



PERVEYORS OF KNOWLEDGE
&
FINE MOUSTACHES

MOVEMBER

AND *Deliver* CHANCE AGENTS **SONS**

GLOBAL ANNUAL REPORT
2013







MOVEMBER'S VISION

To have
an
Everlasting
Impact
on the
Face of Men's
Health





If

IF YOU CAN KEEP YOUR HEAD WHEN ALL ABOUT YOU ARE LOSING THEIRS AND BLAMING IT ON YOU

IF YOU CAN TRUST YOURSELF WHEN ALL MEN DOUBT YOU, BUT MAKE ALLOWANCE FOR THEIR DOUBTING TOO

IF YOU CAN WAIT AND NOT BE TIRED BY WAITING, OR, BEING LIED ABOUT, DON'T DEAL IN LIES, OR, BEING HATED, DON'T GIVE WAY TO HATING, AND YET DON'T LOOK TOO GOOD, NOR TALK TOO WISE

IF YOU CAN DREAM - AND NOT MAKE DREAMS YOUR MASTER: IF YOU CAN THINK - AND NOT MAKE THOUGHTS YOUR AIM

IF YOU CAN MEET WITH TRIUMPH AND DISASTER AND TREAT THOSE TWO IMPOSTERS JUST THE SAME

IF YOU CAN BEAR TO HEAR THE TRUTH YOU'VE SPOKEN TWISTED BY KNAVES TO MAKE A TRAP FOR FOOLS, OR WATCH THE THINGS YOU GAVE YOUR LIFE TO BROKEN, AND STOOP AND BUILD 'EM UP WITH WORN-OUT TOOLS

IF YOU CAN MAKE ONE HEAP OF ALL YOUR WINNINGS AND RISK IT ON ONE TURN OF PITCH-AND-TOSS, AND LOSE, AND START AGAIN AT YOUR BEGINNINGS AND NEVER BREATHE A WORD ABOUT YOUR LOSS

IF YOU CAN FORCE YOUR HEART AND NERVE AND SINOW, TO SERVE YOUR TURN LONG AFTER THEY ARE GONE, AND SO HOLD ON WHEN THERE IS NOTHING IN YOU, EXCEPT THE WILL WHICH SAYS TO THEM: 'HOLD ON'

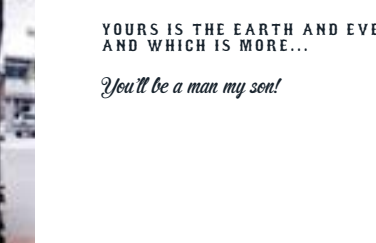
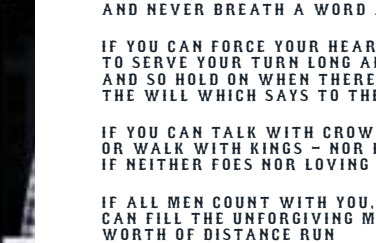
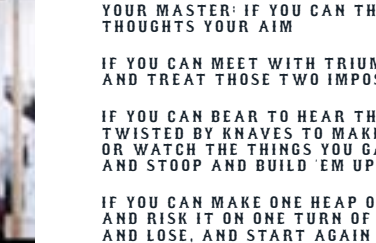
IF YOU CAN TALK WITH CROWDS AND KEEP YOUR VIRTUE, OR WALK WITH KINGS - NOR LOSE THE COMMON TOUCH: IF NEITHER FOES NOR LOVING FRIENDS CAN HURT YOU:

IF ALL MEN COUNT WITH YOU, BUT NONE TOO MUCH: IF YOU CAN FILL THE UNFORGIVING MINUTE WITH SIXTY SECONDS' WORTH OF DISTANCE RUN

YOURS IS THE EARTH AND EVERYTHING THAT'S IN IT, AND WHICH IS MORE...

You'll be a man my son!

RUDYARD KIPLING



Knowledge
is Power
Moustache
is King

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A
Powerful
Mix ^{of} Fun
with a
Serious
&
Cause

A WORD FROM THE CHAIRMAN



The 2012 campaign marked the 10th year since 30 young men grew moustaches during the month of Movember. It would be remiss of me to allow this milestone to pass without acknowledging the remarkable efforts of Movember's four co-founders, Travis Garone, Luke Slattery, Adam Garone and Justin Coghlan. They witnessed the fun had by those first 30 Mo growers and saw the potential of an annual moustache-growing event. Tapping into a powerful mix of fun with a serious cause, they established what has now become a global movement.

For the first three years, Movember's co-founders ran the campaign alongside their full time jobs, using their own personal funds to cover costs. After only three campaigns in Australia, they took the daring step to expand globally firstly to New Zealand and then North America and the UK. In year five, the campaign raised AUD \$29.7 million and in the tenth year, 2012, more than one million Mo Bros and Mo Sistas across 21 countries raised a total of AUD \$141.5 million.

You can read more about the history of Movember in the sections titled *A hairy tale—the history of the early years* (page 14), and *Movember Milestones* (page 16).

Of course, as the co-founders are quick to point out, the entire Movember community working together is the real reason for Movember's success. The Mo Bros, Mo Sistas, their donors, the Movember staff, our health partners and our corporate partners all play a vital role in pushing forward our vision to have an everlasting impact on the face of men's health. And they do so with extraordinary passion, commitment and creativity, and of course with plenty of fun along the way.

As well as celebrating Movember's 10th anniversary, 2012 saw another year of growth and exciting innovation. We launched official campaigns in seven new countries (France, Germany, Switzerland, Sweden, Austria, Hong Kong and Singapore) and exceeded our targets in each of them. We will never know just how many men's lives have been impacted by Movember, but without a doubt, more than one million men having hairy health conversations as they grow and show their Mo's, is a powerful push for change.

Central to our campaign is our technology platform. It powerfully connects the Movember community around the world, providing the opportunity for real impact and change. We have invested heavily in our own systems in the past couple of years as part of our strategy to ensure secure and robust systems that process incredibly high transaction volumes during the campaign. As an example, our donations peaked at 387 per minute on the busiest day of the campaign. Despite this significant investment, our global admin and fund raising costs remain well below global best practice. We achieve this through a consistent focus on cost minimisation and efficiencies achieved through global centralisation of IT, HR, Finance and Legal services. Movember will continue to focus on costs but at the same time ensure that we invest wisely to deliver an exceptional campaign each year, and to maintain a financially healthy organisation that is well placed to achieve Movember's vision.

Earlier this year during our annual strategic planning weekend, we reviewed Movember's future direction and resolved to continue setting goals for increased growth in the annual campaign.

We will ensure that this is achieved through excellent planning, ongoing focus on new and better ways of achieving our goals, and of course, fun! Additionally, we confirmed Movember's commitment to invest in catalytic programs in the areas of prostate and testicular cancer, and mental health. Movember will also continue promoting collaboration as an underpinning principle of our investments. We believe that collaboration across the global research community and between our health partners, will deliver faster and better results than would otherwise be the case.

I would like to thank all of the Mo Bros, Mo Sistas and their donors who supported the 2012 campaign with great enthusiasm. You each contributed to another milestone in the quest to permanently change the face of men's health.

I thank our CEO Adam Garone for his thoughtful leadership, hard work and his continued passion for creating a world where men live healthy lives. Adam manages the tricky job of leading staff spread across the globe, and yet accomplishes a sense of team that is truly united by Movember's values. Adam has created a fun and yet hard working environment that is enjoyed by his team, and is reflected in a remarkably low staff turnover.

I thank all of Movember's campaign staff for their continued commitment and hard work, and for bringing an excitement to each campaign as though it were the first ever. Thank you to the central services staff who work hard at providing a highly professional level of service to an organisation spread across many time zones. A big thanks also to all of our corporate partners who worked closely with Movember to achieve the tremendous 2012 outcome.

I commend and thank our Executive Director of Programs, Paul Villanti, and his team for the dedication and excellence with which they go about ensuring that Movember funds are invested in outstanding programs. While not as visible as the campaign, the work done by the programs team equally matches it in levels of quality and innovation. Over the past twelve months the team have put in enormous hours to push ahead with an approach and agenda that in many ways is unique and leading edge. I have absolute confidence that these program investments will see tremendous outcomes as they progress over the coming years.

The directors of the Movember Board donate significant time and contribute their diverse skills to Movember with a great depth of commitment. I thank each of my fellow directors for their contribution to guiding Movember steadily through another year of growth while at the same time looking forward and planning for Movember's future.

The Movember team is collectively proud of what has been achieved to date, but remains grounded, realistic and humble; we see that there is still a great deal to be achieved and will continue to work towards our vision with the passion and fun that are the hallmarks of Movember. We are honoured to be part of this global movement and know that as Movember grows, so too do the opportunities to change the face of men's health.



Conversations
and Awareness
Created
by the Power of the
Moustache

A WORD FROM THE CHIEF EXECUTIVE OFFICER



To all the incredible Mo Bros,
Mo Sistas and friends of Movember,

In 2006, for my first annual report letter, I wrote, "Just three years ago (in 2003), 30 of our mates kicked off the first Movember campaign. It's hard to believe from those humble beginnings, that in 2006, 56,129 Mo Bros and Mo Sistas in Australia and New Zealand raised AUD \$9.3 million." I recall being totally amazed by that result. Now to be writing that the Movember 2012 campaign had 1,127,152 registered Mo Bros and Mo Sistas who raised a record breaking AUD \$141.5 million is mind blowing.

With these incredible donations raised through the Movember campaign, we are funding world-class men's health programs spanning:

- awareness and education
- staying mentally healthy
- living with and beyond cancer
- living with and beyond mental illness
- research

Like everything we do at Movember we are approaching our program investment strategy in a different way.

We insist on collaboration, not just at a national level but also at a global level. We are connecting the best minds, bringing them together on specific challenges, funding them to work together and providing them with tools to collaborate.

Whilst the quantum of funds is truly impressive, what is equally important, are the conversations and awareness about men's health created by the power of the moustache. These conversations happen at work, at home, on Facebook, Instagram, through e-mail, and via a myriad of other social networks. These conversations are prompted by the growth of a new moustache, by an article in the media, by an athlete, musician, celebrity, politician, teacher, or doctor growing alongside their fellow Mo Bros. These conversations start in a light-hearted way about moustaches but quickly turn into serious conversations about men's health, prostate cancer, testicular cancer and mental health—these are conversations men don't normally have.

Through independent research we have found that these conversations are having a real impact. As a result of participating in Movember—1 in 5 Mo Bros went to the doctor, 1 in 4 Mo Bros recommended someone they know go to the doctor, while 91% thought about improving their health. These statistics demonstrate that Movember is translating the awareness into behavioural changes that see men living healthier lives and taking action when they are sick.

In 2012 we ambitiously, yet successfully, launched Movember in seven countries. In 2013 no new countries will be added, the focus will be to grow the campaign with greater impact in the existing 21 countries. While not expanding into new markets, I'm excited to announce that we will be launching three new initiatives in 2013:

01. MOVE

As a society we have stopped moving, sitting is the new smoking! The more you sit, the poorer your health and the earlier you may die, no matter how fit you are. To address this we are introducing MOVE, where Movember and our community will organise and host events during Movember that inspire you to move whether it be a walk, run, spin, yoga, surf or skate.

02. THE MOVEMBER COLLECTION

Our own merchandise range, designed and produced by Movember, for sale at Movember.com. With all proceeds benefitting Movember, this will produce a new revenue source.

03. MOVEMBER RATED BARBERS

Over the last ten years Movember has built an amazing network of barbershops from around the world that share our passion for fine grooming and men's health. Recently we realized there was an opportunity to formalise this by establishing a curated membership of the very best barbers. I'm proud to announce that this year we will be launching Movember Rated Barbers, a new network of barbers for the modern gentleman. Once established this will provide Movember with a new channel to communicate our men's health message to men.

As we continue to grow we will always hold our vision of an everlasting impact on men's health as a central premise and remain grounded by our values and our humble beginnings.

Now to some thank you's...

Behind every great moustache is a great Mo Sista, supporting and loving their Mo Bro. I wanted to acknowledge the significant contribution the Mo Sistas play in the Movember campaign and more generally in men's health—thank you for your continued support, and that wink and nod of appreciation no matter how good or bad our Mo's look.

To the wonderfully gifted team at Movember—thank you! Even though we are spread across the world we are one family with a deeper sense of purpose. We all know that our role is to serve and inspire the Movember community, we are the 'roadies' working in the background diligently managing every aspect of the campaign so the rock star Mo Bros and Mo Sistas can take the stage each Movember. Testament to the team's efficiency is our global fundraising and administration cost ratio at 11%, which is well below the international best practice range of 15% to 20%. I am honoured to lead such a talented team and incredibly proud of what they are able to achieve each year.

To the Movember Board members who guide our strategic direction and generously volunteer their time, energy and expertise—thank you!

And finally to the 1.1 million Mo Bros and Mo Sistas of Movember 2012 who changed the face of men's health, words can't adequately describe your individual and collective passion, loyalty and generosity—thanks so much for your support.

See you all in Movember 2013.

ADAM GARONE, CEO AND CO-FOUNDER
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*A Change
Agent
Driving
Results
Faster*

A WORD FROM THE EXECUTIVE DIRECTOR, PROGRAMS



As a global men's health charity, Movember has the privilege and the ambition to contribute to improving the lives of men in each of the countries that we serve. We are a strategic investor in research and health programs that have the potential to catalyse improved health outcomes for all the men we serve around the globe.

We want to see significant improvement in the men's health issues we have prioritised—prostate cancer, mental health and testicular cancer.

We see success as “moving the dial” on progress towards:

01

Reduced mortality from prostate, testicular cancer and men's suicide

02

Men living with prostate or testicular cancer being physically and mentally well

03

Men understanding how to be mentally healthy, and taking action when they experience mental health issues

04

Men not being treated differently when they experience a mental illness.

Since 2004 we have invested in over 560 programs across 21 countries aimed at tackling these critical challenges.

No single organisation—be it a government, charity or health organisation—can achieve success on its own. To achieve these results, Movember strongly believes that collaborative partnerships and collective impact are fundamental ingredients to progress and success. The large and growing number of men's health partners, who are responsible for the design and delivery of most of our program investments, is testimony to Movember's commitment to collaboration.

In each of the 21 countries that Movember now serves, prostate cancer is the first health cause we address. Consistent with the results that we seek to achieve, Movember is one of the world's largest non government funders of prostate cancer research, spanning support for developing the next generation of talented researchers, through to teams undertaking high impact translational research. Movember's Global Action Plan—an initiative that has brought together leading prostate cancer researchers across the globe to accelerate research outcomes—is another example of Movember's determination to be a change agent driving results faster.

Where Movember has the privilege of raising significant funds in a country, we look to extend our support to address more immediate quality of life challenges faced by men diagnosed with prostate cancer, as well as their partners, carers and families. Initiatives across a number of Movember countries such as ASAP (A Survivorship Action Partnership), prostate cancer nurses, and prostate cancer clinical registries are examples of programs directed at significantly improving the experience of men living with prostate cancer.

In 2013, Movember decided to expand its Global Action Plan to support a global testicular cancer project, details of which are currently being finalised. Fortunately great progress has been made in reducing the number of men that die from testicular cancer. But there remain important challenges to address, and the clinical and research community across the globe has struggled to raise funds to support research that can lead to even fewer deaths from testicular cancer, as well as address unresolved issues associated with optimal treatment for men diagnosed with the disease. We look forward to seeing the global testicular cancer community come together to tackle the remaining critical challenges.

Movember has been an active investor in mental health programs in Australia and New Zealand for many years, addressing our priority areas of promotion and prevention, early intervention and destigmatisation. Our partnerships with *beyondblue* in Australia, and the Mental Health Foundation in New Zealand have supported a large number of programs addressing these priorities. These programs cover mental health research, supportive care interventions, education, awareness and destigmatisation. 2012 marked the year that Canada raised funds for the first time for mental health. We established the Canadian Men's Health Network as an expert panel to oversee program priorities and funding. Consistent with our strategic objectives, we have launched a Request for Proposals inviting collaborative teams to bring forward interventions and approaches that will contribute to moving the dial in mental health, and we look forward to funding the first Canadian programs in November 2013.

In pursuing its ambitious goals, Movember relies very heavily on the generosity and goodwill of the large number of clinical and scientific experts, who serve on our governance committees that oversee our program investments. We thank them all for their generosity in providing expertise to ensure we achieve world class outcomes with our program investments. In particular, we would like to acknowledge Professor Colleen Nelson, Chair of our Global Scientific Committee, and Professors Rob Bristow, Peter Choyke and Padraig Warde who all serve as chairs of our Global Action Plan Research Advisory Committees. Professor Larry Goldenberg, as Chair of our Canadian Men's Health Network, has been extraordinarily generous in overseeing and guiding our men's health and mental health plans in Canada.

We continue to be driven every day to serve the needs of men affected by prostate cancer, testicular cancer and mental illness. We owe the greatest debt to these men and their families that work with us every day—both formally and informally.

The privilege to have the opportunity to improve the lives of men and their families has of course only been made possible through the efforts of our Mo Bros and Mo Sistas around the globe, and we are humbled by their extraordinary passion and support.

PAUL VILLANTI EXECUTIVE DIRECTOR, PROGRAMS
PAUL@MOVEMBER.COM



ABOUT MOVEMBER



**MOVEMBER IS AN INDEPENDENT GLOBAL CHARITY
WITH A VISION OF HAVING AN EVERLASTING IMPACT
ON THE FACE OF MEN'S HEALTH.**

**DURING NOVEMBER EACH YEAR, MOVEMBER
IS RESPONSIBLE FOR THE SPROUTING OF MILLIONS
OF MOUSTACHES AROUND THE WORLD.
WITH THEIR MO'S MEN RAISE VITAL FUNDS
AND AWARENESS FOR PROSTATE AND TESTICULAR
CANCER AND MENTAL HEALTH.**

In October, Mo Bros sign up at Movember.com, and on the 1st of Movember with a clean-shaven face they start their Mo growing journey. Then for the entire month, these selfless and generous men known as Mo Bros, effectively become walking, talking billboards for 30 days. Through their growing efforts they raise awareness of the often ignored issues of men's health, by prompting conversations wherever they go.

As well as raising awareness, Mo Bro's also raise funds for men's health. Men donate their face and much like taking part in a run or a walk for charity, ask their family and friends to sponsor their efforts.

Movember is not just for men. The women of Movember are known as Mo Sistas. They play a vital role in the success of Movember by supporting and encouraging the men in their life to get involved. Mo Sistas also sign up at Movember.com, and participate by raising funds and awareness themselves. Essentially, Mo Sistas do everything that Mo Bros do, without a Mo.

At the end of the month, Mo Bros and Mo Sistas celebrate their Movember journey by throwing their own Movember parties or attending one of the official Gala Partés held around the world.

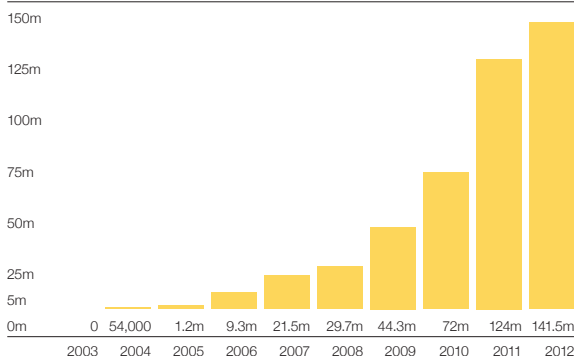
Movember supports world class men's health programs that combat prostate and testicular cancer and mental health challenges. These programs are focused on awareness and education, living with and beyond cancer, staying mentally healthy, living with and beyond mental illness and research to achieve our vision of an everlasting impact on the face of men's health.

Since its humble beginnings in 2003 in Melbourne, Australia, Movember has grown to become a truly global movement inspiring more than 3.05 million Mo Bros and Mo Sistas to participate across 21 countries worldwide.

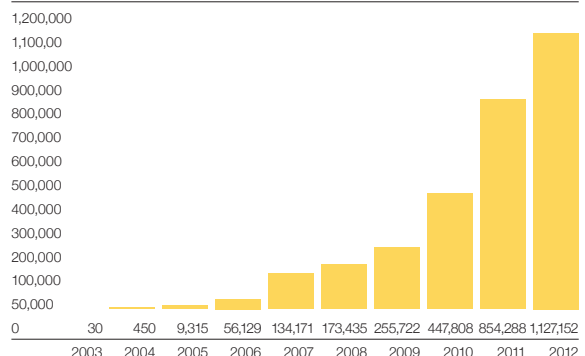
In addition, Movember is aware of Mo Bros and Mo Sistas supporting the campaign across the globe, from Moscow to Rio de Janeiro, and everywhere in between.

In 2012, over 1.1 million Mo Bros and Mo Sistas around the world joined the movement, raising AUD \$141.5 million.

GLOBAL FUNDS RAISED AUD \$141.5 MILLION



GLOBAL REGISTRANTS 1.1 MILLION MO BROS & MO SISTAS



A HAIRY TALE THE HISTORY OF THE EARLY YEARS



In 2003, two mates Travis Garone and Luke Slattery from Melbourne, Australia were having a quiet beer at the Gypsy Bar on Brunswick St, Fitzroy when their conversation turned to recurring fashion trends. They questioned where the Mo had gone and joked about bringing it back.

The two friends decided to talk their mates into growing a Mo. Inspired by a friend's mother who was fundraising for breast cancer, they decided to make the campaign about men's health and prostate cancer. They designed rules and guidelines for Movember (which are still in place today) and agreed to charge ten dollars to grow a Mo. Trav designed the first Movember logo, and they sent around an email titled Are you man enough to be my man? They found 30 guys willing to take up the challenge.

Those first 30 Mo Bros grew their moustaches with such enthusiasm that in 2004 a decision was made to formalise the concept and get all participants growing for a cause. Adam Garone stepped up to help take Movember to the next level, registered a company and created a website. Justin Coghlan (JC) came on board to run the campaign in Queensland.

The guys researched men's health issues and agreed to formally support prostate cancer as their cause. They also explored prostate cancer groups and Adam approached the Prostate Cancer Foundation of Australia (PCFA). The PCFA agreed to accept funds from the 2004 campaign but was not an official men's health partner. 450 Mo Bros raised AUD \$54,000, with Spain and the UK becoming home to the first international Mo Bros. The entire proceeds were donated to the PCFA—all costs were covered by the four co-founders up through the 2005 campaign. That first Movember cheque to the PCFA was the largest single donation they received.

JC joined Luke, Trav, and Adam to run the 2005 campaign, and the Urchin team designed a new campaign creative with the concept 'Give Prostate Cancer A Kick In The Arse'. A formal agreement was struck with the PCFA and they became Movember's first official men's health partner. The campaign that year saw 9,315 Mo Bros raise AUD \$1.2 million for the PCFA.

The following year in 2006, the four co-founders established an official Australian charity, the Movember Foundation. By now, the campaign was too big to manage on nights and weekends, so Adam and Luke began working for Movember full time. Together they employed Movember's first full time employee, and the campaign was run from Prahran in Melbourne, and Luke's apartment in Queensland. Luke developed Movember's official tagline *Changing the face of men's health*.

Further research into men's health in Australia revealed that depression was a significant issue, and *beyondblue*: the national depression and anxiety initiative was brought on as Movember's second men's health partner.

That year, the campaign was launched in New Zealand in partnership with The Prostate Cancer Foundation of NZ. Small unofficial campaigns were also run in the UK and Spain. A total of 56,129 Mo Bros and Mo Sistas in Australia and New Zealand raised AUD \$9.3 million.

In 2007, encouraged by the growing enthusiasm and efforts of Mo Bros and Mo Sistas around the world, the four co-founders decided to grow the campaign internationally. Adam moved to Los Angeles to launch the US and Canadian campaigns in partnership with The Prostate Cancer Foundation and Prostate Cancer Canada. JC launched the UK campaign with Prostate Cancer UK (formerly The Prostate Cancer Charity), and Luke ran the Australian and New Zealand campaigns. A small campaign was also run in Spain in partnership with FEFOC. The Movember Board was formalised and extended beyond the four co-founders.

Trav and the team at Urchin continued to look after the campaign creative and the concept that year was 'Mo man is an island: Mindset, Journey, Destination'. The campaign saw 134,171 Mo Bros and Mo Sistas in Australia, New Zealand, the US, Canada, the UK and Spain raise AUD \$21.5 million and generated enormous awareness of men's health issues.

Since those first few years, Movember has continued to grow at an extraordinary pace, and today, with the support of millions of Mo Bros, Mo Sistas and their donors, Movember is fulfilling its vision: To have an everlasting impact on the face of men's health.

ORIGINAL 30

Josh Armistead
John Bath
Matthew Campbell
JC
Alex Denman
Anthony Devine
Jason Evans
Travis Garone
Adam Garone
Stuart Geddes
Andrew Gibbins
Bill Gibbins
James Gibbins
Matthew Gibbins
Oscar Gibbins
Josh Gurrie
Mark Kayler-Thomson
Craig Leonarde
Derek Lick
Adam Majcher
Travis Neilsen
Joc O'Connell
Anthony Power
N Rodriguez
Luke Slattery (Lucky)
Jim Slattery
Simon Williams
The Captain
The Unknown Guy 1
The Unknown Guy 2



Casper the friendly ghost



The Cheat



El Dorado la Mexicana



Pencil Truckee



THE WISP



Super Ho's



MINGA BILL



ACTIVE SOCIETY NAMED KENNY



Milestones

2003

THE MOVEMBER IDEA IS BORN IN MELBOURNE, AUSTRALIA BY TWO MATES DISCUSSING FASHION AND RECURRING TRENDS, THEY QUESTION WHERE THE MO HAD GONE AND JOKE ABOUT BRINGING IT BACK. TOGETHER, THEY DECIDE TO TALK THEIR MATES INTO GROWING A MO WITH THEM. THEY CHOOSE THE MONTH OF NOVEMBER RENAMING IT MOVEMBER.

