

# 50 Hoops™' Impact Statement

50 Hoops™ SILVER ANNIVERSARY

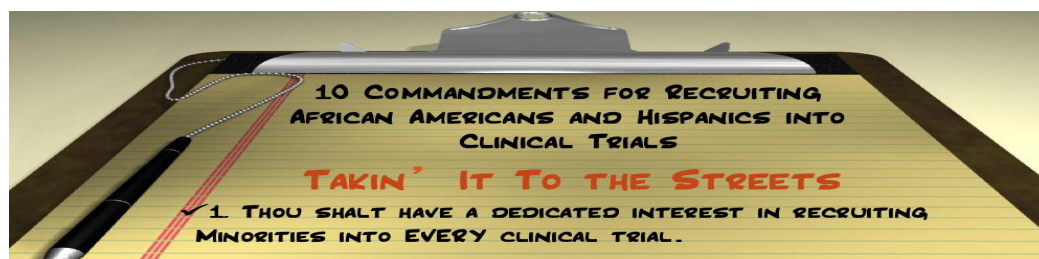
*After a quarter century, 50 Hoops stands as the only small African American founded non-profit Patient and CE Certified Medical Education organization in the nation. The 50 Hoops National Prostate Cancer Basketball Tournaments and Health Fairs targeted to African American men, is singularly the oldest National Prostate Cancer Basketball competition of its kind in the United States. Our*

- Has traveled over 500,000 Miles across the United States
- Has partnered with nearly three dozen Network Coordinators in as many Cities,
- Created nearly a dozen **50 Hoops Branded** Events which have
- Reached over 250,000 African Americans
- Over 65, 000 Subscribers to the African American Health Matters (AAHM), the oldest and only Free African American Mobile Health (monthly) TEXT MESSAGE Service in the United States (2000 – 2020),
- Powerful Networks of Health Ministries from small Rural African American churches to Mega Urban Black Churches
- An Unmatched Network of Cancer and Teaching Hospitals from coast-to-coast
- Introduced the first formal (inter-program) MATCHMAKING between Clinical Researchers and Stakeholders/patients (2006)

## ORGANIZATION Achievements IMPACT Overview:

- 1998 -2000: First National 50 Hoops Basketball Tournament and Health Fairs
- 2000- 2018: 50 Hoops Cancer Breakfast Prostate Cancer Education (national). Replicated by individual cities with instructions and support.
- 2009 – 2020: AACT I, II Conference & Lecture Series: (LIVE national series). Replicated by nearly three-dozen cities over the years.
- 2011 – 2019: Community Advocacy Site Training and Matchmaking (C.A.S.T./CAM) Accredited medical education. REPLICATED by four major cancer centers in the USA.
- 2018-2019: Developed and toured 12 cities “There’s A New Cancer In Town, Partnering with the Multiple Myeloma Research Foundation (MMRF). Developed Advisory, Matchmaking, opened African American Networks for them from coast-to-coast.
- 2020 VIRTUAL Mobile Cancer Conferences and Workshops (MCCaW) 2020
- 2021 Audiences around the country met face-to-face ON THEIR PHONES, Tablets, laptops TALKING live with doctors, scientists, and stakeholders to hear the “TRUTH OR CONSEQUENCES. Is the vaccine a (worldwide) TRIAL OR is it an ERROR NOT to take it? Those with Cancer or recovering are at high risk and must weigh-in on the vaccine. LEGENDS REPLICATION.
- 2022 saw 15 LEGENDS Events and reached thousands both virtually and live with the Season introducing the “Mini’s.” Mini Workshops and Conferences sought to conserve participant’s time and offer invaluable and ongoing resources on Cancer, COVID-19 Vaccination updates and new Clinical Trials. Premier of The “10 Commandments for Recruiting African Americans Into Clinical Trials” Series found high demand.

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50 Hoops seamlessly moved swiftly from Live (national) Touring to Virtual (national) during the COVID-19 Pandemic, continuing to reach African American communities with patient education about Cancers that critically affected these communities, with the highest mortality rate of various cancers, than any race in the United States.

In 2021, recognizing the power of prayer and in our partners' outreach, from teaching hospitals, cancer centers and patient organizations to powerful stakeholders and mega African American faith-based ministries, 50 Hoops created a sustaining and replicable Coalition "The 50 Hoops™ LEGENDS." And, over the past three years, 50 Hoops has proven its ability to replicate and sustain over half-dozen branded events, with these formidable partners from coast to coast.

