



# 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.

Mental  
Health  
& 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.

19

One American dies from prostate cancer every 19 minutes

15-34

Testicular cancer is the most common cancer in young men aged 15 - 34 years

87

On average 87 men each day take their life by suicide in the US





# HOW TO GET INVOLVED

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**

Physical activity is the best thing most of us can do for our health. Set yourself a challenge during Movember. Get active every day for 30 days, learn to swim, run a marathon or come up with your own idea – and do it in the name of men's health.

## **HOST AN EVENT**

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



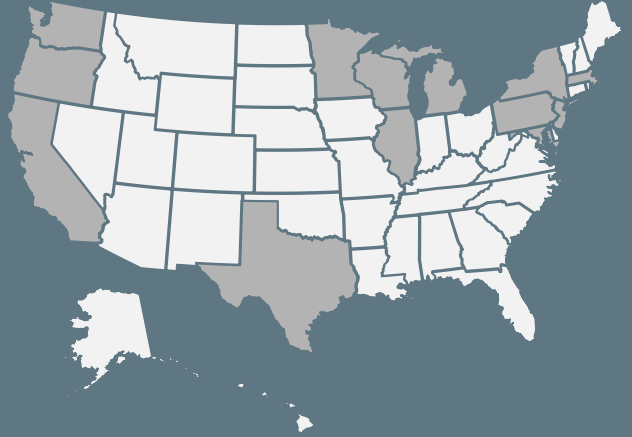
It all kicks off on November 1st, but you can get a head start and start by spreading the word and building your team early. Got a great idea to take Movember to the next level this year? Shoot an email to [info.us@movember.com](mailto:info.us@movember.com)

# 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.

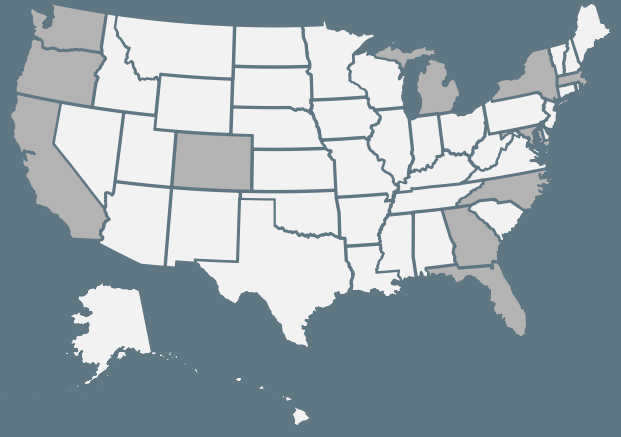
## PROSTATE & TESTICULAR CANCER RESEARCH

- Funded \$60M+ to date across 36 programs
- Our Global Action Plan connects clinicians and researchers from around the world to accelerate health outcomes for men living with prostate and testicular cancer.
- The Prostate Cancer Foundation – Movember Challenge Awards fund first-in-field, cross-disciplinary teams of investigators in strategic areas to find better treatments and a cure for prostate cancer.



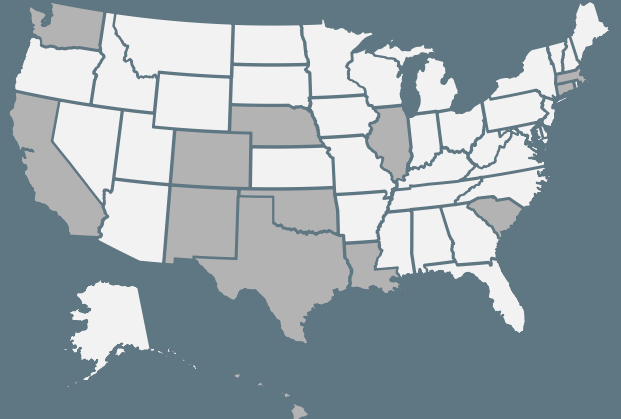
## PROSTATE CANCER SUPPORT SERVICES

- Funded \$10M+ to date across 15 partners
- TrueNTH is a revolutionary new global care intervention program that will help men living with prostate cancer to access care and support that enhances their quality of life.
- Interventions include treatment information, lifestyle advice, experiences shared with other prostate cancer survivors, and easier access to healthcare professionals.



## MENTAL HEALTH SUPPORTS SERVICES

- Funded \$9M+ to date across 16 communities
- Working with the Prevention Institute and 16 communities across the U.S., Making Connections is a major initiative to improve mental health and wellbeing for men and boys.
- The Movember Foundation is leading a robust community of practices, which span the country in urban, rural, and suburban locations, to develop and implement prevention-oriented action plans that address community conditions that interfere with men and boys mental health and wellbeing.



## FUNDED THROUGH



LIVESTRONG

FOUNDATION





# 5 STEPS TO COLLEGE MOUSTACHERY

## 01 SPREAD THE WORD

Making sure people know what Movember is and what the Foundation does is a crucial first step when building a campaign. Talk with groups you're in, leaders of other student groups, and school administrators to help scale the message. Greek Life, athletics, clubs, and graduate programs are all great places to start. Don't forget – social media is another great avenue to let folks know what you're doing and why you're doing it.

## 02 DRIVE SIGN-UPS

Great team leaders find ways to motivate others to join them and make getting involved as simple as possible. Tabling in high foot traffic areas, bringing your laptop to group meetings, and providing incentives to potential participants can all help get folks on board. Encouraging others to download the Movember app on the spot is another a great way to cut out steps and build your team.

## 03 PUSH FUNDRAISING

Fundraising can seem like a daunting task, but it doesn't have to be. Encourage teammates to set an achievable fundraising goal, kick things off with a donation to themselves, and then reach out to friends and family for support. Customizing Movember templates emails to tell donors why your group is participating and sending weekly updates to the group can make fundraising less intimidating and keep team members engaged throughout the campaign.

## 04 GENERATE COMPETITION

Movember.com has real-time leaderboards that track funds and physical activity for individuals, teams, and networks. The network feature allows teams and individuals to compete under one banner to allow competition on campuses, in leagues, or within any other group type. You can join preexisting networks like the "Big Mo on Campus", the "MBA Challenge" or contact [info.us@movember.com](mailto:info.us@movember.com) to set up your own network challenge.

## 05 CELEBRATE WITH EVENTS

Events are a great way to build awareness and raise funds. Whether it's kicking off the month with a "Shave the Date", putting Move into action with anything from a cornhole tournament to a 5K, or hosting an end of the month party to celebrate an epic campaign – events are a great way to unite the team and create memorable experiences. Movember has no shortage of ideas so don't hesitate to reach out and let us help you find the perfect event for your group.





# AT THE END OF THE MONTH

**Give yourself a pat on the back.  
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 you've collected. You can donate in the following ways:

**ONLINE AT MOVEMBER.COM**

Visa, MasterCard, American Express, PayPal

**OVER THE PHONE**

call (310) 450-3399

**SEND YOUR CHECKS OR MONEY  
ORDERS TO:**

Movember Foundation  
P.O. Box 1595  
Culver City, CA  
90232

Please include your name and registration to ensure that the donation is added to your fundraising total. Also indicate if you require a receipt (email is preferred to save on postage.)

## YEAR ROUND FUNDRAISING

The need for men's health funding doesn't stop for the other 11 months of the year, and neither do we.

## FUNDRAISING ANY TIME

Create your own fundraising page on **CrowdRise** any time of the year.

## EVENTS NEAR YOU

Head to [movember.com](http://movember.com) to find out about events happening in your area year-round.