WE ARE GEN MO
WE HAVE A VOICE AND WE HAVE SOMETHING TO SAY
TO HAVE AN EVERLASTING IMPACT ON THE FACE OF MEN'S HEALTH
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’s 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 just how quickly my first year as Chairman of 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 focussed, 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.

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.

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I look forward to reporting back to you next year with all that we’ve achieved from this point.
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 $680 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. This is what has been achieved and what I know that we’ll continue to amaze me each year.

A couple of examples from 2013 were a group of Mo Bros 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. 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 is it a challenge that the Movember Foundation is up to? 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 disease side effects from prostate cancer, testicular cancer and mental health problems that will end death from prostate cancer.

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, 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, Packag Warde and Kerry Courmaya 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
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.
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 Prostate Cancer Charity, and Luke developed the 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 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.

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In 2018, 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 2019, 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 of NZ. Small unofficial campaigns were also run in Australia and New Zealand. That year, the campaign was launched 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 2020, 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.

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MOVER 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.
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
MILESTONES

16     MOVEMBER FOUNDATION ANNUAL REPORT 2014

MOVEMBER

FOUNDED – THE LIVESTRONG FOUNDATION IN MELBOURNE, AUSTRALIA BY TWO AUD $106.1 MILLION

PARTICIPATING COUNTRIES

2009

November USA obtains official charity status and a second Men's Health partner is added – the Livestrong Foundation.

PARTICIPATING COUNTRIES

2010

November officially launches campaigns in South Africa, Denmark, New Zealand, Spain, UK and USA.

2011

November officially launches campaigns in Belgium, Denmark and Norway.

November obtains official charity status in Canada, England, Wales and Scotland.

November launches its first discretion funded program – the Global Action Plan. Created with the aim of accelerating prostate cancer research outcomes through global collaboration.

2012

In its tenth year the Movember Foundation’s global program continues to grow and in November is ranked in the top 100 best NGOs (charities) in the world by the Global Good List based on the three key criteria: impact, innovation and sustainability.

2013

The Movember Foundation’s impact as a non-for-profit gender constrain to grow, funds over 800 programs across 21 countries.

The Foundation is awarded GQ Social Force of the Year Award from GQ Magazine.

PARTICIPATING COUNTRIES

1,127,152 MO BROS AND NO SISTAS

REGISTRATIONS

Funds raised since 2003 and AUD $264.9 MILLION

2004

The Movember Group is officially established.

The first Movember website is built.

Funds raised go to prostate cancer foundation of Australia (Pcfa).

PROSTATE CANCER RESEARCH OUTCOMES THROUGH GLOBAL COLLABORATION

PARTICIPATING COUNTRIES

363,385 MO BROS AND NO SISTAS

REGISTRATIONS

Funds raised since 2003 and AUD $122.1 MILLION

2005

Pcfa comes on board as Movember’s first official Men’s Health Partner.

Movember Launches

Movember registrations

9,515 MO BROS AND NO SISTAS

Funds raised since 2003 and AUD $2,800

2006

November receives official charity status in Australia and the Movember Foundation is established.

Movember Depression & Anxiety Initiative becomes Australia’s Second Men’s Health Partner.

November officially launches Movember in New Zealand in partnership with the prostate cancer foundation of NZ.

Movember officially launches in the UK in partnership with the Prostate Cancer Foundation, in Canada with Prostate Cancer Canada, in the US with the Prostate Cancer Charity and in Spain with FEPICO.

The Movember board is formally established.

Movember officially launches in Australia, Canada, New Zealand, Spain, UK and USA.

PARTICIPATING COUNTRIES

246,184 MO BROS AND NO SISTAS

REGISTRATIONS

Funds raised since 2003 and AUD $52.5 MILLION

2007

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PARTICIPATING COUNTRIES

56,129 MO BROS AND NO SISTAS

REGISTRATIONS

Funds raised since 2003 and AUD $1.2 MILLION

2008

November Ireland is officially launched in partnership with the Irish Cancer Society, the Cancer Society of NZ and the Mental Health Foundation of NZ.

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Movember Ireland launches its first official Men’s Health Partner.

Movember officially launches in Australia, Canada, New Zealand, Spain, UK and USA.

