

Cause Related Marketing Partnership Opportunities



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

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



Cause Related Marketing (CRM) Partnership Opportunities

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.

We welcome the opportunity to develop new corporate partnerships on a regional or national scope. The Foundation’s CRM committee evaluates and will consider companies with a firm reputation and strong brand image who would like to make a significant contribution and have a clearly defined message to the consumer.

Benefits of a Cause Marketing Campaign

CORPORATE BENEFITS

Build brand value, enhance reputation, cultivate trust, and influence stakeholder behavior. The right CRM relationship can also increase social value which may increase customer loyalty and ultimately revenue.

CHARITABLE BENEFITS

Raise funds and awareness for urologic research and education to improve patients’ lives.

CONSUMER BENEFITS

Enable your customers to use their purchasing power to support their top health concern.



Why the Urology Care Foundation?

The Urology Care Foundation is committed to advancing urology research and education. We are the official foundation of the American Urological Association (AUA) — an organization of more than 22,000 urologists, representing over 90 percent of all board certified urologists in the United States. 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.

RESEARCH

The Foundation is focused on funding urologic research in support of innovative treatments to improve the quality of patients' lives. Since 1975, the Foundation has invested over \$24 million to fund and educate more than 600 of the best urologist-scientists and basic scientists.

PATIENT EDUCATION

The Foundation is a leader in creating patient education materials on a variety of urologic conditions and treatments, based on the American Urological Association (AUA) clinical guidelines, which set the standards for quality patient care. These resources are regularly reviewed and updated, and available free of charge.

Patient Education Materials and Resources

- **UrologyHealth.org**, a leading patient-friendly resource in urology, reaching nearly 5.4 million visitors each year.
- An online **Find-A-Urologist tool** that connects patients with urologists in their area.
- Urologist-reviewed information on more than 115 urologic conditions, treatments and procedures at UrologyHealth.org.
- **Free printed patient guides, facts sheets, brochures and tools** available to order at UrologyHealth.org.
- **UrologyHealth extra®**, a free patient magazine with the latest news in urologic health.

Raising Awareness

The Urology Care Foundation is raising awareness about urologic health through a series of national public health campaigns.



*Millions Live with Overactive Bladder (OAB).
Get help and break free!*

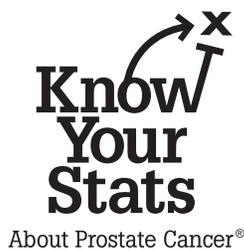
www.UrologyHealth.org/OAB



*1 in 3 women experience Stress Urinary
Incontinence (SUI).*

Learn more and get the help you need!

www.UrologyHealth.org/SUI



Get the facts about
prostate cancer.

www.KnowYourStats.org

UROLOGIC DISEASE IN AMERICA



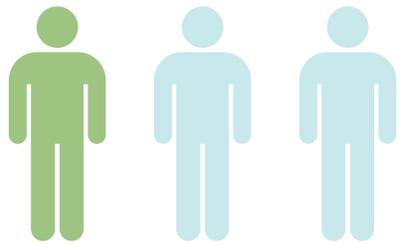
Treatment for urologic diseases

costs the American public nearly

\$40 billion annually,

exclusive of medication costs.

400 million worldwide suffer from **INCONTINENCE**



1 in 3

men whose **FATHERS** or **BROTHERS** had prostate cancer **will be diagnosed.**

According to the National Institutes of Health,

BPH affects

MORE THAN

50%

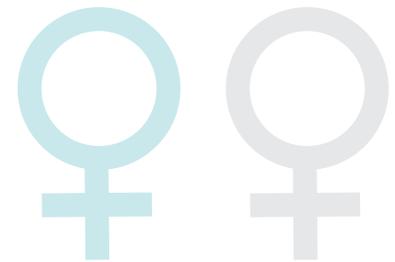
OF MEN
OVER AGE 60



AND AS MANY AS

90%

OF MEN
OVER AGE 70



1 in 2

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

Prostate cancer affects

1 in 5 African-American **MEN.**

More than a **million** new kidney stone cases are diagnosed in America each year.

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To learn more about partnership opportunities with the Urology Care Foundation and how you can help make a difference in the lives of millions of Americans impacted by a urologic disease or cancer please contact:

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