

MOVEMBER

A black and white photograph of a man with long, wavy hair and a mustache, wearing a dark baseball cap with a white patch that says "GEN MO". He is looking directly at the camera with a neutral expression. Behind him is a large, white, hand-drawn sign that says "MOVEMBER" in a bold, blocky font. The sign is held up by two hands, one on each side, with the fingers spread. The background is dark, making the white sign and the man's features stand out.



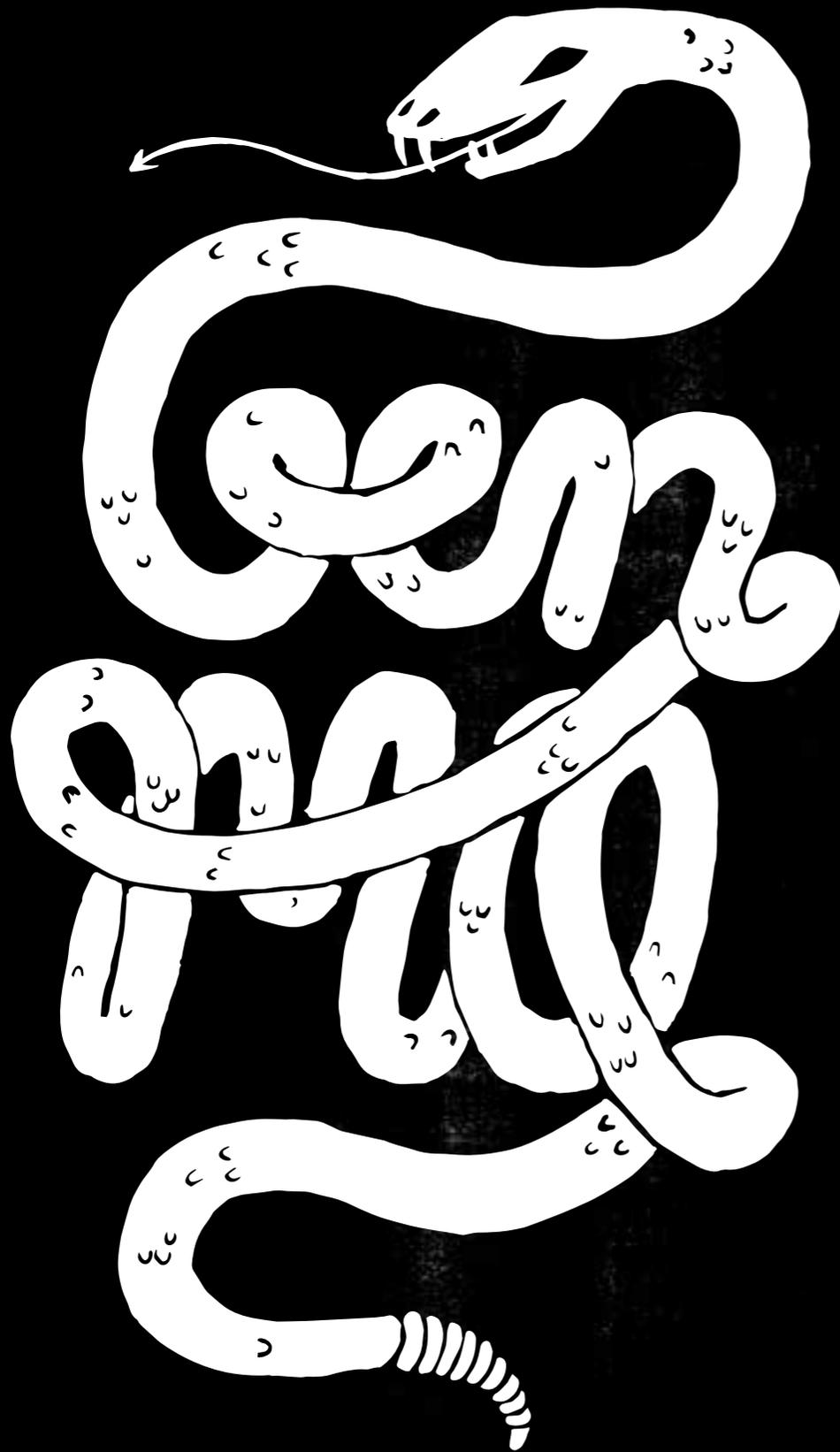
WE ARE GEN MO
WE HAVE A VOICE AND WE HAVE SOMETHING TO SAY



MOVEMBER FOUNDATION'S
VISION

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





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A WORD FROM THE CHAIRMAN

JOHN HUGHES
CHAIRMAN

To all the Movember Foundation supporters, As I began to compose this letter, I realised just how quickly my first year as Chairman of the Board has passed. The team has achieved a huge amount in the last twelve months; from an organisational, program and campaign point of view; we've covered a lot of ground.

I'm incredibly honoured to be the third Chairman of the Movember Foundation and truly humbled to lead the incredibly talented and dedicated group of people who work for the Movember Foundation. It has certainly been a year with many rewarding moments and I am proud to report that this past financial year has been one of great activity and achievement for the Movember Foundation. I would like to take this opportunity to acknowledge the extraordinary efforts of the 969,188 Mo Bros and Mo Sistas who together raised an incredible AUD \$136.6 million for men's health programs.

Although a very positive time for the organisation, the last twelve months have not been without their challenges. I accept though that these are to be expected as the Movember campaign continues to grow in some markets and mature in the others. Having started back in 2003, with just 30 Mo Bros growing a moustache, we've come a long way. Today, we operate official Movember campaigns in 21 countries; have four offices and a staff of 130.

Challenges faced include ensuring we have an online platform capable of handling huge traffic levels for a small period of the year, the shift to using mobile devices to interact with Movember online, protecting the brand as smaller markets continue to grow and, of course, the competitive nature of the charity dollar. None of the issues thrown up are insurmountable; rather they ensure that we continue to challenge ourselves to think innovatively and sometimes non-traditionally.

The challenge we've set ourselves to change the face of men's health is an ambitious one. Evidence clearly highlights that there's a long way to go until men achieve the optimum level of health. Progress is being made but the issue of tackling the gap between men and women's health is a complex one and will take time. However, a widely agreed upon point is that better educating men on the risks they face and empowering them with the information and know-how to proactively look after their health, is a vital piece of the puzzle.

Our annual awareness and education campaign, Movember, held in November each year, is directly addressing this issue. We want to engage men in their health so that they are informed and confident to the point where they're able to take action when needed. As CEO Adam Garone, mentions in his letter in this annual report, we are indeed making a difference and the campaign is having an impact on the way men act and think when it comes to their health. I would encourage you to read his letter to understand first hand how participation in Movember is truly changing lives.

The funds raised are invested in programs that address the strategic priorities laid out and agreed by the Movember Foundation Board. The Foundation manages programs such as our Global Action Plan (GAP), which brings together some of the best prostate cancer and testicular cancer researchers in the world; however, the majority of our funds continue to be invested with partner organisations, who implement our prostate cancer, testicular cancer and mental health programs. We are greatly appreciative of their efforts in helping us to deliver on our vision of having an everlasting impact on the face of men's health.

Globally, fighting prostate cancer continues to be our highest priority. Today, we still do not have an accurate test that tells a man whether he has prostate cancer. Furthermore, we cannot tell a man which type of prostate cancer he has, resulting in many men having unnecessary and harmful treatment. The quality of life for many men living with prostate cancer is unacceptable, in our opinion, particularly as the disease progresses. These are critical challenges that we are addressing through our funding of world-class research and survivorship programs.

In Australia, New Zealand, Canada, USA and the UK, mental health is our other priority area. As a community we are only now beginning to fully understand the devastating impact and cost of mental illness. The loss of life, particularly young men's lives, as a result of depression is disturbing.

I am exceptionally proud of the work of our Programs team, headed up by Paul Villanti. Guided by a well informed, considered plan, accompanied by a clear vision, the team is strategically investing in research and health programs that have the potential to catalyse improved health outcomes for the men we serve around the globe.

The breadth and scale of the programs being funded is sometimes hard to believe, and I would encourage everyone to visit the Report Card section of the website, where you'll truly appreciate what the Movember community is enabling us to achieve.

In conclusion, I'd like to say a few words of thanks.

This year, Elaine Farrelly stepped down from the Chair role, one she had served in for three years. I'm happy to report that she continues to serve as a director on the Movember Board. On behalf of my fellow directors, I thank Elaine for her tremendous contribution. She has guided with a steady hand throughout a period of rapid and well-planned growth and her thoughtful, considered approach was key to some big decisions needed to be made by the Movember Board during her stewardship.

The directors of the Movember Foundation Board donate significant time and contribute their diverse skills with a great depth of commitment. I thank each of my fellow directors for their contribution to guiding the Movember Foundation steadily through another year of growth while at the same time looking forward and planning for what we all know will be an exciting future.

I would also like to thank and commend Adam Garone for his inspired leadership of the organisation. His commitment, passion and drive run deep and are passed onto the team through regular contact; whether it be in person, or just picking up the phone to talk to a new team member. Although global, the team is a tight-knit one; one that is focused, happy and dedicated; as evidenced by the remarkably low staff turnover.

The Movember Foundation team is collectively proud of what has been achieved to date but remains grounded, realistic and humble; we recognise that there is still a great deal to be done. As an organisation, we only have one definition of success: finding breakthrough solutions that produce tangible improvements in the lives of those dealing with prostate cancer, testicular cancer and mental health problems.

I look forward to reporting back to you next year with all that we've achieved from this point.



A WORD FROM THE CHIEF EXECUTIVE OFFICER

ADAM GARONE
CEO AND CO-FOUNDER
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To all the Movember Foundation supporters, The growth of Movember's global movement and the spirit of the Movember community continue to amaze me each year. As I write this today, the commitment of 4 million Mo Bros and Mo Sistas has resulted in the Movember Foundation raising AUD \$580 million and being able to fund over 800 men's health programs around the world.

Together, we have created the largest movement for men's health the world has seen which is always humbling to think about. It is hard to believe it was just over 10 years ago that my fellow co-founders and I started out on this incredible journey with a basic principal, let's have some fun and do some good.

I am tremendously proud of the world-class programs we're now able to fund in the areas of prostate cancer, testicular cancer and mental health. Like everything we do at the Movember Foundation, we are approaching our program strategy differently; we believe that collaboration is fundamental to accelerating outcomes. We aren't afraid to challenge and change the culture of science by breaking down barriers, by funding innovative research that builds powerful, collaborative, global teams. We're proud of all that we've achieved but we only have one definition of success: finding breakthrough solutions that produce tangible improvements in the lives of those dealing with prostate cancer, testicular cancer and mental health problems.

I would like to take this opportunity to recognise the spirit of the Movember community and acknowledge that without it, we would not have achieved what we have to date. Through my role as CEO, I am privileged to witness firsthand the sense of passion, social responsibility, team commitment, pride and fun shared by participating Mo Bros and Mo Sistas. It is these qualities and the subsequent actions of the Movember community that are driving the campaign to achieve so much each year.

A couple of examples from 2013 were a group of Mo growing men in Australia who pushed a lawnmower from Tasmania to Brisbane and a group of Canadian Mo Bros who cycled from Vancouver to Toronto – for those of you not familiar with the geography of Canada or Australia, that's a lot of kilometers! I was also aware of marathons being run, epic bike rides, swims, not to mention the thousands of Movember office and community events and parties being held by the committed Mo community. This ground swell of support across the globe is what makes Movember unique and the funds raised power research and support programs that are changing and saving lives.

Through the remarkable actions of the Movember community, our men's health messages are being communicated in an engaging, fun and relaxed environment. So, whilst the quantum of funds is truly impressive, what is equally important are the conversations and awareness about men's health created by the simple act of growing a moustache.

Each year, we carry out a piece of independent research to ensure that we're able to answer the question: does growing a Mo actually make a difference in terms of awareness and education? I am pleased to report that the results show that without a doubt, we're making a difference.

The Mo Bros themselves become men's health advocates during the month of Movember and are literally walking/talking billboards for 30 days. We provide the platform, by way of the website, tools for them to participate and communicate online and in person, but it is the individuals themselves that bring the campaign to life by making it their own and communicating our men's health messages in a way that is meaningful to them. It's this authentic communication from someone known and trusted which has such high impact. I believe this is where the effectiveness of our Awareness & Education program lies.

I am optimistic about the future and continuing to work towards fulfilling our vision of having an everlasting impact on the face of men's health. The first 10 years have been truly epic for the Movember Foundation and I'm excited for the next 10 and the challenges that lie ahead.

Now to some well earned thank you's...

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

To the wonderfully gifted team at the Movember Foundation – thank you! Despite the fact that we're spread across the world, we are one family with a deep sense of purpose and commitment to making this world a healthier and happier place. Testament to the team's efficiency is our global fundraising and administration cost ratio, at 13%, which is well below the international best practice range of 15%-20%. I am honoured to lead such a talented team and incredibly proud of what has been achieved and what I know that we'll go on to achieve together.

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

And last but certainly not least, thank you to all of the Mo Bros and Mo Sistas of Movember 2013, who signed up, grew, supported and donated.

See you in Movember 2014.

WE AREN'T AFRAID TO
CHALLENGE AND CHANGE
THE CULTURE OF SCIENCE
BY BREAKING DOWN BARRIERS,
BY FUNDING INNOVATIVE
RESEARCH THAT BUILDS
POWERFUL, COLLABORATIVE,
GLOBAL TEAMS.

ADAM GARONE
CEO AND CO-FOUNDER



A WORD FROM THE EXECUTIVE DIRECTOR, PROGRAMS

PAUL VILLANTI
EXECUTIVE DIRECTOR, PROGRAMS
PAUL@MOVEMBER.COM

Seeking to change the face of men's health is an ambitious challenge. But it is a challenge that the Movember Foundation is committed to tackling and succeeding through the programs that we invest in around the world. As the largest non government investors in men's health programs in the world, we are uniquely placed to play a significant role in improving the health outcomes of the men that we serve in 21 countries.

For men diagnosed and living with prostate cancer or testicular cancer, we seek to improve their physical and mental health, and reduce mortality.

Mental health is another key priority for the Foundation. We want men and boys to be mentally healthy and take action to remain so. When they experience mental health problems they need to take action early. We will continue to actively contribute to a world where men and boys with mental health problems are not discriminated against.

Some of these challenges, such as boys and men taking action early when they experience a health problem, require a fundamental paradigm shift in prevailing attitudes and beliefs of what it is to be a man. Tackling these challenges through a gendered lens is fundamental to making progress. We see a significant opportunity to improve health outcomes by understanding how we can build on the positive strengths of masculinity in a way that leads to men taking action to stay well and acting early when they experience health problems.

While progress has been made on many fronts over the past few years, the Movember Foundation is committed to accelerating progress and outcomes. To do this, we believe that we need to take risks, and be a disruptive but positive force for rapid progress and change.

A common and critical feature of our program investment strategy is to build powerful teams to tackle the complex challenges that we face. The nature of many of the challenges we face across prostate cancer, testicular cancer and mental health require a coalition of disciplines and skills.

Over the past 12 months alone, we have funded the establishment of powerful teams that we expect to make great progress over the coming years.

For prostate cancer, the critical challenges continue to be the need to be able to better distinguish aggressive from harmless prostate cancer; and how to stop the progression of lethal disease.

In Australia, our Movember Revolutionary Team Awards program funded two national teams, with unprecedented levels of collaboration. In the United Kingdom, we established and funded two Movember Centres of Excellence. In Canada, we continued to support Movember Team Grants. In the USA, seven teams were funded as part of the Challenge Award Program. Our Global Action Plan now comprises five global projects all aimed at addressing the priority challenges. All of these teams will play a pivotal role in answering the key questions that will end death from prostate cancer.

In parallel with answering the key questions that will reduce death from prostate cancer, the Movember Foundation is committed to improving the physical and mental health of men living with the disease, as well as their partners, caregivers and families. There are a significant number of side effects from prostate cancer treatment, including incontinence bowel problems, lack of sexual function and as the disease progresses, pain, nausea and fatigue. Anxiety and depression are common. The Movember Foundation is making the world's largest single investment in prostate cancer interventions and programs aimed at reducing these side effects. With an ageing population and more men living with and beyond the disease, we need urgent solutions to improve their lives. Through our True NTH program, we have brought together national leaders in treatment and care across Canada, Australia, the United Kingdom and the USA to develop new approaches to reducing disease side effects that can be ultimately implemented across countries and borders.

Improving the health outcomes of men with prostate cancer also requires continuous improvement in clinical treatment and practice, and the Movember Foundation has funded national initiatives across Ireland, the United Kingdom and Australia in collaboration with clinicians and patients, squarely aimed at improving clinical outcomes for men.

In mental health; we were delighted to complete our inaugural mental health grant round in Canada, where we funded a number of collaborative teams addressing our strategic priorities. Three major programs were funded addressing why young men lag in addressing mental health, reducing stigma and mental illness in Asian men and boys in Canada, and providing mental health services for men suffering from depression and/or suicidal thoughts.

As always, the success of all of our program investments would not be possible without the ongoing support and effort of our Men's Health Partners in Australia, United Kingdom, Canada, USA, Singapore, Hong Kong, New Zealand, Czech Republic, Ireland, Norway, South Africa, Finland and Germany. These partners are primarily responsible for the design and implementation of programs aligned to our strategic goals, and we acknowledge their important contribution to achieving our strategic goals.

We rely heavily on the goodwill and leadership of the clinical and scientific community to support Movember Foundation in its decision making, peer review and governance. In particular, we continue to acknowledge the contribution of Professor Colleen Nelson, Chair of our Global Scientific Committee, and Professors Rob Bristow, Peter Choyke, Padraig Warde and Kerry Courneya who all serve as chairs of our Research Advisory Committees. Professor Dame Jessica Corner has led our Global Prostate Cancer Survivorship Committee, which has successfully stewarded the establishment and implementation of the True NTH program. Professors Larry Goldenberg and Don McCreary have led the Canadian Men's Health Network. We acknowledge and thank these leaders, as well as the tireless efforts of all committee members and peer reviewers that have assisted the Movember Foundation to fund world class programs and projects. We also wish to extend our sincere gratitude to the many men with personal experience of prostate cancer, testicular cancer or mental health problems that have served both formally and informally in our advisory and review processes. Needless to say, the voice of lived experience must always inform and guide our work.

