

**ANNUAL
REPORT**
2007
WTM MOVEMBER

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To change the face of men's health.

To be the benchmark charity that will open up a new generation of philanthropy through our smart use of technology, innovative marketing, and low cost-to-fundraising ratios.

Movember will forever change the way males think about, discuss, and treat their own health issues.

Note

This report is for the financial period to June 2007 and covers the 2006 Movember campaign.



A word from the founders

Movember demonstrates the success that like-minded individuals can achieve when committed to a central cause.

Just three years ago, 30 of our mates kicked off the first Movember campaign. It's hard to believe from those humble beginnings, that in 2006 over 57,000 Mo Bros and Mo Sistas raised \$7.3 million in Australia and \$800,000* in New Zealand.

The increased awareness of male health issues, specifically prostate cancer and depression, created by 57,000 Mo Bros and Mo Sistas discussing the campaign with friends, colleagues and sponsors, is a tremendous outcome. The campaign also achieved over 1,200 media reports generating enormous publicity for men's health.

In 2007, Movember will build on the success of previous campaigns and become truly global with the launch of campaigns in the USA, Canada, Spain and the UK. The funds from these campaigns will be donated to prostate cancer beneficiary partners in each country, with a percentage remitted to Movember in Australia.

The participants of Movember, the Mo Bros and Mo Sistas, are the true cause of Movember's success and we offer them our special thanks. We understand the strength and commitment it takes to donate your face and grow a Mo for thirty days, to raise sponsorship funds and discuss male health issues, and we congratulate them on their superb efforts.

We also thank our Corporate Sponsors. Their commitment and enthusiasm for the campaign has contributed significantly to Movember's success.

Our beneficiary partners, *beyondblue* and the Prostate Cancer Foundations of Australia and New Zealand, have supported Movember well. Their effective use of the Movember funds in research projects, awareness raising and community support projects are contributing greatly to improving male health year round and we look forward to continuing our partnership in the future.

Adam Garone

Luke Slattery

Justin Coughlin

Travis Garone

*The funds raised in New Zealand were contributed directly to the Prostate Cancer Foundation of New Zealand, who then paid \$138,000 to the Movember Australia Foundation for running the campaign on their behalf.

This is our first annual report and we are excited to tell you a bit about Movember.

What is Movember?

Movember is a moustache growing and appreciation charity event held annually in the month of November. Mo Bros (registered participants) grow and groom their moustaches during the month to spread the word and raise funds through sponsorship donations. Mo Sistas help recruit Mo Bros, raise funds and generate awareness.

The end of the campaign is celebrated with a Gala Party in each major city and Mo Town parties in regional and rural centres. Mo Bros and Mo Sistas come dressed to suit their Mo and battle it out for their chance to take home the prestigious Man of Movember or Miss Movember title.

Movember is about having some fun, celebrating mate-ship and doing it for a very serious cause – men’s health, specifically prostate cancer and depression.

Our aims

We aim to reduce the number of preventable male deaths by creating awareness of male health issues and raising funds for our beneficiary partners.

We are achieving this by:

01 Enabling Mo Bros and Mo Sistas to engage with the Movember campaign, have some fun along the way, and raise awareness and funds for men’s health

02 Partnering with the pre-eminent men’s health organisations as beneficiaries, and working with them to achieve the best possible outcomes from the funds raised

03 Reducing the number of male deaths by encouraging men to discuss their health concerns, and access health services for check ups thereby increasing the chance of early detection and effective treatment.

How it began

A couple mates having a quiet beer on a Sunday afternoon in 2003 conceived the concept. They decided to create a simple campaign that promoted the growth of moustaches amongst like-minded individuals whilst raising money to donate to a charity.

Four friends, Adam Garone, Luke Slattery, Travis Garone and Justin Coghlan founded the charity with personal funds and volunteer time – they remain directors of the Foundation today.

Movember was started by mates and will forever stay true to mateship, fun, laughter and celebration with a collectively positive mindset.

