

# Support Opportunities



*Advancing urologic research and education to improve patients' lives.*

*Urology Care*  
FOUNDATION™  
The Official Foundation of the  
American Urological Association

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The Urology Care Foundation is governed by a multidisciplinary and diverse board, comprised of urologist and public directors. Our Directors were selected through a competitive review process based on their commitment to advancing urologic research and patient care. They contribute invaluable expertise in our efforts to accomplish our mission to improve patients' lives.

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## **Mission**

The Urology Care Foundation is the world's leading nonprofit urological health foundation—and the official foundation of the American Urological Association. We partner with physicians, researchers, health care professionals, patients, caregivers, families and the public to support and improve the prevention, detection and treatment of urological diseases through research and education.

## **Vision**

To support urological research, and to be the premier provider and resource for the most current, comprehensive and reliable urologic health information for patients and the public.

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Treatment  
for urologic  
diseases  
costs the American  
public nearly

**\$40** billion  
annually,  
exclusive of  
medication costs.

**1 in 3** men whose  
fathers or brothers had prostate  
cancer will be diagnosed.

**400** million  
worldwide suffer from  
**incontinence**

**1 in 2**  
women will experience  
some form of **urinary**  
**incontinence**  
in their lifetime.

According to the  
National Institutes  
of Health, BPH  
affects more than  
50 percent of men  
over age 60 and as  
many as 90 percent  
of men over age 70.

Prostate cancer affects  
**1 in 5** African-American men.



## Patient Education Materials

The Urology Care Foundation is a leader in creating patient education materials. We base our education materials on the American Urological Association clinical guidelines. These evidence-based guidelines set the standard for quality patient care. We continually develop both new and updated materials that are designed to educate patients and help them communicate better with their health care providers.

The Urology Care Foundation offers a wide range of education materials—including videos, brochures and websites that reach half a million patients and health care providers.

- Brochures and web topics on specific diseases
- Comprehensive patient guides
- Frequently Asked Questions
- Questions to Ask your Doctor
- Urologic Disease Treatment Options
- Informed decision tools to help patients and providers make shared decisions
- Posters on specific diseases
- Educational Videos
- Patient Needs Assessments

The Foundation offers several series of educational materials that incorporate a wide array of urologic conditions and their treatment options, including:

- **Bladder Health Series**
  - Stress Urinary Incontinence
  - Overactive Bladder
  - Urinary Tract Infections
  - Interstitial Cystitis
  - Bladder Cancer
  - Bladder Prolapse
- **Sexual & Reproductive Health Series**
  - Pelvic Organ Prolapse
  - Erectile Dysfunction
  - Vasectomy
  - Male Infertility
  - Testicular Cancer
- **Prostate Health Series**
  - Prostate Cancer
  - Enlarged Prostate
  - Prostatitis
- **Kidney Health Series**
  - Kidney Disease
  - Stones
- **Pediatric Urology Series**

Sponsorship opportunities are available to support online and print topics or an entire series.



## Raising Awareness

The Urology Care Foundation is raising awareness about urologic health through a series of national public health campaigns. Utilizing radio, television and online media, our outreach lets patients know they are not alone, and there is help. Whether someone has just been diagnosed or has been dealing with problems for a long time, we help patients take an active role in their care.

IT'S TIME  
TO TALK  
ABOUT OAB

Millions live with overactive bladder (OAB).

Get help and break free!

[www.UrologyHealth.org/OAB](http://www.UrologyHealth.org/OAB)

IT'S TIME  
TO TALK  
ABOUT SUI

1 in 3 women experience stress urinary incontinence (SUI).

Learn more and get the help you need!

[www.UrologyHealth.org/SUI](http://www.UrologyHealth.org/SUI)

**Know  
Your  
Stats**

About Prostate Cancer®

Get the facts about prostate cancer.

[www.KnowYourStats.org](http://www.KnowYourStats.org)

Sponsorship opportunities are available to partially or fully support these campaigns.



## Advocacy

In order to advance urologic health and education, the Urology Care Foundation partners with a growing number of patient advocacy groups to support and advance policy initiatives on Capitol Hill. The Foundation works to ensure the patient voice is heard on Capitol Hill and among federal bodies by cultivating advocates who can effectively articulate the critical need for urologic research funding during legislative meetings. With input from patient advocacy groups, the Foundation is developing talking points that create a unified voice among disease-specific organizations.

## Bladder Health Alliance

The Urology Care Foundation leads a coalition of 30 patient, physician, and veteran advocacy organizations that work to advance awareness and education about bladder health. In 2016, the Alliance was successful in proclaiming November as Bladder Health Month on Healthfinder.gov and securing House and Senate Resolutions that support the designation of November as “National Bladder Health Month” in the United States.

## Patient Advocacy Hub

The Urology Care Foundation hosts an annual Patient Advocate Hub at the AUA Annual Meeting that serves as a central ground for physicians and patients to interact and strategize about how to effectively enhance patient access to treatments and care. The program encourages interaction from patient advocacy groups who raise awareness about urologic issues and advance patient advocacy efforts to engage with physicians. To qualify for participation in the Patient Advocacy Hub, organizations must be a registered 501c(3) organization, demonstrate a charitable mission, engage in patient advocacy activities, provide programs, services, information, and support for people with urologic conditions, and have a nonprofessional membership.