MOVEMBER RULES AND GUIDELINES ARE DEFINED; ALL OF WHICH REMAIN IN PLACE TODAY
PARTICIPATING COUNTRIES: AUSTRALIA
30 MO BROS AND MO SISTAS
FUNDS RAISED: NONE

2004

THE MOVEMBER GROUP IS OFFICIALLY ESTABLISHED
THE FIRST MOVEMBER WEBSITE IS BUILT
FUNDS RAISED GO TO PROSTATE CANCER FOUNDATION OF AUSTRALIA (PCFA)
PARTICIPATING COUNTRIES: AUSTRALIA
450 MO BROS AND MO SISTAS
FUNDS RAISED: AUD \$54,000

2005

PCFA COMES ON BOARD AS MOVEMBER'S FIRST OFFICIAL MEN'S HEALTH PARTNER
PARTICIPATING COUNTRIES: AUSTRALIA
9,315 MO BROS AND MO SISTAS
FUNDS RAISED: AUD \$1.2 MILLION

2006

MOVEMBER RECEIVES OFFICIAL CHARITY STATUS IN AUSTRALIA AND THE MOVEMBER FOUNDATION IS ESTABLISHED
BEYONDBLUE: THE NATIONAL DEPRESSION AND ANXIETY INITIATIVE BECOMES AUSTRALIA'S SECOND MEN'S HEALTH PARTNER
MOVEMBER OFFICIALLY LAUNCHES IN NEW ZEALAND IN PARTNERSHIP WITH PROSTATE CANCER FOUNDATION OF NZ
PARTICIPATING COUNTRIES:
AUSTRALIA AND NEW ZEALAND
56,129 MO BROS AND MO SISTAS
FUNDS RAISED: AUD \$9.3 MILLION

2007

MOVEMBER OFFICIALLY LAUNCHES IN THE US IN PARTNERSHIP WITH PROSTATE CANCER FOUNDATION, IN CANADA WITH PROSTATE CANCER CANADA, IN THE UK WITH PROSTATE CANCER UK (FORMERLY THE PROSTATE CANCER CHARITY) AND IN SPAIN WITH FEFOC
THE MOVEMBER BOARD IS FORMALLY ESTABLISHED
PARTICIPATING COUNTRIES: AUSTRALIA, CANADA, NEW ZEALAND, SPAIN, UK AND US
134,171 MO BROS AND MO SISTAS
FUNDS RAISED: AUD \$21.5 MILLION

2008

MOVEMBER IRELAND IS OFFICIALLY LAUNCHED IN PARTNERSHIP WITH THE IRISH CANCER SOCIETY
THE CANCER SOCIETY OF NZ AND MENTAL HEALTH FOUNDATION OF NZ BECOME NEW ZEALAND'S MEN'S HEALTH PARTNERS
PARTICIPATING COUNTRIES: AUSTRALIA, CANADA, IRELAND, NEW ZEALAND, SPAIN, UK AND US
173,435 MO BROS AND MO SISTAS
FUNDS RAISED: AUD \$29.7 MILLION

2009

MOVEMBER US OBTAINS OFFICIAL CHARITY STATUS AND A SECOND MEN'S HEALTH PARTNER IS ADDED – LIVESTRONG
PARTICIPATING COUNTRIES: AUSTRALIA, CANADA, IRELAND, NEW ZEALAND, SPAIN, UK AND US
255,722 MO BROS AND MO SISTAS
FUNDS RAISED: AUD \$44.3 MILLION

2010

MOVEMBER OFFICIALLY LAUNCHES CAMPAIGNS IN SOUTH AFRICA IN PARTNERSHIP WITH CANCER ASSOCIATION OF SOUTH AFRICA, IN FINLAND, IN NETHERLANDS AND IN THE CZECH REPUBLIC
MOVEMBER LAUNCHES ITS FIRST DIRECTLY FUNDED PROGRAM – THE GLOBAL ACTION PLAN; CREATED WITH THE AIM OF ACCELERATING PROSTATE CANCER RESEARCH OUTCOMES THROUGH GLOBAL COLLABORATION
PARTICIPATING COUNTRIES: AUSTRALIA, CANADA, CZECH REPUBLIC, FINLAND, IRELAND, NETHERLANDS, NEW ZEALAND, SOUTH AFRICA, SPAIN, UK AND US
447,808 MO BROS AND MO SISTAS
FUNDS RAISED: AUD \$72 MILLION

2011

MOVEMBER OFFICIALLY LAUNCHES CAMPAIGNS IN BELGIUM, DENMARK, NORWAY, MOVEMBER OBTAINS OFFICIAL CHARITY STATUS IN CANADA, ENGLAND, WALES AND SCOTLAND
PARTICIPATING COUNTRIES: AUSTRALIA, BELGIUM, CANADA, CZECH REPUBLIC, DENMARK, FINLAND, IRELAND, NETHERLANDS, NEW ZEALAND, NORWAY, SOUTH AFRICA, SPAIN, UK AND US
854,288 MO BROS AND MO SISTAS
FUNDS RAISED: AUD \$124 MILLION

2012

IN ITS TENTH YEAR MOVEMBER'S GLOBAL FOOTPRINT CONTINUES TO GROW.
CAMPAIGNS ARE OFFICIALLY LAUNCHED IN AUSTRIA, FRANCE, GERMANY, HONG KONG, SINGAPORE, SWEDEN AND SWITZERLAND.
MOVEMBER IS RANKED IN THE TOP 100 BEST NGOS (CHARITY) IN THE WORLD BY THE GLOBAL JOURNAL BASED ON THREE KEY MAIN CRITERIA: IMPACT, INNOVATION AND SUSTAINABILITY.
1,127,152 MO BROS AND MO SISTAS
FUNDS RAISED: AUD \$141.5 MILLION



FUN

WE WILL WORK TO MAKE EVERY PART OF THE CAMPAIGN FUN AND SIMPLE

ACCOUNTABLE

WE ARE ACCOUNTABLE AND TRANSPARENT. WE STRIVE TO EXCEED BEST PRACTICE COST TO FUNDRAISING RATIOS

CARING

WE ARE PASSIONATE, DEDICATED, CARING PEOPLE THAT ARE HERE TO SERVE THE MOVEMBER COMMUNITY

COLLABORATIVE

WE ARE ONE TEAM WORKING TOGETHER AND SHARING KNOWLEDGE TO ACCELERATE THE REALISATION OF OUR SHARED GOALS. THIS IS FUNDAMENTAL TO HOW WE OPERATE AT MOVEMBER, WITH OUR PARTNERS, RELEVANT RESEARCHERS AND PRACTITIONERS

HUMBLE

WE HAVE A HUMBLE ATTITUDE AND APPROACH TO EVERYTHING WE DO

REMARKABLE EXPERIENCE

AT EVERY TOUCH POINT—PHONE, EMAIL, ONLINE, IN PERSON, AT OUR EVENTS, WE CREATE A REMARKABLE EXPERIENCE

CHANGE AGENT

WE STAND FOR CONSTRUCTIVE CHANGE. WE CHALLENGE THE NORM IN ALL OUR ACTIVITIES AND AS A RESULT WE DRIVE SIGNIFICANT OUTCOMES FROM THE CONVERSATIONS WE CREATE AND FUNDS WE RAISE

INNOVATIVE

BORN FROM AN ENTREPRENEURIAL SPIRIT, WE APPLY INNOVATION ACROSS THE ORGANISATION TO IMPROVE EFFICIENCY AND THE MO BRO AND MO SISTA EXPERIENCE



Funding FOCUS and Programs

Deluxe
CHANGE AGENTS
SINCE '03



In March 2013 the Movember Board reviewed and updated Movember's strategic goals for the results that we seek to achieve from the funds that we raise. These priorities are:

**01
LIVING WITH AND
BEYOND CANCER**

Men living with prostate or testicular cancer have the care needed to be physically and mentally well

**02
INVESTING IN MEN'S
HEALTH RESEARCH**

We will fund innovative research that builds powerful, collaborative teams that accelerate:

- Improved clinical tests and treatments for prostate and testicular cancer
- Improved physical and mental health outcomes for men

**03
STAYING MENTALLY HEALTHY.
LIVING WITH AND
BEYOND MENTAL ILLNESS**

Men are mentally healthy and take action to remain well

When men experience mental illness they take action early

Men are not treated differently when they experience a mental illness

**HOW MOVEMBER SEEKS TO
ACHIEVE ITS STRATEGIC PRIORITIES**

To contribute to change at a population level, Movember believes that collaborative partnerships are fundamental to our success.

Movember collaborates with partners that have the expertise and experience needed to manage most of the 560 programs that we have invested in across the globe since 2004.

These partnerships are critical to Movember achieving the results we seek, and we continue to expand our partnerships every year.

Our Men's Health Partners include:

- Prostate Cancer Foundation of Australia
- Prostate Cancer Canada
- Prostate Cancer UK
- Prostate Cancer Foundation (USA)
- LIVESTRONG Foundation
- Irish Cancer Society
- Institute of Cancer Research (UK)
- Norwegian Cancer Society
- Mental Health Foundation (New Zealand)
- Cancer Society of New Zealand
- CANSA (The Cancer Association of South Africa)
- Cancer Society of Finland
- Singapore Cancer Society
- Hong Kong Cancer Fund
- Bundesverband Prostatakrebs Selbsthilfe (BPS)
- ICHOM (International Consortium of Health Care Measurement)
- beyondblue* (Australia)
- MUŽI PROTI RAKOVINĚ (Czech Republic)

While most of the programs that Movember invests in are delivered through men's health partners, Movember directly manages a small number of key initiatives where we believe that outcomes that benefit men can be better achieved through global collaboration or coordination. Initiatives such as our Global Action Plan (GAP) and A Survivorship Action Partnership (ASAP), which are explained on the following pages, reflect Movember's determination to be a global change agent where we see an opportunity to do so.

Details of all of the programs that we fund globally can be found at movember.com



**01 STRATEGIC PRIORITY
LIVING WITH AND BEYOND
PROSTATE CANCER AND
TESTICULAR CANCER**

Movember has developed a set of "results statements" that we seek to achieve from our investment in living with cancer programs. They are structured at a "desired state" level—with Movember funded programs looking to "move the dial" on those indicators.

Key indicators impact the man with prostate cancer and his partner, carer and family, and include:

01 Full recovery from urinary dysfunction.

02 Full recovery from bowel dysfunction.

03 Effectively managing pain, fatigue, nausea and other symptoms.

04 Satisfaction with the level of sexual function.

05 Reducing distress, anxiety and depression.

Key indicators for men living with testicular cancer are currently under development.

Movember invests in many programs across the countries we serve. Some of the key initiatives that we currently support are explained on the following pages.



**A SURVIVORSHIP ACTION
PARTNERSHIP (ASAP) —
AUSTRALIA, CANADA, UNITED
KINGDOM AND UNITED STATES**

ASAP is a trans-national collaborative partnership bringing together key disciplines and skills across a nation to develop innovative evidence based interventions and care models that will improve the physical and mental well-being of men living with prostate cancer. Most men are now living beyond their diagnosis and many will decrease from other unrelated illnesses resulting in prostate cancer becoming more readily recognised as a chronic disease. However, health care systems are not yet geared to support men living with and beyond prostate cancer. Men with prostate cancer, and their partners, carers and family, are now living with a complex chronic disease, with ongoing adverse effects of the cancer and treatment, and often with other significant co-morbidities. The ASAP initiative supports them on this journey.

Through an open Expression of Interest process Movember's ASAP, has brought together secondary care, primary care, allied health, mental health and chronic disease experts, to collaborate in developing scalable, sustainable new models of care and interventions that can significantly improve health outcomes. ASAP collaborative networks have now been established in Australia, Canada and the United Kingdom. Design of ASAP interventions is well underway, and will begin to be implemented late in 2013. The ASAP USA collaborative network is expected to be established in early 2014.

A number of global teams have been formed with key leaders to deliver global solutions like interventions, and knowledge sharing.

**PROSTATE CANCER NURSES
OR NAVIGATORS —
AUSTRALIA, UNITED KINGDOM,
UNITED STATES AND SOUTH AFRICA**

Movember supports a number of prostate cancer nurse or navigator programs where we seek to demonstrate and catalyse the introduction of prostate cancer nurses, or navigators to improve care of men and their families. Typically, Movember supports these initiatives for three to five years, with a view to building the evidence, including the health economic analysis, to support the sustainability of this workforce as part of the model of care in a country.

In Australia, Movember funded the placement of 13 Prostate Cancer Specialist Nurses across regional, rural and metropolitan hospitals in Australia. The service is free for patients and carers, and implemented by our partner the Prostate Cancer Foundation of Australia. The nurses are employed directly by their host hospital as part of the program. Nurses provide quality, tailored care to patients and carers to better meet their information and support needs. Movember was delighted that the Australian Federal Government recently announced that it would invest over \$7 million to expand the program across Australia.

In the United Kingdom, Movember has invested in establishing a network of organisations to develop better ways of supporting men with prostate cancer. Through our partner Prostate Cancer UK, we are funding health and social care professionals such as nurses to work within the NHS, in hospitals and with other health service providers. They will work to improve the way in which services for men with prostate cancer are designed and delivered so that men's experience of treatment and care can get better. We will work closely with the professionals to make sure that they are able to change practice locally, while we will also make sure that the learning has an impact on health policy around the UK. By the end of the project, we intend to have 35 health and social care professionals funded by Movember in place.



In the United States, Movember has supported through our partner LIVESTRONG a men's navigation model to provide comprehensive, personalised access to care through the following strategies:

- 01** Provide free online, in-person and phone navigation services to assess needs, identify appropriate resources, access a LIVESTRONG Care Plan and follow-up with men to ensure needs are met.
- 02** Match men with a peer who has fought and survived the same type of cancer.
- 03** Allow men to anonymously access answers to questions about treatment options, side-effects, and medical information.
- 04** Connect men to counselling, financial assistance, clinical trials, fertility preservation services, family support and other services as needed.

In South Africa, our partner CANSA will train volunteer navigators to assist men with prostate cancer to navigate health and other services based on their individual needs. The program will coordinate a network of navigators that are informed and accountable for assisting men to access health and other services. 100 volunteer navigators are recruited and will undergo 2 days of initial training. Navigators are assigned to a particular hospital, oncology clinic, geographical area and will support at least 5 patients at any given time. Services of navigators include:

- 01** Assistance to access services at the hospital
- 02** Facilitate access to social services including CANSA Services, Buddy support and Caregiver support.

Movember's initial investment in this service is ZAR 1,107,000

NIGHT NURSING ASSISTANCE — IRELAND

Night nursing staff help families to continue to care for men with prostate cancer, in a place of their choosing, in the last days of their life. Through our partner the Irish Cancer Society, Home Care Teams (specialist palliative care nurses in the community) request Night Nursing Service for a patient by contacting the Society.

The nurse travels to the patient's home to provide nursing care (all aspects of physical and psychosocial care) for the seriously ill prostate cancer patient, usually from 11pm—7am. To date 265 men with prostate cancer and their families have received 1100 nights of care.



02
STRATEGIC PRIORITY
MEN'S HEALTH RESEARCH

Movenber is one of the world's leading non government funders of prostate cancer research. We also support innovative testicular cancer research initiatives that address critical issues associated with mortality and morbidity.



GLOBAL ACTION PLAN (GAP)

Movenber invests in global research programs through our Global Action Plan, as well as investing heavily in national prostate cancer programs once we have established a critical level of fundraising within a country.

Movenber's Global Action Plan, is a trans-national research collaboration established by Movember to address critical challenges in prostate cancer. By bringing together the best clinicians and researchers from around the world, GAP facilitates a new and unprecedented level of global research collaboration, not previously seen within the prostate cancer community.

Movenber directly manages and implements this program.

Five GAP projects have now been launched or initiated, including three new GAP projects in 2013.

GAP1
THE GLOBAL PROSTATE CANCER BIOMARKER INITIATIVE

The overall goal of GAP1 is to develop new tests that better predict aggressive prostate cancer, characterise metastatic disease and treatment resistance that ultimately enhance patient treatment decisions.

The key results that we seek to achieve from this project is acceleration of the development of promising new blood, urine and tissue based tests (biomarkers) that can more accurately predict low risk versus aggressive prostate cancer and optimise a patient's treatment decisions.

GAP2
THE ADVANCED PROSTATE CANCER IMAGING PROJECT

The overall goal of the GAP2 project is to assist in developing better imaging tests for:

01
Detecting the spread of prostate cancer; or

02
Determining the best treatment options for men with advanced prostate cancer.

Globally integrated projects as part of this initiative are currently under development and will be finalised in 2013.

The project aims to push the boundaries of current imaging technology by investing in novel imaging techniques (such as PET tracers) bringing them closer to regulatory approval so that they can eventually become part of the routine clinical care for men with prostate cancer. This is the ultimate, long-term goal of GAP2.

In the medium term, success of the project will be marked by the availability of PET tracers or techniques developed by the GAP2 research teams to patients in clinical trials. We are expecting that this outcome would be delivered 3 – 5 years after the commencement of GAP2 funding.

GAP3
PROSTATE CANCER ACTIVE SURVEILLANCE

The third GAP project to be funded will address one of the critical issues facing men diagnosed with prostate cancer today—whether to treat low risk prostate cancer or monitor it via active surveillance. The GAP3 project aims to:

01
Create a global consensus on selection and monitoring of men with low risk prostate cancer.

02
Manage a worldwide platform with information and guidelines on active surveillance as an acknowledged treatment option for prostate cancer.

03
Reduce the number of men switching towards active therapy.

This project has recently been initiated and funding is anticipated to be awarded in 2013.



**GAP4
PROSTATE CANCER EXERCISE
AND METABOLIC HEALTH**

GAP4 aims to better understand the mechanisms of action and metabolic implications of physical activity on quality of life and survival of men with advanced prostate cancer.

The five key objectives of the GAP4 project are to:

01
Establish an optimal exercise intervention for men with metastatic disease—with a focus on resistance (anabolic) exercise and aerobic exercise.

02
Execute a multi-centre global trial to test the exercise intervention on patient's outcomes.

03
Establish a comprehensive bio-collections protocol within the trial that can be used to investigate the mechanisms of action and impact of physical activity on the biology of disease.

04
Investigate the effects of exercise interventions on endocrine, metabolic and immunological changes and link these to patient outcomes.

05
Investigate the effects of exercise interventions on biomarkers of disease biology and progression.

Movember is currently establishing a Research Advisory Committee to oversee this project, which will be initiated via a global expression of interest, to be released by Movember in the second half of 2013.

**GAP5
TESTICULAR CANCER PROJECT**

Movember expanded its GAP Program in 2013 to address critical unanswered questions in testicular cancer, the answers to which will lead to reduced mortality and morbidity.

The first testicular cancer GAP project is currently being considered by the GAP5 testicular cancer Research Advisory Committee that Movember has established to oversee this initiative. We expect to announce the details of the project in October 2013.

**NATIONAL PROSTATE
CANCER RESEARCH**

The scale and scope of Movember's investment in national prostate cancer research programs is influenced by the level of funds raised by Movember in a country. In most cases, when the Movember campaign is first introduced in a country, we apply the funds to local prostate cancer researchers participating in our Global Action Plan projects. As the level of funds grow, we then add to our GAP programs by seeking to support national research programs aligned to our strategic goals. The nature of our research programs vary, taking into account existing funding structures in each country.

Programs that we invest in include:

**01
Development of young
investigators into the field**
Finding the best and brightest talent in the country to establish a career in prostate cancer research. Through our partners, we invest in young investigators in Australia, Canada, New Zealand, United Kingdom, the United States and Ireland.

**02
Team Science**
Bringing together institutions across countries to address critical clinical and scientific questions that need to be answered—including the challenges around distinguishing between indolent and aggressive cancer and preventing the progression of the disease. Through our partners, we are a large investor in team science projects in the United States, the United Kingdom, Australia, Ireland, Netherlands, and Norway. Movember directly funds a team science program in Denmark.

**03
New concepts, approaches and ideas**
We need to continue to support new ideas and new directions to help solve the many questions that remain—be they related to the biology of the disease or the physical or mental health of men living with prostate cancer. We currently support programs through our partners in Australia, Canada, the United Kingdom, the United States, Germany and Finland that generate creative new approaches to tackling tough questions that need answers.

**04
Clinical trials**

Support for results from clinical trials is required to achieve new therapies or practices. Clinical trials are typically large investments, so Movember invests in a small group of trials where we raise significant funds in a country. We have invested in clinical trials through our partners in the United States, Australia, Ireland, Canada, the United Kingdom.

**05
Prostate Cancer clinical registries**
Prostate cancer clinical registries provide a significant opportunity to improve the health outcomes of men diagnosed with prostate cancer. A clinical registry provides population insights into the side effects of prostate cancer—a critical requirement to improving outcomes. A registry also provides the opportunity to support practice improvement by clinicians by providing them with risk adjusted feedback on the lived experience of their patients over the years after they have been treated. Clinical registries also provide the opportunity to research and understand how to improve clinical care and practice. Movember has already invested in prostate cancer clinical registries in Australia and Ireland, and is currently assessing opportunities to support similar initiatives in other countries.

TESTICULAR CANCER RESEARCH

Movember currently supports a national testicular cancer research program in the United Kingdom, through our partnership with the Institute of Cancer Research (ICR).

The research project currently supported through this partnership is the discovery of genes which increase the risk of testicular cancer, to enable identification of men at high risk before cancer occurs.

For details of all Movember global and national research programs go to movember.com



03
STRATEGIC PRIORITY
STAYING MENTALLY HEALTHY.
LIVING WITH AND BEYOND
MENTAL ILLNESS

Since 2006, Movember has invested in mental health programs in Australia (through our partner *beyondblue*) and New Zealand (through our partner the Mental Health Foundation). In 2012, Movember raised funds for mental health programs in Canada for the first time.

Our priorities are focused on prevention, early intervention and destigmatisation. In 2013, the Movember Board expanded our focus from depression and anxiety to all mental illnesses experienced by men. As a result of this, Movember will expand both the projects and our partnerships to address these priorities.

Key population indicators of success include:

- 01** Men know what to do to remain mentally well and act on that knowledge.
- 02** Men understand the signs and symptoms of mental illness and take action early when they experience mental illness.
- 03** Men's access to mental health services improves.
- 04** The rate of men that self harm and suicide reduces.
- 05** Community acceptance of men experiencing a mental illness increases.

In Canada, Movember launched a CAD \$12 million Request for Proposals, seeking collaborative proposals to:

- 01** Reduce the stigma of boys and men suffering from a mental health condition across all stages of life to enable them to step forward to seek the help and care of health care professionals.
- 02** Raise awareness and knowledge of boys' and men's mental health concerns through education in schools, colleges, communities and workplaces.
- 03** Define and develop interventions which lead to the prevention of mental illness or enable early recognition and treatment among boys and men.

Late 2013 will see Movember establish a number of new partnerships in Canada as we begin the journey of tackling our mental health goals in Canada.

As a long standing investor in mental health in Australia, 2013 saw Movember support the establishment of a number of catalytic programs.



NEW ACCESS (AUSTRALIA)

New Access seeks to develop and trial a new service model to improve access to Low Intensity CBT (Cognitive Behavioural Therapy) treatment for people with mild to moderate depression and anxiety. The program will enable people to access trained coaches for individual-based therapy without having to see a General Practitioner (GP) first. There will be a particular emphasis in the delivery of services to men and those in rural and remote communities where access to traditional services is lower. New Access will focus on the provision of Low Intensity CBT through the establishment of a new workforce comprising of individuals who:

- 01** Live in the local community.
- 02** Do not have experience in service provision in mental health.
- 03** Demonstrate a set of personal attributes suited to the role.

The New Access demonstration project will integrate existing primary health care providers in a stepped care model.

STOP.THINK.RESPECT.
CAMPAIGN (AUSTRALIA)

Stop.Think.Respect. seeks to improve community understanding of discriminatory behaviour and the impact of discrimination on depression and anxiety among Gay, Lesbian, Bi, Trans and Intersex (GLBTI) communities. The campaign aims to reach adolescent males and the broader Australian community through the 'Left Handed' analogy and GLBTI communities through the six real life stories. Multiple delivery platforms were used to reach various audiences.



The campaign consists of two components:

**01 Mainstream focus
“Left Handed” Campaign**

Used an analogy to present the message that subtle and overt discrimination has significant health impacts contributing to depression and anxiety among gay, lesbian, bi, trans and intersex people.

**02 GLBTI focus
Real life stories Campaign**

A series of six real life stories from same and more than one gender attracted, intersex, trans and gender diverse people about how discrimination has impacted on their mental health. The stories also present each person’s process for seeking support for depression or anxiety and their journeys towards recovery.

**FARMERS WELLNESS
(NEW ZEALAND)**

The Farmers Wellness project seeks to increase well-being skills and behaviours in farmers to reduce rates of fatigue, depression and suicide. As well as promoting well-being as a key ingredient to a successful farming business, the project aims to reduce stigma about getting help and increase cohesion in rural sector agencies efforts to improve farmer’s well-being. The project involves training, education and promotion in collaboration with farming sector agencies of knowledge, tools and resources that farmers can use to increase their well-being.

The intention is to recruit ambassadors and champions who have credibility with farmers to promote knowledge, skills and behaviours that we know increase health and well-being and can be applied to a farming business context.

Implemented through our partner the Mental Health Foundation of New Zealand, we are in the ‘getting started’ phase with our rural partners. This involves an upfront investment in relationship building to get them involved to own and deliver the program.

**HOW MOVEMBER MEASURES
THE SUCCESS OF OUR PROGRAM
INVESTMENTS**

First, Movember defines its strategic goals, as outlined above.

Second, we translate these strategic goals into language that all stakeholders can understand, and articulate the results that we seek to achieve.

We then identify the key population based indicators—reflected at a “desired state”. Examples for our strategic goal for living with and beyond cancer, are the number of men in a country that:

- 01** Fully recover from urinary dysfunction.
- 02** Fully recover from bowel dysfunction.
- 03** Effectively manage pain, fatigue, nausea and other symptoms.
- 04** Are satisfied with the level of sexual function.
- 05** Are distressed, depressed or anxious.

Collection of this data is in its infancy in many countries, and our investment in prostate cancer clinical registries is aimed at addressing this gap.

Of course we acknowledge that as only one of many players in the men’s health ecosystem, Movember cannot cause population based change on our own—thus our strong focus on extensive collaborative partnerships across the sectors we serve.

Having identified the population based results and key indicators, Movember then invests in programs—such as research, health interventions, and supportive care that contribute towards achieving the results sought.

To enable us to determine whether the outcomes of each of our programs are contributing to the results we seek, Movember requires that all of our programs, be they directly funded by Movember (such as GAP) or through our partners, include performance measures that address:

- 01** The activity undertaken.
- 02** The quality of the activity.
- 03** The effect of the activity, linked back to the key indicators that Movember has determined.

Of course, measuring the effect and impact of some programs is difficult, particularly research programs where impact may not be apparent for 8+ years. Movember has developed a range of “effect” indicators for our program investments, and we will report on the results and evaluations of our programs as each program is completed.

Movember ensures that all of the programs that we invest in have sufficient funding to provide a reliable performance data and evaluation.



Awareness and Education

Deluxe
CHANGE AGENTS
SINCE '63



AWARENESS AND EDUCATION

Movember started with a conversation between mates and so there's a nice synergy to the fact that, today, it's conversation that is central to everything Movember does; it's just a bigger conversation.

That one conversation back in 2003 has grown into billions, taking place each Movember around the world. As a result of the 2012 campaign, an estimated 2.72 billion conversations, both online and face-to-face, were had by the Movember community. All too often it's the funds raised by a charity that are remembered but equally important is the awareness generated. It is awareness that educates and prompts people to change behaviour and take action; this is changing and saving lives today.

Movember raises awareness for men's health by using the growth of a moustache to prompt public and private conversation. But does this actually work? Is all the talk actually making a difference? These are questions Movember constantly asks itself and answers through an independent survey of past participants.

Encouragingly, the survey results show the answer is without doubt, yes. Each member of the Movember community is making a difference through the awareness they spread during their personal Movember journey.

Research confirms that the Movember campaign is having a positive impact on getting men engaged and thinking about their health and taking preventative action. Compared to the general population, Movember participants spend more time thinking about improving their health, visiting a doctor for a specific reason or discussing their health with others.

Research shows that Movember is speaking to an engaged and highly influential group and as a result has a significant impact on health related behaviours of its participants. Key global research findings:

- 01** 71% of participants talked about men's health.
- 02** 68% educated themselves on health risks they face.
- 03** 84% of participants convinced others to take action.
- 04** 1 in 5 participants went to see a doctor specifically because of Movember.

EMPOWERING THE MO COMMUNITY

It's the Mo Bros themselves that become men's health advocates and are literally walking/talking billboards for 30 days. Movember provides the platform, by way of the website, and tools for Mo Bros to participate, but it is the individual Mo Bros that bring the campaign to life by making it their own and communicating Movember's men's health messages in a way that is meaningful to them, their family and peers.

This authentic communication from someone known and trusted has a high impact. This is where the effectiveness of Movember's awareness program lies; the moustache is the reason for Movember's success and will always remain the central focus of all that Movember does.

The goal of Movember's Awareness and Education program is to significantly increase the understanding of the health risks that men face and encourage them to act on that knowledge. This is achieved by:

- 01** Encouraging public and private conversation about the issue of men's health via the growth of a moustache.

02 Educating the Movember community that prevention is everything which is achieved through a healthy diet, not smoking, being physically active, staying at a healthy weight, and knowing their family medical history.

03 Prompting Mo Bros to know and track their key health numbers—BMI, waist line, blood pressure, cholesterol, blood glucose, resting heart rate.

04 Removing the stigmas around health issues like prostate cancer and mental illness by giving men the opportunity and confidence to talk about their health more openly.

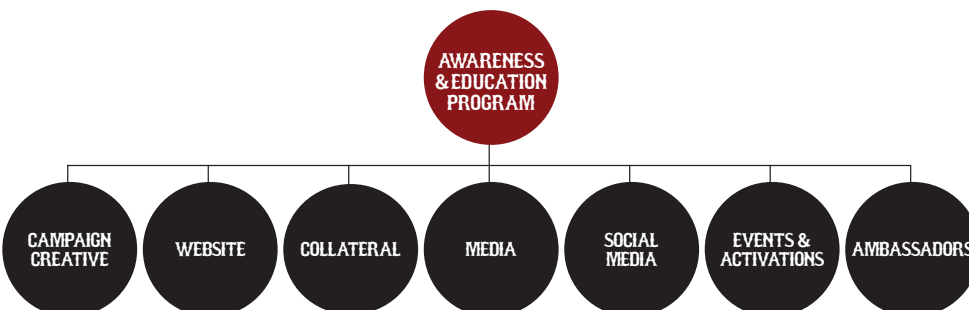
05 Educating men on the health risks they face, the symptoms and signs in both themselves and others and appreciate when and how to seek help if needed.

06 Prompting men when they are sick to take action.

Awareness and education alters behaviour and mind-sets; it gradually breaks down barriers, removes stigmas and brings about real change. Movember wants men to take responsibility for their health, prevent illness by leading a healthy lifestyle and understand the symptoms and signs in both themselves and others so they can appreciate when and how to seek help if needed.

The Awareness and Education Program is brought to life through a number of channels:

- CAMPAIGN CREATIVE**
- WEBSITE**
- FREE AWARENESS AND EDUCATION COLLATERAL**
- THE MEDIA**
- SOCIAL MEDIA**
- EVENTS AND ACTIVATIONS**
- AMBASSADORS**





KNOWLEDGE TALKS
WISDOM

KNOWLEDGE TALKS
WISDOM LISTENS

...FVORS OF KNOWLEDGE...

FINE MOUSTACHES



KNOWLEDGE
IS
POWER



ANYTHING
WORTH DOING
IS WORTH
DOING RIGHT



MOVEMBER



ANYTHING
WORTH DOING
IS WORTH
DOING RIGHT



LIKE FATHER
LIKE SON

MIO



*You'll be a Man
My Son*



MIO

THE SUM OF
LEARNING THROUGH
THE AGES



SONS
SONS



MIO



HONOUR
THY FATHER



MIO



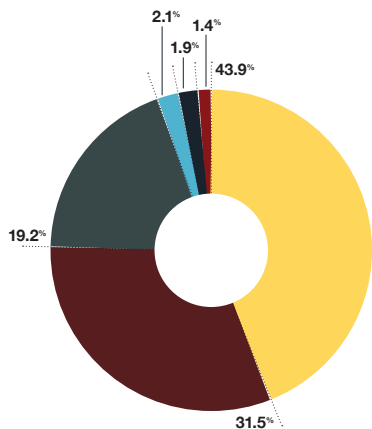


CAMPAIGN CREATIVE

Each year a new creative concept is built which runs through all communication channels, including the website, mobile, printed materials and media. This ensures the campaign is kept fresh and engaging for both returning Mo Bros and Mo Sistas and new recruits.

