

MOVEMBER **UNITED STATES** **ANNUAL REPORT** **2010**







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**A WORD
FROM
THE
CHAIRMAN**

**PAUL
VILLANTI**



**TODAY, OUR GOAL
REMAINS LARGELY
UNCHANGED FROM
WHEN STARTING OUT —
THROUGH THE GROWTH
OF A MOUSTACHE EACH
NOVEMBER, WE WILL
HAVE AN EVERLASTING
IMPACT ON THE FACE
OF MEN'S HEALTH.**

Paul Villanti
Chairman

Email
paul@movember.com

I am pleased to report that this past financial year has been one of great activity and achievement for the Movember Foundation. Thanks to the collective efforts of 28,223 Mo Bros and Sistas across the country, we had another record breaking campaign with a figure of \$3.2 million being raised for our beneficiary partners, the Prostate Cancer Foundation and LIVESTRONG.

In a difficult economic environment and an enormous range of giving choices, we are humbled by the level of growth achieved in the past 12 months. We have witnessed the emergence of a strong, grass roots passion and support from Mo Bros and Sistas around the country. Movember is testament to the growing level of awareness and interest men are taking in their health.

Today, our goal remains largely unchanged from when starting out – through the growth of a moustache each November, we will have an everlasting impact on the face of men's health. The money raised as a result of Movember is now being channeled by our beneficiary partners into a number of world class and innovative education, research and awareness initiatives. Details of Movember funded outcomes feature on our website and it is my hope that as we grow, so too will the understanding and awareness around these remarkable programs. I encourage all Movember supporters to take the time to learn more about the outcomes of your generous effort and support.

2009 was the inaugural partnership year for Movember and LIVESTRONG (the Lance Armstrong Foundation) in the United States – a relationship we are very proud of and looking forward to growing.

My fellow board members have again made a strong contribution to Movember and for this I thank them.

I also take this opportunity to thank our Mo Bros and Sistas, our beneficiary partners and corporate sponsors. We are truly grateful for your on-going support. Thank you.

You can be confident that Movember is better prepared than ever to achieve our vision of having an everlasting impact on the face of men's health.



Paul Villanti
Chairman



Dear Friends of Movember—

In 2003 we ran our first Movember campaign with just 30 of us in Melbourne, Australia. The plan was simple – to bring the moustache back as a bit of a joke and do something for men's health. We didn't raise any money that year but we had a lot of fun and we realized the potential a moustache had in generating conversations about men's health. Excited by our first Movember campaign and inspired by the women around us and all they had done for breast cancer we set ourselves on a course to create a global men's health movement.

In 2004, we evolved the campaign and focused on raising awareness and funds for the number one cancer affecting only men – prostate cancer. Just over 430 Mo Bros joined us that year and together we raised \$55,000 for the Prostate Cancer Foundation of Australia representing the single biggest donation they had ever received.

Since then we have continued to grow each year and during this time have expanded into the US, Canada, UK, New Zealand, Ireland, and Spain.

In 2009 we saw global participation of Mo Bros and Mo Sistas climb to 255,722, with 1,004,539 individuals making donations combining to raise \$40 Million US equivalent dollars for our global beneficiary partners. I'm proud to announce that the US campaign showed strong growth this year, with 28,223 Mo Bros and Mo Sistas raising \$3.2 million for the Prostate Cancer Foundation and LIVESTRONG. These are incredible figures particularly, given the state of the economy in the US.

From prevention, to survivorship through to finding a better screening test and treatment options for prostate cancer I'm very proud to say Movember is having an impact.

During the campaign we educate the participating Mo Bros and Mo Sistas about how to prevent cancer through diet, fitness, lifestyle choices, an annual physical and preventative screening. These messages are not only getting through, they are having a significant impact. We recently surveyed the Movember community and found that because of their involvement in Movember, 35% of the Mo Bros sought medical advice, whilst a further 38% encouraged someone else to seek medical advice.

Through our partnership with LIVESTRONG we are funding great programs to support and improve the lives of young adults and their families battling and surviving cancer.

Through our partnership with the Prostate Cancer Foundation we are funding the very best research in the world, which will soon lead us to a better screening test than the current PSA and better treatment options.

Movember would not be what it is today without the love and support of our Mo Sistas. We need wives, girlfriends, daughters and female friends to keep supporting the men in their lives by encouraging them to grow a moustache and giving them a nod of appreciation no matter how good or bad their Mo is.

It goes without saying that nothing we've achieved would have been possible without the united efforts of the Movember community and I would like to offer my sincere thanks for their continued support.

I will conclude with a thank you to the Movember team, the Movember Board and those that work on the campaign at the Prostate Cancer Foundation and LIVESTRONG. They epitomize Margaret Mead's quote: "Never doubt that a small group of thoughtful, committed people can change the world; indeed, it's the only thing that ever has." I am incredibly proud of what such a small team is managing to achieve; it is testament to their hard work, dedication and loyalty.

I am very optimistic about the future and fulfilling our vision of having an everlasting impact on men's health.

Should you have any questions about this report please e-mail me at adam@movember.com

Thank you and see you in November 2010.

