OFFICE MOUTACHERY

SIGN UP ON MOVEMBER.COM TO RAISE FUNDS FOR MEN'S HEALTH
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.

**We focus on three urgent men’s health issues**

**Prostate cancer**

**Testicular cancer**

**Suicide prevention**

**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.

“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.

**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.

- **13%**
  Every hour one man dies from prostate cancer in the UK, accounting for 13% of all male deaths from cancer

- **25-49**
  Testicular cancer is the most common cancer in young men aged 25–49 years

- **On average 13 men each day take their life through suicide in the UK**
# The Hairy Facts

## Men's Health

- **1 in 4** people in the UK will experience a mental health problem each year.
- On average, men die four years younger than women in the UK.

## Suicide Prevention

- **78%** of suicides in the UK are men.
- On average, 13 men take their life each day in the UK.

## Prostate Cancer

- **More than 10,500** men with prostate cancer will die in the UK in 2016.
- Prostate cancer is the most commonly diagnosed cancer amongst men in the UK.

## Testicular Cancer

- **2,300** new cases of testicular cancer in the UK in 2013.
- Testicular cancer is the most common cancer in men aged 25-49 years.

- **25-49** years
- **1 in 4**
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
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 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.uk@movember.com
 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.uk@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. 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 or YouTube channel. 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. 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.) 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 co-workers.

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 AND 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.uk@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 or YouTube channel. 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 AND 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 co-workers.
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


NEED INSPIRATION? CHECK OUT THESE MOVES.

GO BIG.
Run that marathon. 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 coworkers 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 supper club to a big bash, anything goes. Sign up on 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's some tips.

FIVE FOOL-PROOF EVENT IDEAS

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

**MO QUIZ**
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 mates together, or go big.

YOUR GUIDE TO A GREAT EVENT

**CREATE YOUR EVENT ON 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 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, it’s time to get the word out.

**HAVE FUN**
This one needs no explanation.

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.

SIGN UP ON MOVEMBER.COM AND HOST AN EVENT FOR MEN’S HEALTH.
WHERE YOUR DONATIONS GO

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

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

GLOBAL INITIATIVES

**GAP**

Over £24M
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 £9M
6 countries
Over 80 global collaborators

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

**PROSTATE CANCER OUTCOMES**

Over £11M
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.

FEATURED UK PROGRAMMES

- Investing in young research talent, early career grant funding
- Clinical nurse specialists
- Bio-medical prostate cancer researchers
- Prostate cancer specialist nurse services via phone, email, live chat and 1 to 1 support
- MAN Van Wales with our partner Tenovus Cancer Care
- Information for men

For more information about Movember’s funded programmes, visit movember.com

*Figures converted to local currency values at 04 July 2016
HOW TO GET STARTED

SIGN UP
Create your Movember.com account and choose what you’ll do to raise funds for men’s health.

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.

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.

ASK NEAR AND FAR
Don’t forget to contact other groups and connections. Your former colleagues, school and uni 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 Australia.

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.

KEEP THE CONVERSATION GOING
Post regular updates to your MoSpace 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 last chance to remind your friends and coworkers to pitch in.
WAYS TO MAXIMISE YOUR FUNDRAISING

GIFT MATCHING

Many companies have programs where they match pound for pound money raised 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. Not only will they reap the tax benefits, but 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.

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 020 7952 2060

SEND YOUR CHEQUES OR MONEY ORDERS TO
Movember Europe
PO Box 485
Wilstead
Bedford
MK45 3XN

ELECTRONIC FUNDS TRANSFER INTO OUR BANK ACCOUNT
Banking Institution: Barclays Bank
Account Name: Movember Europe
Branch: 20-00-00
Account Number: 73774651

If you complete an Electronic Funds Transfer please also complete a Sponsorship Form and mail it to us.
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://uk.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 40. 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.uk@movember.com
Phone 020 7952 2060
Mail to
Movember Europe
PO Box 485
Wilstead
Bedford
MK45 3XN

facebook.com/MovemberUK
instagram.com/Movember
twitter.com/MovemberUK
linkedin.com/company/movember