The privilege of having the opportunity to improve the health outcomes of men would not have been possible without the extraordinary ongoing support of our Mo Bros and Sistas around the globe, and we gratefully acknowledge their trust and support.

We acknowledge the many challenges and opportunities to improve the lives of men, and our Directors have made a strategic decision to continue to keep a tight focus on several important men's health issues and contribute to achieving significant progress on those health issues before moving on to address other important health challenges confronting men.

WE NEED TO TAKE
RISKS AND BE
A DISRUPTIVE BUT
POSITIVE FORCE
FOR RAPID PROGRESS
AND CHANGE.

PAUL VILLANTI
EXECUTIVE DIRECTOR,
PROGRAMS

MOVEMBER
13

GENERATION MO
SWIFT · SILENT · HAIRY



ABOUT THE MOVEMBER FOUNDATION

**SEEKING TO CHANGE
THE FACE OF MEN'S HEALTH
IS AN AMBITIOUS CHALLENGE.
BUT IT IS A CHALLENGE THAT
THE MOVEMBER FOUNDATION
IS COMMITTED TO TACKLING
AND SUCCEEDING THROUGH
THE PROGRAMS THAT WE INVEST
IN AROUND THE WORLD.**

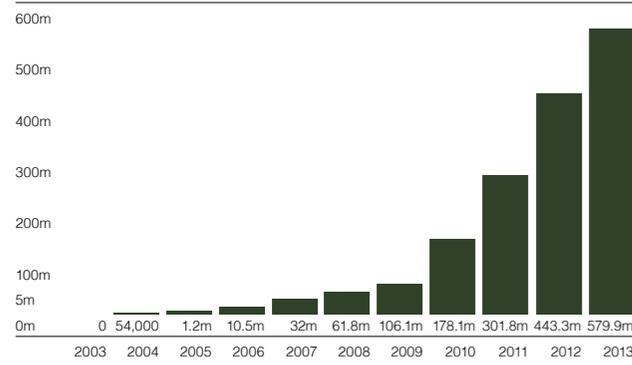
**PAUL VILLANTI
EXECUTIVE DIRECTOR
PROGRAMS**

The Movember Foundation is the leading global organisation committed to changing the face of men's health.

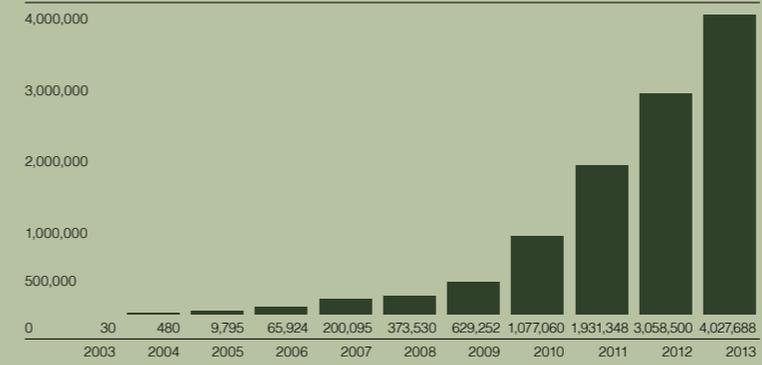
The Movember community has raised approximately \$580 million to date and funded over 800 programs in 21 countries. This work is saving and improving the lives of men affected by prostate cancer, testicular cancer and mental health problems.

The Movember Foundation challenges men to grow moustaches during Movember (formerly known as November), to spark conversation and raise vital funds for its men's health programs. To date, 4 million moustaches have been grown worldwide, but we won't stop growing as long as serious men's health issues exist.

GLOBAL FUNDS RAISED SINCE 2003
AUD \$579.9 MILLION



GLOBAL REGISTRANTS SINCE 2003
4,027,688 MO BROS & MO SISTAS



HELL RAISERS FIND RAISERS

THE HISTORY OF THE EARLY YEARS

In 2003, two mates Travis Garone and Luke Slattery from Melbourne, Australia were having a quiet beer at the Gypsy Bar on Brunswick St, Fitzroy when their conversation turned to recurring fashion trends. They questioned where the Mo had gone and joked about bringing it back.

The two friends decided to talk their mates into growing a Mo. Inspired by a friend's mother who was fundraising for breast cancer, they decided to make the campaign about men's health and prostate cancer. They designed rules and guidelines for Movember (which are still in place today) and agreed to charge ten dollars to grow a Mo. Trav designed the first Movember logo, and they sent around an email titled *Are you man enough to be my man?* They found 30 guys willing to take up the challenge.

Those first 30 Mo Bros grew their moustaches with such enthusiasm that in 2004 a decision was made to formalise the concept and get all participants growing for a cause. Adam Garone stepped up to help take Movember to the next level, registered a company and created a website. Justin Coghlan (JC) came on board to run the campaign in Queensland.

The guys researched men's health issues and agreed to formally support prostate cancer as their cause. They also explored prostate cancer groups and Adam approached the Prostate Cancer Foundation of Australia (PCFA). The PCFA agreed to accept funds from the 2004 campaign but was not an official men's health partner. 450 Mo Bros raised AUD \$54,000, with Spain and the UK becoming home to the first international Mo Bros. The entire proceeds were donated to the PCFA—all costs were covered by the four co-founders up through the 2005 campaign. That first Movember cheque to the PCFA was the largest single donation they had received to date.

JC joined Luke, Trav, and Adam to run the 2005 campaign, and the Urchin team designed a new campaign creative with the concept 'Give Prostate Cancer A Kick In The Arse'. A formal agreement was struck with the PCFA and they became Movember's first official men's health partner. The campaign that year saw 9,315 Mo Bros raise AUD \$1.2 million for the PCFA.

The following year in 2006, the four co-founders established an official Australian charity, the Movember Foundation. By now, the campaign was too big to manage on nights and weekends, so Adam and Luke began working for Movember full time. Together they employed Movember's first full-time employee, and the campaign was run from Prahran in Melbourne, and Luke's apartment in Queensland. Luke developed Movember's official tagline "Changing the face of men's health."

Further research into men's health in Australia revealed that depression was a significant issue, and beyondblue: the national depression and anxiety initiative was brought on as Movember's second men's health partner.

That year, the campaign was launched in New Zealand in partnership with The Prostate Cancer Foundation of NZ. Small unofficial campaigns were also run in the UK and Spain. A total of 56,129 Mo Bros and Mo Sistas in Australia and New Zealand raised AUD \$9.3 million.

In 2007, encouraged by the growing enthusiasm and efforts of Mo Bros and Mo Sistas around the world, the four co-founders decided to grow the campaign internationally. Adam moved to Los Angeles to launch the USA and Canadian campaigns in partnership with The Prostate Cancer Foundation and Prostate Cancer Canada. JC launched the UK campaign with Prostate Cancer UK (formerly The Prostate Cancer Charity), and Luke ran the Australian and New Zealand campaigns. A small campaign was also run in Spain in partnership with FEFOC. The Movember Board was formalised and extended beyond the four co-founders.

Trav and the team at Urchin continued to look after the campaign creative and the concept that year was 'Mo man is an island: Mindset, Journey, Destination'. The campaign saw 134,171 Mo Bros and Mo Sistas in Australia, New Zealand, the USA, Canada, the UK and Spain raise AUD \$21.5 million, generating enormous awareness of men's health issues.

Since those first few years, Movember has continued to grow at an extraordinary pace, and today, with the support of millions of Mo Bros, Mo Sistas and their donors, Movember is fulfilling its vision: To have an everlasting impact on the face of men's health.

ORIGINAL 30

Josh Armistead
John Bath
Matthew Campbell
JC
Alex Denman
Anthony Devine
Jason Evans
Travis Garone
Adam Garone
Stuart Geddes
Andrew Gibbins
Bill Gibbins
James Gibbins
Matthew Gibbins
Oscar Gibbins
Josh Gurrie
Mark Kayler-Thomson
Craig Leonarde
Derek Lick
Adam Majcher
Travis Neilsen
Joc O'Connell
Anthony Power
N Rodriguez
Luke Slattery (Lucky)
Jim Slattery
Simon Williams
The Captain
The Unknown Guy 1
The Unknown Guy 2

MOVEMBER VALUES

FUN

WE CREATE FUN.

ACCOUNTABLE

WE ARE ACCOUNTABLE AND
TRANSPARENT. WE STRIVE
TO EXCEED BEST PRACTICE
COST-TO-FUNDRAISING RATIOS.

CARING

WE ARE PASSIONATE, DEDICATED,
CARING PEOPLE THAT ARE HERE TO
SERVE THE MOVEMBER COMMUNITY.

TEAM MOVEMBER

WE ARE ONE TEAM WORKING
TOGETHER AND SHARING
KNOWLEDGE TO ACCELERATE
THE REALISATION OF OUR SHARED
GOALS. THIS IS FUNDAMENTAL
TO HOW WE OPERATE AT
THE MOVEMBER FOUNDATION,
WITH OUR PARTNERS, RELEVANT
RESEARCHERS AND PRACTITIONERS.

HUMBLE

WE HAVE A HUMBLE ATTITUDE AND
APPROACH TO EVERYTHING WE DO.

INNOVATIVE

BORN FROM AN ENTREPRENEURIAL
SPIRIT, WE APPLY INNOVATION
ACROSS THE ORGANISATION
TO IMPROVE EFFICIENCY AND THE
MO BRO AND MO SISTA EXPERIENCE.

REMARKABLE EXPERIENCES

AT EVERY TOUCH POINT - PHONE,
EMAIL, ONLINE, IN PERSON, OR
AT OUR EVENTS, WE CREATE
A REMARKABLE EXPERIENCE FOR
THE MOVEMBER COMMUNITY.

CHANGE AGENT

THE MOVEMBER FOUNDATION
STANDS FOR CONSTRUCTIVE
CHANGE. WE CHALLENGE THE
STATUS QUO, WITH THE RESULT OF
DRIVING SIGNIFICANT OUTCOMES
FROM THE CONVERSATIONS WE
CREATE AND FUNDS WE RAISE.

FUN
ACCOUNTABLE
CARING
TEAM
MOVEMBER
HUMBLE
INNOVATIVE
REMARKABLE
EXPERIENCES
CHANGE AGENT

**MOVEMBER
MILESTONES**

TOGETHER WE HAVE BUILT A GLOBAL MOVEMENT AND A GLOBAL VOICE FOR MEN'S HEALTH. THIS HAS ENABLED THE MOVEMBER FOUNDATION TO BRING TOGETHER THE BEST SCIENTIFIC AND CLINICAL MINDS IN THE WORLD, TO COLLABORATIVELY TACKLE AND SOLVE KEY MEN'S HEALTH QUESTIONS.

**ADAM GARONE
CEO AND CO-FOUNDER**

**FROM 30
TO 4 MILLION
MO BROS AND
MO SISTAS—
AND STILL
COUNTING**

2003	2004	2005	2006	2007	2008
<p>THE MOVEMBER IDEA IS BORN IN MELBOURNE, AUSTRALIA BY TWO MATES DISCUSSING FASHION AND RECURRING TRENDS. THEY QUESTION WHERE THE MO HAD GONE AND JOKE ABOUT BRINGING IT BACK. TOGETHER, THEY DECIDE TO TALK THEIR MATES INTO GROWING A MO WITH THEM. THEY CHOOSE THE MONTH OF NOVEMBER REMAINING IT MOVEMBER.</p> <p>MOVEMBER RULES AND GUIDELINES ARE DEFINED; ALL OF WHICH REMAIN IN PLACE TODAY</p> <p><u>PARTICIPATING COUNTRIES</u> AUSTRALIA</p> <p><u>REGISTRATIONS</u> 30 MO BROS AND MO SISTAS</p> <p><u>FUNDS RAISED</u> NONE</p>	<p>THE MOVEMBER GROUP IS OFFICIALLY ESTABLISHED</p> <p>THE FIRST MOVEMBER WEBSITE IS BUILT</p> <p>FUNDS RAISED GO TO PROSTATE CANCER FOUNDATION OF AUSTRALIA (PCFA)</p> <p><u>PARTICIPATING COUNTRIES</u> AUSTRALIA</p> <p><u>REGISTRATIONS</u> 450 MO BROS AND MO SISTAS</p> <p><u>FUNDS RAISED SINCE 2003</u> AUD \$54,000</p>	<p>PCFA COMES ON BOARD AS MOVEMBER'S FIRST OFFICIAL MEN'S HEALTH PARTNER</p> <p><u>PARTICIPATING COUNTRIES</u> AUSTRALIA</p> <p><u>REGISTRATIONS</u> 9,315 MO BROS AND MO SISTAS</p> <p><u>FUNDS RAISED SINCE 2003</u> AUD \$1.2 MILLION</p>	<p>MOVEMBER RECEIVES OFFICIAL CHARITY STATUS IN AUSTRALIA AND THE MOVEMBER FOUNDATION IS ESTABLISHED</p> <p>BEYONDBLUE: DEPRESSION & ANXIETY INITIATIVE BECOMES AUSTRALIA'S SECOND MEN'S HEALTH PARTNER</p> <p>MOVEMBER OFFICIALLY LAUNCHES IN NEW ZEALAND IN PARTNERSHIP WITH THE PROSTATE CANCER FOUNDATION OF NZ</p> <p><u>PARTICIPATING COUNTRIES</u> AUSTRALIA AND NEW ZEALAND</p> <p><u>REGISTRATIONS</u> 56,129 MO BROS AND MO SISTAS</p> <p><u>FUNDS RAISED SINCE 2003</u> AUD \$10.5 MILLION</p>	<p>MOVEMBER OFFICIALLY LAUNCHES IN THE US IN PARTNERSHIP WITH THE PROSTATE CANCER FOUNDATION, IN CANADA WITH PROSTATE CANCER CANADA, IN THE UK WITH THE PROSTATE CANCER CHARITY AND IN SPAIN WITH FEFOC</p> <p>THE MOVEMBER BOARD IS FORMALLY ESTABLISHED</p> <p><u>PARTICIPATING COUNTRIES</u> AUSTRALIA, CANADA, NEW ZEALAND, SPAIN, UK AND USA</p> <p><u>REGISTRATIONS</u> 134,171 MO BROS AND MO SISTAS</p> <p><u>FUNDS RAISED SINCE 2003</u> AUD \$32 MILLION</p>	<p>MOVEMBER IRELAND IS OFFICIALLY LAUNCHED IN PARTNERSHIP WITH THE IRISH CANCER SOCIETY</p> <p>THE CANCER SOCIETY OF NZ AND THE MENTAL HEALTH FOUNDATION OF NZ BECOME NEW ZEALAND'S MEN'S HEALTH PARTNERS</p> <p><u>PARTICIPATING COUNTRIES</u> AUSTRALIA, CANADA, IRELAND, NEW ZEALAND, SPAIN, UK AND USA</p> <p><u>REGISTRATIONS</u> 173,435 MO BROS AND MO SISTAS</p> <p><u>FUNDS RAISED SINCE 2003</u> AUD \$61.8 MILLION</p>
<p>MOVEMBER USA OBTAINS OFFICIAL CHARITY STATUS AND A SECOND MEN'S HEALTH PARTNER IS ADDED - THE LIVESTRONG FOUNDATION</p> <p><u>PARTICIPATING COUNTRIES</u> AUSTRALIA, CANADA, IRELAND, NEW ZEALAND, SPAIN, UK AND USA</p> <p><u>REGISTRATIONS</u> 255,722 MO BROS AND MO SISTAS</p> <p><u>FUNDS RAISED SINCE 2003</u> AUD \$106.1 MILLION</p>	<p>MOVEMBER OFFICIALLY LAUNCHES CAMPAIGNS IN SOUTH AFRICA IN PARTNERSHIP WITH THE CANCER ASSOCIATION OF SOUTH AFRICA, IN FINLAND, IN NETHERLANDS AND IN THE CZECH REPUBLIC</p> <p>MOVEMBER LAUNCHES ITS FIRST DIRECTLY FUNDED PROGRAM - THE GLOBAL ACTION PLAN; CREATED WITH THE AIM OF ACCELERATING PROSTATE CANCER RESEARCH OUTCOMES THROUGH GLOBAL COLLABORATION</p> <p><u>PARTICIPATING COUNTRIES</u> AUSTRALIA, CANADA, CZECH REPUBLIC, FINLAND, IRELAND, NETHERLANDS, NEW ZEALAND, SOUTH AFRICA, SPAIN, UK AND USA</p> <p><u>REGISTRATIONS</u> 447,808 MO BROS AND MO SISTAS</p> <p><u>FUNDS RAISED SINCE 2003</u> AUD \$178.1 MILLION</p>	<p>MOVEMBER OFFICIALLY LAUNCHES CAMPAIGNS IN BELGIUM, DENMARK AND NORWAY</p> <p>MOVEMBER OBTAINS OFFICIAL CHARITY STATUS IN CANADA, ENGLAND, WALES AND SCOTLAND</p> <p><u>PARTICIPATING COUNTRIES</u> AUSTRALIA, BELGIUM, CANADA, CZECH REPUBLIC, DENMARK, FINLAND, IRELAND, NETHERLANDS, NEW ZEALAND, NORWAY, SOUTH AFRICA, SPAIN, UK AND USA</p> <p><u>REGISTRATIONS</u> 854,288 MO BROS AND MO SISTAS</p> <p><u>FUNDS RAISED SINCE 2003</u> AUD \$301.8 MILLION</p>	<p>IN ITS TENTH YEAR THE MOVEMBER FOUNDATION'S GLOBAL FOOTPRINT CONTINUES TO GROW</p> <p>MOVEMBER IS RANKED IN THE TOP 100 BEST NGOS (CHARITIES) IN THE WORLD BY THE GLOBAL JOURNAL BASED ON THE THREE KEY CRITERIA: IMPACT, INNOVATION AND SUSTAINABILITY.</p> <p><u>PARTICIPATING COUNTRIES</u> AUSTRALIA, BELGIUM, CANADA, CZECH REPUBLIC, DENMARK, FINLAND, IRELAND, NETHERLANDS, NEW ZEALAND, NORWAY, SOUTH AFRICA, SPAIN, UK AND USA</p> <p><u>REGISTRATIONS</u> 1,127,152 MO BROS AND MO SISTAS</p> <p><u>FUNDS RAISED SINCE 2003</u> AUD \$443.3 MILLION</p>	<p>THE MOVEMBER FOUNDATION'S IMPACT AS A STRATEGIC FUNDER CONTINUES TO GROW, FUNDING OVER 800 PROGRAMS ACROSS 21 COUNTRIES</p> <p>THE FOUNDATION IS AWARDED THE SOCIAL FORCE OF THE YEAR AWARD FROM GQ MAGAZINE</p> <p><u>PARTICIPATING COUNTRIES</u> AUSTRALIA, AUSTRIA, BELGIUM, CANADA, CZECH REPUBLIC, DENMARK, FINLAND, FRANCE, GERMANY, HONG KONG, IRELAND, NETHERLANDS, NEW ZEALAND, NORWAY, SINGAPORE, SOUTH AFRICA, SPAIN, SWEDEN, SWITZERLAND, UK AND USA</p> <p><u>REGISTRATIONS</u> 969,188 MO BROS AND MO SISTAS</p> <p><u>FUNDS RAISED SINCE 2003</u> AUD \$579.9 MILLION</p>	

MOVEMBER,
A GLOBAL
MOVEMENT



Since its humble beginnings in 2003 in Australia, the Movember movement has grown to become a truly global organisation, inspiring support from Mo Bros, Mo Sistas and their donors around the world.

