



GLOBAL ANNUAL REPORT

MOVEMBER

2012





MOVEMBER'S VISION



**TO HAVE
AN EVERLASTING
IMPACT ON
THE FACE
OF MEN'S HEALTH**

AUTHENTIC



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THIS IS MOVEMBER'S GLOBAL ANNUAL REPORT WHICH
INCLUDES A SECTION ON EACH COUNTRY WHERE
AN OFFICIAL CAMPAIGN IS RUN AND PROGRAMS ARE FUNDED.

**THE MILLIONS
OF CONVERSATIONS
THAT OCCUR DURING
THE ANNUAL CAMPAIGN
ARE POSITIVELY
IMPACTING ON MALE
HEALTH AWARENESS**

A WORD FROM THE CHAIRMAN

The annual Movember campaign continues to surprise even those closely involved with it. The quantum of funds raised and enthusiastic participation of the 854,288 Mo Bros and Mo Sistas around the world has once again surpassed all expectations. We applaud and thank all participants, their donors and supporters for their contribution to changing the face of men's health.

Without a doubt, the millions of conversations that occur during the annual campaign are positively impacting on male health awareness, as are the quality programs in which Movember invests. We are now a truly global organisation, and as such we are in the unique position of being able to seek and implement the best possible men's health programs available anywhere. Our global reach also allows us to bring together our men's health partners around the world to work collaboratively on research and other prostate cancer programs. The outlook for men diagnosed with prostate cancer improves every year, and we are certain that facilitating collaboration will result in faster research outcomes and better, more cost effective survivorship programs.

Movember grew again this year, launching the campaign for the first time in Belgium, Denmark and Norway. We will launch in a further seven countries during the 2012 campaign and we anticipate continuing our steady growth strategy so that we can encourage greater numbers of men to take care of their physical and mental health. As we grow, our team at Movember continue to find smart and cost effective ways to run the annual campaign, and as always, we remain unconditionally committed to using every dollar raised to change the face of men's health.

Movember directly manages some programs, such as our Global Action Program which brings together some of the best prostate cancer researchers in the world, however the majority of our funds continue to be invested with partner organisations who implement our prostate cancer and mental health programs. We are greatly appreciative of their efforts, and those of all of our corporate partners and suppliers.

On behalf of the Board, I thank our CEO, Adam Garone for the quality of his leadership, the tremendous level of effort he puts in, and his enduring commitment to Movember and its cause. At the heart and soul of Movember are our dedicated, creative and intelligent employees and I thank them for their continued innovation and remarkable enthusiasm.

This year our inaugural Chairman, Paul Villanti, stepped down from the chair role and continues to serve as a director. On behalf of my fellow directors I thank Paul for his tremendous contribution. Paul led the board for four years from its formal establishment in 2007, and has guided with a steady hand throughout a period of rapid and well planned growth. Paul implemented governance processes that were the foundation for the highly professional organisation that Movember has become, and contributed immeasurable hours of donated time to the organisation.

I thank all of my fellow board members who willingly give their time and talents to govern an organisation that in 2011 operated charities in four countries, ran campaigns in a further ten countries and oversaw the careful implementation of vital programs worth many millions. This is a great responsibility and we are fortunate to have the skills of this capable team.

We remain united in our aim to forever change the face of men's health and our team will work hard in the coming year to again run a memorable campaign, and to deliver effective programs with the best possible outcomes.



ELAINE FARRELLY, CHAIRMAN
EMAIL ELAINE@MOVEMBER.COM

**AS A DIRECT RESULT
OF PARTICIPATING
IN MOVEMBER,
1 IN 5 MO BROS WENT
TO THE DOCTOR,
WHILE 91% THOUGHT
ABOUT IMPROVING
THEIR HEALTH**

A WORD FROM THE CHIEF EXECUTIVE OFFICER

To all the incredible Mo Bros, Mo Sistas and friends of Movember, 2011 was another successful campaign which saw Movember cement its place as a truly global movement with 854,288 registered Mo Bros and Mo Sistas from around the world that together raised a record breaking \$124 million AUD. Alongside the work being done by Movember for mental health, Movember is today the largest non-government funder of prostate cancer research and support programs in the world – a truly amazing achievement by our Movember community in such a short period of time.

Our vision is to have an everlasting impact on the face of men's health, which we aim to achieve through our three program areas: **Awareness and Education, Survivor Support and Research.**

Our Awareness and Education program is fuelled by the hundreds of conversations each Mo Bro and each Mo Sista has during the month of Movember. These conversations happen at work, at home, on Facebook, through e-mail, and via a myriad of other online social networks. They are prompted by the growth of a new moustache, by an article in the media, by an athlete, musician, celebrity, or politician growing alongside their fellow Mo Bros. These conversations start in a light-hearted way about moustaches but quickly turn into serious discussions about men's health, prostate cancer and mental health – these are conversations men don't normally have. Through our research we have found that these discussions are having a real impact, as a result of participating in Movember – 1 in 5 Mo Bros went to the doctor, 1 in 4 Mo Bros recommended someone they know go to the doctor, while 91% thought about improving their health. These statistics demonstrate that Movember is helping men take responsibility for their health, that they are taking a proactive approach to preventing illness and have an improved understanding of the symptoms in both themselves and others, so they can appreciate when and how to seek help if needed.

One conversation that stands out from this year was between first-time Mo Bro, Dr. William Blazey, and a patient. She inquired about Dr. Blazey's new moustache and, upon explaining his commitment to Movember, the patient insisted that her husband (who was in the waiting room) have an annual physical. The physical, including a prostate exam, was conducted, and Dr. Blazey found a small but noticeable irregularity that turned out to be prostate cancer. The disease was found in the very early stage and treated successfully. That one moustache, one conversation, has changed the course of one man and his family's lives – an invaluable outcome.

Our second program area is Survivor Support, funded by the money raised by the Mo Bros and Mo Sistas which aims to improve the quality of life for men living with depression and prostate cancer from diagnosis onwards. We're acutely aware that there are many unmet physical and mental health concerns that need to be addressed as a priority and we are working hard to address these.

As one example, in Australia we recently committed \$6.25 million to establish a collaborative network of organisations focused on improving the lives of men living with prostate cancer, as well as their partners, families and carers. This is a model we will look to deploy in other countries in the near future.

Our third program area is Research, also funded by the money raised by the Mo Bros and Mo Sistas. Our research programs are predominantly managed at a national level through our men's health partners who are funding a broad range of innovative, world-class programs. Given our global presence, in 2010 we established Movember's Global Action Plan (GAP), which aims to accelerate prostate cancer outcomes through global collaboration. We now have two GAP research projects underway and have built and launched an online collaboration tool called, Promoveo. This brings together prostate cancer researchers, clinicians and organisations who are using it to share ideas, find out what key research resources are available in other countries, post information to foster discussion, and connect with other researchers from across the globe to drive outcomes.

By continuing to run successful campaigns and funding significant programs we are on our way to achieving our vision: an everlasting impact on the face of men's health.

I would like to close this letter with some thank yous...

Behind every great moustache is a great Mo Sista, supporting and loving their Mo Bro. I wanted to acknowledge the significant contribution the Mo Sistas 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 bad our Mo looks :)

To the wonderfully gifted team at Movember – thank you! Even though we are spread across seven countries and six offices we are one family with a deeper sense of purpose. We all know that our role is to serve the Movember community, to put on a great campaign each year, to work in the background diligently managing every aspect of the campaign and organisation. I am honoured to lead such a talented team and incredibly proud of what they achieve each year; it is testament to their hard work, dedication and loyalty.

To the Movember Board members who generously volunteer their time, energy and expertise - thank you.

And finally to the Mo Bros and Mo Sistas of 2011; words can't describe your individual and collective passion, loyalty and generosity – thank so much for your continued support.

Thank you and see you all in Movember 2012.



ADAM GARONE, CEO AND CO-FOUNDER
IF YOU HAVE ANY QUESTIONS, PLEASE EMAIL ME AT ADAM@MOVEMBER.COM
OR FOLLOW ME ON TWITTER: @ADAMGARONE



ABOUT MOVEMBER

MOVEMBER IS AN INDEPENDENT, NOT-FOR-PROFIT ORGANISATION WORKING TO RAISE AWARENESS AND FUNDS FOR MEN'S HEALTH ISSUES AROUND THE WORLD.

DURING NOVEMBER EACH YEAR, MOVEMBER IS RESPONSIBLE FOR THE SPROUTING OF MOUSTACHES ON HUNDREDS OF THOUSANDS OF MEN'S FACES AROUND THE WORLD; THE AIM OF WHICH IS TO RAISE MUCH NEEDED FUNDS AND AWARENESS FOR MEN'S HEALTH ISSUES, SPECIFICALLY PROSTATE CANCER AND MALE MENTAL HEALTH.

ON MOVEMBER 1ST, GUYS REGISTER AT MOVEMBER.COM WITH A CLEAN-SHAVEN FACE AND THEN FOR THE REST OF THE MONTH, THESE SELFLESS GENTLEMEN, KNOWN AS MO BROS, GROOM, TRIM AND WAX THEIR WAY INTO THE ANNALS OF FINE MOUSTACHERY. SUPPORTED BY THE WOMEN IN THEIR LIVES, MO SISTAS, MOVEMBER MO BROS RAISE FUNDS BY SEEKING OUT SPONSORSHIP FOR THEIR MO GROWING EFFORTS.

MO BROS EFFECTIVELY BECOME WALKING, TALKING BILLBOARDS FOR THE 30 DAYS OF NOVEMBER AND THROUGH THEIR ACTIONS AND WORDS, RAISE AWARENESS BY PROMPTING PRIVATE AND PUBLIC CONVERSATION AROUND THE OFTEN IGNORED ISSUE OF MEN'S HEALTH.

AT THE END OF THE MONTH, MO BROS AND MO SISTAS CELEBRATE THEIR COLLECTIVE GALLANTRY AND VALOUR BY EITHER THROWING THEIR OWN MOVEMBER PARTY OR ATTENDING ONE OF THE INFAMOUS GALA PARTÉS HELD AROUND THE WORLD BY MOVEMBER AS A THANK YOU TO THE MO COMMUNITY FOR ITS EFFORTS.

Movember started in Melbourne in 2003 and today operates in 14 countries across the globe. This expansion is not something that was driven within – it was invited and encouraged by supporters based outside of Australia. Word of mouth, the movement of expats and the incredible power of the internet all contributed to Movember reaching people across the globe. Alongside men's health charity partners based in each country, Movember has been able to take bigger steps towards achieving its goal of truly changing the face of men's health.

The geographic expansion of Movember supports and delivers on Movember's primary objective of spreading key health messages to men everywhere. The issues relating to men's health that were recognised by Movember's founders are not unique to Australia and it is with great pride that those involved watch Movember grow international legs.

By expanding globally, Movember aims to:

01

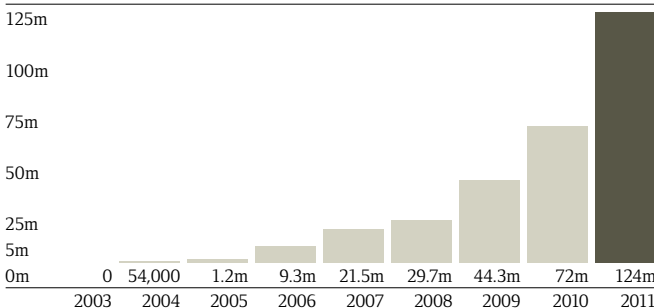
Raise more money for prostate cancer research than possible in any one country, thereafter fund the most promising research across the world and foster global research collaboration. The ultimate aim being to accelerate the discovery of better screening tests and treatments for prostate cancer which will benefit men worldwide.

02

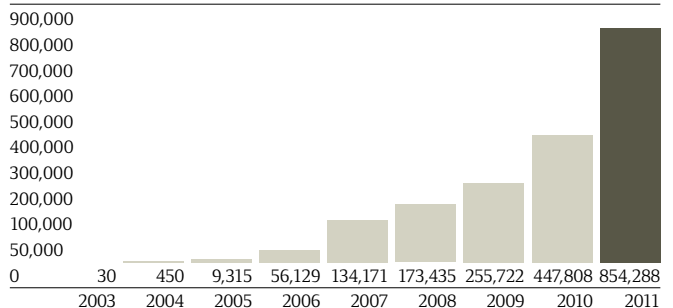
Become a communication conduit for our global men's health partners. This facilitates collaboration, sharing of best practice and helps avoid duplication of materials and research.

Going forward, Movember will continue to expand into countries where there is substantial grassroots support and where the campaign can have a significant impact on men's health.

GLOBAL FUNDS RAISED \$302 MILLION (FIGURES IN AUD)



GLOBAL REGISTRANTS 1.9 MILLION MO BROS & MO SISTAS



FROM 30 TO 854,288

MILESTONES

THE MOVEMBER TIMELINE

2003

THE MOVEMBER IDEA IS BORN IN MELBOURNE, AUSTRALIA BY TWO MATES DISCUSSING FASHION AND RECURRING TRENDS, THEY 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 CHOOSE THE MONTH OF NOVEMBER RENAMING IT MOVEMBER.

MOVEMBER RULES AND GUIDELINES ARE DEFINED; ALL OF WHICH REMAIN IN PLACE TODAY

PARTICIPATING COUNTRIES: AUSTRALIA

30 MO BROS AND MO SISTAS

FUNDS RAISED: NONE

2004

THE MOVEMBER GROUP IS OFFICIALLY ESTABLISHED

THE FIRST MOVEMBER WEBSITE IS BUILT

FUNDS RAISED GO TO PROSTATE CANCER FOUNDATION OF AUSTRALIA (PCFA)

PARTICIPATING COUNTRIES: AUSTRALIA

450 MO BROS AND MO SISTAS

FUNDS RAISED: AUS \$54,000

2005

PCFA COMES ON BOARD AS MOVEMBER'S FIRST OFFICIAL MEN'S HEALTH PARTNER

PARTICIPATING COUNTRIES: AUSTRALIA

9,315 MO BROS AND MO SISTAS

FUNDS RAISED: AUS \$1.2 MILLION

2006

MOVEMBER RECEIVES OFFICIAL CHARITY STATUS IN AUSTRALIA AND THE MOVEMBER FOUNDATION IS ESTABLISHED

BEYONDBLUE, THE NATIONAL DEPRESSION AND ANXIETY INITIATIVE BECOMES AUSTRALIA'S SECOND MEN'S HEALTH PARTNER

MOVEMBER OFFICIALLY LAUNCHES IN NEW ZEALAND IN PARTNERSHIP WITH PROSTATE CANCER FOUNDATION OF NZ

PARTICIPATING COUNTRIES:

AUSTRALIA AND NEW ZEALAND

56,129 MO BROS AND MO SISTAS

FUNDS RAISED: AUS \$9.3 MILLION

2007

MOVEMBER OFFICIALLY LAUNCHES IN THE US IN PARTNERSHIP WITH PROSTATE CANCER FOUNDATION, IN CANADA WITH PROSTATE CANCER CANADA, IN THE UK WITH THE PROSTATE CANCER CHARITY AND IN SPAIN WITH FEFOC

THE MOVEMBER BOARD IS FORMALLY ESTABLISHED

PARTICIPATING COUNTRIES: AUSTRALIA, CANADA, NEW ZEALAND, SPAIN, UK AND US

134,171 MO BROS AND MO SISTAS

FUNDS RAISED: AUS \$21.5 MILLION

2008

MOVEMBER IRELAND IS OFFICIALLY LAUNCHED IN PARTNERSHIP WITH THE IRISH CANCER SOCIETY

THE CANCER SOCIETY OF NZ AND MENTAL HEALTH FOUNDATION OF NZ BECOME NEW ZEALAND'S MEN'S HEALTH PARTNERS

PARTICIPATING COUNTRIES: AUSTRALIA, CANADA, IRELAND, NEW ZEALAND, SPAIN, UK AND US

173,435 MO BROS AND MO SISTAS

FUNDS RAISED: AUS \$29.7 MILLION

2009

MOVEMBER US OBTAINS OFFICIAL CHARITY STATUS AND A SECOND MEN'S HEALTH PARTNER IS ADDED - THE LANCE ARMSTRONG FOUNDATION

PARTICIPATING COUNTRIES: AUSTRALIA, CANADA, IRELAND, NEW ZEALAND, SPAIN, UK AND US

255,722 MO BROS AND MO SISTAS

FUNDS RAISED: AUS \$44.3 MILLION

2010

MOVEMBER OFFICIALLY LAUNCHES CAMPAIGNS IN SOUTH AFRICA IN PARTNERSHIP WITH CANCER ASSOCIATION OF SOUTH AFRICA, IN FINLAND, IN NETHERLANDS AND IN THE CZECH REPUBLIC

MOVEMBER LAUNCHES ITS FIRST DIRECTLY FUNDED PROGRAM - THE GLOBAL ACTION PLAN; CREATED WITH THE AIM OF ACCELERATING PROSTATE CANCER RESEARCH OUTCOMES THROUGH GLOBAL COLLABORATION

PARTICIPATING COUNTRIES: AUSTRALIA, CANADA, CZECH REPUBLIC, FINLAND, IRELAND, NETHERLANDS, NEW ZEALAND, SOUTH AFRICA, SPAIN, UK AND US

447,808 MO BROS AND MO SISTAS

FUNDS RAISED: AUS \$72 MILLION

2011

MOVEMBER OFFICIALLY LAUNCHES CAMPAIGNS IN BELGIUM, DENMARK, NORWAY,

MOVEMBER OBTAINS OFFICIAL CHARITY STATUS IN CANADA, ENGLAND, WALES AND SCOTLAND

PARTICIPATING COUNTRIES: AUSTRALIA, BELGIUM, CANADA, CZECH REPUBLIC, DENMARK, FINLAND, IRELAND, NETHERLANDS, NEW ZEALAND, NORWAY, SOUTH AFRICA, SPAIN, UK AND US

854,288 MO BROS AND MO SISTAS

FUNDS RAISED: AUS \$124 MILLION

MOVEMBER

VALUES

FUN

WE WILL WORK TO MAKE EVERY PART
OF THE CAMPAIGN FUN AND SIMPLE

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

ALTHOUGH WE ARE SPREAD ACROSS THE WORLD
WE ARE ONE TEAM WITH THE SAME DEEPER
SENSE OF PURPOSE

HUMBLE

WE HAVE A HUMBLE ATTITUDE AND
APPROACH TO EVERYTHING WE DO.

REMARKABLE EXPERIENCE

AT EVERY TOUCH POINT - PHONE, EMAIL, ONLINE,
IN PERSON, AT OUR EVENTS,
WE CREATE A REMARKABLE EXPERIENCE

OUTCOMES ORIENTATED

WE WILL DRIVE SIGNIFICANT OUTCOMES FOR
MEN'S HEALTH FROM THE FUNDS RAISED

INNOVATIVE

BORN FROM AN ENTREPRENEURIAL SPIRIT,
WE APPLY INNOVATION ACROSS THE ORGANISATION
TO IMPROVE EFFICIENCY AND THE MO BRO
AND MO SISTA EXPERIENCE



TRIED & TRUE



GENUINE

FUNDING FOCUS

AUTHENTIC



The organisation focuses on raising awareness and funds for prostate cancer and men’s mental health issues; however, Movember is committed to changing the face of men’s health globally and has an interest in all issues relating to men’s health. Movember works to educate and inform men on core health messages and wants men to understand the importance of:

01 Responsibility – the quality of our health is up to the individual

02 Prevention – diet and lifestyle choices dramatically influence the quality of life today and in the future

03 Detection – early detection of an illness provides the best chance of effectively treating it while minimising complications and side effects

The reasons for the poor state of men’s health around the world are numerous and complex; however, there is overwhelming and irrefutable scientific evidence of the significant disparity in gender health. All over the world, men live shorter lives than women and suffer more from heart disease and cancer. Health risk factors are also more common among men including smoking, alcohol abuse, obesity, suicide, work and road accidents.

