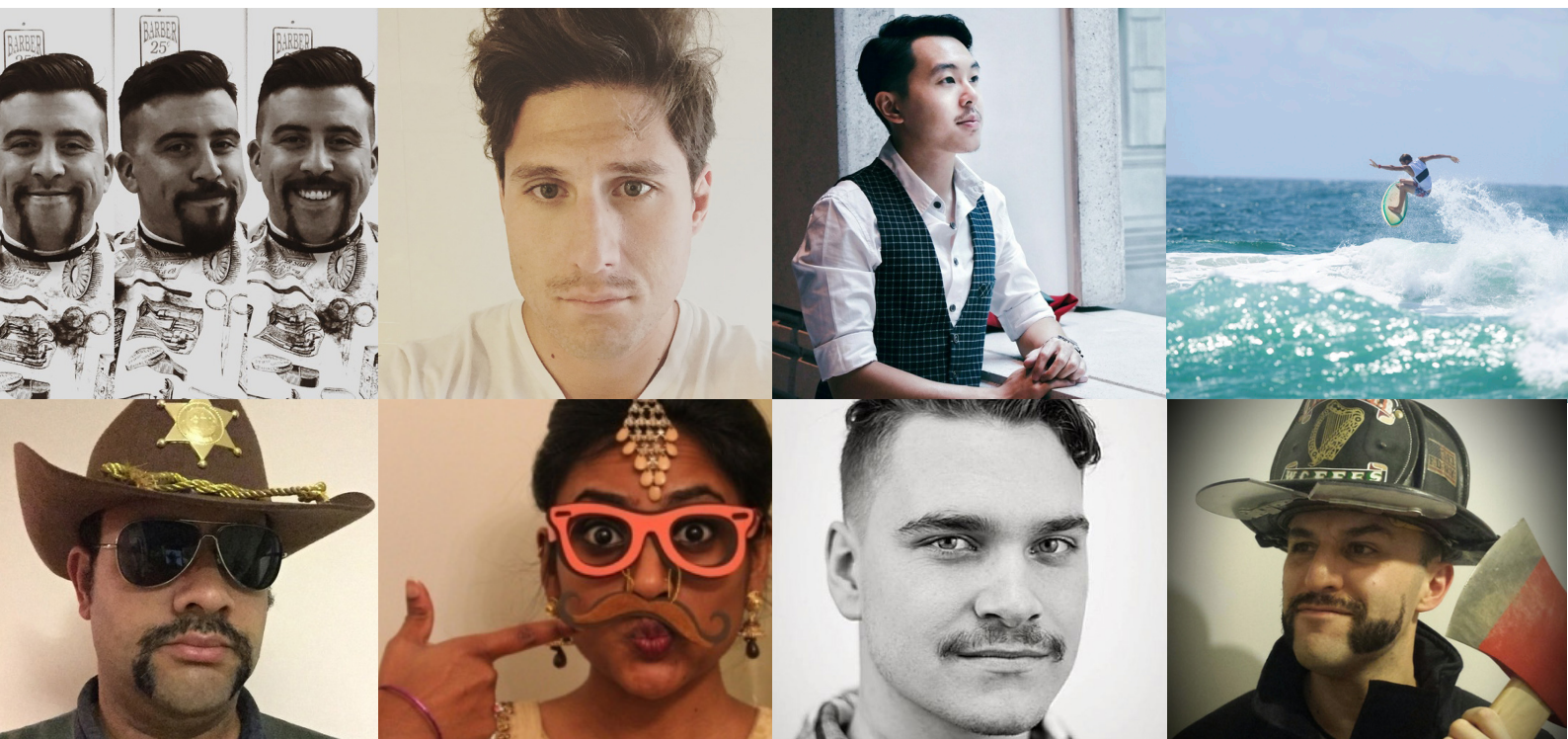




FUNDRAISING TOOLKIT

**SIGN UP ON [MOVEMBER.COM](https://www.movember.com) TO
RAISE FUNDS FOR MEN'S HEALTH**



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

The Movember Foundation is a global charity helping men live happier, healthier and longer lives.

We focus on three urgent
men's health issues

Prostate
cancer

Gender is one of the most consistent predictors of health and life expectancy. For men, this is not good news: worldwide, men die an average 6 years earlier than women.

We're committed to tackling the big issues affecting men's health, encouraging men to stay healthy, and working toward a world where men are more open to discussing 'the big stuff' in their lives.

Testicular
cancer

WE'RE DOING WHAT OTHER CHARITIES CAN'T

By 2030, we'll halve the life expectancy gap between men and women, and reduce the number of men dying prematurely by 25%. That's a bold challenge, but we have what it takes to get the job done.

