Us TOO Board Meeting
Book of Materials

March 2015 Board Meeting

Friday March 6 & 7, 2015: Updates and Planning, Chicago SEA Blue Prostate Cancer Walk & Run Celebration Kick-off event and Board Meeting

Meeting Location:
Hyatt Rosemont
6350 N. River Road
Rosemont, IL 60018
(847) 518-1234

Affected by Prostate Cancer?
Us TOO
Support - Education - Advocacy
CONTENTS

- Page 2............................Proposed Meeting Agenda and Anticipated Action Items
- Pages 4-12.........................DRAFT December 2014 Board Meeting Minutes (with Attachments)
- Pages 14-18.......................Program Committee, January & February Draft Minutes
- Page 19-25.........................Development Committee, January & February Draft Minutes
- Pages 27-28.......................2014 Committee Assignments (January 2015)
- Page 29.........................2015 Draft Us TOO Calendar (November 2014)

- Handouts..........................
Proposed Meeting Agenda:

Friday March 6, 2015:

ARRIVALS and CHECK-IN: Light Box lunches available

Meeting start time: 12:00PM
Welcome & Introductions

1:00-2:00PM: Presentation: Investment Update (Steven Goodwin, Vice President, Portfolio Management Director, Financial Advisor: Pancoe-Nackovich)

2:00-5:00PM: Open Discussion to Orient all Board Members and create 2015 Strategic Plan
  • Development Committee follow-up: Tom to present staff Fundraising activities

5:30PM: Transport to Reception at Hofbrauhaus

6:00-9:00PM: SEA Blue Walk & Run Celebration and Kick-off

Saturday March 7, 2015:

BOARD MEETING PROPOSED AGENDA: Catching Up (quick health status comments on significant changes)

1. 8:00 Breakfast
2. 8:30 Call to Order, Agenda Review
3. 9:15 Review and Acceptance of December 2014 Board Meeting Draft Minutes
4. 9:30 Leadership Updates
   a. Chairman comments/Executive committee, Jim Rieder
   b. Treasurer’s Report (October-December 2014 Financials), Todd Ahrens
   c. Operations Update, Tom Kirk
5. 10:30 Committee Updates & Plans
   a. Board Membership
   b. Development, Bill Seidel
   c. Finance, Todd Ahrens
   d. Program, Jerry Deans
      i. Chapter/support group Survey Results & Findings
      ii. 25th Anniversary subcommittee, Jim Hammack (7/24 & 8/12 calls)
6. 11:30 Old Business, New Business & Adjournment
   a. Discussion of help calls and referrals (Peter Friend)
7. Noon: Box lunches and Departures
Potential Action Items: 1) Acceptance of December Minutes, 2) Acceptance of Treasurer’s Report

Draft, December 6, 2014 Board Meeting Minutes
1. **CALL TO ORDER.** The meeting was held at the Hyatt Rosemont, 6350 N. River Road, Rosemont, IL and was called to order at 8:30 AM by Chairman Rieder.

2. **READING OF THE MINUTES.** Members were referred to the copy of the minutes from September 13 provided in the Board Book. The minutes were approved as read on a motion by Mr. Ahrens, seconded by Mr. Deans, and approved unanimously.

   **Vote 1:** The minutes of the meeting of September 13, 2014 were approved as read.

3. **LEADERSHIP UPDATES.**
   a. **Chairman comments / Executive Committee.**
      i. There was a general discussion of the previous day’s meeting and dinner. There was considerable, positive input from the various Kaps Hope Award winners, with an emphasis on increasing involvement with the chapters and on expanding social media communications. Mr. Kirk will compile notes taken of the discussions and will distribute these to Board members.
      ii. There was discussion about the need for a new strategic plan. It was decided that a significant portion of the March meeting will be devoted to developing an updated strategic plan.
      iii. A proposed policy for emergency succession of the President and CEO was reviewed, discussed, and approved unanimously on a motion by Mr. Deans, and seconded by Mr. Seidel.

   **Vote 2:** The proposed policy for emergency succession of the President and CEO was approved and will be inserted in the proper sequence in the policy manual.

4. **COMMITTEE REPORT.**
   a. **Program Committee.** A report was presented by Mr. Seidel and is attached to these minutes. Highlights included:
      i. **CHAPTER SURVEY.** Only 41% of chapters were contacted due to lack of participation by some Board members. Since this was the second attempt to secure participation, it seemed pointless to make a third attempt. It was decided that the results of the 41% would be compiled and presented to the Board at a later meeting.
ii. 25th ANNIVERSARY. There will be a two-day seminar / dinner event on June 19 and 20. Topics will focus on both developing chapter leadership and on the latest trends in treating prostate cancer. Additionally, a 7-minute video is being considered for use by the chapters and support groups. Mr. Hammack presented a draft scenario for such a video.

