

CANADA
CAMPAIGN
REPORT
2009







Dear Friends of Movember—

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

In 2004 we evolved the campaign and focused on raising awareness and funds for the number one cancer affecting men – prostate cancer. 432 Mo Bros joined us that year and we raised \$55,000 for the Prostate Cancer Foundation of Australia.

Since then we have grown year on year and expanded to Canada, the US, UK, New Zealand, and Ireland.

In 2009 we saw global participation of Mo Bros and Mo Sistas climb to 255,755, with 1,004,539 individuals making donations combined to raise \$42 Million Canadian equivalent dollars for our beneficiary partners. I'm proud to announce that the Canadian campaign was the second largest in the world behind Australia with 35,156 Mo Bros and Mo Sistas who raised \$7.8 million for Prostate Cancer Canada. These are incredible figures of which I'm very proud and also extremely grateful.

The funds we are raising for Prostate Cancer Canada are enabling them to fund vital research that will led to better screening tests and treatment options and to run support services for men surviving prostate cancer.

Another significant outcome of the Movember campaign is the awareness of prostate cancer and our men's health messages we are collectively generating. Men of all ages are not only listening, they are acting on this messaging and taking positive action with their own health, diet, exercise and lifestyle. We recently surveyed the Movember community and found that because of their involvement in Movember, 39% of the Mo Bros sought medical advice, whilst a further 36% encouraged someone else to seek medical advice.

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

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

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

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

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

Thank you and see you in Movember 2010.

Adam Garone
CEO

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



**I AM OFTEN ASKED
WHAT IS UNIQUE
ABOUT MOVEMBER;
THE SIMPLE
ANSWER IS THAT
THERE IS NO OTHER
PROGRAM LIKE IT.**

Steve Jones
President & CEO
Prostate Cancer Canada
Email
steve.jones@prostatecancer.ca

Prostate Cancer Canada is a proud beneficiary partner, working with Movember since 2007. Prostate cancer is the number one cancer threat to Canadian men, affecting one in six men in their lifetime. Although this parallels the rates of breast cancer in Canadian women, prostate cancer has been 'under the radar' for many years, receiving very little attention from the public. Because of this, our goal has been to raise the profile of this disease, which will enable us to adequately fund progressive research while supporting those currently afflicted.

Movember is our number one fundraiser and has done more to create awareness for our cause than any other campaign. I am often asked what is unique about Movember; the simple answer is that there is no other program like it. When companies participate, we are told that morale increases many times over – people simply have fun growing and comparing their Mos all the while knowing that they are doing it for a good cause.

Money raised through Movember supports research initiatives across Canada and enables us to better service survivors and their families. We look forward to many more years of Canadians uniting together for this hairy campaign. In Canada, November has clearly been redefined as 'Movember.'

Should you have any questions about Prostate Cancer Canada and the programs we are funding because of Movember please e-mail me at steve.jones@prostatecancer.ca

Steve Jones
President & CEO
Prostate Cancer Canada



MEN'S HEALTH AND PROSTATE CANCER

Men's health

By and large, men are known to be more apathetic towards their health, especially when compared with the efforts of women, who proactively and publicly address their health issues in a way not traditionally seen with men.

The result today is that the levels of awareness, understanding, and funding that support male health issues like prostate cancer lag significantly behind causes such as breast and cervical cancers.

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

In order to close the gap between the state of men and women's health, more progress needs to be made. Men are much less likely to make and keep up with doctor appointments, thereby denying them the chance of early detection and effective 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 doctor because they just can't fit it into their schedule.

04 Just can't be bothered making an appointment.

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

Movember aims to change the face of men's health and alter this way of thinking by putting a fun twist on this serious issue. Using the moustache as a catalyst, we want to bring about change and give men the opportunity and confidence to talk about their health more openly.

Movember's first campaign objective is to raise awareness of men's health issues, specifically prostate cancer. We want everyone to know that men over the age of 50, and those over 40 with a family history, are at risk of prostate cancer and encourage them to be tested annually because it is highly curable if detected and treated early.

Movember's aim is to increase early detection, diagnosis and effective treatment, as this will ultimately reduce the number of deaths from prostate cancer.

