



**MOVEMBER**  
**ANNUAL**  
**REPORT**  
**2009**



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### Note

This report is for the financial period to April 2009 and covers the 2008 Movember campaign.



Our commitment is to create and deliver an innovative charity event that changes the perception of not-for-profits and fundraising.

Our commitment is to drive tangible outcomes from the funds we raise with our men's health partners.

Our commitment is to forever change the way men think about, discuss and treat their own health issues.

In a difficult economic environment, I am pleased to report that Movember has continued its incredible momentum in promoting men's health globally.

Through a single event each November, centered on the moustache, we are changing the face of men's health by –

01

Generating awareness of men's health issues

02

Raising funds for the most reputable men's health foundations in the areas of prostate cancer and male depression

03

Encouraging men to think about, discuss and proactively treat health issues

Over the past 12 months, we have made solid progress in achieving all these goals, not only in Australia but in New Zealand, the United Kingdom, Canada, USA and Ireland.

In seeking to achieve these goals, Movember works in partnership with leading men's health charities in each country. Movember is responsible for conducting the fundraising campaign, promoting awareness and encouraging men to take action when it comes to their health. The funds raised are then distributed to our men's health partners in each country, who are responsible for delivering the key programs. This innovative model has underpinned the success of Movember. Importantly, we have been able to achieve world class cost-to-fundraising and administration ratios of less than 10%.

In the space of five years, Movember has raised just shy of AUD \$62 million globally.

Movember began in Australia and we are now the largest men's health event in the country. To raise more than \$20 million in Australia in 2008 was by any measure an extraordinary result. Outside government funding, Movember is now an important source of funding for prostate cancer and depression in men. We all recognise that men's health awareness, education and action are still in their infancy. Our men's health partners in Australia have made remarkable progress in their research, education and support projects. Just a few years ago, these initiatives would have seemed impossible to achieve.

We will continue to keep our Mo Bros and Mo Sistas and all Movember stakeholders updated on the programs being implemented through their amazing efforts.

Movember may have originated in Australia but it is now an international campaign operating in six countries, which raised \$29.7 million internationally in 2008. All of our global partners are leading prostate cancer and depression foundations with strong credentials in achieving results. At first we were a little unsure how easily the "Mo" and our irreverent but fun annual campaign would translate into different cultures. We can now say with confidence that our fellow Mo Bros and Sistas across the globe share the same passion to improve men's health. The successful launch of Movember in Ireland in 2008 is yet another example of this.

While fundraising is one key element of the Movember mission, raising men's awareness of their health and encouraging them to discuss their health with family and friends is more important if we are to match the gains seen by the women's health movement. The Movember campaign provides a high profile public platform which enables us to educate men about the importance of preventative health and encourages them to take action. The overwhelming feedback that we receive each year from our Mo Bros and Sista's gives us confidence that the message is getting through.

The Movember founders and staff can be proud of their achievements and I congratulate them. You will rarely find a more passionate team committed to a cause. Our CEO, Adam Garone, was recognised for his efforts this year in winning the prestigious Ernst & Young Social Entrepreneur of the Year national award in Australia.

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

To our Mo Bros and Sistas, men's health partners and corporate sponsors, we are truly grateful for your ongoing support. Thank you.



Paul Villanti  
Chairman

Dear Friends of Movember,

As we move into our sixth consecutive year of running the Movember campaign, I feel the need to stop and reflect on what has been achieved to date. The reason being, we never directly set out to achieve what we have become. Every so often I therefore find myself feeling rather incredulous, and as I write this, extremely proud of what a small team of people have created from scratch in six years. Movember is the largest men's health event in Australia and today runs campaigns in six countries around the world.

We started out, a few mates, in 2003 when we ran our first Movember campaign with just 30 of us in Melbourne. The plan was simple – to bring the moustache back as a bit of a joke and do something for men's health. We didn't raise any money that year but we had a lot of fun and the seed was planted that maybe we could use the moustache to build a movement that made a difference to men's health; a cause which we felt needed to become a priority.

In 2004 we evolved the campaign and focused on proactively raising awareness and funds for the number one men's cancer threat – prostate cancer. 432 Mo Bros joined us that year and we raised \$55,000 for the Prostate Cancer Foundation of Australia. That year we proved to ourselves that by continuing to grow Movember we could have a genuine impact on the current state of men's health.

Since then we have grown year on year, with the 2008 campaign being our most successful to date and exceeding any expectations held by myself and the other founders when starting out. In our early days of trying to juggle building Movember with our fulltime jobs, we never imagined that 2008 would see 173,435 Mo Bros and Mo Sistas from Australia, New Zealand, USA, Canada, UK and Ireland, raise AUD \$29.7 million – an incredible result.

Support doesn't stop at the countries where we run official Movember campaigns – we are in regular contact with Mo Bros and Sistas dotted around the world who are doing their bit for men's health by supporting our cause and the Mo. From Africa to Russia and Dubai to Hong Kong, even in places as far flung as the Cayman Islands, we have a loyal following that are helping spread our health messages around the world. Today, we are a truly global campaign – and of this, I am incredibly proud.

Against the backdrop of one of the worst global financial crises in recent times, our record breaking year came as a welcome surprise. At the beginning of the year it was certainly hard to predict how the economic climate might affect the campaign. I was therefore delighted to see that despite troubled times for many; people were keen to get involved. With thought, perhaps Mo Bros and Sistas were looking for something to do as a team and have fun, or took part by way of a distraction. For whatever the reason, Mo Bros and Sistas rallied around Movember once again, regardless of crashing share prices and redundancies. I continue to be amazed and grateful for the support Movember receives each year – it is not something we ever have or will take for granted.

I believe that we have identified a simple but extremely effective way of bringing about change but it only works if Mo Bros and Sistas get involved. Without participation we are unable to achieve success, as without the support of Mo Bros, we have no means of raising awareness or funds. Our challenge therefore is to keep coming up with ideas that keep Movember fresh and interesting. We need to build a sense of anticipation and interest prior to the launch of each campaign so that we continue to engage with Mo Bros and Sistas in Australia and around the world.

Movember has enjoyed remarkable support since the beginning and the efforts of Mo Bros and Sistas have allowed real progress to be made in changing the attitude and actions of men towards their health. We are able to track this through the research we carry out each year with our Mo Bros. The 2008 campaign produced some very encouraging results and highlight that the campaign is definitely making a difference. Very encouragingly:

- 77% or 132,300 Mo Bros talked about men's health issues with friends, family and work colleagues. This is a great outcome when you consider men don't normally talk about their health
- 48% or 82,400 Mo Bros did some research into the men's health causes Movember support and this arms them with the knowledge of the health issues they face
- 33% or 56,600 Mo Bros encouraged someone else to seek medical advice

In terms of the future, it is obviously very hard to predict what is going to happen. It is certainly my personal objective that we will continue to expand and play an ever important role in helping to shape the future of men's health in Australia and around the world. I am aware that we will face difficult times and challenges along the way but we have survived the bumps and learning so far and are confident that we will continue to build and grow.

Whilst our achievements to date are certainly impressive, there is nothing more amazing and humbling than the personal health battles that some Mo Bros face and the strength Movember gives them. I would like to specially mention Mo Bro, James Dean, who was diagnosed with mediastinal germ cell cancer in 2007, shortly after he married Stephanie. During his illness James endured months of chemotherapy and radiotherapy, as well as chest and brain surgery. In late 2008, he was admitted to Royal Prince Alfred Hospital in Sydney after the cancer spread to his spinal cord, resulting in paraplegia.

The radiotherapy caused James to lose his hair, but he was still able to grow a moustache. James grew a moustache for Movember 2008 and from his hospital bed he garnered the financial support of family, friends and the wider community and wrote a daily blog on the Movember website, with photo updates of his moustache. Through his amazing dedication, James became the highest Movember fundraiser worldwide, personally raising more than AUD\$39,000. He was also part of a fundraising team of family and friends called 'Rebel with a Cause' whose collective tally was more than AUD\$42,000.

Tragically, James passed away on 24 January 2009 at the age of 29, but his story will live with and inspire us forever. James, you are a Movember legend, even in the face of adversity your passion for doing everything you could in the hope that fewer men in the future will experience what you went through is simply remarkable! Thank you.

I will conclude with a few deeply felt words of thanks. Firstly to the Movember team, thank you for your hard work, devotion and loyalty. To our Board who generously volunteer their time, thank you, your work on corporate governance has added a new level of transparency and accountability to the Movember Foundation. Finally, to every Mo Bro, Mo Sista, and everyone who generously made a donation, to our sponsors and charity partners – thank you. Together we are truly changing the face of men's health.

See you in Movember 2009.



**Adam Garone**  
Chief Executive Officer

Should you have any questions please email me at [adam@movember.com](mailto:adam@movember.com) or follow me on Twitter at [www.twitter.com/adamgarone](http://www.twitter.com/adamgarone)





Movember is an annual, month-long celebration of the moustache, highlighting men's health issues, specifically prostate cancer and depression in men.

Mo Bros, supported by their Mo Sistas, start Movember (November 1st) clean shaven and then have the remainder of the month to grow and groom their moustache. During Movember, each Mo Bro effectively becomes a walking billboard for men's health and, via their Mo, raises essential funds and awareness for Movember's men's health partners – The Prostate Cancer Foundation of Australia and *beyondblue* – the national depression initiative. At the end of Movember, a series of Gala Partés are held to thank Mo Bros and Sistas for their support and fundraising efforts.

The idea for Movember came about in 2003 when a few mates were having a beer in a small bar in Fitzroy, Melbourne. Inspired by the women's health movement, it was recognized that men were lacking a way to engage and actively involve themselves in their own health. During a conversation about fashion and past trends, the idea came up to bring the moustache back for one month, and in doing so, have some fun, raise a small amount of money and hopefully encourage men to talk about their health with each other.

**Sacha Harding, Mo Bro since 2005**  
 'Movember has given me some great memories, some great friends and is for a great cause... what more can you ask for. Keep up the good work all you Mo Bro's out there.'

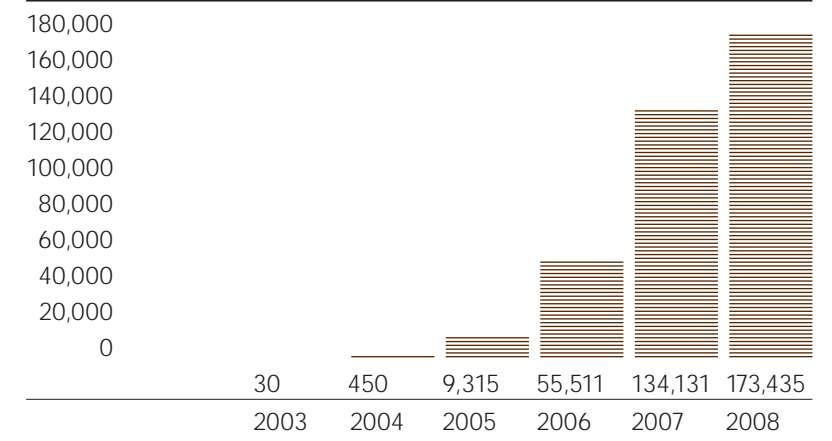
Since this time, Movember has continued to grow each year, both in terms of participation numbers and funds raised. In its first year, 30 Mo Bros took part in Movember and last year, in Australia alone, 125,000 Mo Bro and Sistas got on board, raising more than \$8million for each of Movember's men's health partners.

Today, in its sixth consecutive year, Movember takes place around the world. Motivated by what was happening in Australia, a further five countries now embrace the Mo each November – New Zealand, USA, Canada, UK and Ireland are all helping Movember to achieve its ultimate goal – to change the face of men's health globally.