Adam Garone
CEO

**THE GROWTH
OF MOVEMBER'S
GLOBAL MOVEMENT
AND THE SPIRIT
OF THE MOVEMBER
COMMUNITY
CONTINUE TO AMAZE
ME EACH YEAR.**

Adam Garone
CEO

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MEN'S HEALTH

By and large, men are known to be more apathetic towards their health, especially when compared to the efforts of women, who proactively and publicly address their health issues in a way not traditionally seen with men. The result is that today the levels of awareness, understanding, and funding for support of male health issues, like prostate cancer, lag significantly behind causes such as breast cancer.

Statistics show that, on average, men die at a younger age than women – the average life expectancy for men is five years less than women (presently 77 compared to 82). That said, despite trailing the women's health movement, things are beginning to change. Established taboos and barriers relating to men's health are gradually being broken down.

To close the gap between the state of men and women's health, much more progress needs to be made. Men are less likely to schedule doctors appointments when they feel ill or for an annual physical, thereby denying them the chance of early detection and effective treatment of common diseases.

Studies show that many men don't get regular health checks for the following reasons:

01
Scared it will lead to a hospital visit

02
Embarrassed to discuss their health issues

03
Find it too hard to see a doctor because they just can't fit it into their schedule

04
Just can't be bothered making an appointment

The reasons for the poor state of men's health in the US and around the world are numerous and complex, but what is known is that it is mainly due to a lack of awareness of the health issues men face. This can largely be attributed to the reluctance of men to openly discuss the subject due to longstanding traditions, coupled with an 'it'll be alright' attitude. Movember aims to change the face of men's health and reverse this way of thinking by putting a fun twist on this serious issue. Using the moustache as a catalyst, we want to bring about change and give men the opportunity and confidence to talk about their health more openly.

Movember's primary campaign objective is to raise awareness of men's health issues, specifically cancers affecting men. We want everyone to know that most cancers are highly curable if caught in the early stages- including prostate and testicular cancer. Movember aims to increase early detection, diagnosis and effective treatment, as this will ultimately reduce the number of deaths from cancer.

Prostate Cancer – the stats

1 in 6 US men will be diagnosed with prostate cancer – a new case is diagnosed every 2.4 minutes.

—
A man is 35% more likely to be diagnosed with prostate cancer than a woman is to be diagnosed with breast cancer.

—
218,000 men will be diagnosed in 2010 and up to 32,000 will lose their lives to the disease.

—
Prostate cancer is over 90% curable – if detected and treated in its earliest stages.

—
While there are cases of prostate cancer showing up in younger men, it is recommended that men begin an annual screening at age 50 and at age 40 if there is a family history.

Men's Health – the stats

1 in 2 men will be diagnosed with cancer in their lifetime, 1 in 3 women will be.

—
Testicular cancer is the most common cancer in American males between the ages of 15 and 34.

—
Men commit suicide four times as often as women.

—
An estimated 8.7 million adult men over the age of 20 in the US have diabetes – and a third do not know it.

—
Approximately 50 million men and women in the US have high blood pressure – almost 30 per cent of them do not know it.



**VISION
TO HAVE AN
EVER LASTING
IMPACT ON
THE FACE OF
MEN'S HEALTH**

Mission

Through the power of Movember, we will:

01

Get men to grow moustaches.

02

Encourage men to proactively manage their health.

03

Remove the stigmas associated with men's health issues.

04

Achieve breakthroughs that will move the global research community closer to finding better outcomes for men's health.

We will achieve this by:

01

Creating an innovative, fun and engaging annual campaign that 'cuts through', raising funds and awareness.

02

Operating a best practice charity through the smart use of technology, innovative marketing and low cost to fundraising ratios.

03

Working with our beneficiary partners to deliver the best possible outcomes.

Values

Fun

We will work to make every part of the campaign fun and simple.

Humble

We have a humble attitude and approach to everything we do.

Personal

We will treat every Mo Bro and Sista personally and with the ultimate respect.

Accountable

We are accountable and transparent. We will strive to exceed best practice cost to fundraising ratios.

Outcomes oriented

We will work with our beneficiary partners to deliver the best possible outcomes from the funds we raise.

Innovative

A new idea. We create new ways to do things that are useful for those around us. We are born from a revolutionary change in thinking, product, process and organization.

Caring

We consciously always endeavor to understand the people and issues that surround us.

THE 2009 CAMPAIGN



THE US CAMPAIGN

US campaigns			
	2009	2008	2007
Total Registrants	28,223	7,007	2,127
Total Funds Raised	\$3.2 million	\$1 million	\$ 740,568
Individual Donations	65,869	21,640	9,245

THE GLOBAL CAMPAIGN

The 2009 global campaign achieved remarkable success with incredibly strong participation and fundraising. Supported by 1,004,539 individual donations, a global figure of 255,722 Mo Bros and Mo Sistas raised a staggering \$40 Million (equivalent US Dollars) for our global beneficiary partners; a 51% increase on the previous year.

Global campaigns			
Country	Total registrants	Total funds raised	Number of campaigns (years running)
Australia	127,893	\$21,018,129 (AUD)	7
New Zealand	11,587	\$1,001,298 (NZD)	4
United States	28,223	\$3,208,672 (USD)	3
Canada	35,035	\$7,847,725 (CAD)	3
United Kingdom	44,520	£4,963,288	3
Ireland	6,568	€1,015,553	3

**WHAT
MOVEMBER
IS ACHIEVING
TODAY**

**FUNDED
PROJECTS**

The funds raised by the Movember campaign in the US benefit the Prostate Cancer Foundation and LIVESTRONG.

