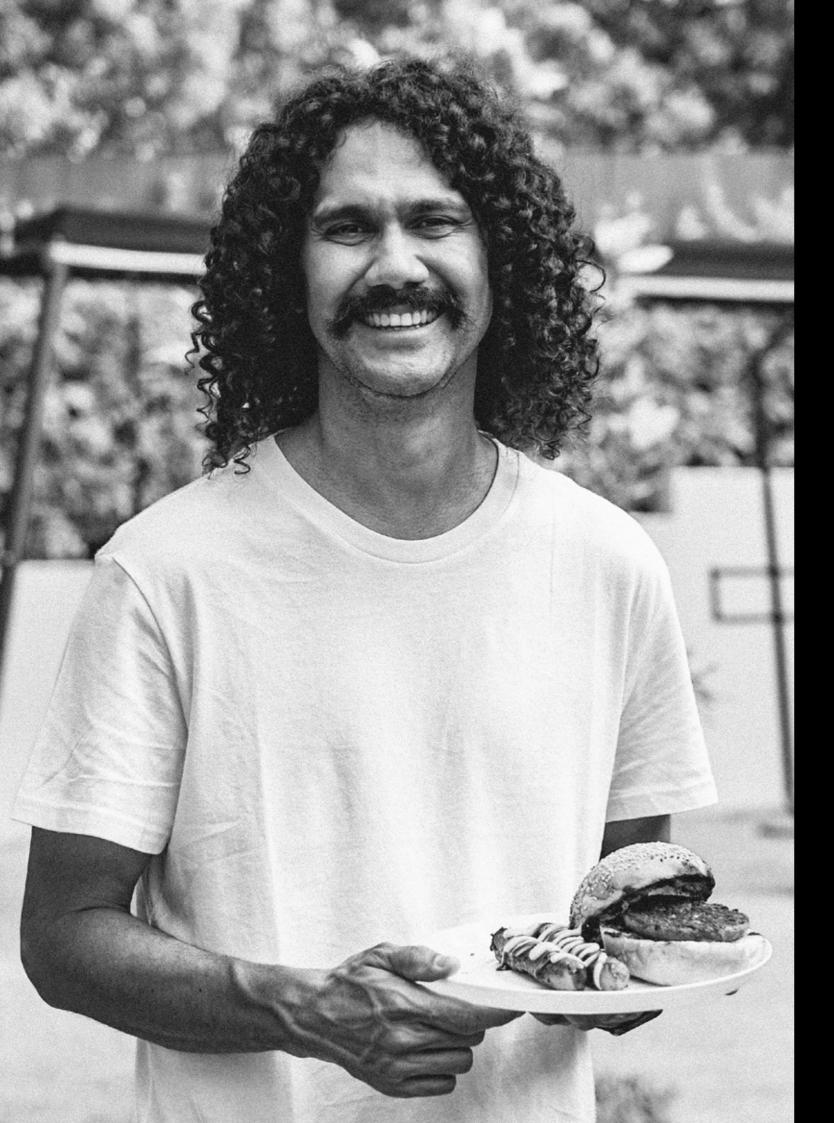




# MOVEMBER® ANNUAL REPORT 2021







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## **NICHOLAS REECE**

It's been a really tough 18 months for everyone. The COVID-19 pandemic has totally changed how we live, work and connect with each other and we're only just beginning to understand how that is impacting our mental and physical wellbeing.

Our research looking at how men's mental health was affected during the pandemic revealed that over half (52 per cent) of men were struggling and one in four met the criteria for depression. So the need for our mental health programs has never been greater.

Last year, research labs all over the world were closed for months, delaying the progress of lifesaving work. Cancers went undiagnosed and countless men had their treatments delayed. Research is crucial to finding new ways to treat and diagnose prostate and testicular cancers and we urgently need to help our Movember-funded researchers get it back on track again.

Movember's values sit at the heart of everything we do. As an organisation, our values drive us in our mission to change the face of men's health, embolden us to do things differently, and keep us connected to our worldwide Mo community.

Top of that list of values is having fun, working hard, and doing good. And that's never been truer than in 2020. By the time Movember 2020 rolled around, we all needed some fun in our lives, a bit of escapism, and a boost to morale to unite our colleagues, mates and loved ones around a common goal - as well as celebrating some truly terrible moustaches.

When I had the honour of being elected Deputy Lord Mayor of Melbourne in November last year, I turned up at the swearing-in ceremony sporting my Movember moustache. I felt like the school kid who shows up on class photo day with the rude haircut.

I got plenty of weird looks and a few questions, but I didn't mind because it was a great chance to talk about Movember and men's health. At Movember we've always known that the worst moustaches start the best conversations.

They also raise much-needed funds and save lives. Despite the varying social distancing restrictions around the world, our Mo community collectively raised \$135 million for men's health.

Their support means that we can keep our foot on the gas, delivering innovative programs and initiatives that enable men to live happier, healthier, longer lives.

We have a great health challenge ahead of us - men still die on average six years younger than women, for largely preventable reasons. While much progress has been made in 2020-21 through our funding programs there is still so much to do.

Looking ahead, we're excited to be able to implement our new five-year strategy which will see Movember taking a more active role in listening to men and advocating on their behalf. We'll support men to live their best and healthiest lives, while continuing to invest in tools, treatments and projects that improve men's health.

Fuelled by the passion and energy of our community, our dedicated Movember crew will keep working until we've achieved our goal of reducing the number of men dying prematurely and giving them the healthier, happier, longer lives they deserve.

Cheers and Mo on!

NICHOLAS REECE CHAIRMAN



## **MICHELLE TERRY**

As this is my second letter to the Movember community, it feels like an opportune moment to reflect on what has been an extremely challenging time for all of us.

Since the COVID-19 pandemic was declared in March 2020, millions have had their lives seriously disrupted and many are still struggling in difficult circumstances. Everyone has been affected by grief, isolation, and loss to some degree.

Economic distress, social inequalities, racial tensions, and ideological conflicts have all been exacerbated by pandemic-related anxiety, fear, and anger.

But alongside the upheaval and conflict, we have also witnessed countless examples of communities rallying together to support each other, along with infinite acts of kindness and generosity, not least those carried out by our amazing Mo community.

When I joined Movember in February 2020, I was excited by the prospect of my first Movember campaign but within weeks of my arrival, lockdowns and social distancing restrictions across the world, made it clear that this year's campaign was going to look very different from usual.

But I'm delighted to say that our supporters answered our call to show up and support men's health. Over 394,000 signed up to take part in Movember 2020. Their creativity, commitment, and sheer ingenuity in helping to raise funds and awareness of men's health issues, in the most challenging circumstances, was truly astonishing and humbling.

Despite the havoc caused by the pandemic, I am very proud of what Movember has achieved this year. Through our flagship Ahead of The Game program, we have been delivering mental fitness workshops to thousands of teenage athletes, their parents, and sports coaches around the world.

In February 2021, we launched Family Man, it's probably not the world's first online parenting program, but it is the world's first online parenting program built with dads in mind (and mums) everywhere to improve their child's behaviour and increase their own confidence.

In June 2021, we announced the 11 men's health projects across Australia, Canada, the UK, and Ireland that would receive a total of \$3.5 million in funding over two years, as part of the Movember's Social Connections Challenge (SCC). Our aim is to find ways of strengthening the social connections of men who are struggling with isolation and anxiety, particularly in the wake of lockdowns.

Trials we have funded in prostate cancer research included a new home testing kit for prostate cancer which is being trialled by thousands of men around the world, identified through our GAP3 global active surveillance project.

Meanwhile, Movember-funded researchers have discovered that a new type of radionuclide therapy is six times more effective than chemotherapy at keeping advanced prostate cancer at bay.

We're looking forward to seeing how these breakthroughs will change the way tens of thousands of men with cancer are treated and cared for.

This year we launched an ambitious five-year strategy that will enable us to grow and achieve our mission of building a future in which men enjoy happier, healthier, longer lives.

In the coming years, we will be increasing our investment in mental health tools and programs that work and scaling up the most successful so we can reach more men.

In prostate cancer and testicular cancer, we will continue to invest in biomedical research into potential new tests and treatments for men with high-risk disease and help to drive those breakthroughs into clinical practice.

We will continue to invest in digital tools, clinical registries and survivorship programs which improve men's quality of life following a prostate or testicular cancer diagnosis.

We will grow our global men's health movement by listening to men and being their voice. By harnessing the power of mass media campaigns to support, we will inspire men to make the right choices for their health and live their best. healthiest lives.

However, we couldn't achieve any of this without the dedication of our community.

So, whether you have grown a Mo, hosted a virtual quiz or cycled up a mountain - you are all rock stars and we are humbled by your efforts.

I'd also like to commend and sincerely thank the amazing Movember team who have been there for our community, each other, and so firmly focused on our mission throughout this challenging period. I'm grateful for your dedication, passion, and kindness.

Thank you for your support.

MICHELLE TERRY CEO







## OUR VISION

# TO HAVE AN EVERLASTING IMPACT ON THE FACE OF MEN'S HEALTH

#### OUR MISSION

We are building a future where men live happier, healthier, longer lives.

On average, men die six years earlier than women, for largely preventable reasons.

Rates of prostate cancer and testicular cancer are rising. Across the world, one man dies by suicide, every minute of every day. Males account for 75% suicides globally.

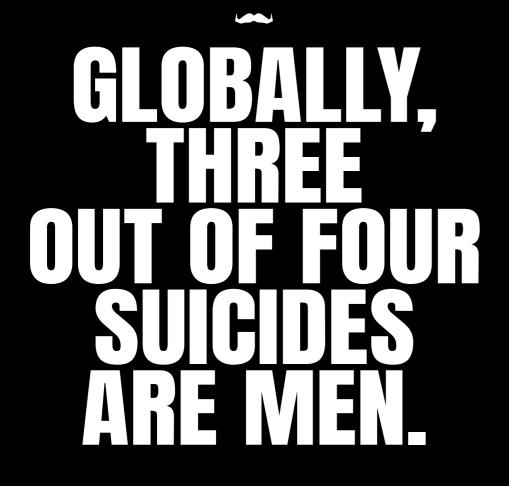
We can't accept this. Things can be different.

