

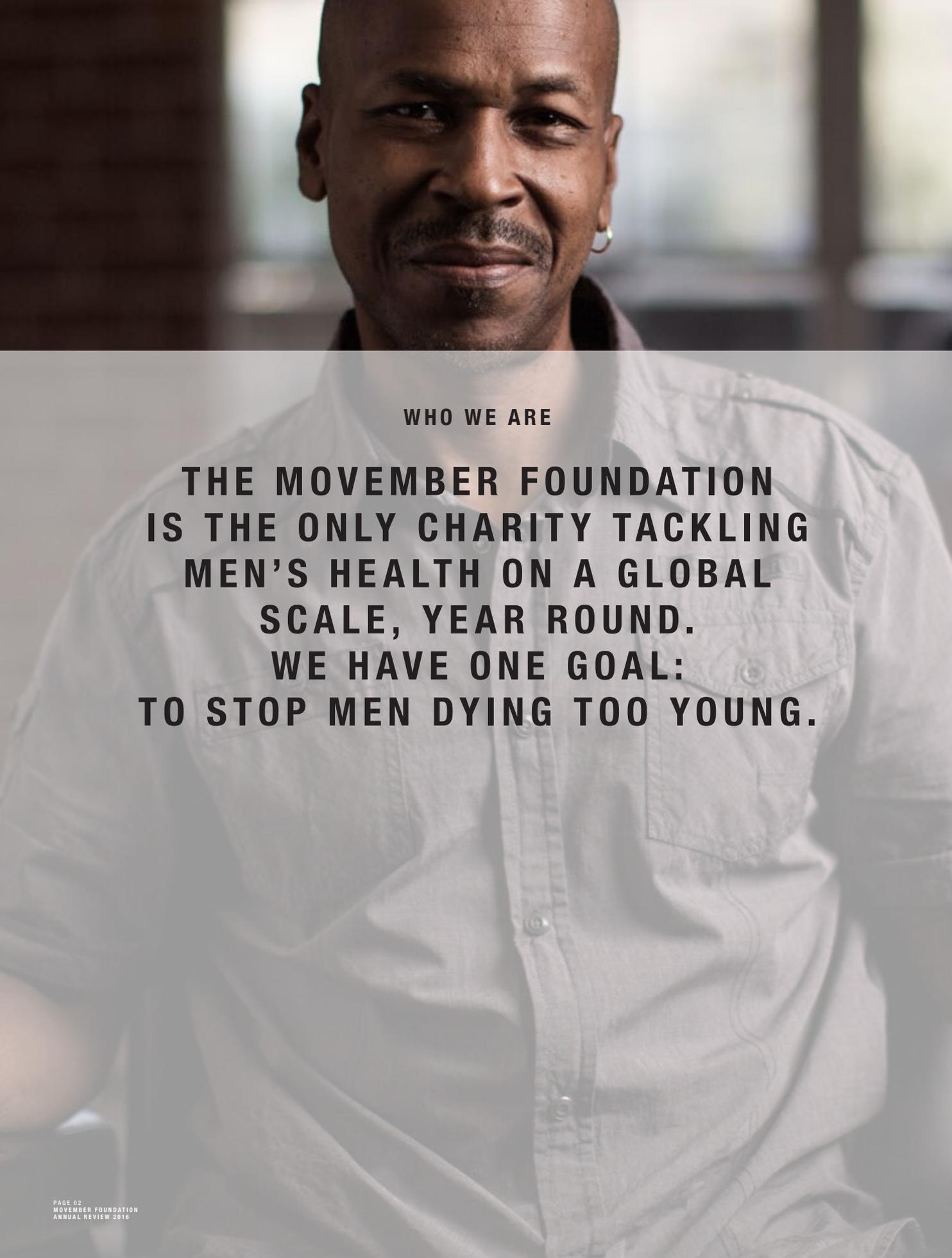


**MOVEMBER FOUNDATION
2016 ANNUAL REVIEW**

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WHO WE ARE

**THE MOVEMBER FOUNDATION
IS THE ONLY CHARITY TACKLING
MEN'S HEALTH ON A GLOBAL
SCALE, YEAR ROUND.
WE HAVE ONE GOAL:
TO STOP MEN DYING TOO YOUNG.**

Our fathers, partners, brothers and friends face a health crisis that isn't being talked about. Men are dying too young. We can't afford to stay silent. That's why we're taking action.

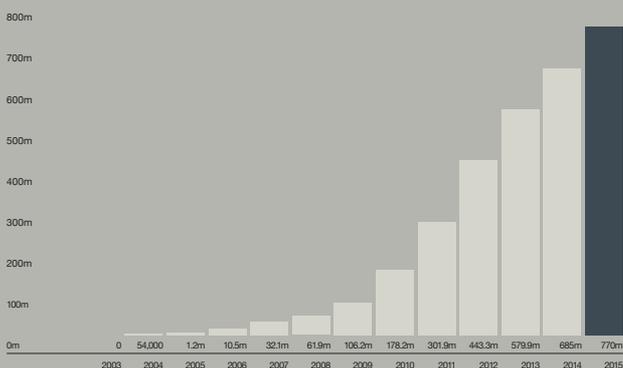
We run awareness and fundraising activities year-round, with the annual Movember campaign in November being globally recognized for its fun, disruptive approach. During Movember, men and women around the world raise funds by growing or supporting a moustache, getting physically active, or by hosting or attending a Movember event.

Millions have joined the movement, raising over AUD \$770 million and helping us fund over 1,200 projects focusing on prostate cancer, testicular cancer, and mental health and suicide prevention.

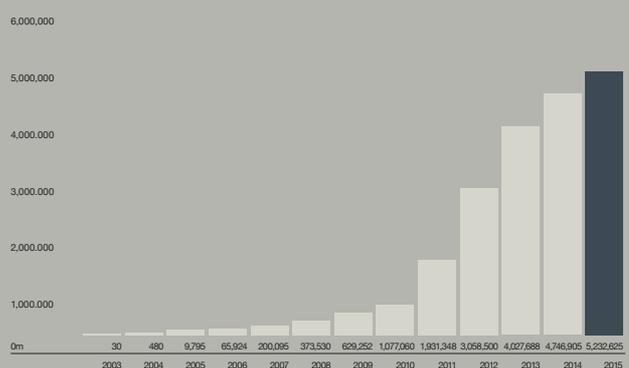
We know what works for men, and how to find and fund the most innovative research to have both a global and local impact. We're independent of government funding, so we can challenge the status quo and invest quicker in what works.

In addition, our Awareness and Education program is encouraging men to become more aware of their health, to talk about the big stuff in life, and take action when health issues arise.

GLOBAL FUNDS RAISED SINCE 2003
AUD \$770 MILLION



GLOBAL REGISTRANTS SINCE 2003
5,232,625 MO BROS & MO SISTAS



OUR REACH



13 YEARS



**5,232,625
MO BROS AND
MO SISTAS**

**AUD \$770M RAISED
FOR MEN'S HEALTH**

**1,200+ VITAL
PROGRAMS FUNDED
3 FOCUSED
FUNDING AREAS**

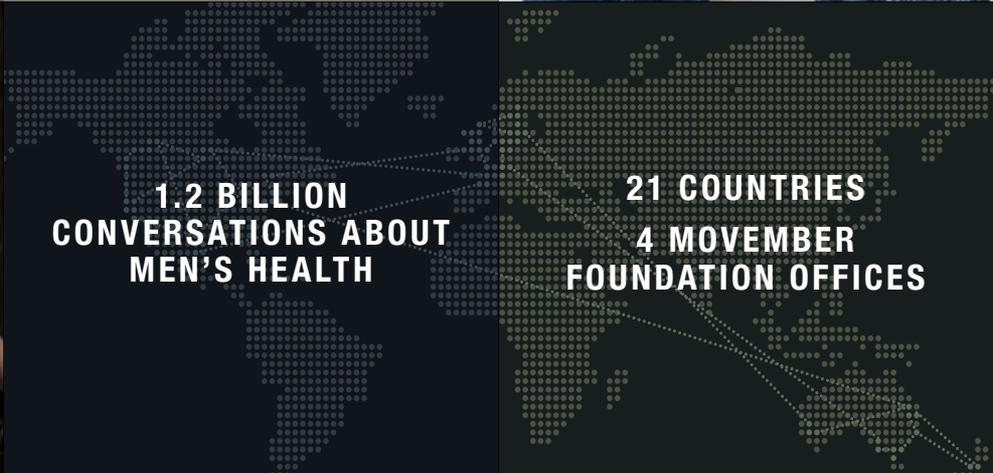
**OUR VISION:
TO HAVE
AN EVERLASTING
IMPACT ON THE FACE
OF MEN'S HEALTH**



**6 YEARS:
THE AVERAGE
LIFE EXPECTANCY
GAP BETWEEN MEN
AND WOMEN**



**23 MEN'S HEALTH
PARTNERS**



**1.2 BILLION
CONVERSATIONS ABOUT
MEN'S HEALTH**

**21 COUNTRIES
4 NOVEMBER
FOUNDATION OFFICES**



MOVEMBER FOUNDATION
AWARDS 2016

**RANKED 55TH OUT OF
TOP 500 NGOS IN THE WORLD**

**AWARDED MOST INNOVATIVE
NOT-FOR-PROFIT ORGANISATION
IN AUSTRALIA**

**FIRST CHARITY TO RECEIVE
CULT BRAND STATUS AWARD**

WORD FROM THE CHAIRMAN
JOHN HUGHES



To all the Movember Foundation supporters,

I am very proud to be in my third year as the Chairman of the Movember Foundation, the world's leading men's health organisation that is committed to helping men live healthier, happier and longer lives. We continue on our journey from being successful to significant exemplified further by this year's programs breakthroughs and achievements. They are important milestones in helping achieve our vision of an everlasting impact on men's health. This would have not been possible without the dedicated fundraising efforts of 485,720 Mo Bros and Mo Sistas across 21 countries in 2015 who have raised more than AUD \$85.2m. This has resulted in over 1,200 men's health programs being funded to date across our three priority areas of prostate cancer, testicular cancer, suicide prevention.

We have been recognised globally for our work to champion innovation, accountability and transparency in the NGO (non-governmental organisation) sector having risen to be ranked 55th out of the prestigious top 500 NGOs list this. We feel proud to attribute this to our clear strategic goals, reporting of our impact, our audit processes and high caliber of human resources that we have within the organisation.

13 years on since its inception, the Foundation is growing rapidly and a key reason for this has been the hard work and leadership of our CEO Adam Garone who now moves on to take on a new challenge within the organisation as Chief Mo Bro. As the organisation continues to move into a year-round fundraising direction, Adam has handed over the helm to Owen Sharp as CEO as of 1st June 2016. Owen has previously held the role of COO and has been outstanding in navigating through change. We are confident that Owen is ideally placed to execute our strategy with the support of our motivated and passionate members of the Movember Foundation team who are equally intrinsic to our success. We also have a committed team of 26 programs experts worldwide in the area of men's health led by Paul Villanti, Executive Director, Programs.

We are now increasingly focused on investing in programs that in the future will provide easy accessibility for all men particularly those in hard to reach and underserved populations. We have collaborated with leading experts in the field to identify the challenges men face and how we can promote masculinity as a positive entity. Armed with this information, we can look to address the age gap in life expectancy between men and women.

This work that we do everyday would not have been possible without the support of our Movember Community, Men's Health Partners and our Movember Foundation team. I would like to take this opportunity to acknowledge and thank the Directors of the Movember Foundation Board who generously donate their time and provide their guidance and expertise to help the Foundation move forward to achieve its goals.

A handwritten signature in black ink, appearing to read 'John Hughes', written in a cursive style.



Dear Mo Bros, Mo Sistas and supporters of the Foundation,

After 13 years as CEO of the Movember Foundation I've decided it's time to stand down. I'm not leaving the organization, rather I'm going to spend this next chapter at Movember doing what I'm most passionate about, creating and building new products and services and as the Chief Advocate for men's health.

Co-founding and leading the Movember Foundation has been an intensely personal experience. Throughout the journey there has been no separation between business and personal life — work is life and life is work. You are surrounded and intertwined in a mix of stories from men tragically succumbing to suicide, to men being diagnosed, battling and surviving cancer. The journey has been as challenging as it is rewarding.

I'm immensely proud of what our small team have achieved over the last 13 years— 5 million Mo Bros and Mo Sistas, over AUD \$770 million raised and over 1,200 programs funded. We have united the global prostate and testicular cancer research community who are now working together—unified under a global strategy and they are collaborating and achieving groundbreaking advancements that will forever change the way these cancers are detected and treated.