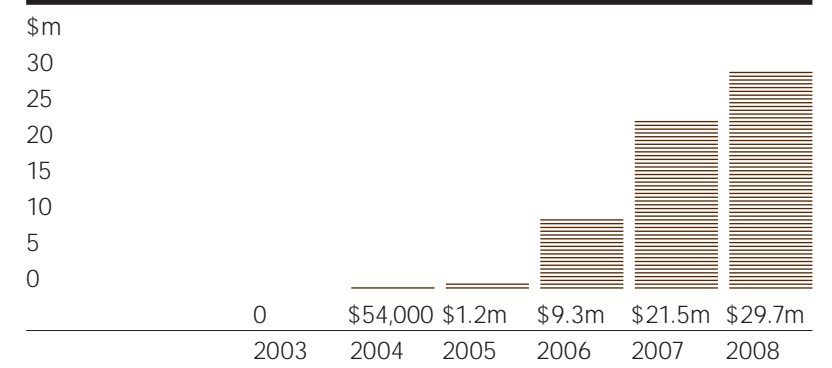
To date, Movember has raised just under AUD \$62 million globally for the fight against prostate cancer and depression in men. And, more importantly, as a direct result, male awareness of health issues has improved with Movember helping to spread health messages directly to millions of Mo Bros and Sistas around the world.

Going forward, Movember will continue to work towards helping to change established habits and attitudes and make men aware of the risks they face, thereby increasing early detection, diagnosis and effective treatment.

Participation of Mo Bros and Mo Sistas



Global funds raised by Mo Bros and Mo Sistas



Funds raised in all countries other than Australia are contributed directly to the respective men's health partner in that country. Amounts shown are equivalent Australian dollar values.



### Our mission

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

### Our vision

Our vision is to be a 'best practice' charity that opens up a new generation of philanthropy through our fun approach, smart use of technology, innovative marketing, low cost-to-fundraising ratios and delivery of tangible outcomes.

### Our values

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

These values are observed by all who work for The Movember Foundation and Movember's men's health partners.

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

### Our objectives

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

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

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

### Our future

When asked where we are going, the answer is always the same, not far from where we started. Movember is about bringing the moustache back and having some fun for a very serious cause. As an organisation we are committed to continually finding engaging and innovative ways of encouraging men to become aware of and actively involved in their own health issues.

We will stay true to our Australian roots while continuing to grow our campaigns in countries where already established. At the same time we will introduce Movember to new countries when asked to do so and where it will increase the total global funds dedicated to prostate cancer research and depression initiatives. By expanding internationally, we will raise greater funds and awareness for men's health than is possible from Australia alone.

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

Movember's ultimate goal is to leave a lasting, global impression on the state of men's health and to be acknowledged as the catalyst that changed the face of men's health.





Historically men have been very poor at looking after their health, especially when compared with the efforts of women who proactively and publically discuss their health issues in a way not traditionally seen with men. The result today is that as a general rule men are less healthy than women.

Statistics show that on average men die at a younger age than women – the usual life expectancy for an Australian male is currently 78.6 years, compared to the female average of 83.5 years. That said, despite lagging behind the women's health movement, the tides are beginning to turn and traditional taboos and barriers relating to men's health are gradually being broken down.

There is still a way to go to achieve the changes needed. Men continue to access health services less frequently than women and when they do visit the doctor, they typically present late, thereby denying themselves the chance of early detection and treatment of common diseases. Studies have shown that men don't get regular health checks for the following reasons:

- 01 Scared it will lead to a hospital visit
- 02 Embarrassed to discuss their health issues
- 03 Find it too hard to see a GP because of limited opening hours
- 04 Just can't be bothered making an appointment.

The reasons for the poor state of men's health in Australia and around the world are numerous and complex; however, what is known, is that it is mainly due to a lack of awareness. This can largely be attributed to the reluctance of men to openly discuss the subject due to longstanding traditions, coupled with a 'she'll be right' attitude.

Movember aims to change this way of thinking by putting a fun twist on the very serious issue of men's health. By using the moustache as a catalyst we want to bring about change and give men the opportunity and confidence to talk about their health with friends and family.

Movember has an interest in all issues relating to men's health but currently concentrates its efforts on raising awareness and funds in Australia for The Prostate Cancer Foundation and *beyondblue* – the national depression initiative.

**Prostate cancer**

Prostate cancer is now the most commonly diagnosed male cancer in many western countries – as detailed in the chart below. The latest data from Australian Institute of Health and Welfare (AIHW) estimates that in 2010 almost 20,000 Australian men will be diagnosed with prostate cancer. It is estimated that more than 3,300 men will die as a direct result of prostate cancer. The number of recorded cases has increased significantly in recent years, and this is partly due to the increased use of the PSA blood test resulting in more cases being detected. It is also partly because men are living longer.

All men over the age of 50, and those over 40 with a family history of prostate cancer, are potentially at risk and should talk to their doctor about annual testing. Prostate cancer is highly curable if detected and treated early. And, while prostate cancer is most common in men over the age of 50, younger men diagnosed are more likely to die prematurely from it. Family history increases the risk. For example, for a man who has a father or brother diagnosed with prostate cancer, the risk is at least twice as high.

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

Further information can be found at [www.prostate.org.au](http://www.prostate.org.au)

**Depression**

Depression is one of the most common mental health problems. Around one million Australian adults live with depression and, on average, one in five women and one in eight men will experience depression in their lifetime. Depression and anxiety can be as serious, debilitating and life-threatening as a physical illness – yet less than half of those experiencing depression seek help.

Men's depression is complicated by the fact that men are less likely than women to seek help. Rather than discussing mental health issues or seeking treatment when depressed or anxious, men may turn to alcohol or drugs. The stigma attached to depression remains a huge issue – the lack of understanding and misconceptions about depression and anxiety contribute to the attitude held by many that people can just 'snap out of it.'

Men are also more likely to focus on the physical symptoms of depression such as feeling tired or losing weight, rather than saying they feel low. This means it is often not picked up by themselves or others – including doctors. Raising awareness of the signs of depression is a critical pathway to ensuring effective treatment and support. Depression is an illness which can be treated and, with the right treatment, most people recover.

Further information can be found at [www.beyondblue.org.au](http://www.beyondblue.org.au)

	Australia	NZ	UK	USA	Ireland	Canada
Ratio of men that will develop prostate cancer	1 in 11	1 in 10	1 in 11	1 in 6	1 in 12	1 in 6
Number of men diagnosed with prostate cancer each year	18,700	3,000	35,000	192,000	2,406	25,500
Number of men that will die from prostate cancer in 2009	3,000	600	10,200	27,000	503	4,400



## The 2008 Australian campaign

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Objective one – Raise community awareness of men's health issues

### The campaign

For the sixth consecutive year the 2008 campaign, 'United We Believe', exceeded all expectations, raising a staggering \$20 million for Australia's men's health partners, The Prostate Cancer Foundation (PCFA) and *beyondblue – the national depression initiative*. The 124,621 registered Mo Bros and Mo Sistas in Australia raised \$18.6 million of this, with the remaining portion coming in from sources such as corporate partners and interest earned.

The remarkable outcome of Movember 2008 is a tribute to the amazing fundraising efforts of those who participated – all of whom should be incredibly proud. The level of men's health awareness raised by this campaign is unparalleled and marks an enormous achievement in terms of us fulfilling our first campaign objective – raising awareness of men's health issues.

Knowledge is empowering and by equipping men with key facts relating to their health it is our hope that we will give them the opportunity to change their attitudes and habits. By the awareness raised through Movember we want men to understand the symptoms and signs in both themselves and others, and appreciate when and how to seek help if needed.

Long standing taboos, coupled with a general confusion of the facts has led to men not taking sufficient care of their health. It is our mission to put the topic of men's health on the news agenda and in the minds of people and consequently prompt both public and private debate around the issue, thereby gradually breaking down traditional and long standing barriers.

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

Raising awareness is the ultimate goal of the Movember campaign and the level of awareness seen in 2008 was truly exceptional.

**Geoff, Australian Mo Bro**  
**'I have been diagnosed with prostate cancer and am just about to have surgery. Thanks to you for making me aware. I have an amazing story of fortune in being diagnosed early.'**

### 2008 campaign review Australia

	2008	2007	Growth %
Participants	124,621	96,733	29%
Number of individual donations	407,507	318,885	28%

### Funds raised

Funds raised by Mo Bros / Mo Sistas	\$18.6m	\$14.8m	26%
Average raised per Mo Bro / Mo Sista	\$149	\$158	-9%
Average donation amount	\$46	\$48	-8%

### Community awareness

Media coverage (number of pieces)	4,359	2,411	81%
Visits to Australian website (Oct to Dec)	1.64m	1.27m	29%
Average time spent on Australian website	4.42min	4.42min	0%



2008  
**124,621 AUSTRALIAN  
 MO BROS & SISTAS  
 UNITED FOR MEN'S HEALTH**



**Men's health promotion – Background**

Movember's men's health promotion is our most important area of focus. From the start, it was our mission to change the way men think about and treat their health. This takes education, understanding and a general awareness of men's health issues to help combat current statistics. Since our inception, Movember has greatly increased the awareness and understanding of men's health in general, and more specifically prostate cancer and depression in men.

This is evidenced in two ways. Firstly, the magnitude of funds which have been raised and secondly, the changes in behaviour by men relating to their health.

In 2004, Movember raised \$55,000 for the Prostate Cancer Foundation of Australia (PCFA). This was the PCFA's single largest donation that year, which was indicative of the lack of funds supporting prostate cancer, as well as the lack of awareness around this disease at that time.

As a result of the 2008 Movember campaign in Australia, both the PCFA and beyondblue received cheques of \$8,135,630. This is an indication of the growth Movember has experienced and with it the significant increase in awareness Movember has generated for prostate cancer and depression. The community now understand that these two illnesses need their support to advance research, improve treatment options and support services for those affected.

Movember's success has been achieved by communicating the prostate cancer and depression messages in non traditional ways, in locations previously inaccessible and in a way that cuts through the hard to target Australian male.

In the early years, this was achieved through a strong word of mouth campaign amongst our personal networks and using volunteered time. As the campaign grew, we could no longer rely upon donated services to maintain the momentum.

As a result we formalised relationships with some of the best organisations in the fields of creative design, website development, PR and communications. These partnerships have enabled us to deliver fresh, interesting and compelling campaigns each year that deliver our message in a way that traditional bodies had struggled to achieve.

**Jacqui, Australian Mo Sista 'I just wanted to say it is fantastic to see Movember empower and motivate men to stand up and raise money for men's depression. A male family friend recently committed suicide – he was in his 60's. Continued awareness around men's depression, particularly in older males and those living in rural settings, is so important. Keep up the good work and I look forward to seeing what happens with Movember in 2009.'**

Movember's men's health promotion activities include raising awareness, education and health promotion. We are now of a size and scale that allows us to measure the impact of these activities on behaviour change within our participant group.

Additionally, our men's health partners, the PCFA and *beyondblue* are assessing our impact as well as their own and collectively we are gaining a better understanding of the impact we are having and what is needed to continue to bring improvements to the state of men's health. Together, we are on the path to changing the understanding, attitudes and behaviours of men when it comes to dealing with their health.

For the last two years we have undertaken a research project with Professor Heath McDonald from Deakin University. The aim of this project has been to develop a full understanding of why people are participating in Movember, how Movember is meeting their expectations and how their behaviour is changing as a result of participation. It is our plan to conduct this research each year going forward in order that we can track and assess our impact and efficacy.

Some of the most compelling and encouraging data we have received is related to changes in behaviour.

As a result of Movember 2008:

- 01 82% of participants talked about men's health with friends, family or work colleagues
- 02 55% of participants did some of their own research into the causes Movember supports
- 03 13% of participants sought medical advice
- 04 38% of participants encouraged someone else to seek medical advice.

The PCFA undertakes annual surveying with ANOP research services. The 2007 research revealed that 67% of respondents had heard of Movember, whilst only 23% had heard of the PCFA. In 2008 the figures rose to 70% of respondents having heard of Movember and 24% being aware of the PCFA. Proving that, without a doubt, Movember is a key messenger of prostate cancer information today.