Movember exists to stop men dying too young. We're the leading charity tackling mental health and suicide prevention, prostate cancer, and testicular cancer on a global scale.

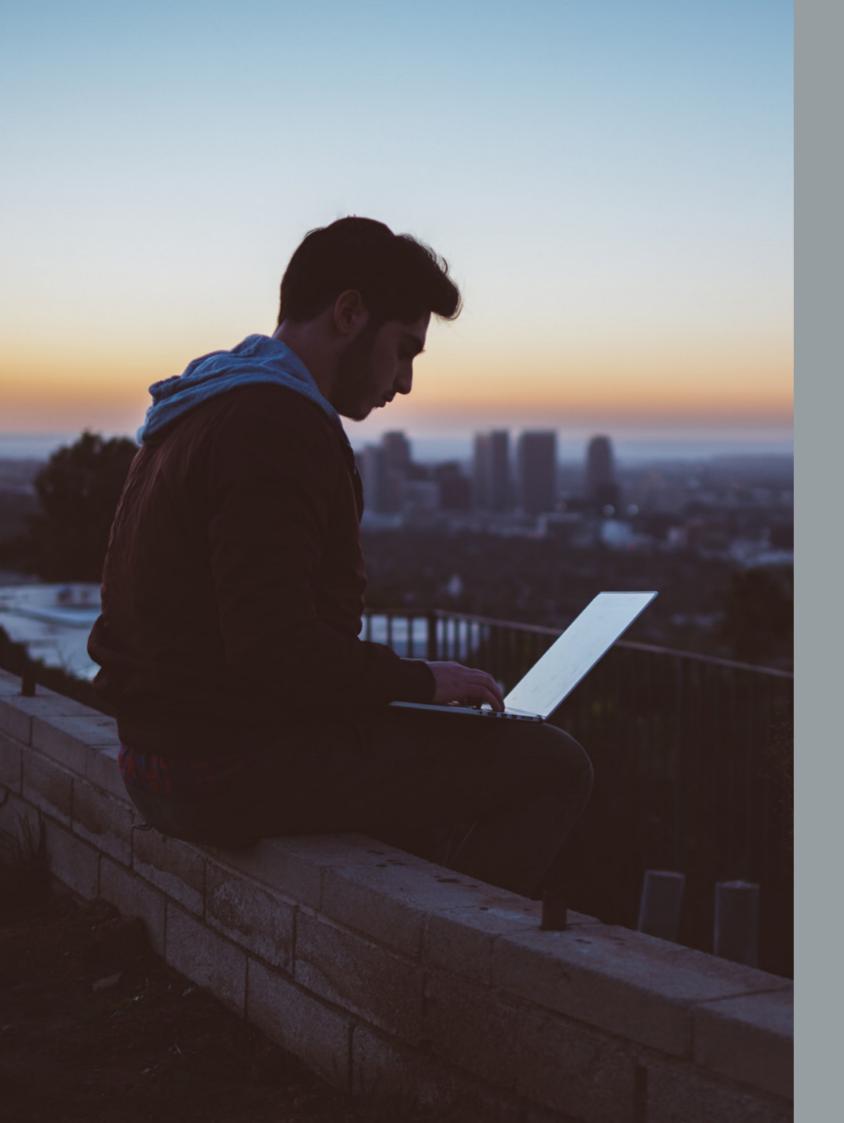
We engage, empower, and mobilise men, giving them the information they need to understand the health risks they face and to act on them. Our goals are ambitious but with the support of our global community, we know we can get there.

#### WE'LL ACHIEVE THIS BY:

- Giving men the facts about their health
- Using the power of mass media to drive behaviour change
- Investing in tools, treatments and projects that improve men's health
- Bringing together the brightest minds from around the world to collaborate on research and men's health projects and share their findings to accelerate results
- Listening to men and advocating on their behalf







# OUR IMPACT

# MENTAL HEALTH AND SUICIDE PREVENTION

On average, across the world, we lose one man every minute to suicide – That's half a million men every year – men who should still be here today.

Movember is working towards a world where men of all ages understand what mental health is and what they need to do to manage their wellbeing and feel comfortable asking for support when they need it.

#### THROUGH OUR WORK IN MENTAL HEALTH, WE ARE:

- Giving men the facts about mental health and what they ne to do to manage their own wellbeing
- Inspiring and motivating men to take action on their health through mass behaviour change campaigns
- Increasing our investment in mental health projects, focusin social connections, early intervention, and prevention prog
- Building evidence for and sustainably scaling community-based
- Developing digital health tools that support men during key of their lives
- Championing health professional education and training for high-risk populations

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## OUR IMPACT MENTAL HEALTH AND SUICIDE PREVENTION

#### OUR WORK AHEAD OF THE GAME

Despite the turmoil caused by the global pandemic over the last 17 months, we have seen great progress in delivering Movember's Ahead of The Game (AoTG) program around the world.

The evidence-based program, aimed at boys aged between 12-18 delivered through community sports clubs, has been proven to increase mental health literacy and boost resilience in the young players who take part. As official delivery partner for the Rugby League World Cup 2021, Movember is delivering mental fitness workshops to 8,000 teenage rugby league players, their parents, and sports coaches. Face-to-face workshops resumed in April 2021, following the lifting of lockdown restrictions in north of England.

In Australia, Movember was able to deliver AoTG workshops with the help of partner ALIVE (and co-funding from the Minderoo Foundation) on Kangaroo Island to young Australians who have been affected by devastating bushfires. The island was one of the hardest-hit areas in Australia following the devastating Black Summer bushfires in 2020. Through this initiative, we were able to reach 288 adolescents, their parents, and coaches across four local sporting clubs on the island. Through Movember's partnership with New Zealand Rugby (NZR), we were able to reach 283 athletes through the HeadFirst program, which utilises research from Ahead of The Game.

#### OUR WORK

### DISTINGUISHED GENTLEMAN'S RIDE SOCIAL CONNECTIONS CHALLENGE

In May 2021, Movember selected the projects that would receive funding for the second phase of the Distinguished Gentleman's Ride Social Connections Challenge (DGRSCC). The \$1.15 million challenge is using funds raised by the DGR community to support ideas that are aimed at improving the mental health and wellbeing of motorcyclists around the world.

A total of nine projects from across Australia, Canada, New Zealand and the UK have now been awarded funding of up to \$75,000, to enable them to be delivered in pilot format. Projects selected for development include Project Pit Stop, based in Bournemouth, Dorset, UK, which encourages motorcyclists to socialise with each other, strengthening existing relationships or developing new ones.



#### OUR WORK MOVEMBER'S FAMILY MAN

In February 2021, Movember successfully launched the world's first online parenting program aimed at helping dads (and mums) to improve their child's behaviour. The free, online course has been designed to equip parents of children, aged between two and eight, with the practical skills to manage challenging child behaviour and increase their own parenting confidence.

A wide body of research shows that parenting interventions are more effective when both parents are involved. Yet, for most parenting programs, only a fifth (20 per cent) of participants are fathers.

Adapted from a successful evidence-based program called ParentWorks which was designed by Professor Mark Dadds at the University of Sydney, Family Man has been vetted by a global panel of psychologists and parenting experts.

The results of an open trial of the ParentWorks program, which was tested on 456 parents and published in the journal of Child Psychiatry & Human Development last year, found significant decreases in parent-reported child emotional and behavioural problems and parental mental health problems in those who took part. Since its launch, Movember's Family Man has attracted over 80,000 visitors to the site.

#### OUR WORK MASS MEDIA BEHAVIOUR CHANGE

Global research carried out on behalf of Movember in March 2021 showed that over half (52 per cent) of men were experiencing poor wellbeing. One in four met the criteria for depression according to the World Health Organisation self-reported measure for mental wellbeing and depression screening.

Younger men from lower-income backgrounds suffered from the lowest levels of mental wellbeing and the highest levels of distress.

Using insights gathered from the research and recognising the influence of mass media in helping effect positive behaviour change, Movember partnered with six well-known YouTubers with high numbers of followers in young men from lower-income backgrounds. The aim was to encourage their audience to be more emotionally open, talk about mental health and to feel comfortable asking for support when needed.

Through down-to-earth and emotional film pieces, YouTube personalities including Callux, Deji, Viddal and Munya tackled the issues in their own way, each sharing their vulnerable side and openly talking about challenges they have faced with their mental health during COVID-19, as well as the importance of opening up to talk about these issues with friends.

The content has attracted more than 6 million views with content from Callux and Deji trending #6 worldwide. Evaluation of the work has also shown that subscribers were more likely to ask for support from a friend if they were struggling with their mental health.

#### OUR WORK

#### SOCIAL CONNECTIONS CHALLENGE

Launched in 2020 in response to the global pandemic, Movember's Social Connections Challenge (SCC) was aimed at identifying strategies and programs that would strengthen the social connections of men who are struggling with isolation and anxiety, particularly in the wake of COVID-19 lockdowns.

It was an opportunity to harness the amazing ways that people used technology to stay connected during lockdowns and carry that forward to help manage their mental health post-pandemic.

This challenge was focused on helping men at greater risk of social isolation because of where they live, their socio-economic status or cultural background.

In June 2021, Movember announced that 11 men's health projects across Australia, Canada, the UK, and Ireland would receive a total of \$3.54 million in funding over the next two years.

The projects – including Digital Dads Groups in Australia which connects fathers who are isolated and Storytelling for Justice in Canada which builds social connections between male prisoners and the wider community – will be evaluated by Movember. Those that show strong outcomes will be piloted in their respective communities.

### OUR WORK

Movember is developing the world's first online training course to help therapists, counsellors and other mental health professionals better engage with their male clients, with the aim of reducing the rising suicide rate. Movember aims to upskill therapists with the expert-designed training course that include videos of best-practice in male-friendly therapy. The goal is to improve clinicians' confidence in providing effective and engaging treatment plans for men. The program will be trialled in Australia later this year with intent to fully launch in 2022. Once fully developed, Movember will look to roll the training out in other countries around the globe.