As we move into our 25<sup>th</sup> Year and **SILVER ANNIVERSARY**, we are blessed with nearly two dozen 50 Hoops™ LEGENDS and cities who have pledged to the annual production—both LIVE (local) and Virtual (national) of 50 Hoops™ events, moving forward.

### OUR JOURNEY HAS NOT BEEN ALONE

We also wish to thank and recognize our **Veteran Grantors and Sponsors**<sup>1</sup> through the years who have, never known the part you played in the 50 Hoops™ Saga. Each of our **Veteran Grantors** we hope will "take a bow" at one or more of our LEGENDS events, in order to join in celebrating our continued growth, individually and collectively also this historic and momentous *Silver Anniversary!*

With the continued divided mindset about the COVID vaccine, and the past surge in deaths of African Americans, education is more important than ever in the communities both affected by Cancer and COVID-19. LEGENDS will educate our audiences in a variety of multi-media ways and interesting about CANCER and the ramifications (*Truth or Consequences*) of COVID Vaccinology, with Medical updates.

And through Virtual Workshops, Conferences and Symposiums, speakers, scientists and Cancer survivors will highlight the CORE focus of 50 Hoops' OUTEACH: Prostate Cancer over the years. Our mission to replicate 50 Hoops events moving forward and also show that Clinical Trials is one of the safest interventions and treatment options we have for future disease-prevention, and protecting the African American public—from disease and death.

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<sup>1</sup> [Grantors and Sponsors whose financial support helped 50 Hoops through many difficult years.](#) Ref.



Now, as we begin 2023, we know that *NONE of this would be possible without our Sponsors and Grantors*, all of whom we also wish to thank God for the opportunity of having your company supporting us on this journey with us. You may not know when your help was most needed, so...

As if looking at an old picture album<sup>2</sup> we want to recognize our **Veteran Grantors and Sponsors** who through the years have celebrated our continued growth, individually and collectively. On many levels, looking back we see the twisted, yet spiritually purposeful journey we've taken. That's why it's important to have you WITH US THIS YEAR

So, it's at this point where we begin to celebrate OUR historic and momentous

## *Silver Anniversary! With a Look BACK*

**Dr. Claus Roehborn**, Head of Urology at UT Southwestern Medical Center: *"The Godfather of 50 Hoops"* counseled recently married Founders Ed (former overseas pro basketball player) and Pat Sanders (former executive with three fortune 500 companies) to begin a program to educate African American men about Prostate Cancer (1995)<sup>3</sup>  
1998 – 2008

**Merck, Bayer, AstraZeneca, Aventis (now Sanofi-Genzyme), Bristol Myers-Squib and TAP (now Takeda)** :  
50 Hoops™ OLDEST Pharmaceutical Sponsors (1998/ 1999, 2002 +)

**American Foundation for Urological Disease**: first co-sponsoring 50 Hoops™ as a grant partner  
**Takeda and Novartis** (2000-2002) Supported 50 Hoops when it was needed most in those start-up days.

**National Medical Association**: Earliest and Oldest continuous medical supporter of 50 Hoops (2000)  
(Ms. Yolanda Fleming, Dr. James Powell, Dr. Doris Browne)

**Pfizer (2000)**: One of our OLDEST grantors. The first quarter \$million grants received by 50 Hoops to work with the Howard University National Human Genome Center; travel the country to Educate and screen African American men for prostate cancer. 50 Hoops began first touring of nearly two dozen cities.

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<sup>2</sup> Reference: 50 Hoops™ Year Book: <https://www.50hoopslegends.com/>

<sup>3</sup> Refer to 50 Hoops Yearbooks 1998-2018 and Programs 2018-2022 on [50 Hoops LEGENDS WEB PAGE](#)

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Howard University's *African American Hereditary Prostate Cancer (AAHPC) Study Network's* continued Support of 50 Hoops' National Patient Education Outreach (2001)

