

FANS for the CURE

TEAMING UP AGAINST PROSTATE CANCER



CATCH for the CURE



Executive Overview of History, Programs, and Sponsorship Opportunities

MISSION AND PURPOSE

Fans for the Cure is dedicated to supporting men and their families in all phases of their prostate cancer journeys. Working closely with our nationally-based Medical Advisory Board, we offer educational events, support groups for men and women, physician referrals, and awareness campaigns which focus on medically underserved communities.

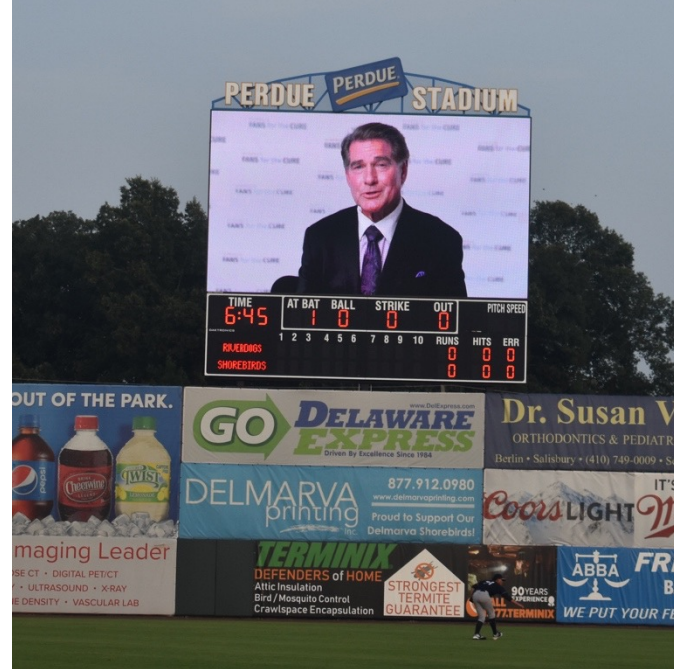
This is in addition to the charity's in-person events that offer confidential medical consults and free PSA screenings in coordination with our network of healthcare partners.



OUR HISTORY – PART I

Started in 2003 by sports broadcaster Ed Randall, Fans for the Cure initially planted its roots inside baseball stadiums, where the charity conducted awareness campaigns and distributed educational brochures.

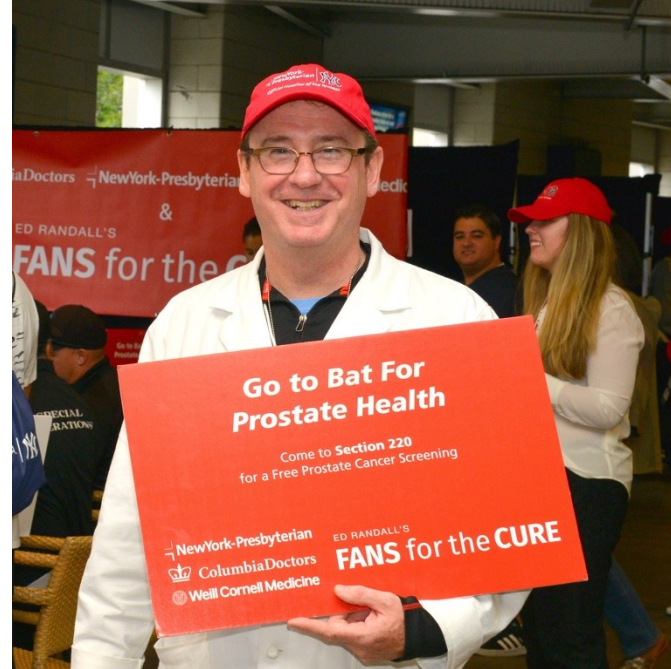
The charity established a special relationship with the fans of Minor League Baseball, taking part in over 1,200 in-person ballpark events over the course of the past twenty years.



OUR HISTORY – PART II

In 2015, faced with statistics that showed the disproportionate toll prostate cancer was taking on African-American men, Fans for the Cure sought to expand its reach beyond ballparks and sports arenas. The charity moved the focus of its awareness campaigns and onsite testing to communities that were lacking in both cancer screenings and healthcare resources.

Today, Fans for the Cure continues to bring its messaging to over 100 Major League and Minor League ballparks every season. But the charity has also organized initiatives with community leaders, legislators, and local physicians with the goal of targeting and eliminating health disparities in the treatment of prostate cancer.





Stock photo – not our actual support group

WHAT WE DO

Online Support Groups

These biweekly online gatherings have proven to be of significant value to men who are dealing with the physical and mental challenges of prostate cancer – diagnosis, treatment, ongoing testing, and survivorship.