Men still access health services less frequently than women and when they do visit the doctor, they typically present late, thereby denying themselves the chance of early detection and effective treatment of common diseases. Recent studies show that many men don’t have regular health checks because they fear it will lead to a hospital visit, are embarrassed or can’t make the time.

Movember aims to help change men’s health through continued fundraising for men’s health programs and by its Education & Awareness program. The fact that more than 30% of cancers could be prevented by not using tobacco, having a healthy diet, being physically active and moderating the use of alcohol, highlights the potential for bringing about real change.

By putting a fun twist on a serious issue, Movember aims to change the actions and attitudes of men when it comes to their health. The moustache is Movember’s catalyst for change and is giving men the opportunity and confidence to talk about their health with others. Progress has been made but there’s still a significant way to go.

MOVEMBER’S FUNDING FOCUS

Movember funds world class prostate and testicular cancer and male mental health programs. Both illnesses are highly prevalent amongst men and both suffer historically from being underfunded and misunderstood. Movember’s strategic goals guide the program decision-making policy across the world.

Each program funded by Movember falls under one of Movember’s five strategic goals.

SURVIVORSHIP

Movember will fund survivorship initiatives that provide information and support for men and their families affected by men’s cancer and depression that helps them make informed decisions and improves their quality of life

AWARENESS AND EDUCATION

Through the annual campaign and funded programs, Movember will significantly increase the understanding of the health risks that men face and encourage men to act on that knowledge.

MALE MENTAL HEALTH

Movember will increase the understanding of depression and anxiety in men and reduce the associated stigmas

MEN’S CANCER RESEARCH

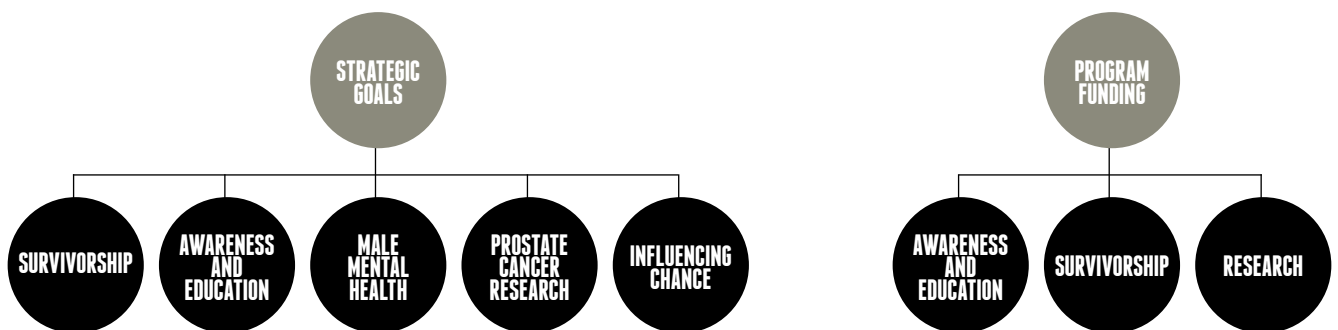
Movember will fund innovative targeted research and key enabling capabilities aimed to lead to significantly improved clinical tests and treatments to reduce the burden of prostate cancer and other male specific health issues

INFLUENCING CHANGE IN MEN’S HEALTH

Movember will fund research that helps to inform health policy and knowledge translation that accelerates improved health outcomes for men

MO BROS AND MO SISTAS ACROSS THE GLOBE HAVE COLLECTIVELY AMPLIFIED THE PROSPECT OF ACHIEVING SIGNIFICANT IMPROVEMENTS IN THE PHYSICAL AND MENTAL HEALTH OF MEN. THEY ARE ACCELERATING PROGRESS TOWARDS BETTER TESTS AND TREATMENTS FOR PROSTATE CANCER AND THE DELIVERY OF AN UNPRECEDENTED NUMBER OF INNOVATIVE PROGRAMS THAT ADDRESS THE CRITICAL NEEDS OF MEN LIVING WITH PROSTATE CANCER AND DEPRESSION AS WELL AS THEIR PARTNERS, CARERS AND FAMILIES.
PAUL VILLANTI,
MOVEMBER’S PROGRAM DIRECTOR

Movember’s program funding falls under three pillars — Awareness & Education, Survivorship and Research.



THE PROSTATE CANCER CHALLENGE

Prostate cancer accounts for about 30% of all new cases of cancer diagnosed in males (excluding non-melanoma skin cancers), and is the most common cancer in men worldwide. Around 910, 000 cases of prostate cancer were recorded in 2008, accounting for around 14 % of all new cancer cases in men. It is predicted that the number of cases will almost double (1.7 million) by 2030. There’s no doubt, prostate cancer is a major public health concern.

When Movember first started out, prostate cancer was relatively unheard of; in fact some early Movember participants were unsure of where their prostate was in their body and its function. There was a frighteningly low level of awareness.

Incidence rates for prostate cancer have increased in recent years. This has been largely due to the increased availability of screening for prostate-specific antigen (PSA) in men without symptoms of the disease. The test has the ability to detect many prostate cancers that are small and would otherwise remain unrecognised and which may or may not develop further into higher stage disease. The limitation of the PSA test is that it cannot differentiate between aggressive prostate cancer that needs treatment and indolent (slow growing) cancer that does not need treatment. This can, and does, lead to over-diagnosis and over-treatment. Movember is aware that in many developed countries, some men are being unnecessarily treated, resulting in side effects that significantly affect the quality of a man’s life. As one of the world’s leading non-government funders of prostate cancer research, Movember actively supports programs and initiatives that reduce the instances of overtreatment.

Those men who are newly diagnosed with prostate cancer face a significant challenge as to the best course of action to take (surgery v radiation therapy v ‘watchful waiting’ v ‘active surveillance’). Despite decades of research, there are currently very few predictors of low risk versus aggressive prostate cancer that can be used to optimise a patient’s treatment regime.

Proof of Movember’s commitment to finding a better test comes in the establishment of the Global Action Plan which sees Movember working alongside a team of leading prostate cancer experts from around the world, with the objective of accelerating key outcomes in prostate cancer research. Movember hopes, in time, with continued funding, over-treatment will be a thing of the past.

THE FACTS

01
72% of prostate cancer cases are detected in more developed countries

02
A man with a father or brother who developed prostate cancer is twice as likely to develop the disease. This risk is further increased if the cancer was diagnosed in family members at a younger age (less than 55 years of age) or if it affected three or more family members

03
The roles of ethnicity and family history are important. African American men are 60% more likely to develop prostate cancer compared with Caucasian men and are nearly 2.5 times more likely to die from the disease

04
The older you are, the more likely you are to be diagnosed with prostate cancer. Although only 1 in 10,000 men under age 40 will be diagnosed, the rate shoots up to 1 in 38 for ages 40 to 59, and 1 in 15 for ages 60 to 69
Movember wants all men over the age of 50, and those over 40 with a family history of prostate cancer, to know that they are potentially at risk and should talk to their doctor. Prostate cancer is highly curable if detected and treated early. And, while prostate cancer is most common in men over the age of 50, younger men diagnosed are more likely to die prematurely from it.

WHY MALE MENTAL HEALTH?

Depression is currently an area of focus for the Australian and New Zealand campaigns however 2012 will see the cause also represented in Canada.

As with prostate cancer, depression is a ‘silent’ illness, meaning that there are often no obvious signs or the symptoms are not recognised. Movember first started supporting programs related to depression in 2006 and since that time there have been definite improvements in terms of awareness and attitudes towards the issue of depression. However, there is still work to be done.

Depression is not selective; it occurs in persons of all genders, age and backgrounds. It is not just an illness for those with a troubled past or chaotic present. It is ubiquitous. Empirical and anecdotal evidence suggests this is fast becoming the ‘disease du jour’. Antidepressant prescriptions have soared and the World Health Organisation warns that mental illness will be second only to HIV/Aids in the burden it places on the world by the end of this decade.

Depression is more than just a low mood – it’s an illness and one of the most common of all mental health problems. While many people feel sad, moody or low from time to time, some people experience these feelings intensely, for long periods of time and often without reason. People with depression find it hard to function every day and may be reluctant to participate in activities they once enjoyed. It’s estimated that one in five people experience depression at some stage of their lives.

THE FACTS

01
Depression is common, affecting about 121 million people worldwide.

02
Depression is among the leading causes of disability worldwide.

03
Depression can be reliably diagnosed and treated in primary care.

04
Fewer than 25 % of those affected have access to effective treatments.

Depression can be as serious, debilitating and life-threatening as a physical illness – yet less than half of those experiencing depression seek help.

Rather than discussing mental health issues or seeking treatment when depressed or anxious, men often turn to alcohol or drugs. The stigma attached to male depression remains a significant barrier as was recently highlighted in a piece of research funded by Movember’s through our men’s health partner in Australia, beyondblue. The survey revealed that in most instances, men’s views on people with depression and anxiety are both critical and incorrect. Results showed that 27% of men wrongly thought people with depression could not hold down a responsible job and 31% of men believed that people with depression should just ‘pull themselves together.’

Men are also more likely to focus on the physical symptoms of depression such as feeling tired or losing weight, rather than saying they feel low. This means it is often not picked up by themselves or others, including doctors. Raising awareness of the signs of depression is a critical pathway to ensuring effective treatment and support. Depression is an illness which can be treated and, with the right treatment, most people recover.





GLOBAL

FUNDED PROJECTS



THE STATE OF MEN'S HEALTH

Men's health is a global problem that requires global solutions and Movember is uniquely placed to address issues at this level. Through its work with men's health partners around the world, Movember has been able to form an umbrella view and identify key areas and issues that could benefit from global collaboration.

Movember supports and funds men's health programs through two channels; the first is through its world-class men's health partners in each country, and the second is through Movember itself. Program funding highlights are documented later in the report as part of the individual country reports. These pages focus on the programs funded directly by Movember at a global level.

All programs, regardless of whether they are run by Movember, or a men's health partner, fall under and are aligned with Movember's overall strategic goals, as detailed in the section entitled, Movember's Funding Focus.

MOVEMBER'S GLOBAL PROGRAMS

01

THE MOVEMBER GLOBAL ACTION PLAN (GAP)

02

A SURVIVORSHIP ACTION PARTNERSHIP (ASAP)

03

THE AWARENESS AND EDUCATION PROGRAM



OBJECTIVE TO ACCELERATE RESEARCH OUTCOMES THROUGH GLOBAL COLLABORATION

GAP is Movember's Global Action Plan, which has been set up to address critical challenges in prostate cancer research through global collaboration. Whilst working with prostate cancer partners around the world, Movember identified an opportunity to accelerate outcomes by giving researchers around the world the opportunity to work together.

By bringing together the best clinicians and researchers from around the world, GAP facilitates a new and unprecedented level of global research collaboration, not previously seen within the prostate cancer community. Over time, researchers coming together and sharing data, what worked, what didn't, will avoid unnecessary duplication of research effort and deliver greater return on the funds that Movember and other organisations invest in prostate cancer research

Today, more than 100 of the world's top prostate cancer researchers have joined Movember's GAP, all of them committed to working together on research and sharing their knowledge in the area.

HOW GAP WORKS

A small percentage of the funds raised in many country are allocated to a global fund. The global fund is then allocated to one priority project each year that is determined by an independent Global Scientific Committee (GSC). The GSC is comprised of internationally renowned prostate cancer experts from around the world, and chaired by prostate cancer expert, Professor Colleen Nelson. GAP projects complement Movember's substantial national research programs provided by Movember's prostate cancer partners around the world.

Each year, Movember's GSC comes together to determine a key research area, that would benefit from global collaboration. Once the priority area is endorsed by Movember's Board, the best prostate cancer researchers in the world from both Movember and non-Movember countries are brought together and funded to collaborate on the agreed research area.

OUR VISION IS TO HAVE AN EVERLASTING IMPACT ON THE STATE OF MEN'S HEALTH AND IT'S TO THIS END THAT WE ESTABLISHED OUR GAP. WE BELIEVE THAT GETTING THE BEST RESEARCHERS FROM AROUND THE WORLD TO WORK TOGETHER ON KEY CHALLENGES WILL ACCELERATE BREAKTHROUGHS THAT WILL ULTIMATELY BENEFIT MEN WITH PROSTATE CANCER. FURTHER, WE BELIEVE THAT TEAM-BASED RESEARCH, PERFORMED ACROSS BORDERS WITH A STRONG COLLABORATIVE MINDSET, CAN DELIVER INNOVATION AND KNOWLEDGE SHARING FASTER THAN RESEARCH CONDUCTED PRIMARILY AT A NATIONAL LEVEL

PAUL VILLANTI,
MOVEMBER'S PROGRAM DIRECTOR



Collaboration is at the heart of Movember's GAP and in order for this to happen in a practical sense a key deliverable of GAP is the creation of a fit-for-purpose online communication platform to help GAP researchers work together more easily. Promoveo connects the GAP community across the world and helps them work together across clinical and scientific disciplines and multiple time zones.

At a very simple level, Promoveo is a bit like LinkedIn for the prostate cancer community. In short it:

- 01** Connects the global prostate cancer community
- 02** Showcases Movember's programs and its participants
- 03** Allows researchers to collaborate by sharing knowledge
- 04** Allows researchers to search for and share resources
- 05** Acts as a project tracking and management tool
- 06** Acts as a communication channel

The overall goal of the global collaborative research project is to accelerate research outcomes through collaboration on annually identified priority scientific questions. These projects complement our substantial national research programs provided by our prostate cancer partners around the world. Movember believes that getting the best researchers from around the world to work together on key challenges will accelerate breakthroughs that will ultimately benefit men with prostate cancer. Furthermore, Movember believe that team-based research performed across borders, with a strong collaborative mindset, can deliver innovation and knowledge sharing faster than research conducted primarily at a national level.



Currently, Movember's GAP has two programs on the go:

GAP 1 – THE GLOBAL PROSTATE CANCER BIOMARKER INITIATIVE

OBJECTIVE
TO DEVELOP NEW TESTS THAT BETTER PREDICT AGGRESSIVE PROSTATE CANCER, CHARACTERISE METASTATIC DISEASE AND TREATMENT RESISTANCE THAT ULTIMATELY ENHANCE PATIENT TREATMENT DECISIONS

The initiative aims to answer critical, but as yet unanswered, clinical questions which will allow clinicians to better predict aggressive prostate cancer and characterise metastatic disease and treatment resistance by identifying new clinical tests that ultimately enhance patient treatment decisions.

The key results that we seek to achieve from this project are:

- 01** Stronger international collaboration in the global prostate cancer research arena leading to improved knowledge sharing and greater efficiencies in the research effort
- 02** Development of promising new blood, urine and tissue based tests (biomarkers) that can more accurately predict low risk versus aggressive prostate cancer and optimise a patient's treatment decisions.

Movember appointed Dr. Mark Buzza as the Program Manager to implement GAP 1.

GAP 2 – COLLABORATIVE GLOBAL IMAGING PROJECT

OBJECTIVE
PUSH THE LIMITS OF PROSTATE CANCER IMAGING BREAKTHROUGHS

Imaging is a truly 'front-line' investigative tool in diagnosing cancer. Current technology can only see down to around 1mm in size and as cancer spreads at a cellular level (typically around 1000 times smaller than this), there is real benefit in making improvements in this area. There is a need to improve the ability to detect disease progression at a much earlier stage so as to improve outcomes for men with prostate cancer.

The key results that we seek to achieve from this project are:

- 01** Detect the spread of prostate cancer much sooner
 - 02** Make better decisions on which treatments will lead to the most effective outcomes for patients
 - 03** Realise synergies from and continue to leverage the investment and collaborative networks established in GAP 1
- Movember has appointed Sam Gledhill as the Project Manager to implement the GAP 2 project.

GLOBAL SCIENTIFIC COMMITTEE

- Prof Colleen Nelson (Chair)**
 Australian Prostate Cancer Research Centre, Institute of Health and Biomedical Innovation, Queensland University of Technology, Australia
- Prof Hing Leung**
 Beatson Institute for Cancer Research, University of Glasgow
- Pamela J Russell**
 Australian Prostate Cancer; Research Centre, Institute of Health and Biomedical Innovation, Queensland University of Technology, Australia
- Prof Jack Schalken**
 Nijmegen Medical Centre
 Radboud University, Netherlands
- Dr. Jonathan W Simons**
 Prostate Cancer Foundation, US
- Dr. Rob Bristow**
 Ontario Cancer Institute/Princess Margaret Hospital and University of Toronto, Canada
- Associate Prof William Watson**
 UCD School of Medicine and Medical Science
 University College, Dublin, Ireland
- Paul Villanti**
 Movember, Australia



In 2011, Movember established A Survivorship Action Partnership (ASAP) and is focussed on improving the lives of men with prostate cancer through collaboration. ASAP is the first of its kind and, with AUS \$6.25 million committed, ASAP represents Movember's most significant investment in the area of Survivorship to date.

The initiative will facilitate the creation of a collaborative network of organisations focussed on improving the lives of men living with prostate cancer, together with their partners, families and carers.

Over the next three years, ASAP Network Members will develop evidence based practical solutions that can be applied from a local to a national level. Similar initiatives are being undertaken by Movember in the UK, Canada and later the US, and to that end, network members will be part of a global program.

MOVEMBER'S STRATEGIC GOALS CHALLENGE US TO IMPROVE THE QUALITY OF LIFE FOR MEN LIVING WITH PROSTATE CANCER FROM DIAGNOSIS ONWARDS. WE'RE ACUTELY AWARE THAT THERE ARE MANY UNMET PHYSICAL AND MENTAL HEALTH ISSUES THAT NEED TO BE ADDRESSED AS A PRIORITY. WE'RE EXTREMELY PROUD TO HAVE ESTABLISHED ASAP AND HAVE SET OURSELVES SOME AMBITIOUS GOALS IN ACHIEVING RESULTS OVER THE COMING YEARS.
PAUL VILLANTI
MOVEMBER'S PROGRAM DIRECTOR

Movember's Survivorship Steering Committee has worked carefully to identify the key survivorship challenges by engaging with a broad range of people, from urologists and oncologists to researchers and survivors themselves. A key area identified was that of the mental health of prostate cancer patients and as such Movember's Australian men's health partners, *beyondblue*: the national depression and anxiety initiative and Prostate Cancer Foundation of Australia have come on board to support the initiative financially.

IT'S OUR BELIEF THAT ASAP WILL PLAY AN IMPORTANT ROLE IN "CONNECTING THE DOTS" BY BRINGING EXPERTS TOGETHER AND FUNDING PROGRAMS WITH RESULTS THAT INFLUENCE PRACTICE AND CATALYSE INNOVATION. MENTAL HEALTH IS SOMETHING WHICH NEEDS TO BE ADDRESSED WHEN SOMEONE IS DEALING WITH PROSTATE CANCER, AT ALL STAGES OF THE JOURNEY, AND AS SUCH WE'RE EXCITED TO BE PARTNERING WITH MOVEMBER ON THIS OCCASION.
KATE CARNELL
CEO
BEYONDBLUE: THE NATIONAL DEPRESSION AND ANXIETY INITIATIVE

THERE'S NO DOUBT THAT THE SOLUTIONS DEVELOPED WILL IMPROVE OUTCOMES FOR MEN LIVING WITH PROSTATE CANCER, THEIR FAMILIES AND CARERS. WE HAVE WORKED COLLABORATIVELY WITH MOVEMBER ON THE INITIATIVE SINCE ITS INCEPTION AND WILL BE SUPPORTING ASAP THROUGH INVOLVEMENT IN THE STEERING COMMITTEE, CONSUMER ENGAGEMENT AND PCFA'S NATIONAL NETWORK OF AFFILIATED SUPPORT GROUPS AND NETWORK OF PROSTATE CANCER SPECIALIST NURSES.
DR ANTHONY LOWE
CEO OF THE PROSTATE CANCER FOUNDATION OF AUSTRALIA.