TECHNOLOGY PLATFORM

Movember's technology platform includes the website at Movember.com, a version of the website optimized for mobile devices, mobile applications, and internal management interfaces. The technology platform has been developed by and is owned by Movember. It powerfully connects the Movember community around the world, providing the opportunity for real impact and change.



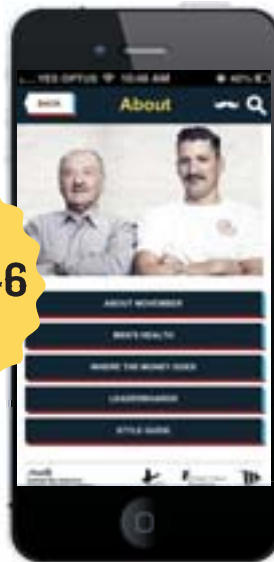
SOURCES OF TRAFFIC TO MOVEMBER.COM

Direct	43.9%	
Facebook	31.5%	
Google	19.2%	
Twitter	2.1%	
Other search engines	1.9%	
Other	1.4%	

146,126,646
PAGE VIEWS

7,405,220
UNIQUE VISITORS

4:10 MINS
AVERAGE LENGTH OF VISIT





AWARENESS AND EDUCATION

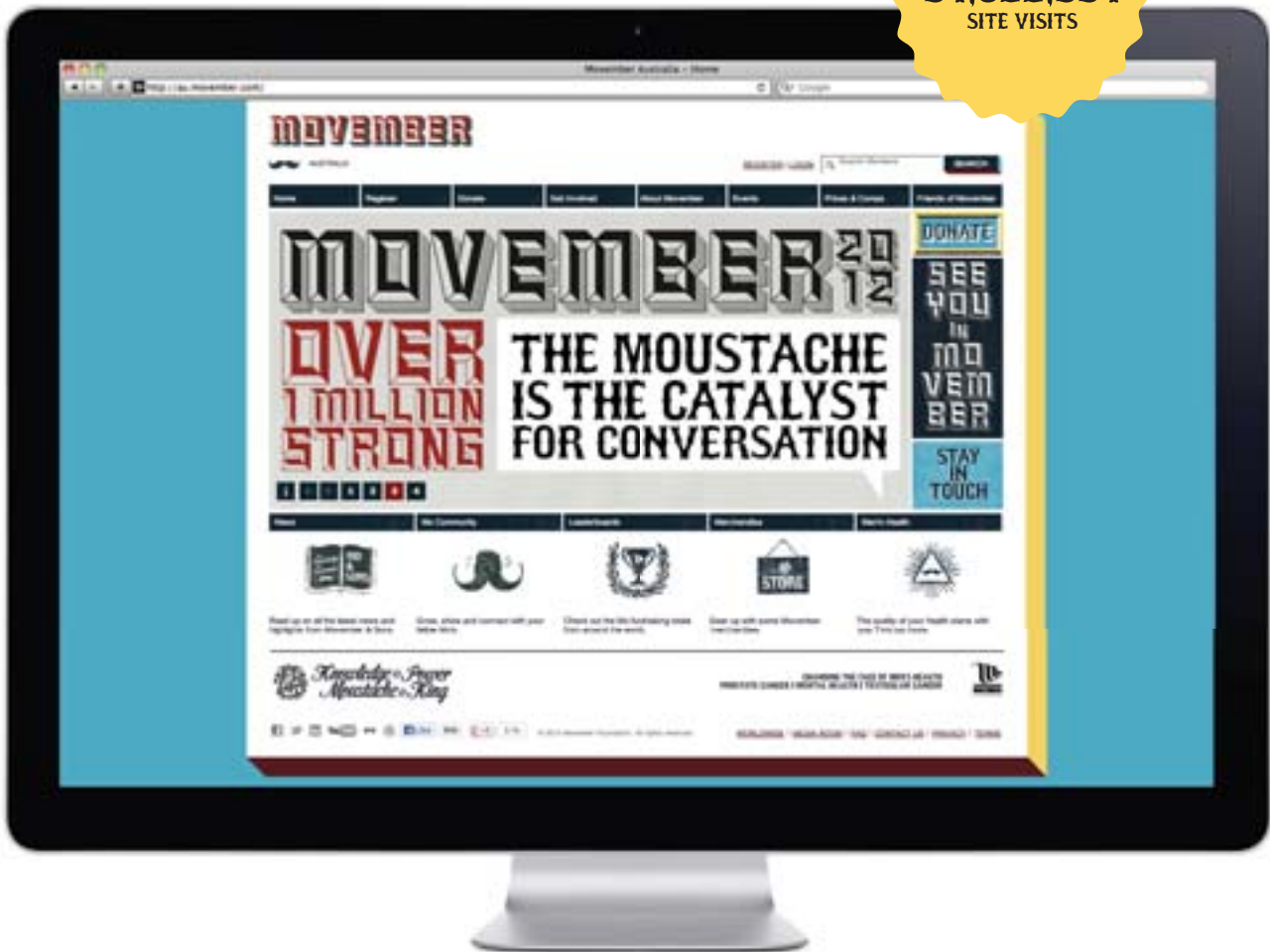


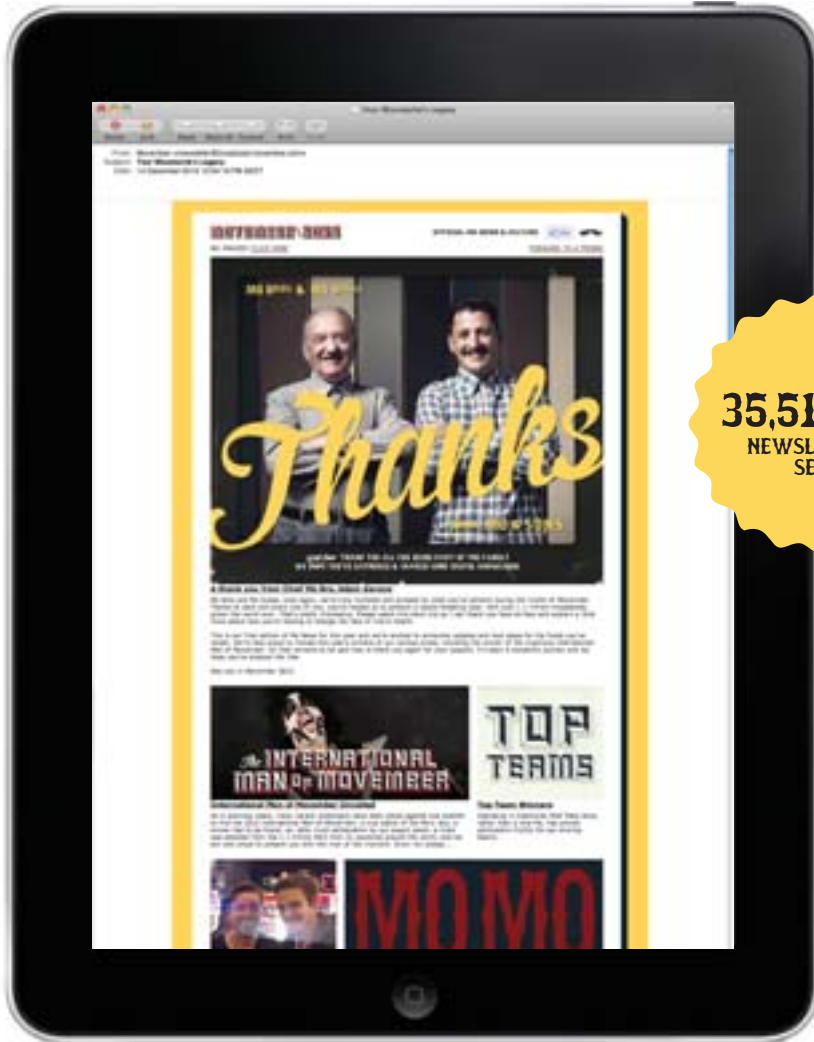
\$141.5 MILLION
AUSTRALIAN DOLLARS RAISED FOR MEN'S HEALTH GLOBALLY

3,906,000
INDIVIDUAL DONATIONS

1,127,152
GLOBAL MOVEMBER PARTICIPANTS

34,022,334
SITE VISITS





35,519,452
NEWSLETTERS
SENT

SAD4

Supporting Australia's Disabled 4

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NOVEMBER SONS

Saying Goodbye to year 10

WHAT HAPPENS NEXT

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PlayStation

HOW TO SEND IN DONATIONS

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From those in the Mo...

Gala Parties

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MoSpace

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MoSpace

Will Kennedy, John Lee

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GALA PARTIES

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FREE AWARENESS AND EDUCATION COLLATERAL

Movember creates a bank of information and collateral that helps organisations, teams and individuals spread the Movember message, educating themselves and others on the health risks men face during their time.

Packs include:

- 01** Men's health information
- 02** Posters: Men's health and general campaign creative
- 03** Donation boxes
- 04** Mo Party Packs
- 05** Wristbands and badges
- 06** Stickers









THE MEDIA

Positively engaging the media is essential to Movember in continuing its growth and spreading its word. With Movember comes a multitude of amazing stories, and it is the role of the team in each country to share these stories with the media thereby enlisting their power to amplify the message for the cause. Globally in 2012, there were over 34,000 media hits. With articles from the Wall Street Journal to The Sunday Times to The Globe and Mail to The Guardian, educating millions on the importance of men's health. This media coverage helped to fuel an estimated 2.72 billion conversations during November 2012, both online and face-to-face.



Paulie Mackay, a 50-year-old man from Perth, Scotland, who has a mustache that is the size of a football.

Paulie makes a great shave for November

Paulie Mackay is a 50-year-old man from Perth, Scotland, who has a mustache that is the size of a football. He has been growing it for over 10 years and it is now 18 inches long. He has a great shave for November and is a great example of a man who has a mustache that is the size of a football.

HEALTH NOVEMBER 23, 2012
One Week Left in 'Movember' And Canada Is The World's Leading Fundraising Nation - More Than \$23M For Men's Health



Aight fellas, one week left until the end of 'Movember'. One week to let your mustache fill in or maybe even start one. It's never too late to get into the spirit of things. And if you're particularly hairy, one week to grow a full on slash is nothing. We all know those guys. The ones who get a 5 o'clock shadow at 5 a.m... the ones who look as though they haven't fully evolved yet... and you can't tell where the facial hair ends and the chest hair begins. For you guys, there's no excuse. And hey, even if you don't plan

FASHION
B... the most successful guy, according to a survey of 10,000 men, is the one who has a mustache. The survey found that men with mustaches are perceived as more attractive and successful than those without. This is a great example of how the media can help to spread awareness and education about men's health.



Hirsutes you, sir

Next month sees the return of Movember – show your support with a top tache

IT'S ANOTHER month of a mustache. In 2012, the movement has spread across the globe, with men growing mustaches for a month to raise awareness for men's health. The movement is now a global phenomenon, with men growing mustaches in over 100 countries. This is a great example of how the media can help to spread awareness and education about men's health.

MOUSTACH-OUS ARE A MUST THIS MOVEMBER

Collective action supports men's health. Movember is a global movement where men grow mustaches for a month to raise awareness for men's health. This is a great example of how the media can help to spread awareness and education about men's health.

A few drinks with

MAX WALKER
MY MOUSTACHE IS PART OF MY DNA.
 Max Walker is a professional athlete and a mustache enthusiast. He has a great story about how he got his mustache and how it has become a part of his identity. This is a great example of how the media can help to spread awareness and education about men's health.

MY MOUSTACHE IS PART OF MY DNA.
 This is a collection of photos and text about men with mustaches. It features a man with a large mustache and a man with a smaller mustache. The text discusses the importance of men's health and how the media can help to spread awareness and education about men's health.

NEWS LOCAL

Mo' money for men's health

Thursday, November 29, 2012 7:02:23 PST PM



Jesse Hayman, Movember community development manager, gets his mustache sugged at the Vancouver Men's Health Gala at the Commodore Ballroom. B.C. has raised about \$3.7 million towards the campaign for prostate cancer research. (SUNMATED)

The West Coast is the best place to be for Canadian prostate cancer patients in need of a sympathetic ear, according to a new survey.

TOP OF A LIFETIME

Growth industry helps awareness

BEST IN THE BUSINESS

GREAT STUDY FOR A FAMILY



Wanted persons caught

'Mo' Lane for men

Thousands of Australian men still sport only a few whiskers in their newly sported mustaches, but Terry Hartley is on hand to inspire them to greater things.

More than 125,000 "Mo Bros" and "Mo Sistas" have signed up to support the efforts of Movember, an annual campaign during which men are asked to grow mustaches to raise funds for the Prostate Cancer Foundation of Australia and the not-for-profit group beyondblue.



His father, Terry Hartley hopes to inspire son Charlie as he gets a tidy-up from Rebecca Ripp. Picture: Lee Griffin

'Mo bros' inspire growth industry

Cathy O'Leary

Some men, such as Mr Hartley, elect to be a "Mo Mustar" to inspire other men to grow a mustache for the cause.

This is the 10th November, a fundraising idea that started in Australia and has grown to 21 countries.

Beyondblue chief executive Kate Carroll said the group would use almost \$1 million of donated Movember funds for five research projects focusing on men's mental health.

"This is the seventh year that beyondblue has been the beneficiary of funds donated by Movember and this money has helped raise awareness of men's mental health problems and encouraged men to take action if they have depression or anxiety," she said.

"We know that men are less likely than women to take action, yet untreated depression is a major risk for suicide and alarmingly five out of six suicide-related deaths in Australia are men."

For more information, visit www.movember.com.

Times2

'It's November, so Stalin will be appearing on a man near you'

The hairy debate: take one hipster, David Helfgott, and one political crookedist, David Aaronovitch, and ask them to justify their facial hair...

How do I look? 'Tis November, the silly season



Is that George Clooney and I have a mustache

...and other questions about the mustache trend.

MOVEMBER PAIN? NEVER FEAR - HERE'S OUR GUIDE TO GETTING THE PERFECT CHARITY LIP WARMER

By Alan Wild

If you've got dark hair and thick eyebrows, you can pull off a 1970s-style "combed" (think Buffalo in the Cut). Let that grow a bit wild and you can get a bit of a hippy, semi-rustic quality (think Jimmy Fallon).

The more thickly combed they seem to grow, the wilder it looks at Anthony Depp (remember, Keith Urban's mustache about the time he was going out with Kate Winslet).

Those who don't want to look as pretty and grown-up could go for a more thingy a bit more like a well-groomed, but not too well-groomed, sideburn (think Steve Jobs).

Leo Burnett, the Chicago and advertising giant of men's fragrance (think J. Lo's), says: "The most important thing for the most successful men's grooming is to keep it simple."

"If you're a guy who's never grown a mustache, think about how hard it is to grow one."

There's also something to be said for the "wild" look. "It's not about how much hair you have, it's about how much you're willing to let it grow."

What happens, then, if you have the mustache to have a very special or much-loved beard?

In the States, Anthony, Alan, and a small number of men, suggest the use of facial wax, such as that produced by Christman (in black, known as Mustache).

On the other hand, if your taste is thick and curly, for men: "It's not about styling and growing enough length. If you want to do something serious, the thicker the mustache, the longer you have to grow to get the hair to do what you want it to do."

DISCUSS!

What about beards? Epilation requirements: waxing the face every week and using an oil-free moisturizer. "Men tend to forget that facial hair, because it's porous, tends to absorb moisture away from the surface," he says. "The skin beneath the facial hair can become very dry. And you can end up with more than enough beard, which can really be a great look."

Men know, the mustache-based benefits of growing facial hair (they're everywhere you can see them) "mustache, handsome and easy" while also getting "no more time"



SOCIAL MEDIA

At its core, Movember is a word of mouth campaign driven by in-person communication and reinforced through digital media. Movember is about story telling. It's about each Mo Bro and Mo Sista embracing the cause and then choosing to share their personal participation story in a way that's meaningful to them.

Social change comes about as a result of powerful and personal story telling and this is where social media plays an important role in Movember fulfilling its objectives. It's these shared stories that encourage others to take on the challenge as their own and drive action on behalf of Movember. Through the sharing of photos, videos, thoughts and experiences, the Movember community is spreading the Movember message and in doing so is changing the actions and attitudes of society.

2,748,930
TWITTER MENTIONS
DURING THE MONTH

102,097
TWITTER FOLLOWERS
GLOBALLY



#MOVEMBER
GLOBAL TRENDING
MOVEMBER 1ST 2012

AUD \$782,000
FUNDS RAISED
VIA TWITTER





392,275
NOVEMBER
FACEBOOK FANS

facebook

NOVEMBER AND SONS
GALA PARTÉ TOUR
BRISBANE SYDNEY CANBERRA ADELAIDE MELBOURNE HOBART PERTH

Learn from the Best
WORLD CANCER DAY
HOW TO SEND IN YOUR DONATIONS

*Don't
Gonna
be a*

Time
Man
my Son



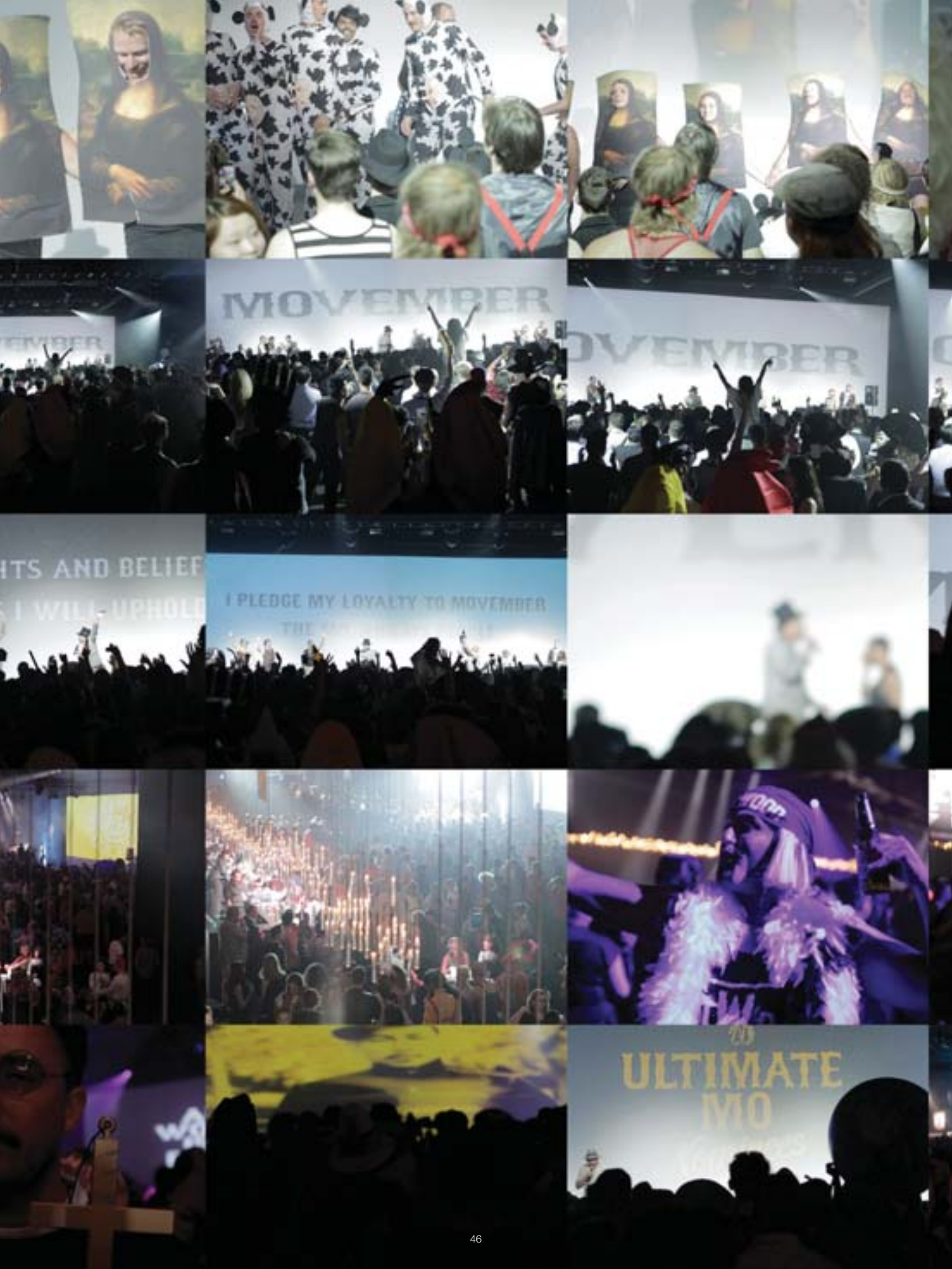
EVENTS AND ACTIVATIONS

Movember events are important vehicles for delivering a Movember experience to the community. By design, they are always fun events that engage, educate and excite those taking part. A Movember event can come in many guises—launch event, business lunches, Mo Run, end of month Office Party or one of the official Movember Gala Partés held around the world to thank Mo Bros and Mo Sistas for their Mo growing efforts.

During the 2012 campaign there were 8,465 Movember events.







MOVENEMBER

MOVENEMBER

ITS AND BELIEF
I WILL UPHOLD

I PLEDGE MY LOYALTY TO MOVENEMBER
THE MOVENEMBER

ULTIMATE
MO





Engaging
the
Mover
Community

Deluxe

CHANGE AGENTS
SINCE '03



ENGAGING THE MOVEMBER COMMUNITY

MO'S ON THE GROUND ENGAGING THE MO COMMUNITY

Each year, local communities embrace the moustache and get on board with Movember. The young, the old and everyone in between, cities, suburbs and towns across the world, are doing their bit for men's health. The level and type of support vary from one community to another but the combined efforts play a vital role in helping Movember achieve its vision of having an everlasting impact on the face of men's health.

As a Mo Bro takes to the streets, he effectively becomes a walking, talking billboard for men's health. This is how the Movember message is spread each year. It is this passionate on the ground action that gives Movember its edge and ability to make a real impact.



MO BRO LEGEND MARK MIDDLETON AUSTRALIA

In 2012, one story brought together an entire community in Western Australia, and touched our hearts.

Suffering through the last stages of mesothelioma (a rare form of asbestos cancer), Mark Middleton decided to embark on one final mission—he would donate his top lip to raise awareness and funds for men's health.

A Karratha resident for 35 years, Mark was a true community man having supported the town's interests for many years. Husband to Helen and loving father to three young sons, Mark knew the town would get behind his Movember effort... but to what extent, he was not prepared.

Setting out with the goal of raising \$5,000, his commitment and passion were contagious. Backed by an army of donation boxes, sausage sizzles and car wash fundraisers, his flurry of emails and text messages attracted overwhelming support from local residents, sports clubs, shop-owners and big business in the mining town.

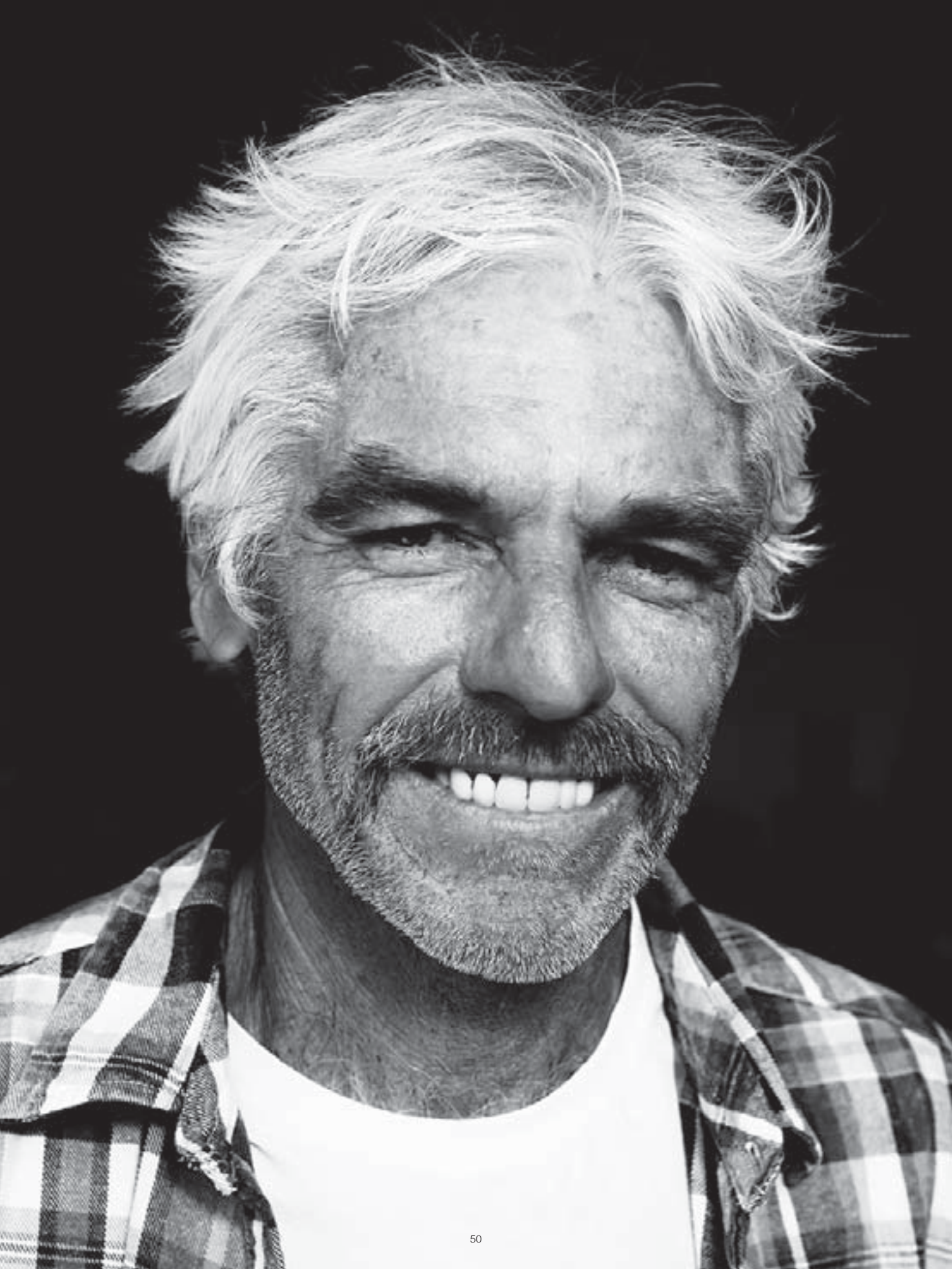
Surpassing his original target in days, thanks to a substantial donation from his employer, the Pilbara Motor Group, Mark's efforts culminated in a grand total of \$40,521. This staggering figure placed him in the Top 10 highest fundraisers globally and saw him awarded the Mo Mo James Dean Memorial Award, which is presented to the highest fundraising Mo Bro in Australia.

Mark's commitment to Movember is inspirational. Battling illness, Mark remained steadfast in his endeavour to raise awareness for men's health and united a community in the process.

Sadly, Mark lost his battle with cancer on December 14th 2012. Though he may be gone, Mark's legacy will live on in the thoughts and hearts of many for years to come.

TI-MO-RU RIDE NEW ZEALAND

Every year we are amazed at the lengths some of our Mo Bros and Mo Sistas go to supporting the campaign. 2012 was no different and no community showed more passion and dedication than Ti-Mo-Ru! Led by Mo Bros, Richard Brown, Peter Boyce and Angus Westgarth the Ti-Mo-Ru community raised over NZD \$30,000 and a huge amount of awareness of the Movember campaign and in particular men's mental health. The team organised multiple events throughout the month, two of which took the team throughout the country. Peter Boyce led the undie 700 scooter ride that went from Timaru to Nelson raising over \$10,000 and Angus Westgarth took to his wicked van. By using his twitter account he managed to find a meal and bed every night of his journey from Timaru to Auckland and back. Both used their trip to spread the Mo word and they were certainly highlights of the campaign. Back on the home front in Timaru, Richard Brown held the fort and mobilised the community with balls, bars on the beach and awareness events to remind the community how relevant Movember is. These humble Mo's continue to amaze us and we can't wait to see what they get up to in 2013!





MUSIC MO-BRO INSPIRES SOUTH AFRICA

With his cult appeal and furry Mo, Jack Parow has inspired many fans with more than just his alternative 'zeff' style that earned him international acclaim. His Mo, like his music, continues to inspire his fans and the larger South African population who do not speak out about prostate cancer. Jack, who is usually very private about his personal life, spoke out about the loss of his father to prostate cancer in 2004 at the age of 63.

Jack led the charge with his extensive fan base by driving the Movember health message and promoting early detection which could have saved his dad's life.

Jack believes that even though testing may cause discomfort, it's something that all men must do. The quicker you find something, the quicker you get treatment and you'll have a better chance of surviving and urges men to 'Go for your annual check-up.'

BATTLE OF THE PREMIERS CANADA

On October 24th Saskatchewan Premier Brad Wall made a promise with a simple registration and a tweet. If he raised CAD \$3,000 on his Mo Space page before November 1st he would grow a moustache this Movember. On October 29th Premier Wall made it. He had raised the CAD \$3,000 and set his next goal at CAD \$,5000 before the 1st of Movember. What happened next though was outstanding. Premier Wall publically challenged his political friend, the premier of Prince Edward Island, Robert Ghiz, to fund raise and grow with him. Premier Ghiz took up the challenge and the two political Mo's rallied their provinces behind them in what became a competition that monopolized the media and upper lips of two provinces over 4,000 kilometres apart.

