their attention on a regular basis with with the goal to
      increase the percentage of the use.

9. Pathways events this year
   a) Chuck, Terri, Jim S, and Tim will discuss program in detail next week and nail down agenda. Jim has
      excellent suggestions such as having a panel of family & marital therapists to discuss all phases
      from initial diagnosis, through treatment and quality of life issues after and into the future.
Us TOO Development Committee 1/14/19 Conference Call Recap
As of: 1/24/19

Development Committee Board Members Present:
Jim Naddeo (Chairman), Jeff Albaugh, Jerry Deans, Alan Goldman, Jon Poindexter, Jim Schraidt, Bill Seidel

Staff Participant: Chuck Strand

The following is a recap of the conversation related to each agenda item. **Post-meeting action/next steps are in blue.**

1. Development Director status
   a) Jim S. and Chuck spoke to consultants Jeff Bagel and Margie DeVine
   b) Jim S. spoke to Mike Kenahan (consultant and potential candidate)
   c) Chuck to send draft of job description to all committee members, Margie and Mike (COMPLETED)

2. Top donor thank you calls
   a) Holiday Hope campaign total (not final) is $38K
   b) Amy/Chuck to provide script, list of top donors to committee members for thank you calls (COMPLETED)

3. Corporate sponsorship meetings
   a) Chuck has received 2019 sponsorship verbal commitments for up to $160K from Pfizer/Astellas and $23K from Janssen
   b) Chuck to confirm levels and submit letters of request to Pfizer/Astellas and Janssen (COMPLETED)
   c) Chuck to schedule meetings at ASCO GU with multiple pharma companies to discuss funding Us TOO initiatives

4. SEA Blue regroup
   a) Waiting for confirmation on the SEA Blue event for 2019
   b) Discussed crop walk model for multiple events through support groups; potentially Houston, Seattle or San Antonio; possible tie in with Karmanos in Detroit
   c) Jim S. has done a crop walk and suggested partnering with churches/Metro Synod of LUCA
   d) Jeff offered to lead this committee with Jim N., Terri and Chuck; also invite Stuart and Jon given his involvement in SEA Blue
   e) Confirm date for SEA Blue (CONFIRMED FOR SUNDAY 9/15/19)
   f) Terri/Chuck to schedule SEA Blue Committee conference call
SEA BLUE EXPANSION DEVELOPMENT CALL – 2/1/2019

Board members on call: Jeff Albaugh, Stuart Goldman, Jim Naddeo

Staff on call: Terri Likowski, Tim Mix, Chuck Strand, Amy Woods

Jeff introduced the purpose of the call to explore ideas on how to expand SEA Blue into other parts of the country to build greater awareness for prostate cancer and Us TOO during the month of September. He has knowledge of the CROP Hunger Walk program which has many walks across the country. Jeff shared that these walks are usually affiliated with a church and are very simple community based events. He suggests looking at their program and checking in with them to see how they put together all of the walks across the country.

Jeff has been talking with different Us TOO support groups about attending their meetings. He spoke with the Houston group who has been doing a walk for many years. He said they indicated they do not get involved much with the home office but he wondered if they might be open to moving their event to September? Terri shared that the Houston group has their own 501 C 3, does their own thing and gives us a donation each year from the Dad’s Day event. There are a few other groups involved with their own walk events. Rochester, Traverse City and Shreveport all have walks and a portion of the proceeds benefit the home office. They all have their own brand and have engaged support group leaders who spearhead the event.

Jim Naddeo feels that in order to expand SEA Blue events, we need a catalyst in each possible market. He asked if we would approach Urology practices? Jeff thought a place to start would be to reach out to support group leaders to see if anyone had interest. Stuart suggested creating a simple structure to give to any group that had an interest. Terri suggested that we ask groups to become a Virtual Team for the Chicago SEA Blue event and then if they wanted to organize a small walk on the same day for their team they could create a simple walk. It is possible that we could work out a program for groups to order t-shirts and materials with SEA Blue branding. Tim mentioned the Support Group Leader survey that is going out soon and suggested we add a question to assess interest?