Solutions developed by the collaborative network must be capable of sustainably scaling at a national level and incorporate evaluation and evidence that can support translation of these solutions into practice. Learnings from the Australian experience will be used in deploying ASAP in the UK, Canada and the US.



Movember started with a conversation between mates and so there's a nice synergy to the fact that, today, it's conversation that is central to everything Movember does; it's just a bigger conversation.

That one conversation back in 2003 has grown into billions, taking place each Movember around the world. As a result of the 2011 campaign, and estimated 1.9 billion conversations were had by the Movember community. All too often it's the funds raised by a charity that are remembered but equally important, especially at Movember, is the awareness generated. It is awareness that educates and prompts people to change behaviour and take action; it is awareness which in Movember's case can ultimately save lives.

Movember raises awareness for men's health by using the growth of a moustache to prompt public and private conversation. But does this actually work? Is all the talk actually making a difference? These are questions Movember constantly asks itself and answers through an independent survey of past participants.

Encouragingly, the survey results show the answer is without doubt, yes. Each member of the Movember community is making a difference through the awareness they spread during their personal Movember journey.

The latest research, once again, reconfirmed that the Movember campaign is having a positive impact on getting men engaged and thinking about their health and taking preventative action. Movember participants spend more time thinking about improving their health, visiting a doctor for a specific reason or discussing their health with others, than non-participants (the general population).

The research showed that Movember is speaking to an engaged group and as a result has a significant impact on health related behaviours of its participants. Key global research findings:

- 01**
71% of participants talked about men's health
- 02**
68% educated themselves on health risks they face
- 03**
84% of participants convinced others to take action
- 04**
1 in 5 participants have gone to see a doctor specifically because of Movember

EMPOWERING THE MO COMMUNITY

It's the Mo Bros themselves that become men's health advocates and are literally walking and talking billboards for 30 days. Movember provides the platform, by way of the website, and tools for Mo Bros to participate but it is 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, their family and peers.

This authentic communication from someone know and trusted has a high impact. This is where the effectiveness of Movember's awareness program lies; 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 and Education program is to significantly increase the understanding of the health risks that men face and encourage them to act on that knowledge. This is achieved by:

Encouraging public and private conversation about the issue of men's health via the growth of a moustache

Educating the Movember community that the best way to survive cancer is to prevent it through a healthy diet, not smoking, being physically active, staying at a healthy weight and knowing their family medical history

Prompting Mo Bros to make Movember the month to have an annual physical because most cancers, particularly prostate, testicular and skin cancer are highly curable if caught early

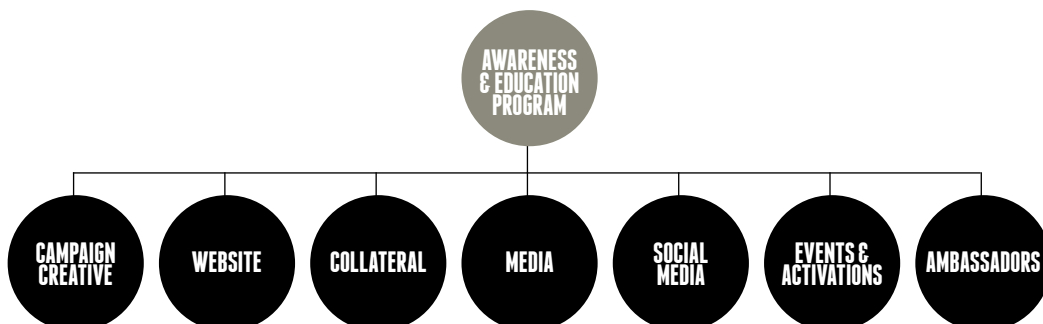
Removing the stigmas around health issues like prostate cancer and mental illness by giving men the opportunity and confidence to talk about their health more openly

Educating men on the health risks they face, the symptoms and signs in both themselves and others and appreciate when and how to seek help if needed

Awareness and education alters behaviour and mind-sets; it gradually breaks down barriers, removes stigmas and brings about real change. Movember wants men to take responsibility for their health, prevent illness by leading a healthy lifestyle and understand the symptoms and signs in both themselves and others so they can appreciate when and how to seek help if needed.

The Awareness & Education Program is brought to life through a number of channels:

- Campaign Creative**
- Website**
- Free Awareness & Education Collateral**
- The Media**
- Social Media**
- Events & Activations**
- Ambassadors**



MOUSTACHE
MOVEMBER
SEASON

A circular stamp is embossed on a piece of weathered, greyish-brown wood. The stamp features the word "MOUSTACHE" in a simple, sans-serif font at the top. Below it, the word "MOVEMBER" is written in a much larger, bold, sans-serif font. A wavy, hand-drawn line separates "MOVEMBER" from the word "SEASON" at the bottom, which is also in a simple, sans-serif font. The stamp is slightly tilted and shows signs of wear, with some dark spots and grain texture visible within the circular border.

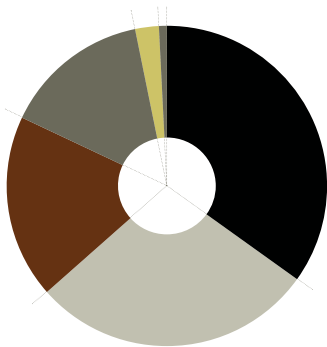
CAMPAIGN CREATIVE

Each year a new creative concept is built which runs through all communication channels, including the website, printed materials and media. This ensures the campaign is kept fresh and engaging for both returning Mo Bros and Mo Sistas and new recruits.

MOVEMBER.COM

The website is the hub of Movember, it is where Mo Bros and Mo Sistas register and in doing so, create an active and engaged global community. The online platform enables this community, united in their commitment to the cause, to share and experience the Movember journey through:

- 01** Mo Space: a personal donation and campaign page where Mo Bros and Mo Sistas can post photos and messages
- 02** News room: latest updates on Mo news from around the country
- 03** Accessing men's health information
- 04** Finding out about official Movember events, such as the Galas and running events
- 05** Competitions



SOURCES OF TRAFFIC TO MOVEMBER.COM

Direct	34.90%
Facebook	28.50%
Google	18.40%
Other	14.70%
Twitter	2.50%
Other search engines	1.00%



12,820,000
MO EMAIL NEWSLETTERS SENT

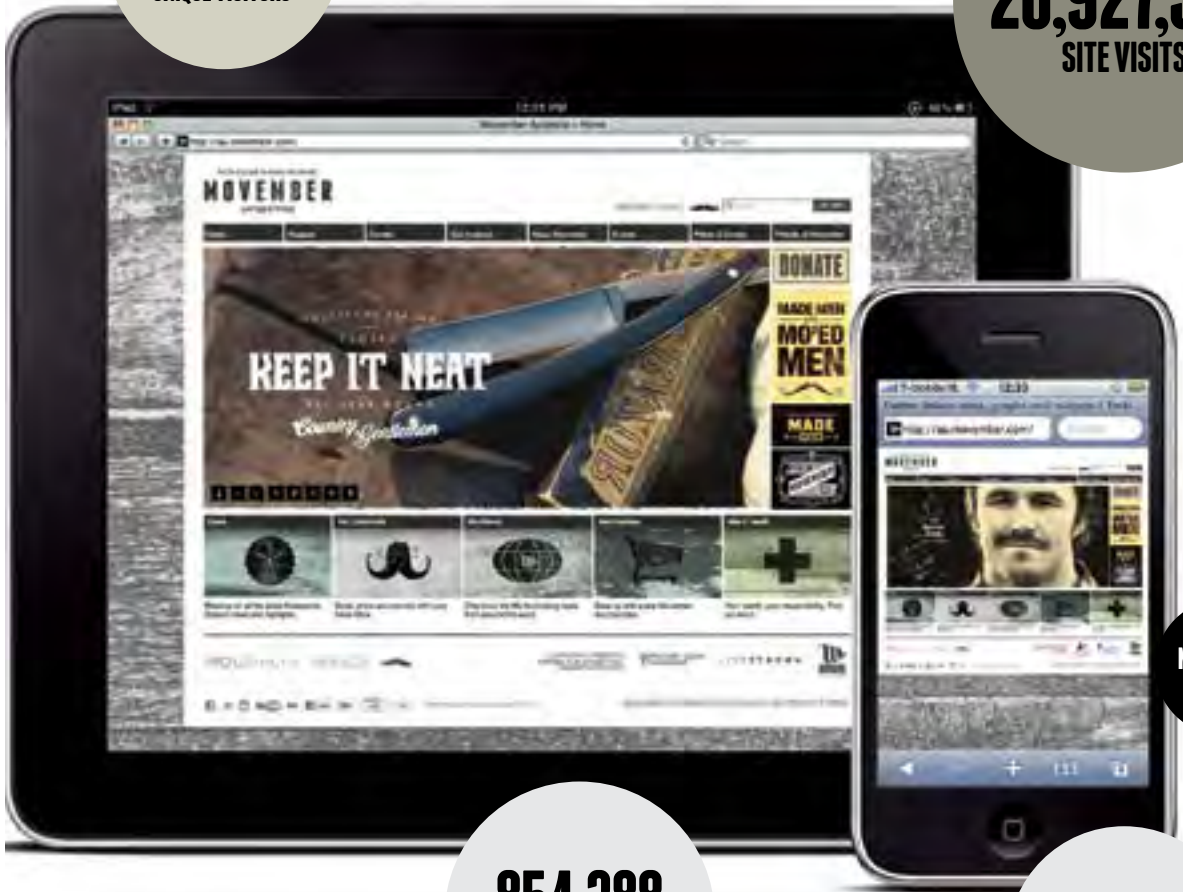


10,928,111
UNIQUE VISITORS

122,198,593
PAGE VIEWS

4:01 MINUTES
AVERAGE LENGTH
OF VISIT

26,927,373
SITE VISITS



MOVEMBER
.COM

854,288
GLOBAL MOVEMBER
PARTICIPANTS

3,283,330
INDIVIDUAL
DONATIONS

\$124 M
AUSTRALIAN DOLLARS RAISED
FOR MEN'S HEALTH GLOBALLY



MOVEMBER



BER.COM

FREE AWARENESS AND EDUCATION COLLATERAL

Movember creates a bank of information and collateral that helps organisations, teams and individuals spread the Movember message, educating themselves and others on the health risks men face during their time. Packs include:

- 01** Men's health information
- 02** Posters: Men's health and general campaign creative
- 03** Donation boxes
- 04** Mo Party Packs
- 05** Wristbands and badges
- 06** Stickers





THE MEDIA

Positively engaging the media is absolutely essential to Movember in continuing its growth and spreading its word. With Movember comes a multitude of amazing stories and it is the role of the team in each country to share these stories with the media thereby enlisting their help for the cause. Globally in 2010, there were over 12,000 media hits from the Wall Street Journal, to The Sunday Times to The Globe and Mail to The Guardian, educating millions on the importance of men's health. In addition, approximately 17.3% of the global online population had the opportunity to be exposed to last year's Movember campaign during the month of November.

Adam Garone: Moustaches For Men's Health

Adam Garone is the CEO and co-founder of the Movember Foundation, a global organization dedicated to "changing the face of men's health". Each November, hundreds of thousands of men join the Movember movement by growing moustaches for 30 days to raise awareness and funds for men's health—specifically prostate cancer. Adam has an extensive corporate background in developing, managing and marketing emerging Web and mobile technologies working with companies such as Vodafone (VOD). 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. In 2008, Adam won the 22nd annual Ernst & Young (EY) "Entrepreneur of the Year" award in Australia. Adam currently lives in Southern California where he oversees Movember's global operations. His vision is that the moustache and Movember



Continued on page 2



Just as the world's men are beginning to grow their moustaches for Movember, a new wave of men's health awareness is sweeping across the globe. In 2010, over 12,000 media hits from the Wall Street Journal, to The Sunday Times to The Globe and Mail to The Guardian, educating millions on the importance of men's health. In addition, approximately 17.3% of the global online population had the opportunity to be exposed to last year's Movember campaign during the month of November.



Melbourne-St Kilda event to give Movember its money for a run

MICHAEL LALLO

MOVEMBER is to be outdone by Sydney, Melbourne will launch its version of the City2Sea fun run this November — minus the ingenuity. The annual Sydney Age City2Sea raise more than \$1 million for Movember, the men's health fundraising event in which participants grow lipish moustaches, and other things. Among the first to sign up was primary school teacher Josh Madden and member staff Chris Hill and Rafferty. Despite the in-digle temperature and race skin yesterday, all three took a dip at Kilda Beach. Unsurprisingly, water was empty of other swimmers — except for two fish tourists who appeared to enjoy what passes for a weather back home. This is what's known as a "rain" in the cause, "said shaving and turning blue



as the tourists splashed each other playfully. "Plus, this gives me an excuse to grow a moustache in August, even if rain happens to be an unfortunate shade of ginger." Movember chief operating officer Jason Hincks said The Sydney Age City2Sea would allow more people to support the cause. "Most women find it pretty hard to grow a moustache," he said, "but anyone can participate in a fun run. We were actually looking to start a running event when Fairfax approached us, so the timing was perfect."



Movember has become a global phenomenon since launching in Melbourne in 2003 with just 20 participants. Last year, more than half a million men in Britain, the US, Canada and other countries raised \$75 million — all by mimicking the facial hair of Australian cricketers of the 1970s. "As much as men want to be tough by not talking about their health, they will talk about it if you make it funny," Hill said.

"Men's attitudes are starting to change," Rafferty said, "but there's a long way to go. A lot of men still think they're invincible and don't need to see a doctor." While Movember will be the event's main beneficiary, runners can support other charities if they wish. Publisher of The Sunday Age Dave Churchill said the 14 kilometre course — which takes runners from the Arts Centre to Albert Park Lake and

then down to the sea — required approval from many authorities, taking two years to bring to fruition. "We appreciate the enormous goodwill that the many groups including Parks Victoria, VicRoads and the cities of Melbourne and Port Phillip showed in working with The Sydney Age team to get this event over the line," Mr Churchill said. "I am thrilled we can offer a sister race to the City2Sea, an event with a truly unique Melbourne identity."

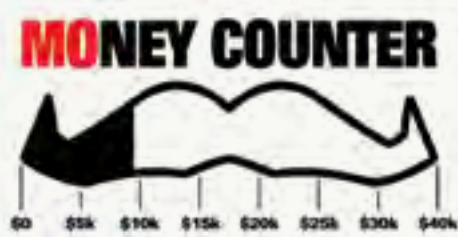
"The Sydney Age City2Sea will be a fantastic addition to Melbourne's running calendar and is a wonderful opportunity to celebrate our city, enjoy getting out in the fresh air with friends and family, and raise money for charity."

For full details and how to enter, go to theCity2Sea.com.au.

Movember staffers Chris Hill and Greg Rafferty get in some training down at St Kilda Beach with City2Sea competitor Josh Madden. PICTURE: JUSTIN HENNING

Bendimo set to hit \$10k

...the... ..





'TACHES TO ASHES

November is over, and women the world over are breathing a sigh of relief. Liam O'Brien salutes the charity phenomenon on every body's lips

People said he looked like Ben Stiller in Dodgeball

November is over, and women the world over are breathing a sigh of relief. Liam O'Brien salutes the charity phenomenon on every body's lips

Moustaches lead to Movember consensus on Hill



With the end of Movember, a consensus has been reached on the Hill. It's a consensus that moustaches are a great way to raise awareness for mental health issues.



weekend adviser

MOVEMBER MAN

TALKING ABOUT DEPRESSION IS A POSITIVE FIRST STEP TO RECOVERY. WRITES NATHAN THOMPSON



I THINK I'd known for years that something wasn't right, but I never thought it was depression. I felt like I "should" be happy. I was a successful VET, had a healthy wife and a great career. I had health insurance. I was in my 30s, and I was healthy. I had just got out of the military, and I was just starting to get my feet under me. I was just starting to get my feet under me. I was just starting to get my feet under me.

2. Though he didn't understand what was going on, his concern for his person, revealed that of a football coach. I went home that night and told my partner and my family. A few days later the football club had a press conference. I went to be honest with everyone and I thought, "I'll tell the whole world, I have nothing left to hide."

3. I always thought people would think less of me and look what I was going through, especially because I spoke up. I felt nothing but support. If you are struggling, don't be afraid to ask for help.

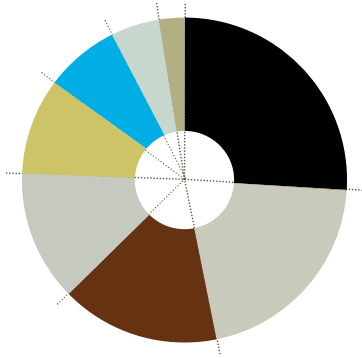
4. I always thought people would think less of me and look what I was going through, especially because I spoke up. I felt nothing but support. If you are struggling, don't be afraid to ask for help.

Nathan Thompson is a professional speaker and author of the book 'The Invisible War'. He is currently working with Movember Australia to help people with mental health issues. Contact: nathan@nathanthompson.com.au

SOCIAL MEDIA

At its core, Movember is a word of mouth campaign driven by in-person communication and reinforced through digital media. Movember is about story telling. 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's meaningful to them.

Social change comes about as a result of powerful and personal story telling and this is where social media plays such 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 on behalf of Movember. Through the sharing of photos, videos, thoughts and experiences, the Movember community is spreading the Movember message and it doing so changing the actions and attitudes of society.



MOVEMBER FACEBOOK FANS/LIKES GLOBALLY

Europe	57,282	26%	■
United Kingdom	43,181	20%	■
US	34,934	16%	■
Canada	28,167	13%	■
Australia	21,355	10%	■
South Africa	16,680	7%	■
Ireland	10,917	5%	■
New Zealand	6,072	3%	■

GLOBAL FUNDED PROJECTS

"Almost time to MO!! To MO or not MO??! Is that even question!"


"The Quattro team has raised over \$4k so far, help me get my total to \$1000!"

I moustache you a question.. Will you miss my mo when it's gone?"


rown, are you wearing your sashes?"

"1 in 2 men will be diagnosed w/cancer by age 75. We greatly appreciate the support!"

"I don't want to be over the moon about #goodbyemove"

"So, final day of Movember. Starting to wonder if I shan't keep the little chap for a while longer. It's nice to stroke."
 Stephen Fry

5,000+
MO MENTIONS PER DAY DURING MOVEMBER

"Almost halfway into Movember and, uh, yeah. I'm trying!"
 Lance Armstrong


12,410
MENTIONS PER DAY BETWEEN OCT 31ST - MO 3RD

MO
TWITTER
937,817 GLOBAL CONVERSATION DURING MOVEMBER

51,868
FOLLOWERS GLOBALLY

492,711
FUNDS RAISED VIA TWITTER

#MOVEMBER
GLOBAL TRENDING TOPIC MOVEMBER 1ST 2011

"Morning Twerps Half way through shaving I paused for Movember. First and last time you will see me like this."
 Ricky Gervais

EVENTS & ACTIVATIONS

Movember 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 event, business lunches, Mo Run, 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 Mo growing efforts.