The Movember Foundation currently runs official campaigns in 21 countries; however, it is aware of pockets of support in virtually every corner of the world, from Moscow to Rio de Janeiro and everywhere in between. The success of the Movember campaign can largely be attributed to the strength of the global community; regardless of the city in which they live, they feel part of something bigger, united by a commitment to help change the face of men's health. It's about global mateship.

The global expansion of the Movember campaign is not something that has been driven from within – it has been invited and encouraged. Our policy is only to enter a new market if there is an existing strong groundswell of support. Word of mouth, the movement of expats and the incredible power of the internet have all contributed to the campaign stretching out across the globe. The geographic expansion supports and delivers on our primary objective of spreading key health messages to men everywhere.

The idea for Movember actually started with a conversation between mates, so there's a nice synergy to the fact that today it's conversation that is central to achieving our goals. That one conversation back in 2003 has today grown into billions, taking place around the world.

The simple act of growing a moustache and having some fun with your mates results in real conversations about real issues. Each participating Mo Bro becomes a walking, talking billboard for men's health, helping to raise vital funds and awareness for men's health along the way.

BRINGING TOGETHER THE OUTSTANDING PROSTATE CANCER RESEARCHERS AROUND THE WORLD TO TACKLE SPECIFIC PROBLEMS HAS THE GREATEST POTENTIAL TO MAKE A SIGNIFICANT IMPACT ON HOW PROSTATE CANCER IS BEING DIAGNOSED AND TREATED. FOSTERING THIS KIND OF GLOBAL COLLABORATION WILL RESULT IN MORE RAPID DEVELOPMENT OF BETTER DIAGNOSTIC AND CLINICAL INTERVENTIONS THAT WILL THEN IMPROVE OUTCOMES AROUND THE WORLD.

**PAUL VILLANTI
EXECUTIVE DIRECTOR
PROGRAMS**

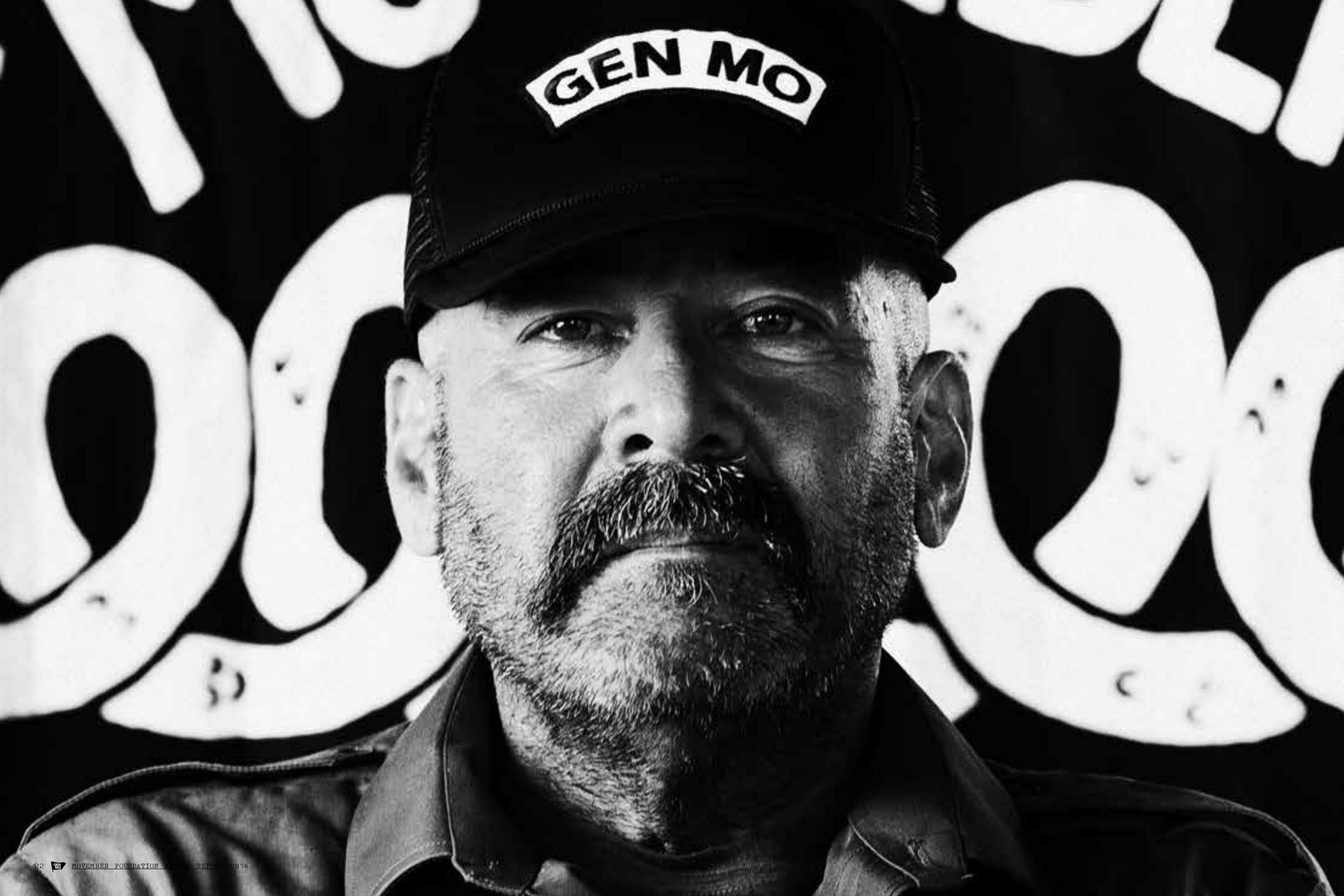
Since Movember opened its hairy doors, over 4 million people have supported the cause and raised approximately AUD \$580 million. It is this support and these funds that are enabling the Movember Foundation to work towards seeing significant improvement in the men's health issues prioritised – prostate cancer, testicular cancer and mental health.

“As a global men's health charity, the Movember Foundation has the privilege and the ambition to contribute to improve the lives of men in each of the countries that we serve. We are a strategic investor in research and health programs that have the potential to improve health outcomes for all the men we serve around the globe.” Paul Villanti, Executive Director, Programs.

Men's health is a global problem that requires global solutions and the Movember Foundation is uniquely placed to address issues at this level. By working with men's health partners around the world, we're able to form an umbrella view and identify key areas and issues that could benefit from global collaboration. No one organisation, be it a government, charity or health organisation can achieve success on its own. It's our strong belief that collaboration is key.

We want to see significant improvement in the men's health issues we have prioritised and won't stop until we do – in fact; we're working to put ourselves out of business.





GEN MO

2013
MOVEMBER
HIGHLIGHTS

AUSTRALIA

MOVEMBER DAWNS

GEN MO TOOK TO THE SKIES, SOARING ABOVE MELBOURNE FOR THE DAWNING OF MOVEMBER. FLYING THE FLAG FOR MEN'S HEALTH, THIS IMAGE WAS BROADCAST AROUND THE WORLD.



WESTERN AUSTRALIA POLICE FIRST PARTICIPATED IN MOVEMBER IN 2008 AND SINCE THEN WE HAVE RAISED OVER \$250,000 FOR MEN'S HEALTH. HIGHLIGHTING HEALTH ISSUES SUCH AS PROSTATE CANCER AND MEN'S MENTAL HEALTH IS PARTICULARLY IMPORTANT TO OUR ORGANISATION, GIVEN THAT THE MAJORITY OF POLICE OFFICERS ARE MALE. GROWING A MOUSTACHE GENERATES PLENTY OF 'INTERESTING' CONVERSATIONS ON THE STREET AND WE RECEIVE A POSITIVE RESPONSE FROM THE COMMUNITY, ESPECIALLY IN REGIONAL AREAS OF WESTERN AUSTRALIA.

**MATTHEW GOADBY
SENIOR CONSTABLE
WESTERN AUSTRALIA POLICE
AUSTRALIA**

NEW ZEALAND

GEN MO CHEFS
SOME OF AUCKLAND'S FINEST CHEFS CAME TOGETHER TO SUPPORT MOVEMBER CAMPAIGN. ARMED WITH GREAT FOOD, GREAT MO'S AND A COMMON CAUSE OF EDUCATING MEN ON THE IMPORTANCE OF THEIR PERSONAL HEALTH, AND EATING HEALTHY DELICIOUS FOOD. OUR GEN MO CHEFS FEATURED IN M2 MAGAZINE AND WERE A HIGHLIGHT OF 2013.





USA

PATRIOTS COIN TOSS
MAJOR PARTNER, GILLETTE, PROVIDED A REMARKABLE EXPERIENCE TO THREE MO'S TO BE HONORARY CAPTAINS AT A BOSTON PATRIOTS NFL GAME DURING THE MONTH OF NOVEMBER. PICTURED HERE IS MO BRO, ERIC STOUT, WALKING ONTO THE FIELD WITH FOUR PATRIOTS PLAYERS TO PERFORM THE SYMBOLIC COIN TOSS

HONG KONG
STAR FERRY
HONG KONG'S ICONIC STAR
FERRY RECEIVED A MO
MAKEOVER FOR THE HAIREST
MONTH OF THE YEAR.

**AT FIRST I WAS APPREHENSIVE
WHEN CHALLENGED TO ENTER
MOVEMBER. I DIDN'T KNOW MUCH
ABOUT IT AND CERTAINLY IT WASN'T
AN ISSUE THAT HAD PERSONALLY
BOTHERED ME; HOWEVER NOT BEING
ONE TO BACK DOWN ON A CHALLENGE
I TOOK IT ON. I WAS STUNNED
AT THE SUPPORT I RECEIVED. FRIENDS,
FAMILY AND WORKMATES WERE
ALL ENCOURAGING, CONTRIBUTING.
MY INTEREST CHANGED FROM BEING
A CHALLENGE TO FINDING MORE
ABOUT MEN'S HEALTH. AS I DID
MORE RESEARCH I FOUND OUT THAT
MEMBERS OF MY FAMILY HAD BEEN
VICTIM TO PROSTATE CANCER,
IT WAS JUST NEVER SPOKEN ABOUT.**

2013 MO BRO

A LOT OF OLD TEAMMATES SAID THANK YOU AND SHARED STORIES OF THEIR OWN BATTLES WITH DEPRESSION OR ANXIETY. I REALISED THAT BY TELLING MY STORY I WAS EMPOWERING OTHER PEOPLE TO DO THE SAME. WE NEED TO KEEP THIS CONVERSATION GOING.

**MO BRO SHEA EMRY
CFL LINEBACKER
TORONTO ARGONAUTS
CANADA**

UK

SCOTT MONUMENT
THE MOVEMBER FLAG HANGS PROUDLY FROM THE SCOTT MONUMENT IN PRINCES STREET GARDENS IN EDINBURGH, SCOTLAND.



CANADA

ELICSER GEN MO GRAFFITI
VOTED TORONTO'S FAVOURITE
STREET ARTIST, ELICSER'S TWO
STOREY MO BRO LOOKS OVER
TORONTO'S WEST END,
KNOWN FOR ITS OWN ART
AND CULTURE.



CANADA

MO RIDE ACROSS CANADA
THREE FRIENDS MOTIVATED
TO MAKE A DIFFERENCE QUIT
THEIR JOBS, SET OUT ON
THE MO RIDE ACROSS CANADA
AND BRAVED THE ELEMENTS
CYCLING ACROSS THE
COUNTRY ALL IN THE NAME
OF MEN'S HEALTH.



**THERE WAS A GENUINE WAVE
OF INVOLVEMENT FROM AROUND
THE TOWN AND PEOPLE WANTING
TO DO THEIR BIT. WHAT AMAZED ME
WAS IT WASN'T JUST BLOKES GETTING
BEHIND IT. THERE WERE A LOT OF
LADIES GETTING BEHIND IT AS WELL.
THEY KNOW THAT THEIR PARTNER,
THEIR HUSBAND, THEIR SON MAY
HAVE AN ISSUE AND THE MO RIDE
WAS A WAY OF BRINGING IT TO THE
FORE. PEOPLE JUST WANTED TO BE
INVOLVED AND MAKE A DIFFERENCE,
MAKE A CHANGE. MAYBE ONE DAY
I'LL HAVE THE COURAGE TO TALK
WITH MY SON ABOUT MENTAL HEALTH
PROBLEMS.**

2013 MO BRO

SINGAPORE

SKLO
LOCAL ARTIST SKLO STENCILLED
MOVEMBER'S STYLE GUIDE
IN PROMINENT LOCATIONS
AROUND SINGAPORE TO INSPIRE
AND ENCOURAGE THE LOCAL
COMMUNITY TO SUPPORT
THE CAMPAIGN.



AUSTRALIA

MITCHELL JOHNSON AND HIS MIGHTY MOUSTACHE POWERED BY HIS IMPRESSIVE MOUSTACHE, MO BRO AMBASSADOR AND FAST BOWLER MITCHELL JOHNSON LED THE AUSSIE CRICKET TEAM TO ASHES VICTORY. DOMINATING THE ENGLISH, THE MAN OF THE SERIES RAISED \$60,000 AND A STAGGERING AMOUNT OF AWARENESS FOR MEN'S HEALTH AROUND AUSTRALIA.



THE MOUSTACHE IS SUCH A HUGE PART OF THE AUSSIE CRICKET TRADITION SO IT'S FANTASTIC TO HAVE MOVEMBER AS CRICKET'S OFFICIAL MEN'S CHARITY PARTNER AND TO SEE THE BOYS GET INVOLVED. MOVEMBER HAS HELPED CHANGE THE WAY WE SEE MEN'S HEALTH AND WITH MY GRANDFATHER BATTLING PROSTATE CANCER, IT'S A CAUSE I'LL ALWAYS BE A HUGE SUPPORTER OF.

**MO SISTA
SABRINA DE PALMA**



UK

NORTHERN RAIL MO TRAIN
NORTHERN RAIL KICKED OFF
THEIR PARTICIPATION BY
GIVING SOME OF THEIR TRAINS
MO'S AND HOSTING A
PLATFORM SHAVE DOWN
AT MANCHESTER PICCADILLY.
THEY WENT ON TO RAISE
OVER £10,000

USA

NHL

THE NHL HAS LONG BEEN A SAFE HAVEN FOR THE MOUSTACHE. IN 2013, 22 NHL TEAMS PARTICIPATED (290 PLAYERS), INVITING PLAYERS, FANS, AND STAFF TO ALL JOIN THEM ON THE WILD HAIRY RIDE THAT IS MOVEMBER.



I GENUINELY FELT LIKE OUR MOUSTACHES GAVE US AN EXTRA 25 PERCENT ON THE FIELD!

DYLAN HARTLEY
NORTHAMPTON SAINT RUGBY
FRONT MO UNION
UK



UK

CERNE ABBAS GIANT
BRITAIN'S WORLD-FAMOUS CERNE ABBAS CHALK FIGURE IN DORSET GREW A RATHER FETCHING MOUSTACHE FOR THE FIRST TIME EVER, TO MARK MOVEMBER 2013. THE GIANT'S 'FACIAL HAIR' WAS GROWN FROM BRITISH SEED HOUSES' GRADE 'A' GRASS SEED BEFORE BEING PLACED ON THE 180 FT TALL LANDMARK. NATIONAL TRUST COUNTRYSIDE SPOKESPERSON SAID, 'IT'S ALL A BIT OF FUN TO HIGHLIGHT AN IMPORTANT SUBJECT SO WE WERE HAPPY TO GIVE OUR SUPPORT AND JOIN IN THE FUN OF MOVEMBER. I AM SURE THE GIANT WOULD APPROVE.'

USA

MADE MAN MO-BILE BUS
MOVEMBER'S PARTNER, BREAK MEDIA CREATED 'THE MADE MAN MOVEMBER MO'ASIS, A DECKED OUT, CUSTOMISED AIRSTREAM BARBERSHOP AND MANLY TAILGATE EXPERIENCE THAT TRAVELED THE WEST COAST TO GIVE FREE SHAVES AND ENCOURAGED REGISTRATIONS. THE MOBILE TOUR KICKED OFF ON OCT. 26 AND STOPPED IN LAS VEGAS, CORVALLIS, SAN FRANCISCO, AND LOS ANGELES TO MAKE SURE PARTICIPANTS WERE WELL GROOMED THROUGHOUT THE MONTH.

I'M NOW FORTUNATE ENOUGH TO WORK AT GOOGLE, A COMPANY THAT ALREADY HAD A STRONG MOVEMBER PRESENCE AND PARTNERSHIP WITH THEIR CHROME, CANCER FIGHTER COMMERCIAL. I'VE BEEN ABLE TO USE MY MOUSTACHE TO IGNITE PASSION FOR THE MOVEMBER CAUSE TO A MORE DIVERSE AND EXPANSIVE GROUP THROUGHOUT NYC AND THE GLOBE.