I'm seeing a fundamental shift in men and their health. More men are talking openly about what's going on in their life and their health particularly their mental health. I'm seeing more men looking out for their friends, and checking in regularly. I'm seeing more men seeking help when they need to. These changes might seem small but when combined and done at scale are having an everlasting impact on the face of men's health.

I fundamentally believe that the generation of boys being born today will live as long and as healthy as the girls, in part because of the work we are doing. This will have a profound impact on the global economy and a natural flow on effect to women's healthy and prosperity.

Given what we have built and the personal investment made, standing down as CEO and relinquishing control has been the biggest decision of my career. But I know it's time.

As an entrepreneur I'm most passionate and happy when I'm creating and building new products and challenging the status quo. I know I can deliver far more value to the organization and to the state of men's health in this capacity.

The other thing that has made this decision easy is knowing and having worked with my successor, who I'm proud to announce is Owen Sharp. Owen was the CEO of Prostate Cancer UK, a long-term partner since we launched there in 2007. Owen took over the role on June 1, has hit the ground running and is already having an impact which gives me the confidence to focus on my new role.

In my last letter as CEO I would like to acknowledge those key people that made this journey possible.

**WORD FROM THE
CHIEF EXECUTIVE OFFICER
ADAM GARONE**

To the co-founders, my brother Trav and Lucky who came up with the idea over beers in 2003, and to JC—thank you for entrusting me to lead the organization and for the amazing memories.

To the wonderfully gifted team at the Movember Foundation—thank you! Despite the fact that we're spread across the world, we are one family with a deep sense of purpose and commitment to making this world a healthier and happier place. It's been an honor to lead such a talented team.

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

To the Mo Bros who grew and moved, you are the true rock stars!

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

I look forward to continue working with everyone on the adventures ahead in my new role as Chief Mo Bro at the Movember Foundation.

ADAM GARONE, CEO AND CO-FOUNDER
EMAIL: ADAM@MOVEMBER.COM
TWITTER: @ADAMGARONE

A handwritten signature in black ink, appearing to read "Adam Garone". The signature is fluid and cursive, with a prominent loop at the end.



THE STATE OF MEN'S HEALTH

**THE REASON FOR THE POOR
STATE OF MEN'S HEALTH
ARE NUMEROUS AND COMPLEX
AND THE MOVEMBER FOUNDATION
IS COMMITTED TO TACKLING
THE ISSUE GLOBALLY.**

Gender is one of the strongest and most consistent predictors of health and life expectancy. For men, this is not good news. The health outcomes of men are significantly worse than those of women in all parts of the world. On average, globally, men die 6 years earlier than women¹. Moreover, men live with greater burdens of chronic disease than women and poor mental health can affect men in devastating ways: three quarters of suicides are by men. The World Health Organization estimates that 510,000 men die from suicide globally each year, that's 1 every minute². The impact of prostate and testicular cancer on lives is also substantial, with prostate cancer being the second most common cancer in men worldwide and the number of cases expected to almost double to 1.7 million cases by 2030³.

Yet this gender-based inequality in health has received little national, regional or global acknowledgement or attention from health policy-makers or health-care providers. This is exactly why the Movember Foundation focuses on men's health. This is why Mo Bros and Mo Sistas from across the globe become a united voice every Movember. Creating a global men's health movement resulting in vital funding and attention to the hidden men's health crisis.

1 Lim S, Vos T, Flaxman AD, Danaei G, Shibuya K, Adair-Rohani H, et al. A comparative risk assessment of burden of disease and injury attributable to 67 risk factors and risk factor clusters in 21 regions, 1990-2010: a systematic analysis for the Global Burden of Disease Study 2010. *Lancet*. 2012; 380:2224-60

2 World Health Organisation, Preventing Suicide: a global imperative, 2014.

3 Prostate cancer—World Cancer Research Fund International
wcrf.org/cancer_statistics/data_specific_cancers/prostate_cancer_statistics.php

The reason for the poor state of men's health are numerous and complex and the Movember Foundation is committed to tackling the issue globally. We're doing this through the research and programs we fund, by putting men's health on the news agenda and prompting both public and private conversations that encourage and equip men to take action when it comes to their health.

Importantly, research is telling us that there are some key behavioral trends that contribute to poor men's health:

01

Men are often reluctant to openly discuss their health

02

Men are often reluctant to discuss the impact of significant life events and how they feel about these

03

Men are reluctant to take action when they don't feel physically or mentally well

These behaviors are strongly linked to adherence to some harmful aspects of traditional masculinity. Men often feel pressured by society to appear strong, in control and never vulnerable, and talking about feeling mentally or physically unwell can be perceived as weakness. By allowing negative and harmful aspects of masculinity to be considered the norm, we're making men feel there's only one way they can be considered "manly".

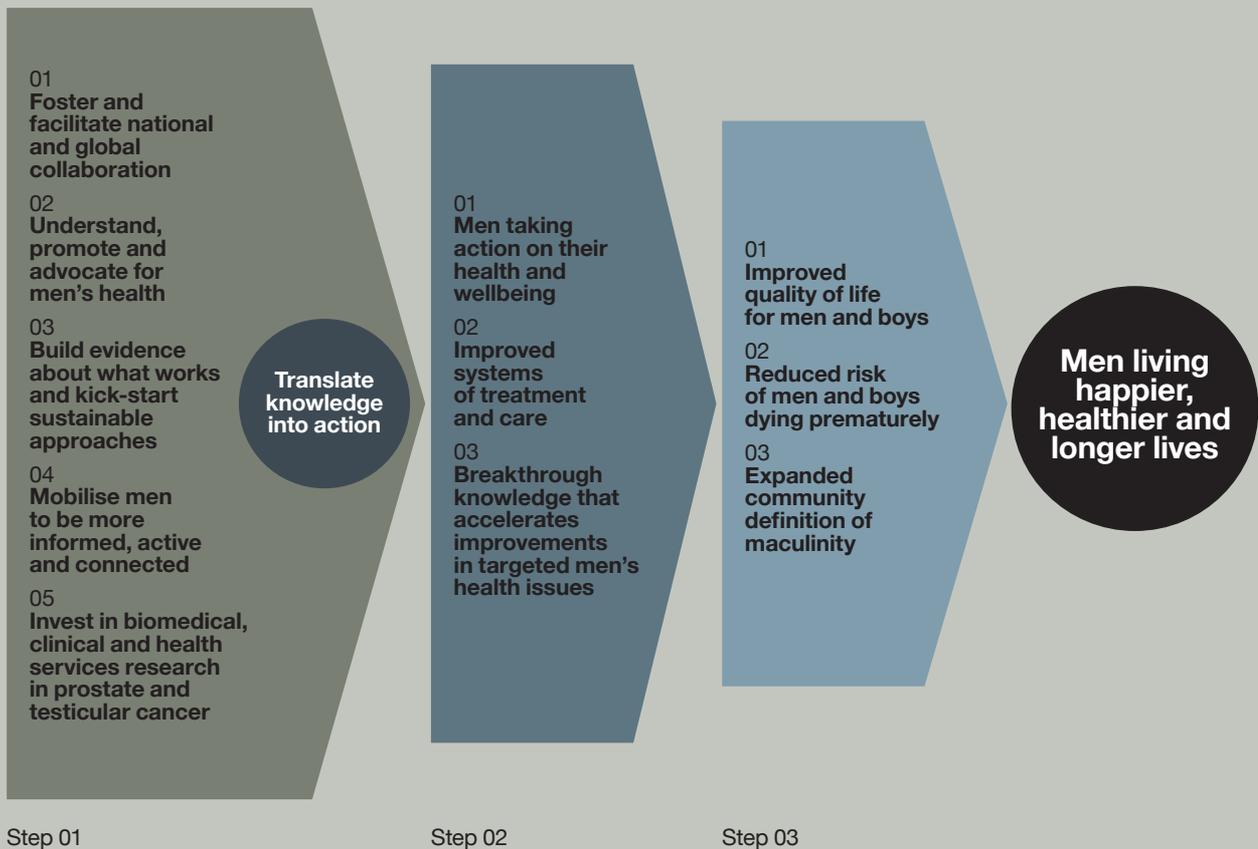
Widespread lack of awareness, understanding, and stigmas only create more silence around men's health issues. Instead, we need to be making it the norm for men to be talking about and taking action when it comes to their health. Men coming forward with problems isn't a sign of weakness—there are plenty of different perceptions of "manliness" that aren't contingent upon the stereotypical 'strong and always in control' man.

This is not just an issue for men, in order to tackle the gender health gap and work towards a world where future generations of men are not faced with the same issues as today, we need to take action at an individual, community and societal level. This means engaging both men and women, businesses, sporting groups, community organizations, governments, health policy makers and health care providers in the efforts to reduce the current gender health gap in outcomes.

We're proud of all that we've achieved, but we only have one definition of success—funding breakthrough solutions that produce tangible improvements in the lives of men.

We want to give more life to our brothers, fathers, sons, partners and friends. We want men and women to take action. We want you to join the movement at Movember.com and help change the face of men's health. Let's fight to ensure the boys being born today live as long and as healthy as girls.

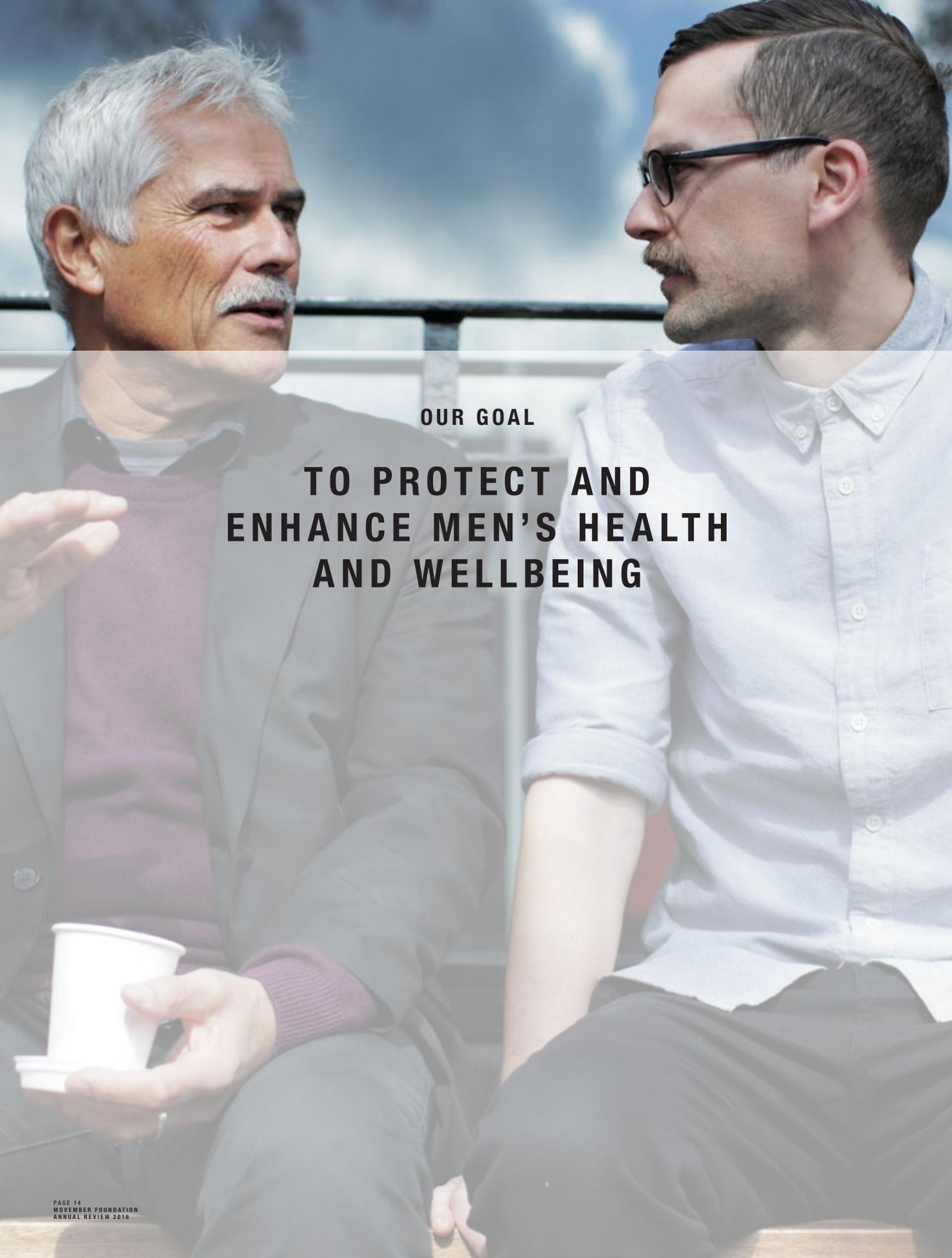
The steps we use to help achieve such positive change for men's health globally.