AMBASSADORS

Each year, Movember 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.

Going forward, Movember will continue to invest, develop and grow its Education and Awareness program, with a view to changing the actions and attitudes of men around the world.

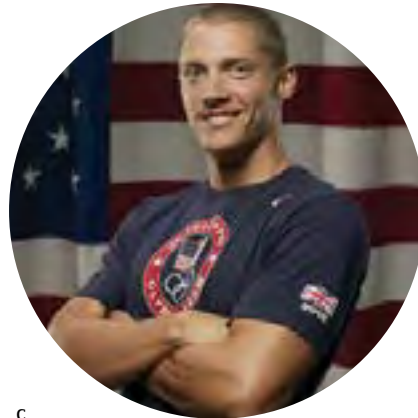
- A. Snoop Dogg, Musician
- B. Malin Ackerman, Actress
- C. Trey Hardee
- D. Morgan Spurlock, Film Director
- E. Peter Crouch, English Footballer
- F. Mark Gable, Musician, Choir Boys
- G. Kevin Connolly, Actor
- H. Adam Kleeberger, Rugby Canada Captain



A



B



C



D



E



F



G



NOVEMBER

THE REAL DEAL

10% Face Growth



AND BRUSHE
GREAT OUTDOORS



ENGAGING THE MOVEMBER

COMMUNITY



ENGAGING THE MOVEMBER COMMUNITY

OBJECTIVE TO INCREASE AWARENESS OF MEN'S HEALTH ISSUES BY ENCOURAGING PARTICIPATION IN MOVEMBER

Movember has been built on a swell of enthusiasm from the ground up in Australia; and now the world. Starting with only 30 participants in 2003, it has grown to a campaign which last year saw a worldwide movement of over 854,288 Mo Bros and Mo Sistas. Each one supported the cause and engaged in open and constructive conversation, proving that men's health is a global issue and one which people are concerned about.

MO'S ON THE GROUND ENGAGING THE MO COMMUNITY

Each year, local communities embrace the moustache and get on board with Movember. 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 Movember achieve its vision of having an everlasting impact on the face of men's health.

As a Mo Bro takes to the streets, he effectively becomes a walking, talking billboard for men's health. This is how the Movember message is spread each year. It is this passionate on the ground action that gives Movember its edge and ability to make a real impact.



MO BRO MARTIN CREHAN IRELAND

Film producer, Martin Crehan and his friends decided to take part in Movember because they thought it would be a great way to have a laugh and fundraise for a cause that they believed in, not to mention being "an instant conversation starter and a way to get served faster at the bar."

However, in 2010, just before Martin's inaugural Movember campaign commenced, his father was diagnosed with prostate cancer. "The reality of the charity really hit home," said Martin and, as a result, he wanted to "help raise awareness of men's health for Movember" through the medium he knew best – film.

For the past two years Martin has teamed up with his friend and cameraman Mark Boland to produce some vivacious viral videos for the Irish campaign. Drawing from his large "little black book", Martin has swayed some of Ireland's most recognisable TV and sporting personalities to lend their support to the campaign. The videos have chalked up over 25,000 views and have undoubtedly helped drive awareness for Movember and prostate cancer. Martin's father underwent surgery for the cancer and received the 'all clear' and Martin remains a committed Mo Bro and producer of fine film.

BENDIMO – THE MO THAT INSPIRED A CITY AUSTRALIA

When Australia's city of Bendigo announced that it was going to change its name to BendiMo for the month of November, no one knew how big it was going to be. Over 300 Mo Bros and Mo Sistas from 39 local businesses and organisations joined the official BendiMo Network and collectively raised \$67,500. Everything from the town signs, to fire trucks, to shop windows started sprouting moustaches and there were a number of Movember inspired events throughout the month, bringing the community together and raising money and awareness for men's health.

One of the highlights was the Bendigo Advertiser changing its name to the 'BendiMo Advertiser' for the month. The effect of the BendiMo initiative was felt throughout the region with total fundraising from Bendigo postcodes increasing from \$76,000 in 2010 to \$144,483 in 2011.

**MO RUNNING BY CANDLELIGHT
UNITED STATES**

It started with a man and his Mo in the US and it grew to encompass the entire town of Davidson, North Carolina. First year Mo Bro Brian Helfrich knew he had to get involved with Movember when his father was diagnosed with prostate cancer. Brian worked with his brother Tim and their friend Chris to create a series of Mo events to raise awareness and funds throughout the month of Movember.

Leading the charge, Brian inspired the community of Davidson to take action. Summit Coffee, where Brian worked, served as the Movember hub for the town, hosting a series of events encouraging men to grow and women to support the Mo. Brian helped organize a big community event to kick off the campaign- a Movember Twilight 5k race and concert. More than 200 runners participated then celebrated with the community at a live music event held at Summit Coffee.

Soon, Brian had inspired more than 9,000 Mo-growers to join the Movember movement. The community got creative in their Movember support and Mo Bro Gordon Clark dressed his famous Pedicab with a three-foot wide moustache, most of the junior class at Woodlawn High was seen with some upper lip sweaters and all male baristas at Summit Coffee flowed and showed their Mo's for 30 days.

Mo Bro Brian brought his community together to raise awareness and funds for men's health through creativity and hard work.

**THE BATTLE OF THE TITANS
NEW ZEALAND**

On Saturday the 12th of Movember an epic game of rugby was played, two titans of the code – the mighty South Island went head to head with the staunch North Island in a grudge match worthy of the history books.

Kiwi celebrities, TV presenters, radio jocks, sporting icons and brave Mo Bros banded together to give the thousands of spectators at College Rifles a sporting show they'll never forget. They pushed through the exhaustion that set in mere minutes after kick off, negotiated some very hairy calls by questionable, but well-meaning, referees and battled it out on the field, with the South trouncing the North in slippery conditions 17-7.

Movember Manager and self-appointed captain of the South, Rob 'chip n chase' Dunne was happy with the outcome, "Movember successfully resurrected the old inter-island match on Saturday. The match was a throwback to the old days and it was fantastic to see some terrible slap down lineout ball and walls from tap penalties," said Dunne. "Thank you to those who came down to support the day, with a 12 month recovery period the boys will be fit and ready for a rematch in 2012."

**MO BRO GRIFF JONES
UNITED KINGDOM**

Griff was diagnosed with testicular cancer on 6th August 2009. Following 3 months of chemotherapy he went into remission on the 22nd of December that same year. Two years later Griff and 36 family and friends joined together to raise funds and awareness of testicular cancer by participating in the 2011 Movember campaign.

Griff and his supporters quickly became very passionate and active Mo Bros, to increase awareness of the campaign Griff decided to share his story with both national and regional press. This included a regional piece with his football team and getting his kit off for the UK national newspaper the Daily Mirror for a candid look into men's health.

Griff shares his thoughts on the 2011 campaign, "There were 36 of us in the team and we raised over £2,000. All the kids in the school where I work loved seeing the teachers rocking their Mo's and even a few of the year 11s got involved. Can't wait for next year to hopefully get more in the team and raise more awareness."

**MO BRO THOMAS ARNOLD
NEW ZEALAND**

The 2011 Movember campaign had a very special Mo Bro take part in Thomas Arnold. Tom was diagnosed with testicular cancer at the start of November and began chemo therapy that month. Even with his own struggle Tom decided to register for the campaign to help promote men's health. Tom registered in the final week of the Movember and within that week had become our second highest fundraiser with almost \$12,000 flooding into his Mo space page. An amazing effort from an amazing Mo Bro who unselfishly put his personal challenges aside to help the NZ campaign. Tom has since had a full recovery after finishing chemotherapy and is ready to jump on the hairy Mo train again in 2012, a top kiwi fella!





**THE MO MEANS BUSINESS
ENGAGING THE CORPORATE WORLD**

Movember works alongside a large number of companies from all corners of the business world, ranging in size from the relatively small, right up to some of the largest global corporations. The contribution and level of involvement may vary but every effort helps Movember work towards achieving its vision; to have an everlasting impact on the face of men's health.

By its very nature, Movember acts as an excellent team building exercise. Staff of all levels, in different departments, across offices and sites, are brought together by the experience of growing a moustache. The result is some healthy competition - who can grow the best Mo, who can raise the most money, which department or site has the most people registered; combined with some gentle ribbing, ensures that the month is kept lively; effortless team fun all in the name of men's health.

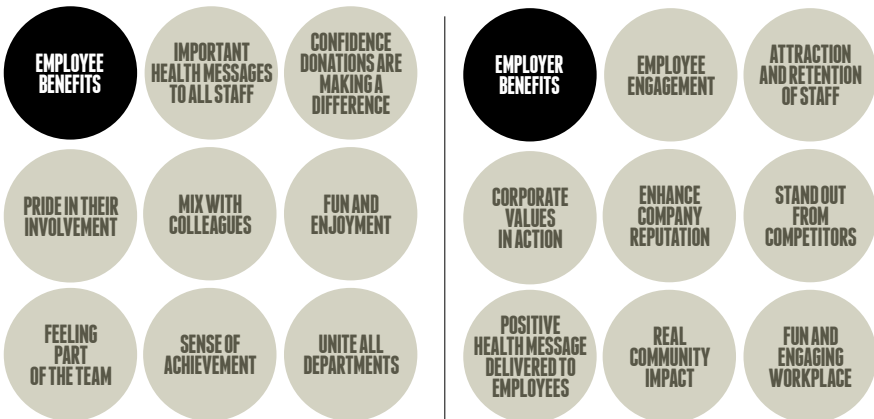
**CASE STUDY
THE MACQUARIE GROUP FOUNDATION
AUSTRALIA**

The Macquarie Group Foundation is a good example of a strong and successful Movember partnership. On board since 2008, the Macquarie Group Foundation has helped to take Movember's men's health message global through its network of offices. The Foundation has contributed more than \$1.8 million over the last three campaigns; which is an incredible effort.

The Macquarie Group Foundation once again matched, dollar for dollar, employee contributions to Movember. From Sydney to Singapore and London to Toronto, the moustache was in season at 25 Macquarie offices in 2011. Over 450 Macquarie staff registered and with the support of the Macquarie Group Foundation raised more than \$475,000, with 132 Macquarie staff raising more than \$1,000. Macquarie Australia won the Movember Banking Challenge for the highest fundraising team in the banking sector.

THE MOVEMBER CAMPAIGN ENGAGES MACQUARIE STAFF ON A GLOBAL LEVEL. FROM RELATIVELY HUMBLE BEGINNINGS WITH A HANDFUL OF STAFF PARTICIPATING IN OUR AUSTRALIAN OFFICES, 2011 SAW MORE THAN 450 STAFF ACROSS 25 OFFICES PARTICIPATING AND RAISING MORE THAN \$A450,000 FOR MOVEMBER. WHILE NURTURING THE COMPETITIVE SPIRIT AMONGST THE OFFICES, THE CAMPAIGN ALSO PROVIDES OUR STAFF WITH A PLATFORM TO WORK TOGETHER FOR A COMMON GOAL TO FUNDRAISE FOR MEN'S HEALTH. WE'RE LOOKING FORWARD TO ANOTHER SUCCESSFUL YEAR IN 2012.
LISA GEORGE, HEAD,
MACQUARIE GROUP FOUNDATION

**WHAT MOVEMBER
BRINGS TO THE TABLE**



CASE STUDY

**NVIDIA
UNITED STATES**

Nvidia is a global technology company based in San Jose, California, which saw Movember as the ultimate way to build camaraderie and have fun at the office. In 2001, they supported Movember as part of their employee health and wellness programs, led by Mo Sista, Laura Clemmensen.

Spurred by an incredible Movember kick-off party that included a company-wide presentation and shave-down in the main quad, NVIDIA's Movember movement resulted in 147 global participants raising just under \$63,000 (up from 4 Mo Bros who raised \$985 in 2010). NVIDIA's co-founder, Chris Malachowsky, who had been sporting a goatee for over 10 years, shaved it off and grew a Mo, even dying it green and carving an NVIDIA logo into his cheek. Now that's Mo Commitment!

CASE STUDY

**HOUGHTON MIFFLIN HARCOURT
IRELAND**

Houghton Mifflin Harcourt Dublin made a sterling effort for last year's Movember Campaign, using every weapon in their creative arsenal to raise funds, spread the word and fly the Movember flag. They began by crafting their own Movember logo, or mogo, which they incorporated into their custom teaser posters to spark awareness and stoke the fires of anticipation around the office.

Their recruitment drive stretched across the Dublin offices, placing adverts on their most frequently used internal platforms as well as stories in their company newsletter and on their employee blog. This really brought the campaign to their whole company and maximised involvement.

To keep Movember on the tip of everyone's tongue, team and individual photos were put up around the offices to inspire people to donate and spark a bit of friendly competition amongst the staff. They also created 'mo-gress' posters to drive awareness and keep the momentum up throughout the 30 day journey. To reward their creativity and resolve, an 'End of Tache' party was held at the end of Movember. This was a special awards ceremony in the Dublin office which included an X-Factor style judging panel that passed judgement on the best and worst of the hairy affairs.

For the second year running HMH stayed in the top 10 fundraising teams on Movember Irelands leader board. They ranked 8th in the country, behind some of the country's largest employers such as Pfizer, Microsoft, Google and Dell. Their fantastic results show what can be achieved through creativity, determination and whole-hearted participation.

MOVEMBER IS A GREAT WAY TO RALLY EMPLOYEES TOGETHER AS THE SHORT WINTER DAYS ROLL IN. WE'RE A RELATIVELY SMALL TEAM COMPARED TO SOME OF THE MULTI-NATIONALS COMPETING AT THE TOP OF THE MOVEMBER LEADER BOARD, BUT THANKS TO THE ENTHUSIASM OF OUR MO BROS AND SISTAS AND HMH'S GENEROUS COMMITMENT TO MATCH ALL EMPLOYEE DONATIONS, WE'VE RAISED OVER €16,500 IN THE LAST TWO YEARS. WHILE MY FAMILY MIGHT COMPLAIN ABOUT MY UGLY SCRATCHY MOUSTACHE WHEN MOVEMBER ROLLS AROUND EVERY YEAR, THEY RECOGNISE THAT IT'S A SMALL PRICE TO PLAY FOR SUCH A WORTHY CAUSE.

EMMET O'NEILL
DIRECTOR OF CREATIVE AND INTERACTIVE DESIGN, HMH

CASE STUDY

**DELOITTE
UNITED KINGDOM**

The partnership between Deloitte and Movember is a notable example of what can be achieved through collaboration. Movember organised a shave down in Deloitte offices and we provided country gentlemen, video equipment and moustaches in desperate need of a trim. The Movember team were great fun to work with and put in some strong acting performances in our video entry to the MOSCARS awards – a global competition run by Movember. We will be back – bigger and more luxuriant – next year.

FOR US HERE AT DELOITTE, MOVEMBER BEGAN A FEW YEARS AGO WITH A FEW BRAVE SOULS WEARING THE MOUSTACHE. WE GREW RAPIDLY INTO 1139 PARTICIPANTS FROM ACROSS OUR NETWORK AS A RESULT OF POSTER CAMPAIGNS, VIRAL MARKETING AND WORD OF MO. WE INTRODUCED A COMPETITION BETWEEN THE FIRMS AND IT WAS NECK-AND-MO TO THE END; THE UK FIRM WINNING BY A WHISKER. ACROSS THE WORLD, WE RAISED AWARENESS OF MEN'S HEALTH ISSUES AND £236,593 FOR THE MOVEMBER CAMPAIGN LAST YEAR
STEPHEN ADSHEAD
DIRECTOR AND CHIEF MO BRO,
DELOITTE UK



GENUINE

PARTNERS

AUTHENTIC

THE PRIDE

MOVEMBER

MEN'S HEALTH PARTNERS

One of the key ingredients of achieving our vision is the ability of our men's health partners to effectively identify and efficiently manage world class Survivorship and Research programs that deliver real results. Given the reliance upon the men's health partners, Movember invests a significant amount of time and effort into aligning strategies and building strong, solid working relationships with each partner. The selection of these partners is incredibly important and Movember takes that responsibility seriously, making sure that in each case they are the most suitable organisation in their country. Those selected all agree and adhere to a strict set of criteria which include:

01

Corporate governance

02

Leadership

03

Outcomes achieved

04

Financial management

05

Alignment with the Movember vision

The Movember team in each country has a close working relationship with their men's health partners, meeting regularly and proactively seeking out information on Movember funded projects. Keeping the Movember community informed of how their funds are making a difference is a key objective for the Movember team, especially outside of the immediate campaign period. Movember prides itself on being an open and transparent organisation and works to ensure that this is evident in the communication of outcomes.

REAL MOUSTACHES = REAL OUTCOMES

The continued success of Movember is dependent upon showing the community real impact from each program area: Awareness & Education, Survivorship and Research. Movember has a responsibility to work with each men's health partner to identify key programs and effectively communicate them to the Movember community. Support for Movember will only continue if there is complete faith in the fact that the money is being put to good use and that further funds are required to continue the work that is being done.

CAMPAIGN PARTNERS

Two brands can often be stronger than one and collaborating with like-minded, relevant, on-brand, innovative and exciting partners has been, and will continue to be, hugely important to Movember. The association and what is delivered as a result is truly valuable to Movember and not just from a monetary point of view; the brand association, joint promotion and resulting activation is often of more value. Good collaborations are also a great way of delivering Movember brand values and expanding audience reach. The ability to 'crossover' a brand into new markets and attain instant credibility is very important to the success of Movember, especially in light of the fact that the campaign has a relatively short time in the limelight each year.

Each year, in order to support the existing and future growth of the Movember campaign, Movember teams up with a number of partners, either as a major, supporting or promotional partner. Partners are chosen for their fit and relevance to the Movember brand, their passion for the cause and appeal to the Movember target audience. The Major Partners play a huge part in growing the campaign each year. Each creates a fully integrated awareness campaign to support their involvement in Movember which contributes powerfully to the overall awareness campaign.

Partner involvement helps bolster the participation of Mo Bros and Mo Sistas and as a result funds and awareness raised through the campaign. Typically, partner activations include:

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 Movember's health messages throughout their own businesses, to their business partners, customers and friends



**TOMS X MOVEMBER:
RUGGEDLY REGAL**

For the second year in a row, TOMS created a co-branded shoe for the Movember campaign. Be it the TOMS x Movember 'Classic' or 'Bota', Mo Bros and Mo Sistas were able to show their support for the Mo on both their upper lip and stylishly on their feet.

**THE ART OF SHAVING:
PHILANTHRO - MO**

The Art of Shaving was back as a Major partner for the 2011 campaign, making them THE preferred barber of Movember US. Through their Barber Spas, The Art of Shaving provided Mo Bros nationwide with a place to enjoy a proper shave for free on November 1 and a meeting place for Mo conversations throughout the campaign.

SPEED STICK

Bushy, burly or barely there, the Mo's over at Speed Stick understand that keeping your head held high during Movember takes strength and perseverance. This is why last year they helped Mo Bro's to not sweat the small stuff with some sweet choose-your-own adventure style vids. The moustachio'd main character gets himself into some hairy situations and you choose how he responds, like a country gentleman of course. For each view of the video Speed Stick donated a dollar as well. Way to rock it.

SCHICK CANADA

The Schick Mo Bros & Mo Sistas grew their support for Movember last year with a team of 26 raising funds and awareness. They also help keep Mo Bro's closely shorn with incentive fundraising prizing, a cross Canada campus tour that trimmed Mo's and kept them neat and tidy and more. Schick also gave the Mo's the ability to download and create their own license to Mo via their Facebook page. Getting hassle from the boss over your Mo? Not only did you have men's health on your side but also your own official license to Mo, take that naysayers!