Our History

In 2004 we kicked off our first formal campaign raising funds on behalf of the Prostate Cancer Foundation of Australia (PCFA) with the catchphrase of ‘Are you man enough to be my man’. That year 432 Mo Bros and Mo Sistas raised \$55,000 which was all donated to the PCFA. The founders donated the costs and the effort to run the 2004 campaign.

We followed with our ‘Give prostate cancer a kick in the ass’ campaign in 2005. The number of Mo Bros and Mo Sistas increased to 9,315 and they raised \$1.17 million that was again all donated to the PCFA. The 2005 campaign was managed by the four founders on a voluntary basis. The minimal costs required to run the campaign were funded by the PCFA.

Another great outcome from the 2005 campaign was the increased awareness of prostate cancer and men’s health. The PCFA committed to spend the Movember funds on prostate cancer research, and in that year the federal government also committed \$1 million – this being the first time the federal government had ever committed money to prostate cancer research. These research grants are being managed by the National Health and Medical Research Council.

In 2006, two of the founders left their full time corporate careers and dedicated themselves to the campaign. The resulting 2006 campaign ‘Changing the face of men’s health’ exceeded all expectations with 45,102 participants raising over \$7.3 million in Australia, 10,755 participants raising over \$800,000¹ in New Zealand and a further 1,109 expatriates contributing \$215,000.

The costs associated with establishing and running the Movember Foundation in 2006 were funded from the founders’ personal savings, and reimbursed only when the campaign had raised adequate funds.

Where we are heading

Not far from where we started - Movember is about bringing the moustache back; it’s about having some fun and doing it for a very serious cause – men’s health specifically prostate cancer and depression.

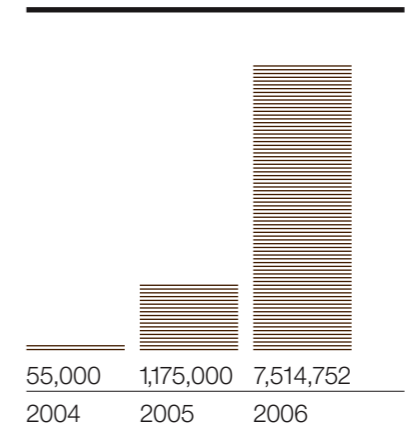
Movember will stay true to its origins and always have the Australian campaign as its number one priority. Movember will continue to grow in Australia and New Zealand and expand globally, but only into countries where we are asked to do so, and where there is an opportunity to significantly increase the level of global funds dedicated to researching a cure for prostate cancer.

We are proud of this overseas expansion because a percentage of the funds raised abroad will be used to offset the running costs in Australia. If projections are achieved, we will reach the point where almost every dollar raised in Australia will go to research and awareness programs.

Our Vision is to be the benchmark charity through our smart use of web based technology, innovative marketing, and cost-to-fundraising ratios which will open up a new generation of philanthropy.

Movember will forever change the way males think about, discuss, and treat their own health issues.

Funds raised by Mo Bros and Mo Sistas



¹The funds raised in New Zealand were contributed directly to the Prostate Cancer Foundation of New Zealand, who then paid \$138,000 to the Movember Australia Foundation for running the campaign on their behalf.

The 2006 campaign

The 2006 campaign, 'changing the face of men's health' doubled its projected target of 22,500 registrations with 45,102 participants raising \$7.3 million. The campaign was run in New Zealand for the first time and achieved outstanding success with 10,755 participants raising over \$800,000.²

Awareness and education surrounding men's health issues became the most important product of the 2006 campaign with younger participants, increased involvement from rural and regional communities and an enhanced profile of corporate team participation.

Awareness Outcomes

The primary aim of the Movember campaign is to reduce the number of preventable male deaths by creating awareness of male health issues, specifically prostate cancer and depression. The key awareness outcomes from the 2006 campaign are summarised below:

01
Media coverage of Movember and the key men's health messages was significant with 1,207 media hits that had a combined reach of 187,962,069 people. That means on average every Australian was exposed to Movember and its health message 9 times during the 2006 campaign.

02
Each Mo Bro is a walking billboard having to explain their new look on average twice per day throughout the month, resulting in the Movember male health messages being given first hand to over 3 million people.