Prostate Cancer – the stats

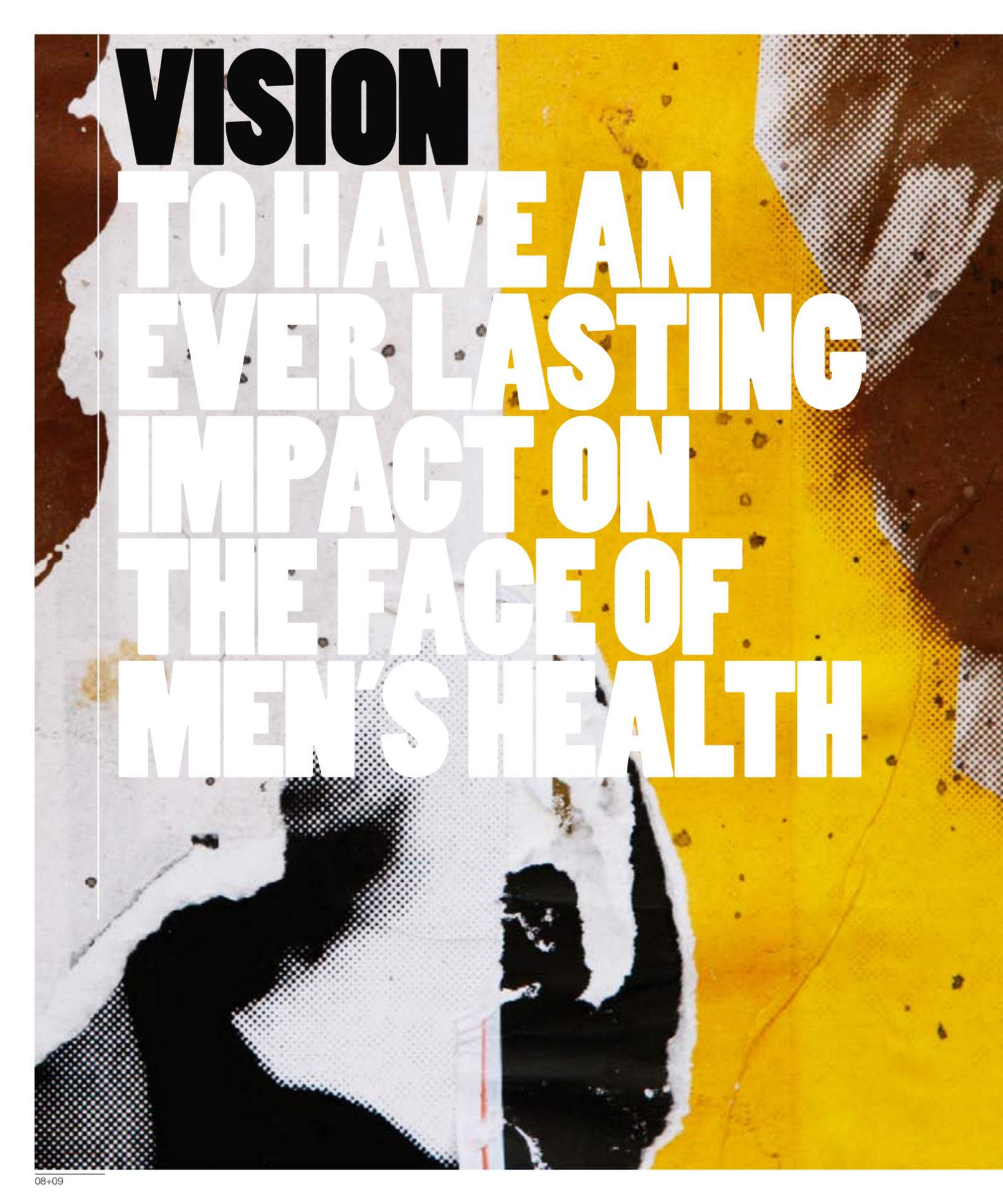
Prostate cancer is one of the most common types of cancer among men

1 in 6 Canadian men will be diagnosed with prostate cancer, and the threat is greater for those with a family history of the disease.

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

Incidence and mortality rates for prostate cancer in men are similar to those of breast cancer in women.

24,600 Canadian men will be diagnosed this year alone – more than the second and third most commonly diagnosed cancers combined.



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

Mission

Through the power of Movember, we will:

- 01** Get men to grow moustaches.
- 02** Encourage men to proactively manage their health.
- 03** Remove the stigmas associated with men's health issues.
- 04** Achieve breakthroughs that will move the global research community closer to finding better outcomes for men's health.

We will achieve this by:

- 01** Creating an innovative, fun and engaging annual campaign that 'cuts through', raising funds and awareness.
- 02** Operating a best practice charity through the smart use of technology, innovative marketing and low cost to fundraising ratios.
- 03** Working with our beneficiary partners to deliver the best possible outcomes.

Values

Fun

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

Humble

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

Personal

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

Accountable

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

Outcomes oriented

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

Innovative

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

Caring

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

THE 2009 CANADIAN CAMPAIGN



CANADA CAMPAIGN OVERVIEW

Canada campaigns

	2009	2008	2007
Total Registrants	35,156	9,398	2,396
Total Funds Raised	\$7.8 million	\$2.4 million	\$545,759
Individual Donations	144,149	42,858	9,698



HOW MOVEMBER IS MAKING A DIFFERENCE

FUNDED PROJECTS

All the funds raised in Canada go directly to Prostate Cancer Canada (PCC). PCC uses funds raised by Movember for the development of programs related to awareness, public education, advocacy, support of those affected, and research into the prevention, detection, treatment and cure of prostate cancer.

