

**ANNUAL  
REPORT  
2008**  
**W<sup>TM</sup> MOVEMBER**

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### Note

This report is for the financial period to April 2008 and covers the 2007 Movember campaign.

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In the past 12 months, Movember has played an important and rapidly growing role in promoting men's health. For one month each year, the moustache emerges across men's faces globally to create an unprecedented level of public and private discussion about men's health – prostate cancer and depression in particular.

The historical reluctance of men to discuss and proactively deal with health issues is gradually being replaced with a preparedness by men for the first time, to think about and discuss health issues. Sons and daughters are nudging their fathers to get a prostate test as part of their annual health check, wives and partners are finding their men more willing to 'get checked out.'

Movember is increasing awareness through an amazing range of channels – a giant moustache adorning a parliamentary building, politicians across the country promoting the cause, celebrities, sporting stars and radio announcers talking about their mo's and men's health – all during the course of a month now known as Movember. Most importantly, men are now starting to chat to their mates and families about health issues.

Attitudes towards men's health will not change overnight, but the Movember movement is playing an important role in facilitating that change. Health professionals I speak to often comment that Movember is helping transform the way men think about their health. So progress is being made, but we still have a long way to go.

Fun and irreverence are part of the unique recipe that has made Movember so successful. The serious side of Movember is raising funds for prostate cancer globally, and male depression in Australia.

We have set ourselves the goal of changing men's health globally. To achieve this, we work in partnership with the most reputable and professional men's health foundations that have the skills to successfully manage and utilise the funds we raise.

In 2007 the funds raised by Movember, which exceeded AUD\$21 million, have enabled our beneficiary partners to invest heavily in world-class research and fund a range of crucial men's health programs. We are proud of the results achieved but know that our challenge has just begun.

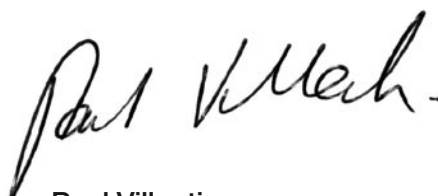
We have an audacious operating model. In 2007, we undertook the Movember campaign in Australia, New Zealand, United Kingdom, United States, Canada and Spain. In each country, Movember funded the campaign costs, with no upfront risk or expense to our beneficiary partners.

We raised an unprecedented level of funds in all of these countries and the overwhelming majority of those funds were retained by the local beneficiary partners, enabling them to undertake local prostate cancer initiatives.

The income Movember Australia generated by conducting campaigns outside Australia, covered the direct costs of those campaigns and contributed to the shared cost of raising men's health awareness worldwide. By sharing costs globally, this innovative fund raising model resulted in more of the money raised in Australia going to the Prostate Cancer Foundation of Australia and *beyondblue*. At the same time, the global funds dedicated to men's health issues were increased substantially.

A dedicated team of less than 10 Movember staff raised in excess of AUD\$21 million. The team may be small, but they have achieved extraordinary results. The Movember founders and their team have a passion that will enable them to continue achieving outcomes that defy their size.

I thank the staff, founders, the Mo Bros and Mo Sistas, our corporate sponsors, my fellow Board members and all others who helped achieve this tremendous result in 2007.



**Paul Villanti**  
Chairman

## A word from the Chief Executive Officer

This past year was extremely challenging but also very successful for Movember.

At the beginning of 2007, we identified the following challenges:

- Once again produce a fun and lively campaign to inspire men and women across Australia to focus on men's health
- Grow the campaign in New Zealand after its successful first year
- Maintain the essence of Movember while also growing the campaign
- Introduce the Movember campaign to some of the biggest markets in the world – America, Canada, the United Kingdom and Spain.

We are delighted to report that we met these challenges and have established Movember as a truly global movement.

The 2007 campaign resulted in exceptional growth and we have built a strong base in all the new territories. We now have a rapidly growing group of supporters who are creating a new way for men to consider their health, a new wave of philanthropy and a real prospect of changing the face of men's health.

Our support network includes:

- 134,171 global participants
- 441,559 individual donors
- 7 beneficiary partners
- 15 major sponsors worldwide
- 16 supporting sponsors and marketing partners worldwide.

I extend a sincere thank you to all our supporters who helped make the 2007 campaign an outstanding success.

Movember's primary objective is to generate awareness of men's health issues and to get men talking about their health. Our campaign is saving and changing lives, as evidenced by the following emails that capture the impact a Movember moustache can have:

*'Hi Guys, I was working at an office the other day where about 20 young guys had Mo's. I felt so proud of them because two months ago I had my prostate removed for cancer. I am 47 years old and was very lucky to have a wife who worked on a prostate ward who nagged me to get my PSA blood test. My prostate specialist says that I am unlikely to ever be affected by prostate cancer again. I had no family history and no symptoms. Male health awareness is a great cause as I would not have made it to 60.'*

*'I have been diagnosed with prostate cancer this year at age 43. Movember has given me and my friends and work colleagues a fantastic avenue to raise awareness about this cancer, and mental illness at work and in our community, while having fun at the same time. Thank You.'*

Every one of the 134,171 Mo Bros is a walking billboard promoting men's health. On average, each Mo Bro explains the reasons for his new look at least twice per day during the month of Movember. He also e-mails a donation request containing key health messages to an average of 12 people. Mo Bros communicated the men's health message directly to almost ten million people during the 2007 campaign.

Add to this the extensive media coverage of Movember and the impact is far reaching. In Australia alone, there were 2,405 media hits; this indicates that a vast number of Australians were exposed to Movember and its health message.

We are pleased with the results of our primary awareness raising objective. While less tangible than fundraising, it ultimately has an impact on men's lives that is beyond measure.

Our secondary objective is to raise funds for our beneficiary partners so they can improve the state of men's health. The 2007 campaign raised a total of AUD\$21 million (equivalent Australian dollars) for our beneficiary partners in six countries.

Country	Funds Raised	Campaign Year
Australia <small>including corporate and interest</small>	\$16.2m	5th
New Zealand	NZ\$2.2m	2nd
UK	£1.0m	1st
US	US\$740k	1st
Canada	CAN\$545k	1st
Spain	€3.9k	1st

Funds raised in all countries other than Australia are contributed directly to the beneficiary partner.

The international campaign has seen an excellent start. Movember Australia raised no money in its first year and \$55,000 in its second – this demonstrates the enormous potential of the new countries added in 2007.

We are proud to be exporting a great Australian concept: the renaissance of the moustache, to these countries and to be enabling Mo Bros world-wide to impact on men's health. Most exciting is to know that Movember funds raised overseas are being used for global research – research that is working towards our vision of finding a cure for prostate cancer.

Raising money for our beneficiary partners is the first step towards delivering the best programs and tangible outcomes for men's health. The Prostate Cancer Foundation of Australia and *beyondblue* are currently implementing excellent programs with the Movember funds, and these will leave a legacy well beyond the life of Movember.

The quality of research programs being funded through Movember's international beneficiary partners is world class, and I am confident the Mo Bros and Mo Sistas will play a big part in finding a cure for prostate cancer. Information on these programs is provided later in this report.

The hardworking small team at Movember has made these results possible and I acknowledge and sincerely thank them for their dedication, enthusiasm and untiring work.

I also acknowledge the input of our Board who generously volunteer their time. Their work on corporate governance has added a new level of transparency and accountability to the Movember Foundation.

**To every Mo Bro and Mo Sista – thank you!  
You are Movember and you are the reason  
for its success.**



**Adam Garone**  
Chief Executive Officer







Our organisation is singularly focused on improving men's health.

We are improving men's health by bringing attention to significant health issues such as prostate cancer and depression, and raising funds for men's health initiatives. Each year we run a month-long moustache growing event in the month previously known as November.

At the start of Movember, 'Mo Bros' register with a clean shaven face. During the month, they grow and groom their moustaches to raise money and generate awareness of men's health issues. Equally important are the Mo Sistas who recruit and support Mo Bros throughout the month.

Gala, Mo Town and Mo Office parties mark the end of each campaign and are attended by Mo Bros dressed to suit their Mo, and Mo Sistas dressed to suit their Mo Bro.