03
An improved website that became the central contact and information tool for the campaign recorded 1.4 million unique visits resulting in 5.6 million page views during the campaign period from mid October to mid December.

The Personal Impact

The most important outcome is the lives Movember has affected, changed and in some cases saved. A sample of the many e-mails and calls received by the Movember team are provided below:

'Thanks Movember! I have depression and hadn't really told anyone and never discussed it. I grew a Mo and it gave me a way to tell my mates about my depression. The response was amazing - see you next Movember'
Jason via e-mail

'We took part in Movember on our overseas voyage which we have only just returned from hence the lateness of our donation. The Movember Challenge touched our hearts dearly as we live in such a male dominated industry it just made a lot of sense. Thanks for making men's health remembered by all Australians'
Luke Redman, Crew, MT Seakap

'I was growin and through Movember my father became aware of the need to be regularly tested for prostate cancer. He had the test, had prostate cancer, had the surgery and is recovering nicely. Funny what a moustache can do!'
Stephan via e-mail

'My Mo was pretty bad, my girlfriend wasn't that keen on it but I proudly told everyone I came across why I was doing it. The response was amazing, it started conversations about depression and prostate cancer, something we would never talk about'

Ben via e-mail

'Men's health is a big issue and you have done a great job in bringing it into the public eye - every guy who makes an effort to get over their complacency and head off to the doctor is helping to get on top of the men's health problem in the community.'

Graeme Holloway, Pharmacist, President Pharmaceutical Society of Australia

Financial Outcomes

The second aim of the Movember campaign is to raise funds for our beneficiary partners, the Prostate Cancer Foundation of Australia, *beyondblue* and the Prostate Cancer Foundation of New Zealand who use the funds in research projects, awareness raising and community support projects. This ensures the work done by the Mo Bros and Mo Sistas during Movember has a year round impact on the state of men's health.

In May 2007, the Movember Foundation handed two cheques for the amount of \$2,527,800 each to the Prostate Cancer Foundation of Australia and *beyondblue* - the national depression initiative. A further \$800,000 was donated by Mo Bros and Mo Sistas directly to the Prostate Cancer Foundation of New Zealand.

(Please refer to the Financial Overview section for further information.)

Key results	Registrations	Donations
Australia	45,102	\$7,300,085
NZ	10,755	\$829,986
Ex-pat Australians and New Zealanders	1,109	\$214,667
All	56,966	\$8,344,738

²The funds raised in New Zealand were contributed directly to the Prostate Cancer Foundation of New Zealand, who then paid \$138,000 to the Movember Australia Foundation for running the campaign on their behalf.





Men are less healthy than women. The average life expectancy for a male is five years less than a female (currently 78 compared to 83), and men access health services 30-40% less than women, thereby denying themselves the chance of early detection of common diseases.

The obvious question is why? Part of the answer is a lack of awareness of male health issues. The 'she'll be right' attitude and a reluctance to see a doctor also contribute to the issue.

The aim of Movember is to change this attitude, make male health fun by bringing the moustache back, and in the process raise some serious funds for key male health issues.

Movember has chosen two areas of focus – prostate cancer and depression. These were selected because every year about 3,000 Australian men die of prostate cancer (equivalent to the number of women who die from breast cancer) and one in six men suffer from depression – most do not seek help.

Prostate Cancer

Prostate cancer is the most common cancer in Australian men and one in nine men will develop the cancer in their lifetime.

Prostate cancer can be cured if treated while still confined to the prostate gland. While prostate cancer is most common in men over the age of 50, younger men diagnosed with it are more likely to die prematurely from it.

Although prostate cancer takes as many males lives as does breast cancer, past surveys have shown the majority of women feel well informed about breast cancer, but the same cannot be said for men and prostate cancer.

For further information, go to www.prostate.org.au

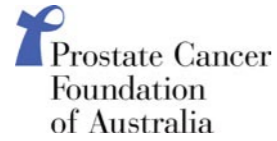
Depression

Depression is one of the most common of all mental health problems, and in men, it is also associated with an increased risk of other disorders including cardiovascular disease and diabetes.