Some of 50 Hoops™ early **Community Stakeholders, Patient Education organizations and Supporter and Volunteers**: Eta Phi Beta Sorority, National Council of Negro Women, Don Nelson (Coach, Dallas Mavericks), African American Health Institute, NBA's Don Hicks (1999), Volunteer Impact. African American Male Initiative, Ford Motor Company Volunteers, General Motors Volunteers, American Airlines, 100 Black Men, The Senior Olympics. Links, Inc , Delta Sigma Theta, Alpha Kappa Alpha. The National Panhellenic Council (African American Greek Coalition), CISCRP, AARP, American Cancer Society, National Black leadership initiative On Cancer (NBLIC), Harlem Globetrotters (PC initiative), and Alza Pharmaceutical

GlaxoSmith Kline (2004): The first nearly half \$million grant received by 50 Hoops to educate and help recruit African American men for REACH Prostate Cancer Education and recruitment Study for clinical trials. 50 Hoops exceeded their expectations visiting and working with nearly two dozen cities in one year for their Prostate Cancer initiative.

**Merck, Bayer, TAP, Sanofi Aventis Wyeth and Viadur (1998-2008)** continued supporters during our early years.

**Genentech (2008)**: The longest consecutive year sponsor and one of the highest dollar grantor (for many seasons) supporting the work of 50 Hoops.

**AMGEN (2006)**: A new grantor then, became 50 Hoops' second longest consecutive years sponsor, and one of the most consistent supporters of 50 Hoops.

**Abbott (now ABBVIE) (2000-2003), Bayer, Merck Novartis, Pfizer (2002, 2003)** Oldest and continued as strong early supporters.

These were Sustaining when 50 Hoops needed help the most: **Merck, GSK, BARD Bayer, TAP, Actelion, Abbott, Aventis, AstraZeneca (2005)**

**Wyeth, TOSOH Medics, Viadur, Endocare, Vantas, AMS** became grantors and strong advocates for 50 Hoops' work by 2006.

These pharmaceutical companies, supporters, and corporate volunteers allowed 50 Hoops to travel the United States, partnering stakeholders, faith-based ministries and teaching hospitals the first 10 years in:

### 50 Hoops Partner Cities 2006 - 2008

Raleigh/Durham, Charlotte, NC  
Los Angeles, CA  
St. Louis, MO  
Dallas, Houston, TX  
Birmingham, AL  
Cleveland, Dayton, Cincinnati and Columbus, OH  
Chicago, IL  
Miami, FL  
Philadelphia, PA  
Richmond, VA  
Boston, MA  
Indianapolis, IN  
Louisville, KY  
Minneapolis, MN  
Baltimore, MD and Detroit, MI

## 2008- 2018

With 50 Hoops' creation of the Coalition to Eliminate Disparities and Research Inclusion of African Americans in Clinical Trials (C.E.D.R.I.C.T.)<sup>4</sup> in 2009, **Merck, Sanofi Aventis, AMGEN, TAP (Takeda), Dendreon, GSK, Pfizer and Genentech** lead the financial supporters of 50 Hoops, kicking off our second decade. See Year book 2008 – 2010: <https://irp.cdn-website.com/1d3bfb06/files/uploaded/2008.pdf>

With During this decade, 50 Hoops began our online Radio Broadcast, “ African American Health Matters,” focusing on diseases both cancer and other diseases, that critically affect African Americans. Partners included The Colon Cancer Alliance, National Association for Continence, Patient Advocate Foundation, American Lung Association, Susan G. Komen, Mayo Clinic, and Us TOO organizations.

**Genentech, Sanofi, Dendreon, AMGEN** continued to support, adding again **Novartis, Lilly, AMS and Bard** to the second decade.

Some years were tight, however **Genentech, AMGEN, Novartis, AMS and Dendreon** stood firm in their ongoing annual support. In the face of organizational changes and revamping of departments during this decade.

As 2013 approached, **Lilly , BARD and the Urology Research & Education Foundation (UREF)** returned to join the other sponsors with their financial support of 50 Hoops.

In 2015, the name *50 Hoops™ became a registered trademark*, and with it **Genentech** and **AMGEN** were full and committed veteran supporters. **Lilly, Takeda Millennium/Oncology** and **ONYX** also joined with 50 Hoops sponsorships as 50 Hoops became Continuing Education (CE) Certified to educate Medical Professionals, and conducted its first *Community Advocacy Site Training (C.A.S.T.)* for Clinical Researchers and the Community Advocacy Matchmaking (CAM) Program nation-wide. *UT Southwestern Medical School, University of South Florida and later Duke Cancer Institute* independently conducted Conferences (based upon the 50 Hoops TEMPLATE)events with astonishing and long-lasting results in community MATCHMAKING.