Prostate Cancer Foundation

To everyone who has participated in the 2009 Movember campaign, the Mo Bros, Mo Sistas, and their supporters – we can't thank you enough. PCF, our researchers and the millions of men and their families who benefit from your dedication are forever grateful. 2010 is shaping up to be a groundbreaking year for scientific advances in fighting this disease. This is possible because you heeded the call by growing Mo's and giving. Without Movember and its phenomenal US growth – in just three years – this kind of progress wouldn't have happened.

Dr. Jonathan Simons,
CEO and President,
Prostate Cancer Foundation

—
The Prostate Cancer Foundation (PCF) is firmly committed to curing prostate cancer and is the leading philanthropic organization accelerating research globally. Since 1993, the PCF's unique strategies for identifying and investing in the most promising research programs have generated life-saving results. The PCF channel resources to the world's top scientific minds — cutting red tape and encouraging collaboration to speed breakthroughs.

One research program that Movember is helping to fund through the PCF has recently led to the discovery of the 24 different types of prostate cancer at the University of Michigan. It is hoped that this discovery will soon answer the question facing men with prostate cancer: Does their cancer need immediate treatment or can it be left alone?

By identifying which type of prostate cancer a man has will enable physicians and clinicians to distinguish between aggressive and non-aggressive prostate cancers and prescribe targeted treatments or proactive surveillance for patients.

The discovery also provides a roadmap to research the engines of these various types of prostate cancer, which will lead to the development of new targeted medicines. This will also lead to tests for prostate cancers that go well beyond the current PSA test (for prostate-specific antigen) used for screening men in general. PSA tests have helped find prostate cancers at much earlier stages, saving thousands of lives in recent years. But PSA levels also rise for reasons that have nothing to do with cancer, prompting many men to have prostate biopsies each year that don't find cancer or that find tumors of the slow-growing variety.

Scientists say new prostate-cancer tests could be available in the not-too-distant future. "It won't be tomorrow, but if you go by the pace at which such technology entered the field of breast cancer, it will be several years [for new prostate tests], not a decade," says Charles Sawyers, chairman of human oncology and pathogenesis at Memorial Sloan-Kettering. These findings bring us one step closer to discovering cures for these different prostate cancers.

For more information on the research the PCF is funding visit: www.pcf.org

LIVESTRONG

I would like to thank Movember for choosing LIVESTRONG as a beneficiary of their great work. We are grateful with their extraordinary ability to reach younger generations often overlooked in the cancer community. We look forward to building upon last year's successful Movember campaign and continuing our shared mission to make cancer a global priority.

Doug Ulman,
CEO and President, LIVESTRONG,
and 3-time cancer survivor

—
Each year, nearly 70,000 young adults between the ages of 15 and 39 are diagnosed with cancer. In contrast to those younger and older, survival rates for young adults have not increased since 1975, possibly due to factors such as lack of insurance, less participation in clinical trials and delayed diagnoses. In addition, young survivors often are caught between the worlds of pediatric and adult oncology. They may face a variety of unique long-term effects that will need to be addressed over their lifetimes, such as: reentry into school or the workforce, insurance coverage issues, infertility as a result of treatment, neurocognitive effects or secondary malignancies. LIVESTRONG is dedicated to improving the survival rates and quality of life for young adults with cancer between the ages of 15 and 40. Through the following programs and services which Movember help fund, LIVESTRONG are able to increase access to resources, raise awareness and effect positive change for young adults with cancer.

01
The LIVESTRONG Young Adult Alliance is a coalition of organizations with the goal to improve the survival rates and quality of life for young adults with cancer between the ages of 15 and 40. The Alliance is committed to promoting research and the investigation of the problem, serving as a voice for the issue and promoting effective solutions.

02
Fertile Hope is a LIVESTRONG initiative dedicated to providing reproductive information, support and hope to cancer patients and survivors whose medical treatments present the risk of infertility.

03
My Planet is an irreverent online community of peer support and advocacy that allows young adults to find and communicate with other young adults whose lives have been affected by cancer.

04
In collaboration with The Nurse Oncology Education Program, LIVESTRONG has introduced a new Continuing Nursing Education video series on Young Adult Cancer Survivorship. LIVESTRONG encourage nurses to know the warning signs of cancer, understand what types of cancer for which young adults may be at risk, and learn about cancer screening.

05
The American Society of Clinical Oncology and LIVESTRONG are partnering together to create and deliver a series of 3 modules for Continuing Medical Education covering the topics of Cancer in Adolescents and Young Adults (AYA), Fertility and Preservation Cases and Raising Awareness of AYA Cancers among Primary Care Providers – webinar, online course, and podcast. The content will be current, relevant, evidence-based and patient-centered. The audiences for these courses are oncologists, primary care providers, and mid-level providers.

06
The Research Task Force of the Alliance conducted retrospective research from existing tissue and cohort studies to help prove that young adult cancers are biologically distinct and warrant dedicated resources for research. LIVESTRONG are currently developing tools to assist researchers in furthering findings.

AWARENESS AND EDUCATION

The Movember Foundation has two primary objectives:

01
Raise awareness
of men's health issues

02
Raise funds for our beneficiary
partners so that they can extend
the work they are doing to improve
the state of men's health

Although funds raised are
often presumed to be the more
important of the two, the Movember
Foundation puts equal weight behind
achieving success in both areas.