Male depression is complicated by the fact that men are less likely than women to seek medical treatment of any kind. Rather than discussing mental health issues or seeking treatment, men may turn to alcohol or drugs when they are depressed or anxious. Depression is a known high risk factor for suicide; tragically, about five men per day commit suicide in Australia, a devastating statistic.

It is critical to lift awareness of the signs of depression so that it can be treated effectively.

For further information, go to www.beyondblue.org.au



Movember has partnered with beneficiaries whose responsibility is to drive outcomes from the Movember funds through research programs, awareness campaigns and support networks for men suffering an illness. The Prostate Cancer Foundation of Australia and *beyondblue* – the national depression initiative have been selected as Movember’s partners.

The Prostate Cancer Foundation of Australia (PCFA)

‘No other single event has affected the understanding and awareness of prostate cancer as much Movember. What was often a taboo subject only a few years ago is now starting to become a mainstream issue (as it should be). Thanks to the thousands of Mo Bros and Mo Sistas who show such great support each Movember.’
Andrew Giles, CEO, Prostate Cancer Foundation of Australia

The PCFA is the national body for prostate cancer in Australia. It plays a vital role in the fight against prostate cancer and devotes its resources to reducing the impact of prostate cancer on the community.

The goals of the PCFA are to:

- 01 Reduce the impact of prostate cancer on Australian men, their partners, their families and the community.
 - 02 Represent the interests of all Australian men diagnosed with prostate cancer.
- The PCFA works to raise awareness and attract widespread support for the work of the Foundation to:
- 01 Fund research into the causes, detection, diagnosis and improved treatment of prostate cancer
 - 02 Provide information, support and counselling to those affected by prostate cancer
 - 03 Raise community awareness of the incidence of prostate cancer, thereby encouraging earlier detection and more effective treatment of the disease.

For further information, go to www.prostate.org.au

beyondblue – the national depression initiative

‘beyondblue is grateful for the creativeness of the four founders of Movember, their good governance in managing the organisation and importantly the awareness and financial support they give to *beyondblue* and the Prostate Cancer Foundation of Australia.’
Chairman of beyondblue, Hon Jeff Kennett

beyondblue is a national, independent, not-for-profit organisation working to address issues associated with depression, anxiety and related substance misuse disorders in Australia.

beyondblue’s five priorities are:

- 01 Increasing community awareness of depression, anxiety and related substance misuse disorders and addressing associated stigma.
- 02 Providing people living with depression and their carers with information on the illness and effective treatment options, and promoting their needs and experiences with policy makers and healthcare service providers.
- 03 Developing depression prevention and early intervention programs.
- 04 Improving training and support for GPs and other healthcare professionals on depression.
- 05 Initiating and supporting depression-related research.

For further information, go to www.beyondblue.org.au

Movember’s corporate partners were an integral part of the 2006 campaign. They contributed funding for administrative costs as well as supplying professional services, prizes and promotional assistance.

Movember’s corporate partners were chosen for their fit with the Movember brand and appeal to the Movember target audience. Our partners encouraged wider participation in the campaign through customer and industry networks. The employees and others associated with the sponsors, increased awareness of the campaign through internal promotions, word of mouth and sponsorship by family, friends and work colleges.

Movember thanks the following sponsors for their outstanding support and commitment.

Major sponsors



Supporting sponsors



The Movember Board was expanded in 2007 with the addition of four independent directors to the existing board of four original founders.

The board is accountable to the Members of Movember for the overall direction, management and corporate governance.

The Members of Movember include:

- Movember's beneficiary partners
- Movember's corporate sponsors and partners
- The Mo Bros and Mo Sistas who participate in Movember
- Those people and organisations that sponsor the Mo Bros and Mo Sistas
- Movember's staff

The Board will continue to review processes over the next twelve months to ensure that Movember maintains the highest standards of corporate governance, accountability and transparency.

All Board members are unpaid in keeping with the organisation's focus on minimisation of administration costs.

Directors

Mr Paul Villanti
Chairman

Paul has more than 20 years experience running high growth Australian companies and is a qualified lawyer.