BREAK (OUT YOUR MO)

Break Media, a leader in the digital media space, joined the partnership mix in 2011. BREAK helped spread the message of the Mo to their highly engaged community by creating a Movember Channel across their network of sites, including six original pieces of engaging and funny video content, as well as strong social media initiative featuring both Facebook and twitter contests asking their communities to interact with 'The Mo'.



SNICKERS

Snickers were a major sponsor of Movember NZ in 2011 for the third year running. Snickers is true Mo growing fuel and the team made sure that thousands of Mo Bros and Mo Sistas were running on a full tank throughout the month. The staff at Snickers were heavily engaged with the office and warehouse taken over by Moustaches throughout the Month, and was again one of our highest fundraising teams.

BRIGHT

Bright's BBQ products were a new sponsor in 2011. A great partner Bright's were out to reward Mo Bros and Sistas who were supporting the Movember campaign. For some of Movember's best workplaces like Kiwirail and Ernst and Young Bright's put on BBQs to fuel the Mo's and keep them on track. Bright's also supplied meat packs and BBQs for Mo VIPs and prizing.

EMERALD SURFWEAR

Emerald Surfwear is a lifestyle brand representing all that is good and great about life on Atlantic coast of Ireland. Emerald is the only domestic company designing top quality surf and casual wear with a focus on Irish culture and Irish lifestyle. For Movember, they produced limited edition 'enjoy the ride' Mo surf tees for sale in two Emerald retail outlets and through their online store in addition to shaping a Movember surfboard which they gave away through a very successful online competition.

They also hosted the inaugural Emerald Surf Morning which took place in Lahinch, Co Clare, where Emerald Surfwear has their flagship store. Despite water temperatures of 11 degrees and gale force winds over 50 people turned out in fancy dress to catch some waves and create awareness for Movember within the surfing community and beyond. Prizes of Movember goodie bags, medals and custom Movember Emerald tees were awarded in categories ranging from best dressed to best wave of the day, which saw a dinner lady perform a 360 off one of the meanest waves of that morning!



BEAR BICYCLES

Bear bicycles build beautiful handmade Dutch bicycles. In keeping with The Craft and The Pride ethos of the campaign, bear created 15 bespoke Movember bikes, 14 of which were sold to raise funds for Movember with the remaining one being donated as a prize bike worth more than €1,000. Like all Bear Bikes, the Movember bike was built by Dutch craftsmen, using only the highest quality components and was subtly and stylishly customised with Movember graphics. The bikes were used for some great PR opportunities as well as being promoted both in the Greenaer store in central Dublin and online. To celebrate the campaign and bring the Mo Bros of Dublin together Bear bikes, in conjunction with Movember and Greenaer, organised the 'Bike like a Bear' urban Mo ride mid-month which proved to be a great success and a fantastic way to promote Movember to the cycling community and through Dublin.

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AROUND THE WORLD

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AUSTRALIA

AUSTRALIA MEN'S HEALTH PARTNERS



beyondblue



A WORD FROM MOVEMBER'S COO AND AUSTRALIA'S CHIEF MO BRO, JASON HINCKS

2011 was my first year at the helm of the Australian campaign and so it's great to be able to report that we once again surpassed all expectations. For the ninth consecutive year, Movember's birthplace experienced its most successful year to date; both in terms of participating Mo Bros and Mo Sistas and funds raised.

The level of funds and awareness of men's health issues continued to rise in 2011; with thousands of media hits being generated during November alone across print, TV, radio and online. In addition to the editorial coverage secured by the team, Movember was also given over \$2 million worth of free advertising, highlighting the tremendous support and high regard in which the cause is held by the media as a whole.

The passion shown by Mo Bros and Mo Sistas across the whole of Australia was something to behold. 2011 witnessed the committed Mo community go to great lengths to help spread the Mo message and raise funds. We saw teams cycle the length of the country, towns officially change their names for the month, giant sand Mo-castles built and hundreds of Movember events and parties held across the land. It will be a year I will never forget and I am extremely proud to have been a part of something that is truly helping to change the face of men's health, not only in Australia but around the world.

TOP MO MOMENTS

- 01** The town of Bendigo officially changed its name to BendiMo for the month
- 02** The world's largest Mo castle was built on iconic Bondi Beach
- 03** Mo Movie nights were held across each State; all of which starred a winning Mo
- 04** A host of well known faces grew moustaches for the cause, led by Mo Mentors Max Walker and Dennis Lillee
- 05** Team of Mo Bros from Abi Group cycled 2,000 Km from Brisbane to Melbourne
- 06** Became the official charity partner of the inaugural City2Sea event, put on by Fairfax
- 07** Qantas plane sported a Mo for the month
- 08** Partnered with Cricket Australia once again with a host of players growing
- 09** Launched the Movember Restaurant Challenge which saw culinary icons from some of Australia's top restaurants battled it out on the Mo field

AUSTRALIA RESULTS SUMMARY

	2011	2010
Participation		
Registered Mo Bros and Mo Sistas	142,084	129,882
Number of individual donations	680,155	592,347
Funds raised		
Total funds raised	\$29,675,870	\$25,589,686
Average raised per Mo Bro/ Mo Sista	\$193	\$182
Average donation amount	\$40	\$40
Community awareness		
Movember media hits	5,728	8,858
Total visits to website	5.73 million	4.17 million
Total page views of website	19.46 million	15.02 million



MEN'S HEALTH PARTNER INFORMATION

In Australia, Movember partners with the Prostate Cancer Foundation and *beyondblue*: the national depression and anxiety initiative.

PROSTATE CANCER FOUNDATION OF AUSTRALIA (PCFA)

The Prostate Cancer Foundation of Australia (PCFA) has been a partner of Movember since 2004 and together we are working towards a shared goal of reducing the impact of prostate cancer on Australian men and their loved ones.

Together, Movember and the PCFA are dedicated to:

- 01** Funding important, world-class Australian research into the cause, diagnosis, prevention and treatment of prostate cancer
- 02** Providing information, support and advocacy to those affected by prostate cancer
- 03** Raising community awareness about prostate cancer

PCFA receives limited government funding, instead relying on the generosity of the Movember community and partners like Movember to provide and grow its vital services across Australia.

**Program 01
Movember funds Australia's first prostate cancer specialist nurses**

One of the key program launches for Movember in 2012 was the unveiling of the Prostate Cancer Specialist Nursing program. It's a program that the organisation is very proud of and knows will make a tangible difference to the lives of those effected by prostate cancer.

Fragmented and piecemeal care for Australian men diagnosed with prostate cancer is set to become a thing of the past with the launch of Australia's first national Prostate Cancer Specialist Nursing Program, funded by Movember.

The Prostate Cancer Specialist Nursing Program is an initiative of Prostate Cancer Foundation of Australia (PCFA) and will offer the thousands of men diagnosed with prostate cancer each year with accessible specialist nursing care through the entire cycle of treatment – from immediately after diagnosis through to post treatment support.

Kicking off in 2012, the new service will deliver 13 Specialist Nurses to metropolitan and regional hospitals in all states and territories .

Each nurse will work with the patient's medical team to provide ongoing support to diagnosed men and their families. Part of the Prostate Cancer Specialist Nurse's role will be to assist patients in understanding their diagnosis and treatment plan, coordinating their care and accessing relevant services.

Julie Sykes, PCFA's National Manager for the Prostate Cancer Specialist Nursing Program, says the service will deliver a new level of care that has been difficult for diagnosed men to access until now.

SOME MEN WHO HAVE BEEN DIAGNOSED WITH PROSTATE CANCER HAVE FOUND IT DIFFICULT TO ACCESS A VITAL ELEMENT OF CARE - THAT IS STRUCTURED CONTACT WITH A HEALTHCARE PROFESSIONAL WHO CAN GUIDE THEM THROUGH EVERY STAGE OF THEIR PROSTATE CANCER JOURNEY. THESE NURSES HAVE BEEN SPECIALLY CHOSEN AND TRAINED TO FILL THAT ROLE.
JULIE SYKES, NATIONAL MANAGER FOR THE PROSTATE CANCER SPECIALIST NURSING PROGRAM, PCFA

**Program 02
Investing in our young talent in prostate cancer research
Movember Young Investigators- An update**

Movember has supported prostate cancer research through its partnership with PCFA since 2004. A structured, competitive funding program was subsequently established in 2007. More than 5 years investment in research into prostate cancer has seen Movember grow into the second largest prostate cancer research funding organisation in the country.

Through PCFA's Research Program, Movember has invested a total of nearly \$32M into prostate cancer research in Australia. In 2011 alone, \$5M was allocated to 15 research projects that aim to discover better diagnostic tools, new therapies and improved ways of delivering treatments.

This Research Program has now funded more than 120 bright scientists nationwide, including early career, young scientists; established, senior prostate cancer scientists; and senior scientists from other fields that have now extended their research efforts into prostate cancer research. This support has enabled our researchers to pursue their ideas, patent their discoveries and progress clinical trials.

The majority of Movember Young Investigators have, in a relatively short time, become independent and successful scientists.

Dr. Renea Taylor, Dr. Grant Buchanan, Prof. Daniel Galvao and Dr. Jeff Holst were the first young scientists funded by Movember in the inaugural funding round (2007-2008). Total Movember support for these bright promising scientist amounts to a total of \$2.86M.

Today all four of them head their own independent laboratories and have secured millions of dollars (i.e. \$8.2M in 2011 alone) in leveraged funding from government funding organisations and other sources.

The highlight of 2011 was the publication of Dr. Jeff Holst's work which received a lot of publicity. Jeff and his team at the Centenary Institute, in a study published in Cancer Research, found that prostate cancer cells have more nutrient pumps than normal. This allows the cancer cells to take in more of the amino acid leucine and outgrow normal cells. These findings make the basis of the development of new therapy that would be aimed at starving cancer cells thereby slowing or even eliminating the spread of the disease.

Jeff heads his own group and has maintained an exceptional level of productivity throughout his 8 years of postdoctoral work with 19 peer-reviewed papers published in some of the most reputable journals in the field such as Nature Immunology, Nature Methods, Journal of Cell Science and Science Signaling, Nature Biotechnology, Cancer Research and Molecular Cancer. Since 2008 Jeff has received Chief Investigator A grants and fellowships totalling more than \$1.8M.

Dr. Grant Buchanan, who now heads his own laboratory and is about to wrap up second year studies in Medicine, has in the past year generated nearly \$2M of additional income from a variety of organisations. This includes three research grants as principal investigator and one fellowship. His research team currently numbers 7 individuals, with two adjunct university postdoctoral fellows providing additional input. He has generated new approaches, skills and collaborations, 20 publications in peer reviewed journals such as Cancer Research, J Biol Chem, Clinical Cancer Research, Molecular Endocrinology, Prostate, PNAS, FASEB J etc. Grant believes that the stability of Movember funding through PCFA's Research Program facilitated both capacity and flexibility in that genesis.

At the time of prostate cancer diagnosis we are currently unable to predict or identify cells which have already spread, and we don't understand how this spread occurs. To find this out, Grant and his team is focusing not just on the cancer cells themselves, but on the surrounding 'architecture' of the prostate which they think plays a key role. It may be that the environment the cancer cells find themselves in is equally important as the cells themselves.

As a postdoctoral trainee, Dr. Renea Taylor, was ranked in the top 10% of international researchers based upon her ranking and scores obtained in programmatic peer review of her Department of Defense research applications. Renea has published a total of 25 articles over her career, 8 of which were supported by her Movember Young Investigator grant. She is by far one of the most competitive mid career prostate cancer researchers. Since 2008 Renea has secured more than \$3M in leveraged funding through competitive government schemes. Recently, Renea was awarded an NHMRC grant as a sole investigator.

Renea has generated a body of work that describes the tumour potential of stem or progenitor cells (these are not the same as embryonic stem cells), isolated by their cell surface marker, CD133, under the influence of different stromal microenvironments. These results contribute to the current debate on the cancer-cell-of-origin in prostate cancer.

In 2011 Renea was awarded another project grant, this time as a senior researcher, through PCFA's Research program. This project focuses on improving our understanding of the biological events that lead to the development of advanced prostate cancer otherwise known as 'castrate-resistant prostate cancer'.

Dr. Taylor and her team believe that the cells surrounding the cancer cells, known as the stromal cells, respond to hormonal (androgen) withdrawal in a way that may actually help the tumour grow.

Understanding how this process occurs may allow scientists to design hormone therapies that treat prostate cancer more effectively.

Associate Professor Daniel Galvão is an exercise scientist at Edith Cowan University in Western Australia and Movember Young Investigator since 2008. He was promoted to the Associate Professor level in 2010 and appointed Director of the University's Health and Wellness Institute shortly thereafter, an outstanding achievement for a Young Investigator where he has both research and operational responsibility. Consequently, Daniel established a defined leadership role within the Institute's research group and activities, providing a link between clinical and basic science research that emphasises advanced biomedical clinical translational applications.

The work by Daniel's team has facilitated the use of exercise as an important strategy to mitigate treatment side effects and improve quality of life in prostate cancer survivors. His early work highlighted the important physiological and psychological benefits that could be derived from exercise when undertaken during or after traditional cancer treatment. His team has also discovered a rapid loss of bone and lean mass and increased total body fat following androgen deprivation for prostate cancer.

Dr. Galvão has established numerous national and international collaborations since 2001 and is in the forefront of exercise related cancer research in Australia.

BEYONDBLUE: THE NATIONAL DEPRESSION AND ANXIETY INITIATIVE

Funds raised by the Movember community are allowing *beyondblue*: the national depression and anxiety initiative to carry out a number of key programs that are making a tangible difference to the lives of men and their families. This is hugely important when you consider that one in eight men in Australia will experience depression in their lifetime, and one in ten men will experience an anxiety disorder in any one year.

Together, *beyondblue* and Movember are working to create awareness of depression, anxiety and related conditions, and to break down stigma, which can sometimes prevent men speaking up, and getting treatment.

Funds raised by the Movember community have been dedicated to improving men's health in rural, remote, regional and metro areas across Australia.

MOVEMBER'S INVESTMENT IN BEYONDBLUE'S MEN'S HEALTH PROGRAMS

**Program 01
beyondblue's Info line**

Established in 2006 through Movember funds, *beyondblue's* information and referral line continues to play a critical role in providing information and referral on depression and anxiety to people across Australia. The info line operates 24 hours a day, 7 days a week and is the cost of a local telephone call.

In 2010, the info line continued to serve as an invaluable resource as indicated by the following statistics:

- 01** receiving 55,000 calls
- 02** 30% of callers were male
- 03** 40% of calls are about or by men.

The info line service, supports people in taking that important step in seeking help for depression and anxiety. Given that half of the calls are from people seeking information about their own mental health, the info line continues to be a hugely important resource to achieving Movember and *beyondblue's* goals.

In moving forward, the info line is looking to expand its services, based on a survey of 700+ consumers of whom 70% indicated that they would call a counselling service if it existed. The proposed expansion includes:

- 01** short term solution focussed counselling
- 02** online counselling
- 03** counselling provided by male counsellors

**Program 02
beyondblue's men's mental health research**

beyondblue's National Priority Driven Research Program is a national competitive grant funding program that aims to fund clinical and applied projects that:

- 01** address significant gaps in knowledge
- 02** provide evidence to drive improvements in prevention, early intervention and treatment and
- 03** provide sound evidence to influence policy development and promote change.

beyondblue in partnership with Movember, has been able to invite submission from experts looking at three key groups: older men; youth/young adult males; and men in the perinatal period. The outcomes of this research will continue to drive greater improvements in reducing the impact of depression and anxiety, in particular for men.

**Program 03
beyondblue's men's information resources**

Through Movember funding, *beyondblue* has been able to develop a comprehensive range of information resources for men around depression and anxiety. The 15 resources, ranging from fact sheets to audio books, provide general information around depression for men, as well as specific areas such as information for new dads, depression and prostate cancer and men going through separation.

Available online or through the info line, these resources continue to be well received by the community with 800,000 being produced and distributed so far during the 2012 financial year.

Examples of information resources

01
Hey Dad – The First 12 Months
Provides information, including a checklist for dads, on how they are travelling during the first 12 months of fatherhood.

02
Depression in Men: Fact Sheet Number 12 – is available in print or on line, provides information about depression in men including signs and symptoms and where to get help.

In increasing the effectiveness of the information resources, *beyondblue* will be independently evaluating the men's specific information resources to understand the audience and reach, the effectiveness of the resources, their impact and to seek independent advice on how they can be improved – including delivery platforms.

beyondblue CEO Kate Carnell AO praised Movember for its continued support of *beyondblue* initiatives and programs and thanked Movember for its continued interest in men's mental health.

THE PARTNERSHIP BETWEEN MOVEMBER AND BEYONDBLUE HAS BEEN A LONGSTANDING AND FRUITFUL ARRANGEMENT THAT HAS HELPED MANY THOUSANDS OF MEN GET THE SUPPORT FOR MENTAL HEALTH CONDITIONS THAT WOULD OTHERWISE HAVE NOT BEEN AVAILABLE TO THEM. I WOULD LIKE TO THANK MOVEMBER FOR ITS CONTINUED SUPPORT OF BEYONDBLUE AND ITS INSPIRATIONAL WORK THROUGHOUT THE COMMUNITY.
KATE CARNELL, CEO,
BEYONDBLUE: THE NATIONAL DEPRESSION AND ANXIETY INITIATIVE



PARTNERSHIPS

Two brands can often be stronger than one and the Australian campaign was lucky enough to be supported by some great, like-minded, relevant, innovative and exciting partners in 2012.

MAJOR PARTNERS



SUPPORTING PARTNERS



AMBASSADORS

Each year, Movember Australia is lucky enough to be supported by well-known faces from all walks of life, including the world of sport, politics, entertainment and business. We're incredibly grateful for the time given and commitment shown by every well known Mo who supported us in 2011.

- Dennis Lillee, Cricket legend
- Max Walker, Cricket legend
- Wally Lewis, Rugby legend
- Lehmo, Comedian and presenter
- Mark Gable, Choir Boys
- Robert de Castella, Marathon man
- Ash Williams, Radio presenter
- Damian Walshe Howling, Actor
- Geoff Ogilvy, Golfing Champion
- Bondi Rescue boys
- Brett Bucher, Surfer
- Dan Tehan, MP
- Grant Smillie, DJ
- James Ash, Rogue Trader
- Matt Skinner, Chef and Sommelier
- Nathan Thompson, AFL star
- Paul Harragon, Rugby Champion
- Tom Harley, AFL
- Steve Crombie, Adventurer
- Felicity Harley, Journalist
- Gorgi Coghlan, Presenter
- Lizzy Lovette, Presenter
- Kate Peck, Presenter





NEW ZEALAND

NEW ZEALAND
MEN'S HEALTH
PARTNERS



Mental Health Foundation
of New Zealand

A WORD FROM NEW ZEALAND'S CHIEF MO BRO, ROBERT DUNNE

2011 was Movember's sixth campaign in New Zealand and was a huge success; surpassing all expectations in terms of participation numbers and funds raised.

It was a big year with the Rugby World Cup being hosted in New Zealand during the run up to Movember, closely followed by the General Election in November itself. Despite these major events Movember managed to achieve significant growth. 13,146 Mo Bros and Sistas registered, up from 9,497 in 2010, and NZ\$1.5 million was raised, up from \$934,572 the previous year.

The campaign saw passionate Mo Bros and Mo Sistas sign up right across the country. Mo teams in the workplace continued to be a real strength, with corporate teams in Auckland like Vodafone and Ernst and Young participating alongside Radio Sports farming show in Dunedin who eventually were our highest fundraising team with over \$25,000 generated. Jamie McKay of the farming show led the huge support that the media gave the campaign with almost double the amount of coverage as 2010.