Although the premiers had fears about their natural follicular gifts, they embarked upon the 30 day journey of growing and fund raising. At the end of Movember, it came down to the wire, they were neck and neck in fund raising. In the end Premier Wall won, raising over \$16,000 and leading the 159 members of the SaskMo network in raising over \$80,000.

IN HONOR OF BEN WEIBLE USA

During Movember 2012 we were humbled and honoured by the story of Ben Weible. A passionate Mo Bro in years past, Ben suddenly passed away from a brain aneurysm just before Movember 2012 began. Inspired by Ben's adventurous life and passion for the moustache, his family and friends around the world participated in Movember 2012 in memory of him. Ben's memorial Mo Space page was filled with loving comments, and donations given in his memory. He ended the month as the 4th highest individual fundraiser in the country with \$23,775 donated to Movember in his honour.

THE GARDA SIOCHANA IRELAND

Over the past four years, Movember has been embraced by members of Ireland's police force, the Garda Síochána, all around the country; however 2012 proved to be the year of the blue Mo.

The Garda Mo community had 115 engaged, registered Mo Bros and Mo Sistas in 2012 and the community raised over €25,000 for Action Prostate Cancer, the Irish Cancer Society's prostate cancer initiative.

Throughout the country, local Garda stations flaunted their facial furniture for the entire month and regularly appeared in regional and local press.

The highlight of the Garda Movember participation was an appearance on The Late Late Show, the world's longest running and Ireland's most viewed entertainment show. Gardai from around the country participated in a line up where RTE's Ryan Tubridy inspected each one of their Mo's and talked to them about their fund raising efforts. The program was watched by over half a million people and was a media highlight of the 2012 campaign.

The awareness of prostate cancer and the €25,000 raised by the Gardai is a fine example of what can be achieved through community spirit and participation.



Around
the
Melba







AUSTRALIA



AUSTRALIA MEN'S HEALTH PARTNERS



beyondblue



A WORD FROM MOVEMBER'S COO, JASON HINCKS

I have no doubt that people thought they were crazy, 30 guys wearing every conceivable variation of the Mo during the first Movember. But here we are ten years later, humbled by the enormous support shown by the Movember community in Australia. Mo Bros and Mo Sistas united in 2012 to raise an incredible AUD \$29,115,150.

This year's Mo and Sons theme held a particular resonance amongst the Mo community as individuals celebrated their fathers, mentors and other key influencers in their lives. Steph Gilmour and Boy and Bear, joined over 144,000 Mo Bros and Mo Sistas in Australia to celebrate the hairiest month of the year.

In 2012, through continued partnership with our men's health partners, Prostate Cancer Foundation Australia (PCFA) and *beyondblue*, Movember funded a series of key programs to improve awareness, education, survivorship and research in the men's health field.

As a direct result of Movember funds, PCFA launched an Australian first initiative—the Prostate Cancer Specialist Nurses, a program that will help ensure men diagnosed with prostate cancer benefit from coordinated, specialist nursing care throughout the entire journey.

Movember also worked with *beyondblue* on their latest national awareness campaign, 'Stop. Think. Respect', aimed to end discrimination and bullying against GLBTI people.

2012 saw the evolution of many great partnerships that helped to take the moustache to new heights, including Google Chrome's outstanding advertisement that celebrated Movember's use of the web, a take-over of Coles' fresh produce sections nationally and another installment of the Mr. Mo t-shirt.

Select Qantas planes also sprouted Mo's and took to the air, transporting Mo Ambassadors the Qantas Wallabies as they hit European rugby fields as part of the annual Rugby Spring Tour, while passing over the world's largest grass moustache, proving no matter how far or wide you roam, you can still call Australia Mo!



01

In partnership with our friends at Jim's Mowing, 15 Mo Bros went to mow and created the world's largest grass moustache.

02

Google Chrome celebrated the Mo by creating a 1-minute advertisement dedicated to Movember's 10th anniversary.

03

Select Qantas planes took to the air to feel the wind in their Mo's during the 30 days of the campaign.

04

The Wallabies team threw their weight behind men's health and took their Mo's on the annual Rugby Spring Tour.

05

Forget the bulls, Running of the Mo's is one hairy experience that was embraced by Mo Bros and Mo Sistas. Held across the country, these community fun-runs provided Mo Bros and Mo Sistas the opportunity to take their Mo out for a spin while doing something good for their health.

06

The streets of Sydney got a facelift with the unveiling of Movember's inaugural lane—November Lane, of course.

07

Mo Ambassador and lawn bowls legend Rob Parella took to the green to raise awareness and funds for men's health in a one off bowls event during the month. A great community opportunity, which secured great media coverage.

08

On the 1st November, commuters in Sydney were greeted by Movember's Mo-asis—a 20m x 7m grassy haven that sprouted in Martin Place overnight.

09

Mo Bros and Mo Sistas celebrated the milestone year by descending on the Melbourne Gala, with plenty of original Mo Bros and long-time supporters returning to the dance floor.

10

Banking, Mining and Technology sectors around Australia went head to head in 2012 Industry Challenge, helping to raise AUD \$1.6million whilst bringing the Mo back to the boardroom.

AUSTRALIA RESULTS SUMMARY

	2012	2011
Participation		
Registered Mo Bros and Mo Sistas	144,159	142,084
Number of individual donations	660,169	680,155
Funds raised		
Total funds raised	AUD \$29,115,150	AUD \$29,675,870
Community awareness		
Movember media hits	3,126	5,728
Total visits to website	3.87 million	4.17 million



MEN'S HEALTH PARTNER INFORMATION

In Australia, Movember partners with the Prostate Cancer Foundation of Australia and *beyondblue*.

PROSTATE CANCER FOUNDATION OF AUSTRALIA (PCFA)

Prostate Cancer Foundation of Australia (PCFA) is a broad based community organisation and the peak national body for prostate cancer in Australia. PCFA is dedicated to reducing the impact of prostate cancer on Australian men, their partners and the wider community by:

- 01** Promoting and enabling world leading innovative research into prostate cancer
- 02** Implementing awareness campaigns and education programs for the Australian community, health professionals and Government
- 03** Supporting men and their families affected by prostate cancer through evidence-based information and resources, support groups and Prostate Cancer Specialist Nurses.

Significant to the delivery of this mission is the partnership PCFA has fostered with the Movember Foundation. From its inception in 2004, the Movember partnership has achieved some significant outcomes for prostate cancer in Australia.

Most importantly PCFA's research program has evolved to be recognised as a world-class program that supports the very best Australian research into prostate cancer. The partnership has also pioneered the placement of prostate cancer specialist nurses in every state and territory across Australia—providing greater resources and continuity of care for men diagnosed with prostate cancer and their families.

Movember's partnership with PCFA to fund outstanding scientists working in the prostate cancer field nationally continues to yield great momentum. Since 2004, the program has funded 152 projects to a total value of approximately \$34 million.

The 2012 funding round attracted a record number of applications. Fourteen of these applications addressed issues related to survivorship and quality of life of men affected by prostate cancer.

Out of 84 submissions, 22 were in the category of Young Investigators. The quality of these young promising scientists was the highest ever received in any of the previous funding rounds.

In 2012 alone, with the generous support of Movember, PCFA's Research Program funded 18 out of 84 submitted applications at a total value of approximately \$5 million. Five Young Investigators, nine senior investigators (Concept Grants) and 4 four major equipment pieces were funded. Two of these successful projects were translational projects co-funded in collaboration with Cancer Australia.

2012 funded research focuses in new discoveries in the biology of prostate cancer, biomarkers, new therapies, improvements in radiotherapy treatment, quality of life for men with prostate cancer.

This program brings together some of the best researchers from around the country and ensures that prostate cancer remains a priority on the research agenda.

PCFA with the generous support of the Movember Foundation launched the Prostate Cancer Specialist Nursing Program in May 2012. Since the launch PCFA has placed twelve nurses in major metropolitan and regional hospitals in Queensland, NSW, ACT, Victoria, South Australia, Tasmania, Western Australia and the Northern Territory.

In its first year the service has had more than 6,000 patient interactions with the nurses, who are part of the three year pilot program, continuing to make positive progress in the planning and establishment of new support services. This includes the development of education classes, survivorship clinics, improved supportive care services and enhanced networking between those involved in the delivery of prostate cancer care.

Feedback from the nurses and their patients reveals that the nursing program is delivering the additional coordination of service men with prostate cancer need. In just twelve months the program has closed some gaps in the ongoing prostate cancer care of many patients.

Over the past ten years there has been a rise in prostate cancer diagnoses, the PCFA partnership with Movember ensures delivery of the best in supportive care, research and education for not only men diagnosed with the disease and their families but the wider community.

PCFA IS ENORMOUSLY GRATEFUL TO THE MOVEMBER FOUNDATION FOR HAVING THE VISION FOR CHANGING THE FACE OF MEN'S HEALTH IN THIS COUNTRY. THEIR COMMITMENT TO THE PARTNERSHIP WITH PCFA AND TO IMPROVING OUTCOMES FOR MEN WITH PROSTATE CANCER HAS RESULTED IN SOME SIGNIFICANT PROGRESS THAT IS HAVING A REAL IMPACT ON THE LIVES OF MEN DIAGNOSED WITH THE DISEASE

ASSOCIATE PROFESSOR ANTHONY LOWE, CHIEF EXECUTIVE OFFICER, PCFA



BEYONDBLUE

Since its inception in 2006, Movember's partnership with *beyondblue* has successfully launched a variety of projects and programs aimed at raising awareness about depression and anxiety, increasing help seeking, and reducing the impact and associated stigma among Australian men, their family and friends. 2012 has been no exception. Whilst the strategic partnership continues, this is the last year that *beyondblue* will receive 50 per cent of moneys raised in Australia. The reason behind this change is that Movember has expanded its strategic priorities beyond depression and anxiety, and moving forward will distribute funds via Request For Proposals (RFP) process –inviting stakeholders from across the mental health community to develop collaborative proposals. Movember has committed to continue to provide significant support for the *beyondblue* Support Service.

On 1 September 2012, *beyondblue* launched its national Stop.Think.Respect. awareness campaign, aimed at improving the community's understanding of the impact of discrimination on depression and anxiety among Gay, Lesbian, Bi, Trans and Intersex (GLBTI) people. The digital, print and TV campaign includes a TV ad which utilises the analogy of being left handed to demonstrate that people shouldn't be discriminated against simply for being themselves. Six people from the GLBTI community also recorded video stories about their experiences of discrimination, depression and anxiety which has been viewed on the *beyondblue* website and YouTube by more than 545,000 people. This campaign, funded jointly by Movember and *beyondblue*, also reached more than three million Facebook users, and continues to receive positive feedback.

Movember's support also enabled the *beyondblue* Info Line service to be broadened. From its inception in 2006, people could phone or email for information about depression and anxiety, and where to get help in their area. From 1 February 2013, it became known as the *beyondblue* support service and now also offers short-term, solution-focused phone counselling, online counselling (via web chat and email) and an option to request a male counsellor.

Suicide has a devastating effect on the Australian community. On average, in Australia six people die by suicide every day, five of whom are men. In recognition of the alarmingly high male suicide rate, Movember has invested in *beyondblue*'s Suicide Prevention Program that includes three new projects in development, which will be implemented over the next two years.

01

Evidence-based information resources for people who have attempted suicide, their family, friends and carers—to be developed in consultation with suicide prevention experts and people who have attempted suicide.

02

An innovative outreach support service for people who have been discharged from hospital after attempting suicide.

03

In-depth qualitative research into men's experience of suicide.

beyondblue is continuing to build the evidence base to ensure our men's health initiatives are rigorous and effective. In the last year, Movember invested in five new *beyondblue* research projects through the National Priority Driven Research program. Movember is also investing in research into the best ways to reduce stigma associated with depression and anxiety in men.

An exciting new *beyondblue* project which has been years in the research, planning and development stages, was launched on 30 July 2013. The NewAccess Program, which is funded jointly by Movember and *beyondblue*, will have three trial sites operating over the next two years. The program uses a new mental health workforce aimed at early intervention, giving people the skills and tools to address the symptoms of depression and anxiety early and facilitate recovery before there is a need for therapy from traditional mental health professionals.

I WOULD LIKE TO THANK ALL THE MO BROS AND MO SISTAS WHO RAISE MONEY AND AWARENESS FOR BEYONDBLUE AND MEN'S MENTAL HEALTH EVERY MOVEMBER. YOUR ENTHUSIASM AND SUPPORT FOR THIS INITIATIVE CONTINUES TO SUPPORT MEN ACROSS THE COUNTRY TO TAKE ACTION WHEN THEY'RE HAVING A TOUGH TIME.

I'M PROUD THAT BEYONDBLUE STAFF GOT BEHIND THE 2012 MOVEMBER CAMPAIGN BY SPROUTING THEIR MOUSTACHES AND RAISING \$8,000.

KATE CARNELL, CEO, BEYONDBLUE





AMBASSADORS

A big Mo thank you to the selfless Australian Ambassadors.

Max Walker

Australian cricket legend

Rob Parella

Australian lawn bowls champion

David Foster

World champion woodchopper

Steph Gilmore

5 x ASP Women's World Surf Champion

Jane Moran

Australian Olympian water polo player

Kerrie Mouthaan

Radio news presenter

Richard Wilkins

TV Personality and Entertainment Reporter

Michael 'Wippa' Wipfli

Comedian and radio personality

Ryan 'Fitzy' Fitzgerald

TV and radio personality

Damien Walshe-Howling

Actor, Bikie Wars and Underbelly

Damon Gameau

Actor, Howzat! Kerry Packer's War and Underbelly

John Symonds

Executive Chairman and Founder of Aussie

Kurt Fearnley

Two-time Paralympic champion

Corey Enright

AFL Geelong premiership player

Boy and Bear

Aria award winning Australian band

Matt Wade

Cricket, Australian team

David Warner

Cricket, Australian team

Kookaburras (Team) Hockey

Peter Moody

Horse trainer

Qantas Wallabies

Rugby Union

Damon Kelly

Super Heavyweight Weight Lifter, Olympian

Matt Chojnacki

Surfer

PARTNERSHIPS

Two brands can often be stronger than one and the Australian campaign was fortunate enough to be supported by some great like-minded, relevant, innovative and exciting partners in 2012.

MAJOR PARTNERS

coles



SUPPORTING PARTNERS



Mr. Mo





UNITED KINGDOM



UNITED KINGDOM MEN'S HEALTH PARTNERS



A WORD FROM UK'S COUNTRY DIRECTOR, SARAH COGHLAN

In 2012 more than 360,000 Mo Bros and Mo Sistas joined us for another sensational Movember Journey in the UK.

Masses of new supporters were once again led by the strong existing communities that have been supporting Movember ever since it came to the UK's shores. From local sports teams to London's largest investment banks, Mo Bros and Mo Sistas showed their passion for changing the face of men's health by raising over £26 million and having a lot of fun along the way.

Movember 1st began with a Mo projection onto the iconic Big Ben at the Houses of Parliament. This sparked international media attention, setting the bar for a month of excellent print and broadcast media coverage. A new partnership with Gillette meant more exposure and grooming activity than in previous years; most significantly enabling Movember's very own pop up Barbershop just off London's famous Carnaby street. Across the rest of the UK, Mo Bros and Mo Sistas attended more than 80 official Movember events as well as hosting their own parties, shave downs, sporting fixtures, bake offs and even health checks.

2012 saw the launch of Movember's 'A Survivorship Action Partnership' (ASAP) in the UK, bringing some of the greatest minds in prostate cancer survivorship together to improve the level and quality of services in the UK. In addition, Prostate Cancer UK launched their exciting new £25 million research strategy which wouldn't have been possible without Movember funds.

It's truly been an outstanding year for which we thank each and every one of our Mo Bros and Mo Sistas, along with their supporters and donors. The team at Mo HQ were overwhelmed by the stories of passion, enthusiasm and we're looking forward to opening the doors to everyone again in Movember 2013.



01

Registrations in the UK exceeded target with 363,599 Mo Bros and Mo Sistas signing up to be part of what became the largest campaign in terms of participation, out of all of the 21 Movember regions.

02

The UK based European operations team handled a staggering 8,100 calls and 17,700 email enquiries throughout the campaign.

03

Media coverage was stronger than ever with 5,240 pieces of media coverage. Highlights included strong coverage in most of the daily national newspapers, and TV segments on BBC Breakfast, The One Show, Sky News and Match of the Day.

04

Support through social media grew during the campaign as a vital channel of communication with the Movember audience. Facebook likes increased by 65% to 71,000 and twitter followers grew by 117% to 37,000.

05

A new grooming partnership with Gillette saw the success of the 'Best a Mo can get' campaign which included the popup barbershop at Carnaby St, touring barbers to our communities across the UK as well as branded product, an advertising spend and branding opportunities through their sporting sponsorships.

06

A community roll out with corporate partner Royal Mail had 2,500 posties register to support Movember, raising over £245,000. A bespoke Movember postmark was stamped on over 6 million pieces of mail per day nationally.

07

An unofficial Moustache projection onto the world famous landmark Big Ben on the 1st of Movember gave Movember a great launch in the media. This activity generated strong national and international media coverage and got the Movember conversations started across the UK.

08

A significant gift aid claim of £3 million gave huge boost to the UK fundraising total. Gift Aid is a UK government initiative which means that UK tax payers don't pay tax on charitable donations.

UNITED KINGDOM RESULTS SUMMARY

	2012	2011
Participation		
Registered Mo Bros and Mo Sistas	363,990	253,193
Number of individual donations	1,340,419	1,129,890
Funds raised		
Total funds raised	£26,989,958	£22,030,746
Community awareness		
Movember media hits	5,240	3,028
Total visits to website	11.58 million	10.55 million



MEN'S HEALTH PARTNER INFORMATION

PROSTATE CANCER UK

Now in its 6th year, Movember's work with the UK's leading prostate cancer charity, 'Prostate Cancer UK' has continued to grow and aims to help more men and their families affected by prostate cancer enjoy a better quality of life.

Under their new brand, 'Prostate Cancer UK' have remained committed to working closely with Movember to not only enable Movember to invest in the best research, but to focus on providing support to men when they need it most. Prostate Cancer UK's Movember funded programmes focus on two key areas: research and programs for men and their families going through the prostate cancer journey.

Their research strategy concentrates on effectively identifying those men more at risk, and detecting the aggressiveness of the disease and developing more effective treatments for more aggressive types of prostate cancer in particular.

Research is delivered through project grants and pilot awards including training and development awards, which ensure that new researchers and young scientific talents are entering the field. They also award a number of strategic initiatives, which tackle some of the wider challenges in prostate cancer research such as collaboration and innovation.

The other key investment area for Movember's funds includes Prostate Cancer UK's support programs which aim to ensure that men living with prostate cancer have the care needed to be physically and mentally well. Currently the following programs are in place:

- ASAP (UK): A Survivorship Action Partnership**
- Community Support Services**
- Health and Social Care Professionals**
- Central Support Services**
- Information for Men**
- Health Care Professionals Education**
- Volunteer Programme**



In addition to providing the expertise to fund world class research and provide vital support programmes in the UK, Prostate Cancer UK also continues to contribute to Movember's own Global Action Plan.

Prostate cancer is the most common cancer in men and is set to be the most common cancer overall by 2030. Yet, shockingly we still don't understand nearly enough about it. However, thanks to the funds raised by hundreds of thousands of dedicated Mo Bros and Mo Sistas we have been able to start the process of challenging this status quo. This year has seen us triple our research investment, driving forward the search for answers for the future. We have also been able to significantly increase our investment into services with a focus on helping those men who are living with, and after prostate cancer, get the support they need.

SO, IT HAS BEEN ANOTHER FANTASTIC YEAR FOR MOVEMBER AND FOR PROSTATE CANCER UK'S PARTNERSHIP WITH THE FOUNDATION. BUT IF WE ARE TO ENSURE MORE MEN SURVIVE PROSTATE CANCER AND HAVE A BETTER QUALITY OF LIFE IN THE FUTURE, WE MUST KEEP UP THE MOMENTUM. NOW A VETERAN MO BRO I IMPLOR EVERYONE TO JOIN ME IN GETTING BEHIND MOVEMBER AND THE WORK THEY DO TO HELP PUT MEN'S HEALTH FIRMLY IN THE SPOTLIGHT. THIS ISN'T JUST ABOUT RAISING FUNDS, IT'S ALSO ABOUT BREAKING DOWN TABOOS AND GETTING MEN TALKING ABOUT THEIR HEALTH. I LOOK FORWARD TO ANOTHER SUCCESSFUL YEAR WORKING WITH MOVEMBER TO DELIVER REAL IMPROVEMENTS FOR MEN. TOGETHER WE CAN CHANGE THE FACE OF MEN'S HEALTH ONCE AND FOR ALL.

**OWEN SHARP,
CHIEF EXECUTIVE OFFICER,
PROSTATE CANCER UK**



THE INSTITUTE OF CANCER RESEARCH

Movember continues to support world class testicular cancer research at the Institute of Cancer Research. Led by Professor Clare Turnbull, the on-going project studies the genetic basis of testicular cancer. Dr Turnbull and her team have collected samples and information from almost 2,000 men with testicular cancer, including over 300 families in which more than one individual has developed testicular cancer.

Movember is proud to be able to continue funding this activity, which to date has been extremely successful—Clare and her team are recognised internationally as the leading group in this area. A significant recent finding from the study has identified nine new regions of the genome associated with the disease.

MOVEMBER SUPPORT HAS ENABLED US TO SET UP THE LARGEST STUDY IN THE WORLD FOR TESTICULAR CANCER, INVOLVING STUDYING SAMPLES FROM OVER 4,000 MEN WITH THE DISEASE. FINDING THE GENES WHICH INCREASE THE RISK OF TESTICULAR CANCER WILL HELP US IDENTIFY MEN WITH AN ELEVATED RISK, ENSURING THE DISEASE IS CAUGHT EARLY FOR EFFECTIVE TREATMENT. MOVEMBER FUNDS ARE MAKING A GREAT DIFFERENCE IN THE FIGHT AGAINST TESTICULAR CANCER.

**PROFESSOR ALAN ASHWORTH
CHIEF EXECUTIVE,
THE INSTITUTE OF CANCER RESEARCH**





AMBASSADORS

- Mo Bros
- Theo Walcott**
Football player
- Phil Neville**
Football player
- Peter Crouch**
Football player
- Michael Owen**
Football player
- Chris Evans**
Radio 2 presenter
- Al Murray**
Comedian
- Bear Grylls**
Adventurer
- Damian Lewis**
Actor
- Simon Le Bon**
Singer
- Charley Boorman**
Travel writer, actor, TV adventurer
- Neil Stuke**
Actor
- Omid Djalili**
Comedian
- David Schneider**
Comedian/writer
- Max Beasley**
Actor
- Gordon Smart**
Columnist (The Sun)
- Professor Green**
Rapper
- Woody**
Musician (Madness)
- Ralph Little**
Actor
- Chris Wolstenholme**
Musician (Muse)
- Frank Turner**
Singer
- Mo Sistas
- Sarah Jane Mee**
Sky News presenter
- Jo Brand**
Comedian
- Sarah Beeny**
TV presenter
- Natalie Pinkham**
Sky F1 presenter
- Sarah Champion**
Absolute Radio presenter

PARTNERSHIPS

Two brands can often be stronger than one and the UK campaign was fortunate enough to be supported by some great like-minded, relevant, innovative and exciting partners in 2012.

MAJOR PARTNERS



SUPPORTING PARTNERS





UNITED STATES



UNITED STATES MEN'S HEALTH PARTNERS



A WORD FROM THE US COUNTRY DIRECTOR, MARK HEDSTROM

Moustaches + Conversations = Changing how men think and talk about their health

Movember celebrated its sixth and most successful US campaign in 2012. More than 209,342 Mo Bros and Mo Sistas raised over USD \$20 million.

The impact of this growth cannot be understated. More participation leads to more open conversations about the challenges men face. Men talk to their partners, family and friends, fathers talk to their sons. More fundraising leads to better research, testing treatments, more expedient outcomes and improved survivorship. Researchers collaborate, fostering quicker innovation. Survivors are better informed and prepared to navigate the cancer journey.

2012 also proved a banner year for Movember-funded programs—from announcing six Movember-PCF Challenge Awards to Movember's own Global Action Plan. Because of the progress made from projects like these, we are entering an era where those diagnosed with cancer can have newfound hope.

We at Movember continue to be humbled by the immense level of support and commitment within the US Mo community: Mo Bros, Mo Sistas, participants, donors and partners. Truly inspiring. Thank you.



01
 Movember's partner Made Man/Break Media created a video series for our Mo Community with Mo Ambassador Nick Offerman. The two videos, How to Grow a Moustache with Nick Offerman and Your Mo Will Get Fuller with Nick Offerman were a big success with about a million views each.

02
 Mo Bros and Mo Sistas from the East Coast kicked off Movember 1st by ringing in the opening bell at the New York Stock Exchange.

03
 On November 15, Movember was written into an episode of the NBC television hit "The Office." This episode, which received 4.16 million viewers, features a character named Toby who encouraged the men in the office to grow moustaches for Movember. "The Office" page on Facebook posted a picture from the evening's episode where a female employee is commenting on one of her colleagues' moustaches. The photo received 10,961 likes, 458 shares and 166 comments on their page.

04
 Movember took over the Men's Health Magazine online grooming section for the month of November, creating an interactive banner with links to multiple articles. During Movember, Men's Health took a deeper look at the health conversations men should be having with their fathers, which was a big part of our 2012 campaign creative.

05
 NBC's top morning television show, Today, featured NBC Mo Bro's who were growing during the month. This 6 minute segment received more than 22 million viewers.

06
 Movember took over the Huffington Post Impact page on November 1, with more than 36 million unique views.

07
 For the first time ever, Movember had not one but two free billboards in the world-famous Times Square in New York City.

08
 An election year, our Mo Bros and Mo Sistas made one decision— to grow or support a Mo for 30 days during Movember.

09
 Mo Bros and Mo Sistas across the US kicked off Movember by hosting hundreds of Shave the Date: Movember 1st events where they registered and shaved down.

10
 For the second year in a row, Facebook created a case study on Movember's success in fundraising, highlighting how the Movember community utilised Facebook to promote their participation.

UNITED STATES RESULTS SUMMARY

	2012	2011
Participation		
Registered Mo Bros and Mo Sistas	209,342	144,499
Number of individual donations	511,341	356,331
Funds raised		
Total funds raised	USD \$20,863,208	USD \$15,284,190
Community awareness		
Movember media hits	7,400	14,443
Total visits to website	6.08 million	6.65 million



US MEN'S HEALTH PARTNERS

Movember directly funds global initiatives and partners on a national level with leading charitable organizations to implement men's health programs. In the US, Movember's men's health partners are Prostate Cancer Foundation and the LIVESTRONG Foundation. The broad range of innovative, world-class programs funded by Movember align with our strategic goal to have an everlasting impact on men's health.

THE PROSTATE CANCER FOUNDATION

The Prostate Cancer Foundation (PCF) is the world's leading philanthropic organization funding and accelerating research globally. Since 1993, their unique strategies for identifying and investing in the most promising research programs have generated life-saving results.

As a champion for increased government and private support, PCF has helped build a global research enterprise of nearly \$10 billion. PCF has funded more than 1,600 programs at nearly 200 research centers in 17 countries.

With the funds raised last year, Movember is funding six Movember-PCF Challenge Awards that aim to accelerate scientific discovery and new treatments for prostate cancer patients. The projects chosen represent a range of focus and expertise that will tackle the most challenging problems that prostate cancer patients face.

Movember-PCF Challenge Awards are designed to link researchers with productive, synergistic teams of investigators in strategic areas of prostate cancer research. These awards are given to projects not yet funded by any government or foundation program.

The areas of research being pursued by the projects selected reflect an array of innovation, including research on four next-generation medicines and two new platform technologies in personalised oncology that have the potential to dramatically change the landscape of prostate cancer research and treatment.

MOVEMBER HAS BUILT A SUCCESSFUL AND WIDELY-RECOGNIZED GLOBAL CAMPAIGN THAT IS INDEED CHANGING THE FACE OF MEN'S HEALTH. WE ARE BOTH HONORED AND GRATEFUL THAT MOVEMBER CONTINUES TO FUND IMPORTANT RESEARCH THROUGH PCF TO ACCELERATE RESEARCH AND DISCOVERY SO WE CAN DELIVER BETTER TREATMENTS AND ULTIMATELY END SUFFERING AND DEATH FROM THIS DISEASE THAT AFFECTS MORE THAN 16 MILLION MEN AND THEIR FAMILIES AROUND THE WORLD.

**JONATHAN W. SIMONS, MD
PRESIDENT AND CEO,
THE PROSTATE CANCER FOUNDATION (PCF)**

THE LIVESTRONG FOUNDATION

Together, Movember and the LIVESTRONG Foundation are creating a coordinated, national strategy, through the LIVESTRONG Cancer Navigation Center, to meet the needs of men affected by cancer. This program provides a single point of contact for men affected by prostate cancer that will provide answers at all levels of need.

The Cancer Navigation Center allows men to access services at the national and community level and to experience their cancer journey in a way that is meaningful to them.

This program:

- 01** Provides a free online and phone navigation service staffed with social workers who know and understand the needs of men and how they want to access support.
- 02** Matches men with a peer who has fought and survived the same type of cancer.
- 03** Connects men to the clinical trials they need.
- 04** Helps men learn how to talk to their children about their diagnosis.
- 05** Improves the lives of thousands of men by providing access to the services and programs critically needed in the fight against cancer.