PARTICIPATING COUNTRIES

447,808 MO BROS AND NO SISTAS

REGISTRATIONS

Funds raised since 2003 and AUD $178.1 MILLION

2009

November USA obtains official charity status and a second Men’s Health partner is added – the Livestrong Foundation.

PARTICIPATING COUNTRIES

255,722 MO BROS AND NO SISTAS

REGISTRATIONS

Funds raised since 2003 and AUD $301.8 MILLION

2010

November officially launches campaigns in South Africa, Denmark, New Zealand, Spain, UK and USA.

2011

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November obtains official charity status in Canada, England, Wales and Scotland.

 Movember launches its first discretion funded program – the Global Action Plan. Created with the aim of accelerating prostate cancer research outcomes through global collaboration.

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PARTICIPATING COUNTRIES

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The Movember idea is born in Melbourne, Australia by two mates discussing passion and Movember shaving. The question where the MO has gone and joke about bringing it back.

Together, they decide to talk their mates into growing a MO with them. They decide to talk.

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Movember Ireland is officially launched in partnership with the Irish Cancer Society, the Cancer Society of NZ and the Mental Health Foundation of NZ.

Movember Ireland launches its first official Men’s Health Partner.

Movember officially launches in Australia, Canada, New Zealand, Spain, UK and USA.

PARTICIPATING COUNTRIES

447,808 MO BROS AND NO SISTAS

REGISTRATIONS

Funds raised since 2003 and AUD $178.1 MILLION

2009

November USA obtains official charity status and a second Men’s Health partner is added – the Livestrong Foundation.

PARTICIPATING COUNTRIES

255,722 MO BROS AND NO SISTAS

REGISTRATIONS

Funds raised since 2003 and AUD $301.8 MILLION

2010

November officially launches campaigns in South Africa, Denmark, New Zealand, Spain, UK and USA.

2011

November officially launches campaigns in Belgium, Denmark and Norway.

November obtains official charity status in Canada, England, Wales and Scotland.

November launches its first discretion funded program – the Global Action Plan. Created with the aim of accelerating prostate cancer research outcomes through global collaboration.

PARTICIPATING COUNTRIES

246,184 MO BROS AND NO SISTAS

REGISTRATIONS

Funds raised since 2003 and AUD $122.1 MILLION

2012

In its tenth year the Movember Foundation’s global program continues to grow and in November is ranked in the top 100 best NGOs (charities) in the world by the Global Good List based on the three key criteria: impact, innovation and sustainability.

PARTICIPATING COUNTRIES

246,184 MO BROS AND NO SISTAS

REGISTRATIONS

Funds raised since 2003 and AUD $122.1 MILLION

2013

The Movember Foundation’s impact as a non-for-profit gender constrain to grow, funds over 800 programs across 21 countries.

The Foundation is awarded GQ Social Force of the Year Award from GQ Magazine.

PARTICIPATING COUNTRIES

246,184 MO BROS AND NO SISTAS

REGISTRATIONS

Funds raised since 2003 and AUD $178.1 MILLION
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.
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.

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
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.

24 MOVEMBER FOUNDATION ANNUAL REPORT 2014
WESTERN AUSTRALIA POLICE FIRST PARTICIPATED IN MOVERMBER 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 GOADB Y
SENIOR CONSTABLE
WESTERN AUSTRALIA POLICE
AUSTRALIA
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 Movember. Pictured here is Mo Bro, Eric Stout, walking onto the field with four Patriots players to perform the symbolic coin toss.
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.
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
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.

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.

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
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
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.
UK
Cook Like a Man
2013 saw Movember publish its first ever cook book, 'Cook Like a Man'. Written by Mo Bro chefs it inspires men to get in the kitchen and to care about what they cook. To date the book has sold over 25,000 copies raising vital funds for mens health.

AUS
Cook Like a Man
2013 saw Movember publish its first ever cook book, 'Cook Like a Man'. Written by Mo Bro chefs it inspires men to get in the kitchen and to care about what they cook. To date the book has sold over 25,000 copies raising vital funds for mens health.

AUS
Say it with Sharpie
A reminder of what Movember is all about. Blank postcards and Sharpie markers were sent to Mo community members around the country in the hope a few would be returned. We were blown away by hundreds of powerful and impassioned messages that were returned by Mo Bros and Mo Sistas who shared their mo-tivation for taking part in Movember.