LEADERSHIP UPDATES (continued)

b. Treasurer’s Report. The Treasurer’s Report was presented by Treasurer Ahrens and is attached to these minutes. The essence of the report was that the organization’s financial picture is substantially better than it was a year ago at this time. Revenues are above budget while expenses are below budget. The Treasurer’s Report was approved on a motion by Mr. Seidel, seconded by Mr. Ahrens, and approved unanimously.

Vote 3: The Treasurer’s Report was approved as submitted.

a. Finance Committee. Mr. Ahrens presented the proposed budget for 2015 and led the discussion of same. The budget shows total revenues of $1,216,000 and expenses of $1,215,925 for a net income of $74. The budget was approved on a motion by Mr. Ahrens, seconded by Mr. Cvikota, and approved unanimously. A copy of the approved 2015 budget is attached to these minutes.

i. The 2015 budget contains staff salary increases, the first in three years.

ii. The 2015 budget also contains a 5% increase for President & CEO Kirk.

Vote 4: The 2015 budget was approved.

b. Operations Update. The “Annual Review and Update: Us TOO in 2014” was presented by President and CEO Kirk, who then led discussion of same. A copy is attached to these minutes.

5. OTHER COMMITTEE UPDATES AND PLANS.

a. Board Membership Committee. Chairman Rieder presented this report due to the absence of Mr. Hardy. The names of three individuals were presented for Board membership. All were unanimously approved by secret written ballot. The new directors, and their terms, are:

i. Peter Friend (fills unexpired term running through December 31, 2015)

ii. Chad Little (3-year term beginning January 1, 2015)

iii. Jim Schraidt, (3-year term beginning January 1, 2015)

b. 2015 Officers. The following slate of officers was presented to the Board and approved unanimously on a motion by Mr. Lubaroff and seconded by Mr. Hoffman.

i. Chairman: Jim Rieder
ii. Vice-Chairman: Jerry Deans  
iii. Secretary: Bill Seidel  
iv. Treasurer: Todd Ahrens  

Vote 5: The 2015 slate of officer was approved.  
c. Development Committee. No report.

6. **OLD BUSINESS.** None not already covered above.

7. **NEW BUSINESS.** Tentative 2015 Board meeting schedule.  
   a. March 6 & 7  
      i. Strategic Plan development  
      ii. Presentation by investment company  
   b. June 19 – 8:00 AM – Noon, precedes 25th Anniversary event  
   c. September 12 – Downtown, Saturday before the 11th Annual Sea Blue Walk-Run  
   d. December 4 & 5 – Annual Meeting of the Board of Directors

**SUMMARY OF BOARD ACTION.**

- **Vote 1:** The minutes of the meeting of September 13, 2014 were approved as read.
- **Vote 2:** The proposed policy for emergency succession of the President and CEO was approved and will be inserted in the proper sequence in the policy manual.
- **Vote 3:** The Treasurer’s Report was approved as submitted.
- **Vote 4:** The 2015 budget was approved.
- **Vote 5:** The 2015 slate of officers approved.

The meeting was adjourned at 11:10 AM on a motion by Mr. Seidel, seconded by Mr. Deans, and approved unanimously.

Respectfully submitted,  
William L. Seidel, Secretary
Our Total Assets at the end of September are $1,002,162, ahead of last year’s $986,176 by $15,986 or 1.6% and at the end of October the number declined slightly to $978,080 which is slightly less than the October 2013 total of $982,001.

At our last Board meeting we reported the July statements; the July statements show us at $965,504, so we have moved ahead since then. At the end of September, we have cash-on-hand and investments of $985,503; $37,249 or 3.9% more than last year at that point. Compared to April (our low point of this year), we are $160,731 or 19.1% ahead in our cash and investments. Our October cash-on-hand and investments are down to $939,821 after paying expenses from the SEA Blue Walk & Run and this is only $1,662 ahead of October last year.

Our Investment account #520 at the end of October is 16% over last year at this time and is at $456,697. Our cash fund #451 is 7.7% ahead of last year and is at $275,398. We have less money in the bank than last year by about $81,529 or 28% at $207,526 keeping us below the FDIC insurance level.

At the end of October we have $324,425 in the Deferred Restricted Revenue account, about the same as last year when we were at $322,669. We hold $125,876 for the support groups/chapters which is up by $23,554 over last year or 23% and we have $198,546 for our home office projects which is down by $21,798 or 9.9%. We moved a total of $268,780 so far this year for our projects which is ahead of our pace last year.