Movember funds have allowed PCC to invest in programs that were once unachievable due to lack of funding and resources. Over the past three years Movember has become the primary funder for some very exciting, and innovative programs that could change the future of prostate cancer, and men's health as we know it. Please read below for a list of programs Movember is currently funding:

Pilot Grants

Thorough Prostate Cancer Canada's Pilot Grant program, Movember helps to fill a unique gap in the continuum of research into prostate cancer. Large-scale research projects and clinical trials are regularly funded by government agencies however, no public agency funds researchers interested in launching innovative and new investigations. These projects are the essential first step in investigating new approaches—and generating new questions—that lead to large-scale and clinical research projects, and ultimately to better diagnostic methods and treatments. Thanks in part to Movember donors, these monies support many novel projects ensuring that physicians, researchers and scientists from across Canada have the funding they need to seed their pilot studies. Research like that of Dr. Rennie, and his team, at the University of British Columbia, that will look at a drug called 'Carbidopa' to see if it can slow down the growth of prostate cancer and its progression to the castration treatment-resistant state. Annually, PCC grants approximately \$2 million to the best researchers across Canada. To see a list of current projects, and other Movember funded research, visit prostatecancer.ca and click on Research.

Clinician Scientist Award

Clinician scientists are key to the future of personalized therapy. These are talented leaders who are both skilled and compassionate medical doctors and passionate researchers, driven to improving care and saving lives. But balancing the demands of both clinical care and research isn't easy. Movember funds have helped change this – The Clinician Scientist Awards, is the first of its kind for PCC. Thanks to the Movember campaign, these awards will attract a growing number of new young clinician scientists to prostate cancer research. Movember funds of \$600,000 (\$300,000 for each scientist over 2 years) support the hiring of laboratory scientists, lab costs and the investigator's own partial salary to release them from clinical hours and allow them to focus on flexible research time. This freedom to explore research is critical to investigators who must balance their research efforts with the demands of running a busy clinic. Dr. Joshua, from the University Health Network, is one of the first recipients of the Clinician Scientist award which was offered in 2009. Dr. Joshua is conducting research, which will analyze human prostate cancers to determine if there is any association with cancer's ability to self-sustain itself by ingesting its internal organelles (autophagy) and the aggressiveness of the disease. For more information about this program and other Movember funded research, visit prostatecancer.ca and click on Research.

Prostate Cancer Genome Network

Thanks to the success of the Movember campaign, Prostate Cancer Canada is able to invest in its largest funded program to date. The Prostate Cancer Genome Network is a 5 year, \$20 million, Canadian-led initiative made possible, thanks to dedicated Mo Bros and Mo Sistas. This study is expected to generate high quality data, which will meet international standards for genome sequencing projects and will be shared with researchers worldwide. This project which is one of the 50 cancer projects of the International Cancer Genome Consortium (ICGC) is considered to be one of the most important prostate cancer projects in history not only because it will allow for testing bio-banked material from prostate cancer patients worldwide but it could ultimately assist in identifying genetic alterations that are related to aggressive cancer and treatment failures. This information may be used to develop improved diagnostic methods which will assist with determining the types of cancers that require immediate treatment (aggressive forms) and those that can be monitored. From these data new therapies can be created to treat prostate cancer and ultimately could lead to improvements in screening procedures and treatment strategies which will benefit men and their partners worldwide.

Networks and Partnerships

In partnership with support groups across Canada, Prostate Cancer Canada Networks (PCCN), exists to help individuals and their families understand and cope with prostate cancer by providing up to date information and individual support; lobby for increased funding for research, treatment facilities and programs; and promote the importance of early detection through public education, awareness and special event campaigns. The 2010 Conference, funded entirely by Movember, provides survivors of prostate cancer, with inspirational information sharing, education and mutual support. With an expected 200 or more delegates and delegate partners from support groups across Canada, Movember funds ensure that people living with prostate cancer can attend the conference, which is central to building a sense of community and mobilization around critical issues for people affected by prostate cancer, and their families

Research Analysis:

Each year, Movember undertakes a research project led by Professor Heath McDonald from Deakin University in Australia. The aim of this research is to develop a full understanding of why people are taking part in Movember, if Movember is meeting expectations, and to track behavioral change as a result of participation.

The latest research findings prove that Movember is having a positive impact on the way men are dealing with the issue of their health.