AUS
Mr. Mo in print
The latest instalment of the iconic Mr. Men and Little Miss series hit shelves during Movember 2013 with the launch of the first ever Mr. Mo story. Penned by Adam Hargreaves who collaborated with Movember Co-Founder Travis Garone, the limited-edition hardback was a rare addition to the ever-popular series.
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 encourage 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 MUSTACHES 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
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.

<table>
<thead>
<tr>
<th>Region</th>
<th>Risk of men developing prostate cancer</th>
<th>Number of men diagnosed with prostate cancer each year</th>
<th>Number of men who have died/will die from prostate cancer in 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>AUS</td>
<td>1 IN 8</td>
<td>20,000</td>
<td>3,200</td>
</tr>
<tr>
<td>NZ</td>
<td>1 IN 13</td>
<td>3,000</td>
<td>600</td>
</tr>
<tr>
<td>USA</td>
<td>1 IN 6</td>
<td>233,000</td>
<td>29,480</td>
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<tr>
<td>CAN</td>
<td>1 IN 8</td>
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<tr>
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<td>1 IN 8</td>
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<tr>
<td>IRE</td>
<td>1 IN 6</td>
<td>3,000</td>
<td>500</td>
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<tr>
<td>SA</td>
<td>1 IN 23</td>
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<td>N/A</td>
<td>2,020</td>
<td>2,020</td>
</tr>
<tr>
<td>MAINLAND EUROPE</td>
<td>N/A</td>
<td>417,000</td>
<td>92,300</td>
</tr>
</tbody>
</table>
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
EXAMPLES OF FUNDS IN ACTION

PROSTATE CANCER

SPÉCIALIST 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 already been 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.
From growing a Mo to global collaboration, the Movember Foundation has taken its disruptive funding approach to revolutionise the prostate 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 optimized 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.
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.

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

AUSTRALIA

01 ABOUT HALF (48.7%) OF AUSTRALIAN MEN HAVE A MENTAL HEALTH PROBLEM AT SOME POINT IN THEIR LIFE.
02 ONE IN 5 MEN WILL EXPERIENCE DEPRESSION IN THEIR LIFETIME.
03 ONE IN 5 MEN WILL EXPERIENCE AN ANXIETY DISORDER.
04 SUICIDE IS THE LEADING CAUSE OF DEATH FOR MEN AGED 15-44 YEARS.
05 2015, A TOTAL OF 2,733 AUSTRALIANS DIED BY SUICIDE AND OVER THREE-QUARTERS (76%) OF THESE SUICIDES WERE MEN.

CANADA

01 ONE IN 5 OF CANADIANS WILL EXPERIENCE A MENTAL HEALTH PROBLEM EACH YEAR.
02 ABOUT 11% OF CANADIAN MEN WILL EXPERIENCE MAJOR DEPRESSION IN THE COURSE OF THEIR LIVES.
03 ALMOST 5% OF CANADIAN MEN WILL EXPERIENCE AN ANXIETY DISORDER.
04 IN 2011, A TOTAL OF 6,045 PEOPLE IN THE UK DIED BY SUICIDE AND THREE-QUARTERS (75%) OF THESE SUICIDES WERE MEN.

UK

01 ONE IN 4 ADULTS IN THE UNITED KINGDOM WILL EXPERIENCE A MENTAL HEALTH PROBLEM IN A GIVEN YEAR.
02 AROUND 15 MILLION UK ADULTS (6.7% OF THE POPULATION) ARE DIAGNOSED WITH DEPRESSION EACH YEAR.
03 ONE 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.

USA

01 ONE IN 4 ADULTS IN THE UNITED STATES WILL EXPERIENCE A MENTAL HEALTH PROBLEM IN A GIVEN YEAR.
02 AROUND 17 MILLION US ADULTS (6.7% OF THE POPULATION) ARE DIAGNOSED WITH DEPRESSION EACH YEAR.
03 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.

NEW ZEALAND

01 ABOUT HALF (47%) OF NEW ZEALANDERS WILL EXPERIENCE A MENTAL HEALTH PROBLEM AT SOME TIME IN THEIR LIFE.
02 ONE IN 5 NEW ZEALANDERS HAVE EXPERIENCED AN ANXIETY DISORDER.
03 ONE 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.