Our Profit & Loss Statement shows us with Income 21.4% or $129,586 more than last year at the end of October. All income/revenue areas are ahead of last year.

On the Expense side at the end of October, we have spent $31,993 than last year despite having been paying SEA Blue event bills this year as Wellness Place did in past years. This leaves us with a positive Net on the Profit & Loss Statement of $31,117 versus a loss of over $130,000 at the end of October last year.

To the Approved Budget we have $8,348 less than planned at the end of October for Income/Revenue and have under-spent by $225,104 or 24.2%, even with the SEA Blue expenses added. The only line items we have overspent are Postage and Printing.

Our “Other Income” lines which show investment earnings are behind last year by 24%, however when added to show our Bottom line Net we show a positive Net of $70,665 or $146,820 better than last year’s Net loss of $76,155 at the end of October.

Tom and Mark have been in contact with the auditors last week and this week and plan a follow-up meeting before the end of the year to address the new chapter/support group reporting recommendations.
Introduction:
We had a change of leadership as we entered 2014 as all of the Officers, and thus the 2013 Executive committee made up of Chairman Kay Lowmaster, Vice-Chairman Dave Houchens, Secretary Howard Kaczmarek and Treasurer Jean Jeffries all transitioned off the Board of Directors.

From the results of the 2013 elections of 2014 Officers we saw Jim Rieder assume the Chairmanship, Jeff Mills step into the Vice-Chairmanship, Todd Ahrens became the Treasurer and Bill Seidel become the Secretary as we started 2014. The new Executive committee started the year with an in-person meeting in January with the President & CEO (who during 2014 celebrated his 10th Anniversary in the role). The new members of the Board elected in 2013 and assumed office in January 2014 were Jerry Deans from VA, Keith Hoffman from TX, Jim Naddeo from MI and Fred Allen from AR. There were two vacancies on the Board during 2014.

As a look back, following discussions on the 2008-2011 Strategic Plan during 2012 and early 2013, the Board passed a new multi-year Strategic Plan during the first Board meeting of the year in March of 2013. The new 2013 Strategic Plan identified the following Vision Statement and Goals:

Vision Statement: The premier organization that provides unbiased guidance and information for men and their families affected by prostate cancer by:

- Becoming financially secure,
- Being the voice of the prostate cancer community, and
- By extending and expanding the vision of Us TOO as a collaborative, participatory organization comprised of active volunteers teaming together to help others.

Goals:
1. Secure annual gross income of $1.5 million in two years (March 2015).
2. Expand staff and capabilities as increased funding allows.
3. Explore the feasibility of rebranding for the organization.
4. Improve and expand the network of community chapter/support groups.
5. Update Us TOO By Laws and Policies

Objectives: There were seven Specific Objectives outlined in the plan and forty sub-points or target activities under the objectives.

Unforeseen Challenges:
In 2013 Us TOO’s Communications Manager left and Chuck Strand was brought aboard as an independent contractor, during 2014 Chuck was added to the staff and has served as Director of Marketing/Communications. John Lupton, who also served as an independent contractor, was added to the staff at the start of 2014 as part-time Director of Development/Fundraising. He left Us TOO at the end of the 3rd Quarter to pursue development of Prostate Cancer Speaks and a partnership with Us TOO. That position remains open as we end 2014. Also during 2014 Wellness Place, the 10 year partner organization working with Us TOO on the Chicago SEA Blue Walk & Run event, decided to close its doors at the end of the 3rd Quarter which called for further Us TOO staff re-alignment and re-focus.

Progress Toward Goals and Priorities:
1) Goal: Secure annual gross income of $1.5 million in two years. Discussion of this goal in 2013 led to the assumption it was not do-able and we ended 2013 with a deficit of approximately $20,000 and the
2014 Approved Budget contained a planned deficit. However at the end of the 3rd Quarter 2014, we are showing a positive Net by controlling expenses and increasing fundraising activities, campaigns and events.

2) **Goal: Expand staff and capabilities as increased funding allows.** During 2014 the Executive committee created a policy and procedure on the replacement of the CEO (either planned or unplanned) for presentation to the Board at the December meeting, and working as the compensation committee, is recommending a staff salary increase for 2015 and work on a transition compensation incentive plan is an area of further work.

3) **Goal: Explore the feasibility of rebranding for the organization.** A 25th Anniversary logo has been developed and modifications in branding of the Us TOO name have resulted in the use of the phrases, “Affected by prostate cancer...Us TOO”, “Take action, get connected” which builds on the “from passion to action” phrase we have used since our 20th Anniversary in 2010.