CLIFF LUNGARETTI
GOOGLE USA



CANADA

CMDR CHRIS HADFIELD,
CAPTAIN OF THE BIG
MOUSTACHE ON CAMPUS
BROUGHT MEN'S HEALTH
DOWN TO GRAVITY WITH HIS
MOVEMBER VIDEO AND PAID A
VISIT TO THE TOP 2
FUNDRAISING UNIVERSITIES.



THE WORK
THAT WE DO

The Movember Foundation focuses on raising funds and awareness for prostate cancer, testicular cancer and mental health; however, as an organisation we're committed to changing the face of men's health globally and as such have an interest in all issues relating to the health of men. It's our ambition to see significant improvements in the men's health issues we've prioritised from a funding perspective but equally from an awareness and education standpoint. We're committed to informing men of core health messages and want men to understand that knowledge is power, prevention is everything, early detection is key.

Our holistic approach to men's health can be evidenced in our Awareness & Education program, which focuses on all men's health issues, not solely the three causes we fund.

When looking at the work we do, there are three key areas of focus that define the Movember Foundation. The following pages take a look at the work that we're doing in these areas:

01

Strategic funder of prostate cancer, testicular cancer and mental health programs

02

Delivering a men's health Awareness & Education program

03

Global collaborators and connectors – bringing together the best minds in the world, facilitating collaboration that is accelerating outcomes

**MOVEMBER GAVE ME THE POWER
TO GET MY MESSAGE OUT EVEN
FURTHER. THE MOUSTACHE IS A
POWERFUL BEAST, AND ONE THAT
CREATES CHANGES IN ATTITUDES
AND BEHAVIOURS.**

**MO BRO
DANNY BEDINGFIELD**



**THE GLOBAL AWARENESS
& EDUCATION PROGRAM
RESULTS WE SEEK TO ACHIEVE**

MOVEMBER WILL GET MEN TO GROW MOUSTACHES AND THE COMMUNITY TO SUPPORT THEM BY CREATING AN INNOVATIVE, FUN AND ENGAGING ANNUAL MOVEMBER CAMPAIGN, THAT RESULTS IN:

01
FUNDING FOR THE MOVEMBER FOUNDATION'S MEN'S HEALTH PROGRAMS

02
CONVERSATIONS ABOUT MEN'S HEALTH THAT LEAD TO:

AWARENESS AND UNDERSTANDING OF THE HEALTH RISKS MEN FACE
MEN TAKING ACTION TO REMAIN WELL

**PROSTATE CANCER
AND TESTICULAR CANCER
RESULTS WE SEEK TO ACHIEVE**

MEN LIVING WITH PROSTATE OR TESTICULAR CANCER HAVE THE TREATMENT AND CARE NEEDED TO BE PHYSICALLY AND MENTALLY WELL

**MENTAL HEALTH
RESULTS WE SEEK TO ACHIEVE**

01
MEN AND BOYS ARE MENTALLY HEALTHY AND TAKE ACTION TO REMAIN SO

02
WHEN MEN AND BOYS EXPERIENCE MENTAL HEALTH PROBLEMS THEY TAKE ACTION EARLY

03
MEN AND BOYS WITH MENTAL HEALTH PROBLEMS ARE NOT DISCRIMINATED AGAINST

WE'RE BUILDING
A WORLD WHERE
MEN FEEL CONFIDENT
TO TAKE ACTION
WHEN IT COMES
TO THEIR HEALTH.

ADAM GARONE
CEO AND CO-FOUNDER

**A STRATEGIC FUNDER
OF PROSTATE CANCER
RESEARCH
AND SERVICES**

TOGETHER WITH THE BRIGHTEST MINDS IN RESEARCH, WE AIM TO ACHIEVE SIGNIFICANT BREAKTHROUGHS IN THE HOPE OF BEATING PROSTATE CANCER. OUR DISRUPTIVE FUNDING APPROACH IDENTIFIES REVOLUTIONARY WAYS TO ACCELERATE HEALTH OUTCOMES BY CREATING STRONG, GLOBAL COLLABORATIVE TEAMS.

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

WHY WE NEED TO ACT

Prostate cancer accounts for about 15% of all new cases of cancer diagnosed in males (excluding non-melanoma skin cancers) and is the 2nd most common cancer in men worldwide. More than 1.1 million cases of prostate cancer were recorded in 2012. It is predicted that the number of cases will almost double (1.7 million) by 2030. There's no doubt that prostate cancer is a major public health concern.

When Movember first started out, prostate cancer was a relatively unheard of cancer. Since this time, the Movember Foundation, alongside our men's health partners, has been working tirelessly to raise both funds and awareness to help better educate and support vital programs targeting prostate cancer.

Despite progress, there remains a frighteningly low level of awareness and around the world it remains largely underfunded. The team at the Movember Foundation is committed to working towards a world where no man dies of prostate cancer.

WHAT WE'RE DOING

No single organisation – be it government, charity or health organisation – can achieve success on its own. To achieve results, the Movember Foundation strongly believes that collaborative partnerships and collective impact are fundamental ingredients to progress and success. The large and growing number of men's health partners we work with, who are responsible for the design and delivery of most of our program investments, is testimony to our commitment to collaboration.

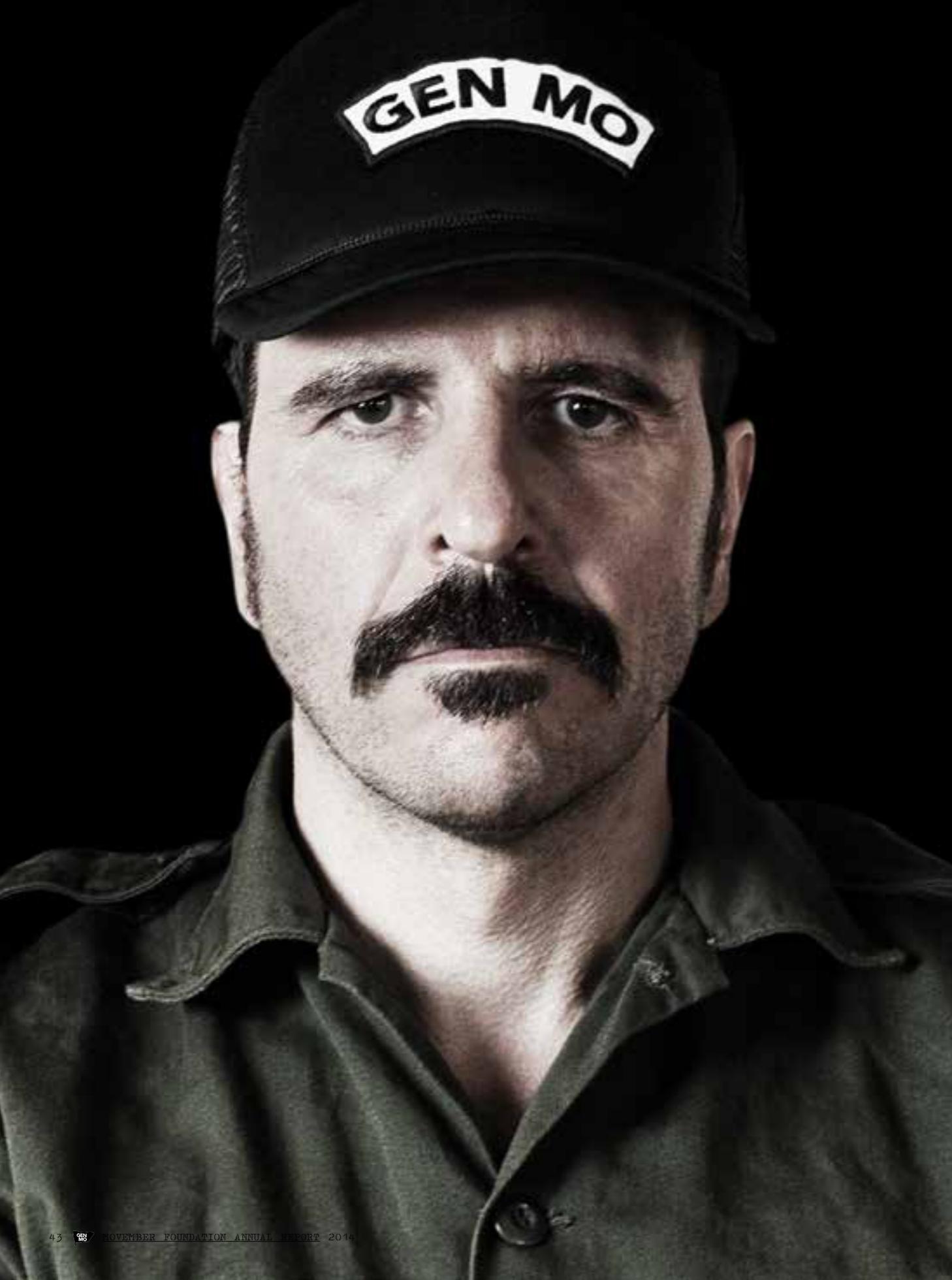
In each of the 21 countries that we serve, prostate cancer is the first strategic funded health cause we address. Consistent with the results that we seek to achieve, we are one of the world's largest non-governmental funders of prostate cancer research, spanning support for developing the next generation of talented researchers through to teams understanding high impact translational research.

The Movember Foundation's Global Action Plan – an initiative that has brought together leading prostate cancer researchers across the globe to accelerate research outcomes – is an example of our determination to be a change agent driving results faster.

For prostate cancer, the critical challenges continues to be the need to be able to better distinguish aggressive from low risk prostate cancer; and how to stop the progression of lethal disease. However, where the Movember Foundation has the privilege of raising significant funds in a country, we look to extend our support to address more immediate quality of life challenges faced by men diagnosed with prostate cancer, as well as their partners, caregivers and families.

There are a significant number of side effects from prostate cancer treatment, including incontinence, bowel problems, lack of sexual functioning, and as the disease progresses, pain, nausea and fatigue. Anxiety and depression are common. Initiatives across a number of Movember countries, such as prostate cancer specialist nurses and prostate cancer clinical registries are examples of programs directed at significantly improving the experience of men living with prostate cancer. Most notably, the Movember Foundation is making the world's largest single investment in prostate cancer interventions and programs aimed at reducing these side effects, through our True NTH program. With an ageing population and more men living with and beyond the disease, we need urgent solutions to improve their lives.

	AUS	NZ	USA	CAN	UK	IRE	SA	ASIA HK/SINGAPORE	MAINLAND EUROPE
Risk of men developing prostate cancer	1 IN 8	1 IN 13	1 IN 6	1 IN 8	1 IN 8	1 IN 8	1 IN 23	N/A	N/A
Number of men diagnosed with prostate cancer each year	20,000	3,000	233,000	23,600	40,000	3,000	4,300	2,020	417,000
Number of men who have died/will die from prostate cancer in 2014	3,200	600	29,480	4,000	10,000	500	2,000	430	92,300



I HATE TO THINK WHAT IT WOULD HAVE BEEN LIKE WITHOUT PROSTATE CANCER SPECIALIST NURSE DAVE'S HELP. HE WOULD POP IN AND SEE ME EVERY DAY. THE LEVEL OF CARE IN BENDIGO HAS BEEN FANTASTIC AND DAVE HAS MADE EVERYTHING EASIER BY HELPING IN SO MANY WAYS; FROM PROVIDING ME WITH INFORMATION TO HELP DEAL WITH MY DIAGNOSIS, EXPLAINING TREATMENT OPTIONS, CHECKING BLOOD RESULTS AND ASKING ABOUT MY STATE OF MENTAL HEALTH. DAVE'S BEEN SO UPBEAT AND POSITIVE WHICH MAKES ME STAY POSITIVE THROUGHOUT THIS JOURNEY.

**MO BRO
HARRY CAMPBELL-DENNY
VICTORIA**

**PROSTATE CANCER
SPECIALIST NURSING SERVICE**

The Movember Foundation in partnership with the Prostate Cancer Foundation of Australia proudly funds this program powered by \$3.6 million raised by our passionate Mo Bros and Mo Sistas. The first of its kind, the program offers the thousands of men diagnosed with prostate cancer each year with accessible specialist nursing care through the entire cycle of their treatment. 12 nurses have been recruited to work across Australia and the program was acknowledged by the Federal Government last year with an allocation of \$7 million allowing the program to double its size.

**MOVEMBER FOUNDATION
HEALTH OUTCOMES
IMPROVEMENT INITIATIVES**

The Movember Foundation is investing in the initiatives to provide a significant opportunity to improve the health outcomes of men diagnosed with prostate cancer.

A Movember Foundation Health Outcomes Improvement Initiative provides:

01 Population insights into the side effects of prostate cancer (urinary problems, sexual function, bowel problems, mental health, etc.) – a critical requirement to improving outcomes.

02 Support to clinicians by providing them with risk-adjusted feedback on the experience of their patients over the years after they have been treated.

03 Research and understanding of how to improve clinical care and practice.

A Movember Foundation Health Outcomes Improvement Initiative has been already established in Australia where this initiative represents an initial investment of AUD \$3.5 million over 3 years by the Movember Foundation and a Custodian for the initiative has been appointed at Monash University. The Movember Foundation has also invested in similar initiatives in the United Kingdom and Ireland.

TRUE NTH

Each year, more and more men are living with and beyond prostate cancer. Many men are living long lives well after diagnosis and treatment. However in many cases they experience significant ongoing side effects from treatment, including incontinence, lack of sexual function, bowel problems, anxiety, depression and as the disease progresses, pain, nausea and fatigue.

True NTH is a program designed to trial and implement new approaches to significantly improve men's lives, as well their partners, caregivers and families. New approaches that are capable of sustainably scaling across countries. The Movember Foundation has brought together leading clinicians, patient advocates, health services, researchers and technology companies across Australia, Canada, United Kingdom and USA to create True NTH – and give them the challenge to design and implement new approaches that significantly improve men's lives.

The True NTH program will be expanded into other countries over the next 12 months.

The True NTH program is overseen by the Movember Global Prostate Cancer Survivorship Committee – a subcommittee of the Movember Board.

WE STAND FOR

CHANGE

GEN 13 MO

**OUR VISION IS TO HAVE AN
EVERLASTING IMPACT ON THE FACE
OF MEN'S HEALTH AND IT'S TO THIS
END THAT WE'VE ESTABLISHED OUR
GLOBAL ACTION PLAN (GAP). WE
BELIEVE THAT GETTING THE BEST
RESEARCHERS FROM AROUND THE
WORLD TO WORK TOGETHER ON
KEY CHALLENGES WILL ACCELERATE
BREAKTHROUGHS THAT WILL
ULTIMATELY BENEFIT MEN WITH
PROSTATE OR TESTICULAR CANCER.**

**PAUL VILLANTI
EXECUTIVE DIRECTOR
PROGRAMS**

From growing a Mo to global collaboration, the Movember Foundation has taken its disruptive funding approach to revolutionise the prostate cancer and testicular cancer research world by creating the Global Action Plan (GAP).

The Movember Foundation's unique position due to its reach in over 21 countries provides an umbrella view of men's health issues globally which need to be tackled in an innovative way. This led to the realisation that much like its global Mo community, the same team principle can apply to research. The common goal is that one day, this research can help beat cancer.

By bringing together more than 250 of the world's top prostate and testicular cancer researchers, the Global Action Plan facilitates a new and unprecedented level of global research collaboration, not previously seen within the cancer community. Over time, researchers will come together to share data about what worked, what didn't, and will avoid duplication of research efforts. This will deliver a greater return on the funds that the Movember Foundation and other organisations invest in prostate and testicular cancer research.

The five big cancer questions being tackled by the Movember Foundation:

01

How can you predict the aggressiveness of prostate cancer?

The severity of cancer varies between men. New tests are needed to help identify low risk versus aggressive prostate cancer to see if there is response or resistance to treatments. The 1st GAP Biomarkers initiative plays a role in this area by examining various biological markers in blood, tissue and urine to decide how effective these markers can be as tests in the future.

02

How can you attack cancer if you cannot see it properly?

The 2nd GAP initiative aims to push the limits of prostate cancer imaging through 3 landmark global clinical trials. One of the trials looks at a non-invasive method using the marker FDHT to directly image cancer cells. The other trials strive to gain regulatory approval for the markers Choline and PSMA, which identify the spread of cancer.

03

Once a man has been diagnosed with prostate cancer, what options does he have?

Men are often over treated and may have side effects from therapy e.g. erectile dysfunction and incontinence. One of the options after initial diagnosis can be active surveillance, or watchful waiting, where prostate cancer is monitored through tests and biopsies, without affecting a man's lifestyle. The 3rd GAP initiative will create a central database involving around 40% of the world's active surveillance patient data. This will help create a global consensus on the selection and monitoring of men with low risk prostate cancer and will reduce the number switching to active therapy and hopefully improve their quality of life.

04

Could exercise play a significant role in improving the quality of life of men with advanced prostate cancer?

Evidence has shown that exercise may be key to leading a healthier, happier life. The 4th GAP initiative will fund an international clinical trial to determine the benefits of exercise for men with advanced prostate cancer and identify an optimised exercise regimen in which they can participate.

05

Testicular cancer treatment has a high success rate but what happens if the cancer comes back?

Last year the Global Action Plan expanded to include testicular cancer, which is the most common cancer in young men in their early 20s and 30s. The 5th GAP initiative is a testicular cancer translational research project that will answer questions as to why men relapse and which treatments are benefitting these men.

The Movember Foundation's Global Action Plan initiatives are at the pinnacle of improving the lives of men with prostate and testicular cancer and will help doctors decide on better treatment strategies, helping change the face of men's health worldwide.

How does the Global Action Plan work?

01

A small percentage of the funds raised in each country are allocated to a global fund.

02

The global fund is then allocated to one priority project each year that is determined by an independent Global Scientific Committee (GSC).

03

The GSC is comprised of internationally renowned prostate cancer experts from around the world, and is chaired by Dr. Colleen Nelson.

04

Each year, Movember's GSC comes together to determine a research focus that would best benefit from global collaboration.