Jeff asked if we could work with a health club chain to host mini treadmill walk events in their clubs? Jim thought it would be great if we could get a national gym to run a September PC awareness campaign. Chuck felt that trying to find the right contact for a National Health club chain will be a challenge. He worries about staff time needed to implement this. Stuart suggested coming up with one consistent template for smaller growth events so that staff is not working on different events in different markets.

Chuck mentioned the Do It Yourself opportunities with peer to peer fundraising where once set up, anyone can set up a fundraiser online and create their own event. His hope is to have this be a part of the Us TOO peer to peer platform set up this year and feels this could help our virtual fundraising program grow.
The group agreed to add the question to the Support Group leader survey and if there is interest, create a SEA Blue template and expansion plan.

Jeff asked the group to consider a second question of how to get the Chicago SEA Blue event to grow and reverse the trend of getting smaller? Chuck shared that he has talked to several consultants to help with the process of hiring the Development Director and is hopeful that the person picked can also share some best practices for a Development Plan that includes the growth of SEA Blue. Stuart felt that the contact he suggested, Jeff Bagel, could assist with this and thought we should ask him. Chuck will follow up.

Amy asked the group to think about a way to gain access to new groups of prostate cancer patients and their families as this is our true target audience. Terri agrees that newly diagnosed patients and their families are traditionally our most motivated teams. Jeff shared that his team grew last year due to new patients. Terri shared that as an organization we are constantly challenged with the difference between men and women. Men don't want to be public with their prostate cancer.

The group agreed on the following next steps:

1) Add question about having a small SEA Blue event to Support Group Leader survey
2) Do an extra reach out to especially viable support group leaders
3) Ask CROP walk people about their model and what support they provide to groups organizing a community walk
4) Research National Health club chains to find the right contact
5) Explore the possibility of hiring a consultant to assist with a plan for Chicago SEA Blue event growth
Us TOO Membership Committee 3/11/19 Conference Call Recap
As of: 3/26/19

Membership Committee Board Members Present:
Keith Hoffman (Chairman), Todd Ahrens, Peter Friend, Bill Seidel
Executive Committee Board Member Present:
Marty Chakoian, Jerry Deans, Jim Schraidt
Staff Participant:
Chuck Strand

The following is a recap of the conversation related to each topic. Post-meeting action/next steps are in blue.

1. Board member development and recruitment
   a) Keith recapped the urgency and importance of the current situation of impending board member attrition with seven current board members remaining as of 1/1/20, five of whom reside in Chicago
   b) Chuck provided an overview of the work being done by consultant Mike Kenahan and sent Mike’s proposal to the board members on the call
   c) Mike Kenahan is contacting all current and former board members for insight into the board member experience
   d) **Mike Kenahan to attend the March board meeting to provide an update and outline next steps**

2. Briefly discussed “Give or Get” requirement for board members
   a) Members commented on current $2K suggested annual contribution
   b) **Mike to make recommendation based on his experience and information gathered during board member conversations**

3. Prospective board members
   a) Discussed previous interest from Vanessa Spears in joining the board (referred by Jeff Albaugh); she now may be interested with more time available
   b) Although Vanessa resides in Chicago, she has valuable experience and leadership perspective to share as an African American woman who is a healthcare professional and has been an Us TOO support group leader for 25 years
   c) **Contact Vanessa to encourage her to join the Us TOO board of directors**
Us TOO Executive Committee 2/22/19 Conference Call Recap  
As of: 2/22/19

Executive Committee Board Members Present:  
Jim Schraidt, Jerry Deans, Alan Goldman, Marty Chakoian

Development Director Search Committee Members Present:  
Jim Naddeo (Chairman), Chuck Strand

Discussion recap is noted below. Post-meeting action/next steps are in blue.