The latest PCFA research also shows that our work together is helping to increase the numbers of men seeking out prostate cancer tests. In 2008, 53% of men surveyed had had a prostate cancer test – up from 47% a year earlier. In addition, the survey reveals that the fear factor experienced by many men, is showing signs of declining. The 2008 findings revealed that 71% of men indicated they had no concerns about prostate cancer testing, an 11% improvement on the 2007 result of 60%.

This is extremely valuable information and helps to reaffirm that the way Movember is presenting and delivering information and educating Mo Bros is making a genuine and tangible difference and is changing patterns of behaviour.

**Measuring Movember's health promotion costs**

Achieving this level of awareness and behavioural change does of course come with a cost. The success of our awareness campaign is achieved through the participation of massive numbers of Mo Bros. Last year, over 125,000 Mo Bros in Australia effectively became walking billboards for men's health during the month of Movember and communicated his message to donors, colleagues and friends; thereby spreading the message to millions of other men.

The cost of achieving this level of participation and its resulting change in health awareness is incurred in the following key areas:

- 01 Creative development for each new campaign
- 02 Website development and maintenance
- 03 Public Relations
- 04 Campaign collateral – print, donation boxes, kits for workplaces
- 05 Staff and related costs, such as travel
- 06 Events – including Gala Partés and launch events.

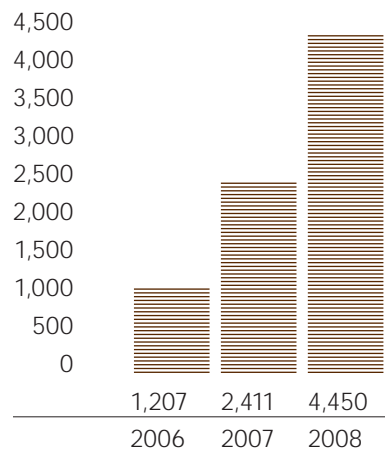


Through our spend in the above areas, we provide great content and with the assistance of a professional media buying agency, we secure an enormous amount of free advertising space each year, across all media mediums.

Each year we also have a large and intensive public relations campaign, which last year secured over 4,500 media articles across print, television, radio and online. Although the coverage is not paid for space, it took a dedicated team of five PR consultants (outsourced) to manage this side of the campaign. This is a small cost for an enormous and invaluable media impact and is more cost effective than spending our budget on paid advertising.

The level of exposure via PR has grown each year, proving that both the media and public have a continued appetite for Movember as we head into our sixth year.

Media coverage  
Number of pieces



The Men's Health Promotion cost incurred in Australia was as follows:

Campaign year	Health promotion spend	Number of Mo Bros	Health promotion cost per Mo Bro	Funds raised
2008	\$2,035,719	124,620	\$16.33	\$18.6 million
2007	\$1,708,691	96,733	\$17.66	\$14.8 million
2006	\$1,134,029	45,102	\$25.14	\$7.5 million

The 2008 spend on promotion and awareness represents a cost of \$16.33 per Mo Bro (vs. an average raised per Mo Bro of \$144).

The outcomes of our awareness and education campaign are becoming clearer each year, and as our campaign grows our aim is to further develop the understanding of the men's health issues we focus on with our participants and the wider community.

Jeremy, Mo Bro 2008

'This is the first time in my life that I've ever grown a Mo and there could not be a better reason. Many thanks for your campaign, my father died of prostate cancer 2 years ago and it's IMPERATIVE that all men at the very least get a PSA test to know where the goal posts are. We've all donated to breast cancer for over a decade so it's about time society caught up with men's health. God bless you for this initiative and I'll do better next year.'

**Hair-raising health is flavour of the month**  
One way to make men aware of their own bodies is to make it fun, writes

**Men's Health**  
Growth of Movember proves a bristling success

**Face-off**  
Mo Bros and Mo Sistars performance

Year	Participation ('000s, RMS)	Funds raised (\$m, RMS)
2003	30	458
2004	458	8315
2005	8315	35,311
2006	35,311	172,000
2007	172,000	124,131
2008	124,131	186,000

**Mighty Mo:** Adrién Soulière, 21, is behind the Movember campaign and has grown a mo for the occasion. Picture: PATRINA MALONE

**Movember gets men talking**  
PARLIAMENT House has sprouted an impressive handlebar moustache to promote men's health awareness. The campaign proceeds go to The Prostate Cancer Foundation of Australia, and beyond blue – the national depression initiative. Adrién Soulière, 21, of Quebec, Canada, said he had never seen anything like the mega-mo, attached to a Parliament. "The mo is pretty original," he said. "It is a good campaign. I think men don't really care about their health, so to be a bit more conscious is great." Movember founder Luke Slattery said it was fitting that what may be the biggest mo in the world was in the Territory. "I think men are terrible when it comes to their health," he says. "I have no boast about how little they care about their health. It's actually a form of idiocy. But I think Movember is an extraordinary cut-through. Taylor thinks there may be a knock-on effect: 'Hopefully into men having check-ups.' Chris Hook

**Whether it's porn star or chopper, mo' hair rules**  
November co-founder Luke Slattery wants 120,000 top tips to raise awareness and money for men's health this month

**Moustaches on buildings and smaller ones on politicians, celebrities and sports stars also signal the growing awareness of men's health issues.** Anyone wanting to participate

**figured that one way to make this happen was by getting men to grow a moustache in support of a worthy cause.**





# Growing Facial Hair for Charity Will U.S. Finance Pros Sport 'Mos' This November?

Audience: 4,059,093 Unique Visitors per Month  
By SARAH E. NEEDLEMAN  
October 31, 2007

... of next month, Kia Oboudiyat, an analyst at Macquarie Securities (USA) Inc., is competing in November, a charity contest taking place in the U.S. Wild West than Wall Street. ... is competing in November, a charity contest taking place in the U.S. this fall. Participants grow their upper lip hair for one month in exchange for family and friends to the Prostate Cancer Foundation. Launched in years ago, Movember (www.movember.com) has so far raised more than \$10 million for fighting the disease, which affects 230,000 men in the U.S. Its name is a play on the word "mo" -- Australian slang for mustache. ... is held.

# THE HUFFINGTON POST November: In Which I Grow A Moustache For Charity and Meet A Village Person



Moustaches, all in all, are pretty common, not so much. While these days you might appear completely incongruous with a moustache, in the 1920s and 30s, ideas into one kickass month - Movember. Beginning with the first day of the month of the year, men across the globe call themselves Mo Bros (this year, my friends and I included) begin the growing season, and sponsorships to grow their moustaches take place, where prizes are awarded based on moustache proficiency (including the coveted Man of Movember), and everyone celebrates what a great job they've done for a great cause. And, best of all, the money raised goes to support the prostate cancer foundation of the country in which you reside.

be surprised. You shy away from a mouth-to-mouth transmission from a Lanny M looking paramedic need arise. What began as a tradition five years ago, four friends in Australia wanted to bring attention to men's health turned into a major fundraising campaign. 'Movember' is the month for raising awareness for the fight against cancer and is called Down Under movement 'give a face' tache-grow things rolling November, and although...

# Bigotis

Què pensaríeu si us diguéssiu que el bigoti pot posar-se de moda? Em prendríeu per boja i no ho descarteu! Tot és qüestió de proposar i us parlo dels que tenen aquest propòsit.

Fa poques setmanes vaig parlar, en aquest espai, del meu avi Quim, de professió, carter. Una de les poques coses que recordo d'ell és l'anècdota que explica la relació amb Salvador Dalí. Segons el meu avi -o la llegenda urbana que ell recollia-, quan el pintor va començar a fer-se famós a l'estranger, va arribar a l'oficina de correus de Figueras un sobre sense cap nom ni cap adreça escrits. Damunt de la superfície blanca del sobre només hi havia dibuixat un bigoti, el bigoti punxegut d'en Dalí. "Aquella carta podia venir de qualsevol part del món!" -deia, admirat, l'avi Quim-, i només amb el dibuix del bigoti va arribar al seu destinatari. Si non è vero, è ben trovato, oi? Hi he pensat, en l'anècdota del bigoti dalinià, quan he rebut la invitació d'un amic de sumar-me a una campanya prou singular -i prou necessària-. És una campanya que, a nivell mundial, recapta fons per a la lluita contra el càncer de pròstata.

**Movember és un moviment mundial,** nascut a Austràlia, que aquest mes arriba per segona vegada a Barcelona

# TIME

# Life

October 18, 2008  
Views: 3,399,967

**Beard Brigade.** From the red carpet to Hollywood to the paneled offices on Wall Street, facial hair is back in style



Convincing more business to grow mustaches -- in the U.S., where mustache hair runs afoul of corporate chief executive officer have mustaches, for seeking to follow in the footsteps of a step in the world.



**MOBAM**  
UNITED WE BELIEVE. MOVEMBER

# You Have the Right to Remain Moustached

... of the men's union... saying, "Hey, what the hell are you doing growing a moustache?" Bringing... he, it seems, was going to cause a little bit of trouble... The next day... mate endeavor... one said, "were... at vein, the first... do something f...

# DAILY NEWS Hip, hip hair-ay for 'mos'

November 1, 2007  
Circulation: 681,415



... while Cause... inspiration... Welcome To PEREZHILTO... Celebrate... I'M STARTING TO SEE THEM EVERYWHERE!... I LOVE MO... REGISTRATIONS STILL OPEN

# PEREZHILTO



# Movember Sessions

This MO-vement get down to The Sandsifter for the Ripcuri Movement Sessions, a charity surf and music event in aid of mens prostate cancer. To include bands, prizes and ridiculous moustaches.

# Growing a Moustache for November has special significance for Grant Cooper

Plagued with suicidal feelings and unable to hold down a job, Grant Cooper couldn't understand why he felt so hopeless. The answer finally came when Grant (41) was diagnosed with chronic depression. Now married with children - Ryan (2) and stepdaughter Stephanie (21) - and working for the Mental Health Foundation in Christchurch, Grant is aware...

"I would only last three months in a job, then I would get stressed and think, 'I can't take this any more,' but that was because of the underlying depression." Grant has accepted that he may have to take antidepressants for the rest of his life. "It's not a complete solution in itself. Other things that have helped have been counselling, exercise and weight management, and my Christian faith is important to me too," says Grant. "I also find keeping a journal helpful," he adds. "And my partner Diane is very supportive and a great listener." Living with a depressed person can be difficult, but Diane (41) says her 10-year relationship with Grant is the best she's ever had, even if his depression ended their romance at one point. "I'd been seeing each other for a year when we split up for a couple

# There's a whole lot of hair growing on in Calgary to raise money and awareness for prostate cancer





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

Movember directs its campaign at the 25–35 year age group, with the average participant being aged 31. That said; Movember enjoys support from all age groups. Education is important to the targeted demographic – we are working to inform and educate the future risk group, as well as the current generation most afflicted with prostate cancer.

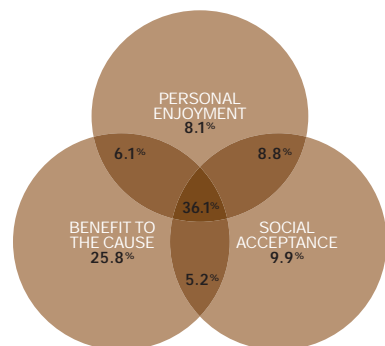
**Our Mo Bros**

There were 124,621 registered Mo Bros in Australia in 2008. All of whom are vital to the campaign's success. As an organisation it is imperative that we listen to and learn from our participants, in order that we continue to grow and engage our audience. We are interested in and take feedback seriously which is why we carry our research with our Mo Bros and Sistas each year.

**Mo Bro Behaviour Research**

Research we carried out with Mo Bros and Sistas indicates that their motives for participating seem to influence how much they change their behavior after Movember. Those who grow a moustache to support the causes are the most active but even those who grow just for fun still engage in positive outcomes.

**The seven motivation segments of Mo Bros**



From our research it appears there are three main reasons which drive them to get involved.