WE WANT TO THANK ALL THE MO BROS AND MO SISTAS WHO PARTICIPATED IN MOVEMBER THIS YEAR. BECAUSE OF THEM, MEN ALL OVER THE WORLD WILL BE ARMED WITH NEW KNOWLEDGE TO EDUCATE THEMSELVES ON HEALTH ISSUES, AND THE LIVESTRONG FOUNDATION WILL BE ABLE TO PROVIDE BETTER ACCESS TO IMPROVE HEALTH OUTCOMES FOR THE MILLIONS OF MEN AFFECTED BY CANCER.

**DOUG ULMAN,
PRESIDENT AND CEO,
THE LIVESTRONG FOUNDATION**





AMBASSADORS

From media personalities, actors and actresses, musicians, local mayors, even Olympic athletes—Movember saw support from many notable ambassadors in 2012. National sports teams and pro athletes came out in droves to grow and flow their Mo's.

Jacksonville Jaguars, Denver Broncos and San Francisco 49ers represented the National Football League

MLS W.O.R.K.S.

"Soccer Kicks Cancer" partner, recruited 395 participants.

National Hockey League was represented by the following teams: Columbus Blue Jackets; Minnesota Wild; Anaheim Ducks; Washington Capitals; Dallas Stars and Phoenix Coyotes.

George Parros
National Hockey League

Mike Brown
National Hockey League

Sam LeCure
Cincinnati Reds, Major League Baseball

John Axford
Axford, Major League Baseball

Ryan Cook
Oakland, Major League Baseball

Marc Forgione
Celebrity chef

Joe Jonas
Musician, Jonas Brothers

Mark Foster
Musician, Foster the People

Stephen Moyer
Actor, True Blood

Nick Offerman
Actor, Parks and Recreation

Michael Rosenbaum
Actor, Superman

PARTNERSHIPS

The US campaign received incredible support through partnerships with brands that shared a passion for men's health and the Mo.

MAJOR PARTNERS



One for One



SUPPORTING PARTNERS





CANADA



**CANADA
MEN'S HEALTH
PARTNER**



**A WORD FROM CANADA'S
COUNTRY DIRECTOR, PETE BOMBACI**

If you asked me what a record-breaking bobsledder, 35,000 students, a tugboat, an astronaut and the oil and gas industry all had in common I would have been at a loss. Following Movember 2012 it is very clear, moustachery and men's health! How incredible to see these groups and the entire country unite once again to support men's health and Movember in its 6th year in Canada.

The Movember flag was flown high from the flag poles in cities across Canada. Prime Minister Harper tweeted his support and TSN's dynamic duo Jay and Dan grew epic Mo's to the delight and hilarity of hockey starved sports fans. We even had Premiers Wall from Saskatchewan and Ghiz from P.E.I. battling each other for best Mo and amount of funds raised. Truly dedicated men with outstanding Mo's. Needless to say, it was quite the year.

On the programs side of things we had been working behind the scenes with our men's health partner Prostate Cancer Canada to develop a 3-year research plan for funding investment. This strategy included both research and programs for men going through the prostate cancer journey and is seeing the largest non-governmental investment in this area to date in Canada. It has been truly inspiring seeing the programs developed and now implemented; Mo Bros and Mo Sistas should feel very proud of the work they are helping to fund and the difference it is making to those touched by prostate cancer.

At the start of the 2012 campaign Movember Canada was proud to announce that we were expanding the men's health causes that we fund, to include men's mental health alongside prostate cancer. Mental health issues impact 1 in 5 Canadian men each year and we are so excited to help make a difference in this area. Funding for men's mental health initiatives will aid the areas of awareness, education, early detection and stigma reduction.

Yes, Movember 2012 was jam packed, and not just with Mo's. There were events country wide—shave downs, Mo Parties (1,979 of them in fact), Gala Partés and health events. Mo Health events were a new countrywide initiative that had yoga studios, gyms and fitness classes all participating and offering free classes to all Mo's. It was about the Mo community getting together, getting physical and being proactive about their health. Whether it be through participating in a yoga class or using some of the healthy recipes from Movember.com, being proactive and responsible for your health is a key part of growing a Mo and supporting men's health.

This has been a particularly exciting year for me as the campaign continues to evolve to support additional causes and engage more Mo Bros from coast to coast. I can't wait for Movember 2013 to get started and once again see Mo Bros and Mo Sistas, with their passion for making a difference, grow out their Mo's, register at Movember.com and start amazing conversations about their health. It is going to be another incredible year! To those that made 2012 such an amazing year, thank you.

CANADA RESULTS SUMMARY	2012	2011
Participation		
Registered Mo Bros and Mo Sistas	247,441	246,427
Number of individual donations	916,840	948,827
Funds raised		
Total funds raised	CAD \$42,602,614	CAD \$42,280,961
Community awareness		
Movember media hits	12,000	7,000
Total visits to website	7.44 million	9.30 million





01

Maple Leaf and Mo Bro Mike Brown shaving off his mammoth six month beard to kick off Movember.

02

Iconic TV tugboat, Theodore Tugboat shaving off and growing the people's choice Mo, the trucker.

03

Mo Bro Bill Doherty from Calgary raised an outstanding CAD \$172,000 throughout his Movember journey making him not only the highest fundraiser in Canada but the highest in the world.

04

Flagpoles across this fair nation flew the Movember flag high. Cities included Toronto, Vancouver, Halifax and more.

05

Mo's in Space! Mo Mentor Col. Chris Hadfield flew all the way to the international space station with the iconic Mo on his equipment.

06

Maple Leafs Sports and Entertainment opened up the epic Air Canada Centre for a free skate, MOpen Skate for Mo Bros and Mo Sistas.

07

Students from across the country banded together to make the largest global network of Mo Bros and Mo Sistas. There were over 35,000 of them, and as a group they were also the top fundraising network.

08

Over 12,000 media articles across Canada with Mo Bro and Mo Sista TV and radio hosts growing and loving the Mo for the 30 days of the hairy month.

07

Across the country, fitness institutions held free classes for Mo Bros and Mo Sistas helping the community be proactive about their health.

08

Premiers from New Brunswick, Saskatchewan, and P.E.I. rocked out awe inspiring Mo's.

CANADA MEN'S HEALTH PARTNERS

PROSTATE CANCER CANADA

Movember is proud to have Prostate Cancer Canada (PCC) as our men's health partner for prostate cancer. In 2012, PCC released its 2012-2015 Research Strategic Plan. Created with the help of an advisory panel of prostate cancer experts from across the country, this plan guides the implementation of programs, including Movember-funded initiatives. Three priority areas of focus were identified:

01

Innovation — Strategic investments in prostate cancer research that will have the greatest impact on the disease.

02

Collaboration — Robust programs that build and sustain an outstanding Canadian prostate cancer research community.

03

Talented People — Train and help retain the next generation of prostate cancer research leaders.

THROUGH THESE THREE PRIORITIES, WE ARE CONTINUING OUR COMMITMENT TO FUND ONLY THE MOST HIGH-QUALITY AND PROMISING PROSTATE CANCER RESEARCH IN ORDER TO DEVELOP NEW WAYS TO PREVENT, DIAGNOSE AND TREAT PROSTATE CANCER AND BETTER MANAGE THE ISSUES EXPERIENCED BY MEN AND THEIR FAMILIES THROUGH THEIR PROSTATE CANCER JOURNEY.

**ROCCO ROSSI
PRESIDENT & CEO,
PROSTATE CANCER CANADA**

Beyond research, PCC is developing support programs that will improve the quality of life of men and their families who are going through the prostate cancer journey. For both research and support programs, PCC's partnership with Movember has allowed the development of international collaborations and the sharing of best practices that would not have occurred otherwise. Funds raised through Movember will support PCC-led research and support programs, helping to change the face of men's health in Canada.

MOVEMBER FUNDS IN ACTION

Two examples of the types of programs underway are:

Movember Team Grants

The Movember Team Grants, provide funding to collaborative and innovative research teams and unite researchers with the best minds in their shared fields across the country. The program provides great connections and linkages among prostate cancer research teams as they support each in pursuing the latest discoveries in prostate cancer research.

A Survivorship Action Partnership (ASAP)

ASAP is a pan-Canadian network that aims to improve the quality of life of prostate cancer survivors and their partners, caregivers and family members. The ASAP Network brings together experts from different disciplines to discuss strategies and to develop and implement evidence-based solutions in key survivorship areas.



ABOUT MENTAL HEALTH AND MOVEMBER IN 2012

In 2012 Movember Canada included men's mental health in the causes supported in Canada. This was accomplished with the help of a committee of medical experts brought together by Movember called the Canadian Men's Health Network (CMHN). The CMHN was formed by Movember to provide guidance on strategies, structures and processes required to implement Movember Canada's research initiatives, interventions and partnerships.

During 2013 Movember with the guidance of the CMHN has announced two request for proposals. With the first funding opportunity, Movember Canada invited applications from organizations in Canada to pursue innovation and ideas to achieve the following:

01
Reduce the stigma of men suffering from a mental health condition across all stages of life (childhood and adolescence, as well as young, mid, and later adulthood) to enable them to step forward to seek the help of health care professionals.

02
Raise awareness and knowledge of men's mental health concerns through education in schools, colleges, communities and workplaces.

03
Define and develop interventions (e.g. social, communication, education, and advocacy), which lead to the prevention of mental illness or enable early recognition and treatment among men and their loved ones.

With the second funding opportunity Movember Canada allocated a CAD \$1 million investment for applications addressing professional health education proposals to improve the mental and physical health of men and boys. Applications are to:

01
Address a specific mental and physical health gap in knowledge of health care professionals as it relates to boys' and men's health.

02
Support a holistic and innovative approach integrating mental and physical health needs of boys and men to improve outcomes. It is anticipated that a holistic approach will yield better results than a single, isolated health education approach.

Applications for both RFPs will undergo a peer review panel of Canadian and international experts with funding to be awarded to successful applicants by Movember 1st.

AMBASSADORS

Mike Brown
NHL Left Winger
Premier Robert Ghiz
Premier of Prince Edward Island

Premier Brad Wall
Premier of Regina

Paul Stastny
NHL Center

Bif Naked
Singer songwriter

Col. Chris Hadfield
Astronaut

Daniel Cudmore
Actor

Down With Webster
Canadian Rock Band

Justin Kripps and Jesse Lumsden
Olympic Bobsledders

Jay Onrait and Dan O'Toole
Sports broadcaster



PARTNERSHIPS

MAJOR PARTNERS



SUPPORTING PARTNERS

greens+



SHER-WOOD



One for One





NEW ZEALAND



NEW ZEALAND MEN'S HEALTH PARTNERS



A WORD FROM NEW ZEALAND'S COUNTRY MANAGER, ROBERT DUNNE

2012 was Movember's seventh campaign in New Zealand and the Mo Bros and Mo Sistas again turned out in force. The campaign continues to grow and is now truly a national event with Mo's from Cape Reinga to Bluff and everywhere in between.

While the growth of the campaign continues every year, the real satisfaction comes from the development in the conversations and the actions that our Mo community are taking due to their involvement in the campaign. Our Mo Bros and Mo Sistas are still having a lot of fun but throughout 2012 I was constantly being told of the conversations our community was having with their family, friends and workmates that was affecting their behaviour.

Knowing family history, sharing personal experiences and engaging with health professionals is becoming common practice with Mo's in New Zealand. Combine this with the outstanding relationship that we have developed with our men's health partners, the work they are doing with Movember funds and the Mo is truly affecting the kiwi men's health landscape.

A special mention must go to our ambassadors who kindly lent their profile and top lip to promote the campaign, they went over and above in 2012 and were a huge part of building the awareness. Olympic gold medallist Eric Murray led the charge with his golden handle bar and was well supported by the Wellington Phoenix, All Blacks and Black Caps on tour, Radio DJ Jay Reeve and Mo Sista Melodie Robinson.

Thank you for all your effort, dedication and passion that has made the 2012 campaign one of the most successful to date, it is truly humbling to see the lengths our community will go to in improving the life of men in this country. Thank you to the men that grew, the people who donated to them and the Mo Sistas that told us we looked great!

Can't wait to do it all again next year.



01

Huge growth in the rural areas of New Zealand, particularly the amazing Mo community of Timaru raising over \$30,000 and tackling the issue of men's mental health head on.

02

Mitre10 joining as a major sponsor giving Movember NZ national reach and mobilising their staff to be our highest fundraising team.

03

Fantastic support from the media with over 400 media articles.

04

\$500,000 of free advertising donated through partnership with Carat media.

05

Ambassador support led by Olympic gold medallist Eric Murray and professional sports teams the Wellington Phoenix, All Blacks and New Zealand Cricketers.

06

Development of giant grass moustache at Ardmore airfield to kick off the campaign.

07

Increase in community events supporting the campaign including the Auckland Mo Hunt, Tika Bull rush, Christchurch Forceback champs and many more.

08

Terrific turn out at the end of month Movember gala parties with some outstanding Mo's and costumes. The quality of Mo's was acknowledged with two of the four international Men of Movember coming from New Zealand and the eventual winner being Wellington Man of Movember Chris Thwaites.

NEW ZEALAND RESULTS SUMMARY	2012	2011
Participation		
Registered Mo Bros and Mo Sistas	15,059	13,134
Number of individual donations	52,449	45,580
Funds raised		
Total funds raised	NZD \$1,644,114	NZD \$1,427,133
Community awareness		
Movember media hits	413	298
Total visits to website	428,187	2.77 million



MEN'S HEALTH PARTNERS INFORMATION

In 2012 Movember New Zealand continued to work with the Mental Health Foundation of New Zealand and the Cancer Society of New Zealand.

THE MENTAL HEALTH FOUNDATION OF NEW ZEALAND

The Mental Health Foundation of New Zealand is an organisation driven to ensuring that individuals, communities and organisations work to improve and sustain their mental well-being and reach their full potential. Funds raised through the Movember campaign are being used to significantly increase awareness of men's mental health in this country.

OUR PARTNERSHIP WITH MOVEMBER CONTINUES TO PROVIDE OPPORTUNITY TO WORK IN INNOVATIVE WAYS TO ENGAGE WITH MEN AND MAKE A DIFFERENCE TO THEIR MENTAL HEALTH AND WELL-BEING. A PROGRAMME FOCUSING ON MAORI MEN AIMS TO INCREASE MENTAL WELL-BEING LITERACY, PROMOTE CULTURE AS A PROTECTIVE FACTOR AND OPEN UP NEW PATHWAYS FOR SUPPORT.

IN EARTHQUAKE AFFECTED CHRISTCHURCH A PROGRAMME IN CONJUNCTION WITH THE CANTERBURY MEN'S CENTRE WILL USE LOCAL PROJECTS TO BENEFIT INDIVIDUAL MEN AS WELL AS COMMUNITIES AND CREATE THE MOMENTUM FOR POSITIVE MENTAL HEALTH. WITHOUT THE SUPPORT OF MOVEMBER—NONE OF THIS WOULD BE POSSIBLE!

**JUDI CLEMENTS
CHIEF EXECUTIVE OFFICER,
MENTAL HEALTH FOUNDATION**



CANCER SOCIETY

The Cancer Society continues to be New Zealand's leading organisation dedicated to reducing the incidence of cancer and ensuring the best cancer care for New Zealanders.

With a head office in Wellington, 6 regional offices and 15 centres throughout the country, the Cancer Society is ideally set up to work with Movember on a shared goal of reducing the impact of prostate cancer on New Zealanders and their loved ones. Together Movember and the Cancer Society are dedicated to:

- 01** Funding important, world class New Zealand research into the cause, diagnosis, prevention and treatment of cancer.
- 02** Providing information, support and advocacy to those affected by prostate cancer.
- 03** Raising community awareness about prostate cancer.



WITHOUT THE SUPPORT OF MOVEMBER, THE CANCER SOCIETY WOULD NOT HAVE BEEN ABLE TO ESTABLISH AND GROW THE 'GET THE TOOLS' PROGRAMME. WHAT ORIGINALLY STARTED AS A WORKPLACE SUPPORT PROGRAMME AND WEBSITE HAS EVOLVED INTO OUR NATIONAL MEN'S HEALTH STRATEGY WHICH INCLUDES ACTION PLANS WITH SUPPORTIVE CARE, HEALTH PROMOTION, VOLUNTEERING AND RESEARCH. SUPPORT FROM MOVEMBER HAS ENABLED THE CANCER SOCIETY TO NOT ONLY PROVIDE LEADERSHIP FOR MEN'S HEALTH IN NEW ZEALAND BUT REDUCE THE INCIDENCE, IMPACT AND STRESS OF CANCER FOR MEN AND THEIR FAMILIES. LIKE MY KIDS ASK ME WHEN WE TRAVEL 'ARE WE THERE YET'? I WOULD USUALLY REPLY 'ALMOST THERE'. I CAN HONESTLY SAY THAT WITH THE SUPPORT FROM MOVEMBER WE ARE DEFINITELY ON OUR WAY AND HEADING IN THE RIGHT DIRECTION IN MAKING A DIFFERENCE IN THE LIVES OF KIWI MEN.

**STEVE KENNY
'GET THE TOOLS' PROGRAM MANAGER,
CANCER SOCIETY**



AMBASSADORS

- Eric Murray
Olympic gold medallist
- Brodie Retalick
All Black
- Richard McCaw
All Black Captain
- Maz Quinn
Pro surfer
- Jay Reeve
91ZM DJ
- Wairangi Koopu
Mai FM DJ
- Will Hall
Actor
- Wellington Phoenix
League soccer team
- Aaron Mauer
Former All Black
- Jo Holley
MC and personality
- Melodie Robinson
Sky Sports presenter
- Markus Wheelhouse
Pro golfer
- Matt Watson
ITM Fishing Show host
- John McBeth
Sports presenter
- Jared Hoeata
Otago Highlander

PARTNERSHIPS

MAJOR PARTNERS



SUPPORTING PARTNERS





IRELAND



IRELAND MEN'S HEALTH PARTNER



**Irish
Cancer
Society**

action
prostate
cancer

A WORD FROM IRELAND'S COUNTRY MANAGER, NEIL ROONEY

In 2012 Ireland saw 17,250 Mo Bros and Mo Sistas take part in what proved to be the biggest campaign since Movember was introduced to the country six years ago.

The 2012 Irish Movember campaign once again attracted Mo Bros and Mo Sistas across a wide variety of backgrounds—from farmers and footballers to programmers, postmen, poets and priests, the Mo became ubiquitous throughout the month of Movember. With great growth comes great awareness and support for the Irish Cancer Society who, along with Movember's Global Action Plan, are the benefactors of the €2.1 million raised in Ireland in 2012.

The month started with a plethora of events such as the Gael Force Turf Guy race and the Dublin Web who both made Movember their supporting charity for the events. The traditional shave-down took place in the Warldorf Barbershop where ambassadors and Mo's alike shed their facial hair and danced the Jig of The Lively Lip to commence their hairy journey.

As the rugby Autumn Series took place during the campaign, rugby players played a huge part in bringing the campaign to the wider community. Key international and provincial players, including Irish rugby captain Jamie Heaslip, who lead the team out Mo first, promoted the campaign. They were featured in videos that were seeded out to media and shown at each of the international games in front of 50,000 people in Dublin's Aviva stadium, 27,000 at Thomond Park and online where they were watched over 10,000 times.

With 2013 now in our sights we can take a step back to reflect on the amazing support we received from the Irish Movember community, whose loyalty, passion and dedication to both Movember and programs we support made 2012 the most remarkable campaign Ireland has ever seen. Thank you.



01

Registrations reached a new high with over 17,250 Mo Bros and Mo Sistas signing up to be part of what became the largest Irish campaign in terms of participation and funds raised.

02

Facebook and Twitter enjoyed an increase in the size of the communities of 24% and 207% respectively. The Facebook page also drove the highest number of community interactions of any Irish campaign to date with over 16,800 likes and comments being published.

03

The campaign drove 863 media hits throughout the month, including an eclectic cross section of Mo Bros from the Irish Air Corps to footballers appearing on the Late Late Show as well as the Movember Cook Book making the cover of the Living section of the Sunday Times. 2012 was the inaugural year of Gillette's partnership with the Irish campaign. The 'Best a Mo can get' campaign included branded product, advertising spend and support at key events across the country.

04

A community roll out with An Garda Síochána saw 115 Garda registering and raising over €26,200, creating wide awareness of the campaign in communities across the country.

05

The Irish rugby team were led out of the tunnel for the Autumn International series moustache first with Jamie Heaslip and several key players donning the Mo. They were also featured in videos that were shown on the big screens at half time calling on supporters to join them on their Movember journey and register for the campaign. The videos were also viewed over 10,500 times on YouTube.

06

The Irish operations team fielded a record number of queries from the Mo community with a 28% increase in the number of phone calls and a 77% increase in the number of emails received.

IRELAND RESULTS SUMMARY

	2012	2011
Participation		
Registered Mo Bros and Mo Sistas	17,250	15,454
Number of individual donations	70,392	63,402
Funds raised		
Total funds raised	€2,146,464	€1,735,380
Community awareness		
Movember media hits	863	787
Total visits to website	580,183	2.88 million

MEN'S HEALTH PARTNERS INFORMATION

IRISH CANCER SOCIETY

The Irish Cancer Society, using funds raised through the Movember Community, has undertaken a number of initiatives which will make real differences to the lives of men with prostate cancer and their families.

Their 2011 survey, conducted by Millward Browne Lansdowne, found that men felt unsupported at almost every stage of their cancer journey. Many felt they made life-changing decisions without fully understanding the side-effects. Physical side effects and psychological challenges were of most concern. The Society has used these survey findings to lobby the National Cancer Control Programme (NCCP) in 2012 to address the information and support needs of men with prostate cancer.

Funds raised by Mo Bros and Mo Sistas in Ireland continue to fund vital services including the Cancer Information Service (CIS) which provides up-to-date and accurate information, advice and support for anyone concerned about cancer. In 2012, queries about prostate cancer to the Society's National Cancer Helpline increased again on the previous year with over 1,700 calls. During November 2012, CIS held its first ever live prostate cancer Q&A with specialist prostate cancer nurses via Facebook. Numerous private messages were received and were subsequently followed up. The live thread was seen by 10,760 people.

One of the major gaps in prostate cancer care is the lack of a coordinated approach to supporting men post-treatment. In 2013 the Irish Cancer Society will launch their CASE (Care, Advice, Support, Education) initiative which will be piloted initially in two hospitals that specialise in prostate cancer treatment. These specialist nurse-led clinics will support men and their families make the transition from the treatment phase to the survivorship phase and will concentrate on improving quality of life for men who have had prostate cancer.



Funds raised during Movember have made this work possible, and have allowed the Irish Cancer Society to work towards reaching our goal of transforming the experience of men with prostate cancer.

SUPPORT FROM MOVEMBER AND THE THOUSANDS OF IRISH MO BROS AND MO SISTAS HAS BEEN TRULY REMARKABLE. THROUGH THE FUNDS RAISED TO DATE A NUMBER OF PROJECTS ADDRESSING BOTH RESEARCH AND SUPPORT HAVE BEEN MADE POSSIBLE. PROSTATE CANCER RATES IN IRELAND REMAIN AMONGST THE HIGHEST IN THE WORLD SO THIS INVALUABLE SUPPORT FROM MOVEMBER IS HELPING US TO REACH OUR GOAL OF TRANSFORMING THE EXPERIENCE OF MEN WITH PROSTATE CANCER.

JOHN MCCORMACK
CEO, IRISH CANCER SOCIETY

AMBASSADORS

Jamie Heaslip

Irish rugby captain

Cian Healy

Ireland and Leinster rugby player

John Muldoon

Connacht rugby player

Packie Bonner

Former Ireland and Celtic goalkeeper

Padraic Harrington

Irish golfer

Ray Houghton

Former Ireland International footballer and sport pundit

Paddy McKenna

Radio and TV broadcaster

Paul Carberry

Irish jockey

Jerry Fish

Rock legend

Nick Munier

Restaurateur and presenter on Ireland's Masterchef

Holly Carpenter

Top Irish model

Daniella Moyles

TV presenter

Cici Cavanagh

DJ and model

Don Conroy

Irish author, artist and conservationist

PARTNERSHIPS

MAJOR PARTNERS

Gillette

Marshall
AMPLIFICATION

TOMS
One for One

SUPPORTING PARTNERS

BRODERICK'S

GOLDEN DISCS

hairy baby
CLEAN COMPANY







Hayman

Premier

SOUTH AFRICA



SOUTH AFRICA MEN'S HEALTH PARTNER



A WORD FROM SOUTH AFRICA'S COUNTRY MANAGER, GARRON GSELL

With over 30,000 Mo Bros and Mo Sistas standing up and registering in South Africa, Movember enjoyed exceptional growth in 2012 with a 71% increase in registration figures from the 2011 campaign. These registrations were representative of all of the 9 provinces, making Movember a truly a national South African campaign.

Major partner OUTsurance joined low cost airline kulula.com as partners to the campaign, providing extensive media support through pay-to-air satellite DSTV to the campaign. This included features during the Springboks Northern Hemisphere Tour broadcasts with 'Mo-of-the-match' driving the association with the National Rugby Team.

The financial services industry continued to generate immense support for the campaign and reiterated the excitement which has been prevalent amongst the country's financial hub.

Movember 1st began with the viral sharing of the comedy duo, Derek Watts and the Sunday Blues Movember Song parody to Carly Rae Jepsen's 'Call Me Maybe' video, which gained global awareness during the month, receiving over 200,000 views and achieving award-winning Moscar status.

Renowned South African media personality and testicular cancer survivor, Mark Pilgrim dominated the South African leaderboards in 2012, ultimately enjoying the coveted Mo Mo status for his outstanding efforts to raise awareness and funds, while Mo-mentor Jack Parow shared his personal story in the media for the first time having lost his father to prostate cancer 8 years ago.

Men's Health Partner, CANSA launched three Movember funded survivorship programmes which will see South African men from all walks of life benefit from treatments funded through the Movember campaign.

As the only official Movember campaign currently hosted on the African continent, we are humbled and truly grateful for the efforts of our Mo Bros and Mo Sistas in South Africa who have continued to lead the charge and drive the awareness of these diseases affecting our fellow countrymen. We look forward to welcoming them to Movember 2013.

SOUTH AFRICA RESULTS SUMMARY	2012	2011
Participation		
Registered Mo Bros and Mo Sistas	30,759	17,986
Number of individual donations	29,874	17,978
Funds raised		
Total funds raised	ZAR7,180,382	ZAR4,634,337
Community awareness		
Movember media hits	722	300
Total visits to website	290,044	2.61 million





01

2012 Moscar Winners—
Derek Watts & The Sunday Blues:
The Movember Song:
launched on YouTube on 1 Movember,
The Movember Song by parody group
Derek Watts and the Sunday Blues
generated extensive social media,
receiving over 200,000 views
during the month and going on to win
the Oscars award.

02

Mark Pilgrim—
Television and Radio host and testicular
cancer survivor's participation:
Having raised over R 270,000 and
becoming the South African Mo-Mo
for 2012, Mark shared his personal story
as a testicular cancer survivor and
challenged various large corporations
to match his fundraising efforts.

03

Jack Parow—Local Musician:
Jack Parow supported the campaign
with live performances at the Launches
and each of the Gala Parté's, and engaged
his 166,000 Facebook fans to register
and join his Parow Troopers team
on the Movember site.

Jack, who normally does not speak in the
media about his personal life, conducted
media interviews and spoke openly about
his dad passing from prostate cancer.

04

Grassroot engagement—
Music and Skating:
Forming part of the strategic launch phase,
Movember was invited to attend
the International Skate Event, the Maloof
Money Cup featuring top local and
international skaters, as well as the
Rocking the Daisies music festival staged
in Cape Town which served as a key
grassroots engagement activity for key
communities.

05

Major partner OUTSurance
supporting media campaigns:
Providing an comprehensive television
campaign driving the Movember
messages, Major partner OUTsurance's
30 second commercials were flighted
strategically to ensure effective reach,
providing a call to action for registration
and fundraising.

06

PR & Media
Movember enjoyed presence and coverage
across all media platforms, providing
a fully integrated campaign. Online,
broadcast and print worked in unison
to achieve some remarkable publicity.

07

National Footprint of Registrations
Registration data confirmed the
registration footprint from 2012 extended
to include all 9 of the Provinces which
constitute South Africa, resulting in
Movember becoming a national campaign.

08

Registration Growth at 71%
In the 3rd year as an official campaign,
South Africa achieved solid growth figures,
establishing a greater platform of Mo Bros
and Mo Sistas on the African continent.

09

Daniel Beddingfield performing
at Pretoria Gala Parté
While touring in South Africa during
Movember, Daniel met the Movember crew
on a flight from Cape Town. He offered
to perform at the Pretoria Gala parté
alongside Jack Parow much to the
amazement of the Pretoria Movember
community.

08

Springbok Rugby Team
Mo of the match
Movember enjoyed support from various
of the Springboks during the 2012
campaign, including Andries Bekker,
Frans Steyn and Dean Greyling as well as
the 7's side who were competing abroad.

**MEN'S HEALTH PARTNERS
INFORMATION**

CANSA 2012

Movember partners with CANSA as
its men's health partner in South Africa,
whereby 3 key survivorship projects
and activities are currently being piloted
from funding received to date. These
piloted programs include the Patient
Navigation Program—which consists
of 100 contractors, comprising of prostate
cancer survivors serving as navigators;
the CANSA Care Centres—which serve
as interim homes for patients whilst
receiving treatment; as well as the CANSA
Councillors that offer a wide range of
professional and therapeutic advice and
support groups for men suffering with
these diseases.