The following recaps Development Director Search Committee activity since 12/19/18:

1. Contacted eight consultants/firms with expertise specific to our needs

2. Identified the following as being critical to maximizing long-term financial stability and growth of Us TOO International:  
   a. Development Director Search/Recruitment  
   b. Us TOO Analysis and Fundraising Plan  
   c. Us TOO Board Member Development  
   d. Us TOO Board Member Recruitment

Discussed the following unanimous recommendation of Development Director Search Committee and Development Committee:

3. Work with Just Cause Consulting (Nancy Kohn and Lisa Acker) to:  
   a. Lead the Development Director search/recruitment  
   b. Lead development of the Us TOO fundraising plan (including ~50 qualified donor leads and 30-50 qualified foundation grant leads generated from subscription-only industry data base)  
   c. Fee of $28K with an anticipated completion date of 6/1/19

4. Work with consultant Mike Kenahan to:  
   a. Lead Us TOO board member development  
   b. Lead the recruitment of new board members (8 open positions as of 1/1/20)  
   c. Fee of $75 per hour not to exceed $19,800; completion on or about 6/1/19

5. 2019 budget allocation:  
   a. $90K for Development Director (annual salary of $75K + annual benefits of $15K; or $7,500/month)  
   b. Development Director target hire date of 6/1/19 requires $52,500 in salary and benefits (7 months x $7,500)  
   c. Approved 2019 consulting budget of $12,500 for 2 months incorrectly includes only salary but not benefits; additional budget of $2,500 can be reallocated from New Program Initiatives budget expense, which is not expected to incur the level of expense budgeted  
   d. Balance of $37,500 available for consulting ($90,000 - $52,500 = $37,500)  
   e. Total estimated cost of consulting from Just Cause and Mike Kenahan is ~$49,000 (including out-of-pocket costs for online recruitment advertising and potential travel budget for ideal candidate in-person interview)  
   f. Required budget increase of $12,000
Previously, the Development Director Search Committee and Development Committee unanimously recommend board approval of $12K in incremental funds for board member recruitment.

Executive Committee member Jerry Deans made the motion, which was seconded by Marty Chakoian, and approved unanimously by the Executive Committee board members, to approve the plan outlined above and approve $12K in incremental funds for board member recruitment.

1. Per direction from Jim Schraidt, we will move forward with implementation of all aspects of this plan immediately.

2. Chuck will note status and next steps in the month-end recap of activities sent to all board members.

3. Prior to the 3/29, Jim Schraidt will contact board members to review and discuss.

4. Chuck will engage Just Cause and Mike Kenahan ASAP.
JUST CAUSE CONSULTING

Nancy Kohn and Lisa Acker will:
• Lead the Development Director search/recruitment
• Lead development of the Us TOO fundraising plan (Plan will include strategies to identify and cultivate prospects, tools to engage prospects and steward donors and communication recommendations. Will provide a list of ~50 qualified donor leads and 30-50 qualified foundation grant leads. Prospects are identified through conversations with stakeholders, review of organizations working on similar issues, and use of iWave, a subscription prospect research database.)

SEARCH STATUS:
Just Cause posted the job on:
Chicago Association of Funding Professionals
Philanthropy News Digest
The Idealist
LinkedIn
Indeed
Emailed their network of about 300 "family and friends"

Additional distribution of job posting from Us TOO:
Hot SHEET newsletter
All board members and all support group leaders
Other collaborative prostate cancer advocacy nonprofits: PCRI, PHEN, ZERO, PCI, and AUA (urology advocacy e-news update)

Results to date:
31 resumes received, of which:
20 candidates are very promising
6 to 8 candidates are to be invited to participate in a telephone interview with Chuck
11 candidates are not qualified – they have no fundraising, nonprofit, sales or relevant experience

SEARCH NEXT STEPS:
4/3: Just Cause to send "graded" resumes along with the interview protocol (i.e., list of open-ended and screening questions) and a scoring sheet
Week of 4/8: Begin initial phone screening interviews with top candidates to date

OTHER ACTIVITY:
Nancy and Lisa have met with Chuck; and have scheduled meetings with Terri, Tim and Amy.
They are conducting wealth screening of Us TOO donor list to analyze donors’ capacity to give and prioritize major gift prospects
Consultant will:
- Lead Us TOO board member development
- Lead the recruitment of new board members (8 open positions as of 1/1/20)

PROJECT STATUS:
Mike conducted one-hour phone conversations with 10 current board members and 15 former board members.