Clare Shann
Global Mental Health Lead
Movember Foundation

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.
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 invited 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

THE FARMER’S WELLBEING PROJECT NEW ZEALAND

The Farmers Wellbeing project was launched in July 2013 with an investment of NZD $850,000 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.

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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.

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
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.

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.

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
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.
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

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 unintimidating 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.

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, Aifference 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 60% 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

75% became more aware of the health issues they face

62% had seen or were intending to see a medical professional to get their key personal numbers (blood pressure, cholesterol, waistline, weight).

50% told someone they should take action to improve their health

75% said they were more likely to tell someone they knew to seek professional help if they thought it was needed

2.3 billion conversations were had as a result of Movember 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

Awareness & Education Program

Campaign Creative Website Collateral Media Social Media Events & 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.
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.
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.
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.
OVER 50,000 MEDIA ARTICLES FROM ACROSS THE WORLD
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.

Funds raised via Facebook: $16.7 million
Twitter mentions during the campaign: 1,684,937
Twitter followers globally: 137,251
Facebook fans globally: 519,739
INSTAGRAM: 22,019 FOLLOWERS AND 937,561 #MOVEMBER PICTURES
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.

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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
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.

Eilane Farrell
Non-Executive Director
Eilane 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. Eilane 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 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 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 Parte costume ideas!

Dr. Colleen Nelson
Non-Executive Director
Dr. Nelson is Professor and Chair, Prostate Cancer Research Institute, 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 sub-committees:

**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:

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

2. The integrity of the organization’s internal controls affecting the preparation and provision of information provided to the Board in external reports.

3. 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:

1. The integrity and management of the funds raised by Movember

2. The good governance and management of the Movember Foundation

3. Transparency in respect of the distribution of funds

4. 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 sector.

**MARKETING COMMITTEE**

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

1. The integrity and management of the Movember brand and product

2. 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:

1. 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.

2. 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:

1. 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 48 894 537 909) 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 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 organization 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 1137945) 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.
**Funds Raised and Registered Participants by Country – 2013 Campaign (To April 2014)**

<table>
<thead>
<tr>
<th>Country</th>
<th>Fund raised AUD millions</th>
<th>Registered Participants</th>
<th>Year of first fundraising campaign</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>26.4</td>
<td>122,571</td>
<td>2004</td>
</tr>
<tr>
<td>New Zealand</td>
<td>1.3</td>
<td>13,740</td>
<td>2006</td>
</tr>
<tr>
<td>UK</td>
<td>36.3</td>
<td>255,435</td>
<td>2007</td>
</tr>
<tr>
<td>Canada</td>
<td>35.1</td>
<td>173,419</td>
<td>2007</td>
</tr>
<tr>
<td>USA</td>
<td>24.8</td>
<td>219,953</td>
<td>2007</td>
</tr>
<tr>
<td>Ireland</td>
<td>3.3</td>
<td>17,323</td>
<td>2008</td>
</tr>
<tr>
<td>South Africa</td>
<td>0.9</td>
<td>20,540</td>
<td>2011</td>
</tr>
<tr>
<td>Mainland European Countries</td>
<td>6.8</td>
<td>134,023</td>
<td>2011</td>
</tr>
<tr>
<td>Asia</td>
<td>1.3</td>
<td>5,225</td>
<td>2012</td>
</tr>
<tr>
<td>Rest of the World</td>
<td>0.4</td>
<td>6,959</td>
<td>2012</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>136.6m</strong></td>
<td><strong>969,168</strong></td>
<td></td>
</tr>
</tbody>
</table>

**Funds in Use**

The Movember Foundation’s focus on minimising its costs, as well as the economies of scale achieved through a global campaign, has 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 $130.6 million raised from the 2013 Global Campaign:

**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 Globally**

- **Total**: AUD $136.6 million
- **Percentage allocated to programs**: 87%
- **Percentage allocated to administration costs**: 9%
- **Percentage allocated to fundraising costs**: 4%
- **Percentage allocated to men’s health programs**: 86%

**Total program allocation**: AUD $118.9 million

- **Percentage allocated to programs**: 87%
- **Percentage allocated to administration costs**: 9%
- **Percentage allocated to fundraising costs**: 4%
- **Percentage allocated to men’s health programs**: 86%
### Balance Sheet as at 30 April 2014