Separately, Fans for the Cure offers support groups for women who are supporting men on this journey. Our women's group focuses primarily on the wives and partners of men with prostate cancer.

We thank Bayer for underwriting the production and technical support related to the Women's/Caregivers' and Men's Online Support Groups.

Stay in the Game!

**CONVERSATIONS ABOUT
PROSTATE CANCER**

with Ed Randall

WHAT WE DO

Stay in the Game Podcast

Guests have included top prostate cancer doctors, community leaders, public health experts, cancer survivors, and caregivers – all of whom have graciously shared their expertise and experience with our founder and host, Ed Randall.

In addition to being listed on four year-end Top 10 lists of medical and prostate cancer podcasts, Stay in the Game was ranked #1 among *The Top 15 Prostate Cancer Podcasts to Follow* from 2021-2023 by Feedspot.



WHAT WE DO

Medical Referrals

We have formalized the referral process, and it has resulted in connecting hundreds of men and their loved ones with trusted doctors and healthcare centers for all aspects and phases of their prostate cancer journeys. Men have reached out to us for help with screenings, post-diagnosis, second/third opinions on treatment options, dealing with recurrence, and addressing mental health issues.



WHAT WE DO

FAQ on Our Website

In response to topics raised at our support groups, at health events, and on the Stay in the Game podcast, we provide answers and, when possible, links to more in-depth guidance. Based on discussion points raised in our various platforms, we add to the FAQ section on an ongoing basis.

WHERE WE ARE HEADED

For many years, the primary focus of Fans for the Cure was the importance of the PSA test and early detection, almost to the exclusion of all other aspects of the prostate cancer experience. By adding support groups, mental health referrals, and an emphasis on follow-up exams and recurrence, Fans for the Cure has moved its focus downstream to leverage its resources to support men at all stages of the prostate cancer journey.

As our mission has evolved, we have recognized the need to be able to support men and their families remotely and on a digital platform. We are also committed to support the prostate cancer community well beyond simply providing screenings and test results.



WHERE WE ARE HEADED

Tweaking the Baseball Road Trip (2023-2024)

Beginning with our scoreboard videos that began showing in over eighty Major League and Minor League ballparks starting in September 2021, the Baseball Road Trip highlighted a renewed emphasis on on-site screenings conducted with teams' healthcare sponsors and partners.

Over the years we have come to appreciate the demonstrably better outcomes that are achieved through early detection. We are increasingly using the platform of the Baseball Road Trip to remind men to diligently remain current with their physician appointments and screenings.



WHERE WE ARE HEADED

Taking It to the Streets (and Roads)

A grant initiative with Molloy University in 2023 made it possible for us to attend over 40 events in medically-underserved communities.

Fans for the Cure hopes to return to many of these events in 2024 with a wide variety of healthcare partners who are seeking to provide services and educational materials to people who struggle to find quality healthcare.





HOW YOU CAN SUPPORT US

The following sponsorship and underwriting opportunities are available to corporations, foundations, and individual donors:

- **General Programming** – sponsorships and underwriting opportunities are available.
- Catch for the Cure, or **The Catch** (ongoing)
- **GROW-ember** – a month growing and grooming facial hair for a good cause
- Medical/Physician Referral Program
- Community Outreach
- **Podcasts** – sponsorships and underwriting opportunities are available.



HOW YOU CAN SUPPORT US

- **Men's and Women's Online Support Groups**
- **Annual Baseball Road Trip** (March to September) – no fewer than 100 games, a core number of which will include a screening component. Opportunities to be a supporter, a partial sponsor, or a series sponsor. Includes mention on a nightly video in participating ballparks, plus logo and story on website and social media (Fans for the Cure and teams'). Please contact us to talk about not only sponsorships but also about possible partnerships and ways we can help the prostate cancer community together.

We welcome the opportunity to partner with businesses and other non-profits. We are open to programs and initiatives you might have in mind for us. Please contact us to talk about not only sponsorships but also about possible partnerships and ways we can help the prostate cancer community together.

HOW YOU CAN SUPPORT US

Have a Catch

Starting in 2023, we kicked off an awareness, bonding, and fundraising activity called “Catch for the Cure,” or simply, The Catch. The Catch is our version of a 5k and 10k charity, without the unpleasantness of running.

Participants will recruit a catch partner, put together a “catch” page on our website, sign up friends and family to support the catch, choose a date and a location, and then have a catch.

Whether you’re team “Have a catch” or “Play catch”, here is your chance to share an emotional experience with someone who means the world to you, all for a good cause. And as a former ballplayer pointed out to us the other day, only a catch both allows you to both socially distance and deeply connect at the same time.