NEXT STEPS:
- Conduct Strategy Sessions with CEO and Development and Membership Committees
- Review Past and Present Donor Lists
- Review Past and Present Board Fundraising Initiatives
- Review Current Bylaws, Board Job Descriptions and Committee Charters

DELIVERABLES:
- Workshop Session on Fundraising at an Upcoming Board Meeting
- Written Recommendations on Updating Board Development Program, Detailing:
  - Best Practices on Fundraising Strategies and Activities
  - Revised Board Job Descriptions Related to Fundraising Responsibilities
- Written Plan on Updating Board Recruitment Program, Detailing:
  - Qualifications of Ideal Candidates
  - Listing of Expanded Pool of Candidates
  - Strategies and Tactics for Approaching Each Candidate

ADDITIONAL CONSULTANT TEAM ACTIVITY:

All consultants (Nancy, Lisa, and Mike) and Chuck have had in person meetings with Jim Schraidt and Jeff Albaugh; and will be meeting with Alan Goldman and Jon Poindexter.
Us TOO 2019 Top Strategic Priorities

1. Accelerate process of significant collaboration with PCF potentially resulting in a merger.
   a) Successfully implement mutually developed initiatives.

2. Empower individuals with quality/accurate information needed to make informed decisions to achieve the best outcome.
   a) Conduct a comprehensive assessment of all patient and public facing communications (print, media and digital) and educational programs and revise or replace as necessary:
      • Website content with links to best-in-class resources
      • Develop/implement robust social media outreach
      • Educational presentations (events, webcasts, webinars) delivering the latest information (including Pathways event series)
      • Up to date best-in-class written content (print/digital newsletters, articles, brochures)
   b) Connect/link to best-in-class specialty education and support resources/services from other prostate cancer nonprofits
   c) Develop and implement robust social media strategies.

3. Create a patient centered prostate cancer treatment paradigm... Establish Us TOO as the patient voice. Develop tactics to achieve the following strategies.
   a) Improve how information is delivered by the medical community; facilitate objective and transparent informed/shared decision making by engaging and educating the patient community and healthcare providers/Primary Care Physicians
   b) Provide men with process and resources to connect with the best providers of care
   c) Facilitate collaborative connection among various healthcare providers and associations focused on prostate cancer (primarily urologists)
   d) Help men and their families evaluate treatment options, the risk and benefits as well as the physical and psychological impact of treatment
   e) Provide the ability for men with prostate cancer to input their clinical information to determine their disease state/stage and then be guided down a pathway to determine the best treatment option (see attached informed decision making diagram)
   f) Address need for urologists/radiation oncologists to provide better/more accurate information on treatment side effects
   g) Develop and continuously improve a patient and caregiver support system, including support groups, Inspire Community and other online resources, telephonic resources and access to clinical experts

4. Fundraising
   a) Retain development consultant to evaluate the feasibility of raising significant funds from individuals, foundations and grants, prepare a fundraising plan and assist in the recruitment of a full-time Director of Development
   b) Retain consultant for Board Development and recruitment, including analysis of Board member role in fundraising
   c) Explore feasibility of combined fundraising initiatives with PCF and Movember

5. Awareness
   a) Develop programs and events to increase awareness of prostate cancer and the need for screening with a special emphasis on African Americans and veterans
   b) Work with other prostate cancer organizations to develop a uniform position on PSA testing