Adam Garone
Executive Director

An extensive corporate background in e-commerce, web based marketing and project management gives Adam the ideal skills for his current role as CEO of Movember. Adam is a founder of Movember.

Luke Slattery
Executive Director

Luke has over 10 years experience with a number of retail, importing and distribution businesses representing Australian and international sporting and fashion brands. At Movember Luke is responsible for Movember's sponsor partnerships, marketing and events. Luke is a founder of Movember.

Mr Justin Coghlan
Non Executive Director

Justin has a background in media and currently runs his own boat building business. Justin is a founder of Movember.

Mr Travis Garone
Non Executive Director

With impressive creative talent and his own creative consultancy, Travis has contributed extensively to the development of the Movember brand and creative concepts. He is a founding member of Movember.

Ms Narelle Curtis
Non Executive Director

With a doctorate in medical research and more recently eight years experience managing public relations, marketing and fundraising for the Murdoch Childrens Research Institute, Narelle has the perfect mix of skills and experience to contribute to The Movember Foundation.

Mr Andrew Gibbins
Non Executive Director

Andrew brings over 16 years experience in private business strategy, operations and logistics, and is one of the original group of 30 Mo Bros.

Ms Elaine Farrelly
Non Executive Director

Elaine is a Chartered Accountant who has over 20 years experience with international corporations and the not-for-profit sector.

Sources of funds raised

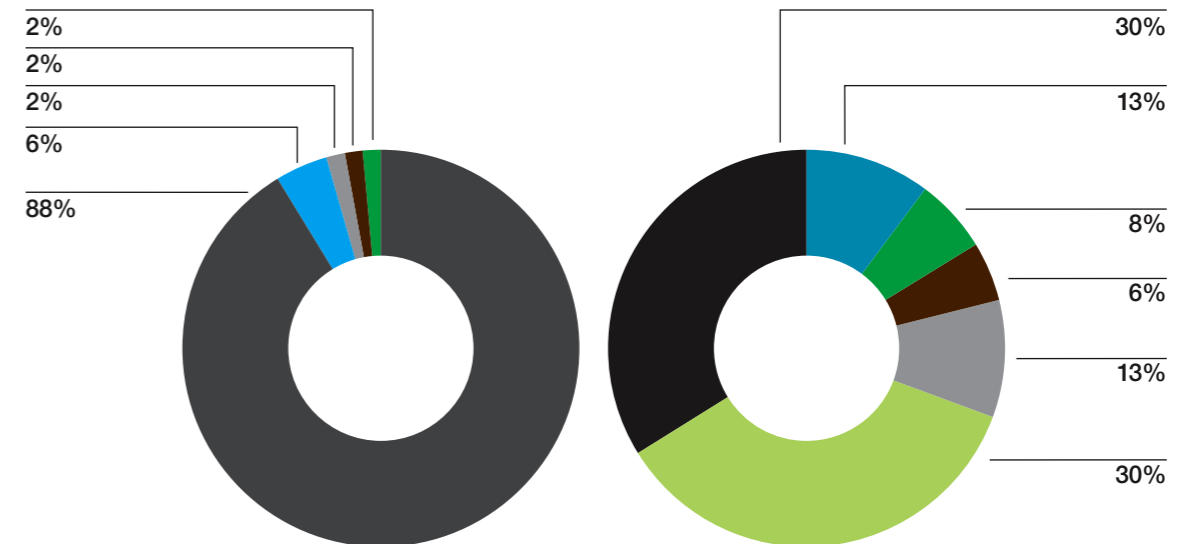
Ninety two per cent of all funds raised during the 2006 campaign were generated by the fantastic efforts of the Mo Bro and Mo Sistas.

How the funds are used

In May 2007, Movember handed over two cheques for \$2,527,800 each to the PCFA and *beyondblue* who will drive tangible outcomes for men's health through research programs, awareness campaigns and support networks.

The Board of Movember considered it prudent financial management to retain sufficient funds to cover the cost of running and promoting the 2007 campaign. The retained funds will be used during the 2007 campaign to achieve Movember's primary objective which is to reduce the number of preventable male deaths by creating awareness of male health issues, specifically prostate cancer and depression, as well as covering fundraising and administrative costs.