Movember in the community also continued to thrive in 2011. Nowhere more so than Mo town TiMoru, led by Richard Brown a keen group of Mo Bros and Sistas formed Movember New Zealand's first local committee. The team put together an event to support the campaign every weekend and finished with the TiMoru Gala. Collectively the town raised well over \$20,000 and a huge amount of awareness of Movember and men's health.

One of the highlights of the campaign was the involvement of All Black Captain, Richie McCaw, who registered and grew a Mo for the campaign. Richie was fresh off winning the Rugby World Cup and once the dusted had settled he pulled out the razor to start the month clean shaven. His support was an incredible boost to Movember's awareness drive and the team is hugely grateful to him for loaning us his upper lip for the month and helping to spread the men's health message across New Zealand.

2011 was a huge success due to the amazing Mo Bros and Sistas who do so much during the campaign. Movember is humbled by this amazing Mo community and look forward to seeing you all again in 2012!



- 01**
Rugby World Cup winning captain Richie McCaw signs up for the campaign
- 02**
Great support from some of NZ best known personalities including Brendan Pongia Maz Quinn, Jay Reeve, the Wellington Phoenix and Grant Nisbett
- 03**
The rise of the rural community participating in Movember led by Radio Sports Jaime McKay and Farming show who was the top team raising over \$25,000
- 04**
Increased coverage in the media with over 400 Media hits led by front page article in the NZ Herald and 4 page feature in M2 Magazine
- 05**
Timaru renaming town to Ti-Mo-Ru for the month of Movember with the Ti-Mo-Ru network raising over \$20,000.
- 06**
410 media hits

NEW ZEALAND RESULTS SUMMARY	2011	2010
Participation		
Registered Mo Bros and Mo Sistas	13,134	9,497
Number of individual donations	45,580	29,031
Funds raised		
Total funds raised	\$1,427,133	\$934,572
Average raised per Mo Bro / Mo Sista	\$109	\$98
Average donation amount	\$31	\$32
Community awareness		
Movember media hits	298	255
Total visits to website	2.77 million	1.66 million
Total page views of website	1.8 million	1.08 million

MEN'S HEALTH PARTNER INFORMATION

In New Zealand, the Movember campaign raises funds for the Cancer Society and the Mental Health Foundation.

CANCER SOCIETY

The Cancer Society continues to be New Zealand's leading organisation dedicated to reducing the incidence of Cancer and ensuring the best cancer care for New Zealanders.

With a head office in Wellington, six regional offices and 15 centres throughout the country the Cancer Society are ideally set up to working with Movember on a shared goal of reducing the impact of prostate cancer on New Zealand men and their loved ones.

Together Movember and the Cancer Society are dedicated to:

- 01** Funding important, world class New Zealand research into the cause, diagnosis, prevention and treatment of cancer
- 02** Providing information, support and advocacy to those affected by prostate cancer
- 03** Raising community awareness about prostate cancer

HOW THE FUNDS ARE BEING SPENT

Genetic and Genomic Technologies: can they help us to improve survival from prostate cancer?

Professor Lynnette Ferguson of Auckland University is leading this project.

Prostate cancer comes in different forms. Many New Zealand men with prostate cancer have a slow- growing form which may be more appropriately monitored rather than treated, while others have more invasive disease that would benefit from early, aggressive treatment.

The ability to distinguish individuals at high risk of developing prostate cancer may enable targeted use of cancer prevention resources including dietary and lifestyle advice. This research team proposes to consider the genetic characteristics of those patients with aggressive disease, identified using established pathologic criteria, in comparison with more indolent disease cases and unaffected controls.

They will study both inherited mutations, and those that arise during cancer development. This genetic signature would enable them to test members of affected families for prostate cancer risk, and also identify those who would benefit from curative treatment immediately upon diagnosis.

Professor Ferguson already has preliminary evidence that shows that the risk of prostate cancer is associated with particular genotypes. However, the database is still insufficient to carryout stratified analysis based on histopathology of the disease. Therefore, the research team's aim is to expand their prostate cancer database to reach their targets.

Experiences of Men with Cancer

Last year Heather Heron-Spiers, a psycho-oncology researcher in Palmerston North, began gathering information as to how many men were using psycho-oncology services – either that provided by the DHB or through agencies such as the Cancer Society of New Zealand.

One provider told Heather "I've been a Cancer co-coordinator for over a year and have yet to be contacted by any male cancer patient. In general it's women who seek our help".

As part of this data gathering phase Heather also interviewed a number of men diagnosed with cancer, mainly prostate, to ask them why they had or had not accessed any support services. Heather's work has already produced important information on how men feel about the services as well as a greater understanding of the sources of their distress.

Part Two of her project (analysis of the data and further interviewing of men) has begun. The research will be completed in 2013.

THE CANCER SOCIETY IS EXTREMELY PROUD TO BE ONE OF MOVEMBER'S MEN'S HEALTH PARTNERS. THE PARTNERSHIP IS NOW IN ITS 4TH YEAR AND IS ALLOWING THE CANCER SOCIETY TO REACH WHAT IS TRADITIONALLY A TOUGH GROUP TO ENGAGE, MEN! THE MOVEMBER CAMPAIGN CONTINUES TO BREAK DOWN BARRIERS AND ENCOURAGE MEN TO THINK ABOUT THEIR HEALTH AND ACKNOWLEDGE THE NEED TO BE PROACTIVE. THE FUNDS RAISED FROM THE MOVEMBER CAMPAIGN ALLOW THE CANCER SOCIETY TO PUT A STRONGER FOCUS ON A DISEASE THAT KILLS ALMOST 600 KIWI MEN EACH YEAR AND PLAY OUR PART IN HELPING MOVEMBER CHANGE THE FACE OF MEN'S HEALTH
DALTON KELLY, CEO, CANCER SOCIETY



MENTAL HEALTH FOUNDATION

The Mental Health Foundation of New Zealand is an organisation driven to ensuring that individuals, communities and organisations work to improve and sustain their mental well-being and reach their full potential. Funds raised through the Movember 2011 campaign have been used to significantly increase awareness of men's depression through the Mental Health Foundations 'Out of the Blue' campaign.

HOW THE FUNDS ARE BEING SPENT

Christchurch Men's Health Centre

The Mental Health Foundation works very closely with a number of organisations in Christchurch. The Christchurch Men's Centre lost its offices during the earthquakes; this did not however stop the Centre from continuing to do great work to support men in Christchurch even though they only moved back into a new office in March 2012. The Centre's major project last year was the publication of a health and wellbeing resource book for men in Canterbury - 'The Blokes Book.' Movember funds were used to ensure widespread distribution of the booklet. The initial 20,000 have all been circulated and a second print run of 30,000 has been commissioned.

DEPRESSION IS ONE OF THE MOST COMMON MENTAL HEALTH PROBLEMS AND ALTHOUGH THERE MAY BE FEWER STIGMAS ASSOCIATED WITH MENTAL ILLNESS THAN THERE USED TO BE, THERE CAN STILL BE A RELUCTANCE TO ACKNOWLEDGE PROBLEMS AND SEEK HELP - PARTICULARLY FOR MEN. WE KNOW THAT 1 IN 8 MEN AND 1 IN 5 WOMEN ARE LIKELY TO EXPERIENCE DEPRESSION AND THE MENTAL HEALTH FOUNDATION IS COMMITTED TO REACHING THEM WITH INFORMATION AND SUPPORT
 JUDI CLEMENTS, CEO,
 MENTAL HEALTH FOUNDATION

PARTNERSHIPS AT WORK

MAJOR PARTNERS



SUPPORTING PARTNERS



AMBASSADORS

Movember New Zealand was fortunate enough to be supported by the following well known faces in 2011.

- Richard McCaw
- John McBeth
- Mike King
- Brendan Pongia
- Maz Qiunn
- Jay Reeve
- Will Hall
- Wairangi Koopu
- Grant Nisbett
- Daniel Weetman
- Jo Holley
- Jan Maree
- Jared Hoeta
- Kenny Lynn
- Colin Mathura Jeffery





UNITED KINGDOM

UNITED KINGDOM
MEN'S HEALTH
PARTNER



ICR
The Institute
of Cancer Research

A WORD FROM UK'S GENERAL MANAGER, JUSTIN COGLAN

2011 saw Movember in the United Kingdom surpass a quarter of a million registered participants, the largest number we have to date seen globally in one country. From the £11.6 million raised in 2010 we have, in 2011, raised over £22 million. Testimate to these incredible numbers were the quality moustaches grown, fundraising efforts and masses of awareness generated by the Movember community across the nation.

MoBros and Sistas roamed proud from Northern Ireland to Scotland, the outer Isles and the Channel Isles, Wales and England, as walking talking billboards for men's health. These walking talking billboards spread the word on the etiquette of the country gentleman and the time now known as Moustache Season.

Outstanding support from our partners, the media and countless ambassadors ensured that Movember and the men's health message was heard across the lands, from the corridors of power at Westminster to the home dining tables of brave moustachioed men and their supporters, through the power of a moustache, "let's change the face of men's health".

Thank you, from all of us here at MO Europe HQ, to everyone that supported and contributed to making Movember 2011 a remarkable experience with remarkable results, in particular those men who roamed proud during November, sporting their face grown, hand brushed moustaches, and those who encouraged, supported and donated to their facial growth.



01

The UK received more than 1.1 million individual donations in 2011 which was over a third of the total global donations made

02

A total of 3,028 unique pieces of media were secured across print, online and broadcast with a total Estimated Advertising Value of £79,376,561

03

The Operations team took over 6,300 campaign calls during October, November and December as well as responding to over 10,000 emails

04

November 1st saw Movember messaging in multiple National Television broadcasts reaching over 6.5 million viewers

05

More than 150,000 pieces of mail were sent nationally including, posters, donation boxes, party packs and poster packs and ad hoc 'mo love packs'

06

A total of 81 events were held across the UK, including 11 Gala Parties including new events in Aberdeen, Manchester and Birmingham

07

Significant growth in social media following and use as an engagement and communication tool

08

The Prostate Cancer Charity saw a 57% increase in their monthly web traffic during Movember 2011 which the attribute to the campaign

09

A partnership with Wilkinson Sword enabled 26 shave events amongst key communities including premier football clubs, the media and financial sectors as well as creative industries

10

Amongst numerous high profile Mo growers a highlight was player and club support from premier league football clubs Stoke City and QPR

UNITED KINGDOM RESULTS SUMMARY	2011	2010
Participation		
Registered Mo Bros and Mo Sistas	253,193	111,837
Number of individual donations	1,129,890	558,940
Funds raised		
Total funds raised	£22,030,746	£11,454,268
Average raised per Mo Bro / Mo Sista	£87	£113
Average donation amount	£19	£23
Community awareness		
Movember media hits	3,028	1,718
Total visits to website	10.55 million	5.16 million
Total page views of website	37.80 million	16.99 million

MEN'S HEALTH PARTNER INFORMATION

In the UK Movember partners with Prostate Cancer UK and the Institute of Cancer Research, the money is channelled by these Men's Health partners into a number of world class and innovative initiatives focussing on two areas; Survivorship and Research.

CANCER CANCER UK

2011 was Movember's fifth year in the UK and our work with The Prostate Cancer Charity has continued to make significant developments, funding pioneering research and the delivery of leading support and information programmes.

Money raised by Mo Bros and Mo Sistas enables The Prostate Cancer Charity to not just invest in the best research, but focus on supporting the best people in the best places. These projects have already produced inspiring results and they continue to invest in ground breaking research with 31 projects active in 2011 giving men, and their families, hope for the future.

The charity provides their support and information resources in a range of ways, including their website which continues to see steady increases in traffic -providing easy access to information for men affected by Prostate Cancer. During Movember 2011 they saw a specific surge in web traffic which was 57% higher than an average month.

The Prostate Cancer Charity believes that working with Movember has also resulted in a huge shift in the media attitudes toward prostate cancer and in 2011, coverage of the disease rose by 107%.

In line with the campaign growth in the United Kingdom, The Prostate Cancer Charity has been able to make parallel strides in their own growth and capacity to effectively reach many more men. The Charity also continues to show ongoing support and involvement in the development of Movember's own Global Action Plan.

**Program 01
Survivorship**

The specialist nurses at the charity have continued to deliver their excellent helpline service funded by Movember funds. The uniquely trained team provides one-to-one support for men dealing with complex questions and difficult issues with some calls often lasting up to an hour.

In 2011 the Helpline received 5,200 calls and 1 in every 5 of these calls was from women supporting a man with Prostate Cancer. November is their second busiest month after Prostate Cancer Awareness Month, and they answered over 500 calls in November 2011. A survey conducted by the charity in 2011 showed exceptionally positive feedback where 100% of respondents said that the nurses explained things in a way that could be easily understood at a time when they needed it.

**Program 02
Research**

Dr Roberto Alonzi, a Consultant Clinical Oncologist at the Mount Vernon Cancer Centre in Northwood in Middlesex, is just one researcher to feel the benefit of Movember money. Over the next three years, he will be leading potentially significant research into improving the effectiveness of radiotherapy in the treatment of prostate cancer, which could have a very significant impact on men who will be diagnosed and treated for the disease in the future.

Roberto and his team have already identified that by increasing oxygen levels in patients receiving radiotherapy to treat bladder cancer can improve survival rates, and so they are now using their grant to see whether the same technique can be applied to prostate cancer, by combining high-oxygen gas and vitamin B3 with radiotherapy.

Speaking about his research, Dr Alonzi says: "Continued research into prostate cancer is absolutely vital. We certainly don't have all the answers and we need to make sure we are progressing on all fronts. We need to keep improving surgical and radiotherapy techniques and drug technology to treat as many men as possible, and where successful treatment is not possible, we can greatly improve a man's quality of life. This is why facial hair is so critical to my work and the other researchers part of the Charity's research programme. Without the support of all Movember's Mo Bros and Mo Sistas, research programmes would never even get and running. But thanks to the funds raised through Movember last year, we really are on the road now to changing the face of men's health."

IT IS WITH GREAT PLEASURE THAT I GET TO THANK THE 254,000 MO BROS AND SISTAS WHO PLAYED A CRITICAL ROLE THE CONTINUED FIGHT AGAINST PROSTATE CANCER IN 2011.

WITHOUT THE SUPPORT OF MOVEMBER WE WOULD NOT BE ABLE TO CONTINUE TO FUND INNOVATIVE RESEARCH OR PROVIDE SUPPORT AND INFORMATION TO MEN AT A TIME WHEN THEY NEED IT MOST.

AS A RESULT OF MY FIRST YEAR AS A MO BRO, I NOW KNOW FROM PERSONAL EXPERIENCE MOVEMBER IS NOT JUST A HUGE SUCCESSFUL WAY OF RAISING MUCH NEEDED FUNDS THAT WILL HELP TO SAVE LIVES BUT ALSO A REALLY EFFECTIVE CAMPAIGN TO GET MEN OF ALL AGES THINKING ABOUT THEIR HEALTH IN A WAY THAT THEY HAVE NOT DONE BEFORE.

IT IS A SAD FACT THAT MEN'S HEALTH HAS TOO LONG BEEN NEGLECTED AS AN ISSUE, BOTH IN TERMS OF INVESTMENT IN RESEARCH AND IN AWARENESS. PROSTATE CANCER HAS CERTAINLY BEEN SUBJECT TO THIS LEGACY OF NEGLECT AND MOVEMBER IS A MASSIVE PART OF HELPING US TO REDRESS THIS BALANCE AND PUT MEN'S HEALTH FIRMLY IN THE SPOTLIGHT.

OWEN SHARP
CEO THE PROSTATE CANCER CHARITY

THE INSTITUTE OF CANCER RESEARCH

In the UK Movember continues to contribute funding to The Institute of Cancer Research's which specifically funds research into male cancers. In particular this looks at studying the genetic basis of testicular cancer. Professor Nazneen Rahman and her team have collected samples and information from almost 3000 men with testicular cancer, including over 300 families in which more than one individual has developed testicular cancer. Their research has been extremely successful and recognised internationally as the leading group in this area.

New technologies are now providing unparalleled opportunities to make new discoveries and using new DNA sequencing technology they are now able to analyse all 20,000 genes (called the 'exome') in months at a cost of £1000. Previously, this would have taken years and would have cost hundreds of thousands of pounds.

Using support from Movember the ICR also purchased a new sequencer which allowed them to undertake exome analysis in three families that each has multiple individuals with testicular cancer. The experiment went extremely well and has resulted in millions of data points that they are now analysing to try to discover the genetic cause(s) of familial testicular cancer. Analyses have identified several genes of interest and the team now aim to undertake follow-up studies of these highlighted genes in their full series of testicular cancer cases. They are now extending the exome analyses to further testicular cancer families and are highly optimistic that this will lead to the identification of new genetic causes of testicular cancer, and that in turn will lead to improved diagnosis and management for patients with the condition, and their families. The ICR has recently appointed Dr Clare Turnbull as a member of Faculty. Due to commence in the autumn she will lead a research team focusing specifically on testicular cancer and she and Professor Nazneen Rahman aim to undertake further research, making use of the extensive high-specification laboratory and computing facilities at ICR. Dr Turnbull is also a clinical consultant at the Royal Marsden Hospital specialising in families with genetic cancers and will therefore be ideally placed to translate the research findings into the clinic for patient benefit.

MOVEMBER'S SUPPORT HAS ENABLED US TO PURCHASE A NEW SEQUENCER WHICH WE HAVE USED TO UNDERTAKE GENETIC ANALYSIS IN FAMILIES THAT HAVE MULTIPLE INDIVIDUALS WITH TESTICULAR CANCER. ANALYSIS HAS IDENTIFIED SEVERAL GENES OF INTEREST AND WE ARE NOW RESEARCHING THESE IN ORDER TO TRY AND DISCOVER THE GENETIC CAUSE(S) OF FAMILIAL TESTICULAR CANCER. MOVEMBER FUNDS ARE CERTAINLY MAKING A DIFFERENCE IN OUR FIGHT AGAINST TESTICULAR CANCER.

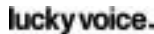
PROFESSOR ALAN ASHWORTH
CHIEF EXECUTIVE OF THE INSTITUTE
OF CANCER RESEARCH

PARTNERSHIPS AT WORK

MAJOR PARTNERS



SUPPORTING PARTNERS



AMBASSADORS

Mo Farah, 5000m World Champion and top British athlete
Stoke City FC, English Premier League team
Queens Park Rangers FC, English Premier League club including players like Joey Barton, Jamie Mackie, Clint Hill, Anton Ferdinand and Shaun Wright-Phillips
Stephen Fry, actor, comedian, author, presenter
Jamie Theakston, Heart FM and TV presenter
Chris Robshaw, England and Harlequins Captain
Mouritz Botha, England and Saracens lock
Ray Wilkins, England and Chelsea legend
Gary Lineker, England legend and Match of the Day presenter
Ronnie Irani, Former England and Essex cricketer
Sam Waley Cohen, top jockey
GB Rowing Team
GB Taekwondo Team





IRELAND

IRELAND MEN'S HEALTH PARTNERS



A WORD FROM IRELAND'S CHIEF MO BRO, NEIL ROONEY

Now with three campaigns under its belt, Movember Ireland enjoyed a remarkable year in 2011. Over 15,480 Mo Bros and Sistas registered to grow a Mo or support the Mo in their lives and in the process raised over €1.7 million, making 2011 Ireland's most successful Movember to date. Set against a challenging year for the Irish economy, it's a testament to the power of the Mo that the campaign continues to grow and provide essential support to our men's health partner, Action Prostate Cancer a program of the Irish Cancer Society as well as contributing to Movember's Global Action Plan.