#### OUR WORK MAKING CONNECTIONS

Movember's support for the Making Connections program which is aimed at improving the mental health and wellbeing of men and boys in high-need populations in the US, continued in 2021.

In 2015, Movember partnered with the Prevention Institute to fund 13 community programs across the US that work with groups at greater risk of poor mental health including men and boys of colour, members of the military, veterans, and their families.

Five programs out of the original 13 have been granted funding for a further 18 months and Movember continues to work with the University of South Florida as the external third-party evaluator for the program.

Sharing the knowledge and evidence collected during this five-year initiative regarding which intervention strategies work for men and boys was a major objective of the Making Connections program.

A comprehensive resource library called The Making Connections Backpack has been created and made available on the Prevention Institute website to support and connect with other organisations involved in similar prevention and early intervention work with men and boys.



# PROSTATE CANCER IS THE SECOND MOST COMMON CANCER IN MEN.





#### **OUR IMPACT**

# PROSTATE CANCER

Prostate cancer is the second most common cancer in men. Almost five million men, diagnosed within the last five years, are currently living with or beyond prostate cancer. More than 375,000 men around the world die each year from prostate cancer. Globally, more than 1.4 million men are diagnosed every year.

#### THROUGH OUR WORK IN PROSTATE CANCER, WE ARE:

- Giving men the facts about prostate cancer and encouraging them to understand their own risk
- Investing in world class biomedical research that leads to new tests and treatments, particularly for men with high-risk disease
- Helping to drive that research into clinical practice
- Advocating for better treatment and care for men
- Working with clinicians to improve treatment and reduce harmful side effects through clinical quality registries
- Developing digital health tools and telehealth systems that improve quality of life for men with prostate cancer

## OUR IMPACT Prostate Cancer

#### OUR WORK ADVANCES IN THE DETECTION AND TREATMENT OF PROSTATE CANCER

Since 2013 Movember has led the way in supporting the development of a new prostate cancer-targeting technology that allows both accurate detection and precision treatment of cancers that have spread beyond the prostate gland.

Prostate Specific Membrane Antigen (PSMA) is a protein found abundantly in advanced prostate cancer cells making it the ideal target for new diagnostic tests and therapies.

Results of the Movember-funded proPSMA study in 2020 – which won the prestigious Australian Clinical Trials Alliance Trial of the Year Award – showed that whole-body PET scans using PSMA radiotracers, was the most accurate way of locating tumours as small as 3mm that have spread outside the prostate gland.

This year, the US Food and Drug Administration (FDA) approved the use of two radiotracer drugs - 68Ga-PSMA and piflufolastat F18.

Movember is proud to have funded research into both radiotracers, through the ProPSMA study on 68Ga-PSMA as well as the early development of piflufolastat F18 through Movember's GAP2 initiative back in 2013-14.

Meanwhile, updated results of the Movember-funded TheraP trial found that 177Lu-PSMA radionuclide therapy was six times more effective than chemotherapy at keeping advanced prostate cancer at bay. This new class of drug destroys the targeted prostate cancer cells while minimising the damage to healthy surrounding tissue. Movember is also now funding more research to determine if this drug can also help men with less advanced prostate cancer as an effective way of stopping disease progression.

We are excited to see how these breakthroughs will change the way tens of thousands of men with prostate cancer are treated.

#### OUR WORK THE PROSTATE URINE RISK TEST

In April 2021, thousands of men around the world began trialling a home test kit for prostate cancer, thanks to research funded by Movember. The Prostate Urine Risk (PUR) test kit which has been developed by a team from the University of East Anglia helps doctors decide whether men who have already been diagnosed with the disease are likely to need treatment within the next five years.

The kit, called the Prostate Screening Box, has been previously tested on small group of participants. The results are now being validated on thousands of men in the UK, Italy, Germany, and Canada, who were identified through Movember's GAP3 international registry of men on active surveillance. It is hoped that the PUR test will revolutionise the diagnosis of the disease, sparing men the discomfort of regular biopsies.

#### OUR WORK EVIDENCE FOR MRI-GUIDED PROSTATE BIOPSIES

Prostate biopsies are routinely used to diagnose cancer as well as determine the aggressiveness of the disease and decide on the best treatment option. However, the procedure is associated with several risks, so doctors have been searching for a way to reduce the number of men going through biopsies. Results from the Canadian PRECISE study support and slightly improve the findings on an earlier European-based study, which generated compelling evidence in favour of using MRI-guided prostate biopsies.

This method reduced the number of men needing a biopsy by about 40 per cent, compared with transrectal ultrasound-guided systematic biopsies. MRI-guided biopsy was also shown to be able to find more significant cancer and reduce the diagnosis of low-risk cancer by more than 50 per cent. While the PRECISE study will continue to follow-up on men with a negative MRI result for up to eight-years to confirm the accuracy of the result, the evidence now supports a less invasive approach to diagnosing prostate cancer.

#### OUR WORK REAL WORLD EVIDENCE NETWORK

Over the past decade, Movember has played a leading role globally in biomedical research funding to develop new tests and treatments. We have also focused on improving the quality of life for men living with prostate cancer through registries that improve cancer treatment and digital health programs that empower men with the knowledge and support to better manage treatment side effects.

Our global priority now is to accelerate implementation of all these programs to reach and improve the lives of men with prostate cancer around the world. There is also a real need to understand how new prostate cancer tests and treatments perform in the real world, outside of clinical studies, where the men who typically take part are not representative of all populations.

To achieve this goal, Movember is launching the Global Cancer Real World Evidence Network, which will fast-track efforts to improve the treatment and care of men diagnosed and living with prostate cancer. The network will contain detailed clinical information on the diagnosis, treatment and survivorship of men living with prostate cancer from over 19 countries and 600 participating hospitals.

Movember is aiming to grow the network to include 500,000 men over the next five years, partnering with over 600 hospitals across 19 countries. Programs funded through the Network will enable prostate clinicians throughout the world to measure and benchmark the health of their patients after treatment and provide them with vital information to improve the quality of prostate cancer treatment and care.

The Network will allow cancer clinicians to monitor how patients are responding to new therapies and enable researchers to fast track the recruitment process for clinical trials by providing access to suitable patients.

In addition, the initiative will improve patient access to digital resources such as Movember's True North program which provides men and their families with personalised tips and information on life changes. This enables them to manage the physical and mental side effects of living with cancer, as well as the short and long-term side effects of treatment.

#### OUR WORK PCOR-ANZ REGISTRY

After a year that has rocked healthcare systems worldwide, we are beginning to see evidence emerge on some of the ways that prostate cancer patients have been impacted by the COVID-19 pandemic.

In time, the Prostate Cancer Outcomes Registry – Australia and New Zealand (PCOR-ANZ) will be able to provide evidence needed to answer the question of whether the pandemic had any impact on overall diagnostic and treatment trends, patient-reported outcomes, and overall survival.

Despite a year of considerable challenges, we were encouraged by progress made in the PCOR-ANZ registry. This year's annual report covers clinical data collected between 2015 and 2018 and includes important insights about men's quality of life 12 months after they finished treatment. Over 72 per cent of the eligible population of men are now participating and contributing to PCOR-ANZ.

The findings showed that men who choose active surveillance as a form of treatment (where possible and appropriate) reported better quality of life than those who underwent active treatment.

Having achieved record levels of population coverage across Australia and New Zealand, we can now shift our focus to using the data to improve the lives of men. We will continue to work closely with the clinical community - through providing clinician benchmarking reports to support new and innovative treatment approaches to improving the quality of treatment and care.

This year we also took a significant step in upgrading the technology behind PCOR-ANZ which will enable us to grow the registry into one of the most comprehensive and detailed prostate cancer quality improvement systems in the world.

# GLOBALLY, TESTICULAR CANCER IS THE MOST COMMON CANCER IN MEN AGED 15-39.





# OUR IMPACT

# TESTICULAR CANCER

Globally, testicular cancer is the most common cancer in men aged 15-39. Although survival rates are high, one in 20 men with testicular cancer will die from the disease. Outcomes are positive with early diagnosis.

#### THROUGH OUR WORK IN TESTICULAR CANCER, WE ARE:

- Giving men the facts about testicular cancer and encouragin to understand their own risk
- Encouraging men to carry out regular self-checks through a h global campaign
- Investing in world class biomedical research that leads to new particularly for men with high-risk disease
- Advocating for better treatment and care for men
- Developing digital health tools that improve quality of life for men with testicular cancer

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#### OUR WORK TESTICULAR CANCER AWARENESS MONTH

Testicular cancer is the most common cancer in young men – yet research commissioned by Movember has shown that as many as 62 per cent of those most at risk (18-34-year-olds) don't know how to check themselves, or don't do it regularly. Testicular cancer is highly treatable disease, especially when detected at an early stage – which is why Movember is on a mission to get men to take control of their health, understand what's normal for them and go to their doctor if something doesn't feel right. Our annual 'Know Thy Nuts' campaign, which takes place in April had to be postponed in 2020 due to the emerging global COVID-19 pandemic.

Back with a bang in 2021, this year's highly successful, attention-grabbing campaign which helps young men develop better awareness and understanding of the disease, reached over 18 million men around the world.

#### OUR WORK NUTS & BOLTS

Movember wants to ensure that no man goes through testicular cancer without the information and support they need, a community to reach out to and the knowledge that with good support they stand a good chance of living a longer, healthier, happier life. Our research has shown that although getting a diagnosis is tough, men find the period immediately following surgery is often more difficult. Anxiety about whether their cancer might return and worries about fertility were common.

With the help of men who have been through testicular cancer and an international panel of experts, we designed and created a new digital resource called Nuts & Bolts which focuses on supporting men beyond their diagnosis. It contains a wealth of information on every aspect of diagnosis, treatment and life after cancer which is communicated in a clear and straightforward way that resonates with men. It allows users to get information from clinical experts as well as hear directly from men who have been through testicular cancer themselves.