<table>
<thead>
<tr>
<th>Note</th>
<th>Consolidated 2014</th>
<th>Consolidated 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$AUD</td>
<td>$AUD</td>
</tr>
</tbody>
</table>

#### Assets

<table>
<thead>
<tr>
<th>Category</th>
<th>Consolidated 2014</th>
<th>Consolidated 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current assets</td>
<td>153,743,517</td>
<td>122,309,315</td>
</tr>
<tr>
<td>Cash and cash equivalents</td>
<td>146,730,559</td>
<td>118,003,099</td>
</tr>
<tr>
<td>Trade and other receivables</td>
<td>7,012,958</td>
<td>4,276,216</td>
</tr>
<tr>
<td>Non-current assets</td>
<td>154,257,701</td>
<td>122,594,609</td>
</tr>
<tr>
<td>Plant and equipment</td>
<td>514,184</td>
<td>255,294</td>
</tr>
</tbody>
</table>

#### Liabilities

<table>
<thead>
<tr>
<th>Category</th>
<th>Consolidated 2014</th>
<th>Consolidated 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current liabilities</td>
<td>66,999,600</td>
<td>58,749,429</td>
</tr>
<tr>
<td>Men's health partner, trade and other payables</td>
<td>66,866,234</td>
<td>58,690,467</td>
</tr>
<tr>
<td>Non-current liabilities</td>
<td>153,366</td>
<td>58,962</td>
</tr>
</tbody>
</table>

#### Net Assets

<table>
<thead>
<tr>
<th>Consolidated 2014</th>
<th>Consolidated 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>$AUD</td>
<td>$AUD</td>
</tr>
<tr>
<td>87,258,101</td>
<td>63,845,180</td>
</tr>
</tbody>
</table>

### Summarised Movember Group

#### Summarised Financial Statement of Comprehensive Income for the Period Ended 30 April 2014

<table>
<thead>
<tr>
<th>Note</th>
<th>Consolidated 2014</th>
<th>Consolidated 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$AUD</td>
<td>$AUD</td>
</tr>
</tbody>
</table>

#### Revenue

<table>
<thead>
<tr>
<th>Category</th>
<th>Consolidated 2014</th>
<th>Consolidated 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mo Bro/Mo Sista sponsorship</td>
<td>123,275,547</td>
<td>131,740,028</td>
</tr>
<tr>
<td>Corporate sponsorship</td>
<td>2,248,518</td>
<td>1,270,679</td>
</tr>
<tr>
<td>Gala Parté/merchandise</td>
<td>241,068</td>
<td>89,385</td>
</tr>
<tr>
<td>Management fees for running other Movember global events</td>
<td>1,993,257</td>
<td>1,205,774</td>
</tr>
<tr>
<td>Interest and other revenue</td>
<td>4,141,250</td>
<td>2,830,885</td>
</tr>
<tr>
<td>Foreign exchange gain (net)</td>
<td>150,469</td>
<td>-</td>
</tr>
</tbody>
</table>

#### Total Revenue

**132,050,129**

#### Expenditure

<table>
<thead>
<tr>
<th>Category</th>
<th>Consolidated 2014</th>
<th>Consolidated 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men's health program investment</td>
<td>(94,277,417)</td>
<td>(89,882,326)</td>
</tr>
<tr>
<td>Fundraising</td>
<td>(12,381,612)</td>
<td>(11,407,051)</td>
</tr>
<tr>
<td>Administration</td>
<td>(4,763,385)</td>
<td>(3,948,965)</td>
</tr>
<tr>
<td>Foreign exchange loss (net)</td>
<td>-</td>
<td>(24,328)</td>
</tr>
</tbody>
</table>

#### Funds Retained

**20,627,715**

#### Other Comprehensive Income

*Exchange difference on translation of foreign operations* | 2,785,206 | (1,086,765) |

#### Total Comprehensive Income for the Year

**23,412,921**

#### Funds Retained for the Year for

*Movember’s Global Action Plan and Survivorship programs* | 20,052,395 | 20,096,737 |
*Unrestricted funds for future use* | 575,320 | 5,777,343 |