Now a truly national campaign the moustache roamed proud throughout the land. From the waves off Lahinch to the turf of Fairyhouse's winner's enclosure, from international rugby and soccer stars to the Mo Bro delivering your mail the moustache's mission to change the face of men's health was never so evident across Ireland. With such strong registration growth in the west and the south of the country official Gala Partés were, for the first time, staged in Cork, Limerick and Galway.

Media hits across TV, radio and print increased by a combined total of 82% delivering vital health messaging to the men of Ireland, who have the highest rate of prostate cancer in Europe with one in eight contracting the disease within their lifetime.

Thank you to everyone for your dedication, enthusiasm and passion that made the 2011 campaign the standout and remarkable experience it was. In particular we'd like to thank the brave, selfless men that grew, their invaluable supporters and the donors that make a real difference to the lives of those effected by prostate cancer. With Movember 2012 rising over the horizon we're looking forward to seeing everyone again for another remarkable campaign.



01
The campaign expanded into the regional areas where the first official launch and Gala Partés were held in Cork, Galway and Limerick

02
In total we received 1,136 emails and approximately 600 calls during the campaign from the Mo Bros and Mo Sistas of Ireland

03
Over 4,000 Mo Packs went out across the country; including health packs, party packs, donation boxes and poster packs

04
Successful development of official bespoke events in conjunction with Movember partners – Marshall Spinal Tap Party, Emerald Surf Morning, Bike like a Bear

05
There was a great ambassador mix across Ireland particularly the sports community which deviated from traditional rugby roots and broke into the surfing and horse racing fraternities

06
Increase in media hits of 87% including an 800% increase in TV slots

07
The Irish Movember Facebook community grew to just under 11,000

08
Ireland's technology sector embraced the campaign with the likes of Dell, Apple, eBay, Facebook and Microsoft growing and supporting in large numbers

09
The Electric Picnic event generated considerable awareness and opportunities to engage with the community

10
Mo Art in Dublin and Galway saw large Movember murals being established within the cities

IRELAND RESULTS SUMMARY	2011	2010
Participation		
Registered Mo Bros and Mo Sistas	15,454	12,738
Number of individual donations	63,402	51,601
Funds raised		
Total funds raised	€1,735,380	€1,636,680
Average raised per Mo Bro/ Mo Sista	€112	€128
Average donation amount	€27	€32
Community awareness		
Movember media hits	787	457
Total visits to website	2.88 million	1.03 million
Total page views of website	2.17 million	1.41 million

MEN'S HEALTH PARTNER INFORMATION

In Ireland, funds raised during the Movember campaign go to The Irish Cancer Society (ICS). Over the past 12 months the ICS, has continued to invest Movember funds in their Action Prostate Cancer initiative to achieve their strategic goal to transform prostate cancer care in Ireland. They are currently working on a number of different programmes that make real differences to the lives of men with prostate cancer and their families in Ireland.

In 2011, the ICS set an objective to gather more information from men and to get a real picture of their experience of being diagnosed with and treated for prostate cancer. Using Movember funding, they developed a survey with the support of Millward Browne Lansdowne. The ICS found that men felt unsupported at almost every stage of their cancer journey. Many felt they made life-changing decisions without fully understanding the side-effects. More than 50% of men said the side effects were worse than expected and almost 50% were unprepared for the emotional toll of prostate cancer. The Society used these survey findings to lobby the National Cancer Control Programme (NCCP) to address the information and support needs of men with prostate cancer.

Arising from the Survey, the ICS developed a Prostate Cancer Patient Charter. The Charter was launched at the National Prostate Cancer Patient Conference in November.

The Irish Cancer Society continues to deliver its Movember funded ICS National Cancer Helpline. Calls for people with questions about prostate cancer almost doubled in 2011. Vital research to improve the understanding of prostate cancer continues and this year, with the support of Movember, the ICS awarded four new prostate cancer research grants to encourage advances that will impact and improve the lives of those affected by prostate cancer.

Funds raised by the Movember Mo Bros and Mo Sistas in Ireland has made this work possible, and has allowed the Irish Cancer Society to work towards reaching their goal of transforming the experience of men with prostate cancer.

MOVEMBER FUNDS IN ACTION

In November the ICS held their second National Conference in association with Men Against Cancer (MAC) for men with prostate cancer. Over 150 men attended this event. Evaluations provided by the men stated that the event was "very honest and inspiring" with 95% saying they would attend next year.

The ICS has supported MAC to fulfill their support to men both newly diagnosed and those just seeking a listening ear for issues they are experiencing. MAC provide one-to-one peer to peer support and volunteers attended two support and supervision days. They dealt with 190 referrals in total last year. A MAC volunteer attended 10 post surgery group meetings in Beaumont Hospital in 2011. Volunteers presented to over 400 students and 50 employees by invitation in 2011. They provided support to local men's health meetings where over 600 men attended in November 2011.

Clinical Research Case Study

This year the Irish Cancer Society awarded four new prostate cancer research grants to encourage advances that will impact and improve the lives of those affected by prostate cancer. These include research by Prof Caitriona O'Driscoll at University College Cork, two research projects at National University of Ireland, Galway led by Professor Ciaran Morrison and Dr Laura Barkley-Elliman and continued funding for the Prostate Cancer Research Consortium, led by Professor William Watson at University College Dublin.

Professor Caitriona O'Driscoll, School of Pharmacy, University College Cork was awarded funding to investigate ways to deliver a new class of drugs known as small interfering RNAs (siRNA), to prostate cancer cells without harming healthy tissue.

CERTAIN GENES CAN REGULATE THE GROWTH AND DEVELOPMENT OF PROSTATE CANCER AND THE CONTROLLED DESTRUCTION OF THESE MAY BE VIEWED AS POTENTIAL THERAPY. SMALL INTERFERING RNAS (SIRNAS) ARE A NEW CLASS OF EXCITING DRUGS THAT CAN BE TAILOR-MADE TO STOP CELLS FROM PRODUCING A SPECIFIC CANCER-ASSOCIATED PROTEIN WITHOUT AFFECTING OTHER NORMAL WORKING GENES. THEREFORE, THEY HAVE HUGE POTENTIAL FOR CANCER THERAPY. IT IS HOPED AT THE END OF THIS PROJECT, THROUGH IMPROVEMENTS IN QUALITY, STABILITY, SAFETY, AND EFFICACY WE WILL HAVE A PROSTATE SPECIFIC SIRNA DELIVERY SYSTEM READY TO ENTER CLINICAL TRIALS IN PATIENTS.
 PROFESSOR CAITRIONA O'DRISCOLL,
 SCHOOL OF PHARMACY,
 UNIVERSITY COLLEGE CORK

PARTNERSHIPS

The Irish campaign received incredible support through partnerships with brands who shared a passion for men's health and the Mo. 2011 Major and Supporting Partners included:

SUPPORTING PARTNERS







UNITED STATES

UNITED STATES
MEN'S HEALTH
PARTNERS



LIVESTRONG

A WORD FROM US'S CHIEF MO BRO, DONNY KILLIAN IV

The 2011 US Movember campaign, the fifth in the States, saw more moustaches, more moustache supporters, and more conversation around men's health than ever before. It was a banner year for both participation and fundraising, with 144,000 Mo Bros and Mo Sistas registered (a 122% increase over the 2010 campaign) and nearly \$15 million (a 100% increase over the 2010 campaign) raised for men's health.

A big boost to the 2011 US campaign was the rollout of a new way to Mo with Network Challenges. These challenges engaged the competitive spirit with some friendly rivalry around Mo growing, facial hair growth and fundraising. The top network challenges included The MBA, Gaming and Digital Challenges, which combined to include 2500 registrants raising over \$400k.

Movember's unique code of values bind fun to service, creativity to responsibility, and individual effort to worldwide gain. When acted upon by the Movember community, this blend of principles has immeasurable potential for good. Our success to date is a testament to the tremendous power and passion of the Mo Bros and Mo Sistas, and together, we are truly changing the face of men's health



01

Google Chrome created a Movember video for their 'The Web is What You Make of It' series, focused on showcasing 'how people use the web to do amazing things', which received more than 1.8 million views

02

The US Movember campaign saw a marked increase in national media interest, receiving coverage on CNN, Bloomberg Television, Good Morning America, The Doctors, US Today, The Chronicle of Philanthropy, and The Huffington Post

03

Late Night Television hosts helped spread Mo awareness, with mentions on Chelsea Lately, Late Night with Jimmy Fallon, Jimmy Kimmel Live, and The Late Late Show with Craig Ferguson

04

24 of the 30 National Hockey League teams registered and participated in Movember in 2011 (up from 18 in 2010.)

05

Hockey goaltenders Jonas Hiller (Anaheim Ducks) and Tim Thomas (Boston Bruins) designed and wore unique Movember-themed masks during all games played during November in honor of Movember.

06

Movember was featured in the exclusive Forbes/Wolfe Emerging Tech Report, which focuses on innovative companies and how they are changing the business landscape

07

The financial sector continued to embrace the power of the moustache. Companies including Macquarie, Morgan Stanley, Deutsche Bank, and BlackRock participated in large numbers, lead by Credit Suisse, which had 106 registered Mo's and raised over \$162,000

08

Behind the incredible leadership and vision of Mo Bro Bryan Murphy, PepsiCo. became Movember's top global corporate participant with nearly 1,800 employees participating in 13 countries, raising close to \$240,000

09

Movember was featured in Mansome, a documentary film directed by Oscar-nominee Morgan Spurlock, executive produced by actors/comedians Will Arnett and Jason Bateman

10

14,443 media hits

11

Twitter followers increased 132% (@Movember went from 9,556 to 22,159)

US RESULTS SUMMARY

Participation

	2011	2010
Registered Mo Bros and Mo Sistas	144,499	64,927
Number of individual donations	356,331	173,343

Funds raised

Total funds raised	\$15,284,190	\$7,528,863
Average raised per Mo Bro / Mo Sista	\$106	\$116
Average donation amount	\$43	\$43

Community awareness

Movember media hits	14,443	4,500
Total visits to AUS website	6.65 million	3.69 million
Total page views of website	17.16 million	8.32 million

US MEN'S HEALTH PARTNERS

In the US, funds raised during the Movember campaign go initially to the Movember Foundation, which is a registered 501(c)(3) not-for-profit organization. At the end of each campaign, the net funds are split and donated to Movember's established men's health partners: the Prostate Cancer Foundation and LIVESTRONG. The money is then channeled by Movember's men's health partners into a number of world class and innovative initiatives, which focus on three areas: education and awareness, research, and support.

PCF PARTNERSHIP

One of PCF's goals is to support transformational prostate cancer research to accelerate progress towards the reduction of death and suffering due to recurrent or advanced prostate cancer. They aim to accomplish this by funding cross-disciplinary teams of investigators in strategic areas through their Challenge Awards. Teams may be assembled from one institution or from several institutions and should be comprised of at least three highly experienced investigators capable of providing unique scientific expertise to the solution of a significant problem in prostate cancer research. Ranging from \$300,000 to \$1,000,000 per year for three years, these awards will cover direct costs of the research.

As a result of the 2011 campaign, Movember funds will drive PCF's Challenge Award program with Dr. Steve Cho at John Hopkins University School of Medicine to develop an imaging biomarker specific to prostate cancer. There is a major unmet medical need in prostate cancer diagnosis and therapy to image small metastatic tumors. This program aims to develop a PET imaging tracer to detect bone and nodal metastases at the time of prostate cancer diagnosis. This will help determine those who might benefit from early aggressive therapy.



UNRESTRICTED FUNDING FROM MOVEMBER IS ENABLING PCF TO ACCELERATE DISCOVERY AND HAS HELPED OUR RESEARCHERS DISCOVER AND DISSECT THE 27+ GENOTYPES OR VARIETIES OF PROSTATE CANCER THAT MAKE UP THIS DISEASE. MOVEMBER U.S. SUPPORT ALSO FAST-FORWARDED MAPPING OF THE FIRST WHOLE PROSTATE CANCER GENOMES—A 2011 LANDMARK IN PROSTATE CANCER HISTORY. THE PROGRESS BEING MADE BY MOVEMBER-FUNDED RESEARCH TEAMS AT WORLD-LEADING INSTITUTIONS SUCH AS THE UNIVERSITY OF MICHIGAN, MIT, HARVARD MEDICAL SCHOOL, THE DANA FARBER CANCER CENTER AND WEILL CORNELL MEDICAL SCHOOL ARE MOVING US TO A DAY WHEN WE CAN OVER-TREAT LESS AND CURE MORE SO PROSTATE CANCER PATIENTS CAN LIVE LONGER, MORE PRODUCTIVE LIVES
 DR. JONATHAN SIMONS, CEO AND PRESIDENT OF THE PROSTATE CANCER FOUNDATION



LIVESTRONG

Together, Movember and LIVESTRONG The Lance Armstrong Foundation are creating a coordinated, national strategy to meet the needs of men affected by cancer. This program will provide a single point of contact for all men affected by cancer that will provide answers at all levels of need. This project will allow men to access services at the national and community level and to experience their cancer journey in a way that is meaningful to them.

This program will:

- 01** Provide a free online and phone navigation service staffed with social workers who know and understand the needs of men and how they want to access support
- 02** Match men with a peer who has fought and survived the same type of cancer
- 03** Connect men to the clinical trials they need
- 04** Help men access fertility preservation services and the funds they need to afford them
- 05** Help men learn how to talk to their children about their diagnosis
- 06** Allow men to anonymously access answers to questions about treatment options, side-effects, and medical information
- 07** Provide local opportunities to receive in-person support for the whole family
- 08** Improve the lives of thousands of men by providing access to the services and programs critically needed in the fight against cancer

CONGRATULATIONS TO MOVEMBER ON ANOTHER PHENOMENAL MOUSTACHE SEASON. THANKS TO ALL THE MEN WHO GREW MOUSTACHES AND THE SUPPORT OF MOVEMBER, THE LANCE ARMSTRONG FOUNDATION IS ABLE TO IMPROVE ACCESS TO CARE FOR MEN AFFECTED BY CANCER WHILE EMPOWERING THEM TO TAKE CHARGE OF THEIR HEALTH
 DOUG ULMAN, PRESIDENT AND CEO, LIVESTRONG THE LANCE ARMSTRONG FOUNDATION

PARTNERSHIPS

The US campaign received incredible support through partnerships with brands, who shared a passion for men's health and the Mo.

MAJOR PARTNERS



SUPPORTING PARTNERS

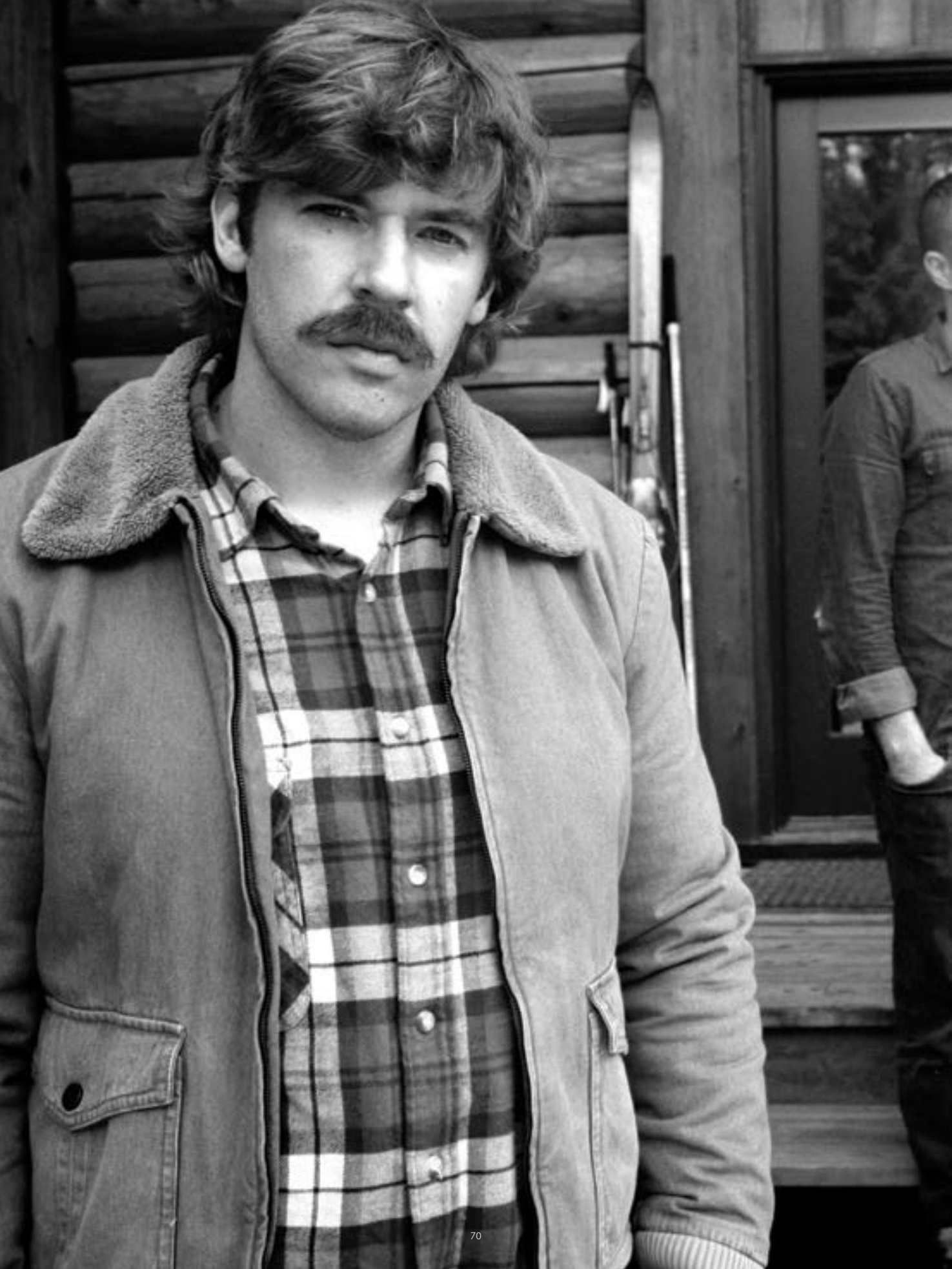


AMBASSADORS

The US campaign had a number of well-known faces lend their support for the month of Movember. From athletes to rockers, the Movember Ambassador Community included:

- 24 NHL teams, with 225 registered Mo Bros including: George Parros, Mike Richards, Patrick Kane, Drew Doughty and Mike Fischer
- Morgan Spurlock
- Kevin Connolly
- Brody Jenner
- Malin Akerman
- Dianna Agron
- Justin Bieber
- Foster the People
- Cake
- Snoop Dogg
- Mr. Clean
- AJ Pierzynski
- Keith Olbermann
- Joe Jonas
- UFC Fighters Roy Nelson and Frankie Edgar





CANADA

**CANADA
MEN'S HEALTH
PARTNER**



A WORD FROM CANADA'S CHIEF MO BRO, PETE BOMBACI

2011 was the 5th official year for Movember in Canada and what a year it was. With moustaches and Mo Sistas from coast to coast, 2011 was a remarkable year for Movember and it saw Canada finish as the number one fundraising country around the globe. Well done Canada; you did yourself proud.

Looking back at the year there were so many stand out events and Mo's. There were launch and shave down events across the country, The Maple Leafs, Senators, and Canucks all held fantastic awareness games and official Gala Partés in eight cities. This doesn't even include the more than 17,000 Mo Parties hosted by Mo Bros and Mo Sistas across the country where Mo's were discussed, joy was had and good was done for a very worthy cause.