The 'talk to a guide' function which allows men to connect with a local Movember-trained guide who can support them on their cancer journey was extended in 2021 to include the UK as well as Australia. In future, this feature will be expanded to include other countries. Our aim is for Nuts & Bolts to become the go-to resource for men and their families and reduce the distress that comes with a testicular cancer diagnosis. To date, over 42,000 users have already visited the nuts & bolts site, almost a third (31 per cent) of whom were within the target age range.

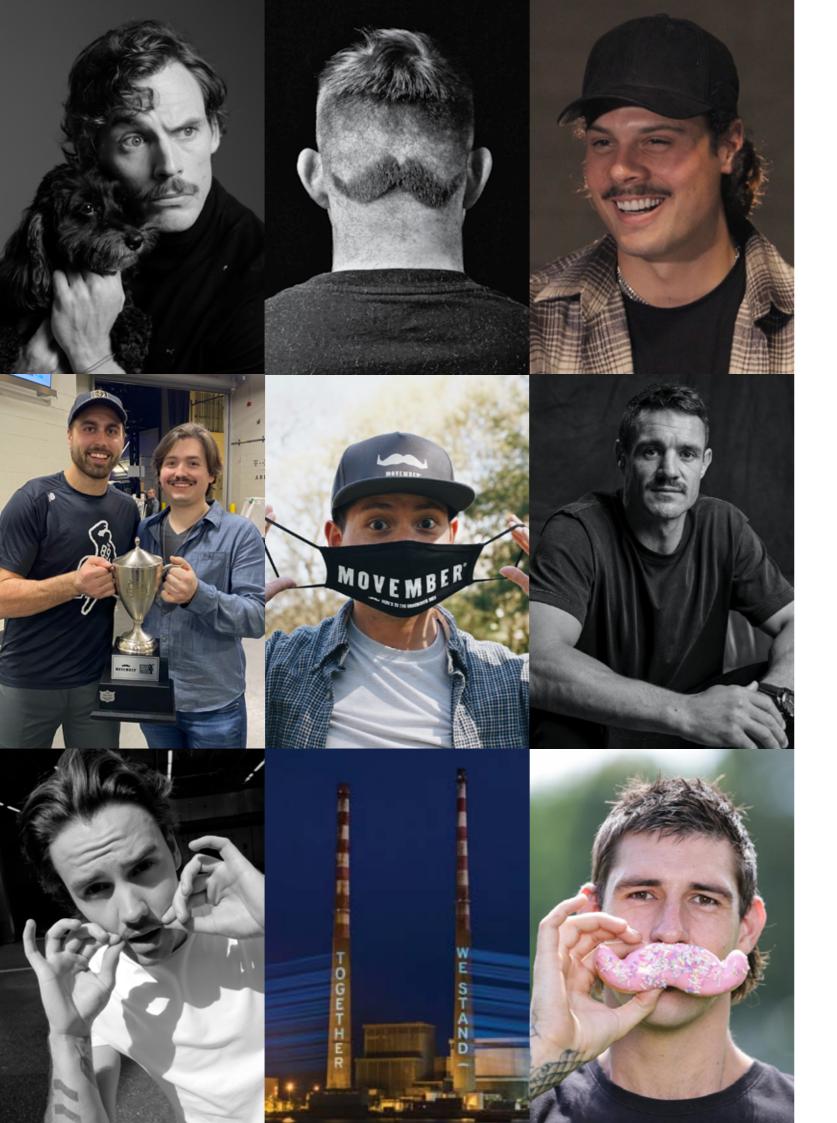


2021 IN NUMBERS

# **394,000**+ MO'S AROUND THE WORLD REGISTERED

S135M AUD RAISED FOR MENS HEALTH





## 2021

# YEAR AT A GLANCE

The COVID-19 pandemic has had a profound effect on the lives of millions of people around the world. It has brought unprecedented changes in how we live, work, and connect with each other and highlighted troubling inequalities in our society.

Movember has had to move swiftly to respond to the twin challenges posed by the crisis. Social distancing restrictions impacted many of our fundraising activities but at the same time, the need for early intervention and prevention programs that support those who have been affected by the pandemic lockdowns increased.

As ever, the dedication of the Movember community remains key to our success. Despite considerable challenges, Movember supporters raised \$135 million globally during 2020, which included funds raised from the Movember campaign, The Distinguished Gentleman's Ride, our corporate partners, some incredibly generous donors and other income sources.

Last year, over 394,000 Mo's around the world registered to take part in the annual Movember campaign. Meanwhile, revenue from sources outside the campaign continued to grow.

We would like to extend our heartfelt gratitude to each and every individual and partnering organisation who has contributed in helping us to reach our goals.

During the year, the organisation expended \$66 million in our key investment areas of mental health and suicide prevention, prostate cancer, and testicular cancer.

Global research carried out on behalf of Movember in 2020-21 to understand how men's mental health was being impacted during

In addition, we launched new digital health resources including Family Man, which is aimed at supporting fathers of young children and Movember Conversations, which helps anyone support a man who may be having a tough time.

We will also continue to invest in digital health tools and telehealth models, clinical quality registries and survivorship programs aimed at improving quality of life following a prostate cancer or testicular cancer diagnosis. Looking ahead, we have set ourselves ambitious targets to grow our core campaign and year-round income streams, while remaining committed to building a future where men live happier, healthier, longer lives.



COVID-19 revealed that over half (52 per cent) of men were experiencing poorer wellbeing, with one in four meeting the criteria for depression.

Younger men from lower-income backgrounds suffered from the poorest levels of wellbeing and the highest levels of distress.

To help address some of the long-term consequences of the crisis, we announced funding for 34 separate projects that will support the mental health and wellbeing of men and boys. We launched a mass media behaviour change campaign aimed at encouraging millions of young men to talk about their mental health.

# YEAR AT A GLANCE





#### IN AUSTRALIA

Our incredible partnership with Cricket Australia continues to go from strength to strength and in 2020 we were honoured to be the charity partner for Australia's first one-day international vs India in Sydney. There was no shortage of hairy top lips on show with commentators David Warner and Aaron Finch both sporting Mo's that their own cricketing heroes would have been proud of.

In 2020, Movember and Coles continued a long-standing partnership bringing to life a multi-faceted partnership across Coles supermarkets and Coles Express. Stores became a one-stop shop for our community to support Movember. A percentage of sales were donated to Movember from a wide range of products including Movember-branded face masks which allowed Mo's to show their support while staying safe. Coles staff walked the walk by growing, moving, hosting and raising funds all contributing to an overall total of \$580,000 to help change the face of men's health.

We were also stoked to make hairy history on Australia's longest-running soap this year. Aussie actor Alan Fletcher debuted a dashing new look in Neighbours, with his character Dr Karl growing a moustache to raise funds and awareness for Movember. Erinsborough's favourite GP even had his own Mo Space for the stunt which was the first time Movember had been integrated into a TV show's storyline. Moustaches weren't only appearing on the faces of men around Australia this year, the Royal Botanic Gardens in Melbourne sprouted its own perfectly mowed moustaches as a fitting way to safely catch up and check in with your mates during Movember. Created by our partner STIHL, the spaces were designed to allow men, families and friends to start meaningful conversations while socializing safely.

We saw so many incredible supporters Mo Your Own Way and take on the hairiest of challenges in 2020 including legendary community ambassador Luke Richards who swam 7km every day of Movember for the seven Aussie men lost every day to suicide.

#### IN NEW ZEALAND

Former All Black legend Dan Carter rallied sports stars and fans alike to share a video of themselves on social media receiving and passing a ball, in their most creative way, with the hashtag #KEEPTHEBALLGOING. The idea, which involved tagging three friends that you are checking in on went viral with high profile sportspeople jumping on board including other All Blacks and super-heavyweight boxer Joseph Parker.

Speight's Brewery teamed up with Movember to encourage Kiwi men to check in with their mates at 'M8 o'clock' each day. More than 40 soapbox racers whizzed down Timaru's George Street for the fourth annual Timaru Soapbox Derby, to support and raise funds for Movember.



#### IN THE UK AND MAINLAND EUROPE

Giant Mo's were seen sprouting on iconic London landmarks including the National Theatre, Oxo Tower and even Nelson's Column in Trafalgar Square. Our media partnership with Sky saw legendary Saturday morning football show Soccer AM rebrand their Pro-Am challenge as the Mo-Am challenge with former WBC boxing champ Tony Bellew talking about his support for Movember.

The 2020 celebrity portrait series, directed and shot by acclaimed photographer Greg Williams, included Peter Crouch and Abbey Clancy, Liam Payne, Sir Mo Farah, George the Poet, Russell Tovey, Jesse Wood, Dermot O'Leary and Chris Robshaw.

Pringles came on board as a new partner in 2020 to help drive meaningful conversations about mental health. On the eve of Movember, the iconic Pringles mascot, Mr. P. shaved his Mo for the first time since 1967. The social activity generated by the campaign had a combined reach of 4.2 million and the partnership raised £123,947.

Movember's award winning partnership with Gillette took a step forward, with the announcement that Gillette's £500,000 donation, is to be invested in projects that support the mental health of frontline workers, with brand fundraising through competitions fronted by football legends Raheem Sterling and Ian Wright. The partnership also expanded into mainland Europe, with activity across Switzerland, Austria, and Germany, where some of the stars of FC Bayern Munich supporting our cause. In 2020, Movember's business club program saw 5,865 employees across 144 companies raise an incredible £1.3 million. Our top supporting company was PwC. Other top 10 fundraisers included Deloitte, KPMG, Coca Cola and BT.

Niall Tsang-Wetherald and Kieran McMorran brought together a team of friends and family who raised an incredible £54,058 to honour the memory of Niall's friend and Kieran's brother Zak.

Despite COVID restrictions, UK universities threw their support behind Movember in 2020 raising over £1.9 million. The students from the University of Exeter rallied together and with the help of four student ambassadors, managed to raise an astounding £200,000.

