

# ANNUAL REPORT



2023

# Dr. Michael Lutz

President

MIU Men's Health Foundation



# MEN'S HEALTH FOUNDATION

PARTNERED WITH MIU



## A Note from our Founder and President:

2023 was a great year of successful community outreach activities thanks to the dedication and commitment of our volunteers, sponsors, and partners. They not only believe in our mission to engage and improve the health of the men we care for and serve, but own it as their mission as well.

In 2024 I will be retiring from my career of medicine and am looking forward to rededicating my passion and newly found free time to deepening and expanding our activities locally and beyond. It is my sincerest hope that you will join me and our mission to help us help others and truly make a difference in our men's health community.

In Health,

A handwritten signature in black ink, appearing to read "Michael Lutz".

Dr. Michael Lutz  
President  
MIU Men's Health Foundation



Dr. Lutz and wife Kathryn Lutz at the 2023 Cogs & Kegs bike ride.

## About MIU Men's Health Foundation

As a 501(c)(3) nonprofit organization, MIU Men's Health Foundation is dedicated to men's health advocacy and the awareness, education, research and treatment of prostate cancer and men's health related issues. Our goal is to enhance men's health engagement and encourage men to have health conversations with their families sooner to begin a generational legacy toward healthier lives.



Dear Friends and Supporters,

As we reflect on an extraordinary year at the MIU Men's Health Foundation, our hearts swell with gratitude and excitement. 2023 was a remarkable period of growth, achievement, and impact. We witnessed renewed community engagement and support across our signature events, including Cogs & Kegs, Mulligans for Men, Run for the Ribbon, and the Men's Health Event. Each event not only saw incredible turnout but also deepened our impact within the community, spreading awareness and fostering a culture of health among men.

Our core programming has been the backbone of our mission, with initiatives like Blue Monday bringing men's health awareness into the limelight, the Prostate Cancer Survivorship Series offering invaluable resources and education, On Call for Men's Health Podcast broadening our reach with engaging discussions, and The Blue Fund providing critical financial support to men and families navigating the challenges of treatment.

Looking ahead to 2024, we are filled with excitement for the future. Our vision is to expand our programming, deepen our community impact, and continue to be a leading voice in men's health awareness. We are committed to innovating and improving our approaches to meet the evolving needs of our community.

We could not have achieved this year's successes without the generous support of our sponsors, donors, volunteers, and community partners. Your commitment to our cause fuels our mission and enables us to continue our vital work. Together, we are making a profound difference in the lives of men, empowering them to live healthier, more fulfilling lives.

Thank you for your unwavering support and for being an integral part of our journey. We are excited for what the future holds and look forward to another year of achievements and impact.

With deepest gratitude,



Andrea L. Hamilton  
Executive Director  
MIU Men's Health Foundation



Andrea with her mom & sisters at the 2023 Run for the Ribbon



Andrea L. Hamilton

Executive Director



# KEY PROGRAMMING

## PROSTATE CANCER SURVIVORSHIP SERIES

Our Prostate Cancer Survivorship Series found a new home in 2023, with a move to YouTube Live. Our broadcasts happen three times a year to provide prostate cancer patients and their families with expert advice and education to navigate all stages of a prostate cancer diagnosis. Topics in 2023 included Holistic Care, Advances in Diagnostics, and Urinary Incontinence.



## ON CALL FOR MEN'S HEALTH

Men don't like to talk about their health. So, we are. Our On Call for Men's Health podcast was launched in 2022 to start imperative conversations on men's health. With topics from prostate and testicular cancer to beer drinking and your health, there is something for everyone! On Call for Men's Health is available on all major streaming platforms, including YouTube.



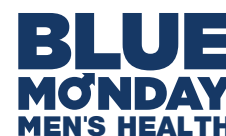
## THE BLUE FUND

The Blue Fund provides short term financial assistance to newly diagnosed prostate cancer patients receiving their initial treatment. Since its inception in 2016, The Blue Fund has provided over \$78,200 to 46 men. In 2023, we were able to provide over \$9,000 in support to 5 men to help ease the financial burden of cancer care.



## BLUE MONDAY

The 2023 Blue Monday campaign was our largest to date thanks to our generous sponsors, Lantheus and Bayer. With their support, we were able to provide Blue Monday Men's Health shirts to every employee of Solaris Health and their affiliated urology offices to promote the message of Men's Health. This virtual campaign is vital to increasing awareness of the issues impacting men and their health.



# SIGNATURE EVENTS

## COGS & KEGS

The Cogs & Kegs bike ride saw our largest turnout yet, with 300 riders joining us for 10 and 30-mile routes escorted by the Bloomfield Township Police Department. Once their rides were complete, participants were treated with dinner and a beer courtesy of Griffin Claw Brewing Co.