05

Once the priority area is endorsed by Movember's Board, the best prostate or testicular cancer researchers in the world from both Movember and non-Movember countries are brought together and funded to collaborate and answer a pre-determined issue or question.

06

Once the researchers are recruited, they collaborate through a number of mediums, including regular conference calls, annual face-to-face meetings and participation on Movember's online collaboration platform called Promoveo.

07

Movember Foundation's Programs Team directly manage and facilitate the project process.



**A STRATEGIC
FUNDER OF MENTAL
HEALTH PROGRAMS**

**WE ARE WORKING WITH OUR
MEN'S MENTAL HEALTH PARTNERS
TO ENSURE MEN AND BOYS KNOW
HOW TO STAY MENTALLY HEALTHY
AND LEAD PRODUCTIVE AND
CONTRIBUTING LIVES. OUR PROJECTS
ENCOURAGE MEN AND BOYS TO
TAKE ACTION EARLY AND REDUCE
THE STIGMA AND DISCRIMINATION
ASSOCIATED WITH MENTAL HEALTH
PROBLEMS FOR MEN.**

**CLARE SHANN
GLOBAL MENTAL HEALTH LEAD
MOVEMBER FOUNDATION**

WHY WE NEED TO ACT

Mental health problems in men can often go undetected or untreated. The reasons for this are numerous and complex but include: a lack of awareness of the signs and symptoms of mental health problems, stigma (both internalised and within society), a perception that men should be able to 'get through it themselves', the lack of availability of appropriate support, and not wanting to display vulnerability. The signs of common mental health problems may present differently for men, for example, sleep problems and emotional symptoms, particularly increased anger or turning to alcohol or other drugs; this is often not well understood within the community or health services.

Factors influencing men's access to services:

- 01 Whether services are actually available
- 02 How the service is setup
- 03 What hours it is open and how it is marketed
- 04 Real or perceived attitudes held by health professionals
- 05 How the man thinks about himself, what it means for him as a man and if he 'seeks help'.

The stats speak for themselves when asking the question as to why the Movember Foundation believes it to be important to address the issue of men's mental health.

AUSTRALIA

- 01 ALMOST HALF (48.1%) OF AUSTRALIAN MEN HAD A MENTAL HEALTH PROBLEM AT SOME POINT IN THEIR LIFE.
- 02 1 IN 8 MEN WILL EXPERIENCE DEPRESSION IN THEIR LIFETIME.
- 03 1 IN 5 MEN WILL EXPERIENCE AN ANXIETY DISORDER.
- 04 SUICIDE IS THE LEADING CAUSE OF DEATH FOR MEN AGED 15-44 YEARS.
- 05 IN 2011, A TOTAL OF 2,273 AUSTRALIANS DIED BY SUICIDE AND OVER THREE-QUARTERS (76%) OF THESE SUICIDES WERE MEN.

CANADA

- 01 1 IN 5 OF CANADIANS WILL EXPERIENCE A MENTAL HEALTH PROBLEM EACH YEAR.
- 02 ABOUT 11% OF MEN IN CANADA WILL EXPERIENCE MAJOR DEPRESSION IN THE COURSE OF THEIR LIVES.
- 03 ALMOST 5% OF MEN WILL EXPERIENCE AN ANXIETY DISORDER.
- 04 IN 2011, A TOTAL OF 3728 CANADIANS DIED BY SUICIDE AND THREE-QUARTERS (75%) OF THESE SUICIDES WERE MEN.

NEW ZEALAND

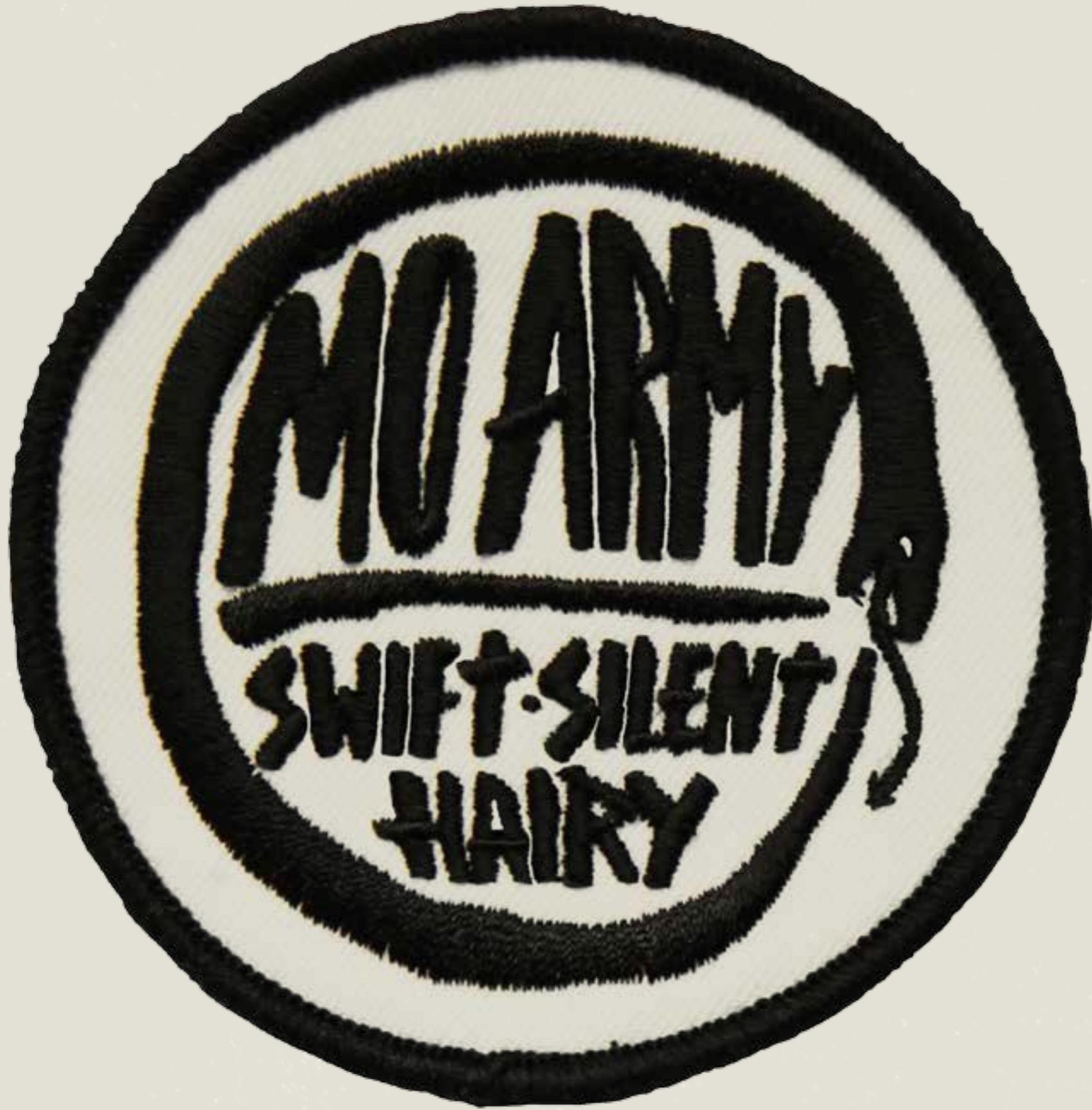
- 01 ALMOST HALF (47%) OF NEW ZEALANDERS WILL EXPERIENCE A MENTAL HEALTH PROBLEM AT SOME TIME IN THEIR LIFE.
- 02 1 IN 5 NEW ZEALANDERS HAVE EXPERIENCED AN ANXIETY DISORDER.
- 03 1 IN 8 NEW ZEALAND MEN WILL HAVE DEPRESSION OVER THEIR LIFETIME.
- 04 IN 2011, A TOTAL OF 478 NEW ZEALANDERS DIED BY SUICIDE AND OVER THREE-QUARTERS (77%) OF THESE SUICIDES WERE MEN.

UK

- 01 1 IN 8 MEN ARE DIAGNOSED WITH A COMMON MENTAL DISORDER AT ANY ONE TIME.
- 02 MIXED ANXIETY AND DEPRESSION IS THE MOST COMMON MENTAL DISORDER IN THE UK.
- 03 IN 2011, A TOTAL OF 6,045 PEOPLE IN THE UK DIED BY SUICIDE AND THREE-QUARTERS (75%) OF THESE SUICIDES WERE MEN.

USA

- 01 1 IN 4 ADULTS IN THE UNITED STATES WILL EXPERIENCE A MENTAL HEALTH PROBLEM IN A GIVEN YEAR.
- 02 AROUND 15 MILLION US ADULTS (6.7% OF THE POPULATION) ARE DIAGNOSED WITH DEPRESSION EACH YEAR.
- 03 1 IN 5 ADULTS EACH YEAR EXPERIENCE AN ANXIETY DISORDER.
- 04 IN 2010, A TOTAL OF 38,364 AMERICANS DIED BY SUICIDE AND OVER THREE-QUARTERS (79%) OF THESE SUICIDES WERE MEN.



WHAT WE'RE DOING

During 2013, the Movember Foundation funded mental health programs in Australia, New Zealand and Canada. During 2014, this will expand to include the USA and UK.

The Movember Foundation's aim is to:

- 01 Take a game-changing leadership role in the male mental health space.
- 02 Be a funder of projects that will contribute to results at a population level
- 03 Benchmark progress globally and track results nationally
- 04 Advocate for, and actively facilitate collaboration and innovation
- 05 Ensure that new knowledge and evidence is applied in practice and exchanged globally

We're going to achieve this by investing through partners, in projects and research that:

- 01 Engages men and boys about their mental health and wellbeing in settings outside of the health system, for example, workplaces and schools.
- 02 Leads to more men and boys with poor mental health taking action early to improve their mental health and wellbeing, and where supported by the evidence, avoids them accessing 'higher intensity' services.
- 03 Applies a 'male lens' to issues related to health and wellbeing and draw on the positive aspects of masculinity that influence men's health behaviour.
- 04 Reduces the stigma and discrimination experienced by men and boys who have a mental health problem.
- 05 Catalyses new models of improving the mental health and wellbeing of men and boys that can scale within and across countries.
- 06 Provides support and information to men, boys and their families where needed.

HEALTHY DADS CANADA

The Movember Foundation has invested CAD \$483,045 in Canada to develop and pilot test HealthyDads.ca as a multimodal e-mental health intervention for expectant first-time fathers who are at risk of mental health problems. The program will equip men with tools and strategies to better prepare them to face the challenges of parenting. The birth of a new child may present a moment where men may be motivated to address their mental health in order to prepare for parenting and manage any challenges ahead.

An ongoing study has shown that 1 in 4 men experience elevated stress, depressed mood and/or sleep difficulties during their partner's pregnancy. Similar to maternal depression, paternal depression can have detrimental effects on the couple's relationship, the father-infant relationship and the psychological development of the child. HealthyDads.ca website offers a low-cost, non-stigmatising and acceptable way of promoting mental health in men during the transition to parenthood.

The proposed project will take three years to complete.

Men whose partners are in their second trimester or early third trimester of pregnancy (14-28 weeks) will be asked to participate by obstetric clinics affiliated with McGill University, University of Toronto and University of Calgary. Men at local prenatal classes, community health facilities and fathers' groups will be involved extending the validity of the study.

Men allocated to the HealthyDads.ca will choose which modules to engage in based on their interest and need. A virtual physical activity challenge will be included which has previously shown to be effective in improving stress, fatigue and sleep in other populations. The website will also include other online and written resources which participants can access for further information and support. Strategies to encourage uptake will include a telephone reminder and email reminder with the log on information if a participant does not log on after one week and if necessary after two weeks. This strategy has been successfully used for the ongoing online prospective study with expectant Dads.

NEWACCESS AUSTRALIA

The Movember Foundation's NewAccess program is an AUD \$13.5 million program, jointly funded by the men's health partner, beyondblue. It is an early intervention program providing easily accessible and free services for people with mild to moderate depression and anxiety to improve their mental health. The service offers Low Intensity Cognitive Behavioural Therapy (CBT) and links patients into local community networks and other service providers through trained and clinically supervised Coaches; locally recruited and trained, creating a new mental health workforce. The NewAccess program can be accessed via self-referral or traditional referral channels such as GPs.

NewAccess Coaches provide tailor made support programs through face-to-face and phone conversations and incorporating relevant areas such as problem solving, goal setting, dealing with worry or exposure therapy. This gives patients/clients the tools and skills to address symptoms early on and lead their own recovery with effective self-help techniques. Coaches can also refer to other services that may help resolve issues that are contributing to a person's distress such as employment, housing and financial difficulties.

The program will be particularly beneficial for those living in rural and remote communities where access to mental health services is lower. This will help reduce barriers to treatment and studies have shown that recovery times are shorter when people access treatment early.

The NewAccess program is based on the highly successful UK Improving Access to Psychological Therapies (IAPT) initiative, which demonstrated that low-intensity approaches could work as well as high-intensity ones for people with mild depression or anxiety. IAPT is a successful NHS (National Health Service) program rolled out across England. The program has been adapted for Australia thanks to four years of research and collaborative discussion with mental health professionals, peak bodies, and people who experience depression and anxiety, their friends and family.

THE FARMER'S WELLBEING PROJECT NEW ZEALAND

The Farmers Wellbeing project was launched in July 2013 with an investment of NZD \$835,000 by the Movember Foundation and will be implemented through our partner, the Mental Health Foundation of New Zealand. The project will produce tools and resources that will help engage rural professionals to become wellbeing champions and encourage others in the farming business to improve their wellbeing. The project also aims to reduce stigma about getting help and increase cohesion in rural sector agencies' efforts to improve farmers' wellbeing.

The farming business has a predominantly male culture where farmers face many pressures and may often neglect their health. They are used to dealing with problems with practical solutions and asking for help may be seen as a weakness. Improving wellbeing will help reduce rates of fatigue, depression and suicide amongst farmers.

The intention is to recruit ambassadors and champions who have credibility with farmers to promote knowledge, skills and behaviours that we know increase health and wellbeing and can be applied to a farming business context.

In 5 years we hope to have developed a sustainable high profile wellbeing program with a recognisable and trusted brand, owned and led by farmers and farming agencies. The project aims to create a community of at least 50 confident and experienced program champions delivering advice and information to mobilise community initiatives. Tracking surveys will help show improvements in wellbeing measures and progress against program goals.

A STRATEGIC
FUNDER OF
TESTICULAR CANCER
RESEARCH

**CURRENT TREATMENTS FOR
TESTICULAR CANCER ARE PRETTY
GOOD. BUT PRETTY GOOD IS
NOWHERE NEAR GOOD ENOUGH.
WE WILL NOT REST UNTIL NO MAN
DIES FROM TESTICULAR CANCER.**

**ADAM GARONE
CEO AND CO-FOUNDER**

**I ALWAYS TELL PEOPLE TO GET TESTED
AS EARLY AS POSSIBLE AND NOT TO WAIT,
BECAUSE CANCER CAN SPREAD QUICKLY,
BUT EARLY DETECTION CAN SAVE YOUR LIFE.**

**MO BRO
MIKE MITCHELL**

WHY WE NEED TO ACT

Testicular cancer is the second most common cancer in males between the ages of 18 and 39.

The incidence of testicular cancer peaks in men during their 20s and 30s, with 95% of men surviving and living out a full (but not entirely healthy) life. This means that men who are diagnosed with the disease often live with the effects of the cancer and the treatment for 40 or more years. Whilst the current treatment of the disease is highly successful, we must do more to improve the quality of men's lives. Imbalance of testosterone can result from therapy and can have effects such as cardiovascular disease, osteoporosis, altered sexual function and a reduced quality of life. Because of the relative success in treating this disease and the relatively fewer cases experienced compared to other cancers testicular cancer is often the "forgotten cancer".

Progress has been made in reducing the number of men that die from testicular cancer. However, there remain important challenges to address. The clinical and research community across the globe has struggled to raise funds to support research that can lead to even fewer deaths from testicular cancer, as well as address unresolved issues associated with optimal treatment for men diagnosed with the disease.

WHAT WE'RE DOING

In 2013, our Global Action Plan (GAP) expanded to include testicular cancer. GAP encourages global collaboration between the brightest minds in the testicular cancer research field to work together to help accelerate health outcomes for men living with testicular cancer.

The first testicular cancer project has been initiated and is focusing on research to understand why some men (5%) who are treated for testicular cancer suffer a recurrence of the disease. These men invariably have a higher rate of death and side effects from more intensive treatment. It is critical we understand why these men suffer from a return of the disease, when others do not.

"Despite being the 2nd most common cancer in young men, testicular cancer is often a forgotten cancer due to early detection and treatment. Our projects look at underinvested areas such as improving access to healthcare services and treatment options for relapse" Paul Villanti, Executive Director, Programs.

In addition to our GAP investments, Movember has also funded the Institute of Cancer Research in the United Kingdom to investigate the genetic basis of testicular cancer risk. The project aims to compare the genes of men with testicular cancer to those of age-matched men without testicular cancer to see if there are identifiable variations in the genetic material that relate to the risk of developing a testicular cancer.

Future GAP projects are in the process of being developed. These will initially be focused on better understanding the biology of testicular cancer and its treatment. Whilst the current treatment of the disease is highly successful, we must do more to improve the quality of men's lives. Treatments for testicular cancer can have effects such as increased risk of cardiovascular disease, osteoporosis, altered sexual function and a reduced quality of life.

We will also continue to focus our efforts on supporting, wherever possible, men through their testicular cancer journey.

AN INTEGRAL PART OF WHAT I TRY TO DO WITH MY MOVEMBER TEAM NOW IS RAISE AWARENESS FOR MEN'S HEALTH. I BELIEVE A SIGNIFICANT POWER OF MOVEMBER IS ITS ABILITY TO REMOVE THE STIGMA AND SHAME THAT GOES ALONG WITH A TESTICLE OR PROSTATE EXAMINATION. IF I GET ONE GENTLEMAN TO SEE HIS DOCTOR THEN I WILL FEEL LIKE I'VE MADE A WORTHY IMPACT. IF I GET 10 GENTLEMEN, 50 GENTLEMEN, 1,000 GENTLEMEN, THEN I WILL FEEL PROUD BEYOND MEASURE. I GAVE UP MY RIGHT NUT FOR THE CHANCE TO LIVE CANCER-FREE, AND I AM USING THIS OPPORTUNITY TO SPREAD THE WORD THAT REGULAR CHECKUPS ARE NECESSARY.