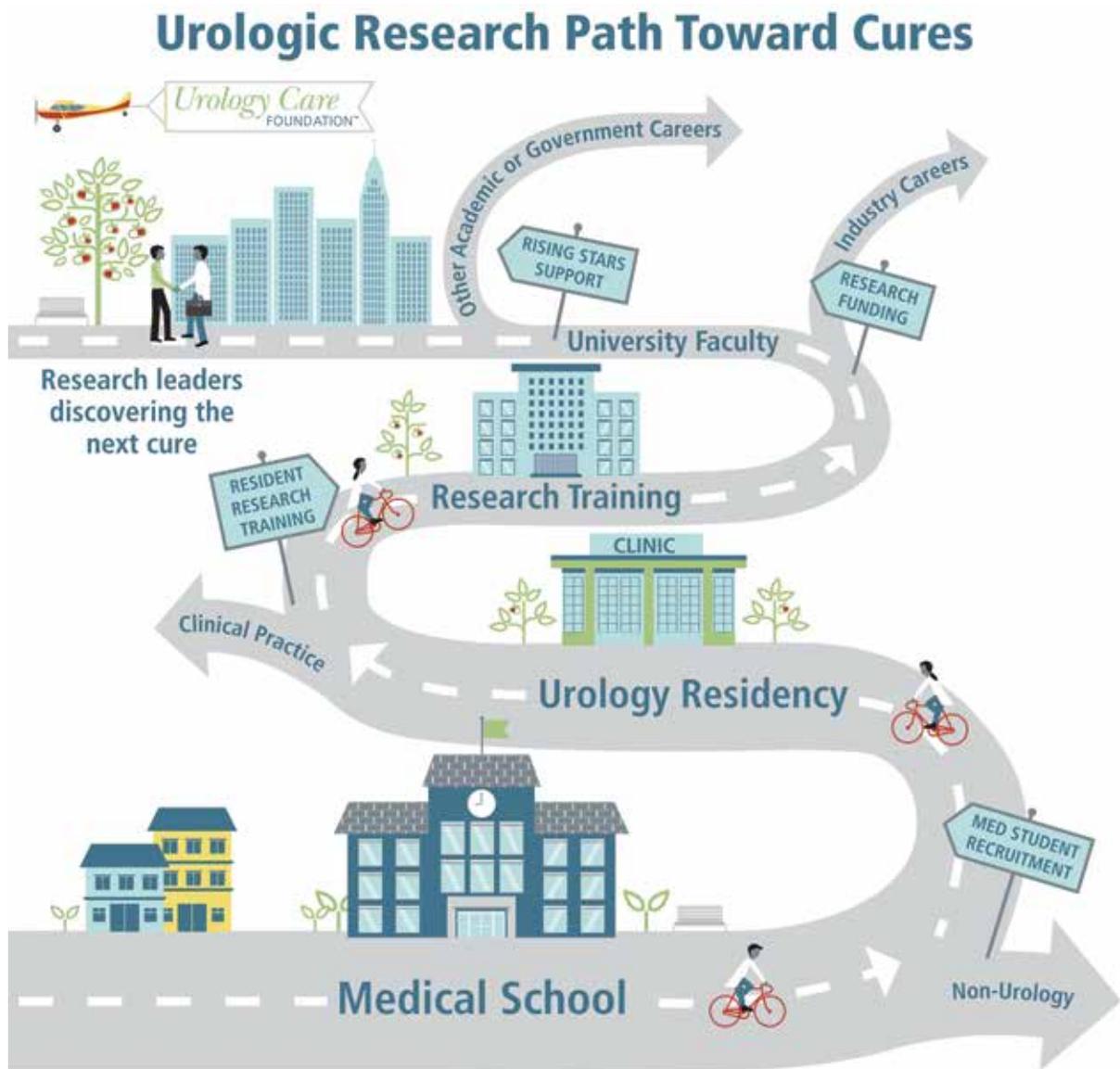
**Additional sponsorship opportunities include hosting educational events, promoting research funding meetings, hosting Congressional briefings, convening an advocacy roundtable, and implementing communications campaigns to raise awareness.**

Sponsorship opportunities are available.

## Urology Research

The Urology Care Foundation, working with the American Urological Association (AUA), is a driving force in the discovery of new treatments because we invest in urologic research leaders. We do more than fund the best research from talented scientists—we help foster and develop their careers to support a long-lasting commitment to finding the next breakthrough in patient care. Since 1975, the Foundation has supported more than 750 outstanding young scientists with nearly \$30 million in research funding dedicated to preventing, diagnosing and treating urologic conditions.

This mission is overseen by the AUA Research Council and its sub-Committees, composed of urologic research leaders and experts from institutions across the United States and Canada. They work to ensure the overall quality and impact of each of our grant programs in order to maximize the value of our investment in advancing urologic research.



Opportunities to support or endow research grants or awards are available.