As a result of Movember 2009:

62% of participants talked about men's health with friends, family, or work colleagues

30% of participants did some of their own research into the causes Movember supports

39% of participants sought medical advice

36% of participants encouraged someone else to seek medical advice

Movember will continue to conduct annual research in order to continue tracking impact and efficacy. The Movember campaign speaks clearly and directly to the public and, in doing so, educates and informs them on the health risks men face.

There are a number of ways in which Movember achieves this and continues to engage its audience each year. These include:

01 CAMPAIGN CREATIVE

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

The 2009 Message

Changing the face of men's health

The Creative Theme

Peeling back the layers

The Vehicle

Layered Street Posters



Using the strong imagery of street posters, this visual concept features portraits of Mo Bro's from all walks of life, men who like their mo's come in all shapes and sizes. The portraits are printed as posters then layered over the top of each other. They are then ripped back in layers to reveal the portrait posters underneath.

Past campaign themes:

2007
Mindset, Journey, Destination

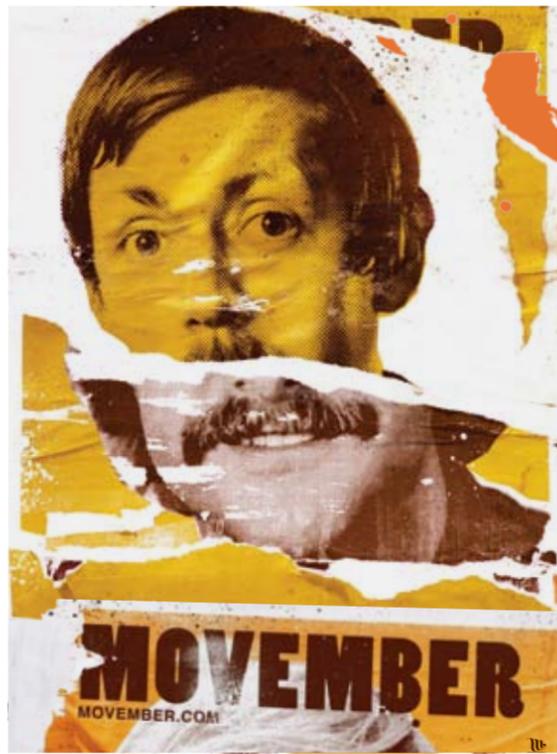
2008
United we believe

2009
Changing the face of men's health

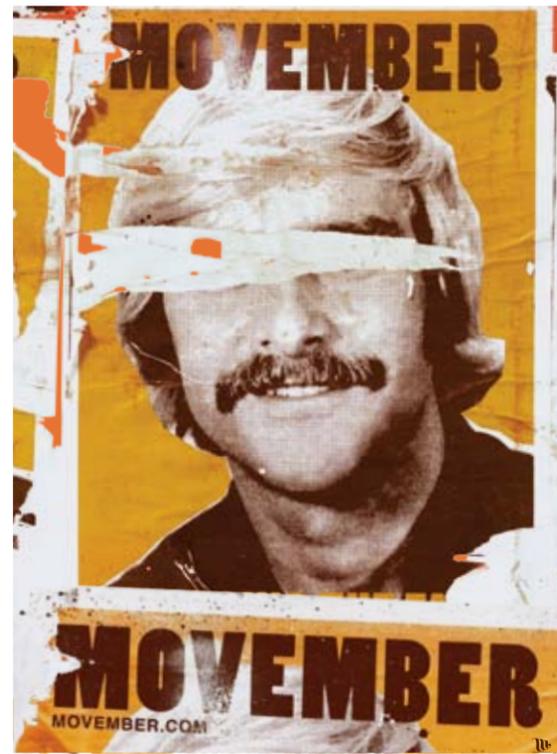
02 CAMPAIGN COLLATERAL

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

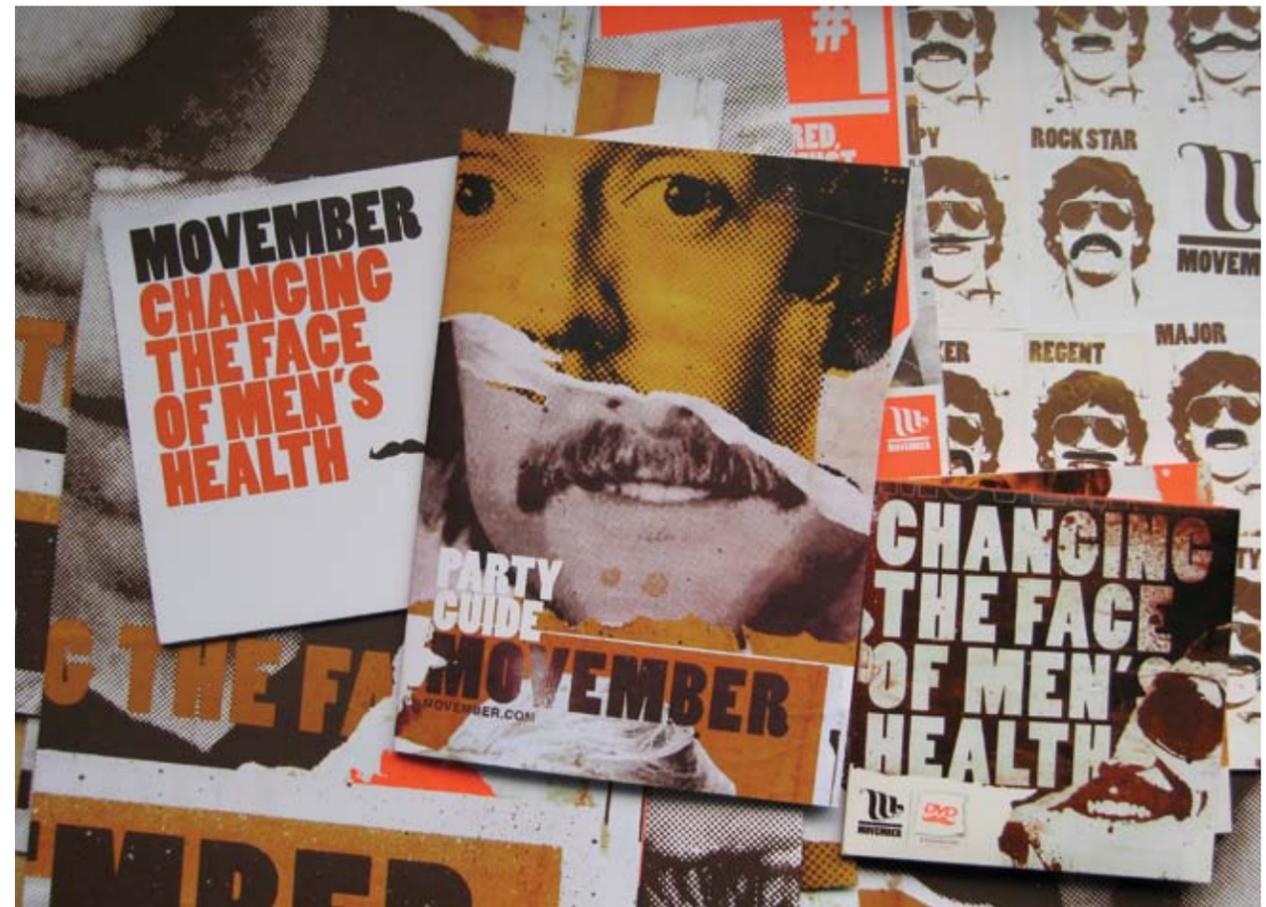
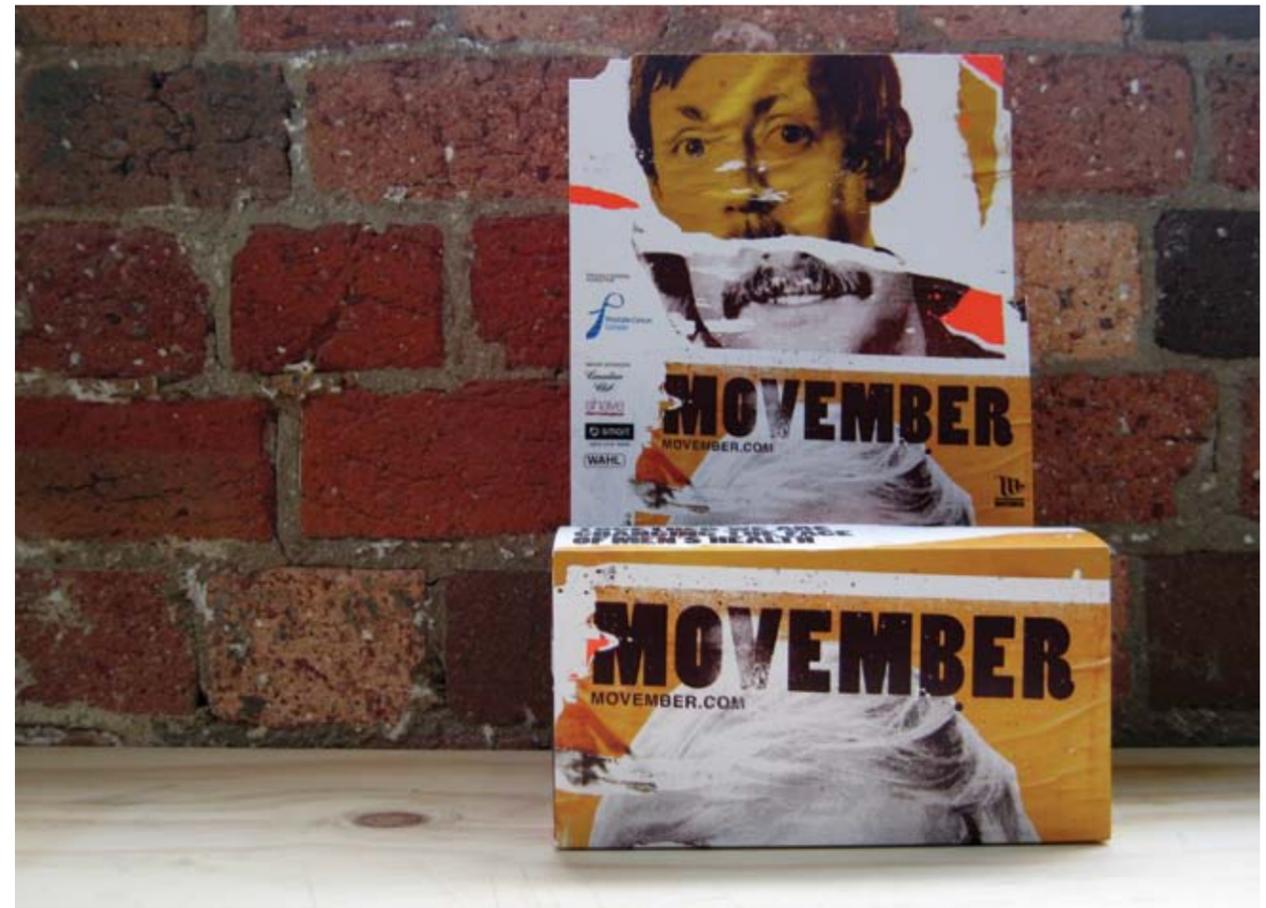
- Men's Health Posters
- Campaign posters
- Movember Rules and Style Guides
- Donation boxes
- Stickers
- Pin Sets
- Wristbands