**AS A GAY MAN WHO GREW UP WITHOUT
A MALE FIGURE, I HAD BUILT MY OWN
VERSION OF WHAT I THOUGHT A MAN
SHOULD BE: AN OVERACHIEVING,
MASCULINE, ALWAYS-SMILING,
SUCCESSFUL AND STRONG GENTLEMAN.
LAST YEAR I WENT THROUGH ANXIETY
PROBLEMS WITHOUT TALKING TO
ANYONE, BECAUSE I FELT LIKE I NEEDED
TO “MAN-UP” AND FIX THE SITUATION
ON MY OWN. GUYS, WHEN THINGS GET
TOUGH, ASK FOR HELP. IT’S A SIGN
OF STRENGTH, NOT WEAKNESS.**

**MO BRO PATRICE LAVOIE
PR DIRECTOR/SPOKEPERSON
CANADA**



OUR GOAL

**TO PROTECT AND
ENHANCE MEN'S HEALTH
AND WELLBEING**

We all have men who matter in our lives—a dad, a brother, a partner, friends. Too many men die too young. By the age of 65, there are a quarter fewer men than women. And we just accept that, men dying too young, missing out on life, on family, on friendship. And we miss out on them once they are lost.

We shouldn't, and we won't.

Men can feel society expects them to behave a certain way, to be strong. So men often don't prioritise their health the way women do. They don't talk about their health, and they don't take the positive steps they could. When it matters, they suffer in silence, and they get help too late.

Health systems need to be geared to work for men as well as they work for women, but they aren't. The Movember Foundation helps men change their attitude and behaviour, becoming more aware of their health, talking more with their friends and being more active, improving their health and lives.

Our goal is to protect and enhance men's health and wellbeing. We celebrate life, fun and friendship, and use that to talk to men in ways they'll listen. We are transforming through the work we fund, the way research into men's health is done, and the way health services help men. And we're getting results.

We all have men who matter in our lives. And they need help to live healthier, happier and longer lives. If not for themselves, for us! Together, we can encourage men to pay more attention to their health, talk about it more and get help when they should.

Together we can help stop men dying too young.

We aim to help facilitate supportive communities where men can reach out when times are tough. This will encourage the development of healthier work, home and social environments which can support men through these difficult times and provide access as and when needed.

We are uniquely positioned to boldly start and progress conversations about important issues that affect men's health, including uncomfortable topics like suicide and cancer, having already established a large community of engaged men worldwide.

We speak to men the way their friends do, raising awareness and challenging perceptions, making it ok to talk and take action; to change attitudes about men's role and behaviour in society. The empowering language we champion includes powerful statements such as

“Talking and asking for help is part of a healthy lifestyle”

“Finding healthy ways to cope with difficult feelings and circumstances”

“It's healthy to talk and share how you feel—physically and emotionally”

The Movember Foundation also raises money for vital research and innovative approaches to care, to change the way men's health is dealt with by health services. We find, fund and bring together the best researchers in the world to share knowledge. We are a global connector through our partnerships across sectors and our programs around the world and use our funding to get results faster by encouraging collaboration and putting research into action.

We are changing the face of men's health, and saving men's lives.

A close-up portrait of a Black man with a mustache, smiling broadly. He is wearing a grey, textured cardigan over a white collared shirt. The background is a plain, light-colored wall.

OUR STRATEGY

**AS AN ORGANISATION
WE'RE COMMITTED TO CHANGING
THE FACE OF MEN'S HEALTH GLOBALLY
AND AS SUCH HAVE AN INTEREST
IN ALL ISSUES RELATING
TO THE HEALTH OF MEN.**

WHAT

GIVING MEN THE FACTS

We're helping men know how to stay physically and mentally healthy and to act on that knowledge.

CHANGING BEHAVIOUR FOR THE BETTER

We're working to create a world where men are:

01

Socially connected with friends and family.

02

Comfortable talking about the big things in life, like becoming a father, retirement or a relationship breakdown.

03

Taking action early when health issues arise.

04

Physically active.

CREATING SERVICES THAT WORK FOR MEN

01

We know what increases men's engagement in health programs and services.

02

We're designing and funding services that understand and meet the needs of men.

03

We know where men want to be reached.

HOW

BRIGHT MINDS, BROUGHT TOGETHER

01

The biggest health challenges confronting men are complex, and it's going to take more than just the best minds in the field to solve them. We need to get those minds working together.

02

We're in a unique position to build powerful partnerships with boys, men, clinicians, researchers, community and health organisations, Men's Health Partners, companies and governments to achieve our goals.

LISTENING TO THE COMMUNITY

There's no one-size-fits-all answer. We implement community-driven strategies for improving health and wellbeing for boys and men in high need communities.

ADVOCATING FOR ALL MEN

01

We're a voice for all men. We're forcing governments to understand the issues that men are facing and demanding that action is taken to address these inequities.

02

The state of men's health needs to be a public health priority and we can't do it alone. We advocate to ensure that the needs of men are recognised and that men's health policy is built to address their needs.

PROSTATE CANCER
HOW WE'RE GOING TO WIN THE FIGHT

TAKING ACTION EARLY

We know how to talk to men and our innovative work in awareness and education is ensuring that men know the signs and symptoms of prostate cancer and are taking health action early.

BRIGHT MINDS, BROUGHT TOGETHER

We're breaking new ground by bringing the best and brightest minds in cancer research from around the world together, to collaborate and solve the toughest prostate cancer questions.

TACKLING BIOLOGY

We understand the biology of the most lethal prostate cancer tumours and how to slow or stop disease progression.

**TAILORED TREATMENTS,
PROVIDING PRECISION TREATMENT & CARE**

01

Treatment must take into account an individual's genes, lifestyle and environment. Personalised treatment leads to better outcomes for men.

02

Men with a high risk of lethal prostate cancer must have access to genome-based screening tools.

03

Men must have access to more effective, less invasive tests to distinguish between harmless and lethal prostate cancer.

**REDUCING TREATMENT SIDE EFFECTS
AND DIFFERENCES IN QUALITY**

01

We're identifying excellence in treatment and care to provide best outcomes for all men with prostate cancer.

02

We're helping men to understand treatment options and make an informed choice.

03

Men and their partners, caregivers and families must have access to services and support to effectively manage treatment side effects no matter where they live in the world.

AFFORDABLE TREATMENT

We're influencing governments to provide men affordable and timely access to new treatments.

TESTICULAR CANCER HOW WE'RE GOING TO WIN THE FIGHT

TAKING ACTION EARLY

We're reaching men when they're most at risk, educating men aged 15–40 so they know the signs and symptoms of testicular cancer and can take health action early.

TACKLING BIOLOGY

We're advancing the worldwide understanding of the biology of testicular cancer.

BRIGHT MINDS, BROUGHT TOGETHER

01

We're connecting the global testicular cancer community to work together to solve the toughest clinical and research challenges.

02

We're building powerful partnerships with patients, clinicians, scientists, hospitals, other NGOs, companies and governments worldwide.

REDUCING TREATMENT SIDE EFFECTS

01

We're building a better understanding of the long term impacts of testicular cancer treatment worldwide, to identify treatments that have the potential to reduce or even eliminate long term physical side effects.

02

We're supporting men through the entire testicular cancer journey, from diagnosis, to treatment and long term survivorship.

We want men and boys to take action to be mentally healthy and well, and are backed by their friends, family and community especially during tough times.

HOW WILL WE MEASURE PROGRESS TOWARDS THESE RESULTS?

01

Subjective wellbeing and self-reported health/mental health status

02

Social connection at individual and community level

03

Cultural trends around barriers to help seeking (including stigma and discrimination)

04

Formal/informal help seeking

05

Overall rates of suicide/suicidal behaviour by country.

WHO ARE OUR PARTNERS?

Men and boys

Friends, partners, family members

Schools, colleges, universities

Workplaces

Community organisations

Sporting organisations

Organisations in social settings

Health and social services

NGOs and providers serving men at risk (e.g. veterans, prisons)

Health care professionals and behavioural change researchers

Government

Online organisations

Media

WHAT ARE WE GOING TO DO?

Using a gendered approach, we will:

01

Better understand and implement what works well for men in places where boys and men go

We will partner with communities and organisations in settings where men go to identify what services, tools, resources, messages and interventions work best for boys and men to enable healthy actions and behaviours including:

01.1

Staying mentally well and being able to cope with the stress of everyday life

01.2

Establishing and maintaining healthy relationships (social connection)

01.3

Talking about the difficult stuff in life

01.4

Knowing how to take action when times are tough

01.5

Acting on that knowledge and reaching out before crisis point

Through these partnerships, we will also seek to empower partners, friends, families and communities to build their capacity to support boys and men to achieve these outcomes and overcome barriers to reaching out during difficult times.

02
Undertake campaigns and initiatives, leveraging the strengths of masculinity, that lead to mentally healthy men and boys, healthy relationships and healthy communities.

03
Translate the knowledge generated and scale promising initiatives in real world settings.

HOW ARE WE GOING TO DO IT?

01
Go to where boys and men are initiative

01.1
Establish strategic partnerships with communities and organisations where men go to deliver tailored programs and resources.

01.2
With those partners, invest in or support agile prototyping or scaling of new ideas or strengthening existing approaches. This will strengthen knowledge about what works well for men and boys, and how to best communicate and deliver those approaches

01.3
Facilitate and advocate for what works well and strengthen knowledge about how best to engage and communicate those approaches with men and boys

01.1
Health promotion campaigns and initiatives (whole-of-population and tailored to specific groups)

02
Health promotion campaigns and initiatives (whole-of-population and tailored to specific groups)

02.1
Undertake campaigns that protect and enhance the mental health and wellbeing of men and boys and strengthen the community response when they reach out for support (including through the Movember campaign, World Suicide Prevention Day, Movember branded resources and digital tools).

02.2
Develop effective health promoting messages, co-created with the men and boys they are intended to reach, to promote self-care and early intervention.

03
Establish a Movember Community of Practice to translate knowledge and provide recommendations to scale sustainable initiatives in local and global settings, to enable long term cultural, systems and behaviour change for men and boys.

SURVIVORSHIP

THE MEN WE SERVE

**KIRK ROCKS THE MOVEMBER MESSAGE
BEYOND PROSTATE CANCER**

Kirk Pengilly has been an avid moustache-lover for around 15 years, first growing his hairy caterpillar as a founding member of Australian rock band INXS. As principle backing vocalist, saxophonist and guitarist, Kirk became the most recognisable member. In 2015, Kirk was diagnosed with prostate cancer and went through treatment mid-year. He now lives cancer free and is passionate about spreading the men's health message through his role as Ambassador for the Movember Foundation.

Recently Kirk spoke about his journey and the importance of the Prostate Cancer Outcomes Registry Initiatives funded by the Movember Foundation.

“When you're diagnosed with cancer you're given a lot of information about your disease and the treatment options and it can be really overwhelming, having a registry that benchmarks outcomes of prostate cancer treatments would help inform of your surgeon's treatments recommendations based on other patient's experiences over time. I've been lucky enough to have a mostly positive outcome from my treatment but there are lots of men out there who aren't as lucky as I am. This would also give patients more confidence that they are making the right decision for them.”

**BEN KNEW HIS NUTS
AND SAVED HIS LIFE**

Mo Bro Ben Bowers shares his experience of how he tackled testicular cancer twice and the importance of Know Thy Nuts:

“I was just 26, fit and very active when I discovered I had a lump on one of my testicles. I went to the doctor and tests quickly showed that it was indeed cancer. It was caught early because I took action immediately. I went through surgery to remove the testicle but did not require any further treatment at that state. Everyone thought I was out of danger.

Unfortunately, within just three years of being given the all-clear, I discovered I had another cancer on my remaining testicle and that too had to be removed. This time however I did require further treatment and underwent an intensive regime of chemotherapy over four months.

Cancer is a hell of a word. When they break it to you, it feels like your world is falling apart. To be told you have this life-threatening illness is a big shock. I'm encouraging everyone to get to know your nuts and raise awareness about testicular cancer, because with early detection, we can save lives.”