**Fun**

This comes from comparison with friends, reactions from people they meet, the friendly conversation and banter in which they engage

**Sense of togetherness**

Growing a moustache urges male friends and colleagues to join the cause while forming a sense of togetherness

**For a good cause**

Our cause provides the validation for doing something they would otherwise find difficult to justify

In addition to studying motivation during our research, we also look at the changing behavior of Mo Bros. Our latest research, carried out in 2008, produced some extremely encouraging statistics which highlight changes in attitudes and habits:

82% of Mo Bros talked about men's health with friends, family or work colleagues

55% of Mo Bros did some of their own research into the causes Movember supports

13% sought medical advice

38% encouraged someone else to seek medical advice

**Who is supporting Movember?**

**Our Mo Sistas**

Whilst Movember may seem to be just for guys, our Mo Sistas are an integral part of Movember. Mo Sistas play an important role; they are the organisers and supporters.

The Sista's show their support by:

01 Registering as a team captain and recruiting a team of Mo Bros

02 Organising an end of month party

03 Helping their Mo Bro raise awareness and donations

04 Celebrating with Mo Bros at the Gala or Mo Partés.

**Our Donors**

As an organisation we have looked at those who are most likely to support and donate to Movember. The findings produced some interesting results and, for example, back our belief of how important Mo Sistas are to the campaign – 60% of donors are female.

**Donor Profile**

01 Most are either part of a young couple, living together with no children or single

02 Between the ages of 25-35

03 Are more likely to work in management or professional organisations

04 60% Female/40% Male

**Why they donate to Movember**

01 A friend, family member or colleague asked them to donate on their behalf

02 Want to support Movember

03 Have had a personal experience with prostate cancer and/or depression.

**Working within the community**

Spreading the word and engaging local communities and businesses is critical to growing Movember and 2008 saw increased activity at all levels of community engagement.

As Movember's primary objective is to raise awareness of its health messages and encourage participation, speaking to people at a grass roots level is an integral part of the campaign. The Movember founders are often invited by organisations to speak to employees about the initiative, participation and the key Movember health messages. In addition, Movember seeks out communities, groups and businesses with which they can engage and inform. This takes shape in a number of ways – from a meeting with the head of a large corporation to garner support to speaking with entire sports teams to give them an understanding of Movember and its long term goals.

In 2008, Movember spoke with a variety of organisations and companies, highlights of which included:

**Qantas**

An opportunity for Movember to speak directly to over 500 Qantas staff about the campaign goals, in addition to informing them about company involvement.

**V8 Briefing at Oran Park**

Speaking to the all V8 drivers and staff was important in solidifying existing relationships and building new ones for the future, through education and sharing 2008 campaign successes.

**Perth Glory**

The team learnt their support to the 2008 campaign and Movember spoke to the players and club associates as a way of saying thank you and stressing the importance of their support.

**Cricket Australia**

Spoke to over 20,000 people attending the All Star 20/20 match in Brisbane which was an amazing opportunity to share Movember's key messages with so many people.

**Leighton Mine Tour**

Invited to speak directly to a remote community of men who were participating in Movember – a hard group to reach and so a great awareness opportunity to a new audience.

**HMAS Cerberus**

Invited on board to talk to Movember participants – chance to say thank you and let them know what they helped achieve in 2008.

**Reserve Bank Australia**

Spoke at lunchtime seminar within the bank to inform and educate attendees about Movember and its key health messages.

**Fundraising and Philanthropy conference**

Spoke at the conference and shared details of how Movember had come to be what it is in 2008.

**Recognition from the business community**

**Ernst&Young Entrepreneur of the Year**  
The Movember Foundation was thrilled to be recognized through the Ernst&Young Entrepreneur of the Year Awards. Movember's CEO, Adam Garone, was nominated and won the 'Entrepreneur of the Year' in the Social category. It is an award which celebrates those who are building and leading successful, growing and dynamic businesses, recognizing them through regional, national and global awards programs in more than 135 cities in 50 countries.

It was an opportunity for everyone in Movember to take a step back and realize how far they had travelled – a chance to take stock and fully appreciate what had been created.

**Ernst&Young website**  
**'Ernst&Young's Entrepreneur of the Year is the world's most prestigious business award for entrepreneurs. The award makes a difference through the unique way it encourages entrepreneurial activity among those with potential and recognizes the contribution of people who inspire others with their vision, leadership and achievement.'**



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



#### The 2008 Australian campaign

Movember has an absolute obligation to all Mo Bros and Sistas to select reputable charity partners across the globe. We ensure that our chosen partners adhere and agree to a strict set of criteria which includes having plans in place for spending funds, best practice corporate governance and transparency across the organisation.

As a result, Movember Australia collaborates with two men's health partners – The Prostate Cancer Foundation of Australia (PCFA) and *beyondblue* – the national depression initiative.

In partnership with the PCFA, Movember helps reduce the impact of prostate cancer on families through:

01 Helping men deal with the diagnosis and treatment of prostate cancer

02 Raising awareness about prostate cancer in the general community

03 Funding research into better screening tests, treatments and ultimately finding a cure for prostate cancer

In partnership with *beyondblue* - the national depression initiative, Movember aims to:

01 Raise community awareness about depression and reduce the stigma associated with the illness

02 Provide people living with depression and their carers with information on the illness and effective treatment options

03 Initiate and support depression-related research

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

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

The goals of the PCFA are to:

01 Reduce the impact of prostate cancer on Australian men, their partners, their families and the community; and

02 Represent the interests of all Australian men diagnosed with prostate cancer.

The PCFA works to raise awareness and attract widespread support for the work of the Foundation to:

01 Fund research into the causes, detection, diagnosis and improved treatment of prostate cancer.

02 Provide information, support and counseling to those affected by prostate cancer.

03 Raise community awareness of the incidence of prostate cancer, thereby encouraging earlier detection and more effective treatment of the disease.

#### A comment from the PCFA

*'Since 2004 the success of Movember has enabled the PCFA to launch a world class research program that aims to unite cancer researchers across Australia (and now the world) in the fight against prostate cancer. PCFA is currently funding more than \$11,000,000 worth of research in Australia with a further \$6,000,000 being made available in 2009. This has enabled prostate cancer research – often considered the poor cousin of other cancer research areas – to leap forward in terms of capacity and resources.'*

*At the same time, Movember has enabled PCFA to further extend its National Support Group Network from 54 in 2004 to more almost 100 in 2009. PCFA's ongoing campaigns to educate general practitioners on the importance of early detection, their support for nurses and other allied health professional has also been made possible through the support of The Movember Foundation.'*

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

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

#### Movember funds in action in Australia

Over the past six-years, funds donated by The Movember Foundation have allowed the PCFA to move its vital work to a whole new level, assisting more Australian men and their families than ever imagined. In that sense, the support the PCFA receives from Movember is invaluable.

In the area of prostate cancer, Movember funds have been used to fund world-class research into vital projects such as the identification of new markers for the presence of prostate cancer and new therapeutics for locally-invasive or metastatic prostate cancer.

PCFA research such as this, funded by Movember, ultimately aims to benefit the almost 20,000 Australian men who are diagnosed with this disease each year, as well as men around the globe.

#### Case Study One of the PCFA-funded researchers making her mark Dr Renea Taylor

A senior scientist and research fellow at Monash Institute for Medical Research in Melbourne, Dr Taylor is trying to identify the cells that cause prostate cancer. If she can do this, Dr Taylor hopes it will mean prostate cancer can be stopped before it develops. For those already living with the disease, these cells could be killed off to stop the disease returning.

*'Prostate cancer may be a male disease, but believe me its impact on wives and partners, sons and daughters, grandchildren and friends can be huge. I hope that when my son, Will (now aged 2) is an adult, he won't have to worry about prostate cancer, and perhaps my work will have had something to do with that,'* Dr Taylor recently said.

Research such as Dr Taylor's is very costly, and many researchers spend a lot of their time chasing funds to continue their work. Instead, Renea received an initial Young Investigator research grant from PCFA, and has since been named the inaugural PCFA/Rotary Research Fellow.

Dr Taylor says, 'As a young researcher, it's a privilege to be in this position. Instead of spending time marketing myself and my research, because of the PCFA funding, made possible by Movember, I can just focus all my time on finding a way to eradicate this insidious disease.'





**beyondblue – the national depression initiative**

beyondblue is a national, politically bi-partisan, independent body, established to address issues related to depression in Australia. It was established in 2000 and is now supported by the Commonwealth and all State and Territory Governments. beyondblue's vision is to have a society that understands and responds to the personal and social impact of depression, works actively to prevent it and to improve the quality of life of everyone affected.

beyondblue's five goals:

- 01 To increase community awareness of depression, anxiety and related substance-use disorders and to address the associated stigma.
- 02 To provide people with depression (and their carers) with information about the illness and effective treatment, options available – and to promote their needs and experiences with policy makers and healthcare service providers.
- 03 To develop depression prevention and early intervention programs.
- 04 To improve training and support for GPs and other health professionals.
- 05 To initiate and support depression-related research.

**A comment from beyondblue**

*'Movember gets bigger and more impressive every year. The success of Movember 2008 has been overwhelming and we are very pleased to be part of this innovative men's health campaign. Having men grow moustaches and in doing so, promote discussion about men's health issues amongst Mo Bros and Mo Sistas and the wider community, is a wonderful way to stimulate conversations and combat the stigma long associated with depression and anxiety and its impact. We extend a huge thank you to The Movember Foundation and to all the men and women across the country that support Movember and through it, beyondblue. Movember supports beyondblue in helping to build a healthy community that understands and responds to the personal and social impact of depression and anxiety. Movember's support has enabled us to deliver our programs more effectively to men and we are extremely grateful to all the Mo Bros and Mo Sistas and those who took part.'*

Leonie Young,  
CEO of beyondblue

Since being supported by Movember, beyondblue has been able to embark on a series of projects and initiatives which continue to make a real difference to the lives of those affected directly or indirectly by depression.

**Movember funds in action in Australia**

01  
**The beyondblue information line**  
Is a national telephone service providing depression information and referral services to the public. A review of calls made to the information line in the past year highlights the important role the info line continues to play. Between March 2007 and February 2008, the service provided information, referral assistance to 30,135 callers. The demand for the service grew by an average of 250 calls per month when compared to the previous years.

*'Thank you for helping me. When I called I was suffering from depression and I didn't realize what I could do about it. Since talking to you, I have seen my GP, and with a combination of antidepressants, counseling and some changes to my lifestyle, I'm starting to feel much better. Thanks to you for turning my life around'* from a beyondblue info line caller.

02  
**Don't Beat About the Bush! Campaign**

Is a campaign which aims to raise awareness of depression and related disorders in rural communities and provide information on where to get help. The campaign is jointly funded by the Australian Government and involves a range of initiatives, including making beyondblue information materials available on the Centrelink drought assistance buses, distributing information and education resources in rural areas.

03  
**Men's Sheds**  
Is a way of promoting awareness of depression and anxiety through community-based Men's sheds. A Men's Shed is a place that men (particularly older men) come together to socialise, network, make friends and learn and share skills. Typically, men undertake a wide variety of different activities in Sheds – for example, woodwork, metal work, car and furniture restoration, photography, ceramics, leatherwork and arts and craft. They are also a safe place where men feel confident in a gender friendly environment that encourages discussion and sharing information.

Over 290 Men's shed kits have been distributed to Sheds across the country, and leaders and facilitators from five Shed clusters have been trained to recognise the signs and symptoms of depression and help someone they may be concerned about. beyondblue has also developed a Depression Awareness Training program for Shed leaders and facilitators.

*'The training reinforced some of my existing knowledge, which in itself is a good thing, and I especially found the group case studies discussion really useful, as well as the one around the signs to look out for. These discussions have raised my antenna' again and I'm now going to be even more conscious of these issues and approaches as our Shed progresses. beyondblue and Men's Sheds have a great future as partners in our joint efforts to create more happy and healthy men, families and communities.'*  
Men's Shed Leader

04  
**Mibbinbah – Indigenous men's sheds pilot**  
Mibbinbah (the men's place) is an initiative developed by the Co-operative Research Centre for Aboriginal Health with support from beyondblue. The program aims to develop an understanding of what makes Indigenous Men's Spaces safe and healthy places for men and how this might benefit families and communities. The program is being implemented in seven locations from Darwin to Warranambool, and involves training Aboriginal men as Project Associates.