**Genentech, AMGEN, Takeda, Abbvie, Lilly, Gilead, Novartis, ISORAY, Bristol-Myers Squibb, and Astellas** continued to help move 50 Hoops forward with their generous, unfaltering contributions, supporting African American Patient education nation-wide. These contributions were critical in continuing to build both Patient and Medical Education programs within 50 Hoops and working with communities in over three dozen cities throughout the United States. See Yearbook: 2016-2018: <https://irp.cdn-website.com/1d3bfb06/files/uploaded/Yearbook%202016-2018C2-b-compressed.pdf>

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<sup>4</sup> The Template for The “10 Commandments for Recruiting African Americans Into Clinical Trials.”

2018-2023

In 2018-2019, 50 Hoops was commissioned by the **Multiple Myeloma Research Foundation (MMRF)** to tour our key cities, educating African American communities about Multiple Myeloma. **Ms. Mary Derome**, then Director, saw the vision for moving that plan and worked with founders, Ed and Pat Sanders for two years to cover major communities within the 50 Hoops partnered Networks. The Title: ***“There’s A New Cancer (Initiative) In Town (TANCIT).”*** The nation-wide tour covered 50 Hoops™ faith-based Churches from coast to coast, and located over a dozen African American Multiple Myeloma survivors, testifying to a previously ignored cancer, and who shared their touching stories in each city, making Multiple Myeloma another relevant Cancer focus for 50 Hoops and its communities. Partnering with MMRF brought back to the forefront ongoing and renewed financial supporters, **AMGEN, Takeda Oncology, Bristol-Myers Squibb, Janssen, GlaxoSmithKline, and Sanofi.**

**God is Good...** That same year, 50 Hoops’ *Certified Medical Education Conference*, Community Advocacy MATCHMAKING (CAM) premiered in four cities across the country, independently produced by three prestigious Teaching/Cancer Hospital partners utilizing the 50 Hoops Template. **Bristol-Myers Squibb** singularly saw this vision and practically fully funded these conferences. The result was inspired new independent grant writing and revised outreach by these institutions to implement CAM as part of their Clinical Research and patient/medical outreach.

As 2020 Brought the COVID-19 Pandemic, 50 Hoops had already planned its national tour. As the world was stunned and shut down, 50 Hoops, realized it was already in possession of a decade old online and text message service, “African American Health Matters,” which quickly became relevant to the present and future survival of 50 Hoops.

As pharmaceutical companies scrambled to find a way to continue it’s giving, looking to organizations with the capability to move from LIVE to Virtual, 50 hoops were counted among the first African American non-profit patient education organizations to receive grants during this critical “evolutionary” shift of mankind into the second decade of the 21<sup>st</sup> Century.

Not unlike the 1920’s America had to find new ways of coping with the impending future, and 50 Hoops and its partners banded to continue to educate our communities—Virtually.

The first year was so successful, it brought to light the LEGENDARY capabilities of 50 Hoops Teaching Hospitals, Cancer Centers, Stakeholders and Faith-Based Ministries, showing each veteran partner to be LEGENDS in their own right. And, within a year, 50 Hoops recognized these LEGENDS who developed a strong Coalition to continue to work of 50 Hoops, moving it’s replicated and simulated events into the 21<sup>st</sup> century. The ***“Mobile Cancer Conferences and Workshops (MCcAW)”*** premiered Spring of 2020, following ***“Navigating Cancer in the CORONO Zone”*** by Spring 2021, 50 Hoops partnered faith-based ministry churches, cancer centers, medical organizations, teaching hospitals, and stakeholders became 50 Hoops’ committed LEGENDS and officially “GRADUATED” for the ***expressed purpose of replicating and sustaining 50 Hoops’ branded workshops and conferences into the this next generation of 50+ African Americans who will need our health education resources...***

Thank You From The Bottom of our Hearts  
**Ed and Pat Sanders (Founders)**  
**The 50 Hoops Staff and The**  
**50 Hoops™ LEGENDS**





# LEGENDS