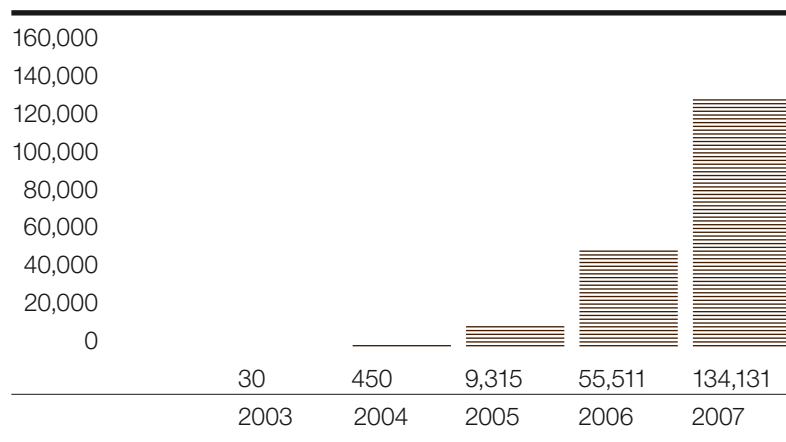
Movember is about having some fun, celebrating mateship and doing it for a serious cause – men's health.

**Jason via e-mail**  
**'Movember is the first charity event I could relate to and wanted to get involved with. My friends and I formed a team, had a great laugh and for the first time ever we talked about our health and prostate cancer.'**

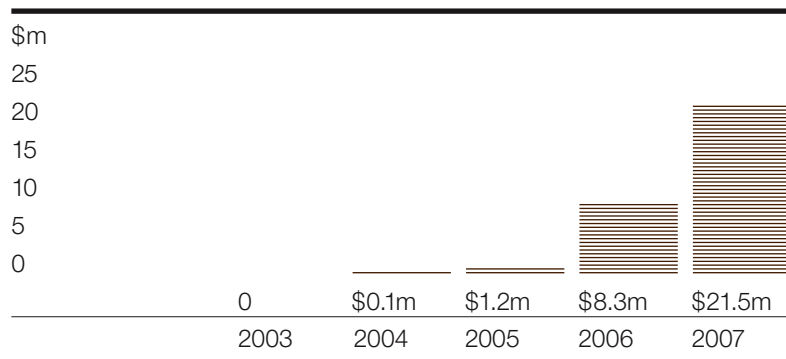
We held our first campaign in Melbourne in 2004, and since then have raised more than \$30 million globally. Male awareness of health issues has improved with the campaign spreading health messages directly to millions of men.

In 2007, campaigns were run in Australia, New Zealand, UK, USA, Canada and Spain with more than 134,000 Mo Bros and Mo Sistas participating. This was a remarkable level of participation in itself, however the number of people who received health messages directly from Mo Bros and Mo Sistas is estimated at almost ten million.

Participation of Mo Bros and Mo Sistas



Global funds raised by Mo Bros and Mo Sistas



Funds raised in all countries other than Australia are contributed directly to the beneficiary partner. Amounts shown are equivalent Australian dollar values.

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### **Our mission**

Each year we will develop and deliver an exciting and creative Movember campaign that will forever change the way men think about, discuss and treat their own health issues.

### **Our vision**

Our vision is to be a 'best practice' charity that will open up a new generation of philanthropy through smart use of technology, innovative marketing and low cost-to-fundraising ratios, to deliver tangible outcomes to the state of men's health.

### **Our values**

We will be innovative and inspirational, accountable and transparent and efficient in accomplishing our work.

These values are observed by all who work for the Movember Foundation and Movember's beneficiary partners.

The values form a guiding principle for maintaining the confidence of the Mo Bros and Mo Sistas, as well as those individuals and organisations that contribute to the campaign.

### **Our objectives**

01  
Raise awareness about men's health issues specifically prostate cancer and depression.

02  
Raise funds for our beneficiary partners so they can improve the state of men's health.

03  
Continue to expand globally but only into countries where we are asked to do so, and where Movember can make a tangible difference to the state of men's health.

### **Our future**

Movember will continue to find fun and creative ways of encouraging men to become aware of, and actively involved in their own health issues.

We will stay true to our Australian origins while continuing to grow our campaigns in the countries where already established. We will introduce the campaign to new countries where doing so will increase the total global funds dedicated to prostate cancer research and depression initiatives.

By expanding internationally, we will raise greater funds for men's health than is possible from Australia alone, and ultimately Movember will contribute to finding a cure for prostate cancer.

We aim to encourage men around the globe to use the moustache as a catalyst for change, and to transform the way men think about, discuss and treat their own health issues.

As well as continually striving to raise awareness and generate funds, we intend to establish Movember as a call to action. We want everyone to know that all men aged over 50, and those over 40 with a family history of prostate cancer, are at risk and should be tested annually. We want every man that is afflicted by depression to know it is a disease for which they should seek help.

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After winning the Foster's ASP World Tour in 2007, surfer Mick Fanning was asked by the Sydney Telegraph what he was most proud of that year.

'I am proud of the moustache I grew for Movember. It was a Lame-Mo, but it helped raise money and awareness for prostate cancer,' he said.

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Men are less healthy than women.

On average men die at a younger age than women – the average life expectancy for an Australian male is currently 78 compared to the female average of 83.

Men access health services less frequently than women do. When men do visit the doctor, they typically present late thereby denying themselves the chance of early detection and treatment of common diseases.

The reasons for the poor state of men's health are numerous and complex, however it is partly due to a lack of awareness of men's health issues. The 'she'll be right' attitude and a reluctance to see a doctor, maybe born of the need to feel strong and tough, also add to the issue.

Our aim is to change this attitude, to make men's health fun by bringing the moustache back and in the process get men talking about their health.

Movember currently has two areas of focus in Australia – prostate cancer and men suffering from depression. Internationally Movember's focus is on prostate cancer.

**Prostate cancer**

Prostate cancer is now the most commonly diagnosed male cancer in many western countries as highlighted in the table below. The number of recorded cases has increased significantly in recent years, and this is partly due to the increased use of the PSA blood test resulting in more cases being detected. It is also partly because men are living longer.

**All men over the age of 50, and those over 40 with a family history of prostate cancer, are potentially at risk and should talk to their doctor about annual testing. Prostate cancer is curable if detected and treated early.**

While prostate cancer is most common in men over the age of 50, younger men diagnosed are more likely to die prematurely from it. Family history increases the risk. For example, for a man who has a father or brother diagnosed with prostate cancer, the risk is at least twice as high.

Prostate cancer can be cured if treated while it is confined to the prostate gland. Early, curable prostate cancer may not have symptoms, but simple testing can be carried out by a GP.

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

For further information, go to [www.prostate.org.au](http://www.prostate.org.au)

**Depression**

Depression is one of the most common mental health problems, with one in five people experiencing depression at some stage of their lives. In men, it is also associated with an increased risk of other disorders including cardiovascular disease and diabetes.

Men's depression is complicated by the fact that men are less likely than women to seek help. Rather than discussing mental health issues or seeking treatment when depressed or anxious, men may turn to alcohol or drugs.

**Depression is a known high risk factor for suicide; tragically, about five men per day commit suicide in Australia, a devastating statistic.**

Men are also more likely to focus on the physical symptoms of depression such as feeling tired or losing weight, rather than saying they feel low. This means it is often not picked up by themselves or others – including doctors.

Raising awareness of the signs of depression is a critical pathway to ensuring effective treatment and support.

For further information, go to [www.beyondblue.org.au](http://www.beyondblue.org.au)

	Australia	NZ	UK	US	Canada	Spain
Ratio of men that will develop prostate cancer	1 in 9	1 in 10	1 in 11	1 in 6	1 in 7	1 in 7
Number of men diagnosed with prostate cancer each year	18,700	2,656	35,000	186,000	24,700	13,500
Number of men that will die from prostate cancer in 2008	2,900	600	10,000	28,000	4,300	5,900



This year's campaign once again surpassed all forecasts with a 116% increase in registered Mo Bros and Mo Sistas who raised AUD\$15.3 million – more than double the prior year's result.

This is an exceptional outcome, and one of which all Mo Bros, Mo Sistas and our partner organisations can be truly proud. The level of men's health awareness raised by this campaign is unparalleled.

Movember's first campaign objective is to raise awareness of men's health issues, specifically prostate cancer and depression.

We want everyone to know that men over the age of 50, and those over 40 with a family history, are at risk of prostate cancer and encourage them to be tested annually because it is curable if detected and treated early.