Campaign posters



Movember collateral can be requested online or by calling Movember



03 THE WEBSITE

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



News page
Features the latest news and highlights from the campaign



Mo Space
Mo Bros and Sistas can track down friends and share comments, photos, encouragement and stories with each other from their Movember journey



Mo Money
Where you can find out what is going on with Movember around the globe; including how many Mo Bros and Sistas are taking place in each country and how much is being raised



Lab
The place you go to find out everything you need to know about Movember, including Mo facts, style guide, Movember rules and the latest videos



04 AMBASSADORS

We are often asked which celebrity ambassadors are involved with Movember, our reply is simply – last year we had 35,156 ambassadors in Canada. Movember’s celebrity ambassadors are the Mo Bros and Mo Sistas who commit to the campaign and the cause.

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

Ambassadors for the 2009 Movember campaign included:

Hulk Hogan
‘To all my Hulkamaniacs, say your prayers, take your vitamins and grow a moustache to help beat prostate cancer.’

Lanny McDonald
‘Hi, this is Lanny MacDonald, prostate cancer is the most common cancer to afflict Canadian men. Join Movember and grow a moustache to raise funds and awareness for Prostate Cancer Canada.’

Ryan Jesperson

The Edmonton Oilers

The Calgary Hitmen

The Toronto Marlies

The Edmonton Oil Kings

05 MEDIA

Movember 2009 sparked superb growth for media coverage with a three-fold increase. Numerous national and local broadcast and print media covered the campaign, and radio DJs embraced the Mo spirit by growing Mos, discussing their journey and men’s health on air.

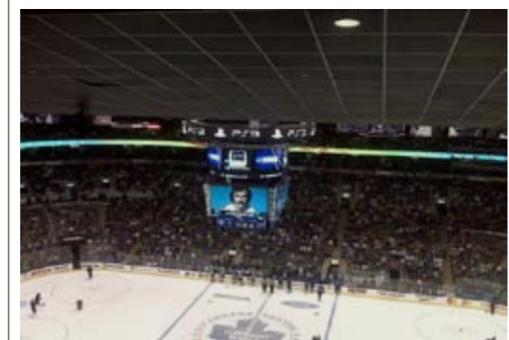
Movember message penetration was extremely high, with most outlets covering the key points – register, visit Movember.com, grow a Mo, 1 in 6 men will get prostate cancer.