05  
**Research**  
beyondblue is supporting a number of researchers investigating the link between depression and men's cancers, and developing effective interventions to improve the mental health and wellbeing of both the men with cancer and their partners.

06  
**'Taking care of yourself and your family' book**  
Movember funds have enabled beyondblue to print 230,000 copies of Dr. John Ashfield's book, 'Taking care of yourself and your family.' This book is distributed free of charge across Australia. The book initially targeted rural and farming men and their families, however, it is now being widely promoted in other communities. beyondblue is developing an audio version of the book, which will target transport workers, people with low literacy levels and people with visual impairments.

07  
**Transport Workers**  
A partnership with the truck drivers' support group, the Trans-help Foundation, to provide free depression tests and resources during its national road show. Launched in 2008, the Trans-help Mobile Health and Support Unit is visiting major truck events around the country, providing transport drivers with basic physical and mental health check-ups.

08  
**Joint Initiative/s with the Prostate Cancer Foundation of Australia (PCFA)**  
beyondblue is partnering with the PCFA to increase awareness of depression and anxiety amongst men diagnosed with prostate cancer and their partners.



A photograph of a man with a mustache and a woman with a large afro hairstyle. The man is smiling broadly and looking towards the camera. The woman is leaning in and kissing him on the cheek. They are both wearing patterned shirts. The background is dark and out of focus, suggesting an indoor social event.

**MOVEMBER**

CHANGING  
THE FACE  
OF MEN'S  
HEALTH



## Partnerships not sponsorships

In order to support the existing and future growth of the Movember campaign, Movember joins with a number of corporate partners each year. Each is chosen for their fit and relevance to the Movember brand, their passion for the cause and appeal to the Movember target audience. Their involvement helps bolster the participation of Mo Bros and Sistas and as a result funds and awareness raised through the campaign.

Everyone at Movember would like to thank each one of our corporate partners who supported us in 2008.

Corporate partner relations are a central part of our campaign and vital to our long term success. Each year they help Movember take the campaign to a new level and new audiences by:

01 Providing goods and/or services that facilitate the growth and development of the Movember campaign

02 Enhancing Movember's profile through their advertising, PR and promotions

03 Engaging internal participation through customer and industry networks

04 Supporting and complementing the campaign rather than 'owning' it

05 Committing to monetary contribution which assists in underwriting the Movember campaign

06 Providing 'money can't buy' experiences for prizes

07 Spreading Movember's health messages throughout their own businesses, to their business partners, customers and friends.

### Major sponsors

In 2008, those listed below were major sponsors of the campaign.

The Major Sponsors play a huge part in growing the campaign each year. Each creates a fully integrated awareness campaign to support their involvement in Movember which contributes powerfully to the overall awareness campaign.



HOLDEN

Schick®

### Supporting sponsors and partners

In 2008, those listed below were supporting sponsors of the campaign.

The supporting sponsors added life to the campaign through non-traditional marketing campaigns.

Heinz Big Red, Bauhaus, DC Shoes, Quiksilver and Monarch Paintbrushes undertook 'cause' marketing campaigns with their products.

Bauhaus designed a range of moustache inspired t-shirts, Heinz redesigned their traditional Big Red bottle so that it featured a moustache, whilst DC and Monarch both produced limited edition products featuring the Movember Mo.

Meanwhile, Grill'd Restaurants created a loyalty program which saw Mo Bros rewarded with free hamburgers. The diverse nature of such activities results in Movember, through such partnerships, being able to reach audiences which would otherwise be tougher to engage.



*'We have thoroughly enjoyed our experience with the Movember cause over the last two months. Our ABC business has experienced two very large sales months. Movember has also united our sales and marketing team too.'*

Nathan Lowe  
Business Manager,  
Australian Brushware Corporation

*'The chance to partner Movember has enabled Bauhaus to get involved with a great cause, and like the whole Movember concept, have great fun doing it. Our whole team, from design through to production, were really proud of the collaboration. From our customers point of view, the rate of sales this year on the product was amazing, and the Movember website created a huge surge through our website. We are already planning how to be bigger and better for next year's campaign'*

Stuart Higgins  
Bauhaus Director, Bauhaus

### Partnerships

2008 was the inaugural partnership year for The Movember Foundation and Cricket Australia. The relationship is centered on raising awareness to a highly relevant audience, rather than being a financial partnership and we are thrilled to be working with Australia's national cricketing body going forward.

A key highlight of the partnership last year was that the opening cricket match of the season, the Emirates All\*Star Twenty20 match, was used to raise awareness of Movember. This involved, Cricket Australia putting forward \$1,000 for every wicket Brett Geeves took on the night and Movember being promoted via large screens throughout the game. In addition, Cricket Australia and Movember joined forces with radio station, Triple M to offer one lucky listener the chance to bowl to Adam Gilchrist with the opening ball of the game.

Partnerships such as these are extremely valuable to Movember as they are an exceptionally effective way of garnering support from key audiences and raising awareness of men's health – the ultimate goal of Movember.







#### International expansion

Movember currently runs campaigns in six countries – Australia, New Zealand, Canada, USA, England and Ireland. Outside of these countries Movember is also proud to have loyal and growing group of Mo Bros and Sistas dotted all over the globe. Movember has in the past also run a campaign in Spain; this has now been absorbed into the European setup, whereby local groups run their own campaigns in each country.

The global expansion experienced by Movember in the last couple of years is not something that was driven or planned from within – it was invited and encouraged by supporters based outside of Australia. Word of mouth, the movement of expats and the incredible power of the internet all contributed to Movember reaching people across the globe.

The geographic expansion of Movember supports and delivers on our primary objective of spreading key health messages to men everywhere. The issues relating to men's health which were recognized by Movember's founders are not unique to Australia and it is therefore with great pride that those involved watch Movember grow international legs.

In 2008, around 49,000 men in countries outside of Australia grew moustaches and communicated health messages with their donors, colleagues, friends and families. They also raised \$AUD9.7 million that Movember's international men's health partners will use in prostate cancer research and other related projects.

Movember's goal is to raise awareness of men's health issues – via the moustache it aims to force public and private conversation about the way in which men talk about and treat their health. The result is that traditional and long standing taboos relating to how men discuss and seek help when needed will gradually be broken down. These are not issues restricted to Australia, they are universal issues that relate to men and their families across the globe. Movember aims to give men everywhere the opportunity to use their upper lips in a global movement that will permanently change their attitudes to men's health and the face of men's health forever.

By expanding globally we aim to:

- 01 Raise more money for prostate cancer research than we ever could in Australia alone, and ultimately be part of the cure for prostate cancer. For example, if we raise money in the USA for prostate cancer research and that contributes for finding a cure, better treatment or a better screening method, then that will have a global impact on prostate cancer.
- 02 Enable other countries to raise awareness and money for support programs for prostate cancer or other significant men's health issues (for example – depression in New Zealand).
- 03 Become a conduit for all our men's health partners to better communicate between themselves, thus helping to avoid duplication of materials, research and deliverables.



## Movember New Zealand



### The Campaign

2008 was Movember's third year in New Zealand and the campaign produced some positive results, in terms of participation figures and funds raised. 12,861 Mo Bros and Sistas raised a total of NZ\$927,649 for their men's health partners in New Zealand.

The number of participants and total funds raised was however down on the prior year. Direct participant research confirms that this was partly due to economic conditions but also due to some Mo Bros and Sistas believing that the campaign had been discontinued due to some confusing media reports.

Loyal Mo Bros, Sistas, ambassadors and sponsors will mean that Movember 2009 will no doubt see a growth in participation figures. Support shown in 2008 was fantastic. In terms of high profile ambassadors, Movember was supported by the Wellington Phoenix soccer team who grew moustaches, in addition to a host of high profile bands coming on board.

In addition, sponsor Marmite rebranded as Mo-mite for the month – which saw huge billboards around town flagging Mo-mite as a beauty product to enhance your moustache.

### Men's Health Partners

New Zealand has two men's health partners – The Cancer Society of New Zealand and The Mental Health Foundation. We are excited to be working with both as they are implementing exciting initiatives with Movember funds, which will improve the state of men's health.

### The Cancer Society

The Cancer Society New Zealand ([www.cancernz.org.nz](http://www.cancernz.org.nz)) is the leading organisation dedicated to reducing the incidence of cancer and ensuring the best cancer care for everyone in New Zealand. The Cancer Society consists of a national office located in Wellington, and six regional divisions, all involved in raising funds and providing local support services. It is the leading cancer patient advocate in New Zealand, providing a voice on all kinds of issues affecting cancer detection and treatment. The Cancer Society is an independent charity and is not funded by the Government.

*'We were delighted when the Movember charity approached us in 2008 to consider partnering them to raise awareness about men's health generally, and prostate cancer in particular. The three-way partnership which evolved, including the Mental Health Foundation of New Zealand, was a good fit and we all worked very well together on our first joint Movember campaign. Movember provides an opportunity to tackle what the society had already identified as a priority – men's health! It is a unique campaign which directly targets the audience we want to reach, and is also inclusive of women as Mo Sistas. The money we received from Movember 2008 is a real boost to our funding and will be invested in projects which raise men's awareness of their health and health risks and research to improve health outcomes for prostate cancer.'*

Dalton Kelly,  
CEO, The Cancer Society

### Results summary

#### Participation

Registered Mo Bros and Mo Sistas	12,861
Number of individual donations	25,781
Gala party attendees in New Zealand	1,100

#### Funds raised

Donated to The Cancer Society of New Zealand	NZ\$463,824
Donated to The Mental Health Foundation	NZ\$463,824
Average raised per Mo Bro / Mo Sista	NZ \$72
Average donation amount	NZ \$35

#### Community awareness

Media coverage (number of pieces)	400
Visits to New Zealand website	313,037
Average time spent on New Zealand website	4.05 mins

### Programs funded by Movember in New Zealand

Movember funds have been channeled in a number of directions:

#### 01

##### Field Days 2009

The Cancer Society has had a presence at New Zealand's annual National Agricultural Field Days for the past three years, promoting men's health issues, in particular prostate cancer, to the predominantly male audience of 130,000. It is the largest agricultural event in the Southern Hemisphere and presents the Cancer Society with an opportunity for face-to-face discussions and low-key information dissemination of men's health issues, particularly prostate cancer.

#### 02

##### Research

Funds from Movember 2008 have already been invested in two research projects. The first is called the RADAR Prostate Cancer Trial and is being led by Professor D Lamb. The RADAR trial, which is in its third year, includes comprehensive pathological studies designed to better predict the behavior of individual cancers.

The second study is being led by Dr. Justin Keogh and seeks to improve the health and quality of life of prostate cancer patients on androgen deprivation therapy (ADT). Many patients undergo ADT to slow disease progression, most often resulting in severe physical and quality-of-life adverse effects. Recent research has indicated that physical activity may reverse many of these ADT side effects and so the study aims to investigate this further. The evidence base will inform the design, evaluation and practical implementation of effective physical activity programmes for prostate cancer ADT patients.

### The Mental Health Foundation of New Zealand

In June 2008 Movember and the Mental Health Foundation (MHF) entered into a beneficiary agreement. The Mental Health Foundation ([www.mentalhealth.org.nz](http://www.mentalhealth.org.nz)) works towards creating a society free from discrimination, where all people enjoy positive mental health and wellbeing.

*'Our partnership with Movember has supported us in further developing our men's depression campaign. More than ever, given the current economic climate, we want to make sure information is reaching men in a way that works for them and in places they are likely to be, and also to encourage self-help as well as seeking help.'*

Boris Sokratov, CEO Mental Health Foundation New Zealand

### Programs funded by Movember in New Zealand

As a direct result of Movember funds, The Mental Health Foundation has been able to further support its Out of the Blue (OOTB) awareness campaign which aims to put depression on the public agenda. It was launched in 2005 and has grown in strength every year.