Currently, as many as 1 in 20 men who have testicular cancer still die from the disease. We're working to prevent this and specifically help guys like Ben by funding global projects to better understand the biology of testicular cancer and why some men with testicular cancer relapse after treatment while some are cured. The Movember Foundation is perfectly placed to help men by connecting researchers across the globe to better understand the problem of recurring testicular cancer.

THE MEN WE SERVE



JUSTIN'S STORY

Mo Bro Justin Geange shares his own personal experience of suicide and the challenges he faced in not being able to speak out about what he was going through when he lost his job...

From the outside looking in, 2012 should have been the best year of Justin Geange's life.

He had a loving wife and daughters, his voice had carried him to the semi-finals of Australia's Got Talent and he was planning a tilt at State politics. But by August the following year, Justin very nearly took his own life, in the wake of being made redundant after nearly 20 years with the same company.

"Looking back, it was like sitting in the front row of the movies...I just couldn't see the bigger picture."

The redundancy wasn't unexpected and nor was it the only reason for what was to come, but for Justin, hitting the age of 41 with no job and no prospect of getting one was a major blow.

"To cut a long story short, I reached the point where I believed I was a complete failure and I thought that my family would be better off without me."

Thanks mainly to his wife Marnie's instincts, Justin opened his eyes in hospital and got the chance to see just how much he'd misunderstood his place in the world.

"It was like I'd let off a hand grenade which hadn't just hit the people closest to me, but sprayed shrapnel far and wide."

"Mates started rocking up one after the other —blokey, salt of the earth types—who wanted to tell me they cared and how devastated they were that it had come to this."

For Justin, those bedside conversations were the first steps towards recovery and an inspiration that changed the direction of his life.

"In truth, there are a lot of blokes out there doing it tough, but the tragedy is, we don't talk about it. It's time we started."

For his part, Justin now works part-time helping people adjust to life after being institutionalised. He is also studying for a psychology degree.

But he doesn't underestimate the task ahead.

"Recovery's a journey, not a destination and that means there are slips backwards as well as steps forward.

"We're not all round pegs in round holes and for me, things started to make sense when I found Cameron, a case worker who spoke to me in the fair dinkum, honest way that I needed."

Not surprisingly, Justin's experience has also had a profound influence on his art.

"These days, I write songs that remind me to ask questions; songs that talk about how important it is to look after each other and how it's often the small things that get us through life."

That last observation inspired something Justin does on the anniversary of his experience; a simple act he calls the \$5 challenge.

"Take five bucks and buy someone a coffee or a beer or whatever and just have a yarn.

"You'll probably have no idea at the time, but a single conversation can change a life, or maybe even save one"

Three years on, Justin Geange is a singer who's learned the power of the spoken word.



OUR IMPACT

**WE TAKE RISKS AND
USE NOVEL APPROACHES
TO SOLVING PROBLEMS
TO ACHIEVE REAL CHANGE
AND IMPROVEMENT ACROSS
A POPULATION WITH
THE SUPPORT OF KEY
STAKEHOLDERS.**

OUR IMPACT
FOSTER AND FACILITATE NATIONAL
AND GLOBAL COLLABORATION,
BRINGING BENEFITS TO PATIENTS FASTER

GLOBAL ACTION PLAN (GAP)

GAP takes an innovative approach to revolutionizing prostate cancer and testicular cancer research. Through team-based research, performed across borders and with a strong collaborative mindset, we can avoid duplication of work and deliver innovation and knowledge sharing. This in turn leads to an acceleration of results, benefitting men diagnosed and living with prostate cancer and testicular cancer. Since GAP launched in 2011, there are seven large scale global initiatives supporting 350 researchers from 90 institutions across 21 countries.

TRUENTH

The TrueNTH program, now operating across six countries, is the most significant global investment made to improve the quality of life for men with prostate cancer and their families. TrueNTH supports men before, during and after prostate cancer treatment. The focus is on empowering men with treatment decision making as well as ensuring they address symptoms post treatment. Men have access to online resources and a central coordinator to advise and direct them to local services available to them. TrueNTH provides an outreach service to men (using phone or video technology) at regular intervals after treatment, and refers men to specialist services as necessary. TrueNTH employs experts with experience in treating prostate cancer patients with respect to specific exercise and nutritional advice, mental health, and sexual recovery. These services are also delivered over the phone or with video technology.

GLOBAL MEN'S HEALTH SURVEY

We have been working in the area of men's health since 2004 and continue to better our understanding of men and their perceptions about health. That's why the Movember Foundation is investing in an online survey that has researchers across Australia, New Zealand, United Kingdom, Canada and the United States investigating men's health and wellbeing. In the 2015 Pilot study, more than 10,000 men and women globally, aged 16 and over, were asked questions about health and wellbeing in order to provide a better understanding of how men were tracking compared to women on a whole range of important health related areas. To get as many different voices heard as possible, various networks were used to connect with participants including Facebook, Google, Twitter, YouTube and Instagram.

The results of this Pilot study are soon to be released. The Movember Foundation will also look at sharing our data with researchers, program developers and others who have an interest across the world so that everyone can better understand men's health.

OUR IMPACT
UNDERSTAND, PROMOTE AND
ADVOCATE FOR MEN'S HEALTH

We have commissioned world's first reports, which have provided insights into men's social connectedness and how social isolation especially in men's middle ages can increase their risk of mental health problems, even suicide. We have funded research that found that people view men struggling with depression with compassion, while the men view themselves as a burden to others. This fear and anxiety about speaking out can prevent these men from reaching out for help. The stigma associated with mental health problems is a challenge that we're not afraid to tackle head on by encouraging men to have open conversations about their concerns with someone they trust—we believe this is the first step to recovery. Our research has also led to recommendations on improving health services so that men feel more comfortable to access them.

We have also chosen key MOments throughout the year to raise awareness and education about men's health issues globally:

February 4
World Cancer Day

April
Testicular Cancer Month

June 15—21
International Men's Health Week

September 10
World Suicide Prevention Day

The Movember Foundation stands for constructive change. We challenge the status quo, with the result of driving significant outcomes from the conversations we generate and the funds we raise. Our targeted methods of bringing about change translate directly into our approach to program investments.

We use the term ‘catalytic funder’ in explaining how we invest in innovative programs that have the possibility to create real and long-term impact for men’s health. We find ways to catalyze program implementation to be delivered in an area of need and scale up what works so that it provides the greatest reach and benefits. The Prostate Cancer Specialist Nurses Program is one of the best examples of our success in this role.

We launched the Prostate Cancer Specialist Nursing Service in 2012 in Australia. This pilot program was powered by \$3.6 million funding from the Movember Foundation in partnership with Prostate Cancer Foundation on Australia (PCFA), after identifying a gap in the service men were being offered once diagnosed with prostate cancer—namely a distinct lack of information and resources. The service initially funded the placement of 12 nurses across Australia with a total of 5,732 patient contacts occurring during the first year of the service’s operation.

The program was deemed so important that the Federal Government invested AUS \$7.2 million, enabling the program to double in size. Recently an election promise was made to fund the Prostate Cancer Clinical Nurses Program with \$10.5 million over three years all thanks to the pilot work that the Movember Foundation initially funded.

Here’s first hand insight into the experience of men accessing the service from Harry Campbell-Denny, a prostate cancer survivor. Harry was given support on his journey by Prostate Cancer Specialist Nurse Dave:

“I hate to think what it would have been like without Dave’s help. He would pop in and see me every day. The level of care in Bendigo has been fantastic and Dave has made everything easier by helping in so many ways; from providing me with information to help deal with my diagnosis, explaining treatment options, checking blood results and asking about my state of mental health. Dave’s been so upbeat and positive which makes me stay positive throughout this journey.”



I THINK ONE OF THE BIGGEST CHALLENGES MEN FACE IS SOCIAL ISOLATION. THIS ISN'T SOMETHING ALL MEN EXPERIENCE ALL THE TIME, BUT MANY MEN CAN GET CUT OFF FROM THEIR SOCIAL NETWORKS FOR EXTENDED PERIODS OF TIME. THIS CAN LEAD TO LONELINESS, DEPRESSION, AND OTHER HEALTH CONCERNS. FINDING WAYS TO GET RECONNECTED WITH OTHERS IS IMPORTANT.

**DR. DON McCREARY
CHAIR OF THE MOVEMBER FOUNDATION
GLOBAL MEN'S HEALTH ADVISORY COMMITTEE**

PROSTATE CANCER RESEARCH BREAKTHROUGH

Research led by Dr. Robert Bristow of the Princess Margaret Cancer Centre in Toronto, Canada helped develop a genetic test to identify which men are at the highest risk of prostate cancer to relapse after localised treatment with surgery or radiotherapy. These findings for determining the level of severity of prostate cancer have the potential to benefit hundreds of thousands of men globally.

For patients who have aggressive prostate cancer, this will now allow doctors to build a more tailored treatment plan. A personalised medicine approach will improve cure rates in patients with aggressive prostate cancer, and also allow doctors to avoid over-treating patients who do not have aggressive forms of the disease.

Canadian researchers will work with other countries to validate the test over the next two to three years in a larger, more diverse group of patients prior to implementation in hospitals worldwide. If validated, this new test for prostate cancer can be turned around in three days and will inform doctors on which patients will need more or less invasive treatments.

“Our findings set the stage to tackle the ongoing clinical problem of under-treating men with aggressive disease that will recur in 30% to 50% of patients due to hidden, microscopic disease that is already outside the prostate gland during initial treatment.”

Dr. Robert Bristow

TESTICULAR CANCER RESEARCH BREAKTHROUGH

Several new genetic mutations were uncovered that could drive the development of testicular cancers in men—and also, very critically, identified a gene, which may contribute to some tumours becoming resistant to current treatments. This research was led by Dr Clare Turnbull and her team at the Institute of Cancer Research, London, UK. It will provide clues as to why around 3% of patients develop resistance to platinum chemotherapy, as well as new insights into testicular germ cell tumours generally.

OUR IMPACT
INVEST IN RESEARCH INTO
EARLY DIAGNOSIS AND PREVENTION
OF LATE PRESENTMENT

OUR IMPACT
DEVELOP RESEARCH LEADERS
OF TOMORROW

We are developing better tests that more accurately distinguish between low-risk and aggressive forms of prostate cancer by examining biomarkers in blood, urine and tissue through our GAP1 Global Prostate Cancer Biomarkers Initiative. This will allow for a more personalised approach to treating patients based on their type of cancer. There are 7 sub-projects involved in this.

As part of our GAP2 Global Prostate cancer imaging initiative we are also focused on developing new tracers and techniques, which will enable better and earlier detection of prostate cancer spread. Specifically, we are looking at improving the treatment options for men who have advanced disease where cancer has spread outside the prostate. If these trials prove successful, the treating physicians will have a clearer picture about what the best treatment might be for a specific individual. Eighteen researchers from 17 institutions across 5 countries are involved in GAP2.

We believe that harnessing the talent of young researchers and providing opportunities for them to progress in their careers is fundamental to the continuation of innovative research and achieving cures for diseases in the future. We have funded “Young Investigator Grants” across Australia and USA as well as Rising Stars in Prostate Cancer Research Awards in Canada.

OUR IMPACT
REGISTRY OF OUTCOMES AND
REDUCTION OF VARIATION IN QUALITY

This is a groundbreaking new prostate cancer outcomes initiative which looks to measure and report on both the doctor's and patient's experiences throughout the treatment journey and compare this across regions within the country and with other countries. Clinicians will be able to see the results of their patients on an ongoing basis and benchmark those results at a population level. This could change the way men are treated and ultimately improve their quality of life.

OUR IMPACT
AWARENESS & EDUCATION:
EDUCATE AND INFORM THE PUBLIC

The annual Movember campaign aims to raise awareness and educate men and their friends, families and workmates to have open and honest conversations about health and create an environment that is conducive to this. This has led to billions of conversations around men's health since Movember's inception. There is still more work to be done but we are proud to hear stories of how men have been triggered to see a doctor due to the awareness created across the campaign. This has led to early diagnosis and helped save lives. Last year we shared awareness and education booklets on each priority area that we address to highlight key signs and symptoms associated with prostate cancer, testicular cancer and mental health problems, and guidance on further information and services. These are all available online and in print.

Movember Radio "Continuing the conversation" is a podcast series which features stories from those who have overcome odds, achieved great things and made discoveries that will impact the health of generations to come. Movember Radio aims to entertain, educate and inspire. In each episode, we tackle an important issue that affects men from various perspectives, from sexual health, physical health to overcoming mental health problems. The podcast currently has 40,000 listeners since it began.