We want all men suffering from depression to understand it is a disease that they can talk about, and for which they should seek help.

Our aim is to increase early detection, diagnosis and effective treatment. This will ultimately reduce the number of deaths from prostate cancer and suicide.

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**Ashley via email**  
**'Much respect for all the outstanding work you guys have done to date. Almost single handedly you have made it cool to care.'**

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## Results summary

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### Participation

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Registered Mo Bros and Mo Sistas	96,738
Number of individual donations	318,885
Gala party attendees in Melbourne, Sydney, Adelaide, Brisbane, Hobart, Perth and Canberra	15,000
Mo Town parties gave towns across Australia a way to celebrate Movember	94 parties
Mo Office parties provided a way for businesses to celebrate Movember	1,311 parties

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### Funds raised

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Funds raised by Mo Bros / Mo Sistas	AUD\$15,314,352
Average raised per Mo Bro / Mo Sista	AUD\$158
Average donation amount	AUD\$48

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### Community awareness

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Movember media hits	2,405
Visits to Australian website	1.27 million
Average time spent on Australian website	4.42 mins

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**Outcomes of the awareness campaign**

Independent research was conducted on the 2007 registered Mo Bros, Mo Sistas and donors in Australia to determine amongst other things the degree to which they are acting on the men’s health messaging. The table below summarizes the actions people took as a direct result of their participation in Movember which demonstrates the excellent impact the awareness messaging is having on the state of men’s health.

**How do we raise awareness?**

We took every opportunity to highlight men’s health issues during the 2007 campaign, and achieved a significant increase in Movember participation and media coverage – both of which cause increased community recognition of men’s health issues.

**Word of mouth**

Each of the 96,738 Australian Mo Bros became a walking billboard promoting men’s health. The growth of a new moustache compels each Mo Bro to explain his new look at least twice per day during the month of Movember. On average, each Mo Bro also sent an email containing key health messages to 12 people asking for donations. This meant that nearly seven million Australians received the Movember men’s health message directly from a participant.

**Media coverage**

Media coverage increased considerably in 2007 with 2,405 media hits in Australia alone indicating a wide-spread exposure to Movember and its health message.

In addition to general media coverage, Movember also received free public service announcements across all media – television, radio, print and web. These free advertisements have been valued at \$1.28m.

**Events**

End of Movember parties were again held to celebrate the journey each Mo Bro and Mo Sista took during Movember. These parties were also an opportunity for Movember to subtly spread the core health message to all attendees.

More than 15,000 people attended Movember Gala Partés in 7 Australian cities. A further 94 Mo Town parties were held by supporters in regional areas across Australia.

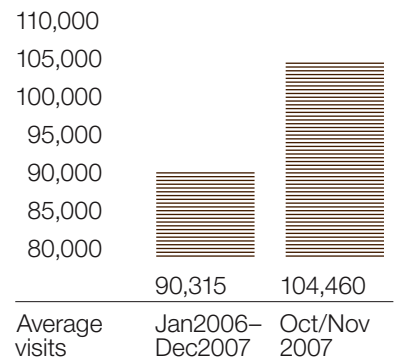
Movember is also the perfect way to bring some philanthropic fun and camaraderie to the office. In 2007, 1311 Mo Office events were held in Australia. In businesses of all sizes, employers and employees worked together to support Movember and celebrate their journey.

**Websites**

The Movember website contains health information that is communicated in a simple and engaging manner. During the 2007 campaign, there were 1.2 million visits to the Australian website and over 2 million visits across all countries, with an average visit time of 4 minutes and 28 seconds.

Movember’s beneficiary partner *beyondblue* also identified an increase in website traffic in the lead up and during the campaign, with October becoming their single highest traffic month of the year. The monthly average for October and November was 16% higher than the monthly average for the 18-month period to December 07.

**Visits to beyondblue website**



Action taken as direct result of Movember participation	Registered Mo Bros/Sistas (totaling 96,738)	Donors (totaling 318,885)	Total people
Talked about men’s health issues with friends, family or work colleagues	73% or 70,618	44% or 140,296	210,914
Conducted their own research into prostate cancer and depression	42% or 40,629	19% or 60,588	101,217
Sought medical advice	14% or 13,543	6% or 19,133	32,676
Encouraged someone else to seek medical advice	29% or 28,054	22% or 70,154	98,208

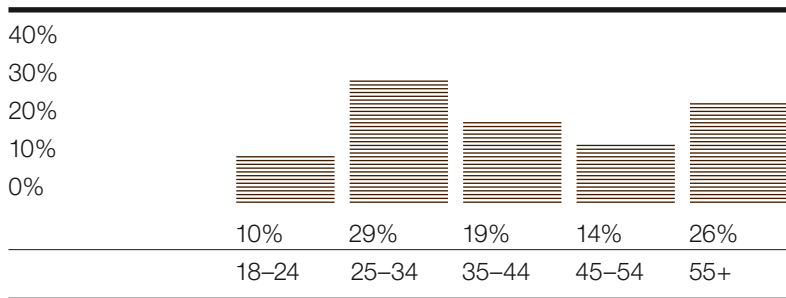
**Who is receiving the Movember men’s health message?**

Movember directs its campaign toward the 25 – 35 year age group and the average participant age is 31.

The graph below however indicates that Movember has support from all age groups – particularly those over 55. This indicates that the older demographic who are most affected by prostate cancer are supporting the Movember campaign.

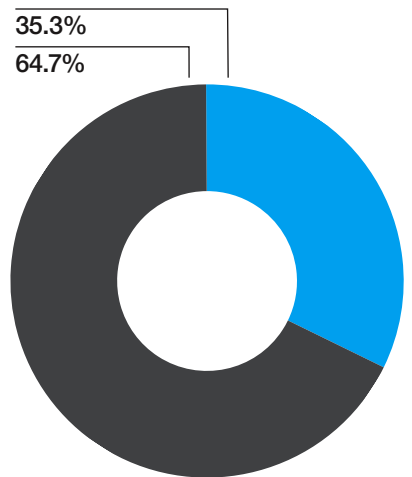
We are working to educate the future risk group as well as the current generation most afflicted by prostate cancer, and both of these groups are showing an active interest.

Movember web users by age group  
Traffic share by age  
12-week period ending 15 December 2007



Source Hitwise Australia, data based on head of household

The following gender graph indicates that women are wholeheartedly supporting Movember. Women are organising workplace teams of Mo Bros, running Mo Office and Mo Town Parties and sponsoring the men in their lives. It is encouraging to see that the women of Australia are promoting the changing attitudes towards men’s health.



**Movember web users by gender**  
Traffic share by age  
12-week period ending 15 December 2007

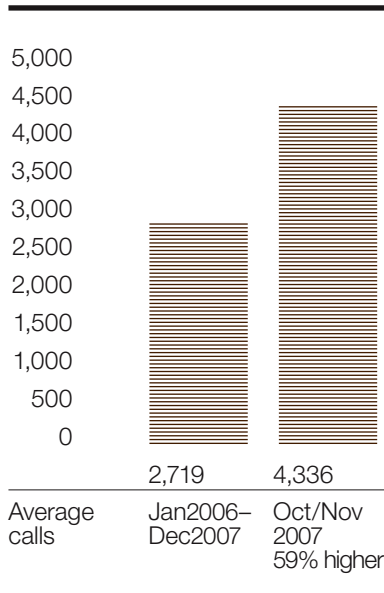
Female 64.7%  
Male 35.3%

Source Hitwise Australia, data based on head of household

**K via email**  
**'Hi – just wanted to thank you for your great male friendly info. My hubby is not ok at the moment, and still in denial. I think your stuff will help a lot. Cheers KC.'**

Importantly, those potentially needing help are also hearing the Movember health messages. *beyondblue* found that call levels to their information line were significantly higher in October and November than the monthly average.

Calls to *beyondblue* information line



The following is an example of an edited email sent to friends and colleagues by a Mo Bro.