#### Funds Retained for the Year

**20,627,715**
NOTE 4. PERMANENTLY RESTRICTED FOR PROGRAMS

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

<table>
<thead>
<tr>
<th>Consolidated Entity</th>
<th>Within one year</th>
<th>Later than one year but not later than three years</th>
<th>Total restricted reserves</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>Prostate and testicular cancer research</td>
<td>5,743,404</td>
<td>13,963,779</td>
<td>19,707,183</td>
</tr>
<tr>
<td>Cancer survivorship health outcome programs</td>
<td>10,065,891</td>
<td>10,020,103</td>
<td>20,097,994</td>
</tr>
<tr>
<td>Men’s health programs</td>
<td>8,040,057</td>
<td>19,027,421</td>
<td>27,067,478</td>
</tr>
</tbody>
</table>

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

NOTE 1. EXPENDITURE

Program expenditure to The Prostate Cancer Foundation of Australia | 6,900,000 | 3,000,000 |
Program expenditure to Cancer Society of New Zealand | 1,855,007 | 12,218,362 |
Program expenditure to Mental Health Foundation of New Zealand | 4,628 | 12,652 |
Program expenditure to Singapore Cancer Society | 4,628 | 12,652 |
Program expenditure to Hong Kong Cancer Fund | (2,182) | 176,479 |
Program expenditure to Norwegian Cancer Society | 690,319 | 505,773 |
Program expenditure to The Prostate Cancer Foundation of America | 9,153,300 | 8,560,697 |
Program expenditure to The Livestrong Foundation | 7,322,641 | 5,963,478 |
Program expenditure to Prostate Cancer Canada | 13,480,095 | 16,936,913 |
Program expenditure to Prostate Cancer UK | 26,797,793 | 25,038,730 |
Program expenditure to Singapore Cancer Research — UK | 635,598 | 531,125 |
Program expenditure to Nadacni fond Muzi Proti Rakoviné | 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 | 89,982,968 |

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 – $98,872,855.
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 | 2,089,645 |
Program expenditure payable to Men’s Health Partners | 64,057,143 | 56,058,268 |

66,866,234 | 58,690,467 |
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) present 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.

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.

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.

The accompanying 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.

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 describes 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.

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 for the Movember Foundation for the year ended 30 April 2014 included on the Movember Foundation website. 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

Melinda Sando
Partner
Sydney
4th September 2014
### FOR THE YEARS ENDED APRIL 30, 2014 AND 2013

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CHANGES IN UNRESTRICTED NET ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>SUPPORT AND REVENUE</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contributions received</td>
<td>22,776,638</td>
<td>20,823,524</td>
</tr>
<tr>
<td>Gala party</td>
<td>11,615</td>
<td>29,439</td>
</tr>
<tr>
<td>Sales of goods</td>
<td>59,522</td>
<td>-</td>
</tr>
<tr>
<td>Interest and other income</td>
<td>29,846</td>
<td>10,245</td>
</tr>
<tr>
<td><strong>TOTAL SUPPORT AND REVENUE</strong></td>
<td>22,877,621</td>
<td>20,863,208</td>
</tr>
<tr>
<td><strong>NET ASSETS RELEASED FROM RESTRICTION</strong></td>
<td>108,868</td>
<td>-</td>
</tr>
<tr>
<td><strong>TOTAL SUPPORT, REVENUE AND SATISFACTION OF RESTRICTIONS</strong></td>
<td>22,986,489</td>
<td>20,863,208</td>
</tr>
<tr>
<td><strong>EXPENSES</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Program</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Men's health awareness</td>
<td>2,016,305</td>
<td>1,760,071</td>
</tr>
<tr>
<td>Donated to men's health partners</td>
<td>16,990,028</td>
<td>16,530,690</td>
</tr>
<tr>
<td>Administration</td>
<td>858,434</td>
<td>446,435</td>
</tr>
<tr>
<td>Fundraising</td>
<td>2,359,483</td>
<td>1,866,493</td>
</tr>
<tr>
<td><strong>TOTAL EXPENSES</strong></td>
<td>22,224,250</td>
<td>20,613,689</td>
</tr>
<tr>
<td>Increase in unrestricted net assets</td>
<td>762,239</td>
<td>249,519</td>
</tr>
<tr>
<td>Unrestricted net assets at beginning of year</td>
<td>3,003,243</td>
<td>2,753,724</td>
</tr>
<tr>
<td><strong>UNRESTRICTED NET ASSETS AT END OF YEAR</strong></td>
<td>3,765,482</td>
<td>3,003,243</td>
</tr>
<tr>
<td><strong>CHANGES IN TEMPOARILY RESTRICTED NET ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contributions received</td>
<td>-</td>
<td>108,868</td>
</tr>
<tr>
<td>Net assets released from restriction</td>
<td>(108,868)</td>
<td>-</td>
</tr>
<tr>
<td>Net change in temporarily restricted net assets</td>
<td>(108,868)</td>
<td>108,868</td>
</tr>
<tr>
<td>Temporarily restricted net assets at beginning of year</td>
<td>108,868</td>
<td>-</td>
</tr>
<tr>
<td><strong>TEMPORARILY RESTRICTED NET ASSETS AT END OF YEAR</strong></td>
<td>-</td>
<td>108,868</td>
</tr>
</tbody>
</table>