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

City TV Toronto
City TV Vancouver
City TV Edmonton
City TV Regina
Inside Entertainment
Global TV
Elle Quebec
Vancouver Sun
Toronto Sun
The National Post
Yahoo! Canada
Canada.com
CanadaBusiness.com

Number of media hits by medium:

TV	238
Radio	58
Print	281
Online	89
Total Media Hits	766



Clockwise from top
Lanny McDonald,
the Toronto Marlies, Hulk
Hogan, and Ryan Jesperson
show their support to
Movember

Launch events

In October, a launch event was held in Toronto for past participants, donors, and other key stakeholders to showcase the programs that are now funded, as a result of the Movember 2007 and 2008 campaigns, through Prostate Cancer Canada.

Two shave events were held at the end of October to get participants ready to start Movember 1st clean-shaven. Movember, along with their partners Wahl and Dermalogica, invited Mo Bros and media to come down, get a free shave, and get ready to grow their Mo.

Gala Partés

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

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

More than 5,700 Mo Bros and Sistas attended Movember Gala Partés across Canada, held in the following cities:

- Calgary
- Edmonton
- Halifax
- Montreal
- Toronto
- Vancouver
- Victoria

Mo Parties

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

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

387 Mo Parties were held across Canada in 2009 at universities, in bars, at work, in police stations, and on military bases.



Adam Garone (above left), co-founder and CEO of Movember, with loyal Mo Bros at the launch event



387 Mo Parties were held across Canada to celebrate the end of Movember

**MORE THAN 5,700
MO BROS AND SISTAS
ATTENDED GALA
PARTES ACROSS
CANADA**



The Gala Partés across Canada, were held in Calgary, Edmonton, Halifax, Montreal, Toronto, Vancouver and Victoria







07 BUSINESS AND CIVIL SERVICE SUPPORT

Movember worked with corporate businesses and civil services to create specific fundraising challenges. With their support, Movember created the '2nd Annual Bay Street Challenge' between the financial industries, the 'Mo Po Challenge' between more than 20 police associations, as well as a challenge within the City of Edmonton, where the mayor officially renamed the month of November 'Movember.'

For the second year in a row, CIBC World Market's team, 'Mo'Sale Banking,' was the number one fundraising team in Canada. Not only were they the top fundraising team, raising over \$200,000, but they also challenged other Bay Street banks, as well as law and private equity firms, to compete for fundraising dollars. The Bay Street Challenge has created a way to boost morale and some friendly competition within the Canadian business sector while raising awareness and funds for Movember.

Movember is a success because of its novelty and fun nature, and even more so because of the efforts of supremely dedicated people. What has started out as an awareness campaign (enhanced by a sea of mustachioed men all over town) has truly helped save lives and blossomed into a fundraising machine. Adam Dean, Former CIBC employee and 'Mo'Sale Banking' Team Member

Honorary mentions to Movember's top Bay Street Challenge fundraisers:

TD Securities
RBC Capital Markets
KPMG LLP
BMO Capital Markets
McCarthy Tetrault LLP
Stikeman Elliott LLP
Macquarie Capital Canada Inc.
Investors Group
Scotiabank
Goodmans LLP

08 BIG MOUSTACHE ON CAMPUS (BMOC)

In 2009 the Big Moustache on Campus was launched to engage college-aged Mo Bros and Mo Sistas. Movember set a goal to get twelve campuses participating in Movember to raise \$80,000. The BMOC program far surpassed that, with 42 campuses growing moustaches, raising \$162,234.

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

PARTNERS

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

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



Major partners

Canadian Club



Mercedes-Benz

dermalogica

Supporting partners



ARBITRAGE

Demitasse JEWELRY

Promotional partners



Joint promotions, great prizes, and free services are all part of the support received by our partners

IMPERIAL CLUB

The Imperial Club recognizes the top 50 teams and individuals who made an extraordinary fundraising commitment to Movember and Prostate Cancer Canada each year.

The 2009 Imperial Club teams

- 01 CIBC Mo'sale Banking
- 02 TD Mo
- 03 RBC Mo Bros
- 04 Keep Mos Growing
- 05 Team Be-Mo
- 06 MoCarthy Tetrault
- 07 Stikeman Staches
- 08 Mo Money
- 09 The Big Mo
- 10 MOdlum Brown (Stocks, bonds and Staches)
- 11 IG Mo Bros & Sistas
- 12 Scotia Waterous
- 13 The Crop Dusters
- 14 Moustaches Making a Difference
- 15 Please Sir, I want some Moe
- 16 GOOD Mo
- 17 PCL Fu Manchu Crew
- 18 Moquarie
- 19 The Nexen Stache Stars
- 20 brAZen Mo's
- 21 Team Capital One Moustaches
- 22 MacCap Funds Canada Mo Bros
- 23 Addax Stache Squad
- 24 The Awkward Mo's
- 25 Flight Centre 'Tash Team
- 26 GBHS MoBros
- 27 YRPA
- 28 'Agrium's' INCredible Moustaches
- 29 Varicent Software
- 30 Hydro Mo's
- 31 SOSstacher
- 32 Moniska
- 33 Mantec
- 34 Calgary (www.plegroup.ca)
- 35 Mo KIK
- 36 Halsall United
- 37 Navistaches
- 38 SmartCentres
- 39 Crestwood Crew
- 40 Duster Busters
- 41 Husky Movember Squad
- 42 Design Police
- 43 McCauley's Mo'd Minions
- 44 We Gots More Mo's than Frida Kahlo
- 45 YUL Movember
- 46 Moose Staches
- 47 Keyera
- 48 Team Manesthesia
- 49 MoTorys
- 50 Mopo Regina Blue