**David via email**  
The following is an excerpt from the email that I sent out earlier this year...

**‘Nearly two years ago my Dad was diagnosed with prostate cancer. As many of you know, Movember is a charity month that raises money for the men’s health charities – in particular prostate cancer and depression. Often with Dad’s illness I feel helpless in things I can do for him ... I see Movember as a chance to do something to help Dad and all the other men and their families that have, or in the future will be diagnosed with prostate cancer or depression. ...**

**I was very proud that I ended up raising \$1,091.85 with particular thanks to my wonderful girlfriend... I might aim for \$2,000 next year. My father, the rest of my family and I are eternally grateful that your team has put together this concept and will look forward to your email to tell me it is on again in 2008.’**

**Matt via email**  
**‘My father and uncle both have prostate cancer, I’m probably going to get it. Movember gave me a way to really show my support and raise some money for research. Hopefully they can find a cure before I get to 50. Thanks for making it so much fun.’**

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Ambassadors

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Andrew G Australian TV and radio presenter

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**Quiksilver CEO  
Bob McKnight on Quiksilver's  
2007 involvement which  
raised \$64,000:**  
'We are proud to have partnered  
with Movember again this year  
and to help bring it to the States  
from Australia. Movember  
is a great way to generate  
awareness and raise money for  
prostate cancer. The common  
enthusiasm and camaraderie  
Movember generated within  
our company, from I.T. staff to  
marketing, production and even  
the team riders, only added  
to the fun.'

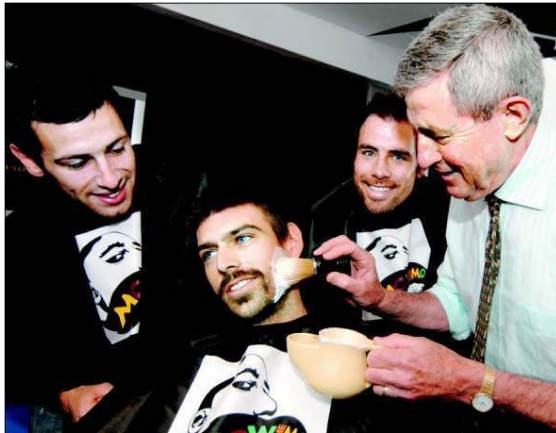
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Randy Jones the Cowboy from the Village People



Media



Off it comes: Shura Taft (left) and Richmond's Matthew Richardson watch as former Tiger Neville Cross prepares to give Angus Kennett a shave. Picture: JOHN HART

# Hairy predicament

HE'LL be there in spirit, but not in tash. Shura Taft, co-host of Channel 9's children's show *Kids WB*, is a big supporter of bloke's charity Movember, but his producers have banned him from growing a mo this month.

"I think they're worried I'll scare the kids," Taft laughed. Model-turned-landscaper Angus Kennett, son of ex-premier Jeff, is also accepting the hairy challenge. It's the second year he's taken part, but he's had to shave off his

three-month growth and start fresh today, in accordance with Movember rules. "It's emotional to start again but such is life," Kennett said. "If I don't have a mo or some sort of stubble, I look like a 14-year-old."

**HEALTH** It's an ingenious idea that has grown into a marketing and fund-raising phenomenon – and is fun to boot. But Movember also has a serious message about men's wellbeing.



By LARISSA DUBECKI

**N**OVEMBER used to be such an unassuming little month, notable for a horse race and the end of spring and not much else. Now it's grown a dodgy moustache and changed its name. Normally clean-shaven office workers, teachers and politicians are sporting the kind of upper lips otherwise reserved for porn stars, country singers and Dennis Lillee. But it's not a mass sign-up to the witness protection program or yet another 1970s fashion revival. It's Movember, a campaign for men's health that started in Melbourne in 2003 and has grown exponentially. This year the city streets are starting to resemble a casting call for a Village People movie.

From 30 brave souls who grew moustaches for the first Movember in 2003, the event has grown this year to almost 95,000 registered hairy fund-raisers across Australia. ("enough moustaches to fill the MCG," say the founders) and another 20,000 across the globe. Already, \$4.7 million has been raised for the Prostate Cancer Foundation and national depres-

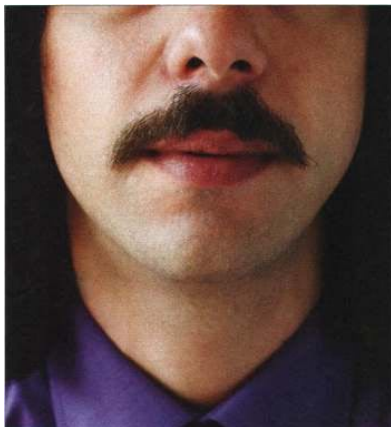


Politicians from Victoria's upper house sporting facial growth include (front from left) Neale Burgess (Hastings) and Russell Northe (Morwell). REAR: Michael Crutchfield (South Barwon) and Craig Ingam (Gippsland East).

sion initiative beyondblue. Last year, 45,000 so-called Mo Bros (and their Mo Sistas) raised more than \$6.5 million for the two charities. "We were watching people walk past and talking about what had and hadn't come back from our past, and in terms of what hadn't all we could come up with was the moustache and

## On the agenda...

### Ready, set, mo



Raise awareness, money and sniggers by growing a moustache for charity

Merv Hughes, Hercule Poirot, Groucho Marx, David Boon, Clark Gable, Salvador Dali, "Vote" Pedro from Napoleon Dynamite, Beefe Baron, Frida Kahlo, Ron Jeremy, Basil Fawlty, Burt Reynolds, Ron "Anchorman Burgundy, My Name is Earl's Jason Lee, Magnum PI, Morgan Spurlock. All great men, no question – even

Frida. Could their greatness stem from the line of pubescent whiskeriness separating lip from schnoz? There's only one way to find out for yourself, and that's to grow your own. Fortunately Movember gives you the perfect excuse.

Starting on 1 November with a clean shave, Movember participants – called Mo Bros – then have the rest of the month to grow and groom their facial fuzz in any shape they please/can. The moustached show culminates at

the end of the month with gala parties around Sydney when the Man of Movember will be crowned.

What's the point? Because 'taches are inherently hilarious. But more importantly because men are far less healthy than women – with the average life expectancy five years lower. Part of this is due to blokes' dismissive "she'll be right" attitude to health, meaning they often wait till it's too late before getting a professional check-up. Movember aims to help change the face of male health. The initiative started off here in Australia, but is now spreading to other countries, mainly ones where moustaches are ironic, rather than part of the national costume.

The idea is to raise awareness, money and a few eyebrows for the Prostate Cancer Foundation of Australia, and beyondblue, the national depression initiative. Each Mo Bro asks their friends, colleagues, admiring females and anyone sniggering at them on the bus to sponsor their mo-growing efforts. Some companies are offering to match the funds raised by their employees.

Here at Time Out, we'll be getting involved, with a few of our number drawing moustache styles out of a hat on 1 November. We'll chart our weekly growth on these pages over the course of the month and we're encouraging you to follow suit by registering at [www.movember.com.au](http://www.movember.com.au). Please send in your pictorial evidence of your facial ropary to [movember@timeoutsydney.com.au](mailto:movember@timeoutsydney.com.au) and we'll laugh heartily and stick the best up on [www.timeout.com/sydney](http://www.timeout.com/sydney). Now, pass the Baby Bro.

[movember@timeoutsydney.com.au](http://movember@timeoutsydney.com.au)

Objective two –  
Raise funds for our  
beneficiary partners so  
they can improve the  
state of men's health



Movember has collaborated 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, are the continuing Movember beneficiaries.

#### **The Prostate Cancer Foundation of Australia (PCFA)**

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; and

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](http://www.prostate.org.au)

#### **A comment from the PCFA**

*'I am constantly amazed by the efforts of everyone who participated in Movember, but the efforts in 2007 were nothing less than extraordinary. I want to take this opportunity to thank all those Mo Bros and Sistas who took part in 2007.*

*The money you have raised will help the Prostate Cancer Foundation of Australia continue its work providing support, information and advocacy to men and their families affected by prostate cancer through more than 80 support groups nationally; raising awareness about prostate cancer; and funding research into the cause, diagnosis, prevention and treatment of prostate cancer. In fact, the Prostate Cancer Foundation of Australia is currently using money raised during previous Movember campaigns to fund important prostate cancer research projects around Australia.*

*Sadly, prostate cancer is now the most common cancer diagnosed in Australia (excluding non-melanoma skin cancer). I thank you for your efforts, and hope for your continued support so that, together, we can help save the lives of Australia's men."*

**Mr Andrew Giles,  
Chief Executive Officer of  
the Prostate Cancer Foundation  
of Australia**

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**PCFA programs  
funded by Movember**

Prostate cancer is the most common cancer afflicting Australian men and is the second highest cause of cancer deaths in men.