This retention of funds has in effect created a cash reserve to cover the anticipated costs associated with the annual campaign. Any future changes in this reserve will be minimal adjustments to cover future growth. This will allow the majority of the funds raised during 2007 and future campaigns to be distributed to the beneficiary partners.



Sources of funds raised

MoBro/MoSista sponsorship	88%
Corporate sponsorship	6%
Gala Party and merchandise	2%
Royalties for services provided to other Movember events globally	2%
Interest and other	2%

How the funds are used

Donation to <i>beyondblue</i>	30%
Donation to PCFA	30%
Promotion/Community awareness raising	13%
Fundraising	8%
Administration	6%
Retained funds ¹	13%

¹Refer to 'How the funds are used' above, for explanation of this amount

Note: Fund uses are expressed as percentage of revenue

Summarised Financial Statements

Summarised Income Statement

For the 15 month period to the 30 June 2007

Revenue	\$
Mo Bro / Mo Sista sponsorship – Australia	7,514,752
Corporate sponsorship (including donated goods and services)	505,643
Gala Party / merchandise	134,015
Royalties for services provided to other Movember events globally	138,986
Interest and other	192,867
Total Revenue	8,486,263
Expenditure	
Donated to PCFA	2,527,800
Donated to <i>beyondblue</i>	2,527,800
Promotion /community awareness raising	1,134,029
Fundraising	700,909
Administration	509,175
Total Expenditure	7,399,713
Net Surplus / Funds retained	1,086,550

Summarised Balance Sheet

At 30 June 2007

Assets	\$
Current assets	
Cash and cash equivalents	1,067,073
Interest receivable	11,570
GST receivable	119,365
Total current assets	1,198,008
Non-current assets	
Plant and equipment	36,799
Total assets	1,234,807
Liabilities	
Current liabilities	
Payables	146,563
Provisions	1,694
Total current liabilities	148,257
Total liabilities	148,257
Net assets	1,086,550
Equity	
Funds available for future use	1,086,550
Total equity	1,086,550



Independent audit report to the members of The Movember Group Pty Limited as Trustee for The Movember Foundation

Report on the financial report
We have audited the accompanying summarised financial report of The Movember Group Pty Limited as Trustee for The Movember Foundation comprising the income statement and balance sheet for the financial period ended 30 June 2007, which was derived from the financial report of The Movember Foundation. We expressed an unmodified auditor's opinion on that financial report in our auditor's report dated 2 November 2007.

Auditor's responsibility
Our responsibility is to express an opinion on the summarised financial report based on our procedures, which were conducted in accordance with Australian Auditing Standards. These Auditing Standards require that we comply with relevant ethical requirements relating to audit engagements.

Auditor's opinion
In our opinion, the information reported in the summarised financial report is consistent, in all material respects, with the financial report from which it was derived. For a better understanding of the scope of our audit, this auditor's report should be read in conjunction with our audit report on the financial report.



PricewaterhouseCoopers



Manoj Santiago
Partner

Sydney
2 November 2007

As stated in Note 1(a) to the financial statements, the Foundation is not a reporting entity because, in the directors' opinion, it is unlikely that users exist who are unable to command the preparation of reports tailored so as to satisfy, specifically, all of their information needs. This summarised financial report has been prepared for the inclusion in the Annual Report.

In accordance with a resolution of the board of directors of The Movember Group Pty Limited as Trustee for the Movember Foundation, the directors declare that in their opinion:

- (a) there are reasonable grounds to believe that the Foundation will be able to pay its debts as and when they become due and payable; and
- (b) the financial statements and notes have been prepared to meet the financial reporting responsibilities of the Foundation's trust deed, including:
 - (i) compliance with accounting standards and other mandatory professional reporting requirements; and
 - (ii) give a true and fair view of the financial position and performance of the Foundation for the financial year ended 30 June 2007.

On behalf of the Board



Adam Garone
Director

Melbourne, Australia
2 November 2007