4) **Goal: Improve and expand the network of community chapter/support groups.** In 2014 the Program committee set a priority to survey Chapters and support groups, committee members and Board members have been making calls and contacting local contacts which has resulting in updated information on the website.

   Per the objectives, there was a seventh Us TOO University Town Hall meeting held during 2014, in Sarasota, FL in November. The Town Hall meetings have an agenda of closer communication with community volunteers and establishment of shared goals in areas of program, awareness and fundraising. This meeting also focused on the goal of building closer relationships with past Man to Man groups since ACS withdrew support of the program nationally.

   There was an objective to develop, plan and implement a 25th Anniversary event for 2015 with tasks in 2013 to seek funding for 2014 kick-off activities. Planning funds were gathered and planning work took place with a 25th Anniversary work group as a subcommittee of the Program committee.

   There was also an Objective to develop, plan and implement a new Us TOO website. Within the limits of available funding during 2013, we saw the completion of a new site framework. Further sponsorship support was successful raised in the Fourth Quarter 2013 and content development and launching of the new site was completed in November 2014.

5) **Goal: Update Us TOO By Laws and Policies.** The Bylaws and Policies subcommittee’s recommended changes approved at the December 2013 meeting. During 2014, the Program committee recommended a new policy on Chapter/Support group disaffiliation which the Board approved during its September 2014 meeting.

**Other Issues and Accomplishments:**
- A new office suite was secured at the end of 2013 and moving took place during early January 2014. In 2014, our audit and tax preparation was conducted by a new firm, Calibre CPA Group. In July, Us TOO fully met all the Better Business Bureau’s Charity Seal Standards for a second organization’s standards statement beyond the National Health Council.
• Educational Materials/Activities: The monthly *HotSheet* was continued, one edition of the *Chapter News* was completed in April, nearly 100 new volunteers were secured to act as referral sources to our *Helpline*, the *News You Can Use* service was improved and completed monthly to supplement the monthly newsletter, but the planned Hormone brochure update was delayed further. Two 2014 webinars were completed in collaboration with Zero. In addition, Us TOO continued its work with the *Prostate Cancer Roadmap* website and the relationship completed with the now terminated *On the Line* awareness initiative. And as a major advancement the Us TOO website was updated and launched.

• Advocacy/Awareness: The Early Access committee on Prostate Cancer (EAP) was not as active in 2014, work continued with the Department of Defense PCRP for program funding and Consumer Reviewer nominations, involvement continued with the public and the Prostate Cancer Roundtable with two in-person meetings held in Washington, DC, and internationally, involvement continued with the attendance at a Bayer sponsored meeting and with groups in the Bahamas. In addition Us TOO has been actively involved in attending meetings as a representative on several corporate advisory groups, and at Leadership and Advocacy meetings with the PCRI conference, AUA, ASCO and ASCO-GU, NHC, NCCS and NCCN. In addition, several awareness events such as the Blues event at Chicago’s Buddy Guy’s Legends and a *Community Conversation* event in Atlanta at a Baptist church held in partnership with local activists.

• The 2013 Annual Report will need to be developed before the end of 2014. Several calendar events will need attention in early 2015; the SEA Blue Celebration event is scheduled for February and the Prostate Cancer Business Leadership Council meeting has to be scheduled for early 2015 to continue momentum (last meeting held in June 2013).

• Us TOO will lose one of its officers at the end of 2014 and at least one Board member, did accept three new Board members for 2015 at the December 2014 Board meeting and most likely will have only one seat to fill during 2015.
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Focus since the last Board meeting has been on the following areas:

1. **Chapter Survey.**
   a. With very minor exceptions, no Board members have reported additional calls since the last Board meeting. Only 41% of chapters/support groups were contacted, and six of thirteen Board members did not participate at all. Accordingly, the Program Committee has decided to terminate the exercise.
   
b. Data gathered from the 41% of chapters contacted will be compiled and reported to the Board next year.

2. **25th Anniversary Working Group.**
   a. There are two areas avenues of focus:
      i. A short video for use by the chapters/support groups
      ii. A centralized seminar/celebratory event
   
b. **Short Video.**
      i. One clear request from the chapters/support groups contacted in the partial chapter survey was for a short video of some type to be used locally to help celebrate the occasion.
      ii. Preliminary costs estimates have been developed, but there have been several challenges, including (1) defining what topics could be both useful and covered adequately in a 5-7 minute video, and (2) funding.
      iii. No “next steps” have been assigned to this project at present.
   