We not only undertake and invest in research, we use it and we encourage others to use it too. We want to accelerate new ideas into practice. ‘Knowledge translation’ is a term used to describe the activities that move knowledge into action. Knowledge translation aims to get the right information, to the right people, at the right time, and in the most effective way to ensure that the best available evidence informs policies, programs and practice. The Movember Foundation has a knowledge translation strategy that drives its methods of bringing about change. It ensures that the best available evidence informs our funded programs and projects, and that our funded research is used to improve health care and outcomes for men. The first Movember Foundation Knowledge Translation Summit was held in December with leading experts in the field gathering with our men’s health partner representatives to establish a way to move forward.

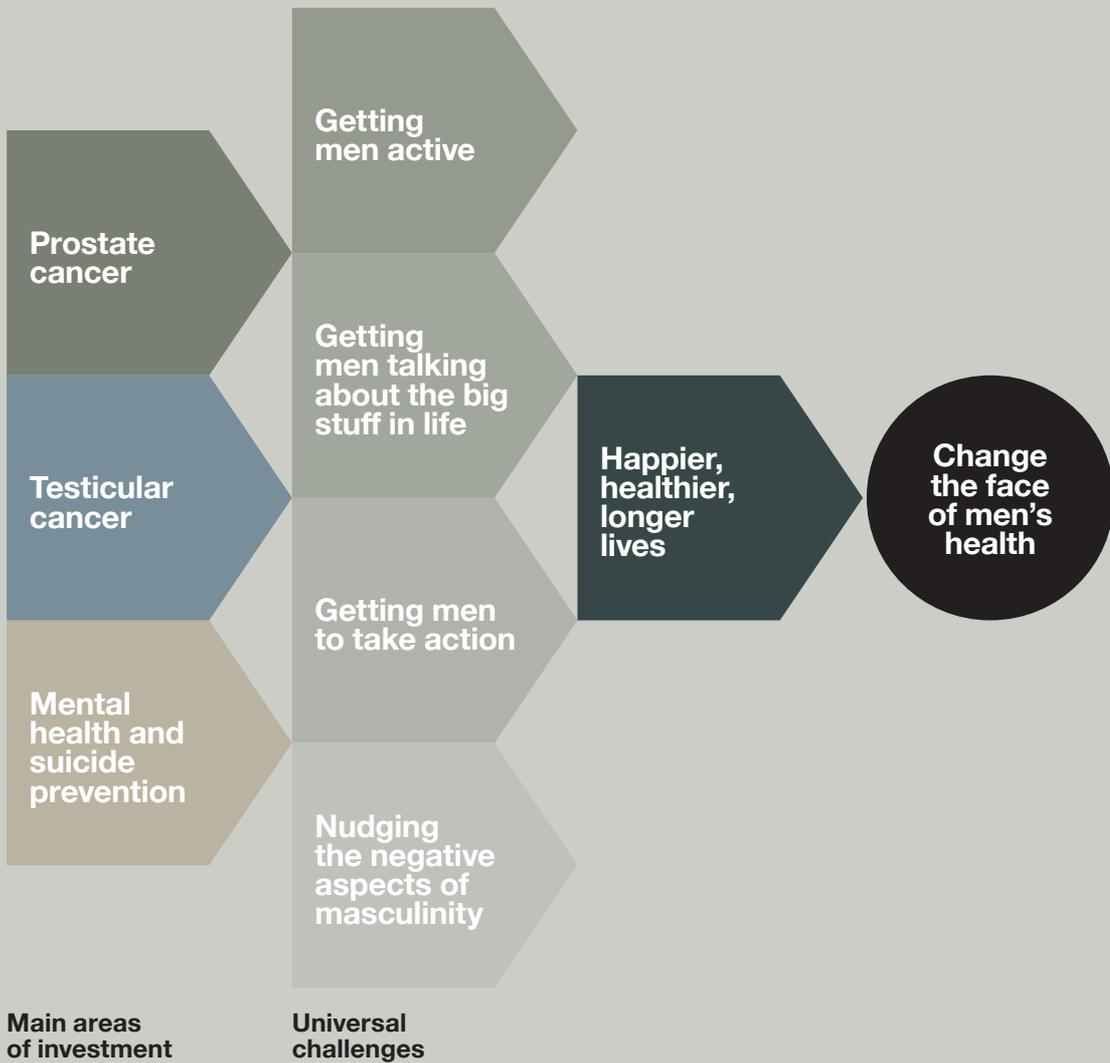
A man with short brown hair and a light beard, wearing a dark leather jacket over a blue shirt and a dark vest, stands on a wet, cobblestone street in Vienna, Austria. He is looking directly at the camera with a slight smile. In front of him is a black, adjustable stool with a camera resting on it. The background shows a busy street with buildings, signs, and people. A sign for 'MACELLAIO' is visible on the right. The overall atmosphere is urban and slightly overcast.

**KEEPING A PHOTO JOURNAL
TO DOCUMENT MY BATTLE AGAINST
CANCER WAS KEY TO MAKING SURE
I STAYED POSITIVE. I WANTED TO SHOW
THE WORLD THAT THERE'S TIMES WHEN
YOU DON'T HAVE TO BE SCARED.**

**MO BRO STEFAN
PHOTOGRAPHER
TESTICULAR CANCER SURVIVOR
VIENNA, AUSTRIA**

OUR PRIORITIES

We will continue to focus on the following men's health priorities during the course of 2016—2017:



OUR PRIORITIES
HOW WILL WE ACHIEVE THIS

FUNDRAISE

01

Provide avenues for the Movember Community to get involved in year round fundraising and be champions for men's health.

FOSTER AND FACILITATE NATIONAL AND GLOBAL COLLABORATION

01

Researchers and practitioners to work together towards common goals.

02

Increasing resources and sharing knowledge.

03

Eliminate overlap and duplication of effort.

03

Accelerate development of solutions to complex men's health problems.

UNDERSTAND, PROMOTE AND ADVOCATE FOR MEN'S HEALTH

01

Foster an environment to support men to take action for their health and wellbeing.

02

Tailor approaches to different groups across the population.

BUILD EVIDENCE ABOUT WHAT WORKS AND KICK-START SUSTAINABLE APPROACHES

01

Promote innovation in treatment and care delivery.

02

Create tangible and long term positive impact on men's health.

03

Encourage continuous testing and evaluation of approaches.

04

Share lessons learnt and refine work.

05

Catalyse implementation to scale up and offer the greatest reach.

MOBILIZE MEN TO BE MORE INFORMED, ACTIVE AND CONNECTED

01

Engaging men in their own environment.

02

Find creative and effective ways to get men to be proactive about their health concerns.

03

Encourage men to engage with each other about health and wellbeing.

INVEST IN BIOMEDICAL, CLINICAL AND HEALTH SERVICES RESEARCH IN PROSTATE AND TESTICULAR CANCER

01

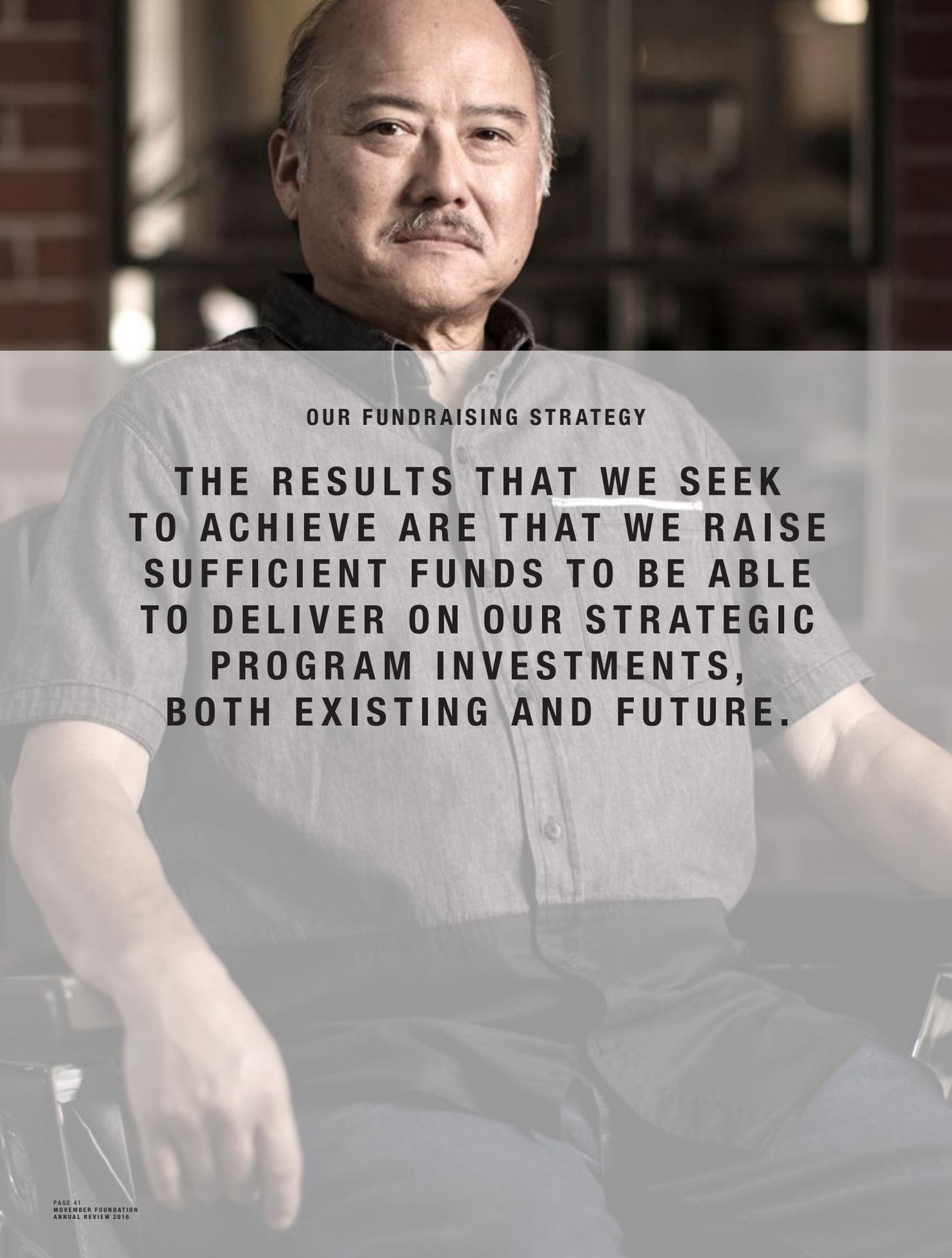
Pioneer research breakthroughs.

02

Share knowledge to accelerate outcomes for men's health issues.

03

Facilitate global collaboration to help save lives.



OUR FUNDRAISING STRATEGY

**THE RESULTS THAT WE SEEK
TO ACHIEVE ARE THAT WE RAISE
SUFFICIENT FUNDS TO BE ABLE
TO DELIVER ON OUR STRATEGIC
PROGRAM INVESTMENTS,
BOTH EXISTING AND FUTURE.**

The results that we seek to achieve are that we raise sufficient funds to be able to deliver on our strategic program investments, both existing and future, to help us achieve our vision of an everlasting impact on the face of men's health.

We have shifted significantly to year-round fundraising efforts by the Movember community. However, the annual Movember campaign, held in November, still remains the primary fundraising campaign for the organisation. During the month of 'Movember', we ask men, supported by the women in their lives, to grow a moustache. Men (known as Mo Bros) effectively become walking, talking billboards for men's health and sparking both private and public conversations.

Each year, literally millions of conversations are had by the Movember community, face-to-face, online and through the media. These are conversations that raise awareness and educate men and women about the key health issues men face, that change behavior and prompt men to engage in their health and know when to take action. We also encourage women (known as Mo Sistas) to participate in raising funds during Movember for men's health. They support the Mo Bros in their lives, whether it's for their father, brother, son or partner, Mo Sistas are champions of men's health.

Last year, we encouraged Mo Bros and Mo Sistas to get physically active for the 30 days of Movember with our MOVE initiative—30 MOVES in 30 days! This encouraged participants to find new and exciting ways to move and reduce the impact of a sedentary lifestyle and promote positive health behaviour. This also provided a much-needed avenue for passionate Mo Sistas to actively fundraise for men's health.

Moving forward, the 2016 campaign will feature three core fundraising components:

01
GROW a Mo

02
MOVE

Take the Move challenge and get physically active during Movember. It's whatever you make it. Run a race. Learn to rock climb. Work out in costume. Try something new, beat your own personal best, and raise funds for men's health.