Awareness

In addition to supporting
programs through its beneficiary
partners, each year the Movember
Foundation funds and delivers
a high-impact awareness program.
The aim of this program is
to communicate men's health
messages to the Movember
community and its supporters,
with a view to changing action
and attitudes.

The success of the Movember
campaign lies in the way in which it
communicates its messages. It has
managed to touch a notoriously
hard to reach audience by
consistently seeking out innovative
ways to cut through the clutter.

Awareness alters behavior and
attitudes; it gradually breaks down
barriers and brings about real
change. Movember wants men
to understand the symptoms and
signs in both themselves and others
and to appreciate when and how to
seek help if needed. Statistics show
that on average men die five years
younger than women. The reasons
for this are numerous and complex;
however, a significant factor is a
lack of awareness and a reluctance
by men to talk about issues relating
to their health.

Since Movember's inception,
awareness and understanding of
men's health issues has been greatly
increased and this is evidenced
in two ways. Firstly, by the funds
raised in each country and secondly
by the changes in behavior by men
relating to their health.

**Measuring
Movember Efficacy**

Each year, the Movember
Foundation undertakes a research
project in its birth place, Australia.
The aim of this research is
to develop a full understanding
of why people are taking part in
Movember, whether Movember is
meeting expectations and to track
behavioral change as a result of
participation.

The latest research has found
that Movember is having a positive
impact on the way that men
are dealing with health issues.

As a result of Movember 2009:

54% talked about men's health issues with others, with 30% of those attributing that directly to their involvement in Movember

22% did some of their own research into men's health issues, with 51% of those attributing that directly to their involvement in Movember

50% participated or donated to other charities, with 6% of those attributing that directly to their involvement in Movember

35% sought medical advice, with 10% of those attributing that directly to their involvement in Movember

38% encouraged someone else to seek medical advice, with 20% of those attributing that directly to their involvement in Movember

The Movember campaign speaks clearly and directly to the public and in doing so, educates and informs them on the health risks men face. There are a number of ways in which Movember achieves this and continues to engage its audience each year, including:

01
The Annual
Campaign Creative

Each year the Movember campaign has a new creative concept. This keeps it fresh and engaging to new and returning participants. The new campaign creative can be seen on the website and in all Movember collateral. The 2009 campaign creative was 'Changing the Face of Men's Health' to keep the focus on what Movember does – get guys to grow a moustache and become a walking, talking billboard for men's health for a month.

02
Campaign Collateral

To help participating individuals and teams recruit team members, spread the Movember message, raise money and organize events, Movember produces campaign collateral each year. All participants can receive:

Men's Health Posters

Campaign posters

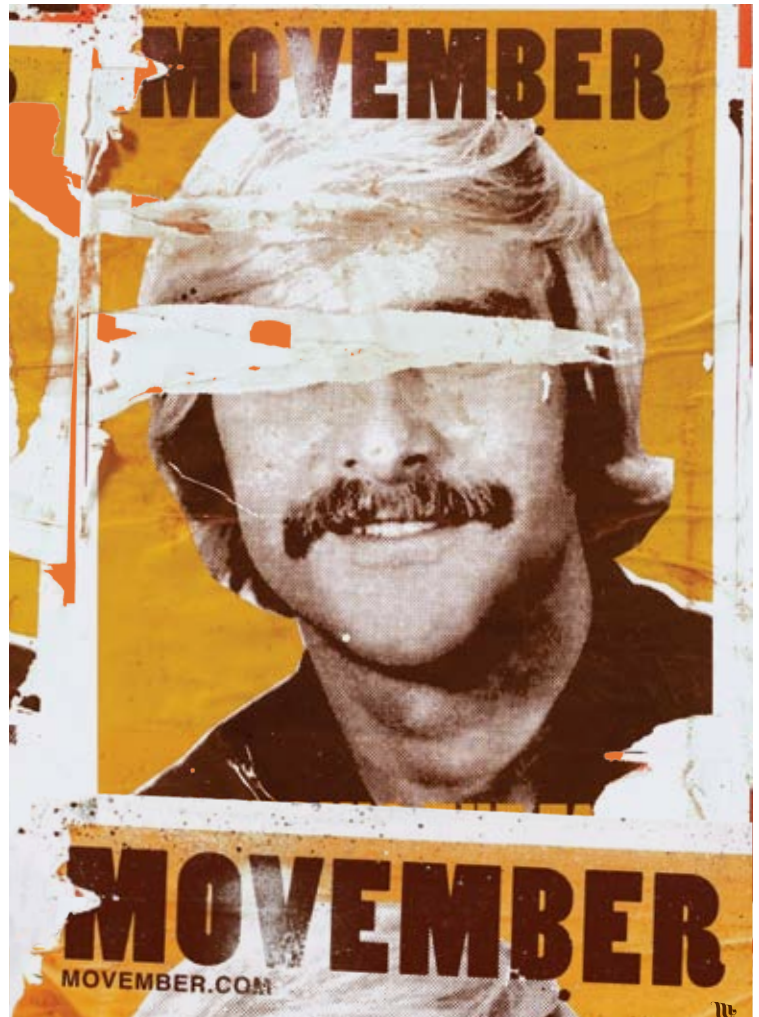
Movember Rules and Style Guides

Donation boxes

Stickers

Pin Sets

Wristbands



Campaign posters

03

Movember Website

www.movember.com

Movember is a web-based campaign that utilizes new media. The website is the central hub of activity; participants register online and the majority of donations are made through the secure website. This allows the Movember community to connect with each other and share their journey with other participants from around the globe.