c. **Seminar/Celebratory Event.**
      i. A two-day (noon Friday through noon Saturday) event has been scheduled for June 19 – 20 at the Hyatt Regency O’Hare. A contract has been signed and an initial payment made of $10,100.
      ii. Seminar topics will emphasize two areas: (1) development of chapter/support group leadership, and (2) current trends/developments in dealing with prostate cancer.
      iii. Transportation and hotel expense will be paid only as necessary for speakers and honored guests. All meals will be provided for attendees, including a celebratory banquet the night of June 19th. A registration fee may or may not be charged. These factors may be adjusted going forward as knowledge of funding improves.
Draft Executive Committee Minutes
No Meetings Held in 2015
Draft Committee Minutes/Updates

1. Board Membership Committee: No meetings Held
2. Program Committee: January 28\textsuperscript{th} & February 18\textsuperscript{th}
3. Development Committee: January 19\textsuperscript{th} & February 10\textsuperscript{th}
4. Finance Committee: Scheduled week of March 2\textsuperscript{nd}
February 18, 2015: Draft Program Committee Minutes

The conference call was opened with Committee members present Tom C., Keith H., Todd A., Bill S., Jerry H., Jim S., and Jim R., Chair of the Board and Jerry D., Chair of the Committee. Jim Hammack and Chad Little were absent unless I somehow missed hearing them call in. Also present on the call were staff including Tom K., Chuck S., Terri L., and Amy W.

Tom reviewed the documents and activities he sent out to the committee prior to the call and reviewed the items contained in the email. (See Attached)

Staff has been spending many hours on the Anniversary over the past several weeks, making contacts with potential presenters and that work continues. A working agenda has been developed and most of the call was devoted to reviewing that agenda. Discussion followed.

Jerry Deans asked the staff to elaborate on the Best Practices Presentations in terms of the content of those sessions and who might be chosen for the Panels. Terri responded that the current plan was to divide the Best Practices Panels into three sessions and she provided some detail for each session. 1. Establishing and Growing Your Support Group. 2. The Why and How of Fundraising. 3. Meeting the Needs of Women and Partners.

Participants will sit together in regions and everyone will participate in each session. Questions will be developed to encourage the groups to develop action plans so that each support group will leave with specific work plans to accomplish once they return to their home groups. Panel Leaders and Leaders in the regions will be chosen strategically to ensure the strength of the action plans.

Bill Seidel encouraged staff to make sure everyone knows about the content resources that we have available for all to use. He also expressed concern that too little of the conference was dedicated to supporting the leaders. He reminded us that this was a key finding of the surveys we conducted and that the Anniversary Planning Committee wanted a sizable amount of time devoted to Chapter/Support leaders. Tom K. responded that we are trying to achieve a balance between presentations that will be of interest to those who may not be leaders and presentations that are directed to group leaders. Tom indicated that his point was taken and staff would take it advisement as planning proceeds.

Jim Rieder discussed just a little about what he and Tom had learned at the recent Conference for Non Profits specific to Wills and Trusts.

Tom indicated that funding for this event and the video have been a challenge. Efforts are ongoing to secure sponsors. Some have verbally committed to helping out. We will be discussing at the Board Meeting how we can use the Dinner to raise funds to offset some of the cost of the conference.

It was determined that the next update on the event will take place at the Board Meeting and the call was terminated at approximately 5:40. Jerry Deans encouraged any committee members who thought
of additional questions or concerns to channel them through him to Tom and Tom indicated that the staff is open to any input that may be forthcoming.
The first conference call of the Us TOO Program Committee was held on Wednesday January 28th at 5 pm Eastern time. Those on the call were Jerry Hardy, Keith Hoffman, Jim Hammack, Bill Seidel, Todd Ahrens, Chad Little, Jim Schraidt, Tom Kirk, Terri Likowski, Chuck Strand, Amy Woods, and Jerry Deans Chairman. Tom Cvikota was absent.

1. Introductions:

Each person gave a brief introduction of themselves. Tom introduced Amy Woods who was recently hired to help with fund development. Amy has been working with the SEA Blue Walk for a number of years so she is well familiar with the organization. Jerry Deans welcomed Jerry Hardy back from his extended struggle with health problems.

2. 2015 Program Priorities:

The list of Program Priorities for 2015 (attached) was explained by Bill Seidel, last years Chairman of the Program Committee. Bill provided a brief history of how these priorities came into being and their limitations. He also briefly outlined the Strategic Planning process and the importance of each Board member providing input as per his earlier emails. Going forward our priorities should flow from the Strategic Plan once it is completed.