03
HOST a fundraising event

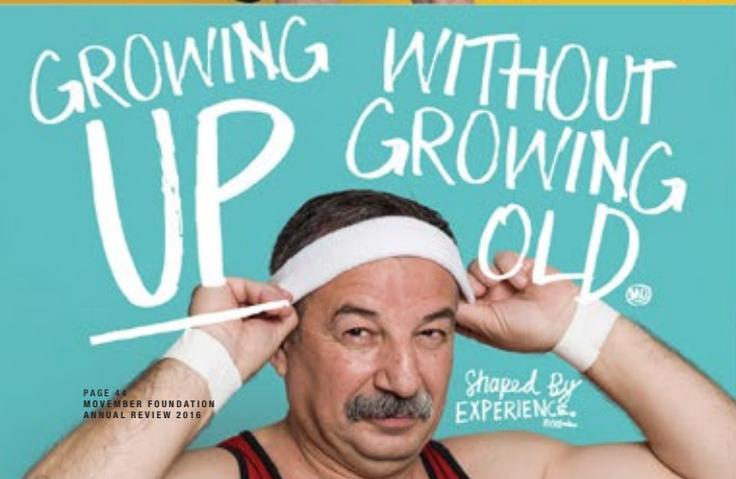
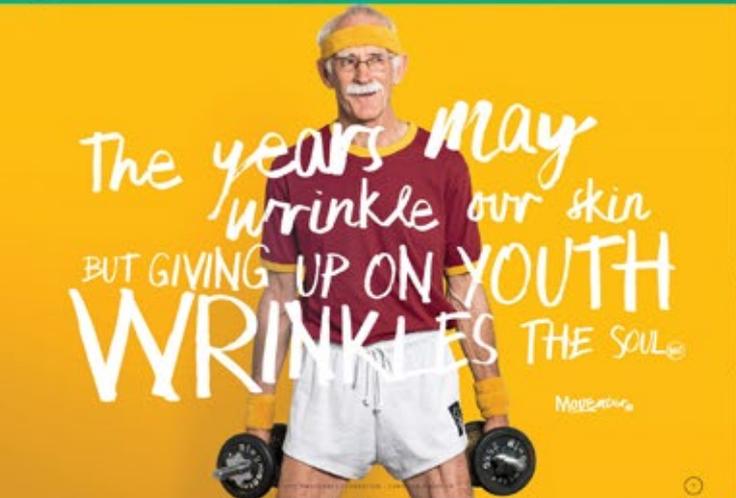
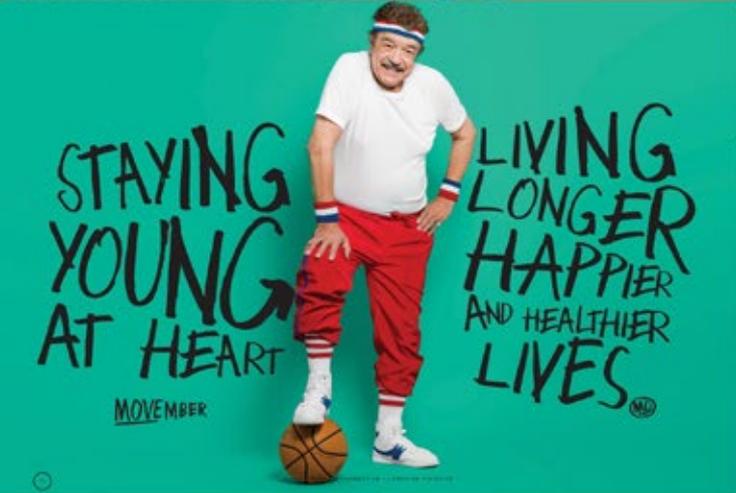
Outside the month of Movember, there are also opportunities to fundraise for the Foundation by participating in events such as marathons including the New York and London marathons, networking and community events etc. We also mark key MOments during the year where there is increased education and awareness about men's health issues during World Cancer Day, World Suicide Prevention Day, Testicular Cancer Awareness Month and Men's health week.

The Foundation also encourages the Movember community to put their stamp on fundraising by thinking of fun and disruptive ways to raise funds for men's health. Last Movember kicked off with a surfer riding an epic wave holding a giant Mo and the month saw a host of exciting events including a spinathon in the middle of a train station in Scotland to ringing the NASDAQ bell in New York's Times Square or making a music video with highly acclaimed musician Hozier... the list grows and gets more unique every year. We are humbled by the dedication and passion of the Movember community rallying together around the world by having fun, doing good and helping change the face of men's health.



MOVEMBER.COM
GROW + GIVE + MOVE

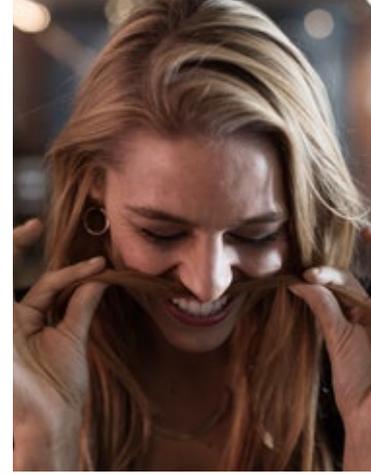
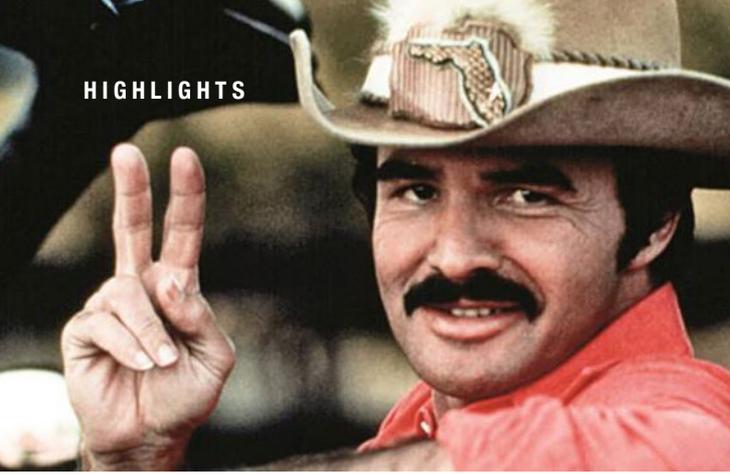




HIGHLIGHTS



HIGHLIGHTS



Moss
AND
MOTOS
BROUGHT TO YOU BY
PROGRESSIVE



HIGHLIGHTS



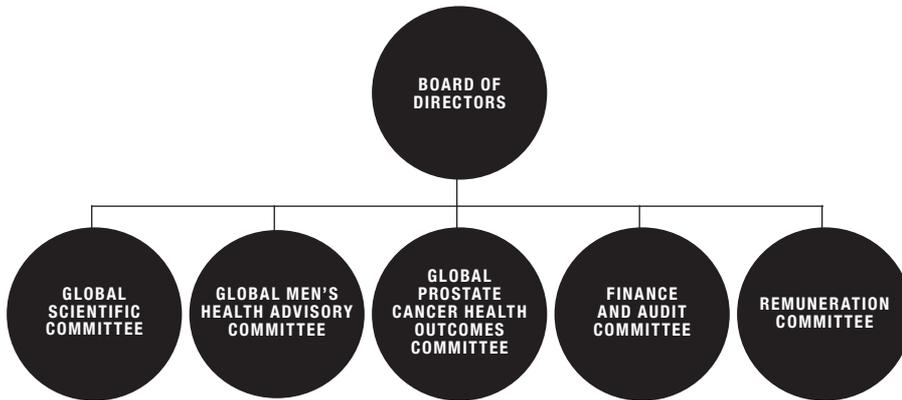
As a charity operating in 21 countries, the Movember Foundation is required to comply with a range of regulatory and governance obligations. These obligations are taken very seriously and the Foundation is committed to best practice levels of transparency, accountability and governance.

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

THE MOVEMBER FOUNDATION BOARD OF DIRECTORS

The Movember Foundation is governed by a Board, which is accountable to the Movember community and general public. Its role is to ensure the Foundation maintains the highest standards of performance, governance, accountability, transparency, program impact and cost efficiencies. In addition, the Board annually reviews the performance of the CEO and the Executive Director of Programs. Our Board is skills-based, with members collectively bringing a wide range of expertise and experience. In keeping with the Foundation's focus on minimising administrative costs, all Board members are unpaid for their directorships.

GOVERNANCE



BOARD COMMITTEES

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

GLOBAL SCIENTIFIC COMMITTEE
(and specific Research Advisory Committees)
Assists the Board by:

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

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

GLOBAL PROSTATE CANCER OUTCOMES COMMITTEE
Assists the Board by:

01
Overseeing the implementation of Movember's investments, both directly and through its Men's Health Partners, in programs that improve the physical and mental wellbeing of men living with prostate cancer, together with their partners, caregivers and families.

GLOBAL MEN'S HEALTH ADVISORY COMMITTEE
Assists the Board by:

01
Overseeing implementation of the Movember Foundation's Global Men's Health Strategy

02
Providing strategic thought leadership on opportunities and gaps in the field of men's health and wellbeing

03

Informing the prioritization of Movember's investment opportunities in men's health and wellbeing

04

Establishing working groups, as necessary, for targeted initiatives and to draw on country-specific or local expertise

05

Assisting with the design of, and participating in, global activities to share results and learning from program investments

FINANCE AND AUDIT COMMITTEE

Assists the Board by:

01

Ensuring the reliability and integrity of information, including financial information, prepared for use by the Board

02

Ensuring the integrity of internal controls

03

Appointing and supervising appropriate parties (including external parties) in carrying out internal audits

04

Appointing and supervising external audits

REMUNERATION COMMITTEE

Assists the Board by:

01

Reviewing and making recommendations on remuneration policy for the Foundation's employees

02

Overseeing appropriate salary benchmarking for the Foundation's employees

GLOBAL BOARD MEMBERS

JOHN HUGHES
CHAIR

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

OWEN SHARP,
EXECUTIVE DIRECTOR AND CEO (SINCE JUNE 2016)

Owen leads the country teams who are working so hard to raise the awareness and funds that will change the face of men's health. Owen was also responsible for the leadership of the global TrueNTH program that is focusing on delivering better outcomes and quality of life for men living with prostate cancer, their carers and families. Owen joined Movember in 2015, initially as COO, having spent five years as CEO at Prostate Cancer UK where he oversaw the significant growth and development of the charity in order to get the cause of prostate cancer well and truly on the map. Owen started his career as a nurse in Glasgow and having worked in a number of leadership roles all across hospitals in the UK, he has long been active in the fight to improve men's health.

ADAM GARONE,
EXECUTIVE DIRECTOR, CHIEF MO BRO

Adam was one of the co-founders of Movember and previously CEO having stepped down earlier this year. Adam has an extensive corporate background in developing, managing and marketing emerging web and mobile technologies.

Prior to Adam's corporate experience he served for nine years as an officer in the Australian Army where he was selected to join the special forces. Adam's military career taught him the art of leadership and intricacies of operations management.

In 2008 Adam was awarded the Ernst & Young, Australian Entrepreneur of The Year and in 2009 awarded the Melbourne Business School Outstanding Recent Alumnus Award for his role in leading the Movember Foundation. Adam holds a Bachelor of Science from the University of New South Wales and a Masters of Marketing from Melbourne Business School.

PAUL VILLANTI
EXECUTIVE DIRECTOR, PROGRAMS

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

He has a particular interest in leveraging the Foundation's role as a global funder and connector to accelerate improved health outcomes for men through global collaboration, and is actively leading key initiatives across biomedical research, clinical quality and men's health.

ANDREW GIBBINS
NON-EXECUTIVE DIRECTOR

Andrew brings over 17 years experience in private business strategy, operations, logistics and property development. He is regularly introduced in Movember and men's health circles as "One of the original 30 Mo Bros." Andrew has been a Director of the Movember Foundation since the Board was created in 2007.

PROF. COLLEEN NELSON
NON-EXECUTIVE DIRECTOR

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

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

NICK REECE
NON-EXECUTIVE DIRECTOR

Nick brings to the Foundation an extensive knowledge and experience in corporate governance, public policy, government relations, media and the law. Nick has worked as a senior adviser in the Office of the Prime Minister of Australia and for two Australian State Premiers. Before, he worked as a journalist for the *Australian Financial Review* and started his career as a solicitor in a national law firm.

He has significant experience in the not for profit sector including as a long standing board member of the homelessness social enterprise, *The Big Issue*. Nick has been a Mo Bro since way back.