I'd like to congratulate the team on a great marketing campaign, everywhere I turn men are growing a Mo. Movember is undeniably assisting in the public gaining a huge awareness and understanding of prostate cancer.

Mo Sista Diana



04

Ambassadors

When Movember is asked which celebrity ambassadors are involved with Movember, the reply is simple – the 28,223 incredible Mo Bros and Mo Sistas who supported the US campaign. Those are Movember's true celebrity ambassadors.

The 2009 Movember campaign did, however, receive support by a number of high profile figures with a genuine interest in promoting men's health. These ambassadors supported the campaign in a variety of ways – growing moustaches, creating public service announcements, media interviews, radio appearances, photo shoots, stunts and attending events. These ambassadors are not paid for their time or efforts and Movember is grateful for their support, which provided a tremendous boost to the awareness of campaign. Ambassadors for the 2009 Movember campaign included:

Lance Armstrong

Pro-cyclist, cancer survivor, founder of LIVESTRONG, grew a Mo

All American Rejects

Music band, grew Mo and created a Movember PSA

Ethan Zohn

Reality Star, cancer survivor, spoke at the NY Gala

Zach Borer

Musician, grew a Mo and attended launch and Gala event in NY

05

Media

Movember 2009 sparked superb growth for media coverage in a very crowded and fragmented media landscape. Numerous broadcast, print, and online media covered the campaign. Additionally, radio DJs, news anchors, and journalists across the country embraced the Mo spirit by growing moustaches and publicly discussing their Movember journey.

Movember message penetration was extremely high, with most outlets covering the key points-register, visit movember.com, grow a moustache this Movember, 1 in 6 men will get prostate cancer.

The campaign was covered in a variety of top media outlets, including:

The Ellen Show (National)

KTLA (LA Breakfast Show)

Los Angeles Times

NY Daily News

Time Magazine (Online edition)

Men's Health

MSNBC (Online)

KIIS FM (LA's Top Radio Station)

KNBC (LA Local News)

06 **Events**

Launch events

In October, a launch event was held in New York for past participants, donors, and other key stakeholders to showcase the programs that are now funded as a result of Movember's 2007 and 2008 campaigns. This event featured a moustached-inspired art exhibition, called The Fine Line, that included unique works of art donated by popular local and internationally known artists.

Two shave/grooming events were held at the end of October to get participants ready to start Movember 1st clean-shaven. Movember, along with their partner Dermalogica, invited Mo Bros and media to come down, have their faces groomed, and get ready to grow their Mo.

Gala Partés

Movember culminates with a series of Gala Partés at the end of the month. These events allow Movember to thank the Mo Bros and Sistas for their collective fundraising efforts, spreading the men's health message, and to recognize and award the Mo Bro with the very best moustache.

Each participant received a complimentary Gala ticket upon raising \$100 and \$200. Tickets could be purchased for a nominal donation of \$10.

More than 4,900 Mo Bros and Mo Sistas attended 10 official Movember Gala Partés held across the US.

Mo Parties

For those who don't live near an official Gala city or for those who want to throw their own event, they could register their own end of Movember celebration at www.movember.com.

Each host received a free Movember 'party in a box' to help promote and run their event. The pack includes campaign and men's health posters, donation boxes, style guides, pin sets, wristbands, stickers, and prizes from Movember's generous partners.

320 Mo Parties were held across the US in 2009 at universities, in bars, at work, in police stations, and on military bases.

—
The more personal the experience, the more you get out of the month. Having the ability to meet and 'party' with likeminded persons is fantastic. Everyone is there for the same reason and for the support of the same cause. Movember creates a worldwide community of moustached brothers and sisters all driving towards a common goal. I will support/participate as long and as often as able.