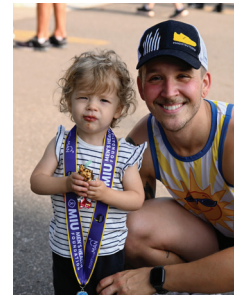
## MULLIGANS FOR MEN

The newly minted Mulligans for Men is our take on a gala, but with a golf twist! Taking place at TopGolf, Mulligans for Men is a night for men's health advocates to gather and celebrate the men in their lives, while practicing their golf swing and participating in some friendly competition.



# RUN FOR THE RIBBON

Our prostate cancer focused 5K is where it all started! The 2023 Run for the Ribbon event hosted nearly 800 runners and walkers at the Detroit Zoo on Father's Day morning. Participants celebrated survivorship, enjoyed free entry to the Zoo, and raised vital funds for the Men's Health Event.



# MEN'S HEALTH EVENT

The 13<sup>th</sup> annual Men's Health Event took over Ford Field on September 30, 2023. With the help of our screening partners, nearly 8,500 health screenings were provided to over 1,300 registered participants. Over 100 community vendors were in attendance to provide resources to participants, including adult education services, prescription discount cards, and affordable follow-up care. Since our first event in 2011, we are honored to have provided 10,621 local men with 117,984 FREE health screenings.

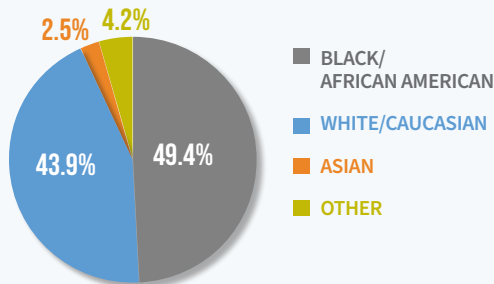


# MEN'S HEALTH EVENT

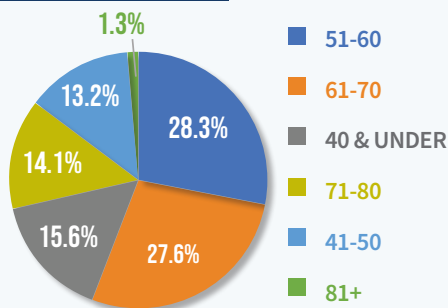
# MEN'S HEALTH EVENT

## 2023 PARTICIPANT STATS

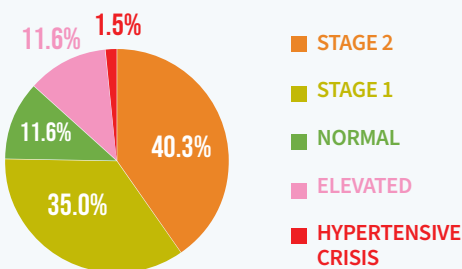
### PARTICIPANT ETHNICITY/RACE



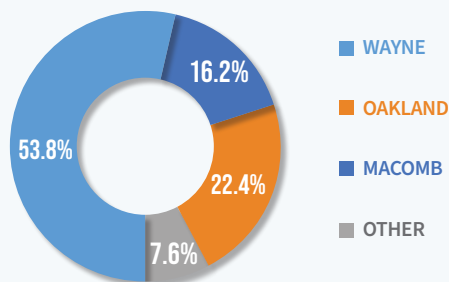
### PARTICIPANT AGE



### STAGE OF HYPERTENSION



### PARTICIPANT COUNTY OF RESIDENCE



## SCREENING PARTNERS

- American Cancer Society
- Ascension
- Baker College School of Nursing
- Birmingham Wellness Center
- Central City Integrated Health
- Corewell Health
- Detroit Community Health Connection
- Detroit Recovery Project
- Foot and Heel Pain Institute of Michigan
- Gospel Against AIDS
- Henry Ford Health
- Kroger Health
- Matrix
- Michigan Barber School
- Miller Vein
- National Kidney Foundation of Michigan
- Oakland County Health Division
- Oakland University School of Health Sciences
- Oakland University William Beaumont School of Medicine
- Trinity Health
- Trinity Health Livonia Department of Internal Medicine
- TrinityElite Sports Performance
- UNIFIED HIV Health and Beyond
- University of Detroit Mercy School of Dentistry
- University of Michigan Health - Respiratory Care
- University of Michigan Medical School
- Vision Associates of Westland
- Wayne Health
- Wayne State School of Dermatology
- Wayne State University College of Nursing
- Wayne State University Physician Assistant Studies
- Wayne State University Student Academy of Audiology