3. Update on Chapter Support Group Surveys:

Last year the Board undertook a process of surveying all of the Chapters and Support Groups. We had a less than stellar outreach from the Board and a less than stellar response from the groups. However we did get some valuable information that we have used to guide our 25th Anniversary planning. Staff and Board members also conducted several Town Hall Meetings throughout the country and we have the feedback that we received from those meetings. Combining the survey and Town Hall meeting feedback will guide us going forward to know how the Board and Staff can best support the many independent groups that are meeting under our name. Bill Seidel described the survey process and discussed the compilation of the results. He is hoping (but not promising) to have these results available by the March Board meeting. Tom provided a history of the Town Hall meetings (See Attached) We have been funded for seven additional Town Hall meetings. We will combine the feedback from the surveys and the Town Hall meetings when all are available.

4. 25th Anniversary of Us TOO International:

One of our priorities this past year, continuing into this year is to celebrate the 25th anniversary of Us TOO. Jim Hammack was the chair of the planning committee. Jim outlined the work of the committee which was handed off to staff and became an outline of what we thought would represent the best
celebration of this important milestone. Tom described what has been done so far with conference planning. He also updated the committee on the progress of the video that is being made for Chapter and Support Group leaders to promote our organization’s purpose and our need for financial support (See Attachment).

Jerry will get with Tom next week to discuss additional meetings of the Program Committee to track progress of the planning for our anniversary. Please note: As per Tom, no funding has been specifically identified to date, to fund these two important endeavors. However Tom is optimistic that we will be able to secure that funding.
Us TOO International -- Development Committee  
Conference Call Minutes, February 10, 2015

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

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.** This call was a brainstorming session. These notes follow...more or less... the sequence of the comments.

   a. **Things Board Members Can Do.**
      
      i. **[JD]** Last year was the first year I was ever involved with fundraising. I was struck with how supportive people are.

      ii. **[JN]** Many boards have an expectation that each Board member will make a set donation each year. This could be problematic at Us TOO given our history and the nature of our volunteer board, but it is the way many boards operate. Another approach that might be more appropriate for Us TOO is the concept of an Alternate, or Shadow, Board. These are comprised of people who do not want to become fully involved as Board members but want to participate financially. Jim will put some information together on this and distribute it to this committee.

      iii. **[AW]** Most boards that require a set donation include any funds that the Board member has raised; they do not have to be exclusively personal contributions.

      iv. **[TC]** Hosting a dinner party is an option for fundraising. For example, I hosted a cocktail party / reception at a local cooperating restaurant. This accomplished at least three things. It raised awareness of prostate cancer, it probably aided advocacy at least indirectly, and it resulted in some contributions to Us TOO.

      v. **[JD]** Tom should relate this example at the next Board meeting.

      vi. **[JS]** Each one of us can look around our support groups and friends. Each Board member should try to do more in support of the Sea Blue Walk/Run. [Jim has further details on this concept. Bill will get with him and consolidate them for distribution to the committee.]

      vii. **[JS]** It is critical for us to reach younger people in addition to our core constituency.
viii. [JS] Our church has a practice of monthly designating a specific organization or activity for a special collection / donation. Jim is working to get Us TOO one of the designated groups.

ix. [AW] I don’t know what Margaret’s presentation was (September Board meeting), but Board members need to know what the next step(s) are for them individually.

x. [JD] When a substantial donation does come in, whoever got it should tell the story to the Board about how they did this. This would accomplish two things: it would describe a successful technique, and the more stories Board members hear, the more inspired they are likely to be to go and do likewise.

xi. [BS] The sheer number of successful stories helps motivate members.

xii. [JN] I want to get back to the Sea Blue Walk/Run. What attracts young people? I see very successful events that have unique features, such as clothing that lights up...tricks to get young people involved. There are lots of models for ways to attract younger people.

xiii. [BS] We need to make training in fundraising a regular portion of the Friday Board meetings.

b. Things Chapters / Support Groups Can Do.

i. [JD] We need a leadership portion on the website that would include fundraising among other things. Success stories from other groups would help encourage this.

ii. [BS] We need to somehow get the chapters to realize the need for funding Us TOO.

iii. [JD] Successful examples of what other chapters are doing might help develop this.

iv. [CS] We have this now.

v. [TK] We have a section on the website that is Resources for Chapter Leaders. It has been awhile since that has been updated. We need to take a look at this and refresh it.

vi. [AW] Most people at the end of the year make donations to charities, especially to bring tax deductions into plan for the year.

vii. [BS] The challenge here is getting Us TOO to stand out from the crowd. From Thanksgiving on I must get five of these a day. Being so inundated, and I tend to disregard them all.

viii. [PF] The perceived value of the organization is what makes it stand out.