Mo Bro Ryan

07 **Community Work**

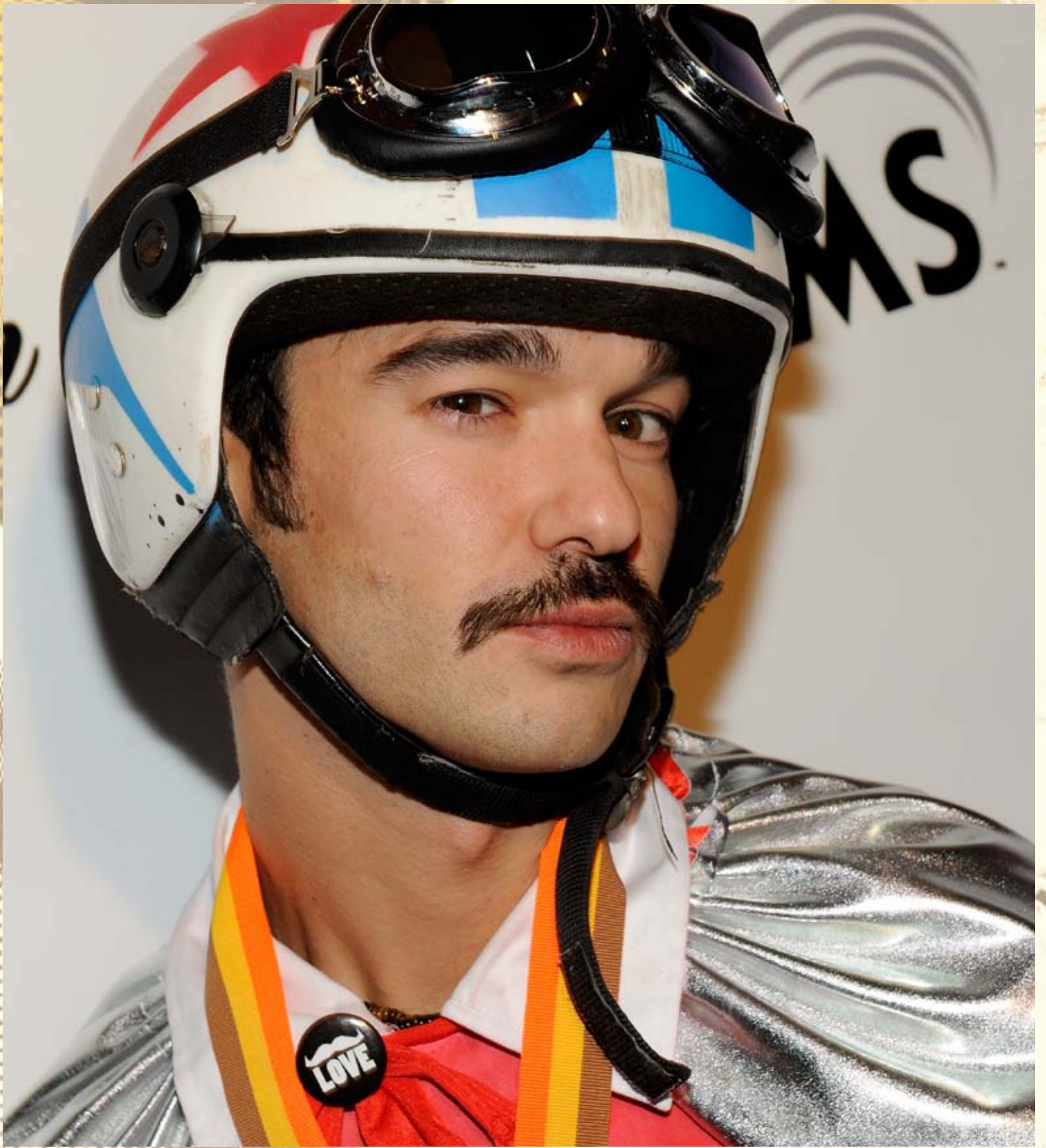
Spreading the word and engaging local communities and businesses is critical to growing Movember and 2009 saw increased activity at all levels of community engagement. Movember staff are often invited by organizations to speak to employees about the Movember campaign, how to get involved and men's health.

Movember seeks out communities, groups and businesses with which they can engage and inform. This takes shape in a number of ways – from a meeting with the head of a large corporation to garner support to speaking with entire sports teams to give them an understanding of Movember and its long-term goals.

In addition, 2009 marked the first official year for the Big Moustache On Campus (BMOC) program, aimed at college-aged Mo Bros and Mo Sistas. Movember engaged a number of university groups and fraternities including ZBT, PKT, and DTD who embraced the cause at a national level, and will work to further grow the BMOC program in on-going years.

—
Everyday professors attempt to teach us lessons in the classroom, if they only knew the power of a man with a Mo. The BMOC campaign gives the leaders of tomorrow the ability to lead today in the global fight against prostate cancer.
Mo Bro Jason Banducci





PARTNERS

Each campaign, Movember partners with a number of corporations that are aligned with our brand and believe in our vision to have an everlasting impact on the face of men's health. Movember's partners support the campaign with joint promotions, internal participation, great prizes, a cash contribution, and free services that help minimize our cost base.

We sincerely appreciate the support of our partners in helping to grow and groom the campaign.

Major
partners

Canadian Club



dermalogica

Supporting
partners



Demitasse
JEWELRY



Promotional
partners



The Imperial Club recognizes the top 50 teams and individuals who make an extraordinary fundraising commitment to Movember and our beneficiary partners each year.

The 2009
Imperial Club teams

- 01 The Stimulated Bastardos
- 02 Team Rip Curl USA
- 03 Leo Furnett
- 04 Mo Money, Mo Honey
- 05 TD MO NY
- 06 Growing Staches Boldly
- 07 Mo' Money Mo' Staches
- 08 Movember Reign
- 09 Team Boston
- 10 Men of Campbell Soup
- 11 Team SocMed Austin
- 12 Minny New York
- 13 Moustache Club
- 14 Beast from the East
- 15 Team Dirty Lip
- 16 Srin Stache
- 17 The Cleveland Lipfors
- 18 Smell The Hair
- 19 Lord Abbett 2009
- 20 University of Pennsylvania
- 21 ACN Mo Bros
- 22 Delightfully Ostentatious Wear
- 23 Ron Burgundy's Stash Squad
- 24 Sgt. Tex's Lonely
- 25 Moustache Band
- 26 Manhattan PI
- 27 To Catch A Mo
- 28 Boats 'N Mo's
- 29 MoVasive
- 30 Blackbeard's Delight
- 31 The Pride of MOhio
- 32 Mope
- 33 Rockstar Games USA
- 34 MO Vaughn
- 35 Gary's Team
- 36 Leopards
- 37 Stiffs
- 38 MoDeckers
- 39 Team CC
- 40 City of ReMO
- 41 The MOst Interesting
- 42 Team in the World
- 43 MoFG USA
- 44 Team PHLYStache
- 45 Scathe for the Cash
- 46 Memo's
- 47 Oliver Wyman - New York
- 48 Mo-licious Intent
- 49 McMasters
- 50 Hairy Lipped Harrisburgians
- 51 Suffolk California's
- 52 'stach-tastic' Team
- 53 The Stiff Uppers
- 54 Da Coach, Mo