The development of these and future
Movember men's health program will
continue to be driven through CANSA's
national footprint ensuring that South
Africans from all walks of life, including
those from the remote and rural areas
in the country gain access to support
and treatment for prostate and testicular
cancers.

**THE CANCER ASSOCIATION OF SOUTH
AFRICA (CANSA) IS VERY GRATEFUL FOR
THE PARTNERSHIP WITH MOVEMBER
AND THE SUPPORT OF THE SOUTH
AFRICAN PUBLIC. MOVEMBER TRIGGERS
CONVERSATIONS BETWEEN MEN
REGARDING ISSUES SURROUNDING THEIR
HEALTH (PARTICULARLY PROSTATE AND
TESTICULAR CANCERS). THE SUPPORT
ENABLES CANSA TO EXTEND AND
IMPROVE ON CANCER PATIENT CARE AND
SUPPORT PROGRAMMES FOR PROSTATE
AND TESTICULAR CANCER SURVIVORS.
THE RECENTLY IMPLEMENTED
MOVEMBER-FUNDED CANCER CARE
AND SUPPORT PROGRAMS ARE ALREADY
SEEN TO ENHANCE AND ENSURE A MORE
INDIVIDUALISED AND NEED-FOCUSED
CARE TO PROSTATE CANCER PATIENTS.**

**SUE JANSE VAN RENSBURG,
CEO OF CANSA**



AMBASSADORS

Mark Pilgrim

Radio and television personality
and testicular cancer survivor

Zander Tyler aka Jack Parow

Catherine Grenfell

Bryan Habana

Nik Rabinowitz

Local comedian

Pete Goffe-Wood

Celebrity chef/judge
of Masterchef South Africa

Derek Watts & the Sunday Blues

Anton Taylor

2011 International Man of Movenber

Kai Linde

Extreme Sports MC and
online radio show host

Paul Snodgrass

Local comedian, actor
and online radio host

Doctor Darren Green

Media personality with radio show
and weekly print inserts

PARTNERSHIPS

MAJOR PARTNERS



kulula.com

SUPPORTING PARTNERS



EUROPE



**MOVEMBER CONTINUED TO GATHER
MO-MENTUM THROUGHOUT EUROPE IN 2012,
WITH CAMPAIGNS ADDED IN AUSTRIA,
FRANCE, GERMANY, SWEDEN AND
SWITZERLAND. ACROSS THE 12 PARTICIPATING
COUNTRIES, OVER 88,000 MO BROS AND
MO SISTAS RAISED MORE THAN €2,690,000.
AND TEAM MOVEMBER CREATED
27 EUROPEAN VERSIONS OF MOVEMBER.COM,
SPEAKING IN A TRULY INTERNATIONAL VOICE.**

AUSTRIA



A WORD FROM AUSTRIA'S COUNTRY MANAGER, DAN COOPER

More than 2,300 passionate Mo Bros and Mo Sistas brought home the first Movember Austria campaign in 2012, proudly growing and supporting fine moustaches and raising €44,915 for Movember's Global Action Plan.

Grassroots participation and a love of fine moustaches helped establish the campaign in Vienna as well as building communities in cities across Austria such as Graz, Innsbruck, Linz and Salzburg.

A true highlight of the campaign was having Movember ambassador Herbert Prohaska on board. A legend of Austrian football led the way and inspired Mo Bros across the country by re-growing his famous moustache after a break of more than 30 years. It was an honour to welcome the return of what is arguably Austria's most famous moustache of all time for Movember—we hope we'll see it again in 2013.

Austria's hockey community supported the campaign in the stands and also on the ice, with fans and players from the country's three biggest ice hockey teams (Vienna Capitals, Graz 99ers and Red Bull Salzburg) getting behind Movember. It wasn't just the ice hockey community getting behind the campaign though—we also had the support of handball players, including the Fivers Margareten team who put men's health firmly on the agenda by playing matches with their Mo's.

All this good Mo'ing supports Movember's Global Action Plan (GAP), a collaborative programme to accelerate research outcomes and change the lives of those affected by prostate cancer. And it doesn't get better than having the ultimate man-stamp of approval: a team of top Austrian urologists backed the campaign, showing support through the power of their Mo's.

Thanks to all our Austrian Mo Bros and Sistas for a great first year and we can't wait for 2013.

AMBASSADORS

Herbert Prohaska
Footballing legend

Nico Delle Karth
Olympic athlete

Niko Resch
Olympic athlete

Ice hockey players from the Graz 99ers, Vienna Capitals, and Red Bull Salzburg
Handball players from Fivers Margareten



01

Great sporting involvement from the ice hockey community with the country's top three teams all growing and fundraising.

02

A group of Austrian urologists backed the campaign and became one of the most active Movember teams in Austria.

03

Legend of Austrian football, Herbert Prohaska, re-grew his legendary moustache after a gap of more than 30 years.

04

A huge 1,000-strong student party for Movember took place at Pratersauna in Vienna.

05

More than 200 media hits and 700% growth in the number of Facebook page likes from 2011.

AUSTRIA RESULTS SUMMARY

2012

Participation

Registered Mo Bros and Mo Sistas	2,307
Number of individual donations	1,430

Funds raised

Total funds raised	€44,915
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BELGIUM



A WORD FROM BELGIUM'S COUNTRY MANAGER, MARK LERUSTE

2012 was the second year of Movember running in Belgium, and it was great to see so many more moustaches sprouting across the country with registrations up 277% from the 2011 campaign.

Belgium's different communities make for an exciting Movember journey, with the word of the Mo reaching across Brussels, Gent, Antwerp and the country's different languages.

The campaign started to get strong support from the corporate communities with teams from Serco, MCI, Grayling, Euroclear and PepsiCo battling it out for the team fundraising top spot. Well done to Serco for coming out on top of the fundraising fight.

Movember support began to take hold in the Belgian sporting world. We saw Mo's on the rugby pitch and in the stands, with teams from three key cities getting involved: Antwerp RC, Brussels Celtic, and Brugsche RC. Pro basketballer Tomas Van Den Spiegel took his love of the Mo on air, promoting Movember on national TV show "The World's Smartest Man". We tend to agree—it is a smart man indeed whose Mo can both look amazing and raise awareness for men's health.

Whether you were in the market for a custom suit or a delicious lunch, the Mo Bros and Mo Sistas of Belgium's coolest stores and cafés were there to share the Mo love. Café Costume and Ellis Gourmet Burger got behind Movember once again, keeping our Mo's both well dressed and well fed.

The biggest highlight of the 2012 campaign was announcing how funds raised are helping to change the face of men's health. Leading prostate cancer researcher Professor Johannes V. Swinnen from the University of Leuven was awarded a grant of €70,000 as part of Movember's Global Action Plan (GAP). He is the country's first ever GAP researcher and is leading the way for Belgium, putting prostate cancer and men's health firmly on the agenda.

AMBASSADORS

Tomas Van Den Spiegel
Professional basketball

Koen Wauters
Flemish singer and television presenter



01

Solid growth from 2011, with the total number of Mo Bros and Sistas growing 277% to 2,826.

02

Movember Belgium's Facebook fans trebled from 2011.

03

Pro basketballer Tomas Van Den Spiegel promoted Movember on national TV show 'The World's Smartest Man'.

04

A special Mo menu was created at Ellis Gourmet Burger and custom suits with Movember lining appeared courtesy of Café Costume.

05

150 media hits.

BELGIUM RESULTS SUMMARY

	2012	2011
Participation		
Registered Mo Bros and Mo Sistas	2,826	545
Number of individual donations	3,127	1,293
Funds raised		
Total funds raised	€62,127	€57,045



CZECH REPUBLIC



A WORD FROM THE REGIONAL DIRECTOR FOR MAINLAND EUROPE, BILL MCINTYRE

Building on the momentum of 2011, Movember in Czech Republic stormed 2012, producing some incredible results. The number of Mo Bros and Mo Sistas getting involved grew four-fold from 2011 to 7,412, with Mo communities building in Prague, Brno and Ostrava, as well as in smaller cities such as České Budějovice, Hradec Králové and Pardubice. Welcome, citizens of Movember!

This fantastic growth in participation was mirrored in the funds raised by these keen Mo Bros and Mo Sistas. A neat 284% increase from 2011 saw over 2 million Kc dedicated to changing the face of men's health. We are truly honoured by all the hard work and fine Mo's that went into this result, and proud to be supporting the newly established men's health charity MUŽI PROTI RAKOVINĚ.

Flying the flag not only for his country but also for Movember was Olympic gold medallist David Svoboda, who inspired many sports lovers to Mo in the name of men's health. Teams in baseball, football, rugby and floorball all got involved and a major highlight for 2012 was the involvement of the Czech Republic's two leading ice hockey clubs. HC Slavia Praha and AC Sparta Praha both got behind Movember, taking their Mo's on the ice and raising both awareness and funds through their hairy displays on the ice.

2012 also saw some great support from corporates with teams from the likes of GE money, KPMG, Dell and Deloitte putting Mo's in their boardrooms and competition on our leaderboards. The guys at Harley Davidson took their handlebar heritage for inspiration and raised an impressive 40,800 Kc! And it was great to have the support of two household Czech brands, with Kofola and Seznam as two of our biggest supporters.

This fantastic 2012 campaign gave us much to celebrate and Mo Bros and Mo Sistas in Prague and beyond got down and partied, Mo style. Having fun, doing good and changing the face of men's health: we can't wait to carry on this journey in Movember 2013.

AMBASSADORS

Matthew Ruppert
Musician

Ondřej Brzobohatý
Musician

Orion
Rapper

Martin Černík
Athlete

Ondřej Bank
Athlete

David Svoboda
Olympic gold medallist

Bob Sindelar
TV presenter

Mo Dara
TV presenter

Nancy Korec
TV presenter



01

A successful campaign with 7,412 Mo Bros and Mo Sistas getting involved across the Czech Republic.

02

Funds raised hit hit 2,095,379 Kc—the biggest total yet for Movember Czech Republic.

03

Facebook drove participation once again, and the number of fans grew 162% from 2011 to 16,770.

04

Great media coverage, with 400 media hits through the campaign.

05

Well-attended events marked key moments of the campaign, with the launch seeing around 150 attendees and more than 500 Mo Bros and Mo Sistas celebrating the end of Movember Gala.

06

A high-profile Movember ice hockey game took place between HC Slavia Praha and AC Sparta Praha, putting Mo's on the ice and men's health on the agenda.

07

Olympic gold medallist David Svoboda became a passionate ambassador for the 2012 campaign.



CZECH REPUBLIC RESULTS SUMMARY

	2012	2011
Participation		
Registered Mo Bros and Mo Sistas	7,412	1,456
Number of individual donations	5,160	685
Funds raised		
Total funds raised	CZK2,095,379	CZK599,275

DENMARK



A WORD FROM DENMARK'S COUNTRY MANAGER, DAN COOPER

2012 was only Movember Denmark's second year, but what a campaign! Thousands more Mo Bros and Mo Sistas got involved and spread the word, until Denmark reached the amazing totals of more than 14,900 participants and raised a total of 2,350,895 Kr for men's health—more than double the 2011 total. Together, the Danes are taking Movember to the next level and that means big steps towards changing the face of men's health.

The strong online following of 2011 showed absolutely no sign of slowing and, testament to huge grassroots support for Movember Denmark, the number of Facebook fans grew more than 50% to 35,825. Movember continued to get great support from the Danish media with more than 400 pieces of media coverage and a 14-hour Mo marathon on comedy channel TV2 Zulu on 1st Movember.

Sporting events also drove strong participation, and a big highlight for 2012 was the football tournament hosted by Fodboldfabrikken. This five-a-side competition had teams of Mo Bros battling it out for the chance to play their UK counterparts in the inaugural Movember European Cup Final. Luckily there was some excellent Mo inspiration on offer from Danish football champions FC København. Not only did the country's top team put some top Mo's on the pitch, they also raised 17,000 Kr.

Teams from the banking and oil sectors got down to the serious business of growing Mo's and raising funds, fiercely fighting the good fight for the top spots on the leaderboard. Nice one Saxo Bank, who reached second place with 126,000 Kr. However, it was Danish hip-hop trio Outlandish whose team won out in the end. These Mo-loving boys took a break from topping the charts and instead topped the leaderboard by raising an incredible 140,000 Kr along with their fans.

All this excellent Mo growing and fund raising couldn't have a better purpose. In 2012, for the very first time, Movember brought together Denmark's leading minds in prostate cancer to champion a collaborative research model pioneered by our Global Action Plan (GAP). The Danish Prostate Cancer National Advisory Committee was established, with leading researcher Dr Andreas Røder from Copenhagen University Hospital offering his expert skills and knowledge as Chair. This Committee will oversee and identify innovative prostate cancer research to be funded by Movember Denmark, to truly change the face of men's health.

AMBASSADORS

Outlandish
Hip hop band

David Dencik
Actor

Players at FC København

Henrik Drusebjerg
Financier

The Danish Olympic handball team including **Mikkel Hansen, Lasse Boesen and Bo Spellerberg**

DENMARK RESULTS SUMMARY

	2012	2011
Participation		
Registered Mo Bros and Mo Sistas	14,909	7,647
Number of individual donations	13,873	7,326
Funds raised		
Total funds raised	DKK2,350,895	DKK1,164,540





01

Funds raised more than doubled from 2011, reaching more than 2,350,000 kr.

02

The number of Mo Bros and Mo Sistas getting involved in Denmark almost doubled from 2011, with a total of 14,909.

03

Social media continued to drive participation in Movember, with Facebook fans reaching an enormous 35,825, which is more than 50% up on 2011.

04

Some hairy competition got underway as five-a-side football teams battled it out for the chance to play the UK champions in the very first Movember European Cup Final. Big thanks to Fodboldfabrikken for hosting!

05

Football Club København showed their support by sporting Mo's, and 2012 was the year moustaches got mobile, with a Mo Run and a Movember Cross Fit event taking place in Copenhagen.

06

The number of Mo Bros and Mo Sistas getting involved in Denmark almost doubled from 2011, with a total of 14,900.

07

A huge range of Movember events took place, from shave downs to sporting days and parties in Copenhagen and Aarhus.

08

Popular Danish band Outlandish grew moustaches and topped the team leaderboard for fundraising with support from their Mo-loving fans.

09

The end of Movember Gala cemented its legendary status in Copenhagen, attracting more than 400 revellers to the historic Bremen Teater venue.

10

Mo's sprouted on trains, river boats and buses across the country thanks to the wheels heroes at Arriva.

11

Björn Borg said Ja! to Movember once more, growing Mo's and running some great activations like in-store shave downs, gifts for Mo Bros and Sistas, and an outdoor advertising campaign.

12

Getty brought an exhibition of moustachery to the Movember launch event.

13

Great coverage with 400 media hits including a 14-hour Mo Marathon on TV2 Zulu, Denmark's largest comedy channel.



Tieto on
Valtaa
Viikset on
Luningo

FINLAND



A WORD FROM THE REGIONAL DIRECTOR FOR MAINLAND EUROPE, BILL MCINTYRE

2012 was a landmark year for Movember Finland, with its most successful campaign to date, and huge thanks to all the Mo Bros and Mo Sistas who made it happen. Participation rose fivefold from 2011 to more than 14,900 Mo Bros and Mo Sistas, who raised over €307,000.

From Helsinki to Espoo, Tampere and Turku, moustaches were sprouting across Finland, and we even saw the home of Santa Claus get involved as a team from the local council in Rovaniemi, reached the top 10 on the leaderboard.

The support of the corporate community also continued to grow in 2012, with Mo Bros and Mo Sistas from Nokia, Nordea, Microsoft, AIG and Sanoma battling it out at the top of the leaderboard. Well done to all the motivated Mo's at PAF who hit the top spot.

Central to the success of the 2012 campaign were the hairy hockey heroes of SM Liiga, the national ice hockey league. All the teams got behind Movember, with players growing Mo's and raising funds and motivating fans, and even referees got involved. The SM Liiga network was the top-ranking Finnish network for 2012, raising more than €15,000.

It was fantastic to see hockey fans and players creatively supporting the campaign and a real highlight was Helsinki based team HIFK creating a special Movember mask for their goalkeeper. The mask, which was covered with pictures of team-mates sporting their fine Movember moustaches, was worn throughout the campaign and then auctioned off at the end, with Finland's leading professional poker player placing the highest bid!

The support of the media in Finland was fantastic with more than 500 pieces of coverage generated for the campaign. With such fantastic support and commitment across sports, media and communities, we can't wait to see what's in store for 2013.

AMBASSADORS

Tim Sprav
Footballer

Risto Mikkola
Finnish Masterchef

Damp Cookie

Ice hockey players
across all the teams



01

Movember Finland saw fivefold growth in participation from 2011, reaching 14,921 Mo Bros and Mo Sistas.

02

It was a strong year for fundraising, with a total of €307,759 raised which is an increase of more than 300% on 2011.

03

The campaign grew through online social networking, and Facebook fans more than doubled from 2011 to reach 23,244.

04

Groom barbers helped Finland keep it neat, supporting Movember by holding shave down events and offering discounted shaves for Mo Bros all month.

05

All members of the national ice hockey league SM Liiga got involved in Movember, putting Mo's on the ice and spreading the men's health message across the country.

The league ranked as Finland's top network with more than €15,000 raised for men's health.

06

Helsinki-based ice hockey team HIFK became passionate Mo Bros, reaching second place on the fundraising leaderboard with more than €6,000.

07

The Finnish Football League and the Finnish Horse Racing Association also supporting the campaign, spreading the word of the Mo throughout the sporting world of Finland.

08

Movember Finland generated more than 500 pieces of media coverage during the campaign, with fantastic support from the country's biggest media House Sanoma, whose sport magazine and daily paper provided ongoing Mo updates.

09

Fantastic events participation, with 200 attending the launch and 400 celebrating all things Mo at Helsinki's third Gala, alongside many regional events for keen Mo Bros and Mo Sistas across the country.

FINLAND RESULTS SUMMARY

	2012	2011
Participation		
Registered Mo Bros and Mo Sistas	14,921	2,871
Number of individual donations	19,863	3,962
Funds raised		
Total funds raised	€307,759	€74,304

FRANCE



A WORD FROM FRANCE'S COUNTRY MANAGER, MARK LERUSTE

2012 saw the first Movember campaign in France and it proved to be a great start. Of all the first year campaigns starting in 2012, France achieved the top spot for participation with more than 5,300 Mo Bros and Mo Sistas taking part across the country.

There was great support from the media with more than 375 pieces of coverage during Movember including France Inter radio, a Canal + TV slot, L'Express and 20 Minutes. This huge media support helped get communities involved across the country with Mo's sprouting from Lille to Lyon and Paris to Pau, and this great start was reflected on social media with a 700% increase in Facebook fans from 2011.

Both student and business communities got stuck into some hairy competition, growing passionate teams and fine moustaches, then vying for the highest fundraising spots. Teams from Petredec and OECD battled it out to the end, with less than €1,000 between them.

There was also some good support from the sporting community with The Diables Rouges, Valenciennes' top ice hockey team, sporting Mo's and donating the ticket entry fees from one of their games to the campaign. The rugby community also supported the campaign—we saw some great participation from Biarritz Olympique Pays Basque, the Rugby Club of Bordeaux and Aviron Bayonnais Rugby Union.

And in France, Mo Bros of course know how to keep it neat and they did so in style with the expert help of Alain le Maître Barbier. His traditional Paris barbershop is undoubtedly the best in town, and he worked his very special shade of shave-down magic just for Movember.

After such a fantastic first campaign, we can't wait to welcome back France's Mo Bros and Mo Sistas for 2013. Allez les Mo's!

AMBASSADORS

Jean-Philippe Doux
TV Presenter on M6

Ben Broster
Rugby player at Biarritz Olympique Pays Basque

Patrick Guimez
Pro BMX rider
French National Champion

Cyril Hajar
Former French rugby player

Emmanuel de Brantes
Journalist

Romain Sauvage
Captain of Valenciennes hockey team "Diables Rouges"



01

The biggest new campaign for participation, with 5,370 Mo Bros and Mo Sistas getting involved.

02

A great first year fundraising result with €140,178.

03

The number of Facebook fans of Movember France increased by more than 700% from 2011.

04

Excellent media reach for the first year of campaign, with 375 media hits including France Inter radio, a Canal + TV slot, L'Express and 20 Minutes.

05

TV presenter Jean-Phillipe Doux got behind the campaign and rocked his Mo on the 100% Mag show on M6, France's second biggest TV channel.

06

Great participation and activations in the business community, with many corporate teams reaching the top spots in the leaderboard including Google, Janssen and Saxo Banque.

07

Rugby teams and players got behind the campaign, with Biarritz Olympique Pays Basque, the Rugby Club of Bordeaux and Aviron Bayonnais Rugby Union participating.

08

Valenciennes hockey team the Diables Rouges donated the entry fees from one of their games to Movember.



FRANCE RESULTS SUMMARY

2012

Participation

Registered Mo Bros and Mo Sistas	5,370
Number of individual donations	6,753

Funds raised

Total funds raised	€140,178
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GERMANY



A WORD FROM THE REGIONAL DIRECTOR FOR MAINLAND EUROPE, BILL MCINTYRE

Germany officially launched its first Movember campaign in 2012, and what an incredible first year. Huge thanks are due to the 4,746 Mo Bros and Mo Sistas that made Movember Germany such a success by getting involved and raising €150,000. Gut gemacht, guys!

German Mo's sprouted across the country, from Berlin to Bremen and Dusseldorf to Dortmund. It was incredible to see so many cities getting involved and, outside of the capital, particularly strong communities of Mo Bros and Mo Sistas grew in Hamburg, Munich, Cologne and Frankfurt.

The campaign received amazing support from the media with 1,000 pieces of coverage generated during the month. This coverage combined with some fantastic support from ambassadors from the sporting, TV, and music worlds really helped to deliver a strong first campaign. Footballer Robert Huth and ice hockey player Constantin Braun of Eisbaren Berlin grew fine moustaches, whilst members of the Schalke 04 team took their Mo's as mascots to their Champions League games during Movember. Schalke 04's Roman Neustädter even made his debut for the German national football team sporting a Mo—well played Roman!

With a helping hand (or blade) from Wilkinson Sword, Movember Germany kept it neat and what better way than in a refurbished VW Bulli. This compact barbershop on wheels toured cities in Germany, providing grooming services and advice to German Mo Bros.

The first Movember campaign to run in Germany supported our men's health partner, Bundesverband Prostatakrebs Selbsthilfe (BPS). It was fantastic to work with an organisation which is making a difference to people's lives, and great to have such strong commitment that their own team ranked in the top 10 fundraising teams for the campaign.

The battle for the top team was hard fought amongst business of all sizes in Germany and went down to the last few minutes with Berlin based Absolventa coming out on top, just beating Mücke, Sturm & Company and Rolls Royce.

If that was just year one for Movember Germany, we can't wait to see what 2013 has in store!

AMBASSADORS

Robert Huth
Footballer

Players at Schalke 04,
led by Roman Neustädter

Players at Fortuna Köln

Constantin Braun
Ice hockey player at Eisbaren Berlin

Alex Voigt
Guitarist, Jennifer Rockstock

I Heart Sharks
Band

Klaas Heufer
Broadcaster



01

The corporate world got right behind Movember, with teams growing at Rolls Royce, PayPal, Wilkinson Sword, Barclaycard, Nike and Coca-Cola.

02

Fierce competition for the top team title, with local company Absolventa winning out in the end with €8,500.

03

Football teams and players supported the campaign on and off the pitch—Robert Huth, Fortuna Köln and Champions League team Schalke 04 all got involved.

04

Wilkinson Sword backed Movember and transformed an old VW Bulli van into a mobile barbershop.

GERMANY RESULTS SUMMARY

2012

Participation

Registered Mo Bros and Mo Sistas	4,746
Number of individual donations	7,431

Funds raised

Total funds raised	€149,156
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NETHERLANDS



A WORD FROM THE REGIONAL DIRECTOR FOR MAINLAND EUROPE, BILL MCINTYRE

2012 was a great year for Movember in the Netherlands, with moustaches spreading across the country and Mo communities growing in Amsterdam, Rotterdam, the Hague, Utrecht and beyond, as the campaign took off nationally. Both registrations and fundraising grew impressively, with the number of Mo Bros and Mo Sistas doubling to 7,484 and the campaign raising more than half a million Euros for men's health. We salute each and every one of the passionate Mo Bros and Mo Sistas who made it happen.

As well as growing regionally, the campaign saw great participation from the corporate community with companies like ABN Amro, Nike, Sanoma and Philips all getting involved and underlining the variety of different sectors backing the campaign. The technology sector was particularly strong in the Netherlands. Google led the way with the support they provided through a TV advert for their browser Chrome, which showcased how maximising the power of online tools has helped the Movember movement grow across the globe.

FC Groningen star player Tim Sparv kept his footballing feet firmly on the ground, and proudly took his Mo onto the pitch and into the top five of Movember Netherlands' individual fundraisers. 2012 was the first year that the country's top-level footballers got behind the campaign, and it was incredible to see this inspire participation among sports-lovers.

There was also huge support from rugby clubs with big thanks in particular to Rugby Club Waterland, Amsterdam Lowlanders, Rugby Club Tilburg, LRC DIOK and Rugby Club Zwolle—who all raised more than €1,000 for men's health.

The Dutch media continued to provide solid support with 225 pieces of coverage during the campaign. And there was plenty of press coverage of one of the biggest highlights of the 2012 campaign, which took place right at the start of Movember. We took the Mo straight to market by opening trading at the NYSE in Amsterdam on 30th October. What a way to start such an amazing month of Mo-growing and fundraising—now that's banging the gong for men's health. We'll see you in 2013!

AMBASSADORS

- Tim Sparv**
Footballer
- Miralem Sulejmani**
Footballer
- Kluun**
Author
- Horace Cohen**
Actor and comedian
- Sander van de Pavert**
Film director
- Manu van Kersbergen**
Rapper
- Johannes van Dam**
Restaurant and food expert



- 01**
More than double the participation of 2011, with 7,484 Mo Bros and Mo Sistas getting involved.
- 02**
There was good growth on Facebook with 'likes' moving from 7,869 to 14,455, which is 83% growth from 2011.
- 03**
More than 150 attendees at the launch event, held at the aptly-named Bar Moustache, and a rocking Gala with 300 Mo Bros and Mo Sistas joining the celebrations.
- 04**
Some top barbers helped all our Dutch Mo Bros keep it neat and both Rotterdam's Schorem and The Barber Shop in Amsterdam were key venues during the campaign.

NETHERLANDS RESULTS SUMMARY

	2012	2011
Participation		
Registered Mo Bros and Mo Sistas	7,484	3,329
Number of individual donations	21,687	14,243
Funds raised		
Total funds raised	€501,666	€271,188



NORWAY



A WORD FROM NORWAY'S COUNTRY MANAGER, DAN COOPER

2012 was the second Movember campaign in Norway and we were blown away by the passionate engagement of 17,297 Mo Bros and Mo Sistas—four times the number involved in 2011. As well as the amazing awareness raised, the Mo Bros and Mo Sistas raised a fantastic total of 4,880,794 Kr.

Whilst Oslo continues to act as a growing hub for Movember, we also saw communities sprouting moustaches across the country with key cities Stavanger, Trondheim, Tromsø and Bergen getting right behind the campaign. Social media also drove participation online, with Facebook fans of Movember Norway growing three fold from 2011.

The technology community got right behind the campaign, with Frank Rognstad creating the network "IT-barten" backed by Computerworld magazine. Nearly 500 Mo Bros and Mo Sistas in the network grew and supported some fine Mo's, raised awareness for men's health and achieved an amazing fundraising total of 370,000 Kr. The finance and oil sectors were not to be outdone and we saw hairy competition between the likes of GE Oil & Gas, Archer Norge, Union Corporate and Nordea. Some also rallied extra support in the form of fund matching, and huge thanks go to EMAS AMC whose team achieved a fantastic result by raising 63,000 Kr for men's health.

However it was Norway's ice hockey heroes who took the top spot in the end. A big highlight for 2012 was the involvement of the Stavanger Oilers, who were determined to put Mo's on the ice and men's health on the agenda. They held a special Movember match, showcasing their moustaches and raising 318,000 Kr thanks to sponsors who made a donation for every single fan who came to cheer along the Oilers.

Norway's favourite Mo Sista and top sports presenter Thea Olsen got behind Movember once again, ensuring that the main sports channel and many teams supported the campaign. Big thanks go to Thea for her Mo-loving enthusiasm, and for leading the way for Mo Bros and Mo Sistas in Bergen especially.

With such amazing participation from Mo Bros and Mo Sistas across the country, we can't wait for 2013.

AMBASSADORS

Thea Olsen
TV presenter

Bent Høie
Politician

Davy Watne
TV presenter

Nils Ingar
TV presenter

Aksel Lund Svindal
Downhill skier

Ice hockey players at Stavanger Oilers
Players at Rosenborg Fotballklubb

Peter Stordalen
High profile businessman



01

An amazing level of participation for the campaign's second year with 14,907 Mo Bros and Mo Sistas raising a record 4,880,794 Kr.

02

Fantastic media coverage, with over 500 articles online and in print in the first two weeks of Movember.