3/27/19
<table>
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<tr>
<th>INITIATIVE</th>
<th>STATUS</th>
<th>NEXT STEPS</th>
<th>LEAD</th>
<th>DUE</th>
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<tr>
<td>1 Research Update in the Hot SHEET</td>
<td>March issue featured “Top 5 Takeaways from Scientific Retreat” as first column for Progress on Prostate Cancer Research</td>
<td>Continue column in every issue</td>
<td>Tim</td>
<td>Ongoing</td>
</tr>
<tr>
<td>2 Patient Guide</td>
<td>PCF developed content with input from Us TOO (Jim Schravidt’s patient perspective); Us TOO providing suggested edits for next printing in August</td>
<td>PCF mailing minimum of 25 issues to all Us TOO support group leaders</td>
<td>Terri</td>
<td>4/15</td>
</tr>
<tr>
<td>3 Baltimore Support Group</td>
<td>First meeting at new support group in Baltimore through Johns Hopkins scheduled for 6/3</td>
<td>Monitor progress</td>
<td>Terri</td>
<td>Ongoing</td>
</tr>
<tr>
<td>4 Pharma funding for PCF/Us TOO Co-branded Materials</td>
<td>Jonathan mentioned during initial team meeting in CA that he can leverage connections for new funding for joint initiatives</td>
<td>Follow-up conversation</td>
<td>Chuck</td>
<td>4/12</td>
</tr>
<tr>
<td>5 Clinical Trial Patient Education</td>
<td>Proposed joint funding to develop educational content about clinical trials for patients</td>
<td>Follow-up with Jonathan on suggested meeting at AUA or ASCO</td>
<td>Chuck</td>
<td>4/12</td>
</tr>
<tr>
<td>6 Patient Editorial Board</td>
<td>During initial team meeting in CA, discussed creating advisory board of patients and caregivers to drive development of clinical trial messaging and delivery</td>
<td>Discuss on next conference call</td>
<td>Chuck</td>
<td>4/10</td>
</tr>
<tr>
<td>7 Social Media</td>
<td>Established plan for sharing social media posts</td>
<td>Discuss on next conference call</td>
<td>Tim</td>
<td>4/10</td>
</tr>
<tr>
<td>8 Website Content</td>
<td>Discussed using Patient Guide content on latest treatment options on Us TOO website</td>
<td>Provide specific content to PCF for review</td>
<td>Us TOO</td>
<td>4/15</td>
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<tr>
<td>9 Expansion of Support Groups</td>
<td>Discussed potential to engage PCF to help establish support groups at NCI hospitals</td>
<td>Discuss potential cities and timing following launch of Baltimore support group</td>
<td>Us TOO</td>
<td>8/1</td>
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Us TOO Website Update  
Project Status: 3/28/19

<table>
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<th>STATUS</th>
<th>NEXT STEPS</th>
<th>DUE</th>
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<tr>
<td>1 Sub-Committee/Calls</td>
<td>Sub-committee of Marty Chakoian, Chad Little, Chuck and Tim had two calls since January</td>
<td>Ongoing project ideation and planning</td>
<td>Wk. of 4/8</td>
</tr>
<tr>
<td>2 Outside Services</td>
<td>Working with current vendor for website hosting/updates (Access Medical)</td>
<td>Determine if scope/vision of website update project exceeds current contract or capabilities of Access Medical</td>
<td>After wireframe (step 5)</td>
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</tbody>
</table>
| 3 Content Clean-Up    | Removed/updated web page content on:  
Main/Welcome  
Leadership  
Support Group Leader Resources  
Various web pages with outdated or redundant content | Identify additional web pages with outdated content with schedule for updates                     | Wk. of 4/22  |
| 4 New Content         | Add new content on:  
Treatement for Disease Recurrence/"M-0," etc. | Request approval from PCF to use most recent treatment content from Patient Guide                 | 4/15         |
| 5 Navigation Plan     | Sub-committee discussed need for consolidating current drop-down lists into two levels of related topic headings | Draft wireframe                                                                                  | 6/1          |
| 6 Navigation Updates  | Identifying necessary improvements on current navigation               | Based on final wireframe, determine what is within the scope of current contract with Access Medical |              |
| 7 Corporate Funding   | Submitted website update grant requests for $25K from Pfizer and $25K from Astellas | Awarded $10K grant from Pfizer                                                                    | 7/1          |

Excerpt from Us TOO Strategic Action Plan:

**TACTIC 2c:** Conduct a comprehensive assessment of all patient and public facing communications (print, media and digital) and educational programs and enhance as necessary.

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<th>Due</th>
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<tbody>
<tr>
<td>.1</td>
<td>Review, update and develop website content</td>
<td>Recent new web pages: Intimacy &amp; Sexual Health, Anxiety &amp; Depression, Genetics &amp; Genomic Testing, Military Veterans/Agent Orange</td>
<td>Conduct internal audit; determine scope of project for navigation update/redesign; distribute RFPS &quot;PCF/Mo&quot;</td>
<td>1Q19</td>
<td>CS</td>
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### Metrics Report: 3/19/19

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<td>4,856,232</td>
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<td>241,474</td>
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</tbody>
</table>