Recently, the PCFA approved almost \$6 million of funding for research projects including investigations into genetic susceptibility and the role of cholesterol, new immunotherapies, ways to slow and prevent tumour growth and better methods of predicting who will need surgery.

The PCFA is proud to be supporting these researchers as they work to reduce the impact of prostate cancer on men and their families. This funding has been made possible by our generous donors – especially those who have supported Movember.

The goals of the PCFA Research Program are:

- 01 To encourage young investigators to undertake research into prostate cancer, and to support those investigators as they mature toward independent scientists.
- 02 To stimulate senior scientists, not working in the field of prostate cancer, to bring innovative proposals to the PCFA.
- 03 To encourage rigorous proposals for research that will provide direct, tangible benefits to patients with prostate cancer in a relatively short timeframe.
- 04 To fund equipment purchases that will facilitate innovative prostate cancer research.

Funding from Movember has made the following research projects possible. Each of these projects will add to the body of prostate cancer related scientific knowledge. Each and every project will ultimately contribute to the goal of finding a cure and better treatments for prostate cancer:

- 01 PCFA Research Fellowship.
- 02 Development of a biopsy database.
- 03 Study of patient outcomes after open and minimally invasive surgery.
- 04 A randomised controlled trial of exercise to reduce co-morbidity in men receiving therapy for prostate cancer.
- 05 Bone marrow – derived progenitor cells as biomarkers.
- 06 Preclinical studies on targeting a novel oncoprotein Cripto to treat prostate cancer using human anti-Cripto antibodies
- 07 A randomised trial of a shorter radiation fractionation schedule for the treatment of localised prostate cancer (PROFIT: prostate fractionated irradiation trial)
- 08 Potential of Human Killikrein 4 as a novel target for prostate cancer immunotherapy.

- 09 Macrophage inhibitory cytokine-1 (MIC-1) for the prediction of prostate cancer outcomes
  - 10 A novel regulator of androgen receptor function in prostate cancer.
  - 11 The role of nutrient amino acids in prostate cancer.
  - 12 Inhibition of sex hormone binding globulin proteolysis by kallikrein-related protease 4; a potential target for prostate cancer therapy.
  - 13 The regulation of E-cadherin expression and Tumour Metastasis in prostate cancer.
  - 14 Cholesterol, Statins and Prostate Cancer.
  - 15 EPHB4 as a target for anti-prostate cancer therapy.
  - 16 Molecular profiling and plasticity of prostate cancer stem cells with disease progression.
  - 17 Development of Mevel Anti-Tumour Drugs for the treatment of prostate cancer: Targeting the Drug-Induced expression of the Tumour Metastasis Suppressor, Drg-1.
  - 18 LightCycler 480 Real-Time PCR system.
  - 19 DAKO Autostainer Plus.
  - 20 The role of polarity regulators in prostate cancer.
  - 21 Screening for hereditary prostate cancer.
-



**beyondblue – the national  
depression initiative**

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](http://www.beyondblue.org.au)

**A comment from beyondblue**

*'We have been overwhelmed by the success of Movember 2007 both in terms of the money raised and the staggering number of participants. Getting the issue of men's health on the news agenda and discussed amongst a population unused to doing so, is no mean feat. The awareness and money raised in 2007 will be absolutely essential to us in continuing our mission of helping to build a society that understands and responds to the personal and social impact of depression.*

*As a charity we have a number of initiatives that work towards improving the quality of life for everyone affected by depression. Funds raised by Movember will specifically go towards supporting our 24-hour helpline targeting men in rural areas, funding vital new research, supporting our indigenous Men's Sheds program nationally and printing literature providing essential advice for all those affected by depression.*

*It would be extremely difficult to execute our varied program with any real impact if it were not for funds raised through Movember – we are extremely grateful to all those who took part, whether as a Mo Bros or Mo Sista and look forward to another successful year in 2008.'*

Leonie Young,  
CEO of beyondblue

**beyondblue programs  
funded by Movember**

The funds donated by Movember to beyondblue are being used on the following programs:

01  
Supporting the beyondblue info line, a 24-hour depression telephone service that provides information and referral services and which specifically targets men in rural areas.

02  
Funding new research into the association between depression and men's cancers (testicular and prostate cancer).

03  
Funding Indigenous Men's Sheds that provide information on depression and support services in seven locations nationally.

04  
Reprinting 30,000 copies of John Ashfield's book *Taking Care of Yourself and Your Family* which beyondblue gives away free. This book will be directed towards rural and farming men and their families, particularly those in drought-affected areas.





## Corporate partners

Each year Movember's corporate partners are chosen for their fit with the Movember brand, appeal to the Movember target audience and passion for the cause. Our partners also encourage wider participation in the campaign through their customer, industry and social networks.

In 2007, Movember's corporate partners were again an integral part of our campaign. They have generously supported Movember by contributing to the core costs of our campaign, including staff costs and operating expenses.

Movember thanks the following sponsors for their outstanding support and commitment to the 2007 campaign.

### Major sponsors

Our Major Sponsors, in return for advertising benefits, have supplied "money can't buy" experiences for prizes, and have contributed to the funding of Movember's expenses. They have also importantly spread the Movember message throughout their own businesses, to their business partners, customers and friends.



**HOLDEN**



**Commonwealth**Bank



**Schick**<sup>®</sup>

### Supporting sponsors

Our Supporting Sponsors added life to our campaign through non-traditional marketing campaigns, and contributed to the level of awareness of men's health issues and funding of Movember's expenses. Both Heinz Big Red and Bauhaus undertook 'cause' marketing campaigns with their products. These saw the Movember brand communicated in places as diverse as on tomato sauce bottles.



**vodafone**



**BAUHAUS**

**Polaroid**  
Polarized Sunglasses



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### MO-OP program

The 2007 Mo-Op program was a cooperative fashion program between Movember and clothing labels that are meaningful to our participants.

By interpreting Movember in their own way, our Mo-Op partners have added to our media coverage, provided product for sale on our online store and displayed unique Movember concepts that can be worn by the Mo Bros and Mo Sistas.



*newbike*



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## Objective three – The global campaign

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Movember was created in Australia and will always remain true to its Australian origins. In the last two years, the campaign has also grown internationally and is likely to develop further.

This geographic expansion builds on Movember's primary goal of spreading health messages to men everywhere. In 2007, over 37,000 men in countries outside of Australia grew moustaches and communicated health messages with their donors, colleagues, friends and families. They also raised AUD\$5.4 million that Movember's international beneficiary partners will use in prostate cancer research and other related projects.

Movember aims to give men everywhere the opportunity to use their moustaches in a global movement that will permanently change their attitudes to men's health. Continued growth in the international campaign will also increase global funds dedicated to prostate cancer research and depression initiatives.

The Movember Foundation in Australia received \$1.3million in fees from the overseas campaigns, a substantial increase from the \$138,986 received in 2006. These fees effectively covered the direct cost of running the international campaigns and contributed to the shared cost of raising awareness of men's health issues globally.

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## Movember New Zealand



The 2007 New Zealand campaign again produced extraordinary results with a 146% increase in the number of participating Mo Bros and Mo Sistas. Together they raised NZ\$2.2 million – a remarkable result for a country with a population of just 4.2 million.

### Beneficiary partner

Our 2007 campaign beneficiary partner in New Zealand was the Prostate Cancer Foundation (PCFNZ).

The PCFNZ provides prostate cancer education to patients and their families, promotes prostate cancer awareness, encourages physicians to remain medically current and invests in research.

As part of our annual due diligence at the end of the 2007 campaign, we invited the PCFNZ, along with other high profile New Zealand charities, to submit proposals on how they would spend future funds generated by the Movember campaign. This process enables us to review all options and ensure that funds raised in New Zealand will generate the best outcomes for men's health in New Zealand.

We received two outstanding submissions from world-class New Zealand charities. Their plans detailed some exciting options that will improve the state of men's health in New Zealand. The PCFNZ are currently planning programs for more than NZ \$3million raised by Movember in the 2006 and 2007 campaigns. Their organisation now has sufficient funds to achieve their objectives for many years to come.

Movember has therefore opted to establish two new beneficiary partnerships for 2008. Our beneficiaries will be:

- The Cancer Society of New Zealand who will use funds raised by Movember to reduce the impact of prostate cancer on New Zealand men, their families and the community, and
- The Mental Health Foundation of New Zealand who plan to increase community awareness of depression in men, and address the associated stigma of men living with depression.