FANS FOR THE CURE BY THE NUMBERS

MARCH 2024

Men's Support Group

- Meets twice monthly (since May 2020)
- Average attendance per meeting is 25-30 men
- 365 men registered in the group
- Regular presentations from doctors and medical professionals

Women's Support Group

- Meets twice monthly (since Dec 2020)
- Average attendance is 10-12 women
- 129 women have registered for meetings
- Regular presentations from doctors and medical professionals

Monthly Newsletter + Email Campaigns

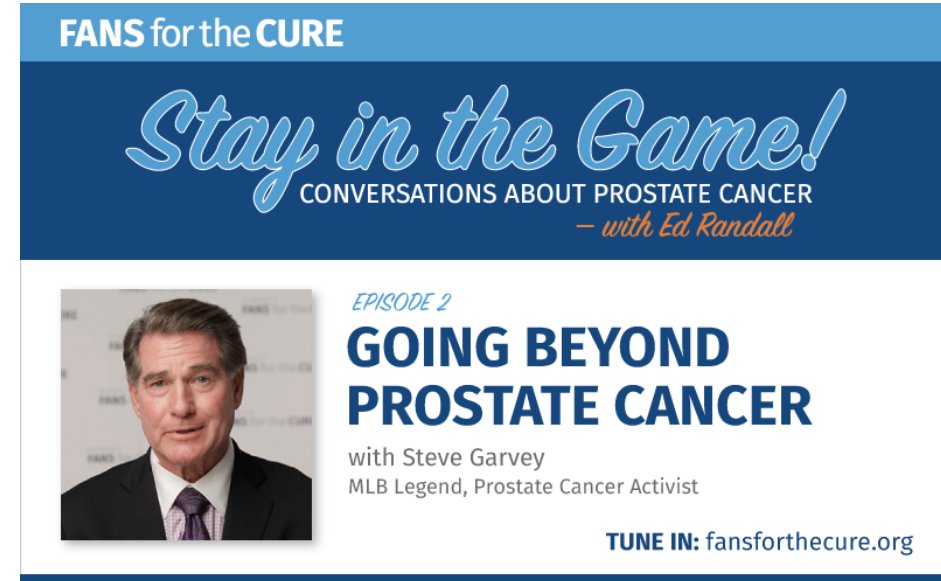
- Distribution list of 3578
- In the past six months:
 - Newsletter open rate: 34.77%
 - Overall clicks: 3.2%
 - Overall reactivity: 9.04%
 - Unsubscribes: 22

FANS FOR THE CURE BY THE NUMBERS

MARCH 2024

Stay in the Game Podcast

- Published at least once a month since May 2020
- In special months, like *Prostate Cancer Awareness Month* or *Men's Health Month*, the podcast is published twice.
- Guests have included a mix of doctors, public health professionals, caregivers, celebrities, and prostate cancer survivors.
- Target audience is men in various stages of prostate cancer diagnosis, treatment, and survivorship.
- Last 10 episodes: Averaging over 222 downloads per episode, with 47 of those in the first week.



The image shows a promotional graphic for a podcast episode. At the top, it says 'FANS for the CURE' in white on a blue background. Below that, the title 'Stay in the Game!' is written in a large, light blue, cursive font, with 'CONVERSATIONS ABOUT PROSTATE CANCER' in smaller white text underneath. A subtitle '— with Ed Randall' is in orange. The main content area features a photo of Steve Garvey on the left. To the right of the photo, it says 'EPISODE 2' in blue, followed by 'GOING BEYOND PROSTATE CANCER' in large, bold, blue letters. Below that, it says 'with Steve Garvey' and 'MLB Legend, Prostate Cancer Activist' in smaller black text. At the bottom right, it says 'TUNE IN: fansfortheure.org' in blue.

- Podcast episode landing pages average 145 pageviews
- 32 total episodes

FANS FOR THE CURE BY THE NUMBERS

MARCH 2024

Medical Referrals

- Since program tracking was formalized in 2020, more than 500 men have been referred to trusted physicians.
- Program stays up-to-date with current changes to U.S. rules and guidelines, including telemedicine and confidentiality.

FAQ on Our Website

- Launched in August 2020
- Answers to questions in topics including signs and symptoms, testing and diagnosis, treatment and care.

OUR LEADERSHIP

Our Management Team

Steve Garvey

MLB Player (Retired) and Prostate Cancer
Activist
Chairman of the Board

Ed Randall

Founder + Chief Advocacy Officer
edrandall@fansforthecure.org

Karen Shaffer

Community Outreach + Communications
karens@fansforthecure.org

Joe Cosgriff

Consultant, Strategy
joec@fansforthecure.org

Our Leader Board

Our Leader Board is made up of cross-section of men and women who have a special connection and commitment to Fans for the Cure and to the prostate cancer community. Below are listed two members of our current Leader Board.

Andre Dawson

Baseball Hall of Famer and
Community Activist

Bob Kendrick

President, Negro Leagues
Baseball Museum

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