1 A visit happens when someone or something (robot) visits website (includes 1 or more page views/hits; 1 visitor can have many visits to website)
2 Page being viewed by a unique visitor (if the same person views home page of website 3 times there will be 3 page views and 1 unique page view)
3 Each time user views a page is called Page View irrespective of number of files or images contained within the page
4 Each file sent to a browser by a web server is a hit (a home page with 6 images generates 6 hits and 1 page view)

### Website - Top Downloads & Top Page Views

Dec 2018 Top Downloaded Files: [http://www.ustoo.org/PDFs/Injection.pdf](http://www.ustoo.org/PDFs/Injection.pdf)
Dec 2018 Top Five Web Pages Based on Traffic:
1. [www.ustoo.org/](http://www.ustoo.org/)
2. [www.ustoo.org/Read-the-HotSheet-Newsletter](http://www.ustoo.org/Read-the-HotSheet-Newsletter)
4. [www.ustoo.org/Home](http://www.ustoo.org/Home)
5. [www.ustoo.org/anxiety-and-depression](http://www.ustoo.org/anxiety-and-depression)

Jan 2019 Downloaded Files: [http://www.ustoo.org/PDFs/Injection.pdf](http://www.ustoo.org/PDFs/Injection.pdf)
Jan 2019 Top Five Web Pages Based on Traffic:
1. [www.ustoo.org/](http://www.ustoo.org/)
3. [www.ustoo.org/Read-the-HotSheet-Newsletter](http://www.ustoo.org/Read-the-HotSheet-Newsletter)
4. [www.ustoo.org/Home](http://www.ustoo.org/Home)
Us TOO Prostate Cancer
Educational Resources & Support Services

Metrics Report: 3/19/19

Feb 2019 Downloaded Files:  
Feb 2019 Top Five Web Pages Based on Traffic:
1. www.ustoo.org/
3. www.ustoo.org/Read-the-HotSheet-Newsletter
4. www.ustoo.org/Home
5. www.ustoo.org/Join-An-Online-Prostate-Cancer-Support-Community

To see page view stats: At left column click on “Resources Accessed” and then click on “Pages.”

To see download stats: At the left column click on ”Resources Accessed” and then click on “Downloaded Files.”

All stats for the Us TOO website can be found at:  
http://www.ustoo.org/reports/reports.htm
Us TOO Prostate Cancer
Educational Resources & Support Services

Metrics Report: 3/19/19

### Online Community

<table>
<thead>
<tr>
<th>オンラインコミュニティ</th>
<th>Current Total</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inspire Registrants</td>
<td>20,498</td>
<td>Inspire exceeds 1 million participants.</td>
</tr>
</tbody>
</table>

### Help Line

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Calls</td>
<td>326</td>
<td>773</td>
<td>679</td>
<td>47</td>
<td>39</td>
<td>52</td>
<td>91</td>
<td></td>
</tr>
<tr>
<td>Referral to 2nd Line Responder</td>
<td>46</td>
<td>223</td>
<td>168</td>
<td>14</td>
<td>11</td>
<td>15</td>
<td>26</td>
<td></td>
</tr>
<tr>
<td>PAN Foundation Calls</td>
<td>-</td>
<td>394</td>
<td>431</td>
<td>38</td>
<td>Info not yet available</td>
<td>Info not yet available</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Support Group Ranking

<table>
<thead>
<tr>
<th></th>
<th>YTD 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Groups</td>
<td>211</td>
</tr>
<tr>
<td>New Groups</td>
<td>5</td>
</tr>
<tr>
<td>Held Fundraising Event or Participated in HOPE Campaign</td>
<td>61</td>
</tr>
<tr>
<td>Attended Group Leader Phone Calls</td>
<td>67</td>
</tr>
<tr>
<td>Group Meets and Responds to Emails</td>
<td>200</td>
</tr>
<tr>
<td>Unsure/Reaching Out</td>
<td>11</td>
</tr>
</tbody>
</table>
The following provides alignment of current Us TOO programs and services with Strategic Priorities.