# SPONSORS & PARTNERS



## MAJOR SPONSORS

Lantheus

Bayer Pharmaceuticals

Blue Earth Diagnostics

Endo Pharmaceuticals

Janssen Biotech

Tolmar

Michigan Institute of Urology

Blue Cross Blue Shield of MI

Dendreon

Pfizer - Oncology

Corewell Health

Oncologic Specialists, PC

Pfizer - Rare Disease

Blue Water Trucking

Boston Scientific

Molina Healthcare

Myovant

Neil King Physical Therapy

Trinity Health

Wellcare

Meridian

Priority Health

Aetna

Coloplast

McLaren Health Care

MDx

Cleveland Diagnostics

University Compounding Pharmacy

Detroit Wayne Integrated Health Network

ExosomeDx

Lakes Center Mental Health Network

## SPECIAL THANKS TO

Alex Hamilton

April Smith

Bloomfield Township Police Department

Bull Run Press

Cadieux Bicycle Club

Griffin Claw Brewing Company

Hutch Productions

Julie Giroux

Ken Thomas

Lynnette Cowans

Mark Harris

Melissa Seligman

Motor City Striders

Planet Fitness

Robert Gardella

Sari Konstandt

Second Wednesday

Tanner Friedman

The Identity Source

## MEDIA PARTNERS

Fox 2

101.1 WRIF

105.1 WMGC

105.9 WDMK

94.7 WCSX

WWJ News Radio 950



# FUNDRAISING & GRANTS



## Senior Men's Club Foundation

**Blue Fund** **\$5,000**

We are honored to have received a \$5,000 grant from the Senior Men's Club Foundation of Birmingham to support our Blue Fund financial assistance program. Executive Director Andrea Hamilton had the pleasure of speaking to the group at a November meeting, which started health centered conversations among the members. The first step in addressing men's health issues is to start the conversation, and we are grateful that by supporting us, the Senior Men's Club has gained the benefit of open dialogue on personal health stories.



## Mark O'Donnell Iron Man

**Men's Mental Health** **\$3,431**

In 2001, Mark O'Donnell tragically lost his grandfather to suicide, an event that blindsided everyone in his family. On the outside looking in there were no warning signs, which is sadly too often the case. The conversation on mental health and suicide prevention is vital, and inspired Mark to fundraise for men's mental health while training for his first Iron Man. Mark completed his endeavor on September 10, and raised \$3,431 in vital funds that allow us to provide free mental health screenings at our Men's Health Event.



## Dan C. Bearded Growvember

**No Shave November** **\$1,372**

Dan C. Bearded is on a mission - help men grow long and luxurious beards, and educate them in the process. No Shave November was Dan's time to shine, and he embarked on a month-long campaign to educate his viewers on men's health issues while raising funds to support our mission of men's health. Thanks to Dan's efforts, \$1,372 was raised for men's health education and awareness!

# DEDICATION OF FUNDS

Program	Amount
The Blue Fund	\$9,013
Advocacy & Education	\$99,086
Men's Health Event	\$114,091

# VOLUNTEERS

Volunteers are the heart of our mission. From providing directional support at our bike ride and 5K, to manning registration desks, to performing screenings at The Men's Health Event, we simply would not be able to serve our community without them. In 2023, volunteers provided over 4,000 hours of support to the Foundation and our events. From the bottom of our hearts, THANK YOU!!



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## MEN'S HEALTH CHAMPION Michael Reuter



## VOLUNTEER OF THE YEAR John Pokowski



# BOARD OF DIRECTORS

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## OFFICERS

Michael Lutz, M.D.  
Chairman & President

Thomas Boike, M.D.  
Secretary

Kenneth Bloom  
Treasurer

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Lawrence Elkus

Jason Hafron, M.D.

Jaclynn Hawkins, MSW, PhD

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Jordan Maier, M.D.

Mark Moyad, M.D.

William Plies

Carl Rashid

Kristofer Stimac

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# MEN'S HEALTH DATA

## 2024 CANCER PREDICTIONS FOR MALES

Cancer Type	Estimated New Cases	Estimated Deaths
Prostate	299,010	35,250
Lung	116,310	65,790
Colorectal	81,540	28,700
Skin	64,220	8,700
Bladder	63,070	12,290
Stomach	16,160	6,490
Testicular	9,760	500

Source: American Cancer Society

### DID YOU KNOW?

Heart disease is the leading cause of death in men of most racial and ethnic groups. Source: American Heart Association

Worldwide, an estimated 17.7 million more men than women have diabetes mellitus. Source: PubMed

African Americans are 50 percent more likely to have a stroke than their white adult counterparts. Source: CDC



# SOCIAL MEDIA REACH



**YOUTUBE**

**1,207,155 VIEWS**



**FACEBOOK**

**33,422 REACH**



**LINKEDIN**

**11,286 IMPRESSIONS**



**INSTAGRAM**

**11,227 REACH**



**MHF WEBSITE**

**23,491 VIEWS**