**MO BRO
SIMON QUINN**

**MEN'S HEALTH
THE MOVEMBER
FOUNDATION ANNUAL
AWARENESS & EDUCATION
PROGRAM**

**ONE MO CAN HELP CHANGE THE
FACE OF MEN'S HEALTH THROUGH
THE POWERFUL CONVERSATIONS
CREATED GLOBALLY DURING
MOVEMBER. MEN HAVE THE CHANCE
TO CONFIDENTLY DISCUSS MEN'S
HEALTH WITH PEOPLE AROUND THEM,
RESULTING IN MEN TAKING ACTION
EARLY, HELPING CHANGE AND
SAVE LIVES.**

**ADAM GARONE
CEO AND CO-FOUNDER**

Movember started with a conversation between mates back in 2003 and it's a conversation that remains integral to how the Movember Foundation is changing the face of men's health.

Today it is just a lot more conversations; in fact when you count the online and in person conversations, it's literally billions of chats taking place each Movember around the world. These conversations transcend a casual discussion about moustache growth into serious conversations about men's health.

All too often it's the funds raised by a charity that are remembered, but equally important, to the team at the Movember Foundation, is the awareness generated. It is awareness that educates and prompts people to change behaviour and take action; it is awareness that can ultimately save lives.

WHY WE NEED TO ACT

So, why are we making a fuss about men's health? Well, to be blunt, the evidence is quite stark regarding the current state of men's health. We need to act.

There's no doubt that there is an issue with the health of men and work is needed to address this. No single organisation can bring about the change needed, but the Movember Foundation has a unique role to play and contribute in this area; working in collaboration with others, we believe we can start to see a difference in the health of men globally. This has the benefit of improving men's contribution within society, at a work, family and community level and therefore has wider implications for society as a whole.

WHAT WE'RE DOING

In short, we're educating and empowering men when it comes to their health.

Evidence clearly highlights that there is a long way to go until men achieve the optimum level of health. Progress is being made but the issue of tackling the inequality between men and women's health is a complex one and will take time. However, a unanimously agreed upon point is that better educating men on the risks they face and empowering them with the information and know-how to proactively look after their health, is a vital piece of the puzzle.

The Movember Foundation seeks to do its part through our annual Awareness & Education campaign, Movember, taking place in the month of November, across 21 countries.

Despite men's often reluctant engagement with traditional health services, most men do still care about their health and do respond to messages when the information is presented in a format that appeals to them.

Recognising that men engage differently from women with their health, we knew when setting out that we had to build a platform and fundraising mechanic that would be both appealing and unthreatening to men. Online was a place that we knew that men felt comfortable. In fact, according to Microsoft research, 99% of men without children say they go online everyday, or nearly everyday, and 50% of them use their mobile phones to go online. So, the fact that our campaign largely plays out online is a huge draw card for men.

We raise awareness for men's health by using the growth of a new moustache to prompt public and private conversation. But does this actually work? Is all the talk actually making a difference? These are questions that the Movember Foundation Board and team constantly asks themselves and answers through an independent survey of past participants.

Importantly and encouragingly, the survey results show the answer is without doubt, yes. Each member of the Movember community is making a difference through the conversations they create during their personal Movember journey.

IN THE LAST 10 YEARS OR SO, USING AN ONLINE PLATFORM AS OUR COMMUNITY HUB, WE'VE BUILT THE LARGEST GLOBAL MEN'S HEALTH MOVEMENT OFF THE BACK OF THE SIMPLE ACT OF GROWING A MOUSTACHE AND A SENSE OF FUN AND MATESHIP. IT'S THESE INGREDIENTS THAT HAVE ENCOURAGED OVER 4 MILLION MEN TO SIGN UP AT MOVEMBER.COM AND DO THEIR BIT FOR MEN'S HEALTH BY RAISING AWARENESS AND FUNDS.

**ADAM GARONE
CEO AND CO-FOUNDER**

FACT 01

THE AVERAGE LIFE EXPECTANCY FOR A BOY BORN IN 2008-10 IS 78.4 YEARS, COMPARED TO 82.4 YEARS FOR A GIRL, A DIFFERENCE OF 4 YEARS

FACT 02

PREMATURE DEATH MAINLY AFFECTS MEN. 42% OF MEN DIE PREMATURELY (BEFORE THE AGE OF 75) FOR ALL CAUSES, COMPARED TO 26% OF WOMEN. 21% OF MEN AGED 16-64 DIE FROM ALL CAUSES COMPARED TO 12% OF WOMEN

FACT 03

THE MAJORITY OF PEOPLE WHO TAKE THEIR OWN LIVES ARE MEN

FACT 04

POOR SOCIAL STATUS AND POVERTY HAS A GREATER IMPACT ON MEN'S HEALTH THAN WOMEN'S HEALTH

FACT 05

CORONARY HEART DISEASE KILLS MORE MEN THAN WOMEN AND, ON AVERAGE MEN DEVELOP IT 10-15 YEARS EARLIER

FACT 06

MEN ARE 60% MORE LIKELY TO DEVELOP AND 70% MORE LIKELY TO DIE FROM CANCERS THAT DON'T HAVE A GENDER SPECIFIC COMPONENT (IE BREAST CANCER AND GENDER SPECIFIC CANCERS)

FACT 07

MEN ARE MORE LIKELY THAN WOMEN TO DRINK ALCOHOL ABOVE RECOMMENDED LEVELS, SMOKE CIGARETTES AND EAT A POOR DIET

FACT 08

ALMOST ONE THIRD OF BOYS ARE NOW OVERWEIGHT OR OBESE



99%

OF PARTICIPANTS TALKED
TO SOMEONE ABOUT THEIR HEALTH

50%

TOLD SOMEONE THEY SHOULD TAKE
ACTION TO IMPROVE THEIR HEALTH

75%

BECAME MORE AWARE OF
THE HEALTH ISSUES THEY FACE

75%

SAID THEY WERE MORE LIKELY
TO TELL SOMEONE THEY KNEW
TO SEEK PROFESSIONAL HELP
IF THEY THOUGHT IT WAS NEEDED

62%

HAD SEEN OR WERE INTENDING
TO SEE A MEDICAL PROFESSIONAL
TO GET THEIR KEY PERSONAL
NUMBERS (BLOOD PRESSURE,
CHOLESTEROL, WAISTLINE, WEIGHT).

2.3 BILLION

CONVERSATIONS WERE HAD
AS A RESULT OF NOVEMBER 2013

OUR AWARENESS & EDUCATION PROGRAM IS BROUGHT TO LIFE THROUGH A NUMBER OF CHANNELS:

CAMPAIGN CREATIVE

WEBSITE

FREE AWARENESS AND EDUCATION COLLATERAL

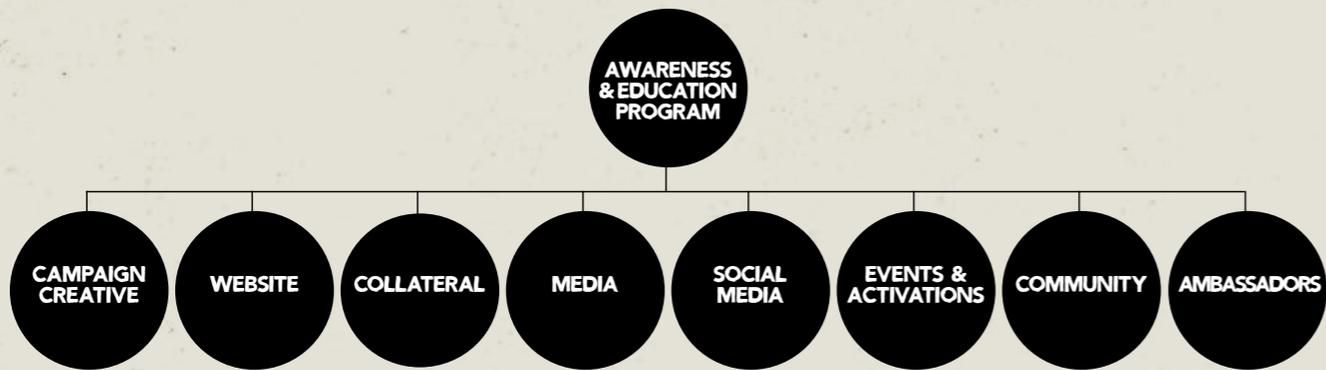
THE MEDIA

SOCIAL MEDIA

EVENTS AND ACTIVATIONS

COMMUNITY

AMBASSADORS





Campaign creative

Each year, a new creative concept is built which runs through all communication channels, including the website, mobile, printed materials and media. This ensures the campaign is kept fresh and engaging for both returning Mo Bros and Mo Sistas and new recruits.

2013 concept

Generation Moustache

In 2013, we built a campaign around the concept of Generation Mo. We ignited the Moustache Revolution, with Generation Mo standing for one thing: Change. Members of Gen Mo were modern revolutionaries; they had a voice and they had something to say. Pledging their allegiance to the Mo and flying the flag for men's health, the moustache army marched united and proud during Movember 2013. Their rallying cry was heard across the globe, spreading positive health messages and empowering men with information and tools to take action for a healthier, better life.



PRIZE WINNERS

ONE LEFT TO WEEK MO

PRIZES

SIGN UP

THE VALUE OF A MOUSTACHE

THE VALUE OF A MOUSTACHE

FUNDED PROGRAM REPORT CARDS

SIGN UP

THANK YOU

THE VALUE OF A MOUSTACHE

ONE LEFT TO WEEK MO

ONE LEFT TO WEEK MO

SIGN UP

FUNDED PROGRAM REPORT CARDS



PRIZES

ONE LEFT TO WEEK TO MO

FUNDED PROGRAM REPORT CARDS

SIGN UP

NOVEMBER

PRIZES

READY SET MO

ONE LEFT TO WEEK MO

THE VALUE OF A MOUSTACHE

FUNDED PROGRAM REPORT CARDS

NOVEMBER

PRIZE WINNERS

HOW TO YOUR DONATIONS

SIGN UP

THE VALUE OF A MO

SIGN UP

THE VALUE OF A MOUSTACHE

ONE LEFT TO ONE WEEK LEFT TO WEEK MO

ONE WEEK LEFT TO MO

THANK YOU



TING OS

GEN MO PRIZES



FUNDED PROGRAM REPORT CARDS

THE VALUE OF A MOUSTACHE

NOVEMBER

READY SET MO

PRIZE WINNERS

ONE WEEK LEFT TO MO

PRIZE WINNERS

PRIZE WINNERS

READY SET MO

THE SERIOUS SIDE OF THE MO

FUNDED PROGRAM REPORT CARDS

THANK YOU

PRIZES

PRIZES





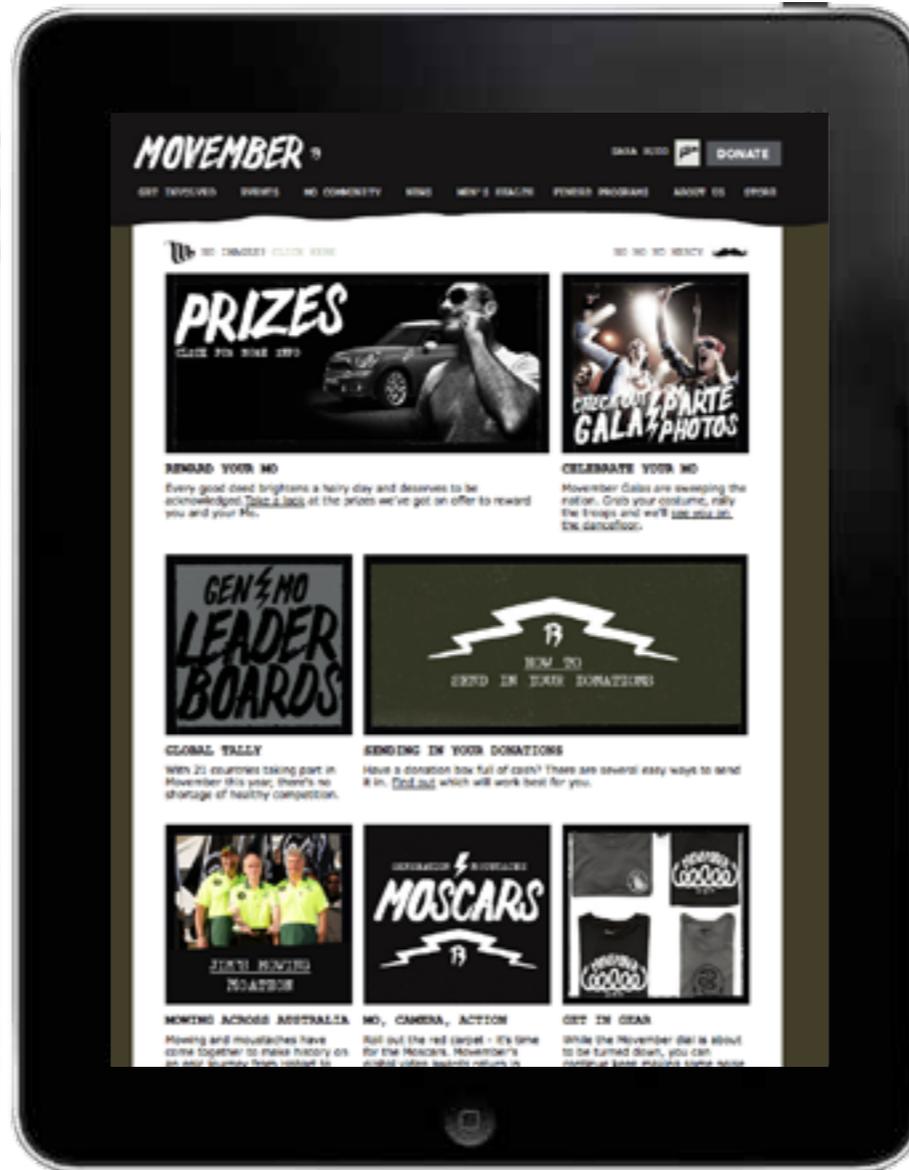
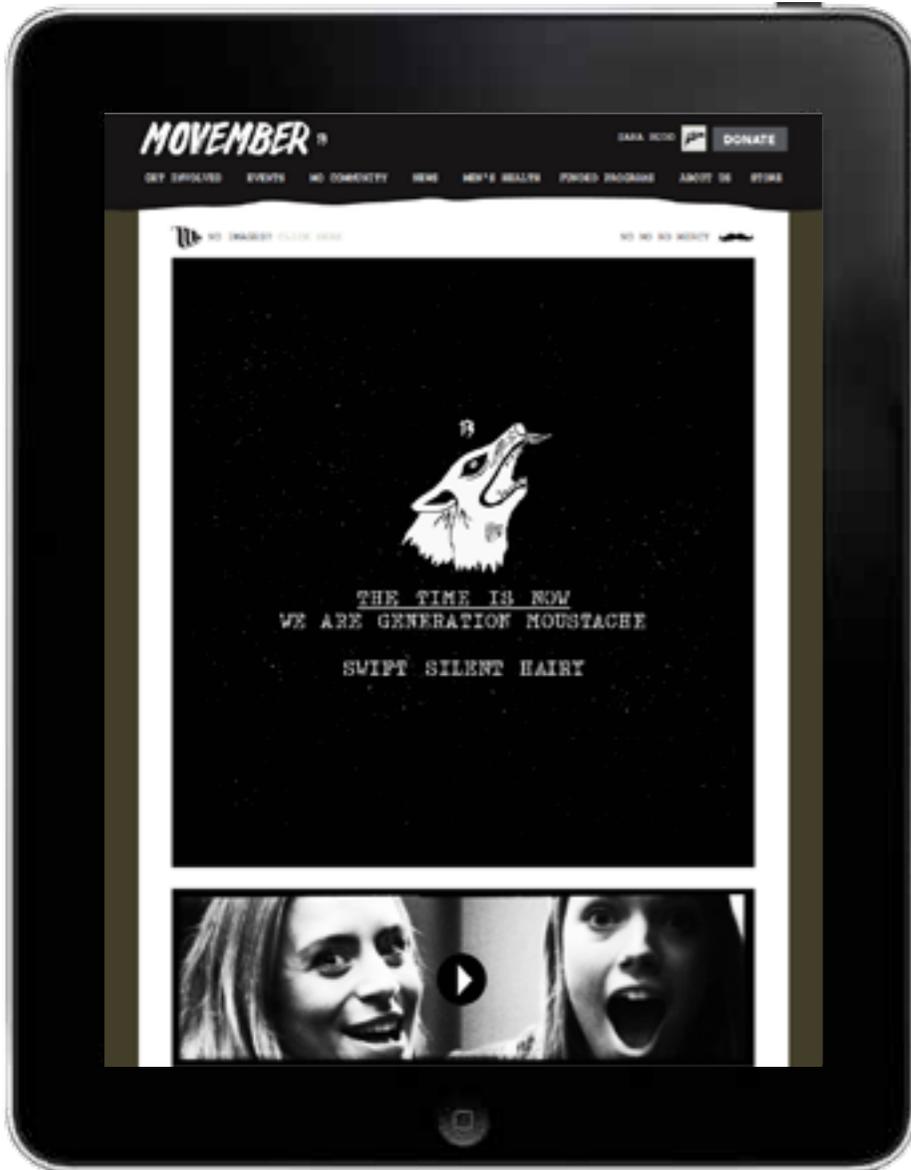
Technology

The Movember Foundation's technology platform includes the website optimised for mobile devices, mobile applications and internal management interfaces. The technology powerfully connects the Movember community around the world, providing the opportunity for real impact and change.