Movember is proud of its achievements with the PCFNZ and we wish them well with the implementation of their future programs.

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## Results summary

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### Participation

Registered Mo Bros and Mo Sistas	26,484
Number of individual donations	64,954
Gala party attendees in Auckland, Wellington and Christchurch	1,930
Mo Town parties gave towns across New Zealand a way to celebrate Movember	19 parties
Mo Office parties provided a way for businesses to celebrate Movember	365 parties

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### Funds raised

Donated to the New Zealand Prostate Cancer Foundation	NZ \$2,165,852
Average raised per Mo Bro / Mo Sista	NZ \$82
Average donation amount	NZ \$33

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### Community awareness

Movember media hits	644
Visits to New Zealand website	285,440
Average time spent on New Zealand website	3.5 mins

## Movember United Kingdom



Movember was officially launched in the UK this year and achieved a tremendous result with more than 6,000 registrants raising £1million (AUD\$2.2m) between them.

### Beneficiary partner

Movember's beneficiary partner in the UK is The Prostate Cancer Charity (TPCC) ([www.prostate-cancer.org.uk](http://www.prostate-cancer.org.uk)).

The TPCC was established in 1996 and has played a key role in raising public awareness of prostate cancer and stimulating political debate about services and support. The TPCC is fighting prostate cancer on every front - through research, support, information and campaigning.

*'In 2007 Movember raised a staggering £1million for The Prostate Cancer Charity. This makes Movember our largest fundraising event and we are enormously grateful to all of the Mo Bros and Mo Sistas across the UK for making our first year such a huge success.*

*The Charity relies entirely on voluntary income from individuals, companies and charitable trusts. That is why Movember is so important to us. The money raised enables us to fight prostate cancer on every front – through research, support, information and campaigning."*

**John Neate**  
Chief Executive,  
The Prostate Cancer Charity

### Programs funded by Movember

The net funds raised through Movember will be used across all TPCC services. Some of its specific uses include:

01  
Research on a range of subjects from new drug treatments to studies exploring the practical support for carers of men affected by prostate cancer.

02  
A dedicated lobbyist to work with government and other policy leaders for improved access to prostate cancer treatments.

03  
Infrastructure investment to ensure resources are available to drive the TPCC forward.

04  
Funding of a specialist nurse and awareness raising activities within the African Caribbean community who are at greater risk of prostate cancer.

05  
Recruitment of men with prostate cancer to provide voluntary peer to peer support, and to raise awareness.

06  
Additional specialist nurses for the TPCC Helpline which provides information and support to callers affected by prostate cancer.

## Results summary

### Participation

Registered Mo Bros and Mo Sistas	6,069
Number of individual donations	38,664
Gala party attendees in central London	1,700

### Funds raised

Donated to The Prostate Cancer Charity	£1,031,799
Average raised per Mo Bro / Mo Sista	£170
Average donation amount	£27

### Community awareness

Movember media hits	95
Visits to UK website	196,904
Average time spent on UK website	3.7 mins







## Movember United States of America



Movember is in its infancy in the USA but has received sound support. Our ability to gain traction in a crowded and competitive market place, and the very high average sponsorship rate of US\$340 per Mo Bro, indicate a potentially strong growth outlook.

### Beneficiary partner

Movember's beneficiary partner in the United States is the Prostate Cancer Foundation (PCF), the world's largest philanthropic source of support for prostate cancer ([www.pcf.org](http://www.pcf.org)).

Founded in 1993, the PCF has since raised more than US\$350 million and provided funding for more than 1,500 prostate cancer research projects at 130 institutions worldwide.

The PCF has a simple, yet urgent goal: to find better treatments and a cure for prostate cancer.

*'The Prostate Cancer Foundation is thrilled to be the U.S. recipient of the Movember funds, a unique and fun program working hard to change the face of men's health. The Movember program engages young men to think about and take responsibility for their own health, and the health of their friends, fathers and grandfathers. In its first year in the U.S., Movember raised US\$740,568 for critical research funded by PCF.*

*Harnessing the human resource and commitment of our younger adults will accelerate the ability of the Prostate Cancer Foundation and similar organizations in other countries to save the lives of millions of men suffering with prostate cancer. The Prostate Cancer Foundation is the largest philanthropic source of support for prostate cancer research. With the crucial help of Mo Bros and Mo Sistas, we will continue to fund the best and most promising research to reach our goal of ending death and suffering from prostate cancer.'*

From the PCF

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### Results summary

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#### Participation

Registered Mo Bros and Mo Sistas	2,180
Number of individual donations	9,245
Gala party attendees in central New York, Los Angeles, San Francisco, San Diego and Aspen	2,350

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#### Funds raised

Donated to the Prostate Cancer Foundation	US\$740,568
Average raised per Mo Bro / Mo Sista	US\$340
Average donation amount	US\$80

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#### Community awareness

Movember media hits	83
Visits to USA website	122,395
Average time spent on USA website	4.35 mins



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**Programs funded  
by Movember**

Movember funds are being used by the PCF for scientific investigations focused on discovering new treatments for recurrent prostate cancer. The projects include:

01

**Progression biomarkers**

Lead Investigator: Dr. Daniel Haber, Massachusetts General Hospital

The discovery of biomarkers that predict disease progression, or provide a signal for effectiveness of an experimental medication for prostate cancer, is a priority for PCF. These markers will increase the pace of new medication development and signal physicians earlier when prostate cancer is progressing. Dr. Haber, in collaboration with oncologists, biologists and engineers, will refine a system that measures tumor cells in patient blood. Molecular evaluation of circulating cells will be performed to better optimise prostate cancer therapy for individuals.

02

**ETS gene fusions**

Lead Investigators: Dr. Levi A. Garraway, Dana-Farber Cancer Institute, Broad Institute; Dr. Todd R. Golub, Broad Institute of Harvard and MIT; Dr. William C. Hahn, Dana-Farber Cancer Institute, Broad Institute.

Scientists recently discovered that a specific genetic rearrangement in normal prostate cells leads to the production of cancer promoting factors (ETS factors) and prostate cancer. It is presumed that discovery of medications that block the activity of ETS factors will arrest the growth of prostate cancer. Dr. Golub will apply state-of-the-art genetic biotechnologies in a significant drug discovery effort to target ETS factors produced by prostate cancer cells. Collaborators at the Broad Institute of Harvard and MIT, will work with biologists and oncologists at the Dana-Farber Cancer Institute and Harvard Medical School to evaluate ETS factor inhibitors discovered in this work, and ultimately develop an experimental medication for prostate cancer patients.

03

**Nutrition, metabolism  
and patient quality of life**

Lead Investigator: Dr. Matthew R. Smith, Massachusetts General Hospital Cancer Center

The best available treatment for advanced prostate cancer is the removal of testosterone hormones (androgens) that drive the growth and progression of prostate cancer. However, the medications used to reduce androgen in patients with advanced prostate cancer cause significant secondary illness.

Dr. Smith and his U.S./Canada team of investigators plan to study the health consequences of androgen reduction, and will determine medical interventions to prevent the negative consequences of treatment. This expert team will determine how to limit obesity, diabetes, bone fractures and heart disease in patients treated for advanced prostate cancer. Exercise, nutrition and new medications will be employed to enhance the health of these patients with advanced prostate cancer.

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## Movember Canada



Movember was introduced to Canada in 2007 and attracted 2,396 Mo Bros and Mo Sistas who raised CAD\$545,759 (AUD\$574,168). This is an excellent result for year 1 – the Australian campaign by comparison raised \$55,000 in its first fund raising year. Movember Canada expects to see significant growth in 2008.

### Beneficiary partner

Movember's Canadian beneficiary partner is the Prostate Cancer Research Foundation of Canada (PCRFC). It is Canada's leading organisation devoted to eliminating the threat of prostate cancer ([www.prostatecancer.ca](http://www.prostatecancer.ca)).

The PCRFC's mission is to fund research into the prevention, treatment and cure of prostate cancer by engaging Canadians through awareness, education and advocacy.