### SUMMARY STATEMENTS

#### OF FINANCIAL POSITION

#### MOVEMBER FOUNDATION

### APRIL 30, 2014 AND 2013

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current assets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and cash equivalents</td>
<td>11,071,725</td>
<td>9,807,927</td>
</tr>
<tr>
<td>Accounts and other receivables</td>
<td>1,000</td>
<td>123,385</td>
</tr>
<tr>
<td>Net related party receivable</td>
<td>183,435</td>
<td>56,655</td>
</tr>
<tr>
<td>Prepaid expenses</td>
<td>55,058</td>
<td>33,149</td>
</tr>
<tr>
<td><strong>TOTAL CURRENT ASSETS</strong></td>
<td>11,311,218</td>
<td>10,111,016</td>
</tr>
<tr>
<td>Property and Equipment, net</td>
<td>91,766</td>
<td>17,842</td>
</tr>
<tr>
<td>Other Assets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Deposits</td>
<td>132,101</td>
<td>9,600</td>
</tr>
<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td>11,535,085</td>
<td>10,138,458</td>
</tr>
<tr>
<td><strong>LIABILITIES AND NET ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current liabilities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounts payable</td>
<td>57,635</td>
<td>-</td>
</tr>
<tr>
<td>Accrued expenses</td>
<td>93,548</td>
<td>61,002</td>
</tr>
<tr>
<td>Payable to men's health partners</td>
<td>7,618,420</td>
<td>6,965,345</td>
</tr>
<tr>
<td><strong>TOTAL CURRENT LIABILITIES</strong></td>
<td>7,769,603</td>
<td>7,026,347</td>
</tr>
<tr>
<td><strong>NET ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unrestricted</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Board designated for Global Action Plan</td>
<td>395,364</td>
<td>271,294</td>
</tr>
<tr>
<td>Undesignated</td>
<td>3,370,118</td>
<td>2,701,949</td>
</tr>
<tr>
<td>Temporarily restricted</td>
<td>-</td>
<td>108,868</td>
</tr>
<tr>
<td><strong>TOTAL NET ASSETS</strong></td>
<td>3,765,482</td>
<td>3,112,111</td>
</tr>
<tr>
<td><strong>TOTAL LIABILITIES AND NET ASSETS</strong></td>
<td>11,535,085</td>
<td>10,138,458</td>
</tr>
</tbody>
</table>

### MOVEMBER FOUNDATION ANNUAL REPORT 2014
The accompanying summary financial statements, which comprise the summary statements of financial position as of April 30, 2014 and 2013 and the summary statements of activities and changes in net assets for the years then ended, are derived from the audited financial statements of Movember Foundation as of and for the years ended April 30, 2014 and 2013. The summary financial statements do not contain all the disclosures required by accounting principles generally accepted in the United States of America. Reading the summary financial statements, therefore, is not a substitute for reading the audited financial statements of Movember Foundation.

Management’s Responsibility for the Summary Financial Statements
Management is responsible for the preparation of the summary financial statements on the basis described in Note 1.

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

Opinion
In our opinion, the summary financial statements of Movember Foundation as of and for the years ended April 30, 2014 and 2013 referred to above are consistent, in all material respects, with the audited financial statements from which they have been derived, on the basis described in Note 1.

HBLA Certified Public Accountants, Inc.

September 3, 2014
Irvine, California
For further information about the Movember Foundation, please contact:

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