Annual Review and Update: Us TOO in 2015
Prepared November 2015

Introduction:
From the results of the 2014 election of Officers we saw Jim Rieder continue as Chairman, Jerry Deans step into the Vice-Chairmanship (replacing Jeff Mills who left the Board at the end of 2014 after serving as Vice Chairman for the year), Todd Ahrens continue as Treasurer and Bill Seidel continue as Secretary. Tom Kirk continued as President & CEO (who during 2015 celebrated his 11th Anniversary in the role).

The new members of the Board elected in 2014 and assumed office in January 2015 were Peter Friend and Jim Schraidt from IL and Chad Little from CA. In May 2015 we also saw David Lubaroff leave the Board after serving on the Board since 2010. There were two vacancies on the Board as we ended 2015. In February 2015 we also saw Ed Kaps pass away, one of the Us TOO Founders and an Emeritus Board Member.

As a look back, in 2013, the Board passed a new multi-year Strategic Plan during the first Board meeting of the year in March. In June of 2015, a new Strategic Plan was approved for 2015-2016. It articulated a new Vision and Mission Statement.

Vision Statement: A world without prostate cancer suffering.
Mission Statement: Provide hope and improve the lives the lives of those affected by prostate cancer, through support, education and advocacy.

Goals:
1. Secure annual gross income of $1,216,000 million for calendar year 2015 and $1,350,000 for calendar year 2016.
2. Identify and quantify what Us TOO does for the prostate cancer community.
3. Provide chapter/support group leadership with materials, opportunities and encouragement to strengthen and improve services to the prostate cancer community.
4. Expand the network and reach of both chapters and support services as required to meet the needs of the prostate cancer community.
5. Consolidate all Us TOO information onto a single, maintainable database.

Objectives: There were six Specific Objectives and Strategies defined in the plan.
Staffing Changes:
During January 2014 Chuck Strand was added to the staff and served as Director of Marketing/Communications and John Lupton, who also served as an independent contractor, was also added to the staff as part-time Director of Development/Fundraising. John left Us TOO at the end of the 3rd Quarter 2014 to pursue development of Prostate Cancer Speaks and partner with Us TOO. John was replaced by Amy Woods in late January 2015 who had served as a contractor working on the SEA Blue Walk & Run event since its inception.

Progress Toward June 2015 Strategic Plan Goals and Objectives:
1) Goal 1: Secure annual gross income of $1,216,000 million for calendar year 2015 and $1,350,000 for calendar year 2016. Two specific objectives were developed for minimum levels of Board member contributions and improvements in tracking and acknowledgement of donations. Amy Woods was added in January to fill the Director of Development and Fundraising vacated by John Lupton in the Fourth Quarter of 2014. However, it appears we will end 2015 short of the income targets and short of 2014 levels.
2) Goal 2: Identify and quantify what Us TOO does for the prostate cancer community. Workgroup calls and meetings have addressed the objective of identifying two or three quantifiable services that are provided by Us TOO. A Quarterly reporting metrics plan was agreed upon in September 2015.
3) Goal 3: Provide chapter/support group leadership with materials, opportunities and encouragement to strengthen and improve services to the prostate cancer community. Two objectives were developed for this goal, which creates a new workgroup to develop new support for support group leaders. Volunteers have been recruited, the workgroup has been created and several calls have been held.
4) Goal 4: Expand the network and reach of both chapters and support services as required to meet the needs of the prostate cancer community. This Goal is coordinated with the objectives developed in Goal 3 above.
5) Objective 6: Enhance current processes for recruiting and training new Board members by December 5, 2015. The Board membership committee has replaced a committee member and conference call is set before the December Annual/4th Quarter Board meeting.

Other Issues and Accomplishments:
- There are several areas of the previous 2013 Strategic Plan that continue on the agenda such as re-branding the organization and discussing a leadership transition plan.
- In July 2014, Us TOO fully met all the Better Business Bureau’s Charity Seal Standards and in October 2015 Us TOO was informed we achieved another three year approval and renewal of the National Health Council’s Standards of Excellence.
- As 2015 is Us TOO’s 25th Anniversary, a major initiative was launched and the 25th Anniversary Symposium was held in Chicago in June. There were a series of videos which were produced from the sessions including PSAs on Us TOO.
- Also the Prostate Cancer Business Leadership Council was held during the 25th Anniversary Symposium to discuss and review our corporate collaborations.
• Educational Materials/Activities: During 2015 the monthly HotSheet newsletter was continued and given a new appearance, a draft revision was done for the Us TOO Hormone Brochure, a new Prostate Cancer Info-graphic was completed and the News You Can Use was continued as well.

• Us TOO joined PHEN and PCEC in a survey of caregivers and patients for the development of family education resources.

• Us TOO also served on an advisory panel with Cancer Support Community on the development of a Prostate Cancer Experience Registry.

• Advocacy/Awareness: Us TOO remained involved with roundtable meetings with other organizations including the development of a new collaborative organization known as PCPCC which was launched in September, national prostate cancer awareness month.

• In February Us TOO was jointly involved in a training of advocacy volunteers with the National Alliance of State Prostate Cancer Coalitions (NASPCC) to create a dedicated group of advocates. Us TOO visited elected officials and once again attended the annual Zero advocacy forum in Washington, DC.

• Us TOO also held its 11th Annual SEA Blue Walk and Run in Chicago and added another in Rochester, NY to raise awareness of the disease.

• Us TOO conducted a survey with American Medical Services (AMS) on challenges of Intimacy and Incontinence in preparation for new material development.

• Work continued with the Department of Defense PCRP for program funding and Consumer Reviewer nominations.

• Us TOO has been actively involved in attending meetings of several corporate advisory groups.

• Us TOO representatives attended and made a presentation at the October Annual Meeting of the NASPCC.

• Us TOO representatives also served on a breakout panel session on advocacy collaborations during the Large Urology Group Annual meeting.

• Us TOO planned and implemented education and screening Community Conversation events in Atlanta, Los Angeles and Coatesville, PA based on the pilot session launched in 2014 in Atlanta.

• Us TOO was also involved in the update of the My Prostate Cancer Road Map, the update of the Bone Health project as well as the international survey and development of the Men Who Speak-up initiative and website.

• The 2014 Annual Report will need to be developed before the end of 2015.

• In December 2015, Us TOO elected Stuart Gellman from NY to the Board effective January 2016.

• Us TOO will have three openings on the Board of Directors as we enter 2016 and Jerry Hardy who served since 2010 and Jim Hammack who served since 2011 leave the Board.