Staying true to our entrepreneurial history and shake-things-up attitude, we go where men need us most, fund both local and global initiatives, get the best minds together to tackle big issues, and share the results to accelerate new ideas into practice.

Suicide
prevention

"Our disruptive funding approach identifies revolutionary ways to accelerate health outcomes by creating strong, global collaborative teams."

- Dr. Colleen Nelson
Global Scientific Chair

We've come a long way but we've still got a long way to go. With your support we can do more.

11

On average 11 Canadian men will die from prostate cancer every day

15-29

Testicular cancer is the most common cancer in young men aged 15 - 29

7

On average seven men each day take their life through suicide in Canada

THE HAIRY FACTS

MEN'S HEALTH

-6

On average, Canadian men die around six years younger than women

75%

75% of all suicides are by men

SUICIDE PREVENTION

15-34
YEARS

Suicide is the second leading cause of death for men aged 15-34 years. Surpassed only by accidents (unintentional injuries)

7 MEN
EACH DAY

On average, seven men each day take their own life in Canada

PROSTATE CANCER

#1

Prostate cancer is the most commonly diagnosed cancer in Canadian men

MORE THAN
4,100

More than 4,100 men with prostate cancer will die in Canada in 2016

TESTICULAR CANCER

15-29
YEARS

Testicular cancer is the most common cancer, in young men aged 15 - 29 years

\$22M

The Movember Foundation is the global leader in testicular cancer research funding



However you do it, Movember is all about making waves and raising funds for men's health.

GROW A MOUSTACHE

It all began with a moustache. For the 30 days of Movember, Mo Bros take action by growing their moustache to become walking talking billboards for men's health. Mo Sistas sign up and commit to supporting the men in their lives, spreading the word about Movember.

TAKE THE MOVE CHALLENGE

Challenge yourself this Movember to get physically active, have fun and raise funds for men's health.

Take the Move challenge and beat your personal best. Move is whatever you make it, from the big to the brave to the slightly outrageous.

HOST AN EVENT

Movember has always been about getting people together. What better way to do that than a party? Organise a trivia night, dinner party or charity auction. Throw a moustache or MOVE-themed party to send off the month in style.



It all kicks off on November 1st, but you can get a head start by spreading the word and building your team early. Got a great idea to take Movember to the next level this year? Email info.ca@movember.com

HOW TO: GROW A MOUSTACHE

The moustache is our ribbon for men's health. For 30 days in the month formerly known as 'November', use it to raise funds and stop men dying too young. Sign up on movember.com, shave down on the 1st of Movember, and grow your Mo for 30 days.



WANT TO TAKE YOUR MO TO THE NEXT LEVEL?

Sacrifice your beard.

Auction off your face to the highest donor.

Dye it.

Style it.

Groom it.

Mo Sistas, get a little creative.

Recreate an iconic Mo.

TIPS TO HELP YOU MAKE THE MOST OF THE MO

GET TALKING

The moustache is a natural conversation starter. Use it to start a conversation about men's health.

TEAM UP

The more moustaches the merrier. There's strength in numbers.

GET CREATIVE

Challenges, competitions and unique ways to fundraise are what keeps Movember fresh as the moustache on your face.

STYLE GUIDE



THE WISP



THE ABRAKADABRA



THE ROCK STAR



THE UNDERCOVER BROTHER



THE BUSINESS MAN



THE TRUCKER



THE REGENT



THE BOX CAR



THE CONNOISSEUR



THE AFTER EIGHT

SIGN UP TO MOVEMBER

HOW TO: MOVE IN MOVEMBER

Take the Move challenge and get physically active during Movember. What is the Move challenge? Whatever you make it. Run a marathon. Learn to swim. Work out in costume. Try something new, beat your own personal best, and raise funds for men's health.

NEED INSPIRATION? CHECK OUT THESE MOVES.



GO BIG.

Ride further than ever.
Climb a mountain.



BE BRAVE.

Learn to swim.
Take up a new sport.



BE OUTRAGEOUS.

Get in costume.
Try an unusual form of exercise.

TIPS TO HELP YOU MOVE

CHALLENGE YOURSELF

It's not about being a world-class athlete, it's about setting a challenge that's right for you. Beat a personal best.

TEAM UP

Move as a group, or challenge your friends or colleagues to match your Moves.

TRACK YOUR PROGRESS

We've made it easy for you: connect your fitness app or device to automatically pull exercise info onto your fundraising page.

COMPETE

Hold your own tournament-style Move showdown. Capture the flag, dodgeball and ping pong are crowd favourites. A little friendly competition is never a bad thing.