   - How do we measure our value?
   - This is a man’s disease. Men don’t want to talk / think about it. How do we overcome / compensate for this?
• I am more a fan of getting the message out about how donating to Us TOO benefits the donor. What benefit would the donor receive from an Us TOO donation, for example, a tax deduction?

ix. [JS] One problem with getting money from the chapters is that we are there for everybody — free. We don’t want to change that image. Fund raising at the chapter level has to be somewhat nuanced. Members need to be aware not only of what the support group is doing for them, but also aware of the Us TOO connection.

x. [BS] There is a real disconnect between Us TOO chapter members and Us TOO’s contribution to that.

xi. [JD] We really need to improve our communication with the chapters and support groups.

xii. [PF] One approach would be for individual Board members to make presentations to chapters that meet in their area. Such presentations could use the following outline:

• Briefly summarize the mission of Us TOO and the support groups with a focus on Support, Education and Advocacy;
• Brief overview of how Us TOO International is funded, and provide a checklist of how any participant could get additional information.
• Open for questions about Us TOO International.

c. Things the Staff Can Do. There were no suggestions in this area. Tom K. expressed concern that this indicated uncertainty on the part of committee members about what Us TOO did in regard to fundraising. It was decided that this should be the lead-off topic of the aforementioned fundraising training at Board meetings.

d. Other Groups / Individuals Who Might be Helpful.

i. [JD] Find out what successful groups are doing and learn what we can from them.

ii. [JD] We are at a critical juncture. Our long-term / historic sources of funding, grants and donations from large pharma companies, are fading out. It is critical that we branch out into new areas that we do not have a lot of experience with.

iii. [??] All small non-profits are facing similar challenges. Consolidation with other groups could be an option. It cuts costs and, if all previous donors are maintained, increases donations.

iv. * [AW] Chapter members that participate in other groups, especially male-oriented groups like Rotary, are resources who could be used to make presentations to increase awareness, support advocacy, and increase funding.

v. [CS] People who view our website automatically get added to the list of those from whom we request donations.
vi. [PF] How many donations do we receive in any given period of time, and what is the amount of the average donation?

vii. [TK] We have that information available, but I don’t have it off the top of my head. I can get that information for you if you want.

3. **Special Comment by Amy.** I come from a strong fundraising events background, and would like to see the June 25th Anniversary Event be more of a celebration. I am thinking primarily of the Friday night dinner. A 25th anniversary is a significant milestone, and it should be worth a certain amount of contributions. Could we raise ticket prices? Could we get companies to sponsor tables?

In the subsequent discussion, it was determined that the 25th Anniversary event falls under the Program Committee, not the Development Committee. The Development Committee should, however, encourage the Program Committee to do this.

4. **Next Steps.**

<table>
<thead>
<tr>
<th>What</th>
<th>Who</th>
<th>When</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop an overview of Alternate / Shadow boards and distribute it to this committee</td>
<td>Jim N.</td>
<td>TBD</td>
</tr>
<tr>
<td>Get with Jim S. on ideas RE Sea Blue Walk/Run and distribute to committee</td>
<td>Bill S</td>
<td>Feb 20</td>
</tr>
<tr>
<td>Ensure that significant fundraising training is included on the agenda of all Board meetings</td>
<td>Bill S</td>
<td>COMPLETED</td>
</tr>
<tr>
<td>Get with Peter for more detail on his ideas about Board members making presentations to support groups</td>
<td>Bill S</td>
<td>COMPLETED</td>
</tr>
<tr>
<td>Get Tom K’s overview of Us TOO fundraising on the March Board meeting agenda.</td>
<td>Bill S</td>
<td>In Process</td>
</tr>
<tr>
<td>Encourage Program Committee to place more emphasis on leveraging the 25th Anniversary Event for donations.</td>
<td>Bill S</td>
<td>Feb 13</td>
</tr>
<tr>
<td>Draft Development Committee report to the Board for March Board meeting and circulate to committee for approval.</td>
<td>Bill S</td>
<td>Feb 27</td>
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</tbody>
</table>

The call was adjourned at 6:05 PM. The next conference call has not yet been scheduled.

Respectfully Submitted,
William Seidel, Chairman, Development Committee
Us TOO International -- Development Committee  
Conference Call Minutes, January 19, 2015

ATTENDEES: Jerry Deans, Peter Friend, Jim Naddeo, Jim Schraidt, Bill Seidel
ABSENT: Fred Allen
EXCUSED: Tom Cvikota, Chad Little
GUESTS and STAFF: Tom Kirk, Jim Rieder, 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.”