1. **Accelerate process of significant collaboration with PCF potentially resulting in a merger.**
   - Implementing:
     a. Hot SHEET monthly research update featuring content from PCF
     b. New support group through Johns Hopkins in Baltimore
     c. PCF Patient Guide distribution to Us TOO support group leaders (and doctor’s offices through PCF)
     d. Social media collaboration
   - Pursuing:
     e. Pharma funding to develop co-branded clinical trial education content
     f. Website content sharing
     g. Additional support groups
     h. Greater collaboration → potential merger

2. **Empower individuals with quality/accurate information needed to make informed decisions to achieve the best outcome.**
   - Implementing:
     a. Comprehensive assessment of all patient (and public-facing) educational content
     b. Website audit to update/delete previous content, identify gaps; improve navigation and content on support group leader resources web page
     c. Monthly email distribution of Hot SHEET newsletter with new insert featuring Between the Sheets sexual health Q&A, and Prostate Cancer Research Progress from PCF
     d. Monthly email distribution of Prostate Cancer News You Can Use
   - Developing:
     e. Website with streamlined navigation to provide the right information at the right time
     f. Pathways events (in person & webcast) with physician/patient panel discussions
     g. Prostate Cancer Spectrum website portal for multidisciplinary approach to prostate cancer healthcare
     h. Collaboration with Prostate Cancer Spectrum partner organizations (including AUA and ASCO) to raise awareness for prostate cancer/Us TOO through email marketing, social media, online advertising

3. **Create a patient centered prostate cancer treatment paradigm... Establish Us TOO as the patient voice.**
   - Developing:
     a. Prostate Cancer Spectrum website portal for multidisciplinary approach to prostate cancer healthcare; enhance informed/shared decision making by providing educational content for various healthcare providers
     b. Pathways event agenda/topics based in part on patient input through support group leader survey results; feature management of physical and psychosocial impact of treatment side effects
     c. Collaborating with Dr. John Gore at The University of Washington to develop and distribute a survey to help drive new research for prostate cancer
   - Pursuing:
     d. Pathways event/webcast at Northwestern in Chicago with panel of physicians and patients discussing various aspects of prostate cancer; second Pathways event with Johns Hopkins in Baltimore
     e. Greater awareness with online and print advertising, social media, email marketing
4. **Fundraising**
   Implementing:
   a. Search for full-time Development Director (working with Just Cause consulting)
   b. Board member development (working with Mike Kenahan)
   c. Corporate sponsorships for Us TOO programs and services
   d. SEA Blue Chicago event and Holiday Hope campaign
   Developing:
   e. Us TOO fundraising plan for future Development Director with focus on growing individual donors (working with Just Cause consulting)
   f. Us TOO board member recruitment (working with Mike Kenahan)
   g. SEA Blue plans for expansion

5. **Awareness**
   Implementing:
   a. Patient Point ad (at no cost) in printed brochures distributed to 320 locations reaching approximately 850 HCPs
   b. Contributor of content on PCA side effects for prostate cancer feature in USA Today on 6/26, national circulation of 750K (at no cost)
   Developing:
   c. Content for Patient Point digital message boards in physician’s waiting rooms and exam rooms in June and/or September (at no cost)
   d. Continuation of 2018 relationship with Outcome Health discussing posting content digital message boards in Chicago-area urologists’ waiting rooms and exam rooms (at no cost)
   e. Discussion to identify additional potential opportunities for pro bono publicity through Cohn & Wolfe as follow-up to 2018 campaign that generated 1,016 website placements of the Us TOO prostate cancer/intimacy mat release article reaching an audience of more than 145,000,000 people with an ad value of more than $256,000 (see attached results report)

**Additionally:**

**Delivery of Us TOO prostate cancer support services**
   Implementing:
   a. Connections with leaders of more than 200 support groups
   b. Creation of new support groups (including Johns Hopkins in collaboration with PCF)
   c. Inspire online prostate cancer community (16 prostate cancer topics)
   d. Support group leader resources web page updates (including ad & press release templates for local leaders to grow their groups)
   e. Support group leader conference calls
   f. Forum for Her support conference calls
   g. Collaboration with Answer Cancer Foundation ongoing support conference calls
   Developing:
   h. Expansion of Us TOO support group network
   i. Us TOO Support/Solutions brochure (printed & digital)
   j. Support group leader skills training webinars (5 webinar series begins in June)
   k. Us TOO Policies & Procedures for Support Groups (to replace Teaming Agreement)
   l. Greater awareness of Us TOO support services through collaboration with PCF
   m. Support conference calls for gay men and male partners of men with prostate cancer