SIGN UP TO MOVE IN MOVEMBER

HOW TO: HOST AN EVENT THIS MOVEMBER

Movember events come in all shapes and sizes. From a BBQ to a big bash, anything goes. Sign up on [Movember.com](https://www.movember.com) and create your event, then get together, have fun and raise funds.

We reckon you already know a thing or two about how to party, but here are some tips.

FIVE FOOL-PROOF EVENT IDEAS

SHAVE DOWN

Start your month off right with a Movember shave-down.

MO TRIVIA

Test your mettle with some trivia. May the most knowledgeable Mo win.

OPEN MIC NIGHT

Get the local talent to show off their skills with a Movember open mic night.

MO PARTY

Any excuse for a good time. Themed events are always popular.

DINNER PARTY

Cook up a storm. Get your friends together, and go big.

YOUR GUIDE TO A GREAT EVENT

CREATE YOUR EVENT ON [MOVEMBER.COM](https://www.movember.com)

This makes it easy for people to find and RSVP to your event. You'll have access to downloadable posters, donation forms and other helpful tools.

ASK FOR DONATIONS

Once your event is registered on [movember.com](https://www.movember.com) your supporters can donate straight to your event's fundraising total. No hassle, no need to handle cash or chase after cheapskates.

GET PLANNING

You'll be most successful if you get a team on board and make your plans early. Try not to overcomplicate things, sometimes the best events are the ones that keep it simple.

SPREAD THE WORD

Once you've created an event on [Movember.com](https://www.movember.com), it's time to get the word out.

HAVE FUN

This one needs no explanation.

**SIGN UP ON [MOVEMBER.COM](https://www.movember.com)
AND HOST AN EVENT FOR
MEN'S HEALTH.**

An important note regarding alcohol

If there is alcohol at your event make sure everyone attending is of legal drinking age or hold the event in a venue with an age requirement. Remember, the Movember Foundation is a men's health organisation. When it comes to alcohol, moderation is key.

WHERE YOUR DONATIONS GO

We've funded more than a thousand programs worldwide, but the work's not done yet.

This is a selection of initiatives made possible by your donations.

FEATURED CANADIAN PROGRAMS

Veteran's Transition Program

Men's Depression and Suicide Network

Social innovation challenge, calling on the brightest minds to address male social connectedness

First Nations men's group program

headsupguys.org

Funding rising stars in prostate cancer research

DUDES Club, providing a safe place for men to come together

Better understanding the biology of relapse in testicular cancer

GLOBAL INITIATIVES

GAP

Over \$34M

200 global collaborators

7 research projects

Our Global Action Plan (GAP) is an international research initiative that brings researchers from around the world together to tackle the toughest challenges in prostate and testicular cancer.

TRUENTH

Over \$39M

6 countries

Over 80 global collaborators

TrueNTH is a revolutionary global care program that helps men living with prostate cancer to access care and support that improves quality of life.

PROSTATE CANCER OUTCOMES

Over \$19M

7 countries

40 collaborators and researchers

Prostate Cancer Outcomes initiatives are working to transform prostate cancer healthcare globally, by deepening the understanding of men's experiences after a diagnosis.

For more information about Movember's funded programs, visit movember.com

*Figures converted to local currency values at 04 July 2016



HOW TO GET STARTED

SIGN UP

Create your [Movember.com](https://movember.com) account and choose what you'll do to raise funds for men's health.

CUSTOMISE YOUR FUNDRAISING PAGE

Add a photo, and tell your story. Like a well-groomed moustache, a great fundraising page attracts all the right kinds of attention.

SET A FUNDRAISING TARGET

Don't set your target too low! Be bold. You may be surprised by how deep your supporters will dig to help you reach your goal.

USE CREATIVE INCENTIVES

Auction off styling rights to your moustache or promise to do something funny for a specific donation amount.

USE PAST DONATIONS

Visit the [past campaign](#) section of your Mo Space under the "more" tab where you can find a list of names, emails and amounts donated by donors from past campaigns. Thank them for their past support and request a donation.

REACH OUT

Email your close friends and family first, before asking others to donate. People tend to match the amounts already donated, so target your most generous supporters first! We've included some pre-written messages later in this guide.

ASK NEAR AND FAR

Don't forget to contact other groups and connections. Your colleagues, school friends, sporting clubs and committees – they'll all get behind you! Make sure you send a message to friends and family who live overseas. 10% of all funds raised come from outside of Canada.

GET TALKING

Make some noise on social media. Change your email signature at work and include the link to your page. We've included some images and things to say, later in this guide. If you're involved in business, don't forget to ask your suppliers if they'll donate. They often like to show support.