33,232,533
VISITS TO
MOVEMBER.COM



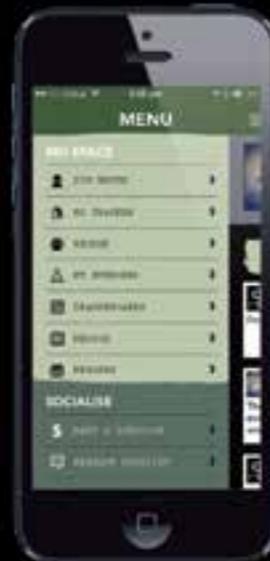
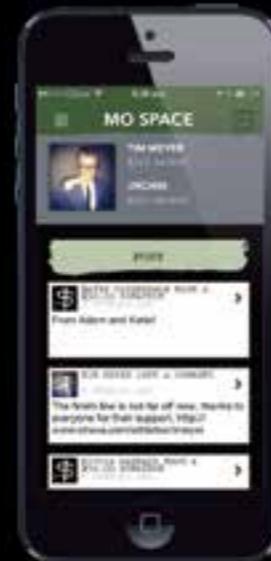
30,197,671
NEWSLETTERS
SENT
GLOBALLY



**99% OF
PARTICIPANTS
TALKED TO
SOMEONE
ABOUT THEIR
HEALTH**



2,942,600
INDIVIDUAL
DONATIONS
TO
MOVEMBER



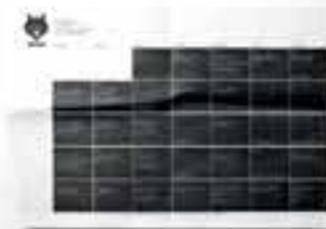
Materials

The Movember Foundation creates a bank of men's health information and collateral that helps organisations, teams and individuals around the world spread Movember's health messages. Through these materials, we're facilitating the Movember community in educating themselves and others on the health risks men face during their lifetime.

Materials include:

- General men's health information
- Posters: men's health specific and general campaign creative
- Donation boxes
- Mo Party Packs
- Wristbands, badges and stickers





The Media

Positively engaging the media is essential to the Movember Foundation in continuing its growth and spreading the men's health message. The Movember campaign produces a multitude of amazing stories, and it is the role of the team in each market to share these stories with the media, thereby enlisting their power to amplify the message for the cause.



Social Media

Movember is a word of mouth campaign driven by in-person communication and reinforced through digital and social media. Movember is about telling stories. It's about each Mo Bro and Mo Sista embracing the cause and then choosing to share their personal participation story in a way that is meaningful to them.

Social change comes about as a result of powerful and personal storytelling and this is where social media plays an important role in Movember fulfilling its objectives. It's these shared stories that encourage others to take on the challenge as their own and drive action. Through the sharing of photos, videos, thoughts and experiences, the Movember community is spreading the men's health message and in doing so is changing actions and attitudes.

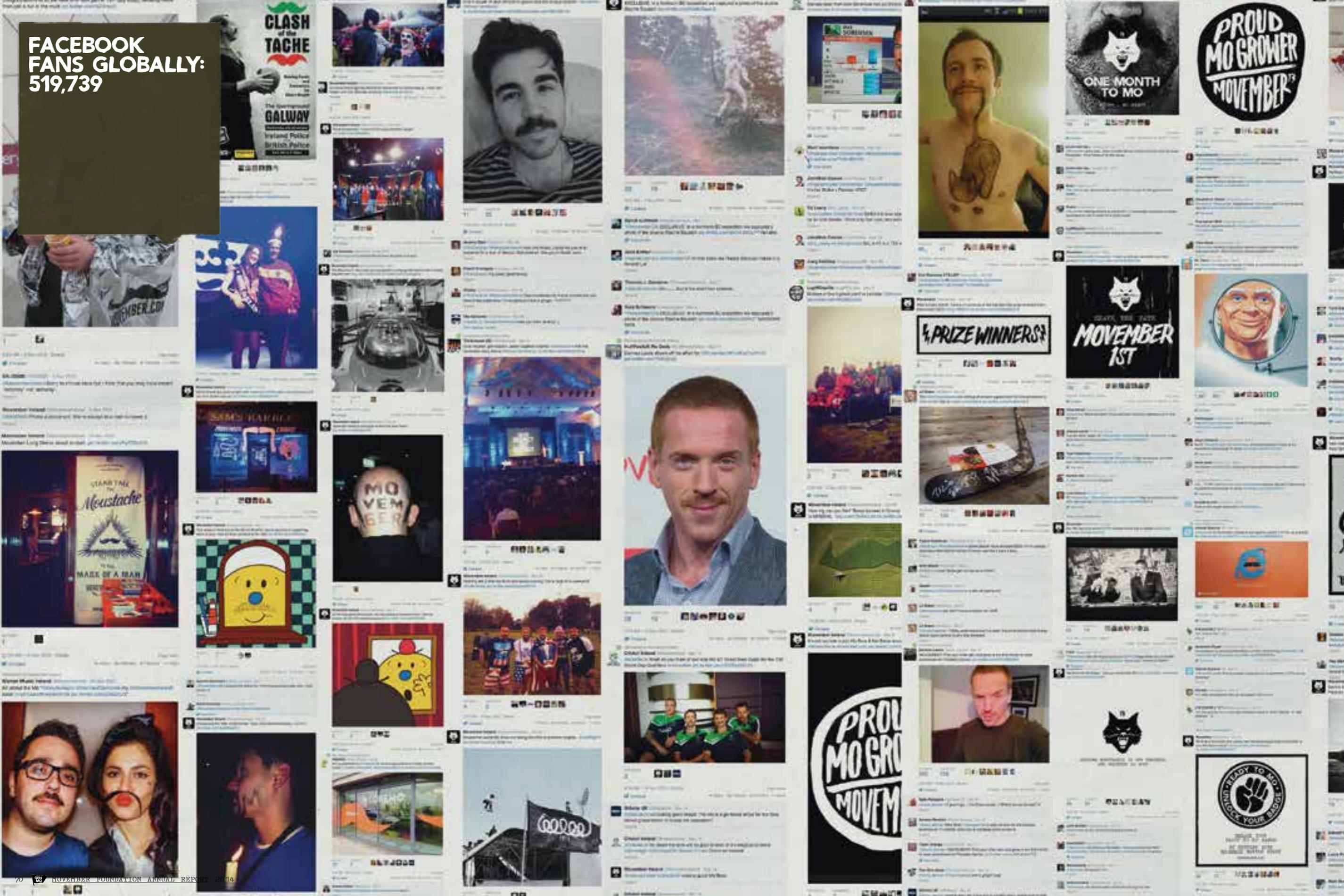
**TWITTER FOLLOWERS GLOBALLY:
137,251**

**FUNDS RAISED VIA FACEBOOK:
\$16.7 MILLION**

**TWITTER MENTIONS DURING THE CAMPAIGN:
1,684,937**



FACEBOOK
FANS GLOBALLY:
519,739



Events

Events are important vehicles for delivering a Movember experience to the community. By design, they are always fun events that engage, educate and excite those taking part. A Movember event can come in many guises – launch events, business lunches, Running of the Mo's, MOVE activity based events, end of month office party or one of the official Movember Gala Partés held around the world to thank Mo Bros and Mo Sistas for their growing efforts.

Launch Events: 31

Official Gala Partés: 43

MOVE events: 150







Ambassadors

Each year, the Movember campaign is supported by well-known personalities who agree to come on board in an ambassadorial role. The awareness they generate for the cause is pivotal to the campaign's success. Ambassadors include politicians, sports stars, TV personalities, comedians, entertainers, musicians and high profile businessmen.



Engaging the Movember Community

The Movember community is the most powerful voice that the Movember Foundation has. Movember has been built on a swell of enthusiasm from the ground up in Australia and now the rest of the world. To date, over 4 million Mo Bros and Mo Sistas have taken part. Each one supported the cause and engaged in an open and constructive conversation, proving that men's health is a global issue and one which people are concerned about.



The Mo's on the ground come from all walks of life – community groups, sports clubs, multi-national companies, small retailers and entire industries support us. The young, the old and everyone in between, cities, suburbs and towns across the world, can be seen doing their bit for men's health. The levels and types of support vary from one community to another but the combined efforts play a vital role in helping us raise the profile of the health issues men face, reduce stigmas and give men the opportunity to confidently discuss their health.

We consider ourselves to be an empowerment organisation, focused on encouraging people to take control of their health and realise their potential for a healthier life, not only for themselves but also those around them. To achieve this goal, we know that we have to get men to proactively engage with Movember; it is then our responsibility to provide men with the knowledge, skill and confidence to address their own needs, identify the needs of others and advocate on their own behalf.

It's the Mo Bros themselves that become men's health advocates and are literally walking and talking billboards for 30 days. The Movember campaign provides the platform, by way of the website with integration into the leading social media platforms and the tools for Mo Bros to effectively communicate about men's health, but it's the individual Mo Bros that bring the campaign to life by making it their own and communicating Movember's men's health messages in a way that is meaningful to them and their family, work colleagues and friends.

We've learnt that participation and empowerment are mutually reinforcing. When people participate, they learn and develop an ability to take control of their lives. And, when people feel empowered, they are more likely to participate. It's this participation that facilitates the spreading of Movember's men's health messages. Each Mo Bro communicates with approx. 250 people about Movember during the month.

This authentic communication from someone known and trusted has a high impact. This is where the effectiveness of the Movember Foundation's Awareness & Education program, powered by word of mouth exists; the moustache is the reason for Movember's success and will always remain the central focus of all that Movember does.

The goal of Movember's Awareness & Education program is to significantly increase the understanding of the health risks that men face and encourage men to act on that knowledge.



ADRIANO ZUMBO
JOURNALIST & MC

GENMO

TALKS
MOVEMBER

MOVEMBER

DAVE LEAN
MO BRO & WRITER, S&P CHAMPION

THE C

ERIC STOUT
MO BRO & FOSTER CARLSON DANCE COMPANY

MOVEMBER

Partnerships

Two brands can often be stronger than one and collaborating with like-minded, relevant, innovative and exciting partners has been, and will continue to be, hugely important to the continued growth of the Movember campaign. The association and what is delivered as a result is of true value and not just from a monetary point of view; the brand association, joint promotion and resulting activation is also highly significant. Good collaborations are also a great way of delivering our brand values, health messages and expanding audience reach. The ability to ‘crossover’ a brand into new markets and attain instant credibility is very important to the success of the campaign, especially in light of the fact that Movember has a relatively short time in the limelight each year.

Each year, in order to support the existing and future growth of the campaign, Movember teams up with a number of partners. Partners are chosen for their fit and relevance to the Movember brand, their passion for the cause and relevance to the Movember community. Each of our partners plays a critically important role in helping us to deliver the campaign by creating fully integrated awareness campaigns to support their involvement in Movember, contributing powerfully to the overall awareness campaign.

- 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 the Movember Foundation's health messages throughout their own businesses, to their industry partners, customers and friends

MAJOR PARTNERS

coles

Gillette

GOLDEN DISCS

HARLEY-DAVIDSON
MOTOR CYCLES

HP
SAUCE

Marshall
AMPLIFICATION

Milwaukee

MITRE 10
TRADE

TOMS
One for One

3
Three.co.uk

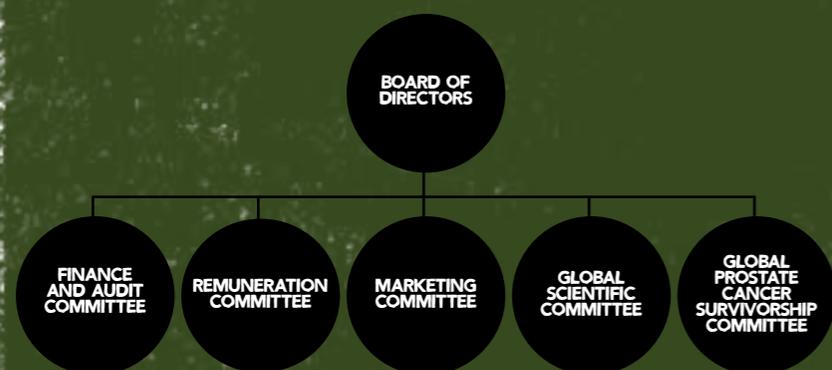


**GEN
MO**

GOVERNANCE

THE MOVEMBER FOUNDATION COMMITS TO ACT ON BEHALF OF THE MOVEMBER COMMUNITY TO MAXIMISE THE IMPACT OF THEIR SUPPORT AND THE FUNDS THEY RAISE. WE AIM TO MEET BEST PRACTICE STANDARDS OF GOVERNANCE IN EACH COUNTRY WE OPERATE.

THE MOVEMBER FOUNDATION'S CORPORATE GOVERNANCE FRAMEWORK IS AVAILABLE ON OUR WEBSITE. THE POLICIES ARE REGULARLY REVIEWED TO ENSURE THAT OUR CORPORATE GOVERNANCE FRAMEWORK REFLECTS BEST PRACTICE AND THE PARTICULAR NEEDS OF THE CHARITABLE SECTOR IN EACH OF THE COUNTRIES IN WHICH WE OPERATE.



THE BOARD OF DIRECTORS

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

The Movember Foundation key stakeholders are:

Men's health partners across the globe

Corporate sponsors and partners

The Mo Bros and Mo Sistas who participate in Movember

Those individuals and organisations who donate and support participants

The Movember Foundation staff

The Board has eight members; comprising five non-executive independent directors, one executive director and two of the Movember Foundation's co-founders. In keeping with our focus to minimise administrative costs, all Board members are not paid for their directorship.

DIRECTORS

The following persons are currently directors of the Movember Foundation and each of its subsidiary entities.

John Hughes Chair

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

Elaine Farrelly Non-Executive Director

Elaine has executive level experience across the telecommunications, media, property development, manufacturing and not for profit sectors. She is a Chartered Accountant with more than 20 years experience with international corporations including KPMG, Optus, ICI (now Orica) and Fairfax. Elaine has served on Movember's Board since the Board was formally established in 2007. She recently graduated the Australian Institute of Company Directors course with an Order of Merit (awarded to the top 2% of graduates in Australia).

Adam Garone, Executive Director and CEO

Adam was one of the co-founders of the Movember Foundation and has been CEO since the organisation was formed. Adam has an extensive corporate background in developing, managing and marketing emerging web and mobile technologies. Prior to Adam's corporate experience he served for nine years as an officer in the Australian Army where he was selected to join the special forces. Adam's military career taught him the art of leadership and intricacies of operations management. Adam's corporate experience and military service has given him the perfect skill set for his role as CEO of Movember. In 2008 Adam was awarded the Ernst & Young, Australian Entrepreneur of The Year and in 2009 awarded the Melbourne Business School Outstanding Recent Alumnus Award for his role in leading the Movember Foundation. Adam holds a Bachelor of Science from the University of New South Wales and a Masters of Marketing from Melbourne Business School.

Paul Villanti Executive Director and Executive Director, Programs

Paul oversees the Movember Foundation's program investments in prostate cancer, testicular cancer and mental health initiatives globally. He serves as a Director on the Boards of Prostate Cancer Foundation (USA) and Prostate Cancer Canada and is an Associate Director on Prostate Cancer UK.

Over the past 20 years Paul has successfully led and built businesses in Australia across the infrastructure, technology, property and telecommunications sectors.

Travis Garone Non-Executive Director

With impressive creative talent, 16 years of experience and a founding partner of his creative agency, Travis has contributed extensively to the development of the Movember brand and creative concepts. Travis is a founding member of Movember.

Andrew Gibbins Non-Executive Director

Andrew brings over 17 years experience in private business strategy, operations, logistics and property development. He is regularly introduced in Movember and men's health circles as "One of the original 30 Mo Bros." Andrew has been a Director of Movember since the Board was created in 2007. While playing a part in making sure the organisation stays true to its vision, Andrew is often accused of having a single-minded motivation to ensure Movember's long-term success – just so he can roll out his banked-up list of Gala Parté costume ideas!

Dr. Colleen Nelson Non-Executive Director

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

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

Nick Reece Non-Executive Director

Nick is a Public Policy Fellow at the University of Melbourne. He brings to the Foundation an extensive knowledge and experience in corporate governance, public policy, government relations, media and the law. Nick has worked as a senior adviser in the Office of the Prime Minister of Australia and for two Australian State Premiers. Before, he worked as a journalist for the Australian Financial Review and started his career as a solicitor in a national law firm. He has significant experience in the not for profit sector including as a long standing board member of the homelessness social enterprise, The Big Issue. Nick has been a Mo Bro since way back.

CHARTER AND POLICIES

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

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

SUB COMMITTEES

The Board has formed five subcommittees:

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:

01

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

02

The integrity of the organisation's internal controls affecting the preparation and provision of information provided to the Board 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:

01

The integrity and management of the funds raised by Movember

02

The good governance and management of the Movember Foundation

03

Transparency in respect of the distribution of funds

04

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 legislative reform of the not for profit section.

MARKETING COMMITTEE

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

01

The integrity and management of the Movember brand and product

02

Overseeing the key elements of the Movember campaign

Since its formation the Marketing Committee has reviewed the parameters around which Movember engages with its campaign partners and policies around the use of the Movember marks.

GLOBAL SCIENTIFIC COMMITTEE

Assists the Board by:

01

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

02

Providing strategic thought leadership and advice on prostate and testicular cancer research undertaken by Movember's men's health partners.

GLOBAL PROSTATE CANCER SURVIVORSHIP COMMITTEE

Assists the Board by:

01

Providing strategic thought leadership, oversight, review and advice on prostate cancer survivorship solutions, programs and interventions.

MEETINGS OF DIRECTORS

Five regular Board meetings and a two-day strategy meeting were held in the 2014 financial year. The Finance and Audit Committee met twice, the Remuneration Committee met once and Marketing Committee met seven times. Attendance at meetings is summarised below.

STRUCTURE

MOVEMBER FOUNDATION (AUSTRALIA)

The Movember Foundation is an unincorporated trust (ABN 48 894 537 905) that is run by The Movember Group Pty Ltd as Trustee (ACN 119 012 243). The Movember Foundation has been granted Deductible Gift Recipient status in Australia, and as such all donors are entitled to a tax receipt and a full tax deduction for their donations. Funds raised in Australia are received directly by The Movember Group Pty Ltd as trustee for the Movember Foundation and distributed to programs in line with the strategic goals of the Movember Foundation.