03

TV channel Senkvelde aired a weekly Mo update every Friday, hosted by Movember ambassador and veteran presenter Nils Ingar.

04

Ice hockey team the Stavanger Oilers put enormous passion into Movember and hit the top fundraising spot for teams having held a special game at the end of the campaign.

05

The largest university in Norway, NTNU, got behind Movember with both students and teachers growing Mo's, including the principal himself!

06

Sports presenter and journalist Thea Olsen supported Movember again, reminding us why she is Norway's favourite Mo Sista.

07

Top alpine ski racer Aksel Lund Svindal lent his expert momentum to the campaign, inspiring other winter sportsmen to keep their upper lips warm and get men's health on the agenda.

NORWAY RESULTS SUMMARY

	2012	2011
Participation		
Registered Mo Bros and Mo Sistas	17,297	3,825
Number of individual donations	31,791	6,219
Funds raised		
Total funds raised	NOK4,880,794	NOK1,559,200



SPAIN



A WORD FROM SPAIN'S COUNTRY MANAGER, MARK LERUSTE

The 2012 Movember Spain campaign saw more moustaches and funds raised than ever before. Both participation and fundraising grew more than 300% from 2011, with 5,837 Mo Bros and Mo Sistas registered and €83,044 raised for men's health initiatives. This great growth led to communities growing across the country, from our established base of Barcelona through Madrid and Santander to Alicante and Zaragoza—the A-Z of Spanish moustache growing.

The campaign received brilliant support from the media with more than 300 pieces of coverage during the campaign including a double-page spread in 20 Minutos, the widest read commuter newspaper, and prime time TV coverage of an interview with well-known Spanish actor and Mo Bro Sergio Paris Mencheta.

There was a real mix of communities and businesses involved in the campaign, with everyone from rugby players to bankers and business schools getting involved. A big thanks to IE Business School and IESE Business School who along with Barclays fought it out to be the top fundraising team, with IE Business School winning out in the end. IE did the double with Victor Beckers, one of the team, being the top individual fundraiser for all of Movember in Spain, becoming the winner of the country's Mo Mo. And finally on the communities front—a big thanks to the support of the rugby fans and players, as we once again had great support from the likes of XV Sanse, Tramontana Menorca and Majadahonda.

For 2012 though, nothing matched the excitement of announcing research funding for two of Spain's leading prostate cancer scientists. Dr Juan-Manuel Falcón-Perez and Dr Andreas Doll were awarded €146,000 of Movember funding for two years to pursue research outcomes which will change the lives of those affected by prostate cancer. As part of Movember's Global Action Plan (GAP) they will be taking part in a global collaborative research programme for the first time and leading the way for men's health in Spain.

Such a momentous campaign meant there was a lot to celebrate and the Spanish Mo Bros and Mo Sistas sure showed they know how to party, Movember style. 'Mo Town' parties rocked cities across the country and two amazing Galas paid homage to all things Mo in Madrid and Barcelona.

From first sprouting to the final shave, the success of Movember Spain is down to the passion and drive of Spain's very own citizens of Movember. In 2013, we could be in for quite a ride.

AMBASSADORS

María Adánez
Actress

Sergio Peris Mencheta
Actor

Juan Diego Botto
Actor

David Meca
Long distance swimmer

José Emilio Amavisca
Former Spanish professional footballer

Jimmy Barnatán
Actor

Manel Fuentes
TV presenter

Pepón Nieto
Actor

Hugo Silva
Actor



01

The campaign took hold in both Madrid and Barcelona, with a range of regional interest across Spain.

02

There was great participation from rugby teams across Spain, especially at XV Sanse, Tramontana Menorca and Majadahonda.

03

Movember Spain saw a marked increase in national media interest and ambassadors played a key role in promoting the campaign. Well-known Spanish actor Sergio Paris Mencheta was interviewed on prime time TV in support of Movember.

04

Movember was featured in a double-page spread in 20 Minutos, the widest-read commuter paper in Madrid and Barcelona.

05

Spain kept it neat with the aid of notorious barbers and general purveyors of cool at El Kinze de Cuchilleros, one of the oldest barbershops in the country.

SPAIN RESULTS SUMMARY

	2012	2011
Participation		
Registered Mo Bros and Mo Sistas	5,837	1,254
Number of individual donations	5,001	1,006
Funds raised		
Total funds raised	€83,044	€23,403



SWEDEN



A WORD FROM SWEDEN'S COUNTRY MANAGER, DAN COOPER

The first Movember campaign in Sweden did not disappoint thanks to the passion and dedication of 2,316 Mo Bros and Mo Sistas across the country who raised a fantastic 475,791 Kr for men's health. Well done Sweden!

Online, the growth of Movember Sweden was felt with a six-fold increase in Facebook fans from 2011, and a wealth of teams making the most of their Mo Spaces to jostle for the top fundraising spots. It was a team of passionate Mo Bros and Mo Sistas at Comfort Hotel Winn who headed up the leaderboard, and their motivated captain Linn Bäckström showed the boys how it's done by becoming Sweden's first Mo Mo.

A real highlight of the Swedish campaign was the enormous support shown by the country's ice hockey community, from local teams to international superstars like Sanny Lindström and Johan Davidsson. The ice hockey players' union SICO made sure the Mo puck was passed across the country and a huge number of teams got behind Movember, from Stockholm's AIK to the Växjö Lakers. On the sporting front, it was also great to have the support of so many professional handball players in our first year in Sweden.

Getty Images curated an amazing moustache-themed exhibition which kicked off at the Movember launch and continued to inspire for the whole campaign. And the guys with arguably the best underwear in Europe, Björn Borg, showed they love men's health just as much as pants by hosting the Movember launch at their Stockholm HQ.

And a big thanks to Spotify, who promoted the 'Music to Mo to' playlist across the month, to help inspire Mo Bros and Mo Sistas.

Some dedicated barbers helped Sweden keep it neat, and huge thanks are due to Barbers and Books, Big T, and Locals Only for getting behind Movember and providing such expert shaving skills.

It is fantastic to know that all this growing contributed to the greatest highlight of Movember Sweden's first campaign. A grant of €90,000 was awarded to leading prostate cancer researchers, Professor Anders Bergh, Dr. Pernilla Wikström and Dr. Marie Lundholm from Umeå University. Their work will form part of Movember's collaborative research project, the Global Action Plan (GAP), which means these researchers are leading the way for men's health in Sweden.

We can't wait to do it all again, and more, in 2013.

AMBASSADORS

Sanny Lindström and Johan Davidsson
Ice hockey legends

Ice hockey players at Frölunda, HV 71, Rögle, Brynäs, Modo, LHC, Skellefteå AIK, Färjestad BK, Växjö Lakers, AIK and Timrå IK

Kim Andersson
International handball player

Oscar Jensen, Rasmus Skram, Matias Pape and Mattias Thynell
Handball players from Malmö HK

Handball players at Redbergslied IK

Handball players at IFK Skövde



01

A great first campaign, reaching 2,316 Mo Bros and Mo Sistas.

02

A huge fundraising total of 475,791 Kr for Sweden's first full Movember.

03

The ice hockey community got behind the campaign, with Mo's on and off the ice across a number of teams, championed by star players like Sanny Lindström and Johan Davidsson.

04

Top handball teams and players supported the campaign, led by legend Kim Andersson.

05

Spotify gave away a year's subscription to Sweden's Mo Mo, and hosted Movember's very own playlist "Music to Mo to".

06

Getty images curated a Mo-themed exhibition which inspired Mo Bros and Mo Sistas for the 30 days of Movember.

07

Mo Sista Linn Bäckström topped the individual leaderboard to become Sweden's first Mo Mo, and led her team from Comfort Hotel Winn to the top spot of the team leaderboard too!

08

Great participation and free shaves from local barbers and Mo champions at Barbers and books, Big T and Locals Only.

09

More than 200 Media hits.



SWEDEN RESULTS SUMMARY

2012

Participation

Registered Mo Bros and Mo Sistas	2,316
Number of individual donations	3,306

Funds raised

Total funds raised	SEK475,791
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SWITZERLAND



A WORD FROM SWITZERLAND'S COUNTRY MANAGER, MARK LERUSTE

2012 saw the first Movember campaign in Switzerland, and what a way to start, with 2,972 Swiss Mo Bros and Mo Sistas raising the fantastic sum of 371,814 CHF. Nicely done!

Moustaches spread the Movember word across Switzerland's many different communities in four languages, from Geneva to Zurich and beyond. The word of the Mo also spread online, with the number of Movember Switzerland's Facebook fans growing six fold from 2011.

The campaign got great support among companies like P&G, Shire and Oryx Petroleum, where keen Mo Bros and Mo Sistas made the most of building Movember teams to spark some competitive spirit. Huge congratulations go to the crew at Hugo Boss for being our top Swiss fundraisers. There was slim chance such a stylish group wouldn't have grown the winning Mo's.

It wasn't just the corporate community getting down to the hairy business of growing Mo's and raising funds. One incredible highlight of the 2012 campaign was seeing the passion of over one hundred Lausanne medical students who formed the network Medstache from 19 teams of motivated Mo Bros and Mo Sistas. These future doctors not only raised awareness of men's health on campus and among their mates, but also raised 12,000 CHF. Their special Medstache end-of-Movember party, held at downtown Lausanne café and record shop Sidewalk, was thoroughly well deserved!

After such a great start to the Movember Switzerland journey, the 2013 campaign looks set to reach even greater heights. Bring on 2013!

AMBASSADORS

Clifford Lilley
Celebrity fashionista and TV presenter

Tim Wielandt
Mr Switzerland 2007



01
Movember Switzerland raised 371,814 CHF.

02
2,972 Mo Bros and Mo Sistas got behind the campaign in communities across the country, in four different languages.

03
Camping bottle experts and historic brand SIGG gave us a glimpse of things to come with some quirky, limited edition Mo bottles—watch this space!

04
Leading grooming brand Kiehl's helped Switzerland's Mo Bros keep it neat, with in-store product offers during Movember and 5,000 CHF donation for men's health.

05
Medstache grew to be Switzerland's biggest network, with 119 of Lausanne's finest medics taking on the campaign and rolling out some epic on-campus support.

06
The number of Facebook fans grew six fold from 2011.

07
135 pieces of media coverage spreading the word across Switzerland.

SWITZERLAND RESULTS SUMMARY

2012

Participation

Registered Mo Bros and Mo Sistas	2,972
Number of individual donations	7,822

Funds raised

Total funds raised	CHF371,814
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SINGAPORE



A WORD FROM SINGAPORE'S COUNTRY MANAGER, GREG RAFFERTY

Our first campaign in Singapore exceeded all expectations with over 2,000 Mo Bros and Mo Sistas registering and committing their support for men's health. It was great to have support from personalities such as Adrain Pang, Paul Foster and Keaghan Kang to name just a few high-profile locals who embraced the campaign, particularly using their social media reach to raise awareness of Movember.

Local barber Feroze and his team from Hounds of Baskerville were kept busy throughout the month as they offered free shaves to Mo Bros, even setting up a pop-up barber stall at Penhaligon's at Ion Orchard on Movember 1st.

Men's health partner, Singapore Cancer Society, enthusiastically promoted Movember through their network of supporters with newly appointed CEO Albert Ching growing a very impressive moustache to highlight his commitment to improving men's health in Singapore. It was humbling to witness the efforts of a wide variety of individuals and organisations, from corporate supporters such as Oldendorff Carriers and Macquarie Group to entertainment venues Zouk, Juice, Tanjong Beach Club, The Cuff Link Club which hosted Movember events, and all the individual Mo Bros and Mo Sistas who went above and beyond to spread a positive men's health message and ensure the success of Movember.

The local media were extremely supportive of the campaign, evidenced by the 140 pieces of coverage we received across the month including interviews in The Straits Times, The New Paper, Designare, 938 Live and Esquire magazine which dedicated an entire edition to Movember. I would like to thank everyone who contributed to the success of our first Movember campaign in Singapore, to the Mo Bros, Mo Sistas, donors and supporters, we are truly grateful and looking forward to Movember 2013!



- 01**
- Changi Airport: Qantas Mo-ed their check-in counters.
- 02**
- Corporate Support: A highly engaged corporate community from large multinationals to local businesses.
- 03**
- Media: Esquire magazine Movember edition along with the broad traditional and social media coverage.
- 04**
- Movember Social Media: Movember Singapore Facebook audience grew by 385%.
- 05**
- Movember Shave-in: Pop up barber set up at Ion Orchard for Mo Bros to start the month clean shaved.

MEN'S HEALTH PARTNERS

Movember is extremely pleased to be working in partnership with the Singapore Cancer Society to improve the lives of men and their families in Singapore who are affected by prostate cancer.

65% of net funds raised in Singapore will be allocated to research conducted in Singapore that supports Movember's Global Action Plan. This project aims to accelerate prostate cancer outcomes through global research collaboration.

35% of net funds raised will be used by Singapore Cancer Society to provide support programs for men and their families going through the prostate cancer journey.

IN SINGAPORE, MORE MEN DIE OF CANCER THAN WOMEN, AND COLORECTAL, LUNG AND PROSTATE CANCER ARE THE TOP RANKED CANCERS AMONG MEN. SINGAPORE CANCER SOCIETY BELIEVES THAT MORE LIVES CAN BE SAVED THROUGH EARLY SCREENING, DETECTION AND TREATMENT OF CANCER. WE ARE DELIGHTED BY THE GREAT PARTNERSHIP WITH MOVEMBER IN SINGAPORE TO PROMOTE CONVERSATION AROUND PROSTATE CANCER THAT MADE PEOPLE SIT UP AND TAKE ACTION.

**MR ALBERT CHING,
CEO OF SINGAPORE CANCER SOCIETY**



SINGAPORE RESULTS SUMMARY

2012

Participation

Registered Mo Bros and Mo Sistas	2,088
Number of individual donations	9,711

Funds raised

Total funds raised	SGD \$705,775
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HONG KONG



A WORD FROM HONG KONG'S COUNTRY MANAGER, GREG RAFFERTY

2012 was the first official Movember campaign in Hong Kong, and it was a year that saw 1,819 dedicated Mo Bros and Mo Sistas raise HKD 4,437,663 for men's health. The Mo was supported in all areas of Hong Kong life, from the board room to the playing fields with Macquarie Group leading the corporate charge by raising over HKD \$800,000, and more than 220 local rugby players supporting Movember, making moustaches the must-have accessory.

The campaign kicked off with a lively launch party at popular nightclub Fly where key corporate and community supporters gathered with media, Movember ambassadors and representatives from Hong Kong Cancer Fund. Mo Sistas were offered mo-manicures while Mo Bros took advantage of a free hot shave to ensure they followed Movember's number one rule—to start Movember clean shaven.

Local media embraced the campaign with Movember receiving over 100 pieces of coverage, including articles in South China Morning Post, China Daily, TimeOut HK and a feature piece on TVB Pearl Report. The Movember HK Facebook page became a hub of activity as Movember events sprang up in offices, bars and through community and sporting clubs, while also informing local participants of Movember's global reach.

The official Movember Gala Parté was held on 30th Movember, with Gareth Barlow being crowned Hong Kong's first Man of Movember, dressed as a policeman from Reno 911.

I would like to thank everyone involved for making our first Hong Kong campaign such a great success. It was truly an honour to see how passionately the campaign was embraced and I look forward to a bigger and better Movember campaign in 2013.

AMBASSADORS

Eddie McDougall
The Flying Winemaker

Ally Maclay
Hong Kong rugby legend

Christophe Wong
Fashion aficionado

Salom Yiu
Hong Kong rugby legend

Chester Gruza
Nightclub manager and man about town

Casey Lau
Social Media Guru

Peter Yuill
Artist

Tom Bolland
Hong Kong rugby legend

Kenneth Wong
Celebrity Make Up artist and beauty and Make Up Columnist for Elle

HONG KONG RESULTS SUMMARY

2012

Participation

Registered Mo Bros and Mo Sistas	1,819
Number of individual donations	8,928

Funds raised

Total funds raised	HKD \$4,437,663
--------------------	-----------------





01

Macquarie Group engaged a passionate team of eleven Mo Bros and Mo Sistas who utilised their corporate contacts and wider social networks to spread a positive men's health message while raising over HKD\$800,000.

02

Hong Kong Rugby Football Union came together at the end of Movember to celebrate their Mo growing efforts with a party at Hong Kong Football Club.

03

Movember Gala Parté: the fancy dress event to mark the end of Hong Kong's first Movember campaign was a highlight. Inspector Clouseau and the Pink Panther joined Colonel Sanders and the entire police force from Reno 911 to celebrate the success of Movember.

04

Media: Movember HK received extensive coverage across all platforms including feature articles in Time Out, South China Morning Post and television coverage of launch and Gala events, in addition to extensive coverage on prostate cancer and general information on men's health.

05

Movember HK Facebook: audience grew by 300% to 1,410 fans as Hong Kong engaged with all things Mo.

MEN'S HEALTH PARTNERS

Movember is extremely pleased to be working in partnership with the Hong Kong Cancer Fund to improve the lives of men and their families in Hong Kong who are affected by prostate cancer.

65% of net funds raised in Hong Kong will be allocated to research conducted in Hong Kong that supports Movember's Global Action Plan. This project aims to accelerate prostate cancer outcomes through global research collaboration.

35% of net funds raised will be used by Hong Kong Cancer Fund to provide support programs for men and their families going through the prostate cancer journey.

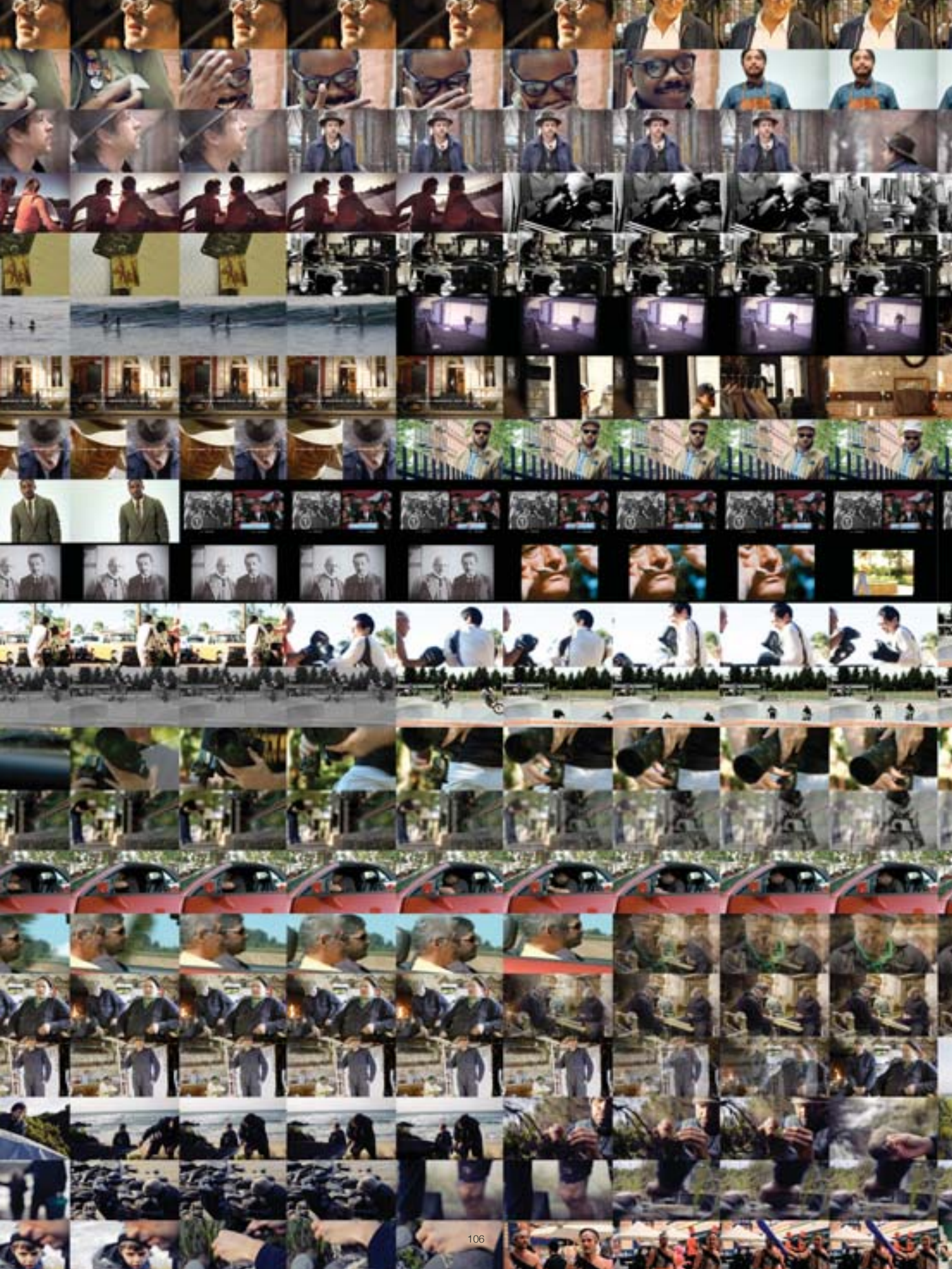
CANCER FUND'S NEW COLLABORATION WITH MOVEMBER HAS SHOWN REAL PROMISE IN ITS FIRST YEAR. THE CAMPAIGN PROVED EXTREMELY SUCCESSFUL, WITH CLOSE TO 2,000 PARTICIPANTS RAISING AN INCREDIBLE HK\$4.5 MILLION IN A SINGLE MONTH. AS ONE OF MOVEMBER'S OFFICIAL BENEFICIARIES, CANCER FUND STANDS TO RECEIVE 35% OF THIS YEAR'S NET TOTAL, TO GO TOWARDS HELPING MEN IN THE COMMUNITY WHO HAVE BEEN TOUCHED BY CANCER.

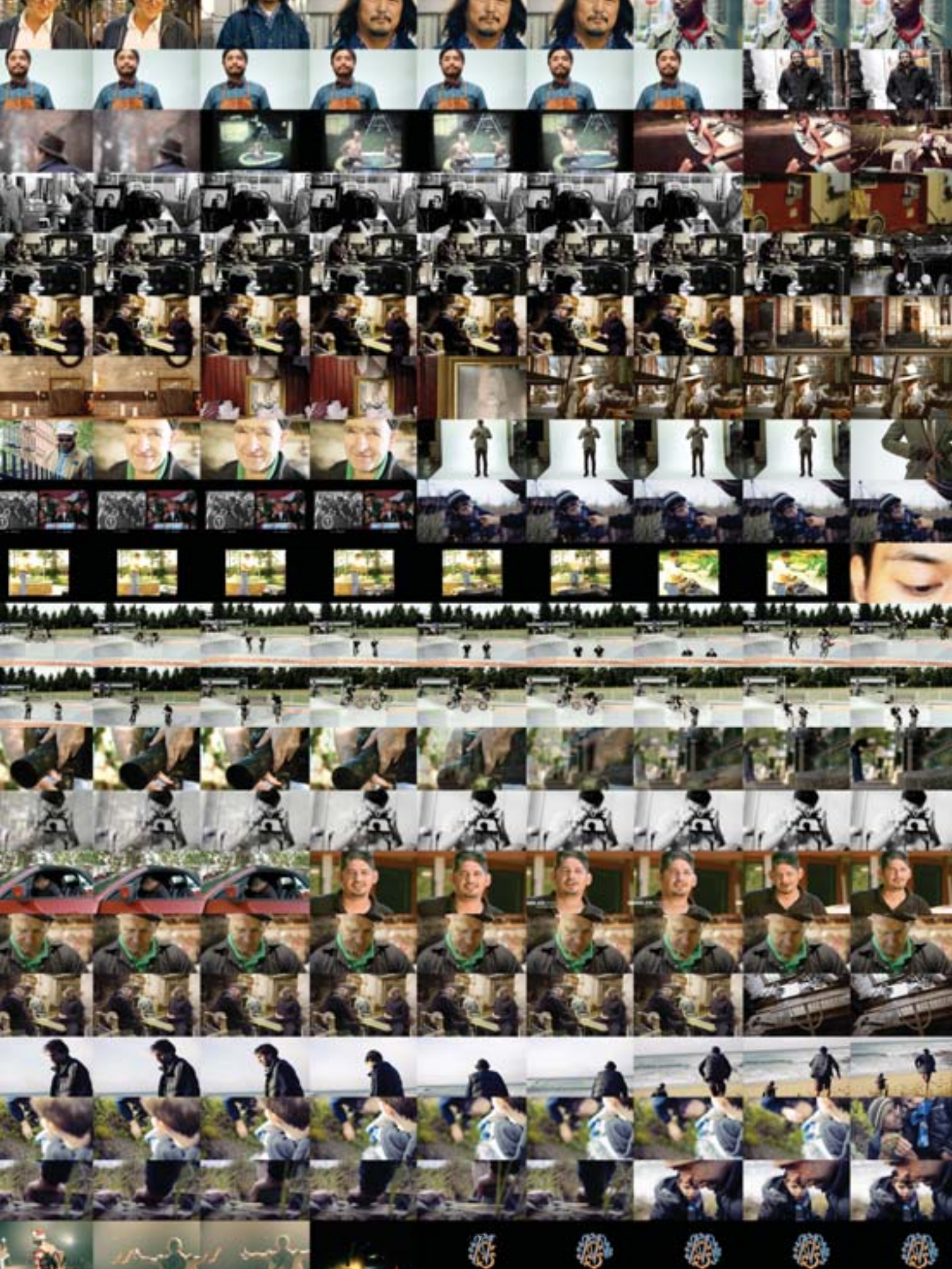
EVERY YEAR, CLOSE TO 1,500 MEN IN HONG KONG ARE DIAGNOSED WITH PROSTATE CANCER, WHICH AFFECTS MORE THAN 1 IN 30 MEN DURING THEIR LIFETIMES. THROUGH OUR NETWORK OF FREE SERVICES, INCLUDING SURVIVOR GROUPS, COUNSELLING AND RECOVERY PACKS, WE PROVIDE ONGOING SUPPORT SO THAT NO ONE FACES CANCER ALONE.

WHILE THIS YEAR WAS A PROMISING START, THERE IS STILL SO MUCH TO BE DONE AND I AM CONFIDENT THAT CANCER FUND CAN HELP MOVEMBER RAISE ITS PROFILE IN THE CITY, ATTRACT MORE PARTICIPANTS IN THE FUTURE, AND INCREASE THE MUCH-NEEDED FUNDS IT RAISES FOR THE BETTERMENT OF MEN'S HEALTH.

SALLY LO, MBE FOUNDER AND CHIEF EXECUTIVE, HONG KONG CANCER FUND









GOVERNANCE



Moverber commits to act on behalf of the Moverber community to maximise the impact of their support and the funds they raise. Moverber aims to meet best practice standards of governance in each country in which it operates.

Moverber's governance framework is available on our website. The policies are regularly reviewed to ensure that Moverber's governance framework reflects best practice and the particular needs of the charitable sector in each of the countries in which Moverber operates.

THE BOARD OF DIRECTORS

The Board is accountable to the key stakeholders of Moverber to ensure that Moverber maintains the highest standards of performance, governance, accountability and transparency. The Board is responsible for directing the organisation and guiding and monitoring its strategy and business affairs. Moverber's key stakeholders are:

- Moverber's men's health partners across the globe
- Moverber's corporate sponsors and partners
- The Mo Bros and Mo Sistas who participate in Moverber
- Those individuals and organisations who donate and support participants
- Moverber staff

For the 2013 financial year, the Board had eight members, comprising of five non-executive independent directors, one executive director and two of Moverber's co-founders. In keeping with Moverber's focus on minimising administrative costs, all Board members are unpaid for their directorship.

DIRECTORS

The following persons are currently directors of Moverber and each of its subsidiary entities.

Elaine Farrelly Chairman

Elaine has executive level experience across the telecommunications, media, property development, manufacturing and not for profit sectors. She is a Chartered Accountant with more than 20 years experience with international corporations including KPMG, Optus, ICI (now Orica) and Fairfax. Elaine has served on Moverber's Board since the Board was formally established in 2007. She recently graduated the Australian Institute of Company Directors course with an Order of Merit (awarded to the top 2% of graduates in Australia).

Adam Garone Executive Director and CEO

Adam was one of the co-founders of Moverber and has been CEO since the organisation was formed. Adam has an extensive corporate background in developing, managing and marketing emerging web and mobile technologies. Prior to Adam's corporate experience he served for nine years as an officer in the Australian Army where he was selected to join the special forces. Adam's military career taught him the art of leadership and intricacies of operations management.

Adam's corporate experience and military service has given him the perfect skill set for his role as CEO of Moverber. In 2008 Adam was awarded the Ernst & Young, Australian Entrepreneur of The Year and in 2009 awarded the Melbourne Business School Outstanding Recent Alumnus Award for his role in leading the Moverber Foundation. Adam holds a Bachelor of Science from the University of New South Wales and a Masters of Marketing from Melbourne Business School.

Paul Villanti Executive Director and Executive Director, Programs

Paul oversees Moverber's program investments in prostate cancer, testicular cancer and mental health initiatives globally. He serves as a Director on the Boards of Prostate Cancer Foundation (USA) and Prostate Cancer Canada and is an Associate Director on Prostate Cancer UK. Over the past 20 years Paul has successfully led and built businesses in Australia across the infrastructure, technology, property and telecommunications sectors.