#### IN IRELAND

2020 was Ireland's most successful Movember campaign to date, with over 20,000 participants, twice as many as the previous year and doubling the funds raised to a record-breaking  $\notin$ 4.9 million. One of the many highlights was the 'Conversation Piece' campaign which brought together some of Ireland's leading artists to share their own experiences of mental health and to create digital artwork inspired by them. The digital outdoor campaign reached the equivalent of the entire population of Ireland and prompted a national conversation around mental health.

# YEAR AT A GLANCE





#### IN CANADA

When we asked Canadians to show up for men's health last November, even in the middle of a pandemic, they did. Our amazing 70,000-strong community of supporters blew us away with their creativity, dedication, and commitment to changing the face of men's health.

Moustaches adorned emergency vehicles at more than 30 fire departments and paramedic services across Canada during the month – even paramedic helicopters.

The oil and gas industry in Canada has been hard hit by COVID-19 and falling oil prices. But the Movember "Oil Rig Rumble" industry challenge continued to thrive and gained incredible support in 2020. With over 100 teams participating, the industry challenge has raised more than \$235,000 CAD with Gibson Energy ranking 7th largest Mo team in the world.

Fashion retailer H&M joined the moustache movement again, with a month of fundraising activity across all 89 Canadian retail stores. This year they shared #WhyIMo stories from employees across the country, in stores and on social media to help introduce Canadian shoppers to the cause.

Longo's grocery also returned, as our longest standing partner. Both companies amped up their employee engagement this year, bringing in mental health talks for employees.

Todd Shannon, who has supported Movember for nine years, completed a 'Mo Hundo' by running 100 miles in 24 hours in honour of his dad and his uncle who were both diagnosed with prostate cancer last year, raising \$15,930 CAD. While Greg Mozesson raised \$100,000 CAD, shaving off his epic beard in the process.

We were humbled by each of our supporters and their efforts.

#### IN THE US

This year, over 7,000 members joined the Movember Business Club Challenge, which consisted of 912 teams and 561 companies. Cox Enterprises landed the number one spot, raising \$175,000 USD and recruiting 104 employees.

Lord Abbett commenced their fundraising efforts with an annual Best Mo Contest, where participants share stories about why fundraising for Movember is so important to them. The firm, which supports Movember every year, raised \$143,000 USD, placing second in the Movember Business Club Challenge.

The Movember Marathon teams raised nearly \$100,000 USD despite both events being cancelled showing the dedication of our community. Team Macho Macho was one of the top community teams in 2020 raising over \$67,000 USD (113% increase over 2019).

In 2020 we experienced many losses of incredible supporters throughout the Movember Community. In a time of uncertainty, grief and frustration, supporters came together to pay tribute to the legends we lost by raising over \$263,000 USD in their memory. We are humbled, grateful, and inspired by their support.

The Annual Hockey Fights Cancer Challenge had over 386 members on 62 teams that raised over \$120,000 USD, reflecting how community, amateur and professional NHL teams worked together towards a common goal and delivered a fantastic outcome.

The #Movember2020 global TikTok Hashtag Challenge drove 352.1 million views and our followers grew by thousands, driving awareness of men's health issues among a younger audience.

Movember was chosen as one of the charities in the HBO MaxSuper Intelligence #20DaysOfKindness campaign, fronted by actress Melissa McCarthy. The Bridesmaids star also made a generous personal donation on top of HBO Max's \$20,000 USD donation.







Despite the disruption caused by the COVID-19 pandemic, the DGR community were still determined to continue the ride in 2020, albeit in a safe and socially distanced way.

Riding solo allowed our riders to comply with local social distancing restrictions around the world while still enabling our community to come together and support each other.

56,187 participants from 171 countries turned out in September to raise \$3.8 million and awareness of prostate cancer and men's mental health.

DGR was founded in Sydney, Australia, in 2012 by long-time supporter Mark Hawwa and in 2016 Movember was established as the event's exclusive charity partner.

Since 2016, over \$24.2 million has been generated from the DGR event with funds invested into cutting-edge prostate cancer research and treatment programs as well as funding and building evidence for innovative mental health programs.

These investments are already yielding positive results with the launch of Movember's True North digital health resources, which empower men to take control of their health and improve their quality of life. International populationbased prostate cancer registries such as the IRONMAN registry, which is gathering data on 5,000 men across 10 countries, seeks to improve clinical outcomes and quality of life for men with advanced disease.

There is a strong body of evidence that suggests that relationship breakdown constitutes a major risk factor for suicide in men. With investment from the DGR funds from 2020, Movember is intending to develop scalable programs that will build men's relationship skills, enable them to develop strategies for amicably working through relationship breakdowns and demonstrate what positive relationships look like.

# YEAR ENDED 30 APRIL 2021

#### **OUR FINANCIALS**

Movember delivered another strong result in the year ended 30 April 2021 and proudly raised \$135.1 million, an increase of \$13.4 million (11%) on prior year.

The impact from the COVID-19 pandemic to our global income streams varied both across income streams and geographies. Our global donation income increased by \$9.4 million; this was driven by increases in our Canada, UK and Ireland campaigns, partly offset by lower income in our Australia and USA campaigns.

Income from the Distinguished Gentlemen's Ride generated \$5.5 million (2020: \$8.7 million) in the financial year (\$3.8 million for the September 2020 ride and \$1.7 million for the forthcoming May 2021 ride raised in April 2021) which is a strong result considering COVID-19 restrictions required a pivot to a 'ride solo' event in September 2020 in many countries. Interest income on our cash balances declined as global interest rates hit record lows. Government subsidies relating to COVID-19 support were received during the financial year for \$4.4 million (2020: 0.5 million) in Canada, the USA and Australia.

During the year, the Foundation expended \$66.4 million (2020: \$74.2 million) in our key investment areas of Prostate and Testicular Cancer bio-medical research and survivorship. Men's Health and Suicide Prevention. and Men's Health promotion including awareness and education. Some programmatic activities in the year ended 30 April 2021 were affected by COVID-19 restrictions which limited the delivery of some of the face-to-face programs. Those activities are restarting as restrictions are lifted.

#### 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.

#### FUNDS RAISED AND REGISTERED PARTICIPANTS 2020 **RAISED THROUGH TO APRIL 2021**

	Funds raised in \$AUD millions	Registered participants	Year of first fundraising campaign
Australia	35.5	85,027	2004
UK	34.5	111,516	2007
Canada	26.0	68,310	2007
USA	21.6	55,422	2007
Ireland	8.0	20,133	2008
Mainland Europe Countries	6.1	35,732	2011
New Zealand	2.3	11,087	2006
Asia	0.7	2,284	2012
Rest of World	0.4	5,139	2012
Total	135.1	394,650	

# 

From each dollar raised, we spend 13.5 cents on fundraising. This was exceptionally low as we strived to keep our cost down as much as possible in such an uncertain environment. COVID-19 restrictions also meant that most events normally conducted in person took place virtually during the financial year.

We strive to minimise administration costs and have managed to lower those still further from last year at 5.1 cents (FY20: 5.9 cents) through global efficiencies and resource sharing.

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.

#### **FUNDS RELEASED**

In the previous financial year. Movember had retained an exceptionally high percentage of its funds raised (13.2%) due to the uncertainties associated with COVID-19 as the financial year was ending.

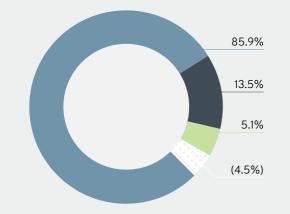
Following the success of most of our campaigns this year, funds retained have been released to Programs Investments for the financial year ended 30 April 2021, resulting in a net release of 4.5% of the funds raised in the year. The retained general funds remain within the range approved by the Board of Directors (enough to cover 9 to 12 months' operating costs) for the year ahead.

#### **PROGRAMS INVESTMENTS**

In the year to 30 April 2021, Movember has achieved net funds raised for investment in men's health programs of 85.9 cents for every dollar raised. In dollar terms this was AUD \$116 million raised for investment in programs that will benefit men worldwide. Movember continues to invest its net funds into programs that support prostate cancer, testicular cancer, cancer survivorship, suicide prevention 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.

#### THE FOUNDATION'S TOTAL FUNDS RAISED HAVE BEEN ALLOCATED FOR USE AS FOLLOWS:



#### 2020 Campaign consolidated pie chart (FY21)

Men's health programs	85.9%
Fundraising costs	13.5%
Administration costs	5.1%
Retained funds*	(4.5%)*

\*For further explanation refer to the 'Funds released' section above.

#### **CASH HOLDINGS**

At 30 April 2021, Movember held the following in cash and cash related assets:

Total	\$238m
Term deposits and bonds	\$104m
Cash and cash equivalents	\$134m

The majority (\$193 million / 81%) of these cash assets are held for investment in men's health programs and the balance of \$45 million / 19% is retained to fund ongoing operating costs.

The cash assets will be used as follows:

\$45m
\$170m
\$23m

Movember 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 above listed amounts will be spent on programmatic work within the next three years.

After meeting the above noted program commitments, the balance of our cash holdings (\$45 million) will be retained in a general reserve to provide working capital and ensure that the organisation has adequate funds for investment in future fundraising activities.

As the majority of Movember's revenue is currently derived from one annual campaign, the Board has adopted a fiscally conservative general reserves policy, working towards the accumulation of 9 to 12 months' coverage of costs. Movember 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 financial investments are held across a large number of institutions globally.