KATHERINE HOWARD
NON-EXECUTIVE DIRECTOR

Katherine is currently a Corporate Finance Partner with Deloitte Touche Tohmatsu and has over 15 years' experience in Australia, the United States and Canada. Her broad range of transaction experience covers corporate finance, mergers and acquisitions, restructuring (including recapitalisations), private equity, valuations, asset management and business planning, risk management, and debt and equity arranging (both public and private placements). Katherine was appointed Chair of the Finance & Audit Committee on 28 April 2016.

SIMON TRAYNOR
NON-EXECUTIVE DIRECTOR

(Simon was appointed on 29 September 2015)

Simon brings more than 20 years of experience in building and managing high profile, international sports, lifestyle, fashion and outdoor brands. He is currently the Marketing Director for Asia Pacific for Quiksilver and has previously worked for Nike and Coleman in various roles in Europe and Australia. Simon is a graduate member of the Australian Institute of Company Directors and holds a Master of Business, majoring in Marketing.

KELLIE JOHNSTON
NON-EXECUTIVE DIRECTOR

(Kellie was appointed on 28 April 2016)

Kellie is a dynamic and versatile marketer, with 20 years' experience delivering transformational insights-led B2B and B2C marketing strategies and leading large sales and marketing teams to success. Kellie has worked for some of the biggest brands in Australia including ANZ Banking Group, Make-A-Wish, Seven Network, Red Cross, Melbourne & Olympic Parks and Pacific Magazines. She has also delivered high-performing national marketing campaigns in partnership with iconic brands including Coles, Sass & Bide, Qantas, Cadbury, Country Road and Georg Jensen. Kellie is also a member of the Australian Institute of Company Directors.

**GLOBAL SCIENTIFIC
COMMITTEE**

**PROF. COLLEEN NELSON,
GLOBAL SCIENTIFIC CHAIR**

Professor and Chair, Prostate
Cancer Research, Institute
of Health and Biomedical
Science, Queensland
University of Technology

PROF. JACK SCHALKEN

Department of Urology,
Radboud University
Nijmegen Medical Centre,
The Netherlands

DR. ROBERT BRISTOW, MD

Clinician-Scientist and
Professor at the University
of Toronto

DR. JONATHAN W. SIMONS, MD

President and CEO, Prostate
Cancer Foundation (PCF)

**PROF. BILL WATSON,
ASSOCIATE PROFESSOR
OF CANCER BIOLOGY**

UCD School of Medicine
and Medical Science,
University College Dublin

PAUL VILLANTI

Executive Director,
Programs, Movember
Foundation

DR. CAROLINE MOORE

Senior Clinical Researcher,
University College London
Hospital

WESTLEY SCHOLES

Prostate Cancer Patient
Advocate

PROF. SILKE GILLESSEN

Senior Consultant, Medical
Oncology-Hematology
Department, Kantonsspital
St. Gallen

**DR. THEODORUS
VAN DER KWAST**

Consultant urogenital
pathology at University
Health Network

DR. ROBERT REITER

Professor of Urology,
Member Molecular Biology
Institute, Director of
Genitourinary Oncology

**GLOBAL PROSTATE CANCER
OUTCOMES COMMITTEE**

**DAME PROF. JESSICA CORNER,
BSC, PHD**

Dean of Health Sciences,
University of Southampton,
United Kingdom

**PROF. ROBERT NEWTON,
PHD, BSC**

Professor of Exercise and
Sports Science, Edith Cowan
University, Australia

DR. MARTIN SANDA, MD

Physician, Professor and
Chairman of the Department
of Urology, Emory University,
United States of America

**DR. PADRAIG WARDE,
MBCHB, FRCPC**

Physician and Professor,
Department of Radiation
Oncology, University
of Toronto, Canada

**GLOBAL MEN'S HEALTH
ADVISORY COMMITTEE
MEMBERS 2015-2016**

DON MCCREARY, CHAIR
Men's Health Consultant
and Adjunct Professor of
Psychology, Brock University

SUSAN BEATON
Principal Consultant,
Susan Beaton Consulting

ALAIN BRUNET
Associate Professor,
Department of Psychiatry,
McGill University

EHON CHAN
Executive Director, Social
Entrepreneurship, Malaysian
Global Innovation & Creativity
Centre (MaGIC)

JUDY Y. CHU
Affiliated Faculty member,
Program in Human Biology,
Stanford University

STEVEN CUMMINS
Professor of Population Health,
London School of Hygiene
and Tropical Medicine

ADAM GARONE
Co-Founder and CEO,
Movember Foundation

NANCY RHODES
Assistant Professor,
School of Communication,
Ohio State University

JOHN WILLS
Academic Director,
Aboriginal Studies,
University of Queensland

**FINANCE AND AUDIT
COMMITTEE**

KATHERINE HOWARD, CHAIR
Corporate Finance Partner,
Deloitte Touche Tohmatsu

ANDREW GIBBINS
Non-Executive Director

JOHN HUGHES
Chairman, Movember
Foundation

REMUNERATION COMMITTEE

ANDREW GIBBINS, CHAIR
Non-Executive Director

NICK REECE
Public Policy Fellow,
University of Melbourne

KATHERINE HOWARD
Corporate Finance Partner,
Deloitte Touche Tohmatsu

TIM GOLDENBERG
Group HR Manager EBOS
Group

GLOBAL LEADERSHIP TEAM

OWEN SHARP
CEO

ADAM GARONE
Executive Director,
Chief Mo Bro and Co-Founder

MARK FEWELL
Chief Marketing Officer

PAUL VILLANTI
Executive Director,
Programs

ELAINE FARRELLY
Global Finance Director

BYRON HILL
Head of Technology

CHARLOTTE WEBB
Regional Director, Asia Pacific

MARK HEDSTROM
Country Director, US

KEVIN EDWARDS
Country Director, Canada

PAUL MITCHESON
Regional Director, Europe

JUSTIN COGHLAN
Director, Global Innovations

ASTRID HEWARD
General Counsel

SARAH COGHLAN
Global Director of Health
Promotion

MARK BUZZA
Director, Global Biomedical
Research Programs

JULIETTE SMITH
Global Marketing &
Communications Director

PHIL WILLIAMSON
Human Resources Director

THERESE FITZPATRICK
Global Mental Health Lead

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 Movember Group and covers the role of the Board and the composition and operating principles of the Board. A Code of Conduct for Directors and Officers has also been adopted.

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

MEETINGS OF DIRECTORS

Seven Board meetings were held in the 2015-16 financial year. The Finance and Audit Committee met three times, and the Remuneration Committee met once. Attendance at meetings is summarised below.

Directors	The Board		Finance and Audit Committee		Remuneration Committee		Global Scientific Committee		Global Prostate Cancer Outcomes Committee		Global Men's Health Advisory Committee	
	Eligible	Attended	Eligible	Attended	Eligible	Attended	Eligible	Attended	Eligible	Attended	Eligible	Attended
John Hughes	7	7	3	3	-	-	-	-	-	-	-	-
Adam Garone	7	7	-	-	-	-	-	-	-	-	4	3
Paul Villanti	7	7	2	2	-	-	1	0	2	2	-	-
Andrew Gibbins	7	6	3	3	1	1	-	-	-	-	-	-
Colleen Nelson	7	6	-	-	-	-	1	1	-	-	-	-
Nick Reece	7	6	-	-	1	1	-	-	-	-	-	-
Katherine Howard	7	7	1	1	1	1	-	-	-	-	-	-
Simon Traynor	5	5	-	-	-	-	-	-	-	-	-	-
Kellie Johnston	1	1	-	-	-	-	-	-	-	-	-	-

The table above captures the Movember Foundation Board Members' attendance at the Board meetings as well as the sub-committee meetings.

STRUCTURE

The Movember Foundation is an Australian based not for profit, unincorporated trust, Australian Business Number 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.

Movember Foundation is a registered US entity (EIN 77-0714052) and runs the Movember campaign in the US. Movember Foundation is a not for profit organisation that is exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code and contributions to Movember in the US are deductible under section 170 of the Code. The Movember Group Pty Ltd as trustee for the Movember Foundation is the sole member of Movember Foundation.

Movember Europe runs the Movember campaign in the UK and Europe (except Germany). Movember Europe is a company limited by guarantee in England and Wales (company no. 7275694). It is a registered charity in England and Wales (charity no. 1137948) and in Scotland (charity no. SC041981). The Movember Group Pty Ltd as Trustee for the Movember Foundation is the sole member of Movember Europe.

Movember Canada runs the Movember campaign in Canada. Movember Canada is a not for profit corporation (company no. 767531-3) and is a registered charity (charity no. 84821 5604 RR0001). The Movember Group Pty Ltd as Trustee for the Movember Foundation is the sole member of Movember Canada.

Movember Foundation New Zealand runs the Movember campaign in New Zealand. Movember Foundation is an incorporated charitable trust under the Charitable Trusts Act 1957 and is a registered charity (registered charity number CC51320).

Movember Foundation e.V runs the Movember campaign in Germany. Movember Foundation e.V is an "eingetragener Verein", which is a registered association in Germany.



FUNDS RAISED

In 2015 we proudly raised AUD \$85.2 million from Movember campaigns across 21 countries.

This financial year saw the successful launch of a new health and fundraising challenge called MOVE, which has been designed to increase physical activity and fundraising during the month of Movember. Not only was it adopted enthusiastically by men of all ages, it provided an opportunity for our Mo Sistas to actively engage with the campaign and fundraise.

The fundraising landscape is increasingly competitive and factors such as facial hair trends and the resurgence of the beard, continue to provide the Foundation with challenges.

Although the 2015 campaign delivered lower fundraising than in the prior year, MOVE along with other new fundraising mechanisms to be introduced in 2016, are positioning Movember for sustainability and diversity for future fundraising.

Movember accepts and is realistic about the fact that, as is the case for all not-for-profits, revenue fluctuations will occur due to a variety of reasons, many of which are not directly controllable.

The Movember Foundation has achieved remarkable results to date:

01

Raising over AUD \$770 million (since inception), which has enabled the Foundation to establish a range of powerful programs that have started the organisation on a journey of changing the face of men's health forever

01

Building a strong global brand

01

An international community of Mo Bros, Mo Sistas and donors who have raised funds for Movember

The Movember Foundation is extremely proud that the moustache, and all of the associated conversations during the campaign, is playing an invaluable role in raising awareness about men's health and changing and saving lives. There is a vital need to continue evolving to ensure that men's health is recognised as a priority issue.

FINANCIAL OVERVIEW

FUNDS RAISED AND REGISTERED PARTICIPANTS 2015 CAMPAIGN (RAISED THROUGH TO APRIL 2016)

	Fund raised in \$AUD millions*	Registered Participants	Year of first fundraising campaign
Australia	20.3	69,728	2004
New Zealand	1.9	7,087	2006
UK	14.1	64,064	2007
Canada	18.1	74,132	2007
USA	22.3	157,155	2007
Ireland	1.4	11,609	2008
Mainland Europe Countries	5.8	89,303	2011
Asia	0.9	3,491	2012
Rest of the World	0.4	9,151	2012
Total	85.2	485,720	

FUNDRAISING AND ADMINISTRATION COSTS

The work that Movember carries out and the health benefits achieved for men cannot happen without the associated costs of fundraising and administration. From each dollar raised, we spent 13.7 cents on fundraising and 7.1 cents on administration. Our expenditure did not increase compared with the prior year, however the 2015 fundraising and administration costs as a percentage of revenue are higher than for 2014 due to the lower level of fundraising achieved.

Movember continually strives to minimise the fundraising and administration costs of our campaigns through global efficiencies and the sharing of our centrally based resources across the 21 country campaigns. Our shared costs structure avoids duplicating functions such as finance, human resources, legal and technology across the world, while making the necessary investments in technology and our people to keep pace with the global economy. We aim to spend every dollar wisely and achieve maximum value from every investment decision made.

RETAINED FUNDS

The Movember Foundation has retained 4% of the funds raised from the 2015 campaign to add to existing retained general funds. This is to cover future campaigns and ensure the long-term continuity of the organisation. Our retained general funds are being progressively built over multiple campaigns and once the Board of Directors are satisfied they are at a sufficient level (enough to cover 12 months' operating costs) no further funds will be retained.