*'The launch of Movember in Canada afforded our Foundation the opportunity to address men's health issues with a younger demographic than we usually target. Movember not only raises a wealth of funds for research, but it also gets Mo Bros thinking about prostate cancer and the benefits of early detection as they approach the at-risk years. This is a huge benefit to men everywhere'*

**Greg Sarney**  
VP of corporate development  
and marketing for PCRFC

### Programs funded by Movember

Movember funds are being used by the PCRFC on various projects including:

01  
A treatment called Virotherapy that uses viruses to infect specific cells (cancer cells, for example), kill them, and spread to other cells to destroy them. A research team is working on improving the virus' ability to infect prostate tumor cells while sparing normal prostate cells.

02  
Vitamins that shrink tumors – there is evidence that certain antioxidants may slow the growth of prostate tumors and prevent cancer. The research could result in vitamin-based treatment for prostate cancer and new approaches to prevention.

03  
A new drug for prostate cancer. Androgens, which are male hormones like testosterone, fuel prostate cancer cells and help them grow. A research team is testing a new drug to fight prostate cancer by blocking the work of androgens.

## Results summary

### Participation

Registered Mo Bros and Mo Sistas	2,396
Number of individual donations	9,698
Gala party attendees in Toronto, Vancouver and Edmonton	1,320

### Funds raised

Donated to the Prostate Cancer Research Foundation	CAD\$545,759
Average raised per Mo Bro / Mo Sista	CAD\$228
Average donation amount	CAD\$56

### Community awareness

Movember media hits	99
Visits to Canadian website	63,504
Average time spent on Canadian website	3.92 mins

## Movember Spain



**FEFOC**

The 2007 Movember campaign in Spain was run with the intention of testing the Movember concept in a non-English speaking environment. The campaign was small and minimal resources were invested, however considerable local interest was generated and the campaign will be run again in 2008.

### Beneficiary partner

Movember's beneficiary partner in Spain is Fundación para la Educación Pública y la Formación Oncológica Continuada (FEFOC) ([www.fefoc.org](http://www.fefoc.org)) ([www.cancerdeprostata.org](http://www.cancerdeprostata.org)).

FEFOC is devoted to raising awareness of prostate cancer, prostate cancer research and providing information and support for patients and their relatives. FEFOC's activities are scientifically based and follow the premise 'from scientific evidence to social activity' when working with oncologists, urologists, psychologists and other professionals or volunteers.

FEFOC's website is exclusively devoted to prostate cancer, and is used by Spanish speaking people around the world. The website is published in Spanish but will soon be available in English.

*'When it seemed all the new ideas to promote men's health and prostate cancer awareness were exhausted, then comes Movember with an extremely young, new and challenging project. All of us are strongly committed in the fight against prostate cancer, and we feel more courageous, reassured, happy, really happy to share such refreshing ideas. It's a great honour for FEFOC to be a part this unique initiative. We would like to stress the priceless enthusiasm and efforts of the team in charge of the campaign in Spain. FEFOC is indebted to all of them.'*

**Professor Jordi Estapé**  
Scientific Director of FEFOC

### Programs funded by Movember

The funds raised by Movember will contribute to:

- 01 Maintaining, enhancing and promoting the website – [www.cancerdeprostata.org](http://www.cancerdeprostata.org).
- 02 Analyse and produce the results of FEFOC's last study on prostate cancer, which assessed the knowledge of PSA testing on a sample of men aged 65 and above. Information needs to be communicated to older age groups, as many of them are unaware of the risks and consequences of prostate cancer.
- 03 Disseminating information, education and prostate cancer awareness to young and middle age groups. Due to funding constraints, this has previously been an area of limited action.

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## Results summary

### Participation

Registered Mo Bros and Mo Sistas	304
Number of individual donations	113
Gala party attendees in Barcelona	185

### Funds raised

Donated to FEFOC	€3,990
Average raised per Mo Bro / Mo Sista	€13
Average donation amount	€35

### Community awareness

Visits to Spanish website	3,696
Average time spent on Spanish website	4.7 mins

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Movember's promise is to act on behalf of all Mo Bros, Mo Sistas and all others involved, to maximise the impact of their support and the funds they raise. We aim to meet best practice standards of governance.

### **The board of directors**

The board is accountable to the Members of Movember to ensure that Movember maintains the highest standards of performance, corporate governance, accountability and transparency.

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 make donations to the Mo Bros and Mo Sistas
- Movember's staff

The Board is comprised of four independent directors and three of Movember's founders. In keeping with Movember's focus on minimising administrative costs, all board members are unpaid for their directorships.

### **Directors**

**Paul Villanti**  
Chairman

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

**Adam Garone**  
Executive director and CEO

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.

**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.

**Narelle Curtis**

Non executive director

With a doctorate in medical research and many years experience in managing public relations, marketing and fundraising for the Murdoch Children's Research Institute, Narelle has the perfect mix of skills and experience to contribute to Movember.

**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.

**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.



### Charter and policies

Since its formation in 2007, the Board has adopted a Charter and a number of Governance Policies.

The Board Charter provides a guiding framework for the corporate governance of the Foundation, 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.

### Sub committees

Since its establishment, the Board has formed two subcommittees.

#### Finance & Audit Committee

The role of the Finance and Audit Committee is to assist the Board in discharging its obligations with respect to ensuring:

- the integrity and reliability of information, including financial information, prepared for use by the Board; and
- the integrity of the Foundation's internal controls affecting the preparation and provision of information provided to the Board or in external reports.

The committee also monitors the effectiveness of the external audit function.

### Corporate Governance and Best Practice Committee

The role of the Corporate Governance and Best Practice Committee is to assist the Board in discharging its obligations with respect to ensuring:

- the integrity and management of the funds raised by Movember
- the good Governance and management of Movember
- transparency in respect of the distribution of funds, and
- best practice in respect of cost of fundraising.

Since its formation, the Good Governance Committee has reviewed a number of areas including management salaries. To ensure that management salaries are set at levels appropriate to the responsibilities of each position, and are consistent with market rates, the Committee commissioned a benchmark report from an independent leading consulting firm.

On receipt of the report, the Committee met with the consultant and developed a management salaries recommendation for consideration by the Board. The recommendation was subsequently reviewed and accepted by the Board.

### Meetings of directors

Three Board meetings and one strategy day have been held since the formation of the Board in September 2007. Meetings of the two subcommittees have been held as shown below.

### Structure

The Movember organisation is run by The Movember Group Pty Ltd as Trustee for The Movember Foundation (ABN 48 894 537 905) – the Board of Directors has been appointed by the Movember Group 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'). This company was established for the purpose of ensuring the proper protection of all Intellectual Property associated with Movember. Forideas Pty Limited has entered into a license agreement with Movember to use the Intellectual Property on an exclusive basis for an annual fee of \$100,000. This fee has been used to cover legal and other costs associated with managing the Intellectual Property rights.

Directors	Board		Finance & Audit Committee		Corp Gov & Best Practice Committee	
	Eligible to attend	Number attended	Eligible to attend	Number attended	Eligible to attend	Number attended
Mr P Villanti	4	4	1	1	1	1
Mr A Garone	4	4	1	1	1	1
Ms N Curtis	4	3	–	–	1	1
Mr T Garone	4	4	–	–	–	–
Mr L Slattery	4	4	–	–	–	–
Ms E Farrelly	4	4	1	1	–	–
Mr A Gibbins	4	4	1	1	1	1
Mr J Coghlan*	2	1	–	–	–	–

\*resigned November 2007

**Australian financial overview**

In Australia, all donations are received directly by the Movember Foundation, and the net surplus after campaign and awareness raising costs is donated to our two beneficiary partners – the PCFA and *beyondblue*.

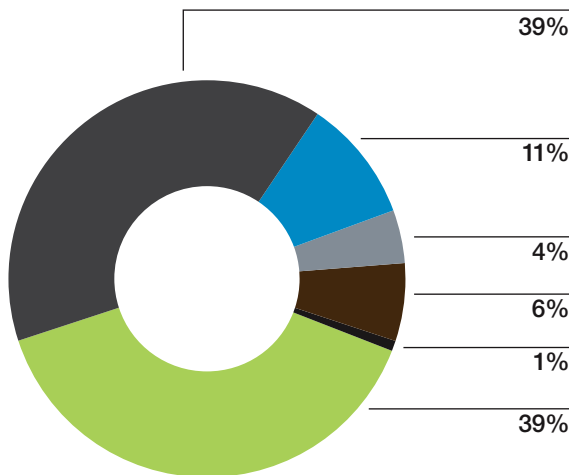
During the 2007 campaign, \$15.3 million was raised by the 96,738 registered Mo Bros and Mo Sistas – this represents 95% of the total Australian revenue; the remaining 5% was generated by corporate sponsorship and interest earned.