### Mentored Research Training Grants

Similar to the National Institutes of Health (NIH), the Urology Care Foundation funds the best research at every stage of development using a rigorous peer-review process. This process involves a group of urologic research experts who evaluate the quality and potential impact of every research project before it's funded.

The American Urological Association and Urology Care Foundation have developed a portfolio of mentored research training awards to recruit outstanding young investigators into urologic research and foster their career success to ensure that this critical research continues.



#### Summer Medical Student Fellowships

Summer Medical Student Fellowships designed to attract outstanding medical students to urologic research by engaging them in summer research fellowships alongside world-class urologic scientists. Awardees receive stipends to support them during a ten-week mentored research experience.



#### Residency Research Awards

Residency Research Awards provide motivated and exceptional urology residents with mentored training to prepare them for careers that include urologic research. These awards provide funding to conduct either six months or one year of research under the direction of an accomplished mentor. Sponsoring institutions provide matching funds and ensure that the awardee receives adequate research support.



#### Research Scholar Awards

Our premier funding opportunity in urologic research, Research Scholar Awards provide funding for one- and two-year mentored training for clinical and postdoctoral fellows who are no more than five years beyond completing a doctorate or residency, or early career investigators who are in the first five years after beginning a faculty position. Sponsoring institutions provide matching funds and ensure that the scholar receives adequate research support.



#### Rising Stars in Urology Research Awards

Rising Stars in Urology Research Awards provide up to five years of supplemental salary support to urologists who have successfully competed for career development awards from NIH or other major funding organizations. The award is intended to ensure that the salary compensation for these motivated individuals who have committed to careers in urologic research remain competitive with that of their clinical urology peers.



#### Physician Scientist Residency Training Awards

The newest addition to our grants portfolio, this research award supports an intensive, three-year research training program to enable urology physician-scientists to successfully compete for independent research funding. This program is currently in development and will fill a critical gap in the urology research workforce.

Award-naming opportunities are available.

## Cause-Related Marketing

The Urology Care Foundation works with businesses to create cause-related marketing opportunities that are a “win-win” for both. Your company can highlight its outstanding corporate citizenship, increase customer loyalty, and widen marketing reach while, at the same time, the Foundation gains greater visibility for its mission and raises vital funds.

For ways to shop and support the Foundation, go to [www.urologyhealth.org/difference](http://www.urologyhealth.org/difference).



## UrologyHealth.org Website

An easier-to-use, redesigned UrologyHealth.org launched in spring 2015 as the world’s leading authority on urology health. The site garners nearly 4 million visitors per year. The site will continue to feature authoritative, current and fully vetted urologic information for patients, the public and the health care provider community.

Opportunities for rotating advertising on website are available.



## UrologyHealth extra® Magazine

The Urology Care Foundation’s award-winning (Graphic Design USA In-House Design Award) publication *UrologyHealth extra*® is a “patient magazine” for urology. This quarterly magazine features stories on people living with urologic conditions, healthy living tips and news on patient advocacy issues, Foundation activities, and urologic research. *UrologyHealth extra*® is distributed to patients, caregivers, institutions and AUA member practices.

Regular features in *UrologyHealth extra*® include:

- Patient Stories
- Features on Newsworthy Urology Topics
- Education, Outreach and Patient Advocacy Programs & News
- Research News & Views
- Patient Toolkits
- Ask A Urologist
- Healthy Living Tips

Circulation: 80,000 copies per issue distributed (combined print and email versions).

Opportunities are available for advertising in one or more issues of the magazine. Content is tailored to specific topics in urology and expanded distribution is available.

The Foundation offers the most accurate and up-to-date information on more than 110 urological conditions and treatments at [www.UrologyHealth.org](http://www.UrologyHealth.org).

Through the generous support of individuals, corporations and organizations, the Foundation is able to provide health care providers and the public FREE Patient Education Materials that can be ordered by going to [www.UrologyHealth.org/Order](http://www.UrologyHealth.org/Order) or calling 1-800-828-7866.

To sign up for your FREE subscription to our quarterly magazine, *UrologyHealth extra*<sup>®</sup>, visit [www.UrologyHealth.org/Subscribe](http://www.UrologyHealth.org/Subscribe).

### Make A Difference

Your support can make a difference!

Help the Urology Care Foundation advance research and education about urologic health issues to improve patients' lives. Your generosity is important.

For further information and to inquire about sponsorship opportunities on any of the programs outlined in this booklet, please contact:

Urology Care Foundation Development Office  
[info@urologycarefoundation.org](mailto:info@urologycarefoundation.org) or 1-800-828-7866

You can make a difference by making a tax-deductible gift to the Urology Care Foundation.

P.O. Box 79183, Baltimore, MD 21279-0183  
[www.UrologyHealth.org/Donate](http://www.UrologyHealth.org/Donate)  
1-800-828-7866.

The Urology Care Foundation is a 501(c)(3) nonprofit organization. (Tax ID 20-3210212). All donations are tax deductible to the full extent of the law. A copy of the latest financial statement may be obtained by contacting us at 1000 Corporate Boulevard, Linthicum, MD 21090.

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