The 2009
Imperial Club individuals

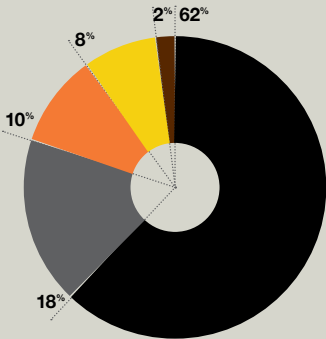
- 01 Matt D'Agostino
- 02 Sandy Goodman
- 03 Gareth Barlow
- 04 J.J. O'Brien
- 05 Paul Meier
- 06 Srinivas Dhulipala
- 07 John Yodzis
- 08 Rob Jayson
- 09 Andre Templeman
- 10 James Tyler
- 11 Tim Lott
- 12 Nate Timberlake
- 13 Aaron Strout
- 14 Andrew McAllister
- 15 Larry Busnardo
- 16 Richie Kratz
- 17 Donny Killian
- 18 Ryan Duncan
- 19 Walid Muslih
- 20 Jeff Warlich
- 21 Court Young
- 22 T.K. Knowles
- 23 John Gartling
- 24 Curtis Fong
- 25 Chuck Wiemer
- 26 Rob Spampinato
- 27 Dan Redman
- 28 Graham Nelson
- 29 Peter Gilmore
- 30 Sang Han
- 31 Doug Prusoff
- 32 Mark Partin
- 33 Charlie McElligott
- 34 Chad Lapp
- 35 Ben Weible
- 36 Brent Crawford
- 37 Bryan Kendall
- 38 Jerry Thompson
- 39 Etienne Hernandez-Medina
- 40 Jay Epping
- 41 Jack Choate
- 42 Tony Nash
- 43 David Howell
- 44 Phil Tretola
- 45 Ben Hartman
- 46 Matthew Burns
- 47 Anton Moldan
- 48 Rab Summers
- 49 Steven R Navarro
- 50 Benjamin Dixon

Movember ran its third campaign in the USA this year and raised \$3.2 million, an increase of \$2.1 million or 204% over the prior year. This is a terrific effort by our Mo Bros, Mo Sistass and donors at a time when economic conditions are tough and every dollar counts. The economic environment was perhaps partly reflected in the average raised per registrant, which dropped from \$151 in 2008 to \$112 in 2009.

We invested in extra staff and resources this year. This increased our cost base, but at the same time it enabled us to grow and set the platform for even greater future increases. Of the funds raised, 80% was donated to our beneficiary partners and spent on raising men’s health awareness. We are pleased with this result and expect our ratios to improve even further in future years as we grow.

Of the funds raised, we are pleased to announce that 80% went to our two primary objectives:

- 01 Generating awareness of men’s health issues
- 02 Funding for our beneficiary partners so that they can extend the work they are doing to improve the state of men’s health



Application of funds raised in US

Donation to beneficiary partners	62%	
Men's health awareness	18%	
Administration	10%	
Fundraising	8%	
Retained	2%	

While pleased with this result we expect our ratios to improve further in future years as the campaign scale increases. Our benchmark is the Australian campaign, which is 4 years ahead of the US campaign, where in 2009 just 5% was spent on Fundraising costs and 1% on Administrative costs.

Raising awareness

Movember’s number one objective is to raise community awareness and engage men on health issues that affect them. Please refer to What Movember is Achieving Today section of this report for full details of our awareness campaign and the impact its having. To achieve increased awareness and behavioural change we have committed funds to the following:

- 01**
Website development, hosting and maintenance
- 02**
Public Relations
- 03**
Campaign collateral – printing of posters, donation boxes, kits for workplaces
- 04**
Events – including Gala Partés, launch events and attendance at partner events such as the LIVESTRONG ride weekends, the LIVESTRONG global summit, and national fraternity conventions

Admin and Fundraising

Our second objective is to raise funds for our beneficiary partners, the Prostate Cancer Foundation and LIVESTRONG. This necessarily involves a number of fundraising and administrative tasks. Activities to support this element of the campaign, include the following:

- 01**
Credit card processing fees
- 02**
Development of the systems and technology to process donations securely
- 03**
Bank fees
- 04**
Audit and accounting costs
- 05**
Legal costs
- 06**
Salaries for the admin support staff
- 07**
Insurance
- 08**
Telecommunications and computer equipment
- 09**
Office rent and general office running costs
- 10**
Travel
- 11**
Exchange costs

Included in our administration costs is a foreign exchange cost. This relates to a loan from the Movember Group Pty Ltd in Australia to cover the costs of running the 2009 campaign. This loan was necessary as most of our costs are incurred before donations are received during the month of Movember.