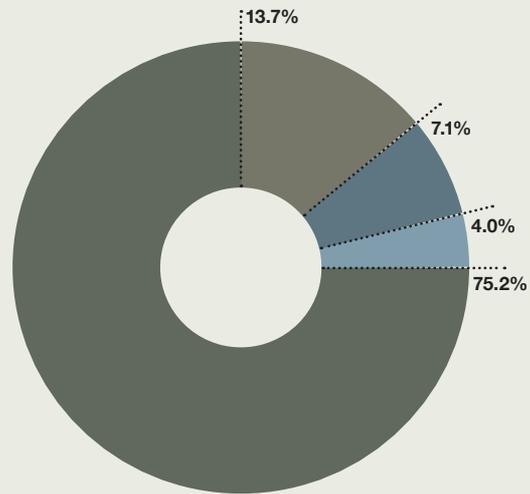
PROGRAM INVESTMENTS

In the year to 30 April 2016, the Foundation has achieved a net funds raised for investment in men's health programs of 75 cents for every dollar raised. In dollar terms this was AUD \$64 million raised for investment in programs that will benefit men world wide.

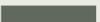
The Movember Foundation continues to invest its net funds into programs that support prostate cancer, testicular cancer and mental health. These investments are made via our Men's Health Partners and through our own direct global collaborative programs and our awareness and education program. Refer to earlier pages of this annual report for further details of our program investments and to the Report Cards section of the Movember website.

**For every \$1 raised,
we spend 75 cents on
men's health programs**

The Foundation's total funds raised have been allocated for use as follow:



2015 MOVEMBER CONSOLIDATED GROUP

Men's health programs	75.2%	
Fundraising costs	13.7%	
Administration	7.1%	
Retained funds	4.0%	

CASH HOLDINGS

At 30 April 2016, the Movember Foundation held the following in cash and cash related assets:

Cash and cash equivalents	\$114m
Term deposits	\$48m
Total	\$162m

The majority (\$143m / 88%) of these cash assets are held for investment in men’s health programs and the balance of \$19m /12% is retained to fund ongoing operating costs. The cash assets will be used as follows:

Payments for programs being carried out by Men’s Health Partners	\$60m
Restricted reserves for current Movember managed programs	\$83m
Retained for working capital/operating costs	\$19m
Total	\$162m

The Movember Foundation invests only in world class programs that are aligned with our strategic goals, and only where it is demonstrated that we can have the greatest impact on men’s health.

We undertake a rigorous approach to program investment that involves a peer reviewed process, due diligence on selected implementation partners and the establishment of independent governance committees.

All Men’s Health Partners and implementation partners for Movember managed programs, are held accountable for driving outcomes that ensure current and future funding achieves significant results. These rigorous investment processes together with the linking of partner payments to milestone achievements, are key to ensuring that Movember’s accumulated cash assets are both invested wisely and spent on a timely basis. The majority of the easy retained program investment will be spent on programmatic work within the next three years.

After meeting the above noted program commitments, the balance of our cash holdings (\$19 million) will be retained in a general reserve to provide working capital and ensure that the Foundation has adequate funds for investment in future fundraising activities. As the majority of Movember Foundation’s revenue is currently derived from one annual campaign, the Foundation Board has adopted a conservative approach to risk management and is working towards the accumulation of a general reserve equivalent to 12 months’ coverage of costs.

The Movember Foundation manages its cash holdings within a conservative treasury policy adopted by the Foundation’s global board. We select financial institutions with reference to external credit ratings. Cash Investments are held with financial institutions with at least an AA or A rating and exposure is minimised by spreading cash holdings across a number of institutions. Currently our cash and deposits are held across 13 institutions globally.

OUTLOOK

The Movember Foundation is committed to a long-term future and has ambitious plans to ensure it is well placed to deliver on its strategic goals. With a strong and well recognised brand along with the delivery of outstanding programmatic results, Movember has a solid foundation on which to build future growth. It is acknowledged that there is significant work that needs to be undertaken to rebuild revenue levels and robust strategies have been developed, all of which support the overarching objective of positioning the Foundation for evolution and growth.

Key strategic areas of focus include:

01

Repositioning the organisation in the minds of the public from being known as an annual fundraising campaign to being known as The Foundation for men's health

02

A new year round, diversified Fundraising Strategy—placing fundraising centre stage in the drive for change

Movember is seeking to achieve growth of participation in the annual Movember campaign, as well as growth of new fundraising and donor channels outside of the annual campaign.

Achievement of our fundraising strategies will enable the Movember Foundation to continue the work it is funding across the globe, and to have an ever increasing impact on the state of men's health.

**SUMMARISED FINANCIAL STATEMENTS
FOR THE MOVEMBER FOUNDATION TRUST**

**SUMMARISED STATEMENT
OF COMPREHENSIVE INCOME
FOR THE PERIOD ENDED 30 APRIL 2016**

	Notes	2016 \$AUD	2015 Restated* \$AUD
REVENUE			
Revenue from continuing operations		84,468,439	100,725,934
Program expenditures	1	(67,958,624)	(68,032,682)
Fundraising expenditure		(11,758,332)	(13,449,745)
Administration expenditure		(6,125,454)	(4,848,072)
FUNDS (USED)/RETAINED	2	(1,373,971)	14,395,435
OTHER COMPREHENSIVE INCOME			
Exchange differences on translation of foreign operations		430,889	4,480,166
TOTAL COMPREHENSIVE (LOSS)/INCOME FOR THE YEAR		(943,082)	18,875,601

*For a detailed explanation of the accounting treatment of an adjustment to 2015 numbers, please refer to the full set of Financial Statements available on the Movember website.

**SUMMARISED FINANCIAL STATEMENTS
FOR THE MOVEMBER FOUNDATION TRUST**

**SUMMARISED MOVEMBER GROUP
BALANCE SHEET AS AT 30 APRIL 2016**

	Notes	2016 \$AUD	2015 Restated* \$AUD
ASSETS			
Current assets			
Cash and cash equivalents	3	113,514,542	98,951,182
Financial assets	3	40,315,351	66,840,709
Trade and other receivables		8,450,761	7,728,377
TOTAL CURRENT ASSETS		162,280,654	173,520,268
Non-current assets			
Financial assets	3	7,340,550	-
Plant and equipment		255,846	419,795
TOTAL NON-CURRENT ASSETS		7,596,396	419,795
TOTAL ASSETS		169,877,050	173,940,063
LIABILITIES			
Current liabilities			
Trade and other payables	4	63,825,673	67,072,101
Provisions		580,937	544,461
TOTAL CURRENT LIABILITIES		64,406,610	67,616,562
Non-current liabilities			
Provisions		183,599	37,833
Other payables		96,221	151,966
TOTAL NON-CURRENT LIABILITIES		279,820	189,799
TOTAL LIABILITIES		64,686,430	67,806,361
NET ASSETS		105,190,620	106,133,702
EQUITY			
Permanently restricted for programs		82,613,033	82,267,408
Foreign currency translation reserve		9,309,358	8,878,469
Retained earnings (unrestricted reserves)		13,268,229	14,987,825
TOTAL EQUITY		105,190,620	106,133,702

*For a detailed explanation of the accounting treatment of an adjustment to 2015 numbers, please refer to the full set of Financial Statements available on the Movember website.

**NOTES TO SUMMARISED
FINANCIAL STATEMENTS**

	Notes	2016 \$AUD	2015 Restated* \$AUD
NOTE 1: MEN'S HEALTH PROGRAM INVESTMENT			
To Men's Health Partners			
Program expenditure to The Prostate Cancer Foundation of Australia		3,900,000	4,000,000
Program expenditure to beyondblue		1,000,000	1,571,521
Program expenditure to Norwegian Cancer Society		374,014	685,842
Program expenditure to The Prostate Cancer Foundation of America		6,937,025	8,626,114
Program expenditure to The Livestrong Foundation		326,077	747,889
Program expenditure to Prostate Cancer Canada		7,348,000	8,928,195
Program expenditure to Prostate Cancer UK		3,771,893	16,921,098
Program expenditure to other Men's Health Partners		421,046	736,616
Reimbursement of donation to Livestrong Foundation*		(1,233,940)	-
Expenditures to Men's Health Partners		22,844,115	42,217,275
*Reimbursement of donation to Livestrong Foundation (LSF) relates to the US\$946,049 claim for a return of a donation originally made to LSF and designated for the TrueNTH program. Movember has agreed to undertake the management of the TrueNTH program, and as a result Livestrong agreed to return funds donated by Movember in previous years.			
Program expenditure for Movember Managed Programs, Global Action Plan, TrueNTH and other		30,365,400	13,107,478
Men's health awareness and education expenditure		14,749,109	12,707,929
Expenditure on Movember Managed Programs		45,114,509	25,815,407
TOTAL PROGRAM EXPENDITURE		67,958,624	68,032,682

NOTE 2: NET SURPLUS / DEFICIT

In the year to April 2016, a net deficit after operating expense for the period of \$1,373,971 (2015: Surplus \$14,395,435) was recorded. The 2016 net deficit resulted from a timing gap between the raising of funds in prior years for which the associated programs expenditure outflows have occurred in the current year. Hence it appears that a loss was incurred, however the organisation in fact delivered a net fundraising surplus after fundraising and administration costs, of \$66,584,653.

*For a detailed explanation of the accounting treatment of an adjustment to 2015 numbers, please refer to the full set of Financial Statements available on the Movember website.

**NOTES TO SUMMARISED
FINANCIAL STATEMENTS**

	2016 \$AUD	2015 Restated* \$AUD
NOTE 3: CASH AND CASH EQUIVALENTS AND FINANCIAL ASSETS		
Cash at bank and in hand	67,835,123	38,234,269
Deposits at call	45,679,419	60,716,913
	113,514,542	98,951,182
Current term deposits	40,315,351	66,840,709
Non current term deposits	7,340,550	-
Total cash, deposits at call and term deposits	161,170,443	165,791,891

These cash assets are held for utilisation as follows:

Grant distributions awarded to Men's Health Partners	60,485,469	64,255,258
Restricted for Movember managed programs	82,613,033	82,267,408
Retained for working capital /operating costs	18,071,941	19,269,225
	161,170,443	165,791,891

NOTE 4: TRADE AND OTHER PAYABLES

Accrued expenses	2,988,759	2,163,337
Other payables	351,445	653,506
Program expenditure payable to Men's Health Partners	60,485,469	64,255,258
	63,825,673	67,072,101

Distributions payable to Men's Health Partners are recognised at the time of an agreement being signed that confirms the amount and timing of distributions payable. The payment timing for some distributions is dependent on the achievement of project milestones.

*For a detailed explanation of the accounting treatment of an adjustment to 2015 numbers, please refer to the full set of Financial Statements available on the Movember website.

**TRUSTEE'S
DECLARATION**

These summary financial statements have been derived from the audited financial report of the MovemberFoundation Trust for the year ended 30 April 2015 in accordance with accounting policies described in Note 1 to the audited financial report. The summary financial statements should be read in conjunction with the audited financial report, available upon request at our registered office at 233 Punt Road, Richmond VIC 3121.

In the Trustee company directors' opinion:

- (a) The summary financial statements:
- (i) are consistent with the audited financial report of the Movember Foundation Trust for the year ended 30 April 2016; and
 - (ii) presents fairly the association's financial position as at 30 April 2016 and its performance for the financial year ended on that date.
- (b) There are reasonable grounds to believe that the Foundation will be able to pay its debts as and when they become due and payable.

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



John Hughes
Chairman

Melbourne, Australia
22 August 2016

AUDIT REPORT
REPORT OF THE INDEPENDENT AUDITOR
ON THE SUMMARY FINANCIAL STATEMENTS
OF THE MOVEMBER FOUNDATION TRUST

REPORT ON THE FINANCIAL REPORT

The accompanying summary financial statements which comprises the summary balance sheet as at 30 April 2016 and the summary statement of comprehensive income for the year then ended, and related notes are derived from the audited financial report of The Movember Foundation Trust for the year ended 30 April 2016. We expressed an unmodified auditor's opinion on that financial report in our report dated XX September 2016. That financial report and the summary financial statements do not reflect the effects of events that occurred subsequent to the date of our report on that financial report.

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

DIRECTOR'S RESPONSIBILITY FOR THE SUMMARY FINANCIAL STATEMENTS

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

AUDITOR'S RESPONSIBILITY

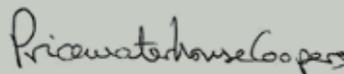
Our responsibility is to express an opinion on the summary financial statements based on our procedures, which were conducted in accordance with Australian Auditing Standard ASA810 Engagements to Report on Summary Financial Statements.

OPINION

In our opinion, the summary financial statements derived from the audited financial report of The Movember Foundation Trust for the year ended 30 April 2016 are consistent, in all material respects, with that audited financial report on the basis described in Note 1.

BASIS OF ACCOUNTING AND RESTRICTION ON DISTRIBUTION AND USE

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



PricewaterhouseCoopers



Manoj Santiago
Partner
Sydney, 22 August 2016

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Legislation.

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