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


7. Us TOO Overview. Given the high percentage of new Board members on the committee, the focus of this conference call was an orientation to Us TOO in general and Us TOO fundraising in particular. Tom Kirk briefly addressed the following areas:

   a. Relationship between Us TOO and its chapters / support groups. This is a key distinction at Us TOO. Us TOO chapters\(^1\) are completely independent of the organization. They are neither supervised nor managed by Us TOO. Us TOO facilitates their operations as requested, and provides educational resources.

   b. Fundraising – Chapters. The bottom line is that no one joins a support group for the purpose of donating money. Any propensity to donate comes from individuals perceiving the value of Us TOO and its services. Some chapters do conduct fundraising events, and Us TOO staff can assist in such matters, but the Us TOO staff is currently very small and has only limited capabilities in this area.

   c. Fundraising – Sources. The corporation raises about $1 million per year. The highest year on record was 2007 when $1.8 million was generated, the bulk of the difference being funding from a government grant. There are currently five(5) primary sources of Us TOO funding:

      i. Grants from foundations, corporations and government agencies. This accounts for approximately 64% of current funding. Corporations (usually medically related) account for approximately 54%. The availability of grant money is constricting. Existing donors are decreasing their total contributions, a key

\(^1\) While there is a legal distinction between Us TOO chapters and Us TOO support groups, for purposes of this document the word “chapter” will be considered to apply to both types of organizations unless otherwise specified.
donor (Dendreon) has filed for bankruptcy, and government grants are not currently available.

ii. Fundraising / awareness events. Fundraising is very staff intensive, and we must always be cognizant of keeping fundraising expenses in line with program expenses so as to maintain our good ratings with charity monitoring organizations.

- Goal is 80¢ of every dollar on Programs
- Our 2014 attainment was 78¢
- 75¢ is the minimum to maintain our current good ratings.

iii. Board activities, such as the annual Sea Blue Walk-Run in Chicago.

iv. Campaigns and appeals. Under Chuck Strand’s leadership, we have made significant strides in improving this capability, but it still represents a minor portion of overall income. Bequests are unpredictable, and we presently lack a systematic approach for soliciting such donations.

v. Donations for materials and subscriptions such as the monthly Hotsheet.

d. Deferred / Restricted Funds. A key concept in Us TOO accounting. Many contributions, especially those from corporations, are designated by the donor for specific activities. These appear on the Balance Sheet as Deferred / Restricted Funds, but are not reflected as income on the Income Statement until they are actually used for their designated purpose.

8. Hiring of Director of Development/Fundraising. Tom Kirk announced the recent hiring of Ms. Amy Woods to this (currently) half-time position. Among other things, Amy will be the lead staff person for the annual Sea Blue Walk event.

9. Bill Seidel reviewed the fundraising objective from the 2013-2014 Strategic Plan, pointing out some of the more prominent errors in its design. Primary errors were failure to adequately involve staff and to provide resources for some of the strategies outlined.

10. Peter Friend related some of his fundraising experiences. He emphasized the importance of providing potential contributors with a compelling reason for donating to Us TOO rather than to some other worthwhile charity.

11. Next Steps. None assigned at this call.

The call was adjourned at 5:55 PM. The next conference call has not yet been scheduled.

Respectfully Submitted,
William Seidel, Chairman, Development Committee
Development Committee: January 19, 2015, Overview of Us TOO Fundraising

Fundraising involves

1) Grants from Corporations, Foundations and Government,
2) Fundraising Events (managed by Us TOO or others),
3) Board activity (such as the SEA Blue Board Walkers Team),
4) Campaign and Appeals and
5) Donations for materials (such as awareness materials).

Balance sheet Income side reflects Grants released from Deferred Restricted money, Donations, Bequests and Fundraising events.
Recent Development committee Board Chairs have been Jeff Mills in 2014, Jean Jeffries in 2013, Dave Houchens in 2012 & 2011. Staff for over 10 years was Pam Barrett, John Lupton from 2012-2014 and today we had Amy Kenrich Woods join us as part-time Director.
We have not finished the 2014 books yet, but since 2000 we have raised nearly $14 million. Our biggest income year was $1.8 million, before the end of the CDC Federal grant and the economic downturn. Totals for 2013 and most likely 2014 will be less than $900,000.
Of the $14 million, approximately $1.5 million was for a government grant from the CDC from 2004-2009 out of a total of nearly $9 million in Grants. We have also captured nearly $1 million from bequests and wills. Fundraising events have shown growth and totaled about $1.8 million. And finally, we have received about $1.3 million as donations.
The big picture means we see 64% from Grants (or 53.6% from corporations), just under 10% from Donations, just under 13% for Fundraising events, just under 7% from Bequests and 6% from other, such as donations for products, reimbursed expenses or honoraria. Trends show us Bequests are unpredictable and we saw none for the last two years, Donations have shown marginal growth despite more and better asks, Fundraising events have been rising to new highs and Grants are constricting as fewer companies are willing to sponsor projects.
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

Lubroff: 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