The Mental Health Foundation employed Campaign Manager, Boris Sokratov in April 2009 to take the campaign forward. To guide the planning of the next phase of OOTB, Boris has consulted widely – internally within the Mental Health Foundation; externally with the Ministry of Health, other health sector service providers/organisations, service users, consumer advocates, health professionals including GP's, Psychologists, Psychiatrists and by accessing national and international research.

Four awareness raising initiatives have been identified and are currently in the early stages of development. They are:

#### 01

The redevelopment of the OOTB website

#### 02

A suite of media activities to raise awareness of depression in men, which includes a pilot TV show in conjunction with Maori television

#### 03

A short story writing competition

#### 04

A touch football/physical health programme

The vision of the Mental Health Foundation is: 'To forever change the way men feel, think, talk and behave in relation to our mental, physical and spiritual wellbeing; and in doing so encourage us to take ownership of our own health.'



## Movember United Kingdom



### The campaign

This was the second year Movember ran in the UK and it proved to be an enormous success, with 2008 figures more than doubling from the previous year. The UK had 16,112 registered Mo Bros and Mo Sistas, raising more than £2 million.

The campaign enjoyed widespread success in terms of awareness across the UK, with Mo Bro's from all corners of the land getting involved, from Belfast to Swansea, the Channel Islands to Aberdeen and all the regions in between. Mo's were sported, money was raised and men's health issues were discussed far and wide.

Movember UK is set to be the leading men's health Initiative in the years ahead and has already become the largest single event for prostate cancer fund raising in the UK, thanks to the support of UK Mo Bros and Sistas.

### Results summary

#### Participation

Registered Mo Bros and Mo Sistas	16,112
Number of individual donations	85,495
Gala party attendees in New Zealand	3,000

#### Funds raised

Donated to Prostate Cancer Charity	£2,097,132
Average raised per Mo Bro / Mo Sista	£130
Average donation amount	£25

#### Community awareness

Media coverage (number of pieces)	163
Visits to UK website	513,912
Average time spent on UK website	3.36 mins

*'Movember was great fun, best part of the whole experience is seeing fellow mo-bros out and about – gives you the feeling of being part of an exclusive group... maybe the Mo-Masons!!.'*  
Andrew Shiells from Edinburgh,  
an Investment Manager at DTZ

*'The Prostate Cancer Charity is hugely proud to be the official partner of Movember in the UK. Movember 2008 was a fantastic success – generating over £2million and raising awareness of prostate cancer amongst thousands touched by the campaign. The charity relies entirely on voluntary income to fund its work and Movember is our largest fundraising event. At the end of last year, we launched an ambitious strategy, setting out key changes we must see in men's experience of prostate cancer by 2020. Movember will play an essential role in helping us achieve our goals. We are deeply grateful to the 16,112 Mo Bros and Mo Sistas who supported Movember in 2008. You are truly part of the global fight against this disease. Here's to an even more successful Movember 2009!'*

**John Neate,**  
CEO, The Prostate Cancer

### Programs funded by Movember in the United Kingdom

All donations are made directly to The Prostate Cancer Charity who use funds to create awareness, fund research, increase support resources and networks for men and their families affected by prostate cancer and to campaign for essential improvements in NHS services. Money raised by Movember 2008 has helped the following programs and developments to be financed:

**01**  
Nine new research grants worth over one million pounds across the UK – including the development of new prostate cancer diagnostic biomarkers, work to understand how prostate cancer develops, research into treatment improvement and research on the practical impact on men and their families of living with prostate cancer.

**02**  
An increase in the staffing of the Charity's Helpline and Information teams – enabling better support and a wider range of written information to be made available.

**03**  
An increase in the staffing and resources of our media and policy and campaigning teams – enhancing the ability to influence the national debate on prostate cancer and to get our key messages across to the public.

**04**  
Recruited and trained 30 new volunteers personally affected by prostate cancer in England and Scotland to raise awareness and provide peer-to-peer support to men newly diagnosed with the disease.

**05**  
Running the first ever Prostate Cancer Awareness Month – working with hundreds of individuals and groups across the UK to raise the profile of prostate cancer



## Movember Ireland



### The campaign

Ireland was the only new country added in 2008 and was an overwhelming success. After being asked to venture into this new territory by some committed and enthusiastic Mo Bros, Movember saw this eagerness repeated across the country as people embraced the campaign with passion.

The 2008 campaign in Ireland saw 1,705 registered Mo Bros and Mo Sistas raise more than €360,000 and the average raised of €213 per person was higher in Ireland than anywhere else in the world.

The Movember campaign will gain strength from this successful introductory year in Ireland, as it endeavors to reach further into the regional parts of county Ireland in coming years to take the Action Prostate messaging to men across the Irish Republic.

### Men's health partners

Movember partnered with the Irish Cancer Society in 2008. Their mission is to play a vital role in achieving world-class cancer services in Ireland, to ensure fewer people get cancer and those that do have better outcomes. Their goals are focused around prevention, early detection and fighting cancer with three program areas to achieve them; advocacy, cancer services and research. Movember and the Irish Cancer Society are very excited to be working with one another.

*'Movember arrived in Ireland last November with a massive bang and the Irish Cancer Society was truly 'mo-ed' over by the experience and the E364,435 raised by the 1700 men that participated. Movember mania really hit our media and our streets. What really struck us was the average age of the Mo participant which in Ireland was 29 years. This is terrific as it demonstrates that young men are really taking an interest in their health and showing support for their older relatives and friends who are diagnosed with prostate cancer. Mo Bros and Mo Sistas really want to make a difference and Movember gives them the opportunity to do that. All the staff of the Irish Cancer Society are looking forward immensely to Movember 2009 when we can recruit even more Mo Bros and Sistas, raise even more funds and really change the face of men's health and prostate cancer in Ireland.'*

John McCormack,  
CEO, Irish Cancer Society

### Results summary

#### Participation

Registered Mo Bros and Mo Sistas	1,705
Number of individual donations	7,361
Gala party attendees in Ireland	650

#### Funds raised

Donated to the Irish Cancer Society	€364,435
Average raised per Mo Bro / Mo Sista	€213
Average donation amount	€50

#### Community awareness

Media coverage (number of pieces)	100
Visits to Ireland website	52,393
Average time spent on Ireland website	3.56 mins

### Programs funded by Movember in Ireland

#### Case Study

#### Action Prostate Cancer

Action Prostate Cancer (APC), a programme of the Irish Cancer Society was the delighted recipient of the €364,435 raised from the first ever Movember campaign in Ireland in 2008. Established in 2006, APC is the leading provider of prostate cancer information and support in Ireland. APC, which incorporates the Prostate Cancer Information Service (PCIS), is staffed by specialist nurses and anyone can get in touch to discuss their concerns about prostate cancer or have their questions answered following a diagnosis of prostate cancer.

Since it was launched, the service has responded to over 11,000 calls with 80% of calls being from men. This is great news as it shows that men are taking action and becoming more prostate cancer aware. A series of information booklets and factsheets are available from the service which deal with issues such as understanding the PSA test, urinary incontinence and radical prostatectomy, hormone therapy, and erectile dysfunction. Annually, the Society also hosts three/four public meetings across the country on prostate cancer. These are usually attended by up to 100 men. Additionally, the Society provides peer to peer support for men newly diagnosed with prostate cancer through its Men Against Cancer (MAC) support group.

Funds generated from the 2008 Movember campaign will help the Society to continue to promote and expand the work of APC and the Prostate Cancer Information Service. Movember's support will make a real difference to people affected by prostate cancer now, and those who may be diagnosed in the future by ensuring that the Society is there to provide information and support every step of the way.

In 2007, there were 2,406 new cases of prostate cancer diagnosed in Ireland, representing 21% of all cancers diagnosed in males. The National Cancer Registry estimates that there will be a 275% increase in the incidence of prostate cancer by 2020, meaning that there will be nearly 3,800 cases that year.





## Movember United States of America



### The Campaign

Movember 2008 in the USA was up against some tough competition with the Presidential campaign dominating the media and people's minds and the economic crisis really hitting home during Movember. Despite those challenges Movember made some great steps to establish itself as a major men's health charity event, with 7,007 Mo Bros and Sistas joining the movement and raising in excess of USD \$1 million for men's health partner, The Prostate Cancer Foundation ([www.pcf.org](http://www.pcf.org)). Supporters and participants celebrated their efforts at Gala Partés in Los Angeles, New York, Chicago, San Francisco, San Diego, and Aspen.

The USA saw a rise in support outside of the main Gala cities, with Movember supporters holding their own end of Movember Partés in cities such as Washington DC, Miami, Seattle, Austin, Atlanta and Nashville.

The USA also saw some great interest from colleges this year with a number of fraternities on board. A Big Moustache On Campus (BMOC) program targeting fraternities will be implemented in 2009 which should see a significant increase in participation from these college students and their alumni.

The campaign also saw some great celebrity support, including Jason Lee from 'My Name is Earl,' American Idol host, Ryan Seacrest and Juno's Michael Cera. In addition it was great to receive support from the Las Vegas Wranglers, their hockey team, as well as support from rugby teams ranging from the USA national team to local support from Santa Monica Rugby team in California.

Influential support from bloggers and online media included Perez Hilton which generated huge media awareness and was seen all over the globe.

The growth of the 2008 campaign was in part due to the generous support of Movember's USA corporate partners which included, Canadian Club Whiskey, Phillips Norelco, Playboy, DC Shoes, and Quiksilver.

### Results summary

#### Participation

Registered Mo Bros and Mo Sistas	7,007
Number of individual donations	21,640
Gala Partés attendees in USA	2,340

#### Funds raised

Donated to The Prostate Cancer Foundation	US \$1,056,988
Average raised per Mo Bro / Mo Sista	US \$150
Average donation amount	US \$48

#### Community awareness

Media coverage (number of pieces)	445
Visits to USA website	775,038
Average time spent on USA website	3.21 mins

### Men's Health Partner

Prostate Cancer Foundation (PCF) – The PCF was founded in 1993 to find better treatments and a cure for prostate cancer by funding promising research programs that otherwise would not be able to find funding. Through its unique model for soliciting and selecting innovative research programs and rapid deployment of resources, the PCF has funded more than 1,500 programs at nearly 200 research centers around the world.

*'It is an engaging program that is helping to ensure that all ages understand and talk about prostate cancer. And, there is hardly anything I can write or say to express the appreciation of PCF and the hundred research scientists seeking prevention or cures for prostate cancer that Movember supports. Movember is a 'force of value' for accelerated medical research progress to save and improve the lives of sons, fathers, grandfathers, uncles and friends and all those who save them.'*

Dr. Jonathan Simons,  
President and CEO, PCF

### Additional new partner in 2009

We are very excited to announce that the 2009 USA campaign will see the Lance Armstrong Foundation added as a second men's health partner, alongside the Prostate Cancer Foundation. This enables the Movember USA cause to grow to include testicular cancer in addition to prostate cancer. The Lance Armstrong Foundation will utilise funds raised by Movember for:

01 The LIVESTRONG Young Adult Alliance program, which has the goal of improving survival rates and quality of life for young adults with cancer between the ages of 15 and 40.

02 Initiatives to further understand the biology of adolescent and young adult cancers.



### Programs funded by Movember in the USA

Funds raised through Movember provide crucial support for enhancing the lives and outcomes of prostate cancer patients. As a result of the fundraising efforts of Mo Bros & Sistas in the USA, the PCF has been able to channel money into:

01 Innovative research for developing new, more reliable biomarkers for predicting disease progression and patient response treatment

02 Pursuing new medications to block ETS gene fusions that can foster the growth of cancer cells and better treatments for patients undergoing androgen (testosterone) deprivation therapy and who are at higher risk for bone fractures, heart disease, diabetes and obesity.



## Movember Canada



### The campaign

Movember's second year in Canada was a phenomenal success, surpassing our goals. Over 9,000 Mo Bros and Mo Sistas took part in Canada in 2008, more than doubling our estimations. Together they raised over CAN \$2.4 million for men's health partner, Prostate Cancer Canada ([www.prostatecancer.ca](http://www.prostatecancer.ca)).