#### CONSOLIDATED STATEMENT OF SURPLUS OR DEFICIT AND OTHER COMPREHENSIVE INCOME

FOR THE YEAR ENDED 30 APRIL 2021

#### REVENUE

Revenue from continuing operations

Program expenditures

Fundraising expenditure

Administration expenditure

Surplus

#### Other comprehensive income

Items that are or may be reclassified to surplus or deficit

Exchange differences on translation of foreign operations

Total comprehensive surplus for the year

Notes	2021	2020
	134,593,480	121,423,357
1	(66,358,404)	(74,241,818)
	(18,261,192)	(20,048,267)
	(6,932,355)	(7,213,196)
2	43,041,529	19,920,076
	(10,619,778)	5,850,401
	32,421,751	25,770,477

## CONSOLIDATED STATEMENT OF FINANCIAL POSITION AS AT 30 APRIL 2021

	Notes	2021	2020
ASSETS			
Current assets			
Cash and cash equivalents	3	133,380,326	117,241,164
Other investments	3	82,188,173	77,180,302
Trade and other receivables		8,115,129	6,710,443
Inventories		-	3,674
Total current assets		223,683,628	201,135,583
Non-current assets			
Other investments	3	22,076,657	14,427,128
Trade and other receivables		1,070,994	6,291
Plant and equipment		1,472,642	2,070,191
Right-of-use asset		5,279,791	7,173,223
Total non-current assets		29,900,084	23,676,833
Total assets		253,583,712	224,812,416
LIABILITIES			
Current liabilities			
Trade and other payables	4	31,888,453	35,272,355
Provisions		1,693,160	1,813,447
Lease liabilities		1,509,052	1,846,303
Total current liabilities		35,090,665	38,932,105
Non-current liabilities			
Lease liabilities		6,024,088	5,630,006
Provisions		331,960	310,142
Other payables		27,681	252,596
Total non-current liabilities		6,383,729	6,192,744
Total liabilities		41,474,394	45,124,849
Net assets		212,109,318	179,687,567
EQUITY			
Restricted reserves for programs		170,072,704	120,862,643
Retained surplus (unrestricted reserves)		35,638,607	41,807,139
Foreign currency translation reserve		6,398,007	17,017,785
Total equity		212,109,318	179,687,567

#### **NOTE 1: MEN'S HEALTH PROGRAM INVESTMENT**

	2021	2020
PROGRAMS EXPENDITURE		
Prostate and Testicular Cancer Biomedical Research	14,567,412	22,390,426
Prostate and Testicular Cancer Survivorship and Health Outcomes	17,086,385	17,211,117
Mental Health & Suicide Prevention	12,722,061	13,510,435
Men's Health Programs and Health Promotion	21,982,546	21,129,840
Total	66,358,404	74,241,818

#### NOTE 2: NET SURPLUS

In the year to April 2021, a net surplus after operating expense for the period of \$43,041,529 (2020: \$19,920,076) was recorded. The net surplus resulted from a timing gap between raising of funds and the associated programs expenditure outflows which will occur in future years.

#### NOTE 3: CASH AND CASH EQUIVALENTS

	2021	2020
Cash at bank and on hand	79,781,605	53,751,471
Deposits	53,598,721	63,489,693
	133,380,326	117,241,164
Current term deposits and bonds	82,188,173	77,180,302
Non-current term deposits and bonds	22,076,657	14,427,128
Total cash and financial assets	237,645,156	208,848,594

Cash and investment assets are held primarily for investment in men's health programs and to fund ongoing operating costs. Cash and investment assets held as at 30 April 2021 have been retained for use as follows:

٦	Total
F	Retained for working capital/operating costs
F	Restricted for Movember managed programs
(	Grant distributions awarded to men's health partners

2021	2020
22,757,915	27,954,186
170,072,704	120,862,643
44,814,537	60,031,765
237,645,156	208,848,594

#### **NOTE 4: TRADE AND OTHER PAYABLES**

	2021	2020
Current		
Accrued expenses	8,711,326	4,430,617
Other payables	419,212	2,887,552
Distributions payable	22,757,915	27,954,186
Total	31,888,453	35,272,355

Distributions payable relate to program expenditure payable to Men's Health Partners and are recognised at the point in time an agreement is signed, confirming the amount and timing of distributions payable. The payment timing for some distributions are dependent on the achievement of project milestones.

#### **NOTE 5: BASIS OF PREPARATION**

These summary financial statements have been prepared on an accruals basis under the historical cost convention and have been prepared in accordance with the measurement, recognition and presentation requirements of all Australian Accounting Standards and accounting policies as set out in the audited financial report of the Movember Foundation Trust upon which an ungualified audit report was issued on 9 September 2021.

#### **TRUSTEE'S DECLARATION**

These summary financial statements have been derived from the audited financial report of the Movember Foundation Trust for the year ended 30 April 2021 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 Level 4, 21-31 Goodwood Street, 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 2021; and
- ii. presents fairly the Foundation's financial position as at 30 April 2021 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.

NICHOLAS REECE CHAIRMAN

MELBOURNE 30 SEPTEMBER 2021

# **AUDITOR'S REPORT**

## KPMG

## Independent Auditor's Report

To the Trustee of The Movember Foundation Trust and its controlled entities

**Report on the Summary Financial Statements** 

#### Opinion

We report on the Summary Financial Statements of The Movember Foundation Trust and its controlled entities (Group) as at and for the year ended 30 April 2021. The Summary Financial Statements are derived from the audited financial report of the **Group** (the Audited

Financial Report). In our opinion, the accompanying Summary Financial Statements of the Group are consistent, in all material respects, with the Audited Financial Report, in accordance with the basis of preparation described in Note 5 to the

Summary Financial Statements.

41 to 42.

#### **Scope of the Summary Financial Statements**

The Summary Financial Statements do not contain all the disclosures required by Australian Accounting Standards – Reduced Disclosure Requirements applied in the preparation of the Audited Financial Report. Reading the Summary Financial Statements and this Auditor's Report thereon, therefore, is not a substitute for reading the Audited Financial Report and our auditor's report thereon.

The Summary Financial Statements and the Audited Financial Report do not reflect the effects of events that occurred subsequent to the date of our auditor's report on the Audited Financial Report.

#### The Audited Financial Report and our auditor's report thereon

We expressed an unmodified audit opinion on the Audited Financial Report in our auditor's report dated 9 September 2021.

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#### The Summary Financial Statements comprise:

• Consolidated statement of financial position as at 30 April 2021.

• Consolidated statement of surplus or deficit and other comprehensive income for the year then ended 30 April 2021.

• Related notes.

The Summary Financial Statements are contained in the Movember Foundation Annual Report 2021 on pages

The Group consists of The Movember Foundation Trust (the Trust) and the entities it controlled at the year end or from time to time during the financial year.

Liability limited by a scheme approved under onal Standards Legislatio

#### **AUDITOR'S REPORT**

#### KPMG

#### Emphasis of mat er - basis of preparation and restriction on use and distribution

We draw attention to Note 5 to the Summary Financial Statements, which describes the basis of preparation.

The Summary Financial Statements have been prepared to assist the Trustee of The Movember Foundation Trust for the purpose of presenting the Movember Foundation Annual Report 2021. As a result, the Summary Financial Statements and this Auditor's Report may not be suitable for another purpose. Our opinion is not modified in respect of this matter.

This Auditor's Report is intended solely for the Trustee of The Movember Foundation Trust and its controlled entities and should not be used by or distributed to parties other than the Trustee of The Movember Foundation Trust and its controlled entities. We disclaim any assumption of responsibility for any reliance on this Auditor's Report, or on the Summary Financial Statements to which it relates, to any person other than the Trustee of The Movember Foundation Trust and its controlled entities or for any other purpose than that for which it was prepared.

#### Other Information

Other Information is financial and non-financial information in The Movember Foundation's Annual Report 2021 which is provided in addition to the Summary Financial Statements and this Auditor's Report. The Trustee is responsible for the Other Information.

Our opinion on the Summary Financial Statements does not cover the Other Information and, accordingly, we do not express an audit opinion or any form of assurance conclusion thereon.

In connection with our audit of the Summary Financial Statements, our responsibility is to read the Other Information. In doing so, we consider whether the Other Information is materially inconsistent with the Summary Financial Statements or our knowledge obtained in the audit, or otherwise appears to be materially misstated.

We are required to report if we conclude that there is a material misstatement of this Other Information, and based on the work we have performed on the Other Information that we obtained prior to the date of this Auditor's Report we have nothing to report.

#### **Responsibility of the Trustee for the Summary Financial Statements**

The Trustee is responsible for the preparation of the Summary Financial Statements in accordance with the basis of preparation described in Note 5 to the Summary Financial Statements, including their derivation from the Audited Financial Report of the Group as at and for the year ended 30 April 2021.

### KPMG

#### Auditor's responsibility for the Summary Financial Statements

Our responsibility is to express an opinion on whether the Summary Financial Statements are consistent, in all material respects, with the Audited Financial Report based on our procedures, which were conducted in accordance with Australian Auditing Standard ASA 810 Engagements to Report on Summary Financial Statements.

#### KPMG

KPMG

Dana Bentley Partner Melbourne 30 September 2021

#### **MOVEMBER FOUNDATION USA**

### SUMMARY STATEMENTS OF ACTIVITIES AND CHANGES IN NET ASSETS For the years ended april 30, 2021 and 2020

	2021 (\$) USD	2020 (\$) USD
CHANGES IN NET ASSETS WITHOUT DONOR RESTRICTIONS		
Support and revenue		
Fundraising contributions received	15,304,902	17,882,709
Sales of goods and barbershop revenue	-	114,150
Interest and other income	860,697	371,461
Net assets released from restriction	37,001	-
Total support and revenue without donor restrictions	16,202,600	18,368,320
EXPENSES		
Program		
Men's Health Programs	4,230,906	5,117,525
Funds donated and program delivery payments	5,793,709	5,634,438
Administration	949,208	1,451,696
Fundraising	2,719,597	3,688,933
Total expenses	13,693,420	15,892,592
Increase in net assets without donor restrictions	2,509,180	2,475,728
Net assets without donor restrictions at beginning of year	22,450,436	19,974,708
Net assets without donor restrictions at end of year	24,959,616	22,450,436
CHANGES IN NET ASSETS WITH DONOR RESTRICTIONS		
Support and revenue		
Fundraising contributions received	28,973	37,001
Net assets released from restriction	(37,001)	-
Increase (decrease) in net assets with donor restrictions	(8,028)	37,001
Net assets with donor restrictions at beginning of year	37,001	-
Net assets with donor restrictions at end of year	28,973	37,001