The 2009 Imperial Club individuals

- 01 Robert C Watson
- 02 Roman Dubczak
- 03 Rick McCreary
- 04 Tzen-Yi Goh
- 05 Tom Higgins
- 06 Michael Rossiter
- 07 Chris Naprawa
- 08 David Oldham
- 09 Rajiv Singal
- 10 Craig Kelly
- 11 Craig Langpap
- 12 Michael Minielly
- 13 Ben Kaak
- 14 Steve Trimble
- 15 Ian Podmore
- 16 Richard Shilton
- 17 Chris Boyda
- 18 Ted Nash
- 19 Danny McCarthy
- 20 Steve Simpson
- 21 Jonathan Lansky
- 22 Marcus Albertson
- 23 Charanpal Brar
- 24 Ryan Ferguson
- 25 Harry Pokrandt
- 26 Daryl Hodges
- 27 Colin Lackner
- 28 Marty White
- 29 Doug Laird
- 30 David Woollcombe
- 31 Raymond Mason
- 32 Paul Valentine
- 33 Kevin McKee
- 34 Garry Smith
- 35 Anthony Spiteri
- 36 Michael Bernstein
- 37 Paul Kempf and Anthony Middleton
- 38 Adrian Morante
- 39 Cameron Goodnough
- 40 Laurent Proulx
- 41 Paul Condie
- 42 Santo Cesario
- 43 Peter Myers
- 44 Hamish Farmer
- 45 Norm Kumar
- 46 John Peters
- 47 Steve Losty
- 48 Glen Fleming
- 49 Chris Thom
- 50 Ian Huston

Movember 2009 had 35,165 Mo Bros and Mo Sistas raise an amazing \$7.8 million. All the funds raised by the Movember campaign in Canada go directly to Prostate Cancer Canada (PCC) who then fund the necessary campaign costs and manage the allocation of the surplus to programs.

Of the funds raised, 85% or 85 cents in the dollar is going directly to PCC directed programs including public education, advocacy, support of those affected, and research into the prevention, detection, treatment and cure of prostate cancer. For more information on PCC programs please read Section 5 of this document or visit www.prostatecancer.ca

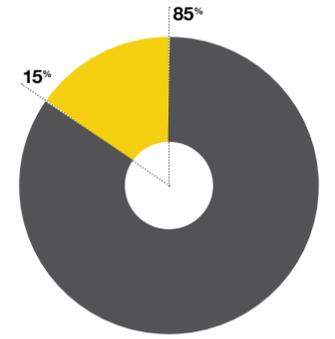
The remaining 15% covered awareness and campaign costs, including:

- 01** Movember's number one objective – raising the community's awareness and engaging men on health issues that affect them. Specifically educating Canadians that 1 in 6 men will be diagnosed with prostate cancer and encouraging men and their doctors take the time to discuss the merits of screening for early detection. The community needs to understand the risk of prostate cancer because more than 90% of cases are curable if detected and treated in their earliest stages. Achieving this level of awareness and behavioural change does of course come with a cost in the following key:
 - 01** Website development, hosting and maintenance
 - 02** Public Relations
 - 03** Campaign collateral – print of posters, donation boxes, kits for workplaces
 - 04** Events – including Gala Partés and launch events

02 Movember's number two objective is to raise funds for prostate cancer research and support programs. This necessarily involves a number of fundraising and administrative tasks which cover the following items:

- 01** Credit card processing fees
- 02** Bank fees
- 03** Audit and accounting costs
- 04** Legal costs
- 05** Salaries for the admin support staff
- 06** Insurance
- 07** Telecommunications and computer equipment
- 08** Office rent and general office running costs
- 09** Travel

The chart below illustrates how the funds raised will be applied:



Application of funds raised in Canada

Prostate Cancer Canada programs	85%	■
Awareness and campaign costs	15%	■

Movember's financials are audited by PriceWaterhouseCoopers.



For further information about
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www.movember.com



WTM

MOVEMBERTM