Movember Canada is following a very similar growth path to the Australian campaign and has already become the largest single participation and fundraising event for Prostate Cancer Canada, thanks to all the Mo Bros and Mo Sistas support.

After a successful month, supporters and participants celebrated at Gala Partés in Toronto, Vancouver, Calgary, Edmonton and Victoria.

The 2009 campaign will see the cause officially expand in Halifax and Montreal – bringing the French Canadians on board which will be a challenge as it is almost like launching in new country. Several divisions of the Canadian Police force have confirmed their commitment to participate in the Movember 09 campaign.

The Canadian campaign received support from celebrities including Ben Mulroney ('Canadian Idol'), Aliya-Jasmine Sovani (MTV), and Chris Bosh (Toronto Raptors), whose names were utilized to raise further awareness.

In addition, Movember was thrilled to receive the support of their 2008 sponsorship partners. Major – Canadian Club, Philips, Mercedes-Benz. Supporting – DC Shoes, Flip Video, Quiksilver, Park Hyatt Toronto, Arbitrage.

### Men's health partner

Movember Canada works alongside Prostate Cancer Canada (PCC). It is Canada's leading organisation devoted to eliminating the threat of prostate cancer. The PCC's mission is to fund research into the prevention, treatment and cure of prostate cancer by engaging Canadians through awareness, education and advocacy. ([www.prostatecancer.ca](http://www.prostatecancer.ca))

*'Prostate cancer is over 90 per cent curable if detected and treated in it's earliest stages. In addition to investing in research, Movember raises awareness and ultimately saves lives,' says Steve Jones, President and CEO, Prostate Cancer Canada. 'Together we are changing the face of men's health.'*

### Results summary

#### Participation

Registered Mo Bros and Mo Sistas	9,398
Number of individual donations	42,858
Gala Parté attendees in Canada	2,340

#### Funds raised

Donated to PCC	CAN \$2,424,298
Average raised per Mo Bro / Mo Sista	CAN \$257
Average donation amount	CAN \$57

#### Community awareness

Media coverage (number of pieces)	333
Visits to Canadian website	1,077,719
Average time spent on Canadian website	3.55 mins

### Programs funded by Movember in Canada

Movember funds are being used by the PCC to develop programs related to awareness, public education, advocacy, support of those affected, and research into the prevention, detection, treatment and cure of prostate cancer

Projects include:

01 University Health Network study of Expressed Prostatic Secretions (EPS) proteins, which also act as prostate cancer biomarkers, to better differentiate between indolent and aggressive prostate cancer.

02 CancerCare Manitoba's research of sex hormone's effects on the prostate gland and its role in the development of prostate cancer.

03 Research at the University of Saskatchewan surrounding a new drug and how it effects prostate cancer cells and if it could block the progression of prostate cancer.

04 University Laval's study on the interaction of dietary fat, sex hormones and prostate inflammation's effect on the development of prostate cancer.





## Movember Spain



### The campaign

Movember is perceived in Spain as being a very Anglo-Saxon campaign in terms of its approach and there is no existing tradition of sponsoring or pledging to charities in the way Movember operates. As a result, the most challenging aspect in Spain has been educating people on exactly how the campaign works and how to become involved.

Participation and funds have grown but in order to secure future growth a decision has been made to absorb Movember Spain into the European setup, whereby local groups run their own campaigns in each country.

### Men's health partner

Movember's men's health partner in Spain is Fundación para la Educación Pública y la Formación en Cáncer (FEFOC) - [www.fefoc.org](http://www.fefoc.org) and [www.cancerdeprostata.org](http://www.cancerdeprostata.org)) FEFOC is devoted to raising awareness of prostate cancer, prostate cancer research and providing information and support for patients and their relatives. The purpose of FEFOC's support groups is to contribute to relieving the emotional and affective changes of the patients and their family and help them face the situation with a much more constructive attitude.

FEFOC's activities are scientifically based and follow the premise 'from scientific evidence to social activity' when working with oncologists, urologists, psychologists and other professionals or volunteers.

### Programs funded by Movember in Spain

The funds raised will be reinvested into the Movember European 2009 program.

### Results summary

#### Participation

Registered Mo Bros and Mo Sistas	862
	(283% growth from 2007)
Number of individual donations	226

#### Funds raised

Donated to FEFOC	€6,516
Average raised per Mo Bro / Mo Sista	€7.50
Average donation amount	€28

#### Community awareness

Media coverage (number of pieces)	47
Visits to Spanish website	27,132
Average time spent on Spanish website	3.25 mins





Corporate governance,  
Strategic Partners and  
Financials

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

**The Board of Directors**

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

The key stakeholders of Movember include:

- Movember men's health partners
- Movember's corporate sponsors and partners
- The Mo Bros and Mo Sistas who participate in Movember
- Those people and organisations that make donations to the Mo Bros and Mo Sistas
- Movember's staff

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

**Directors**

**Paul Villanti**  
Chairman

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

**Adam Garone**  
Executive director and CEO

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

**Luke Slattery**  
Executive director

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

**Travis Garone**  
Non executive director

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

**Narelle Curtis**  
Non executive director

Narelle has a doctorate in medical research, and years of experience managing public relations, marketing and fundraising for the Murdoch Children's Research Institute. Unfortunately, due to family commitments, Narelle has recently resigned from the Movember Board.

**Andrew Gibbins**  
Non executive director

Andrew brings over 16 years experience in private business strategy, operations and logistics, and is an original 30 Mo Bro.

**Elaine Farrelly**  
Non executive director

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

**Charter and policies**

The Board works to a Charter and a number of Governance Policies. The Board Charter provides a guiding framework for the corporate governance of the Foundation, and covers the role of the Board and the composition and operating principles of the Board. A Directors Code of Conduct has also been adopted.

All Directors, individually and as a Board are required upon appointment to agree to act in accordance with the Board Charter, the Code of Conduct and the Policies. A copy of the Board Charter is available at: <http://au.movemberfoundation.com/about-us/corporate-governance/>

**Sub committees**

The Board has formed two subcommittees – Finance and Audit Committee and Corporate Governance and Best Practice Committee.

**Finance and Audit Committee**

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

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

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

**Corporate Governance and Best Practice Committee**

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

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

Since its formation, the Corporate Governance Committee has reviewed a number of areas including men's health partner arrangements, contract tendering, remuneration and monitoring the Australia Senate review of the not-for-profit section.

**Meetings of directors**

Four Board meetings and two strategy days were held in the 2008 financial year. Meetings of the two subcommittees have been held as shown below.

**Structure**

**Movember Group Pty Ltd**

The Movember organisation is run by The Movember Group Pty Ltd as Trustee for The Movember Foundation (ABN 48 894 537 905) – the Board of Directors has been appointed by the Movember Group Pty Ltd.

**Movember Inc**

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

**Forideas Pty Ltd**

An additional company, Forideas Pty Limited, is the owner of the Movember intellectual property rights and concept, including names, trademarks, logos and goodwill ("Intellectual Property"). Forideas was set up in 2006 under legal and accounting advice as the best way to house the intellectual property while undertaking global protection of the intellectual property.

During this phase, an annual fee of \$100,000 was paid to Forideas to cover all legal, accounting and other expenses associated with setting up and managing the intellectual property. Movember names, trademarks and logos have now been registered across the globe and this initial phase is complete.

Following this, Forideas and Movember have reviewed this arrangement and agreed that Movember will have exclusive rights to use the intellectual property at no cost. As part of this agreement, Movember will pay all costs associated with the ongoing management and protection of the intellectual property.

This arrangement allows for a more streamlined approach to future management of the intellectual property now that the initial registration and protection activities have been concluded.

Directors	The Board		Finance & Audit Committee		Corp Gov & Best Practice Committee	
	Eligible to attend	Number attended	Eligible to attend	Number attended	Eligible to attend	Number attended
Mr P Villanti	4	4	4	4	4	4
Mr A Garone	4	4	4	4	4	4
Ms N Curtis	*	n/a	-	-	n/a	1*
Mr T Garone	4	3	-	-	-	-
Mr L Slattery	4	4	-	-	-	-
Ms E Farrelly	4	4	4	4	-	-
Mr A Gibbins	4	4	4	4	4	4

\*Ms N Curtis was on leave of absence due to family commitments.



### Strategic Partners

Each year, Movember works with a small number of organisations to help plan, build and execute the campaign. The fact that Movember now operates in six countries and in Australia alone last year, Movember had 125,000 participants, dictates that these strategic partners are bought on board each year in order to continue to achieve our number one objective – raising awareness of men's health.

The small number of full time employees and skill sets at Movember means that it would not be possible to look after all aspects of the campaign internally, nor would it be a cost effective option. Our aim is to steadily and responsibly build the campaign year on year which is why we seek advice from those with expert knowledge in fields vital to our continued development.

As Movember grew, we adopted the philosophy that we would 'pay experts to do an expert job.' This has enabled Movember to work with high class external agencies to operate on a world class scale. Our external agencies roles and rates are reviewed periodically by the management team, board and sub committees.

Movember works with the following organisations in select areas of the business and is extremely appreciative of their support and enthusiasm for the cause, shown through, their often reduced charity rates, hard work and expert guidance.

### IE Media

IE Media is a full service digital agency providing marketing, strategy and technology solutions to a wide range of leading Australian brands and institutions. In 2009 the agency was invited to join the Society of Digital Agencies, a global network of the world's leading independent digital specialists. Today the IE offer includes social marketing strategy, web development, mobile marketing, digital direct and consumer promotions

As a web-based campaign, we know the importance of continually growing and developing the Movember website. It is where Mo Bros & Sistas go to register, donate and learn about the causes we support and is therefore absolutely integral to the campaign. During the 2008 campaign, the website had 1.64 million unique visitors in Australia alone. Each visitor to the site returned an average of five times during the campaign and spent 4.42 minutes per visit.

Movember has worked with IE Media for three consecutive years on the development of the website. Together, we work incredibly hard to ensure that the site is fully capable of managing all demands put on it during the campaign and that each year it is easy to navigate and engaging.

### FRANKVizeum (new FRANK media)

FRANK media and Vizeum joined forces on 1st July 2009 to become FRANKVizeum. They are now part of Aegis Media, the world's largest independently owned media company with over US\$5 billion global billings. They are a media communication company whose core edict is to connect people with brands with offices in Melbourne and Sydney.

Their core values rotate around being "frank, creative, challenging and bold."

FRANKVizeum's contribution to Movember is to generate as much 'no charge' commercial media activity as possible. In 2008 they encouraged media companies (TV, digital, magazines, newspapers, out-of-home, online etc.) to provide over \$2 million of commercial value. As our number

one objective is to raise awareness of men's health issues, the media space FRANKVizeum negotiates on our behalf is absolutely critical to our continuing to grow and achieve our awareness goals.

We are hugely grateful for the hard work and commitment FRANKVizeum has shown Movember over the last four years. The team works incredibly hard to generate as much commercial media activity as possible with no ads purchased, just a small production budget. In addition, they also help us keep the Movember campaign fresh by advising on new and innovative solutions to market. FRANKVizeum charges Movember a minimal fee for their time.

FRANK media has worked on the last four Movember campaigns.

### Maverick PR

Maverick PR opened its mouth in January 2007 and in their words, "has barely drawn a breath since". A new offering from Maverick - Sydney's original engagement marketing agency, Maverick PR was developed to detonate the groundbreaking ideas and campaigns being conceived by Maverick to give their clients an all-under-one-roof advantage. Two years in and Maverick PR is generating some consumer media results for its own portfolio of clients as well.

Since 2007 Maverick PR has executed our PR strategy in Australia and has also given advice on our global PR initiative. Public relations is a key ingredient for Movember as getting the message out that Movember is back each year through the media, leads to an number of opportunities to convey our messages about men's health. Working with print, online, television and radio media, Maverick helped secured 4,450 pieces of media coverage in 2008. This was almost double the media hits of the previous year.