#### **MOVEMBER FOUNDATION USA** SUMMARY STATEMENTS OF FINANCIAL POSITION

#### APRIL 30, 2021 AND 2020 ASSETS **Current assets** Cash and cash equivalents Accounts and other receivables, net Net related party receivable Inventory Prepaid expenses Total current assets Property and equipment, net Other assets Investments Deposits **Total assets** LIABILITIES AND NET ASSETS **Current liabilities** Accounts payable Accrued expenses Borrowings **Total current liabilities** Net assets Without Donor Restrictions Board designated for Men's Health Programs Undesignated Total net assets without donor restrictions With Donor Restrictions Total net assets

Total liabilities and net assets

2020 (\$) USD

#### 2021 (\$) USD

24,496,225	20,522,571
125,379	415,569
16,158	669,090
-	2,397
251,808	182,772
24,889,570	21,792,399
19,749	32,207
2,520,261	1,997,506
116,169	105,049
27,545,749	23,927,161
489,466	996,799
1,435,194	442,925
632,500	-
2,557,160	1,439,724
17,698,383	15,189,203
7,261,233	7,261,233
24,959,616	22,450,436
28,973	37,001
24,988,589	22,487,437
27,545,749	23,927,161

# AUDITOR'S REPORT

#### **INDEPENDENT AUDITOR'S REPORT ON SUMMARY FINANCIAL STATEMENTS**

To the Board of Directors of Movember Foundation Culver City, California

The accompanying summary financial statements, which comprise the summary statements of financial position as of April 30, 2021 and 2020 and the summary statements of activities and changes in net assets for the years then ended, are derived from the audited financial statements of Movember Foundation as of and for the years ended April 30, 2021 and 2020. We expressed an unmodified audit opinion on those audited financial statements in our report dated September 9, 2021. The audited financial statements, and the summary financial statements derived therefrom, do not reflect the effects of events, if any, that occurred subsequent to the date of our report on the audited financial statements.

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

#### MANAGEMENT'S RESPONSIBILITY FOR THE SUMMARY FINANCIAL STATEMENTS

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

#### AUDITOR'S RESPONSIBILITY

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

#### OPINION

In our opinion, the summary financial statements of Movember Foundation as of and for the years ended April 30, 2021 and 2020 referred to above are consistent, in all material respects, with the audited financial statements from which they have been derived, on the basis described in Note 1.

HELA Certified Public Ausountants, Inc.

September 30, 2021 Irvine, California

#### NOTE 1

The summary financial statements are an extract of the audited financial statements of Movember Foundation prepared in accordance with accounting principles generally accepted in the United States of America. The extracts chosen are considered important amounts necessary for the understanding of the financial position of Movember Foundation.



# 

# **OUR GOVERNANCE**

The Movember Foundation is a charity registered with the Australian Charities and Not-for-profits Commission. As a charity operating across the globe, we must comply with a range of regulatory and governance obligations. Movember takes these obligations very seriously, and our governance framework has been designed to reflect our commitment to best-practice levels of transparency, accountability and governance.

#### **GLOBAL BOARD OF DIRECTORS**

The Board is the custodian of Movember's purpose and ensures that organisational strategies are developed and delivered to fulfil Movember's mission.

The Board is accountable for Movember's performance; Directors consider every Mo, donor, partner and the men that Movember serves as key stakeholders to whom that accountability is owed.

The Board's primary functions include:

- Providing reporting, transparency and accountability to Movember's stakeholders
- Setting Movember's strategic direction, and monitoring and supporting management's delivery of Movember's strategic plan
- Selecting, appointing and of managing the performance of the CEO
- Defining Movember's risk appetite and overseeing Movember's risk management practices
- Monitoring Movember's compliance with legal and regulatory requirements, including external financial reporting

Our Board is skills-based, with Directors bringing a wide range of collective expertise and experience to their roles.

There are two Directors roles reserved for Founder Representative Directors. This ensures that the perspective of Movember's Founders on Movember's mission and founding principles are represented at the Board table.

#### **BOARD COMMITTEES**

The Board has established the following committees to assist it in discharging its responsibilities with reference to particular areas of specialist expertise.

From time to time the Board may establish any committee or advisory group it considers necessary, but has convened the following committees on a standing basis:

Kellie has over 25 years' marketing, brand and **FINANCE, RISK & AUDIT COMMITTEE** communication experience across multiple categories Finance, Risk and Audit Committee's purpose is to assist including finance, publishing, broadcasting, banking, the Board in fulfilling its responsibilities regarding oversight insurance and aged care. She also brings more than 10 of the quality, adequacy and integrity of Movember's years of fundraising, strategy and leadership experience finance, audit (internal and external) and risk and working with major Australian philanthropic figures and compliance management practices. global non-profits, including Red Cross and Make-A-Wish.

#### **PEOPLE & CULTURE COMMITTEE**

The People & Culture Committee's purpose is to assist the Board in fulfilling responsibilities regarding oversight of matters relating to the composition, succession planning and performance of the Board, matters relating to the appointment and performance of the CEO, workplace health and safety, culture and strategic workforce issues.

#### **PROGRAMS STRATEGY & INVESTMENT COMMITTEE**

The Board's Programs Strategy & Investment Committee's purpose is to assist the Board in fulfilling its responsibilities regarding oversight of matters relating to Movember's health programs strategy and portfolio management, and the monitoring and evaluation of outcomes from the implementation of that strategy and portfolio.

The Programs Strategy & Investment Committee also receives detailed advice from the following specialist advisory committees:

- Global Men's Health Advisory Committee
- Global Scientific Committee
- Global Prostate Cancer Outcomes Committee

#### **GLOBAL BOARD OF DIRECTORS**

AS AT 30 APRIL 2021

#### NICK REECE

#### CHAIR

Nick is the Director of Strategy, Policy and Projects at the University of Melbourne and a Principal Fellow with the Melbourne School of Government. He is also the Deputy Lord Mayor of the City of Melbourne. Nick has worked as a senior adviser in the Office of the Prime Minister of Australia and for two Australian state premiers.

#### SIMON TRAYNOR

#### **NON-EXECUTIVE DIRECTOR**

Simon brings more than 25+ years of experience in building and managing high profile, international sports, lifestyle, fashion and outdoor brands. He has enjoyed a global executive career with Nike Europe, Quiksilver Asia Pacific, Coleman Asia Pacific and YETI ANZ. In recent years, Simon has pivoted into a full-time career as an independent non-executive director, with a diverse board portfolio, including Kookaburra Sport, Best Friends Pet Care, Buying Intelligence and Paddling Australia. He 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

# OUR GOVERNANCE

Kellie currently holds executive responsibility for the marketing and brand function at Australian Unity, a national member-owned health, wealth and care business. She is a graduate of the Australian Institute of Company Directors.

#### DAMIEN ANGUS

**NON-EXECUTIVE DIRECTOR** 

A healthcare strategy consultant with over 20 years' experience, Damien specialises in working with governments and businesses to develop and implement their strategies in order to meet their health and care needs. A long-time Movember supporter (he grew his first Mo in 2008), Damien brings previous not-for-profit board experience as well as expertise gained from earning a PhD in Physiology and an MBA.

#### LINNSEY CAYA

**NON-EXECUTIVE DIRECTOR** 

With over 20 years' experience providing legal and strategic counsel for public and private companies across a variety of sectors, Linnsey brings her expertise in corporate governance, government affairs, risk management, human resources, and international commercial transactions to Movember. She also has extensive experience supporting not-for-profit enterprises through her work with the Boardriders Foundation (formerly the Quiksilver Foundation) and the Beckstrand Cancer Foundation, which supports families experiencing financial strain due to a cancer diagnosis.

#### ROB MOODIE

**NON-EXECUTIVE DIRECTOR** 

Rob trained as a medical doctor, working as a clinician in rural Australia and in Africa before moving into public health, focusing on HIV/AIDS for the Victorian Department of Health, the World Health Organisation, the Burnet Centre and the Joint UN Program on AIDS (UNAIDS). He is currently Professor of Public Health at the Melbourne School of Population and Global Health. Rob has worked for numerous not-for profit organisations including Save the Children Fund and Médecins Sans Frontières. He has a keen interest in the prevention of non-communicable diseases, health promotion and health inequalities. Rob has chaired the National Preventative Health Taskforce and the Federal Minister's Men's Health Reference Group – the only Federal body that has ever existed focusing on men's health.

#### **DEANNA LOMAS**

**NON-EXECUTIVE DIRECTOR** 

Deanna has 20 years' experience in operations and transformation in Australia, UK, Asia and Africa, which has included holding a number of commercial and operations executive roles in mining, oil, gas, FMCG and retail. Deanna has also supported several not-for-profits including volunteering for 15 years at the Make-A-Wish Foundation, and she is currently a mentor for Kilfinan Australia, a causefocused on building not for-profit leadership capability.

#### TRAVIS GARONE

NON-EXECUTIVE DIRECTOR

Travis is a Creative and Brand Consultant with over 30 years' experience and has been named in the Qantas Most Influential Australians List. While being the Co-Founder and Brand Creator of Movember, Travis has also founded a number of highly successful companies, from his global creative agency Urchin, to cult street wear and skate brand Doomsday. Travis has performed many roles across famous brands such as YETI, Tony Hawk, DC, Quiksilver, Roxy, Fosters, CUB, Corona, Carlsberg, Asahi, Kronenbourg 1664, Millers, F1 and the World Surfing Tour. Travis has both a strategic, business and creative mind and has been working on special projects with market leading brands his entire career.