In April 2008, Movember handed cheques to the PCFA and *beyondblue* for \$6,343,502 each – a 152% increase on last year. We are extremely proud of this result because it allows our beneficiary partners to continue applying funds to the excellent programs and research studies outlined earlier in this report.

The beneficiary donations represent 78% of the funds raised in Australia. A further 11% of the funds raised were used to fulfil our primary objective of raising awareness about men’s health issues, specifically prostate cancer and depression. The excellent programs implemented and the investment made in men’s health awareness, are outlined earlier in the report.

The remaining 10% was used to cover campaign costs as shown in the following chart. This level of administration and fundraising costs is best practice when compared with other Australian charities, as evidenced by the Givewell<sup>1</sup> reported fundraising ratio, which was an average of 19% across 162 Australian charities. Movember’s low cost ratio shows the efficiency with which the campaign is conducted, and the effectiveness of Movember’s small team.

The chart below shows how the funds raised in Australia were used.



**Application of funds raised in Australia**

- Donation to *beyondblue* – the national depression initiative 39%
- Donation to the Prostate Cancer Foundation of Australia 39%
- Men’s health promotion 11%
- Administration 4%
- Fundraising costs 6%
- Retained funds 1%

<sup>1</sup>Givewell is an independent research organisation that provides comprehensive reporting to enable informed giving – refer to [www.givewell.com.au](http://www.givewell.com.au)

**International financial overview**

In 2007, the Movember campaign undertook a significant global expansion and raised funds for prostate cancer foundations in the USA, Canada, the UK, New Zealand and Spain.

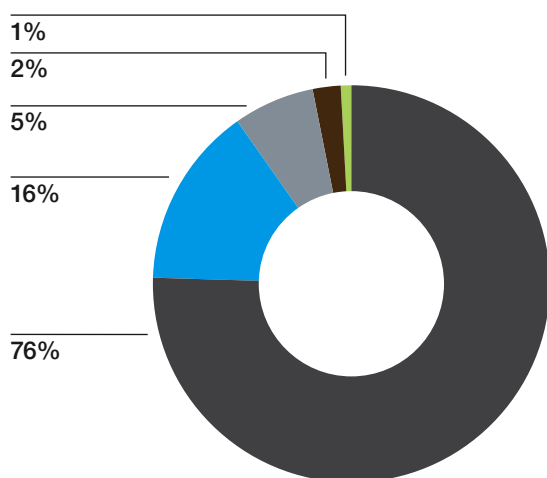
Internationally, the financial model is slightly different to the Australian model. All funds raised are received directly by the prostate cancer beneficiary partner in each country. The beneficiary partners then forward a management fee to the Movember Foundation in Australia on campaign completion. This management fee covers the direct costs required to run the campaign in each country and contributes to the cost of raising awareness of men’s health issues.

The global campaign raised a total of \$5.3million (equivalent Australian dollars) for Movember’s international beneficiary partners. This not only significantly increased the worldwide level of funds dedicated to fighting prostate cancer, it also enabled awareness and fundraising costs to be shared globally. This cost sharing allows Movember to spread the men’s health messages to tens of millions of men around the world.

The ratios shown in the chart below are based on the total donations of \$5.3 million (equivalent Australian dollars) received by the international beneficiary partners.

**Combined Australia and international financial overview**

The table below is a summary of Movember Foundation results for the Australian and international campaigns.



**Application of funds raised internationally**

Funds retained by the local beneficiary partners	76%	<span style="display:inline-block; width:15px; height:15px; background-color:grey;"></span>
Men’s health promotion	16%	<span style="display:inline-block; width:15px; height:15px; background-color:blue;"></span>
Fundraising costs	5%	<span style="display:inline-block; width:15px; height:15px; background-color:lightgrey;"></span>
Administration costs	2%	<span style="display:inline-block; width:15px; height:15px; background-color:darkgrey;"></span>
Surplus retained	1%	<span style="display:inline-block; width:15px; height:15px; background-color:lightgreen;"></span>

**Combined Australia and international financial overview**

	Australia AUD\$	International AUD\$	Total AUD\$
Movember funds raised globally	16,201,619	5,337,250	21,538,869
Movember Foundation Australia direct revenue	16,201,619	1,320,688	17,522,307
Funds used as follows:			
Donated to beneficiaries	12,687,004	(note <sup>1</sup> )	12,687,004
Men’s health promotion	1,708,691	847,752	2,556,443
Fundraising costs	1,030,719	304,910	1,335,629
Administration costs	588,176	103,158	691,334
Surplus retained	187,029	64,868	251,897

<sup>1</sup>As noted above, international funds raised are received directly by the beneficiary partner in each country. The \$1.3million revenue shown in this table is only the fees received by the Movember Foundation (from the international beneficiary partners) for direct costs and awareness raising.

## Summarised income statement

	For the period ended	
	30 April 2008 \$	30 June 2007 \$
<b>Revenue</b>		
Mo Bro/Mo Sista sponsorship – Australia	<b>15,314,352</b>	7,514,752
Corporate sponsorship (note <sup>1</sup> )	<b>304,545</b>	505,643
Gala Party/merchandise	<b>199,918</b>	134,015
Management fees for running other Movember global events	<b>1,320,689</b>	138,986
Interest and other revenue	<b>382,803</b>	192,867
<b>Total Revenue</b>	<b>17,522,307</b>	8,486,263
<b>Expenditure</b>		
Men's health promotion	<b>(2,556,443)</b>	(1,134,029)
Donated to Prostate Cancer Foundation of Australia	<b>(6,343,502)</b>	(2,527,800)
Donated to <i>beyondblue</i>	<b>(6,343,502)</b>	(2,527,800)
Fundraising (note <sup>1</sup> )	<b>(1,335,629)</b>	(700,909)
Administration	<b>(691,334)</b>	(509,175)
<b>Funds retained for the year</b>	<b>251,897</b>	1,086,550

<sup>1</sup>The 2007 revenue and costs included the estimated value of donated goods and services. Due to a change in accounting policy, donated goods and services have not been included in the 2008 accounts.



**Summarised Balance Sheet**

	As at 30 April 2008 \$	As at 30 June 2007 \$
<b>Assets</b>		
<b>Current assets</b>		
Cash and cash equivalents	3,586,119	1,067,073
Trade and other receivables	309,545	11,570
GST receivable	116,422	119,365
<b>Total current assets</b>	<b>4,012,086</b>	<b>1,198,008</b>
<b>Non-current assets</b>		
Plant and equipment	54,608	36,799
<b>Total assets</b>	<b>4,066,694</b>	<b>1,234,807</b>
<b>Liabilities</b>		
<b>Liabilities</b>		
<b>Current liabilities</b>		
Trade and other payables	2,663,048	146,563
Provisions	65,199	1,694
<b>Total current liabilities</b>	<b>2,728,247</b>	<b>148,257</b>
<b>Total liabilities</b>	<b>2,728,247</b>	<b>148,257</b>
<b>Net assets</b>	<b>1,338,447</b>	<b>1,086,550</b>
<b>Accumulated funds</b>		
Funds available for future use	1,338,447	1,086,550
<b>Total funds</b>	<b>1,338,447</b>	<b>1,086,550</b>



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 April 2008, 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 17 July 2008.

## 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.

A stylized signature of the PricewaterhouseCoopers firm, written in a cursive, handwritten style.

PricewaterhouseCoopers

A handwritten signature in black ink, appearing to read 'Manoj Santiago'.

Manoj Santiago  
Partner

Sydney  
17 July 2008

## Declaration by directors

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

The financial report has been prepared in accordance with Accounting Standards and mandatory professional reporting requirements to the extent described in Note 1(a).

In the directors' opinion:

(a) the financial statements and notes set out on pages 34 to 38:

(i) comply with Accounting Standards and other mandatory professional reporting requirements as detailed above, and the Corporations Regulations 2001; and

(ii) give a true and fair view of the Foundation's financial position as at 30 April 2008 and of its performance for the financial period ended on that date; and

(b) there are reasonable grounds to believe that the company 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.



Adam Garone  
Director

Melbourne, Australia  
17 July 2008

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