Maverick also played a key role on securing ambassadors for the campaign, who in many respects help to drive more media coverage. With coverage across all regions of Australia, dealing with remote radio stations and newspapers greatly

assist in ensuring that the Movember campaign is accessible to all Australians.

The fees charged by Maverick were at a discount to their standard client rates, and Movember is extremely grateful for the hard work and commitment toward our cause.

### Minter Ellison

Minter Ellison is one of the largest full-service law firms in the Asia Pacific region and a market-leader in Australia. With more than 290 partners and 1,000 legal staff working throughout Australia and in Hong Kong, the People's Republic of China, Indonesia, New Zealand and the UK. Minter Ellison supports leading industry and government clients, delivering practical, commercial solutions and helping clients achieve successful business outcomes.

Movember has a responsibility to ensure that as an organisation we have the necessary structures and systems in place to run a well organised, professional and highly effective campaign now and in the future. As a result, we engage the services of lawyers, Minter Ellison as and when required during the year.

Minter Ellison advises us on a number of important issues, including corporate structure, trademarks, licensing and sponsor contracts. Laws and regulations relating to not-for-profits can be complex and Minter Ellison ensures that we are fully aware of all legislation and acting accordingly as a company. As a relatively new charitable organization run by a small team, this is an area of expertise which is absolutely necessary to outsource. We are very thankful for the counsel we have been offered by Minter Ellison to date.

### Urchin Associates

Never underestimate young people in denim.

Urchin Associates was founded in 1993 by a group of four friends with uniquely different minds and one common goal; to do exceptional creative work on a global scale and maintain a position of influence. Driven by the generation of ideas, Urchin Associates are young professionals that work in synergy to deliver high value creative direction that is relevant to their client's strategy and authentic to the audience. Urchin is a creative agency with multi disciplinary skills ranging from strategic brand analysis through to fully integrated advertising, design and product solutions.

Since 2003 Urchin has been an essential part of Movember's success. Founding member and Creative Director of Urchin Associates, Travis Garone along with friend Luke Slattery founded what we know now as Movember. From its initial idea right through its incubation period Urchin Associates worked as a team with Luke to create the Movember concept, brand and event. This strategic relationship continues today as both companies face the ever growing challenges of global brands and the fight to stay as industry leaders.

Urchin's creative disciplines have enabled Movember to communicate through, print, web, radio, tv and all types of motion graphics. These communication standards and styles have set a new benchmark in creatively getting a serious message across, particularly through the volume of advertisements and messages our audience are now subjected to on a daily basis.

We were also extremely fortunate to have Urchin bring all their contacts to the table in the early years which helped us spring the campaign into life throughout their clients and colleagues in the creative industries. Over the years there has been much recognition of the way Movember communicates, and it is the partnership with Urchin that has ensured that we continue to challenge tradition and achieve results that no one thought was possible.



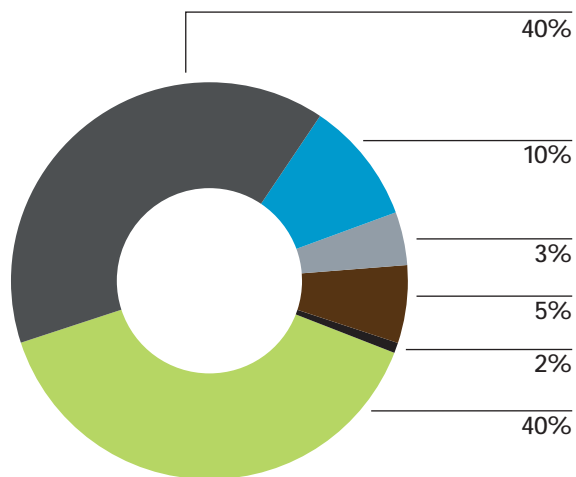
**Global financial overview**

Funds raised globally during the 2008 campaign grew by 38% to reach a campaign total of \$29.7 million – a terrific result given that since the campaign began in 2003, combined fund raising, up until 2007, totaled to \$32.1 million. The campaign registered greater numbers of Mo Bros and Mo Sistas this year, but a lower average donation per registrant resulted in stable rather than reducing cost ratios. The lower average donation was largely due to global economic conditions in Movember 2008, the impact of which was felt mostly in the international campaign.

**Australia**

The Australian campaign achieved a new benchmark of \$20 million funds raised, an increase of 25% over the prior year. Of the funds raised, Movember has donated \$16.3 million (80% of funds raised) to our two men's health partners – The Prostate Cancer Foundation and beyond blue – the national depression initiative.

Eighty per cent of funds raised in Australia were donated to our men's health partners with the remaining 20% being used to promote men's health awareness (10%), for fundraising costs (5%) and to fund administration costs of (3%). A small surplus of 2% was retained.



**Application of funds raised in Australia**

- Donation to *beyondblue* – the national depression initiative 40%
- Donation to the Prostate Cancer Foundation of Australia 40%
- Men's health promotion 10%
- Administration 3%
- Fundraising costs 5%
- Retained funds 2%

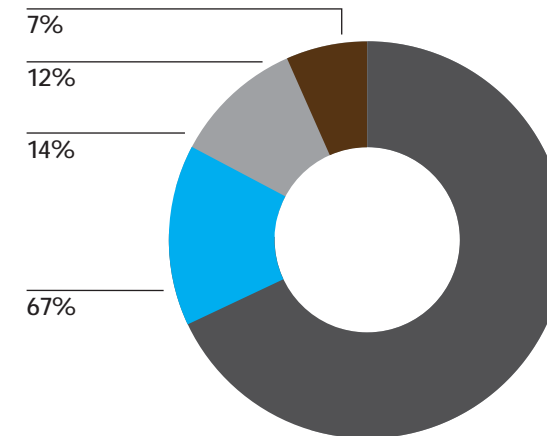
**International**

A total of AUD \$9.7 million was raised across New Zealand, the USA, Canada, the UK and Ireland. Funds raised in each of the international campaigns were donated directly to our men's health partners in those countries. Our partners then reimbursed The Movember Foundation Australia for campaign costs and management fees.

Fundraising and administration costs for the international campaign increased compared to last year due to the placement of staff in the USA and the UK rather than continuing to manage the programs remotely from Australia. This additional investment in the international campaign has already resulted in a significant increase in the numbers of Mo Bros and Mo Sistas in spite of economic conditions, and has created a great platform for Movember to grow substantially in these countries in 2009 and beyond.

**Combined Australia and international financial overview**

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



**Application of funds raised internationally**

- Funds retained by the local beneficiary partners 67%
- Men's health promotion 14%
- Fundraising costs 12%
- Administration costs 7%
- Surplus retained 0%

**Combined Australia and international financial overview**

	Australia AUD\$	International AUD\$	Total AUD\$
Movember funds raised globally	20,077,278	9,698,362	29,775,640
Movember Foundation Australia direct revenue	20,077,278	3,231,061	23,308,339
Donated to beneficiaries	16,271,258	(note <sup>1</sup> )	16,271,258
Men's health promotion	2,035,719	1,351,437	3,387,156
Fundraising costs	902,328	1,175,434	2,077,762
Administration costs	530,147	692,029	1,222,176
Surplus retained	337,826	12,161	349,987

<sup>1</sup>International funds raised are received directly by the beneficiary partner in each country.



**Summarised income statement**

Income statements for the year ended 30 April 2009 and the ten months ended 30 April 2008

	Consolidated		Parent Entity	
	2009 \$	2008 \$	2009 \$	2008 \$
<b>Revenue</b>				
Mo Bro/Mo Sista sponsorship Australia	<b>18,652,278</b>	15,314,352	<b>18,652,278</b>	15,314,352
Corporate sponsorship	<b>737,728</b>	304,545	<b>722,966</b>	304,545
Gala Party/merchandise	<b>235,724</b>	199,918	<b>235,724</b>	199,918
Movember Management fees for running other Movember global events	<b>3,216,299</b>	1,320,689	<b>2,348,073</b>	1,320,689
Interest and other revenue	<b>466,310</b>	382,803	<b>466,310</b>	382,803
<b>Total Revenue</b>	<b>23,308,339</b>	17,522,307	<b>22,425,351</b>	17,522,307
<b>Expenditure</b>				
Men's health promotion	<b>(3,387,157)</b>	(2,556,443)	<b>(2,928,649)</b>	(2,556,443)
Donated to PCFA	<b>(8,135,629)</b>	(6,343,502)	<b>(8,135,629)</b>	(6,343,502)
Donated to beyondblue	<b>(8,135,629)</b>	(6,343,502)	<b>(8,135,629)</b>	(6,343,502)
Fundraising	<b>(2,077,762)</b>	(1,335,629)	<b>(1,825,987)</b>	(1,335,629)
Administration	<b>(1,222,175)</b>	(691,334)	<b>(1,075,295)</b>	(691,334)
<b>Funds retained for the year</b>	<b>349,987</b>	251,897	<b>324,162</b>	251,897

Note: the consolidated columns include the results for the total Movember Group. The parent entity columns include only the Movember Group Pty Ltd and do not include Movember Inc.

**Summarised balance sheet**

As at 30 April 2009

	Consolidated		Parent Entity	
	2009 \$	2008 \$	2009 \$	2008 \$
<b>Assets</b>				
<b>Current assets</b>				
Cash and cash equivalents	<b>6,891,848</b>	3,586,119	<b>6,152,042</b>	3,586,119
Trade and other receivables	<b>80,170</b>	309,545	<b>750,661</b>	309,545
GST receivable	<b>215,151</b>	116,422	<b>215,151</b>	116,422
<b>Total current assets</b>	<b>7,187,169</b>	4,012,086	<b>7,117,854</b>	4,012,086
<b>Non-current assets</b>				
Plant and equipment	<b>41,021</b>	54,608	<b>41,021</b>	54,608
<b>Total assets</b>	<b>7,228,190</b>	4,066,694	<b>7,158,875</b>	4,066,694
<b>Liabilities</b>				
<b>Liabilities</b>				
<b>Current liabilities</b>				
Trade and other payables	<b>5,539,756</b>	2,728,247	<b>5,496,266</b>	2,728,247
<b>Total current liabilities</b>	<b>5,539,756</b>	2,728,247	<b>5,496,266</b>	2,728,247
<b>Net assets</b>	<b>1,688,434</b>	1,338,447	<b>1,662,609</b>	1,338,447
<b>Accumulated funds</b>				
Funds available for future use	<b>1,688,434</b>	1,338,447	<b>1,662,609</b>	1,338,447
<b>Total funds</b>	<b>1,688,434</b>	1,338,447	<b>1,662,609</b>	1,338,447

Note: the consolidated columns include the results for the total Movember Group. The parent entity columns include only the Movember Group Pty Ltd and do not include Movember Inc.





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

#### Report on the summarised financial report

We have audited the accompanying summarised financial report of The Movember Group Pty Limited as Trustee for the Movember Foundation, comprising the summary balance sheet as at 30 April 2009 and the summary income statement for the year then ended which was derived from the financial report of The Movember Group Pty Limited as Trustee for the Movember Foundation for the year ended 30 April 2009. We expressed an unmodified auditor's opinion on that financial report in our auditor's report dated 12 October 2009.

The responsibility of the directors  
for the summarised financial report

The directors are responsible for the preparation and presentation of the summarised financial report in accordance with the recognition and measurement criteria described in Note 1 of the financial report of The Movember Group Pty Limited as Trustee for the Movember Foundation

#### Auditor's responsibility

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

#### Auditor's opinion

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

*PricewaterhouseCoopers*  
PricewaterhouseCoopers

*Manoj Santiago*  
Manoj Santiago, Partner  
Sydney 12 October 2009

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

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

In the directors' opinion:

(a) the financial statements and notes set out on pages 50 and 51:

(i) comply with Accounting Standards and other mandatory professional reporting requirements

(ii) give a true and fair view of the Foundation's financial position as at 30 April 2009 and of its performance for the financial period ended on that date; and

(iii) there are reasonable grounds to believe that the company will be able to pay its debts as and when they become due and payable.

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

*Adam Garone*  
Adam Garone  
Director

Melbourne, Australia  
12 October 2009

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