In 2013 The Movember Group Pty Ltd as trustee for the Movember Foundation also operated the Movember campaigns in New Zealand, Ireland and South Africa. Movember does not have incorporated entities in those countries, so the funds were received directly by the Foundations' local beneficiary partners. The Movember Foundation has agreements with each of these partners who issue tax receipts locally and reimburse the Movember Foundation for agreed campaign costs.

In 2013, the Movember Group Pty Ltd, as trustee for the Movember Foundation, also operated the campaigns in Hong Kong, Singapore, France, Germany, Austria, Belgium, Czech Republic, Denmark, Finland, Netherlands, Norway, Sweden, Switzerland and Spain.

MOVEMBER FOUNDATION (USA)

Movember Foundation (USA) (EIN 77-0714052) operates the Movember USA campaign. Movember Foundation is a not for profit organisation that is exempt from Federal income tax under section 501(c) (3) of the Internal Revenue Code. Contributions to Movember in the USA are deductible under section 170 of the Code. Funds raised in the USA are received directly by Movember Foundation (USA) and distributed to programs in line with its strategic goals. The Movember Group Pty Ltd as trustee for the Movember Foundation is the sole member of Movember Foundation.

MOVEMBER EUROPE

Movember Europe (Company number 7275694) operates the Movember campaign in the UK. It is a private company limited by guarantee and is a registered charity in England and Wales (charity number 1137948) and Scotland (charity number SCO41981). Funds raised in the UK are received directly by Movember Europe and distributed to programs in line with the strategic goals of Movember Europe.

The Movember Group Pty Ltd as trustee for the Movember Foundation is the sole member of Movember Europe.

MOVEMBER CANADA

Movember Canada (incorporated not for profit number 767531-3) operates the Movember campaign in Canada. Movember Canada is a registered charity (number 84821 5604 RR0001). Funds raised in Canada are received directly by Movember Canada and distributed to programs in line with the strategic goals of Movember Canada.

The Movember Group Pty Ltd as trustee for the Movember Foundation is the sole member of Movember Canada.

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"). The Movember Group Pty Ltd has exclusive rights to use the intellectual property at no cost to the organisation. Movember Group Pty Ltd pays the legal costs of any associated trademark and intellectual property protection. This arrangement allows for a streamlined approach to the management and protection of the intellectual property.

Directors	The Board		Finance And Audit Committee		Remuneration Committee		Marketing Committee		Global Scientific Committee		Global Prostate Cancer Survivorship Committee	
	Eligible	Attended	Eligible	Attended	Eligible	Attended	Eligible	Attended	Eligible	Attended	Eligible	Attended
John Hughes	6	5	2	2	—	—	—	—	—	—	—	—
Elaine Farrelly	6	6	2	2	—	—	—	—	—	—	—	—
Adam Garone	6	6	—	—	—	—	7	7	—	—	—	—
Paul Villanti	6	6	2	1	—	—	—	—	1	1	4	4
Travis Garone	6	6	—	—	—	—	7	7	—	—	—	—
Andrew Gibbins	6	5	2	2	1	1	—	—	—	—	—	—
Colleen Nelson	6	5	—	—	—	—	—	—	1	1	—	—
Nick Reece	3	3	—	—	1	1	—	—	—	—	—	—
Mark Fewell	4	4	—	—	—	—	7	7	—	—	—	—

The table above captures Movember Board Members' attendance at The Board of Directors Meetings as well as the Sub Committees.

FINANCIAL OVERVIEW

FUNDS RAISED

Movember raised AUD \$136.6 million during the 2013 campaign, a decrease of AUD \$4.9 million (or 3.5%) over the prior year.

The global fundraising was achieved by just under 1.0 million Mo Bros, Mo Sistas and their donors from across 21 countries.

Significant growth was again achieved in the USA, while the Canada and the UK campaigns finished as the top two campaigns for Movember. The emerging campaigns in Mainland Europe and Asia continued to show rapid growth, with an increase of AUD \$3.6 million (or 78.3%) over the prior year.

FUNDS IN USE

The Movember Foundation's focus on minimising its costs, as well as the economies of scale achieved through a global campaign, have resulted in a global fundraising and administration cost to funds raised ratio of 13% (compared with 11% last year). This ratio remains low by international fundraising standards, with best practice normally in the range of 15%–20%. The Movember Foundation has made a conscious decision to make necessary investments in people and technology to keep pace with its rapid growth at a local and global level. The Movember Foundation continues to build and maintain a sustainable model by both promoting and supporting growth while controlling costs through the smart use of technology and structured staffing plans.

Of the funds raised, 87% has been committed to programs supporting prostate cancer, testicular cancer and mental health initiatives, which remains well above international best practice of 80%. Of this 87% committed to programs, 59% was donated directly to our global men's health partners with the remaining 28% allocated to the Movember Foundation programs, as shown in the table below. While most of the programs invested are delivered through Men's Health Partners, the Movember Foundation directly manages a small number of key initiatives where we believe that outcomes that benefit men can be better achieved through global collaboration or co-ordination. Initiatives such as our Global Action Plan (GAP) and True NTH reflect the Movember Foundation's determination to be a global change agent where we see an opportunity to so. The Movember Foundation continues to work together with all of our Men's Health Partners to ensure that all funded programs are supporting a broad range of innovative, world-class programs in line with our strategic goals.

The following table provides a breakdown of the Movember Foundation's allocation of the AUD \$136.6 million raised from the 2013 Global Campaign:

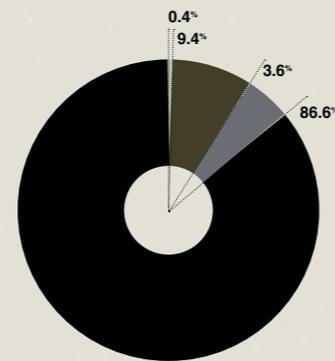
FUNDS RETAINED

The Movember Foundation continues to execute its program investment strategy and as a result, a larger percentage of funds raised are retained to directly manage key programs. At year end, the Movember Foundation held AUD \$147 million in cash and cash equivalents. Of this, AUD \$64 million is payable to our men's health partners for agreed programs and AUD \$67 million has been retained for committed global research and survivorship programs (a breakdown of this AUD \$67 million is located in Note 4 on page 85 of this report). The remaining AUD \$16 million of cash held is available to run the 2014 and future campaigns.

As a fiscally conservative organisation, the Movember Foundation has retained 0.4% of the funds raised from the 2013 campaign, to add to existing prior year fund retention, to cover future campaigns and ensure the long-term continuity of the organisation. The retained funds are being progressively built up over multiple campaigns and once the Board of Directors are satisfied they are at a sufficient level, no further funds will be retained.

OUTLOOK

The Movember Foundation expects its campaigns to grow in 2014, particularly in the United States and emerging campaigns in Europe and Asia. Movember will not be entering any new countries in 2014 in order to continue cultivating its existing country campaigns. The Movember Foundation will maintain a strong focus on costs across the global organisation and will continue to provide centralised shared services to take advantage of global economies of scale and each of the countries in which we work will benefit from the resulting lower administration costs. The Movember Foundation will have moderate cost increases this year as we invest in staff, primarily for the management of our expanding programs while the fundraising and administrative costs will grow largely through extension of last year's hirings.



APPLICATION OF FUNDS RAISED INTERNATIONALLY

Retained funds	0.4%
Fundraising costs	9.4%
Administration costs	3.6%
Men's health programs	86.6%

FUNDS RAISED AND REGISTERED PARTICIPANTS BY COUNTRY – 2013 CAMPAIGN (TO APRIL 2014)

	Fund raised in \$AUD millions	Registered Participants	Year of first fundraising campaign
Australia	26.4	122,571	2004
New Zealand	1.3	13,740	2006
UK	36.3	255,435	2007
Canada	35.1	173,419	2007
USA	24.8	219,953	2007
Ireland	3.3	17,323	2008
South Africa	0.9	20,540	2011
Mainland European Countries	6.8	134,023	2011
Asia	1.3	5,225	2012
Rest of the World	0.4	6,959	2012
Total	136.6m	969,188	

MOVEMBER USE OF FUNDS

	Year to April 2014 \$AUD m	Year to April 2013 \$AUD m	Increase (Decrease)	Year to April 2014 Percent of Funds Raised
Movember funds raised globally¹	136.6	141.5	-4.9	
Used or reserved for programs as follows:				
Donated to/retained by men's health partners	71.9	79.5	-7.5	53%
Allocated to Movember's True NTH program and Global Action Plan	20.1	26.1	-6.0	15%
Direct expenditure for Movember's Global Action Plan, True NTH program and men's health program	14.2	5.8	8.4	10%
Movember's men's health awareness and education program	12.7	8.9	3.8	9%
Total program allocation	118.9	120.3	-1.4	87%
Percentage allocated to programs	87%	85%		
Balance of funds used as follows:				
Fundraising costs	12.4	11.4	1.0	9%
Administration and foreign exchange costs	4.7	4.0	0.7	4%
Unrestricted funds for future use	0.6	5.8	-5.2	0%
Total other costs	17.7	21.2	-3.5	13%
Total funds allocated/used	136.6	141.5	-4.9	100%

¹The Statement of Comprehensive Income shown on the following pages shows a revenue figure of AUD \$132.1 million. The difference between this and the AUD \$136.6 million shown above, primarily represents the donations that have been received and retained directly by our Men's Health Partners in various international locations.

**SUMMARISED FINANCIAL
STATEMENTS FOR THE
MOVEMBER GROUP PTY LTD**

**SUMMARISED FINANCIAL STATEMENT
OF COMPREHENSIVE INCOME
FOR THE PERIOD ENDED 30 APRIL 2014**

	Note	Consolidated 2014 \$AUD	Consolidated 2013 \$AUD
REVENUE			
Mo Bro/Mo Sista sponsorship		123,275,547	131,740,028
Corporate sponsorship		2,248,518	1,270,678
Gala Parté/merchandise		241,068	89,385
Management fees for running other Movember global events		1,993,257	1,205,774
Interest and other revenue		4,141,250	2,830,885
Foreign exchange gain (net)		150,489	-
TOTAL REVENUE		132,050,129	137,136,750
EXPENDITURE			
Men's health program investment	1	(94,277,417)	(89,882,326)
Fundraising		(12,381,612)	(11,407,051)
Administration		(4,763,385)	(3,948,965)
Foreign exchange loss (net)		-	(24,328)
FUNDS RETAINED		20,627,715	31,874,080
OTHER COMPREHENSIVE INCOME			
Exchange difference on translation of foreign operations		2,785,206	(1,088,765)
Total comprehensive income for the year		23,412,921	30,785,315
FUNDS RETAINED FOR THE YEAR FOR:			
Movember's Global Action Plan and Survivorship programs		20,052,395	26,096,737
Unrestricted funds for future use		575,320	5,777,343
FUNDS RETAINED FOR THE YEAR		20,627,715	31,874,080

**SUMMARISED FINANCIAL
STATEMENTS FOR THE
MOVEMBER GROUP PTY LTD**

**SUMMARISED MOVEMBER GROUP
BALANCE SHEET AS AT 30 APRIL 2014**

	Note	Consolidated 2014 \$AUD	Consolidated 2013 \$AUD
ASSETS			
Current assets			
Cash and cash equivalents	2	146,730,559	118,063,099
Trade and other receivables		7,012,958	4,276,216
TOTAL CURRENT ASSETS		153,743,517	122,339,315
Non-current assets			
Plant and equipment		514,184	255,294
TOTAL ASSETS		154,257,701	122,594,609
LIABILITIES			
Current liabilities			
Men's health partner, trade and other payables	3	66,866,234	58,690,467
TOTAL CURRENT LIABILITIES		66,866,234	58,690,467
Non-current liabilities			
Other payables		133,366	58,962
TOTAL LIABILITIES		66,999,600	58,749,429
NET ASSETS		87,258,101	63,845,180
ACCUMULATED FUNDS			
Reserves			
Permanently restricted for programs	4	66,872,655	46,820,260
Foreign currency translation reserve		4,398,303	1,613,097
Unrestricted funds for future use		15,987,143	15,411,823
TOTAL FUNDS		87,258,101	63,845,180

	Consolidated Entity	
	2014 \$AUD	2013 \$AUD
NOTE 1. EXPENDITURE		
Men's health partners		
Program expenditure to The Prostate Cancer Foundation of Australia	6,900,000	5,000,000
Program expenditure to <i>beyondblue</i>	1,855,007	12,218,382
Program expenditure to Cancer Society of New Zealand	46,628	12,622
Program expenditure to Mental Health Foundation of New Zealand	46,628	12,622
Program expenditure to Singapore Cancer Society	(2,182)	167,583
Program expenditure to Hong Kong Cancer Fund	(2,182)	176,479
Program expenditure to Norwegian Cancer Society	690,319	503,773
Program expenditure to The Prostate Cancer Foundation of America	9,153,300	8,550,597
Program expenditure to The Livestrong Foundation	7,322,641	5,960,478
Program expenditure to Prostate Cancer Canada	13,480,095	16,936,913
Program expenditure to Prostate Cancer UK	26,797,793	25,038,750
Program expenditure to The Institute of Cancer Research — UK	635,598	531,125
Program expenditure to Nadacni fond Muzi Proti Rakovine	119,743	-
Expenditures to men's health partner programs	67,043,388	75,109,324
Programs directly managed by the Movember Foundation		
Programs expenditure	13,094,080	5,823,354
Men's health awareness and education expenditure	14,139,949	8,949,648
	94,277,417	89,882,326

NOTE 2. CASH AND CASH EQUIVALENTS

Cash at bank and in hand	146,730,559	118,002,910
Term deposits	-	60,189
	146,730,559	118,063,099

Cash and cash equivalents held in 2014 for:
Committed funding of Men's Health Partner Programs: Consolidated – \$64,057,143.
Committed funding of GAP and Survivorship Programs: Consolidated – \$66,872,655.
General reserve of funds to cover future campaigns: Consolidated – \$15,800,761.
All cash and deposits are held with major global financial institutions.

NOTE 3. MEN'S HEALTH PARTNER, TRADE AND OTHER PAYABLES

Accrued expenses	2,065,224	605,554
Other payables	743,867	2,026,645
Program expenditure payable to Men's Health Partners	64,057,143	56,058,268
	66,866,234	58,690,467

NOTE 4. PERMANENTLY RESTRICTED FOR PROGRAMS

Movember's permanently restricted for programs reserves are designated for the funding of men's health programs:

	Consolidated Entity		
	Within one year \$	Later than one year but not later than three years \$	Total restricted reserves \$
Prostate and testicular cancer research	5,743,404	13,963,779	19,707,183
Cancer survivorship health outcome programs	10,095,891	10,002,103	20,097,994
Men's health programs	8,040,057	19,027,421	27,067,478
	23,879,352	42,993,303	66,872,655

The amounts above represent commitments by way of Board approval and budget designation.

DIRECTORS' DECLARATION

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

The summary financial statements have been derived from the audited financial report of The Movember Group Pty Ltd as Trustee for the Movember Foundation for the year ended 30 April 2014 in accordance with accounting policies described in Note 1 to the audited financial report. The summary financial statements should be read in conjunction with the audited financial report, available upon request at our registered office at 233 Punt Road, Richmond VIC 3121.

In the directors' opinion:

- (a) The summary financial statements:
- (i) are consistent with the audited financial report of The Movember Group Pty Ltd as Trustee for the Movember Foundation for the year ended 30 April 2014; and
 - (ii) presents fairly the association's financial position as at 30 April 2014 and its performance for the financial year ended on that date.
- (b) There are reasonable grounds to believe that The Foundation will be able to pay its debts as and when they become due and payable.

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



John Hughes
Chairman

Melbourne, Australia
4th September 2014

AUDIT REPORT

Independent auditor's report to the members of The Movember Group Pty Ltd as Trustee for the Movember Foundation

Report on the financial report

The accompanying summary financial statements of The Movember Group Pty Ltd as Trustee for the Movember Foundation, comprising the summary balance sheet as at 30 April 2014 and the summary statement of comprehensive income for the year then ended and related notes, are derived from the audited financial report of The Movember Group Pty Ltd as Trustee for the Movember Foundation for the year ended 30 April 2014.

We expressed an unmodified auditor's opinion on that financial report in our auditor's report dated 4 September 2014.

The financial report and the summary financial statements do not reflect the effect of events that occurred subsequent to the date of our report on that financial report. The summary financial statements do not contain all of the disclosures required by accounting policies applied in preparation of the audited financial report of the Movember Group Pty Ltd as trustee for the Movember Foundation.

Reading the summary financial statements, therefore, is not a substitute for reading the audited financial report of The Movember Group Pty Ltd as trustee for the Movember Foundation.

Director's responsibility for the summary financial statements

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

Auditor's responsibility

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

Auditor's opinion

In our opinion, the summary financial statements derived from the audited financial report of The Movember Group Pty Ltd as trustee for the Movember Foundation for the year ended 30 April 2014 are consistent, in all material respects, with that audited financial report, on the basis described in Note 1.

Basis of Accounting and Restriction on Distribution and Use

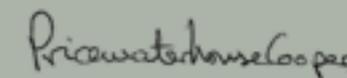
Without modifying our opinion, we draw attention to Note 1 of the audited financial statements, which describe the basis of accounting. The summary financial statements have been prepared to assist The Movember Group Pty Ltd as trustee of the Movember Foundation, to meet the requirements under the trust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

Matters relating to the electronic presentation of the summary financial statements

This auditor's report relates to the summary financial statements of The Movember Group Pty Ltd as trustee of the Movember Foundation for the year ended 30 April 2014 included on the Movember Foundation web site.

The directors of The Movember Group Pty Ltd as Trustee for the Movember Foundation are responsible for the integrity of the Movember Foundation website.

The auditor's report refers only to the summary financial statements named above. It does not provide an opinion on any other information which may have been hyperlinked to/from the summary financial statements. If users of this report are concerned with the inherent risks arising from electronic data communications, they are advised to refer to the hard copy of the audited financial report and/or to the hard copy of the auditor's report on the summary financial statements, to confirm the information included in the summary financial statements presented on this website.



PricewaterhouseCoopers



Manoj Santiago
Partner

Sydney
4 September 2014

For further information about
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