Travis Garone Non-Executive Director

With impressive creative talent, 16 years of experience and a founding partner of his creative agency, Travis has contributed extensively to the development of the Moverber brand and creative concepts. Travis is a founding member of Moverber.

Andrew Gibbins Non-Executive Director

Andrew brings over 17 years experience in private business strategy, operations, logistics and property development. He is regularly introduced in Moverber and men's health circles as "One of the original 30 Mo Bros." Andrew has been a Director of Moverber since the Board was created in 2007. While playing a part in making sure the organisation stays true to its vision, Andrew is often accused of having a single-minded motivation to ensure Moverber's long-term success – just so he can roll out his banked-up list of Gala Parté costume ideas!

John Hughes Non-Executive Director

John brings with him over 35 years banking experience. John was recently CEO of Macquarie Infrastructure Group (MIG) Ltd, Macquarie's first and largest listed Infrastructure fund. This role entailed managing a global road asset portfolio and representing MIG on Boards across Europe, USA, Canada and Australia. John is currently head of Macquarie's Principal Equity Investment Group managing a portfolio of global assets.



CORPORATE GOVERNANCE

Mark Fewell Non-Executive Director

Mark has broad experience in lifestyle business development, marketing and international expansion. He was integrally involved in launching Boost Mobile in Australia, New Zealand and USA. As a founding member of Boost Mobile USA he oversaw significant marketing, communications and brand business development areas as the business grew from start up to \$2 billion in annual revenues.

Previously Mark was a practicing lawyer, with specialties in sports, media, marketing and business law. He has also been a sports journalist for over 20 years and worked on some of the world's largest events, including the Olympic Games. Mark received his Bachelor of Law degree with Honors from UTS, Sydney.

Dr Colleen Nelson Non-Executive Director

Dr. Nelson is Professor and Chair, Prostate Cancer Research, Institute of Health and Biomedical Science, Queensland University of Technology.

Dr. Nelson established the Australian Prostate Cancer Research Centre—Queensland in 2007, and was a co-founder of the Vancouver Prostate Centre in 1998. Dr. Nelson founded and is the Director of the Federal Government funded Australian-Canadian Prostate Cancer Research Alliance, a global network of researchers, clinicians, academics, and scientists who work in prostate cancer. Dr. Nelson also chairs Movember's Global Scientific Committee.

CHARTER AND POLICIES

The Board works to a Charter and a number of Governance Policies. The Board Charter provides a guiding framework for the governance of the Movember Group and covers the role of the Board and the composition and operating principles of the Board. A Directors Code of Conduct has also been adopted.

All Directors, individually and as a Board are required upon appointment to agree to act in accordance with the Board Charter, the Code of Conduct and the Policies. A copy of the Governance Policies which includes all these elements is available on the Movember website.

SUB COMMITTEES BOARD COMMITTEES

The Board delegates part of its work to specialised committees which report to the Board, these include:

GLOBAL SCIENTIFIC COMMITTEE (AND SPECIFIC RESEARCH ADVISORY COMMITTEES)

Assists the Board by:

01
Overseeing implementation of Movember's Global Action Plan (GAP), an international research collaboration initiative that is accelerating outcomes by providing researchers from around the world the opportunity to work together on specific projects.

02
Providing strategic thought leadership and advice on prostate and testicular cancer research undertaken by Movember's Men's Health Partners.

GLOBAL PROSTATE CANCER SURVIVORSHIP COMMITTEE

Assists the Board by:

01
Providing strategic thought leadership, oversight, review and advice on prostate cancer survivorship solutions, programs and interventions.

FINANCE AND AUDIT COMMITTEE

Assists the Board by ensuring:

01
The reliability and integrity of information, including financial information, prepared for use by the Board.

02
Integrity of internal controls.

03
Effectiveness of the external audit function.

REMUNERATION COMMITTEE (PREVIOUSLY THE CORPORATE GOVERNANCE AND BEST PRACTICE COMMITTEE)

Assists the Board by:

01
Setting the organisational remuneration policy.

02
Reviewing and setting the remuneration of the CEO, Executive Director, Programs, and key leaders.

MARKETING COMMITTEE

Assists the Board by:

01
Ensuring the integrity of the Movember brand.

02
Overseeing key elements of the Movember campaign.

Directors	The Board		Finance And Audit Committee		Remuneration Committee		Marketing Committee*		Global Scientific Committee*	
	Eligible	Attended	Eligible	Attended	Eligible	Attended	Eligible	Attended	Eligible	Attended
Elaine Farrelly	8	8	2	2						
Paul Villanti	8	8	2	2	1	1			3	3
Adam Garone	8	8	2	2	1	1	8	8		
Travis Garone	8	8								
Andrew Gibbins	8	7	2	2	1	1				
Mark Fewell	8	8					8	8		
John Hughes	8	6	2	2						
Colleen Nelson	8	7							3	3

The table above captures Movember Board Members attendance at The Board of Directors Meetings as well as the Sub Committees. The Global Prostate Cancer Survivorship Committee was recently formed, and did not meet in the 2012/13 financial year

*In addition to the Movember Board Members indicated in the table above, the marketing Committee and Global Scientific Committee both have members that do not sit on the Movember Board.



MEETINGS OF DIRECTORS

Eight regular Board meetings and a two-day strategy meeting were held in the 2013 financial year. The Finance and Audit Committee met twice, the Global Scientific Committee met on three occasions, the Remuneration Committee met once and the Marketing Committee eight times. Attendance of Board Members at meetings is summarised on page 110.

STRUCTURE

MOVEMBER FOUNDATION (AUSTRALIA)

The Movember Foundation is an unincorporated trust (ABN 48 894 537 905) which is run by The Movember Group Pty Ltd as Trustee (ACN 119 012 243).

The Movember Foundation has been granted Deductible Gift Recipient status in Australia, and as such all donors are entitled to a tax receipt and a full tax deduction for their donations. Funds raised in Australia are received directly by The Movember Group Pty Ltd as trustee for the Movember Foundation and distributed to programs in line with the strategic goals of the Movember Foundation.

In 2012 The Movember Group Pty Ltd as trustee for the Movember Foundation also operated the Movember campaigns in New Zealand, Ireland and South Africa, Finland, Germany and Czech Republic. Movember does not have incorporated entities in those countries, so the funds were received directly by Movember's local beneficiary partners. Movember has agreements with each of these partners who issue tax receipts locally and reimburse Movember for agreed campaign costs.

In 2012 The Movember Group Pty Ltd as trustee for the Movember Foundation also operated the campaigns in France, Belgium, Austria, Switzerland, Sweden, Norway, Denmark, Netherlands, Spain, Hong Kong and Singapore.

MOVEMBER FOUNDATION (US) (PREVIOUSLY MOVEMBER INC)

Movember Foundation (EIN 77-0714052) operates the Movember US campaign. Movember Foundation is a not for profit organization that is exempt from Federal income tax under section 501(c) (3) of the Internal Revenue Code. Contributions to Movember in the US are deductible under section 170 of the Code. Funds raised in the US are received directly by the Movember Foundation and distributed to programs in line with the strategic goals of Movember Foundation.

The Movember Group Pty Ltd as trustee for the Movember Foundation is the sole member of Movember Foundation.

MOVEMBER EUROPE

Movember Europe (Company number 7275694) operates the Movember campaign in the UK. It is a private company limited by guarantee and is a registered charity in England and Wales (charity number 1137948) and Scotland (charity number SC041981). Funds raised in the UK are received directly by Movember Europe and distributed to programs in line with the strategic goals of Movember Europe.

The Movember Group Pty Ltd as trustee for the Movember Foundation is the sole member of Movember Europe.

MOVEMBER CANADA

Movember Canada (incorporated not for profit number 767531-3) operates the Movember campaign in Canada. Movember Canada is a registered charity (number 84821 5604 RR0001). Funds raised in Canada are received directly by Movember Canada and distributed to programs in line with the strategic goals of Movember Canada.

The Movember Group Pty Ltd as trustee for the Movember Foundation is the sole member of Movember Canada.

FORIDEAS PTY LTD

An additional company, Forideas Pty Limited, is the owner of the Movember intellectual property rights and concept, including names, trademarks, logos and goodwill ("Intellectual Property")

The Movember Group Pty Ltd has exclusive rights to use the intellectual property at no cost to the organisation. Movember Group Pty Ltd pays the legal costs of any associated trademark and intellectual property protection. This arrangement allows for a streamlined approach to the management and protection of the intellectual property.

FINANCIAL OVERVIEW



FUNDS RAISED

Movember raised AUD \$141.5 million during the 2012 campaign, an increase of AUD \$17.8 million (or 14%) over the prior year.

The global fundraising was achieved by over 1.1 million Mo Bros, Mo Sistas and their donors from across 21 countries.

Significant growth was achieved in the US while the Canadian and the UK campaigns finished as the top two fundraising campaigns for Movember. The emerging campaigns in mainland Europe and Asia continued to show rapid growth (\$3.4 million or over 300%) in the early years of those campaigns.

FUNDS IN USE

Movember's focus on minimising its costs, as well as the economies of scale achieved through a global campaign, have resulted in a global fundraising and administration cost to funds raised ratio of 11% (compared with 8% last year). This ratio remains low by international fundraising standards, and the increase in the ratio is in line with Movember's strategic need to make necessary investments in people and technology to keep pace with its rapid growth at a local and global level. Movember continues to build and maintain a sustainable model to both promote and support growth while controlling costs through the smart use of technology and structured staffing plans.

Of the funds raised, 85% has been committed to programs supporting prostate and testicular cancer and men's mental health initiatives, which remains well above international best practice of 80%. Of the 85% committed to programs, 57% was donated directly to our global men's health partners with the remaining 30% allocated to Movember Foundation programs as shown in the table on the next page. While most of the programs that Movember invests in are delivered through our men's health partners, Movember directly manages a small number of key initiatives where we believe outcomes can be better achieved through global collaboration or coordination.

Total program expenditure shown in the statement of income on page 114 decreased from AUD \$91 million to AUD \$89 million despite an additional AUD \$17.8 million being raised. This is because Movember has retained a larger portion of the funds raised which are committed to future programs rather than immediately donating all net funds raised to our men's health partners. The most significant change this year is in Canada. From the 2012 Campaign, Movember donated \$17 million to Prostate Cancer Canada, compared to \$32 million in the prior year. The balance of net funds raised in Canada will fund programs determined by the Canadian Men's Health Network over the next three years.

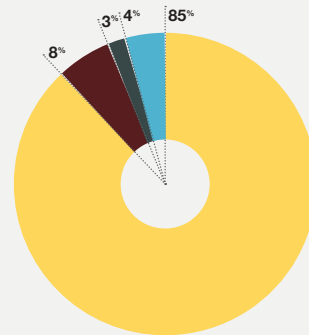
Initiatives such as our Global Action Plan (GAP) and A Survivorship Action Partnership (ASAP) reflect Movember's determination to be a global change agent where we see an opportunity to do so.

Movember continues to work together with all of our men's health partners to ensure that all funded programs are supporting a broad range of innovative, world-class programs in line with our strategic goals.

FUNDS RETAINED

Movember continues to execute its program investment strategy and as a result, a larger percentage of funds raised are retained to directly manage key programs. At year end, Movember held \$118 million in cash and cash equivalents. Of this, AUD \$57 million is payable to our men's health partners for agreed programs and \$47 million has been retained for committed global research and survivorship programs (a breakdown of this \$47 million is found on Note 4 on page 117 of this report). The remaining \$14 million of cash held is available to run the 2013 and future campaigns.

As a fiscally conservative organization Movember retained 4% of funds to cover future campaigns and to ensure the long-term continuity of the organisation. The retained funds are being progressively built up over multiple campaigns, and once the Board of Directors are satisfied they are at a sufficient level, no further funds will be retained.



APPLICATION OF FUNDS RAISED INTERNATIONALLY

Men's health programs	85%	■
Fundraising costs	8%	■
Administration costs	3%	■
Retained funds	4%	■

FUNDS RAISED AND REGISTERED PARTICIPANTS BY COUNTRY — 2012 CAMPAIGN (TO APRIL 2013)

	Fund raised in \$AUD millions	Registered Participants	Year of first fundraising campaign
Australia	29.1	144,159	2004
New Zealand	1.3	15,059	2006
UK	41.5	363,990	2007
Canada	41.1	247,441	2007
USA	20.2	209,342	2007
Ireland	2.7	17,250	2008
South Africa	0.8	30,759	2011
Other European Countries	3.5	88,397	2011
Asia	1.1	3,907	2012
Rest of the World	0.2	6,848	2012
Total	141.5m	1,127,152	

The following table provides a breakdown of Movember's allocation of the AUD \$141.5 million raised from the 2012 Global Campaign.

MOVEMBER USE OF FUNDS

	Year to April 2013 \$AUD m	Year to April 2012 \$AUD m	Increase (Decrease)	Year to April 2013 Percent of Funds Raised
Movember funds raised globally¹	141.5	123.7	17.8	
Used or reserved for programs as follows				
Donated to Movember's men's health partners	79.4	88.8	-9.4	57%
Allocated to Movember's prostate cancer Survivorship program and Global Action Plan	26.1	14.5	11.6	18%
Direct expenditure for Movember's Global Action Plan	5.8	0.5	5.3	4%
Movember's men's health awareness and education program	8.9	6.4	2.5	6%
Total program allocation	120.3	110.2	10.1	85%
Percentage allocated to programs	85%	89%		
Balance of funds used as follows:				
Fundraising costs	11.4	7.5	3.9	8%
Administration and foreign exchange costs	4.0	2.4	1.6	3%
General reserve to run future campaigns	5.8	3.6	2.2	4%
Total other costs	21.2	13.5	7.7	15%
Total funds allocated/used	141.5	123.7	17.8	100%

OUTLOOK

Movember expects its campaign to grow again in 2013, particularly in the United States and emerging campaigns in Europe and Asia. Movember will not officially launch in any new countries in 2013 and will focus on cultivating its existing country campaigns, and preparing for additional launches in 2014.

Movember will maintain a strong focus on costs across the global organisation, and will continue to provide centralised shared services to take advantage of global economies of scale; each of the countries in which we work will benefit from lower administration costs than would be incurred if these services were replicated in each country. Movember will have moderate cost increases this year as we invest in staff, primarily for the management of our expanding programs, while Movember's fundraising and administrative costs will grow slightly through the extension of additional staff recruited in 2012. As always, Movember will continually seek better and smarter ways to operate with a view to maintaining a low cost base and maximising the amount available for men's health programs.

¹The Statement of Comprehensive Income shown on the following pages shows a revenue figure of AUD \$137.1 million. The difference between this number and the AUD \$141.5 million shown above, primarily represents the donations that have been received and retained directly by our men's health partners in various international locations.

SUMMARISED FINANCIAL STATEMENTS FOR THE MOVEMBER GROUP



SUMMARISED FINANCIAL STATEMENT OF COMPREHENSIVE INCOME FOR THE PERIOD ENDED 30 APRIL 2013

	Note	Consolidated 2013 \$AUD	Consolidated 2012 \$AUD
REVENUE			
Mo Bro/ MoSista sponsorship		131,740,028	115,386,630
Corporate sponsorship		1,270,678	1,083,278
Gala Parté /merchandise		89,385	370,224
Management fees for running other Movember global events		1,205,774	1,097,554
Interest and other revenue		2,830,885	1,401,118
TOTAL REVENUE		137,136,750	119,338,804
EXPENDITURE			
Men's health program investment	1	(89,882,326)	(91,348,899)
Fundraising		(11,407,051)	(7,517,315)
Administration		(3,948,965)	(2,368,023)
Foreign exchange loss		(24,328)	(2,759)
FUNDS RETAINED		31,874,080	18,101,809
OTHER COMPREHENSIVE INCOME			
Exchange difference on translation of foreign operations [^]		(1,088,765)	3,159,157
Total comprehensive income for the year		30,785,315	21,260,966
FUNDS RETAINED ALLOCATED TO:			
Movember's Global Action Plan and Survivorship programs		26,096,737	14,468,763
Funds available for future use		5,777,343	3,633,046
FUNDS RETAINED FOR THE YEAR		31,874,080	18,101,809

[^]The financial statements are presented in Australian dollars however Movember operates in multiple countries under multiple currencies. This amount represents a foreign exchange adjustment from different exchange rates used to translate Net Assets, Accumulated Funds, and Funds Retained. This difference is for reporting purposes only and does not represent a realised gain or loss due to foreign exchange.

SUMMARISED FINANCIAL STATEMENTS FOR THE MOVEMBER GROUP



SUMMARISED MOVEMBER GROUP BALANCE SHEET AS AT 30 APRIL 2013

	Note	Consolidated 2013 \$AUD	Consolidated 2012 \$AUD
ASSETS			
Current assets			
Cash and cash equivalents	2	118,063,099	103,766,481
Trade and other receivables		4,276,216	2,201,839
Held-to-maturity investments		—	12,500,000
TOTAL CURRENT ASSETS		122,339,315	118,468,320
Non-current assets			
Plant and equipment		255,294	201,570
TOTAL ASSETS		122,594,609	118,669,890
LIABILITIES			
Current liabilities			
Men's health partner, trade and other payables	3	58,690,467	85,573,551
TOTAL CURRENT LIABILITIES		58,690,467	85,573,551
Non-current liabilities			
Other payables		58,962	36,474
TOTAL LIABILITIES		58,749,429	85,610,025
NET ASSETS		63,845,180	33,059,865
ACCUMULATED FUNDS			
Reserves			
Restricted reserve	4	46,820,260	20,723,523
Foreign currency translation reserve		1,613,097	2,701,862
Funds available for future use		15,411,823	9,634,480
TOTAL FUNDS		63,845,180	33,059,865

NOTES TO THE FINANCIAL STATEMENTS



	Consolidated Entity	
	2013 \$AUD	2012 \$AUD
NOTE 1—EXPENDITURE		
Men's health partner programs expenditures		
Program expenditure to The Prostate Cancer Foundation of Australia	5,000,000	5,000,000
Program expenditure to <i>beyondblue</i>	12,218,382	12,185,473
Program expenditure to Cancer Society of New Zealand	12,622	-
Program expenditure to Mental Health Foundation of New Zealand	12,622	-
Program expenditure to Singapore Cancer Society	167,583	-
Program expenditure to Hong Kong Cancer Fund	176,479	-
Program expenditure to Norwegian Cancer Society	503,773	-
Program expenditure to The Prostate Cancer Foundation of America	8,550,597	5,470,456
Program expenditure to The LIVESTRONG Foundation	5,960,478	4,376,366
Program expenditure to Prostate Cancer Canada ¹	16,936,913	31,816,130
Program expenditure to Prostate Cancer UK	25,038,750	25,249,644
Program expenditure to The Institute of Cancer Research — UK	531,125	387,925
Expenditures to men's health partner programs	75,109,324	84,485,994
Other men's health expenditures		
Program expenditure	5,823,354	500,000
Men's health awareness and education expenditure	8,949,648	6,362,905
	89,882,326	91,348,899

¹ Decrease to expenditure to Prostate Cancer Canada due to establishment and funding of Movember's Men's Health Network Canada in 2012-2013.

NOTE 2—CASH AND CASH EQUIVALENTS

Cash at bank and in hand	118,002,910	86,552,700
Term deposits	60,189	17,213,781
	118,063,099	103,766,481

Cash and cash equivalents held in 2013 for:

Committed funding of Men's Health Partner Programs: Consolidated – \$56,988,197.

Committed funding of GAP and Survivorship Programs: Consolidated – \$46,820,260.

General reserve of funds to cover future campaigns: Consolidated – \$14,194,453.

All cash and deposits are held with major Australian and international banks.

NOTE 3—TRADE AND OTHER PAYABLES

Accrued expenses	605,554	388,202
Other payables	2,026,645	529,821
Program expenditure payable to Men's Health Partners	56,058,268	84,655,528
	58,690,467	85,573,551

NOTE 4—RESTRICTED RESERVES

November's restricted reserves are designated for the funding of men's health programs:

	Consolidated Entity		
	Within one year \$	Later than one year but not later than three years \$	Total Restricted Reserves \$
Prostate and testicular cancer research	10,044,798	10,319,141	20,363,939
Men's Health Network – Canada	4,441,606	8,883,211	13,324,817
Cancer survivorship programs	3,495,398	3,400,693	6,896,091
Other men's health programs	3,167,586	3,067,828	6,235,413
	21,149,387	25,670,873	46,820,260

The amounts above represent commitments by way of Board approval and budget designation.

DIRECTORS' DECLARATION



As stated in Note 1 to the audited financial report, in the directors' opinion, the Foundation is not a reporting entity because there are no users dependent on general purpose financial reports. These are special purpose summary financial statements that have been prepared to meet the financial reporting responsibilities of the directors as set out in the Foundation's trust deed.

The summary financial statements have been derived from the audited financial report of The Movember Group Pty Ltd as Trustee for the Movember Foundation for the year ended 30 April 2013 in accordance with accounting policies described in Note 1 to the audited financial report. The summary financial statements should be read in conjunction with the audited financial report, available upon request at our registered office at 233 Punt Road, Richmond VIC 3121.

In the directors' opinion:

- (a) The summary financial statements:
- (i) are consistent with the audited financial report of The Movember Group Pty Ltd as Trustee for the Movember Foundation for the year ended 30 April 2013; and
 - (ii) presents fairly the association's financial position as at 30 April 2013 and its performance for the financial year ended on that date.
- (b) There are reasonable grounds to believe that The Foundation will be able to pay its debts as and when they become due and payable.

This declaration is made in accordance with a resolution of the directors.

Elaine Farrelly
Chairman

Melbourne, Australia
19 September 20123

AUDIT REPORT



Independent auditor's report to the members of The Movember Group Pty Ltd as Trustee for The Movember Foundation

Report on the financial report

The accompanying summary financial statements of The Movember Group Pty Ltd as Trustee for the Movember Foundation, comprising the summary balance sheet as at 30 April 2013 and the summary statement of comprehensive income for the year then ended, and related notes are derived from the audited financial report of The Movember Group Pty Ltd as Trustee for the Movember Foundation for the year ended 30 April 2013.

We expressed an unmodified auditor's opinion on that financial report in our auditor's report dated 29 August 2013. That financial report, and the summary financial statements, do not reflect the effects of events that occurred subsequent to the date of our report on that financial report.

The summary financial statements do not contain all the disclosures required by accounting policies applied in preparation of the audited financial report of The Movember Group Pty Ltd as trustee for the Movember Foundation. Reading the summary financial statements, therefore is not a substitute for reading the audited financial report of The Movember Group Pty Ltd as trustee for the Movember Foundation.

Director's responsibility for the summary financial statements

The directors are responsible for the preparation of a summary of the audited financial report on the basis described in Note 1 to the audited financial report, to the extent applicable to the summary financial statements.

Auditor's responsibility

Our responsibility is to express an opinion on the summary financial statements based on our procedures, which were conducted in accordance with Australian Auditing Standard ASA810 *Engagements to Report on Summary Financial Statements*.

Auditor's opinion

In our opinion, the summary financial statements derived from the audited financial report of The Movember Group Pty Ltd as trustee for the Movember Foundation for the year ended 30 April 2013 are consistent, in all material respects, with that audited financial report, on the basis described in Note 1.

Basis of Accounting and Restriction on Distribution and Use

Without modifying our opinion, we draw attention to Note 1 to the audited financial statements, which describe the basis of accounting. The summary financial statements have been prepared to assist The Movember Group Pty Ltd as trustee for The Movember Foundation to meet the requirements under the trust deed dated 9 August 2006, amended on 5 December 2010. As a result, the summary financial statements may not be suitable for another purpose. Our report is intended solely for the members of The Movember Group Pty Ltd as Trustee for The Movember Foundation and for the unitholders of The Movember Foundation.

Matters relating to the electronic presentation of the summary financial statements

This auditor's report relates to the summary financial statements of The Movember Group Pty Ltd as trustee for The Movember Foundation for the year ended 30 April 2013 included on The Movember Foundation web site. The directors of The Movember Group Pty Ltd as Trustee for The Movember Foundation are responsible for the integrity of The Movember Foundation website.

The auditor's report refers only to the summary financial statements named above. It does not provide an opinion on any other information which may have been hyperlinked to/from the summary financial statements. If users of this report are concerned with the inherent risks arising from electronic data communications they are advised to refer to the hard copy of the audited financial report and/or to the hard copy of the auditor's report on the summary financial statements to confirm the information included in the summary financial statements presented on this web site.



PricewaterhouseCoopers



Manoj Santiago
Partner

Sydney
19 September 2013



**SUMMARY STATEMENTS OF
ACTIVITIES AND CHANGES IN NET ASSETS
MOVEMBER FOUNDATION**
(FORMERLY KNOWN AS MOVEMBER INC.)



FOR THE YEARS ENDED APRIL 30, 2013 AND 2012

	2013 \$USD	2012 \$USD
CHANGES IN UNRESTRICTED NET ASSETS		
SUPPORT AND REVENUE		
Contributions received	20,823,524	15,263,318
Gala party	29,439	8,815
Interest and other income	10,245	12,057
TOTAL SUPPORT AND REVENUE	20,863,208	15,284,190
EXPENSES		
Program		
Men's health awareness	1,780,071	1,090,260
Donated to men's health partners	16,530,690	10,268,873
Administration	446,435	470,109
Fundraising	1,856,493	1,097,594
TOTAL EXPENSES	20,613,689	12,926,836
Increase in unrestricted net assets	249,519	2,357,354
Unrestricted net assets at beginning of year	2,753,724	396,370
UNRESTRICTED NET ASSETS AT END OF YEAR	3,003,243	2,753,724
CHANGES IN TEMPORARILY RESTRICTED NET ASSETS		
Contributions received	108,868	-
Temporarily restricted net assets at beginning of year	-	-
TEMPORARILY RESTRICTED NET ASSETS AT END OF YEAR	108,868	-



**SUMMARY STATEMENTS
OF FINANCIAL POSITION
MOVEMBER FOUNDATION**
(FORMERLY KNOWN AS MOVEMBER INC.)



APRIL 30, 2013 AND 2012

	2013 \$USD	2012 \$USD
ASSETS		
Current assets		
Cash and cash equivalents	9,897,827	13,215,000
Accounts and other receivables	123,385	–
Net related party receivable	56,665	–
Prepaid expenses	33,149	10,941
TOTAL CURRENT ASSETS	10,111,016	13,225,941
Property and Equipment, net		
Property and Equipment, net	17,842	13,098
Other Assets		
Deposits	9,600	9,600
TOTAL ASSETS	10,138,458	13,248,639
LIABILITIES AND NET ASSETS		
Current liabilities		
Accrued expenses	61,002	48,250
Payable to men's health partners	6,965,345	10,268,873
Net related party payable	–	177,792
TOTAL CURRENT LIABILITIES	7,026,347	10,494,915
NET ASSETS		
Unrestricted		
Board designated for Global Action Plan	271,294	1,167,926
Undesignated	2,731,949	1,585,798
Temporarily restricted	108,868	–
TOTAL NET ASSETS	3,112,111	2,753,724
TOTAL LIABILITIES AND NET ASSETS	10,138,458	13,248,639



AUDIT REPORT

MOVEMBER FOUNDATION

(FORMERLY KNOWN AS MOVEMBER INC.)



**Independent Auditor's Report
on Summary Financial Statements
To the Board of Directors
of Movember Foundation
(formerly known as Movember Inc.)
Venice, California**

The accompanying summary financial statements, which comprise the summary statements of financial position as of April 30, 2013 and 2012 and the summary statements of activities and changes in net assets for the years then ended, are derived from the audited financial statements of Movember Foundation (formerly known as Movember, Inc.) as of and for the years ended April 30, 2013 and 2012. We expressed an unmodified audit opinion on those audited financial statements in our report dated August 21, 2013. The audited financial statements, and the summary financial statements derived therefrom, do not reflect the effects of events, if any, that occurred subsequent to the date of our report on the audited financial statements.

The summary financial statements do not contain all the disclosures required by accounting principles generally accepted in the United States of America. Reading the summary financial statements, therefore, is not a substitute for reading the audited financial statements of Movember Foundation (formerly known as Movember Inc.)

Management's Responsibility for the Summary Financial Statements

Management is responsible for the preparation of the summary financial statements on the basis described in Note 1.

Auditor's Responsibility

Our responsibility is to express an opinion about whether the summary financial statements are consistent, in all material respects, with the audited financial statements based on our procedures, which were conducted in accordance with auditing standards generally accepted in the United States of America. The procedures consisted principally of comparing the summary financial statements with the related information in the audited financial statements from which the summary financial statements have been derived, and evaluating whether the summary financial statements are prepared in accordance with the basis described in Note 1. We did not perform any audit procedures regarding the audited financial statements after the date of our report on those financial statements.

Opinion

In our opinion, the summary financial statements of Movember Foundation (formerly known as Movember Inc.) as of and for the years ended April 30, 2013 and 2012 referred to above are consistent, in all material respects, with the audited financial statements from which they have been derived, on the basis described in Note 1.

HBLA Certified Public Accountants, Inc.

HBLA Certified Public Accountants, Inc

September 12, 2013
Irvine, California

Note 1
The summary financial statements are an extract of the audited financial statements of Movember Foundation (formerly known as Movember Inc.) prepared in accordance with accounting principles generally accepted in the United States of America. The extracts chosen are considered important amounts necessary for the understanding of the financial position of Movember Foundation (formerly known as Movember Inc.).

Note 2
Effective April 8, 2013, the name changed from Movember Inc. to Movember Foundation.



For further information about
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or info@movember.com

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