CHALLENGE A FRIEND

Everyone loves a bit of friendly competition. Challenge a friend or colleague and see who can raise more. Winner gets moustache glory, loser has to pay the price! (ex. keep their moustache for an extra week, go for a run in a funny outfit, etc.)

KEEP THE CONVERSATION GOING

Post regular updates to your Mo Space and continue to ask for support. Ask to be included in your company website or newsletter. Put up a poster in the office kitchen, local supermarket, gym, post office, school or anywhere else you can get permission. Make your own, or use our poster design, linked to later in this guide.

SAY THANKS

Send a thank you message to all of your supporters. It's the polite thing to do.

FINISH THE MONTH OFF IN STYLE

Host your own end of Movember event to celebrate the month. It's one of the last chances to remind your friends and colleague to pitch in. Have some fun and celebrate your team's hairy journey. Give out moustache awards for best and worst moustache.

WAYS TO MAXIMIZE YOUR FUNDRAISING



DOLLAR MATCHING

Many companies have programs where they match dollar for dollar money raised or donated by employees.

To supercharge your efforts, ask your Human Resource department or Corporate Social Responsibility representative if your company has a fund matching program. If not, suggest that it might be a good thing to establish. They'll be ensuring men (including those on their staff) live happier, healthier, longer lives.

If no fund matching program exists, ask your company if it would be prepared to support your effort by making a donation to help you.

START A TEAM

Teams are a great way to unite in support of men's health. Create an account on movember.com and choose 'start a team'. As the Team Captain you'll be able to choose the team's name, edit the team's details and invite people to join and fundraise with you.

AT THE END OF THE MONTH

Give yourself a pat on the back. Way to Mo!

You stepped up to the challenge and joined the movement for men's health. Thank you.

At the end of the month, make one last call-out for any stragglers who haven't donated yet then send in any cash or cheques you've collected. You can donate in the following ways:

ONLINE AT MOVEMBER.COM

Visa, MasterCard, American Express, PayPal

OVER THE PHONE

Call us toll free

1-855-4GROWMO (1-855-447-6966)

or 416-591-7771

SEND YOUR CHEQUES OR MONEY ORDERS TO

Movember Canada
119 Spadina Avenue
PO Box 65
Toronto, ON
M5T 2T2



RESOURCES TO HELP YOU FUNDRAISE

MOVEMBER POSTERS, PHOTOS, LOGO AND BANNER IMAGES

Head to our [media room](#) for images you can use to promote your Movember fundraising efforts (for non-commercial purposes only).

Create your own customised business cards and posters from the [Downloads](#) section of your Mo Space. You'll need to be signed in to see that link.

ASK FOR DONATIONS VIA EMAIL

Personalise this message to send out via email. Remember to fill in the blanks!

This Movember I'm taking action to raise funds for the Movember Foundation, and I need your support.

To help me reach my target, donate at:

[add the link to your page here!]

To raise funds, I'll be **[growing a moustache / taking the Move challenge / hosting an event]**. I'll be posting updates to my fundraising page throughout the month, so check back to see what I'm up to.

I'm passionate about the Movember Foundation because they're tackling some of the most significant health issues faced by men. Your donation will help stop men dying too young.

Learn about the important work Movember is funding: <https://ca.movember.com/programs/strategy>

SOCIAL MEDIA POSTS

Pair these messages with images from the [media room](#), and add a link to your fundraising page.

The Movember Foundation is the only global charity focused solely on men's health, so this Movember I'm getting on board. I'm raising funds to tackle some of the biggest health issues faced by men: prostate cancer, testicular cancer, and poor mental health. Please donate to help me stop men dying too young.

I'm growing my moustache to raise funds for Movember, and I need your help. Please donate to help me stop men dying too young.

I'm taking the Move challenge to raise funds for Movember, and I need your help. Please donate to help me stop men dying too young.

Prostate cancer is the second most common cancer in men worldwide. Please donate to my Movember efforts to change this statistic and stop men dying too young.

Testicular cancer is the most common cancer men aged 15 to 29. Please donate to my Movember efforts to change this statistic and stop men dying too young.

Every minute, somewhere in the world a man takes his own life. Please donate to my Movember efforts to help change this statistic.

Remember to use the #Movember hashtag!

More ready-to-share messages are available on our [Spread the Word](#) page.

FAQS AND CONTACT

FAQS

Visit our [FAQs](#) for answers to your questions.

CONTACT US

Got a question? Drop us a line.

Email info.ca@movember.com

Phone 1-855-4GROWMO (1-855-447-6966)

Mail to

Movember Canada
119 Spadina Avenue
PO Box 65
Toronto, ON
M5T 2T2



facebook.com/MovemberCanada



instagram.com/Movember



twitter.com/MovemberCA



linkedin.com/company/movember