Before the loan was repaid, the US dollar dropped in value and the amount payable in Australian dollars was therefore higher. The repayment of this loan has caused an exchange loss to appear in our expenses. This is not a cash expense to the Movember Group as the loan repayment has been deposited to a US currency account, i.e it has not been converted to Australian dollars and will be used for future funding of the US campaign, or converted to Australian currency when the exchange rate is favourable.

SUMMARIZED FINANCIAL STATEMENTS

Statement of activities and changes in net assets for the year ended April 30, 2010

Support and revenue	\$
Mo Bro/Mo Sista and corporate donations	3,208,672
Other income	27,666
Total support and revenue	3,236,338

Expenses

Program	
—Men's health promotion	587,015
—Donated to beneficiary partners	2,007,505
Administration	317,957
Fundraising	264,669
Total expenses	3,177,146

Increase in net assets	59,192
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Unrestricted net assets at beginning of year	19,118
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Restricted net assets at beginning of year	78,310
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Note: the summarized financial information is derived from the financial statements audited by HBLA, Certified Public Accountants, Inc. and that in their report dated August 20, 2010, they expressed an unqualified report on those financial statements.

SUMMARIZED
FINANCIAL
STATEMENTS

Statement of financial position
April 30, 2010

Assets	\$
Current assets	
Cash and cash equivalents	1,303,403
Related party receivables	37,225
Prepaid expenses	150
Total current assets	1,340,778
Property and equipment, net	3,848
Deposits	9,600
Total assets	1,354,226
Liabilities and net assets	
Current liabilities	
Account payable	6,067
Accrued expenses	59,066
Payable to beneficiary partners	1,003,752
Related party payable	207,031
Total current liabilities	1,275,916
Net assets	
Unrestricted	78,310
Total liabilities and net assets	1,354,226

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

The Board of Directors

The board is accountable to the Movember community to ensure that Movember maintains the highest standards of performance, corporate governance, accountability and transparency. The Board is responsible for directing and controlling the Foundation, guiding and monitoring its strategy and business affairs. Movember's community includes:

01

The Mo Bros and Mo Sistas who participate in Movember

02

Those individuals and organizations who donate and support the Mo Bros and Mo Sistas

03

Movember's beneficiary partners

04

Movember's corporate sponsors and partners

05

Movember staff

In keeping with Movember's focus on minimizing administrative costs, all Board members are unpaid for their directorship.

Directors

The following persons were directors during the whole of the financial year and up to the date of this report:

Paul Villanti, Chairman

A qualified lawyer and businessman with more than 20 years' experience running high growth Australian companies.

Adam Garone, Executive Director and CEO

Adam has an extensive corporate background in e-commerce, web based marketing and project management, giving Adam the perfect skill base for his current role as CEO of Movember, Adam is a founding member of Movember.

Travis Garone, Non-Executive Director

With impressive creative talent, 15 years of experience and a founding partner of his creative agency. Travis has contributed extensively to the development of the Movember brand and creative concepts. Travis is a founding member of 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 30 Mo Bros.

Elaine Farrelly, Executive Director and part time CFO

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

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. Luke is a founding member of Movember. Luke stepped down in May 2010 to pursue other challenges.

Charter and Policies

The Board works to 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. A copy of the Board Charter is available at: <http://us.movemberfoundation.com/about-us/corporate-governance/>

Structure

Movember Inc.

Movember Inc (EIN 77-0714052) is a wholly owned subsidiary of The Movember Group Pty Ltd based in Australia and is governed by the same Board of Directors. Movember Inc. was established to run the Movember US campaign. Movember Inc is a not for profit organization that is exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to Movember in the US are deductible under section 170 of the Code.

Funds raised in the US are received directly by Movember Inc. whom issue the tax receipts. At the conclusion of the campaign the net proceeds are donated to the US beneficiary partners – the Prostate Cancer Foundation and LIVESTRONG (the Lance Armstrong Foundation).

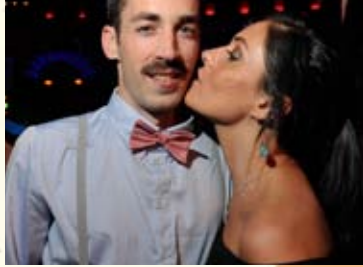
Movember Foundation

The Movember Foundation is an Australian based unincorporated trust (ABN 48 894 537 905) which is run by The Movember Group Pty Ltd as Trustee (ACN 119 012 243). The Movember Foundation has been granted Deductible Gift Recipient status in Australia and as such all donors are entitled to a tax receipt and a full tax deduction for their donations.

Funds raised in Australia are received directly by Movember, and at the conclusion of each campaign, the proceeds, after deducting costs and a retention, are donated to the Australian beneficiary partners – the Prostate Cancer Foundation of Australia and beyondblue.

The Movember campaign also runs in New Zealand, Canada, Ireland and the UK, but as Movember does not have incorporated entities in those countries, the funds are received directly by Movember's beneficiary partner in those countries. Movember has agreements with each of these partners who issue tax receipts locally and reimburse Movember for agreed campaign costs.







MOVEMBER



Thank You to all the amazing
Mo Bros and Mo Sistas
around the world who
make Movember what it is.
One world, one Mo.