#### FINANCE, RISK AND AUDIT COMMITTEE

DEANNA LOMAS CHAIR NON-EXECUTIVE DIRECTOR

NICK REECE CHAIR OF THE BOARD

DAVID BRYANT COMMITTEE MEMBER

#### PEOPLE AND CULTURE COMMITTEE

LINNSEY CAYA CHAIR NON-EXECUTIVE DIRECTOR

SIMON TRAYNOR NON-EXECUTIVE DIRECTOR

KELLIE JOHNSTON NON-EXECUTIVE DIRECTOR

MOANA WEIR COMMITTEE MEMBER

#### PROGRAMS STRATEGY AND INVESTMENT COMMITTEE

ROB MOODIE NON-EXECUTIVE DIRECTOR

#### DAMIEN ANGUS

NON-EXECUTIVE DIRECTOR

#### **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

DR. ROBERT BRISTOW, MD

Clinician-Scientist and Professor, University of Toronto, Canada

**DR. JONATHAN W. SIMONS, MD** President and CEO, Prostate Cancer Foundation (PCF)

**PAUL VILLANTI** Executive Director, Programs, Movember Foundation

**PROF. 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, University Health Network

DR. ROBERT REITER Professor of Urology, Member Molecular Biology Institute, Director of Genitourinary Oncology, UCLA Johnson

Director of Genitourinary Oncology, UCLA Johnson Comprehensive Cancer Center

PROF. JEFF HOCH

Professor and Chief, Division of Health Policy and Management, Department of Public Health Sciences at UC Davis Health

#### **GLOBAL PROSTATE CANCER OUTCOMES COMMITTEE**

#### PROFESSOR DAME JESSICA CORNER

Pro-Vice-Chancellor (Research and Knowledge Exchange), University of Nottingham, UK

#### DR. JENS DEERBERG-WITTRAM

CEO, RoMed Kliniken, Germany

#### DR. MARGARET FITCH

Professor (Adjunct), Bloomberg Faculty of Nursing Professor, School of Graduate Studies, University of Toronto, Canada

#### DR. MICHAEL GLODE

Professor Emeritus of Medicine, University of Colorado Health Sciences Center, USA

#### **GLOBAL MEN'S HEALTH ADVISORY COMMITTEE**

#### JUDY Y. CHU

**CHAIR** Affiliated Faculty member, Program in Human Biology, Stanford University, California, USA

#### **STEVEN CUMMINS**

Professor, Population Health, London School of Hygiene and Tropical Medicine London, UK

#### **KATHRYN PAGE**

Head of Talent and Careers, NAB, Melbourne, Australia

#### JON WILLIS

Project Officer, Griffith University, QLD, Australia

#### DAVID GUNNELL

Professor, Population Health Sciences, Bristol Medical School Bristol, UK

#### JAELEA SKEHAN

School of Medicine and Public Health, University of Newcastle, NSW, Australia

#### PETER LEVESQUE

President, Institute for Knowledge Mobilization Ottawa, Canada

#### DAPHNE C. WATKINS

Professor and Director, The Curtis Center for Health Equity Research and Training, University of Michigan, USA

# **OUR GOVERNANCE**

#### **EXECUTIVE LEADERSHIP TEAM**

MICHELLE TERRY **CHIEF EXECUTIVE OFFICER** 

PAUL VILLANTI **EXECUTIVE DIRECTOR, PROGRAMS** 

ANGELA WEBSTER CHIEF OPERATIONS OFFICER

**CHARLOTTE WEBB** CHIEF FUNDRAISING AND DEVELOPMENT OFFICER

JULIETTE SMITH CHIEF MARKETING OFFICER

**DR. AMANDA GREEN** CHIEF PEOPLE OFFICER

CHRIS TAYLOR CHIEF EXPERIENCE OFFICER

TAHIR TANVEER CHIEF INFORMATION OFFICER

#### **POLICIES THAT MAKE UP OUR GOVERNANCE FRAMEWORK**

The detail of Movember's governance framework and the policies that it comprises are available on our website. Every Director and Officer at Movember is committed to working within the letter and spirit of our governance framework.

#### MEETINGS

Nine Board meetings were held in the 2020-21 financial year. The Finance, Risk and Audit Committee met once during the financial year. The People & Culture Committee met twice during the financial year. When the COVID-19 pandemic was declared in 2020, the Board took to meeting more frequently, adapting some of its usual ways of working to ensure Movember was in the best position possible to achieve our mission in the face of significant and rapidly changing uncertainty. This meant there were fewer meetings of committees than usual as the Board elected to undertake many activities usually delegated to those committees. In the 2021-22 finance year the Board expects to revert to its more usual operating routines and rhythms.

#### STRUCTURE

#### AUSTRALIA

The Movember Foundation is an Australian based not-forprofit, 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. During the 2020-21 financial year, the Movember Group Pty Ltd as trustee for the Movember Foundation ran the Movember campaign in Australia, and also in New Zealand, South Africa, Hong Kong and Singapore.

The Movember Foundation uses intellectual property under an exclusive licence agreement with Movember IP Pty Ltd. The licence includes the right to use the 'Movember' and associated trademarks. Movember IP Pty Ltd is owned by four shareholders - the original Founders of Movember Foundation; Travis Garone, Luke Slattery, Adam Garone and Justin Coghlan.

#### USA

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 the Movember Foundation.

#### EUROPE

Movember Europe runs the Movember campaign in the UK and Europe. 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), in Scotland (charity no. SC041981) and in Ireland (charity no. 20105280). The Movember Group Pty Ltd as Trustee for the Movember Foundation is the sole member of Movember Europe. Movember Europe Trading Limited is a company limited by share capital (company number 7604578), and is used for the trading activities associated with the UK campaign. Movember Foundation e.V. is a registered association in Germany.

#### CANADA

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.

# **OFFICIAL PARTNERS**

Our corporate partners play an essential role in helping us to achieve our mission of enabling men to live healthier, happier, longer lives. They help us reach new audiences, spread vital messages that get men talking about their health and raise much-needed funds which are invested back into game-changing men's health projects.

Gillette

<u> Iululemon</u>

MONOPOLY

Depend







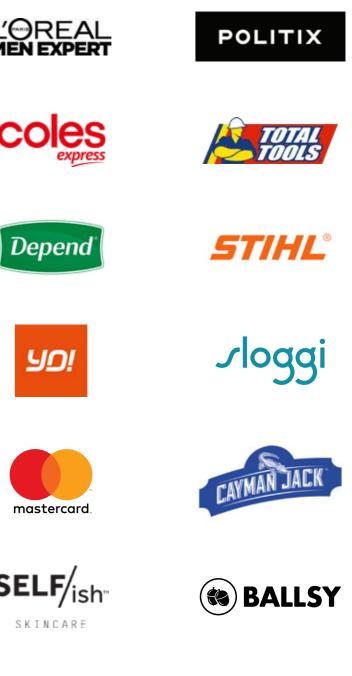








In what has been the strangest and most difficult of times, we are truly thankful for their ongoing support and commitment to changing the face of men's health. We couldn't do what we do without them.



# WELCOME

# **GAME-CHANGING SUPPORTERS**

Realising our mission to change the face of men's health needs the backing of a global network. Our new community of philanthropic partners - foundations, individuals, social enterprises, and impact investors – are helping us tackle the men's health crisis by transforming the way health projects and services reach and support men. Here you can read about some of the amazing donors who have supported Movember this year and their motivation wanting to be part of our mission to change the face of men's health.

#### RAISING MENTAL RESILIENCE WITH THE MINDEROO FOUNDATION

Black Summer of 2019-20 marked some of the most devastating bushfires in Australia's history. The crisis, which ravaged the land, wildlife, and homes, left a lasting impact on the mental health of those affected.

The Minderoo Foundation has long recognised that communities with higher levels of resilience are better equipped to cope with the impact of major disasters and have greater capacity to be able to help one another.

The foundation's goal by 2025, is to lift Australia's 50 most vulnerable communities to be on a par with the most resilient by helping them access the support and resources to mitigate their disaster risk and bounce back stronger.

Minderoo's ethos of inspiring unconventional and collaborative approaches to solving problems strongly aligned with Movember's strategy of road-testing and building evidence for new and innovative ideas.

This alignment of goals prompted the two foundations to come together to support the residents of Kangaroo Island in South Australia, one of the areas hardest hit by the fires, by raising mental health literacy and resilience in the island's young people.



Through Minderoo's investment in Movember's Ahead of The Game program, delivered by youth suicide prevention program ALIVE, mental fitness training was provided for 288 adolescents, their parents, and sports coaches, across four local sporting clubs on the island.

The evidence-based program uses sport to teach young people how to talk about mental health, spot the signs of poor mental health, what to do about it and when to get help. It reinforces the idea of sticking together in tough times and looking out for your mates – themes that resonated strongly with small close-knit island communities, such as Kangaroo Island.



#### ANDREW WELLS' LEGACY

Andrew Wells dedicated his life to helping others. Highly respected within the nursing profession and legal community, he was motivated by a desire to help and support people both within his own circle of friends and the wider community.

Andrew, a talented pianist who once performed at the Sydney Opera House, held a master's degree in nursing and worked for The Royal Flying Doctor Service in Queensland. The former intensive care nurse had also been director of nursing education at Logan Hospital in Queensland and held managerial roles with Blue Care and Mater Health Services. Shortly before his death he completed a law degree at the Queensland University of Technology.

A keen cyclist and motorcyclist, Andrew was extremely popular among his wide circle of friends, who describe him as engaging, funny, and generous with his time.

When Andrew passed away in 2017, at the age of 44, he wanted part of his estate to be used to fund a program that would support gay men with depression, an illness that he himself had struggled with for many years. He was determined to ensure that others in his community did not suffer as he had.

Multiple studies have shown that LGBTQIA+ individuals are at greater risk for poor mental health and wellbeing – one in eight aged 18-24 have attempted to take their own life.

Andrew's Gift in Will is funding a series of facilitated mental health workshops that will be delivered within LGBTQI+ communities throughout Australia – an early intervention program supporting participants to deal with life challenges, be more open, reach out and ask for help when they need it. The workshops also aim to build capacity among attendees to support their friends and family more effectively with difficulties they may be facing. The gift from Andrew Wells' estate will enable Movember to fast track how quickly the program reaches more men across Australia. The workshops will be designed for and delivered with gay men in mind. We aim to launch the series in 2022.

Chris Wells, Andrew's cousin, and executor of his estate says: "Andrew's emotional intelligence generated an abundance of kindness, love and happiness that reached beyond measure and himself. Through his bequest, we hope to help men who are experiencing the same issues he confronted."

Movember is honoured to help realise Andrew's wishes. Andrew's heartfelt bequest is providing an enduring legacy, helping members of LGBTQIA+ communities build stronger connections with their mates, and lead happier, healthier, and longer lives.





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