



C O R P O R A T E M O U S T A C H E R Y

**SIGN UP ON [MOVEMBER.COM](https://www.movember.com)
TO FUNDRAISE 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.

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

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

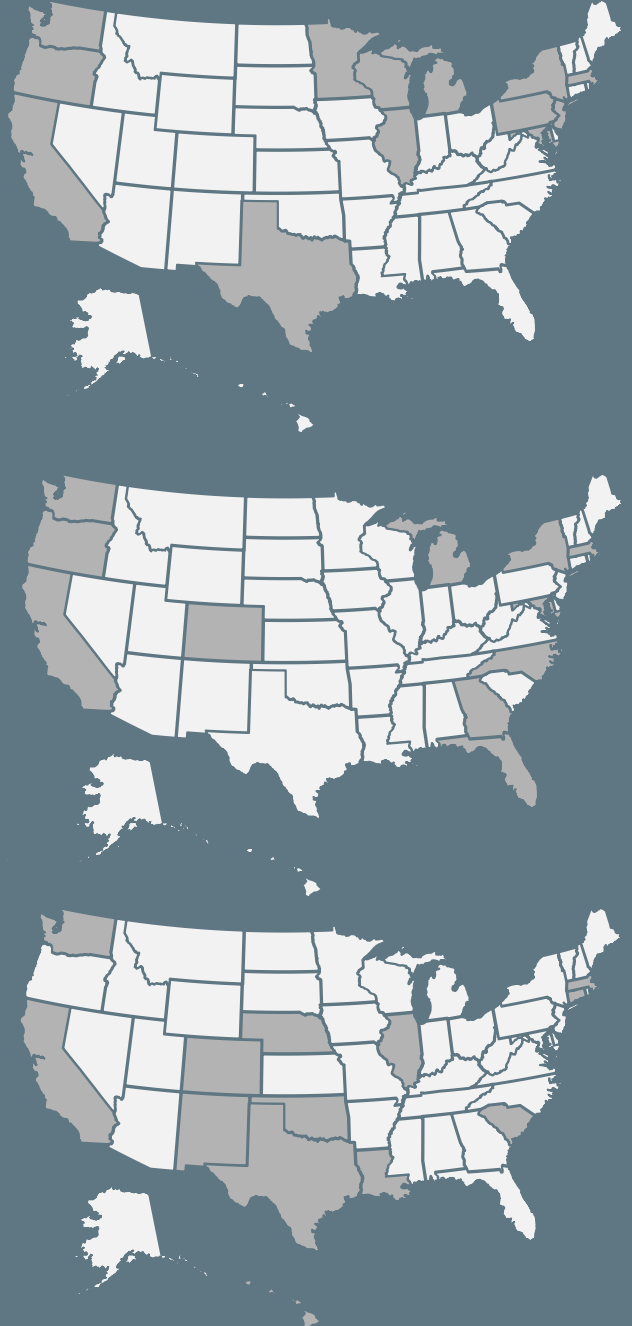
- Funded \$60M+ to date across 36 programs
- Our Global Action Plan connects clinicians and researchers from around the world to accelerate health outcomes for men living with prostate and testicular cancer.
- The Prostate Cancer Foundation – Movember Challenge Awards fund first-in-field, cross-disciplinary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

01 IDENTIFY KEY CHAMPIONS

First, find employees who have a passion for men's health, who'll inspire other employees to get on board. These are your Mo Leaders. Go for one big team or Movember can setup a network for multiple team approach to foster competition between offices or departments. And remember: never underestimate the power of a Mo Sista. They do everything Mo Bros do, minus the moustaches.

02 REGISTER TEAMS & NETWORKS

Movember.com officially opens up for sign-ups in mid-September. If you decide to take the multi-team approach, please reach out to us on LiveChat or info.us@movember.com and we can help you get setup with a network. A network allows for multiple teams to be grouped together and rank both the top individuals and teams in the network.

03 ACCESS INTERNAL COMMUNICATIONS

Utilize internal communications to spread the Movember message, promote your team or network and encourage folks to support your efforts. Content is king for communications. Share employee stories, pictures, infographics and videos of moustachery, but most importantly men's health. Feel free to reuse content from Movember's News section [<https://us.movember.com/news>] or YouTube channel [<https://www.youtube.com/user/movembertv>]. Early on push the registration message, then transition to the fundraising message and finish with a thank you. It never hurts to get someone from the leadership to endorse the company's Mo growing efforts.

04 ENGAGE & EDUCATE EMPLOYEES

Presentations and announcements at staff meetings are a great way to educate employees. Reach out to us if you'd like a Movember Development Manager to come to your office to present. Incentives go a long way: small gifts, contests and public acknowledgment of employee efforts drive sign-ups and fundraising. A great incentive for employee engagement is putting a bounty on an executive's upper lip (e.g. If over 50 employees sign-up or employees raise \$2,500 by Nov. 1st, the CEO will grow a Mo.)

05 HOST EVENTS OR GET ACTIVE WITH MOVE

Whether it's a "Shave the Date" kickoff party or a mid-month happy hour, Movember is a great team building opportunity. MOVE puts men's health into action. A month-long stair or step challenge can help everyone MOVE more and also helps the Wellness department at your company achieve their goals. If you have budget, go take over a fitness studio class with coworkers.



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 to find out about events
happening in your area year-round.