During such the campaign, team Movember was fortunate enough to hear so many amazing Mo Bro and Mo Sista stories. In Montreal, there was John Daly who led the charge of hundreds of McGill students and helped them become the top Movember campus in 2012. Josh Melvin from Vancouver pared his love of tattoos with moustaches and tattooed the iconic Mo for free on those who donated.

And that's just a couple of the men, there were also amazing Mo Sistas. Inspiring women, who supported Movember across the nation with the likes of Caron Court in Toronto and Marie-Catherine Cyr (or Ella Moustache) in Gatineau who created different moustached photos of themselves every day and posted them on their Mo Space page for all to see.

Once again, the official Movember committees, filled with outstanding volunteers, carried the hairy torch and ramped up awareness and participation in their regions across the country. Mark from the Calgary committees and many passionate Mo's drove the Big Oil Rig Rumble, a business challenge, which raised over 800,000 and inspired an industry to put men's health on the agenda.

City by city, coast to coast and Mo Bro to Mo Sista, citizens of Movember got behind the men's health movement and raised funds for Movember's men's health partner, Prostate Cancer Canada and the Movember Foundation. Registrations in Canada more than doubled from the previous year, with Quebec being the true stand-out, with triple the registrations. C'est magnifique! All in all Mo Bros and Mo Sistas you have done something truly amazing for men's health and continue to do so with the stories you tell about the hairy month that was. Roll on 2012, roll on men's health!

CANADA RESULTS SUMMARY	2011	2010
Participation		
Registered Mo Bros and Mo Sistas	246,427	118,927
Number of individual donations	948,827	482,541
Funds raised		
Total funds raised	\$42,280,961	\$22,266,200
Average raised per Mo Bro / Mo Sista	\$172	\$187
Average donation amount	\$45	\$46
Community awareness		
Movember media hits	7,000	6,055
Total visits to website	9.30 million	5.36 million
Total page views of website	36.59 million	18.67 million



TOP
MO MOMENTS

01

City mayors across the country, from Halifax to Toronto, Edmonton to Victoria, all proclaimed November officially Movember

02

Police and Firefighters from across the country Mo'd up for men's health, with almost 3,000 in the Network, team Movember felt protected from flame, foe and men's health issues!

03

Broadcasters and anchors from media around Canada grew moustaches on air, including TSN's Jay and Dan from Sportscenter

04

Rugby Canada's captain, Adam Kleeberger, shaved his world famous Neanderthal beard in preparation for Movember and in aid of earthquake relief in Christchurch New Zealand

05

Mo Bro, Justin Kripps, beat a world record for start time in bobsledding with a Mo on his face and bobsled.

06

Snoop Dogg took a stand for men's health creating a t-shirt and encouraging his followers to grow out a Mo

07

Infamous Maple Leaf, Wendel Clark shaved off clean to regrow his iconic moustache for Movember

08

12 inspiring and devoted official committees were built across Canada, including the first ever Mo Sista committee

09

Team Mo CIBC did us proud as the top team globally

10

Bipartisan support for men's health came from politicians in all corners of Canada. Responsible government at its best

CANADA MEN'S HEALTH PARTNERS

PROSTATE CANCER CANADA

Prostate Cancer Canada (PCC) is the official men's health partner of Movember Canada. It is the only national foundation dedicated to the fight against prostate cancer.

PCC's goals are twofold - to fund research that will uncover better diagnostic and treatment options and to provide comprehensive support services for those living with prostate cancer.

To best facilitate achieving the research goals PCC has formed a Research Advisory Panel to help create a three-year strategic plan. The panel is comprised of 31 prominent prostate cancer scientists from across Canada, with expertise in all areas of prostate cancer research (see full list at prostatecancer.ca/researchpanel). The group's key mandate is to guide the development of a national research strategy for PCC to allocate funds to the most promising programs. As a result of the success of Movember, PCC will be able strategically ramp up the quantity of high quality research, being supported and provide greater opportunities for Canadian prostate cancer researchers to have a substantial impact on the cause, treatment, and cure of the disease.

This year, PCC is augmenting its survivor support by developing programs and services that will improve the quality of life of men with prostate cancer. An environmental scan and consultations were conducted of the services that exist and where programs are not as yet developed; from there, PCC set a list of priorities to begin implementing in 2012 in collaboration with affiliates and program facilitators. Moving forward, PCC's survivor focus is prostate cancer health education resources and support services.

MOVEMBER HAS BEEN A TRULY
REMARKABLE PARTNER FOR PCC.
WE ARE OVERWHELMED AT THE NUMBER
OF CANADIANS WHO HAVE SUPPORTED
THE PROSTATE CANCER CAUSE
BY GROWING AND GROOMING
A MOUSTACHE AND HAVING
CONVERSATIONS ABOUT THE DISEASE.
DUE IN LARGE PART TO THIS SUCCESS, WE
ARE ABLE TO AUGMENT OUR
INVESTMENT IN BOTH RESEARCH AND
SURVIVOR SUPPORT AND MAKE A TRUE
IMPACT IN ADVANCING THE TREATMENT
OF MEN WITH PROSTATE CANCER AND
IMPROVING THEIR QUALITY OF LIFE

STEVE JONES, PRESIDENT & CEO,
PROSTATE CANCER CANADA

MOVEMBER FUNDS IN ACTION

Both of these case studies are examples of Prostate Cancer Canada's Pilot Grant program. The Pilot Grant program awards grants to high-potential studies that could significantly advance the field at a very early stage in the research process. Below are two grants that are currently underway with support from Movember funds.

Pilot Grant 01

**Patrick Lee, Dalhousie University,
Halifax, Nova Scotia**

Overview

One of the largest issues in treating cancers like prostate cancer is how to specifically target tumour cells leaving healthy cells unharmed. Recent findings have identified that the population of cells, known as cancer stem cells (CSCs), is responsible for both the origin of the cancer and the eventual spread of the cancer cells. Researchers have also discovered a group of viruses (oncolytic viruses) that will selectively kill tumour cells. Thus, the theory is that if these viruses could kill CSCs it would be a very powerful tool to treat advanced stage prostate cancers. However one challenge in using viruses to treat cancer is that the body's immune system detects them and attempts to destroy them, thereby reducing their effectiveness in killing the cancer cells.

The project

Dr. Patrick Lee's team at Dalhousie University in Halifax is studying a new approach to eliminating the immune system's response to a specific oncolytic virus known as reovirus. Dr. Lee will also assess how this virus targets CSCs. It is hoped that Dr. Lee's research in 2012 will help lead to a new, effective and safe treatment for prostate cancer, based on the use of this virus.

Pilot Grant 02
**John Lewis, University of Alberta,
 Edmonton, Alberta**

Overview

As prostate tumours grow larger, they require a supply of blood, which provides the tumour with the oxygen and nutrients it requires. This process also permits prostate cancer cells to exit the prostate gland and spread throughout the body in a process termed metastasis. When this happens the disease becomes largely untreatable. Unfortunately, current tools do not allow doctors to accurately predict which prostate cancers are likely to metastasize (and thus require more aggressive treatment), and those that are likely to remain confined to the prostate gland. Because of this, many men are given aggressive treatment unnecessarily, resulting in significant side effects, including sexual dysfunction and incontinence.

The project

A group of researchers at the University of Alberta in Edmonton, led by Dr. John Lewis has identified a particular protein (EGFL7) that is only present on the surface of blood vessels that feed tumours. This suggests that EGFL7 could be potentially used as a ‘marker’ for determining the likelihood of a particular prostate cancers spreading. To study this, Dr. Lewis’ team is developing tiny probes called nanoparticles that specifically detect the protein. If successful, it is possible that doctors could eventually use the presence of EGFL7 as an indicator of possible metastasis. Knowing this would allow doctors to reduce the number of men who are given aggressive treatment, thus significantly reducing the number of men experiencing serious side effects.

PARTNERSHIPS

The Canadian campaign received incredible support through partnerships with brands, who shared a passion for men’s health and the Mo.

MAJOR PARTNERS



Mercedes-Benz



SUPPORTING PARTNERS



One for One

AMBASSADORS

The Canadian campaign had a number of well-known faces lend their support for the month of Movember. From athletes to rockers, the Movember Ambassador Community included:

276 NHL Players with representation from all Canadian NHL Teams

Over 1100 Police and 1800 Firefighters
 Mo Members of Parliament Olivia Chow, Justin Trudeau, Peter Stoffer, Glenn Tibideau, and more

The Sheepdogs

Snoop Dogg

Adam Kleeberger and the Canadian Rugby Team

TSN Mo Bros

Olympians Justin Kripps

The Canadian Alpin Ski-ing team





SOUTH AFRICA

SOUTH AFRICA MEN'S HEALTH PARTNERS



A WORD ABOUT SOUTH AFRICA'S FIRST FULL CAMPAIGN

2011 marked Movember's first full campaign in South Africa, with fantastic support across the country from more than 17,500 Mo Bros and Mo Sistas taking part in the campaign. The campaign raised more than R 4,635,000, with the funds raised enabling CANSA to build new programmes in survivorship to help improve the lives of men living with prostate cancer.

From rugby teams to miners and from bankers to marketers, the campaign captured the imagination of men across South Africa, and was well supported by the South African media with more than 400 pieces of coverage across print, TV, radio and online.

The campaign was also well supported by ambassadors from musician Jack Parrow playing a Movember gig to 2,500 students at the University of Cape Town to Sharks rugby star Ross Skate proudly displaying his mo on the playing field, and even Movember's first astronaut joining the campaign in the shape of Mark Shuttleworth.

2011 even saw South Africa as home to the coveted International Man of Movember!

A big thank you to all who took part in Movember 2011 in South Africa, whether through growing moustaches, donating or supporting the campaign – you made our first full year in South Africa a huge success, and we look forward to welcoming everyone back for our 2012 campaign.

TOP MO MOMENTS

- 01** High profile ambassadors got behind the campaign from musician Jack Parrow to Sharks rugby player Ross Skeate
- 02** Jack Parrow played a lunchtime Movember gig to 2,500 students at the University of Cape Town
- 03** 400 media hits across print, online, radio and TV
- 04** The live shave-in on the SABC3 breakfast show on the 1st of Movember generated huge awareness
- 05** Movember TV adverts were shown across leading sports channel, SuperSport
- 06** Highly successful fancy dress lawn green bowling event in Cape Town raised more than R65,000
- 07** Movember had its first astronaut join the campaign in the shape of Mark Shuttleworth
- 08** From rugby teams to miners and from bankers to marketers, the first full campaign in South Africa had more than 17,500 Mo Bros and Mo Sistas take part
- 09** South Africa is the home of the 2011 International Man of Movember

SOUTH AFRICA RESULTS SUMMARY

2011

Participation

Registered Mo Bros and Mo Sistas	17,941
Number of individual donations	17,978

Funds raised

Total funds raised	R4,634,337
Average raised per Mo Bro / Mo Sista	R258
Average donation amount	R258

Community awareness

Movember media hits	300
Total visits to website	2.61 million
Total page views of website	0.87 million



CORPORATE GOVERNANCE

Movember commits to act on behalf of the Movember community to maximise the impact of their support and the funds they raise. Movember aims to meet best practice standards of governance in each country in which it operates.

Movember's corporate governance framework is available on our website. The policies are regularly reviewed to ensure that Movember's corporate governance framework reflects best practice and the particular needs of the charitable sector in each of the countries in which Movember operates.

THE BOARD OF DIRECTORS

The Board is accountable to the key stakeholders of Movember to ensure that Movember maintains 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. Movember's key stakeholders are:

- Movember's men's health partners across the globe
- Movember's corporate sponsors and partners
- The Mo Bros and Mo Sistas who participate in Movember
- Those individuals and organisations who donate and support participants
- Movember staff

For the 2012 financial year, the Board had eight members, comprising of five non-executive independent directors, one executive director and two of Movember's co-founders.

In keeping with Movember's focus on minimising administrative costs, all Board members are unpaid for their directorship.

Paul Villanti was Movember's inaugural Chairman until November 2011 when Elaine Farrelly took over the role. Paul remains on the Board and has also assumed an executive role as Head of Programming within the organisation.

DIRECTORS

The following persons are currently directors of Movember and each of its subsidiary entities.

Elaine Farrelly Chair

Elaine 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), Fairfax and has experience in the not for profit sector. Elaine has served on Movember's Board since its inception in 2007.

Paul Villanti

Non-Executive Director

Paul has successfully led and built businesses over the past 20 years across the infrastructure, technology, property and telecommunications sectors. He was Movember's Chairman from 2007-2011 before making the decision to take on the newly created role of Head of Programming at Movember. Paul is committed to leveraging Movember's role as a global funder to accelerate breakthroughs through global collaboration. Paul holds a Bachelor of Laws and Bachelor of Jurisprudence from Monash University.

Adam Garone

Executive Director and CEO

Adam was a co-founder of Movember 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 9 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 in leading Movember. Adam holds a Bachelor of Science from the University of New South Wales and a Masters of Marketing from Melbourne Business School.

Travis Garone

Non-Executive Director

With impressive creative talent, 17 years of experience and a founding partner in his creative agency, Travis has contributed extensively to the development of the Movember brand and creative concepts. Travis is a co-founder of Movember.

Andrew Gibbins

Non-Executive Director

Andrew brings over 16 years' experience in private business strategy, operations and logistics and is one of the original 30 Mo Bros. Andrew brings 20 years' experience in various fields of private business strategy, operations, logistics and property development. Regularly introduced in Movember and men's health circles as 'One of the original 30 Mo Bros', Andrew has been a volunteer Director of Movember since the board was created in 2007. Whilst 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...

John Hughes

Non-Executive Director

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, US, Canada and Australia. John is currently head of Macquarie's Principal Equity Investment Group managing a portfolio of global assets.

Mark Fewell

Non-Executive Director

Mark has broad experience in lifestyle business development, marketing and international expansion. He was integrally involved in launching Boost Mobile in Australia, New Zealand and US. As a founding member of Boost Mobile US he oversaw significant marketing, communications, and brand business development areas as the business grew from start up to \$2 billion in annual revenues

Previously Mark was a practicing lawyer, with specialties in sports, media, marketing and business law. He has also been a sports journalist for over 20 years, and worked on some of the world's largest events, including the Olympic Games. Mark received his Bachelor of Law degree with Honours from UTS, Sydney.

Dr Colleen Nelson

Non-Executive Director

In addition to her role as Director, Dr Nelson is Chair of Movember's Global Scientific Committee. She is Professor and Chair, Prostate Cancer Research, 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. She 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.

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 Directors Code of Conduct 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 three subcommittees – the Finance and Audit Committee, Corporate Governance and Best Practice Committee, and the Marketing Committee.

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:

01

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

02

The integrity of the organisation's internal controls affecting the preparation and provision of information provided to the Board of in external reports.

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:

01

The integrity and management of the funds raised by Movember

02

The good governance and management of Movember

03

Transparency in respect of the distribution of funds

04

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 section.

MARKETING COMMITTEE

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

01

The integrity and management of the Movember brand and product

02

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.

MEETINGS OF DIRECTORS

Four regular Board meetings and a two-day strategy meeting were held in the 2012 financial year. The Finance and Audit Committee met twice and the Corporate Governance & Best Practice Committee and Marketing Committee each met once. Attendance at meetings is summarised below.

STRUCTURE

MOVEMBER FOUNDATION

The Movember Foundation is an unincorporated trust (ABN 48 894 537 905) which 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 2011 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 Movember's local beneficiary partners. Movember has agreements with each of these partners who issue tax receipts locally and reimburse Movember for agreed campaign costs.

In 2011 The Movember Group Pty Ltd as trustee for the Movember Foundation also operated the campaigns in Belgium, Czech Republic, Denmark, Finland, Netherlands, Norway and Spain.

MOVEMBER INC

Movember Inc (EIN 77-0714052) operates the Movember US campaign. Movember Inc 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 US are deductible under section 170 of the Code. Funds raised in the US are received directly by Movember Inc. and distributed to programs in line with the strategic goals of Movember Inc.

The Movember Group Pty Ltd as trustee for the Movember Foundation is the sole member of Movember Inc.

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 1137948) 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.

	THE BOARD		FINANCE AND AUDIT COMMITTEE		CORP GOVERNANCE AND BEST PRACTICE COMMITTEE		MARKETING COMMITTEE	
Directors	Eligible to attend	Number attended	Eligible to attend	Number attended	Eligible to attend	Number attended	Eligible to attend	Number attended
Paul Villanti	5	5	2	2	1	1	-	-
Adam Garone	5	5	2	2	1	1	1	1
Travis Garone	5	5	-	-	-	-	1	1
Andrew Gibbins	5	5	2	2	1	1	-	-
Elaine Farrelly	5	5	2	2	-	-	-	-
John Hughes	5	4	2	2	-	-	-	-
Mark Fewell	5	5	-	-	-	-	1	1
Dr Colleen Nelson	5	5	-	-	-	-	-	-

FINANCIAL OVERVIEW

FUNDS RAISED

Movember raised \$AUS 123.7 million during the 2011 campaign, an increase of \$AUS 51.7 million (72%) over the prior year. These additional funds were raised with an extra investment in fundraising and administration costs of \$AUS 4.7 million, or 9.9% of the additional funds raised; an excellent result achieved through a tight focus on cost control and efficient use of funds spent.

The global fundraising was achieved by 854,288 Mo Bros, Mo Sistas and their donors located in Australia, New Zealand, the US, Canada, the UK, Ireland, South Africa, Netherlands, Norway, Denmark, Finland, Belgium, Czech Republic and Spain. On average, each registrant raised \$AUS 145 compared with \$AUS 161 last year; this decrease is largely due to exchange translation effects caused by the strength of the Australian dollar.

Significant growth was achieved in Canada and the UK this year with the Canadian and UK campaigns finishing as the top two campaigns for Movember.

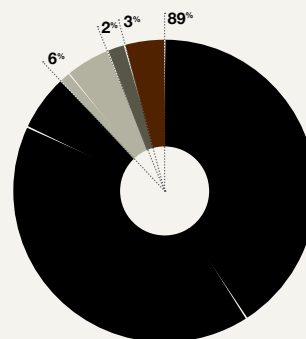
FUNDS USED

Movember's focus on minimising its costs, as well as the economies of scale achieved through a global campaign, have resulted in a global fundraising and administration cost to funds raised ratio of 8% compared with 8% last year. This ratio is very low by international fundraising standards – best practice is in the range of 15% – 25%, and is reflective of ongoing efforts to reduce costs through the smart use of technology.

Of the funds raised, 89% has been committed to programs supporting prostate and testicular cancer and male depression initiatives, and of this 71% was donated to our global men's health partners. The remaining 18% has been allocated to Movember Foundation programs as shown in the table on the next page.

Movember works 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. Information about Movember's programs can be found in each of the country-specific pages of this report.

After costs are taken out and allocations made to programs, a further 3% of funds was retained to cover future campaigns, and to ensure that Movember holds a fiscally responsible level of assets for the long-term continuity of the organisation.



FUNDS RAISED AND REGISTERED PARTICIPANTS BY COUNTRY

	Fund raised in \$AUD	Registered Participants	Year of first fundraising campaign
Australia	28.5m	142,202	2004
New Zealand	1.4m	13,143	2006
UK	33.6m	253,331	2007
Canada	40.6m	246,564	2007
US	14.6m	144,556	2007
Ireland	3.0m	15,462	2008
South Africa	0.9m	17,951	2011
Other European countries	1.1m	21,079	2011
Total	123.7m	854,288	

APPLICATION OF FUNDS RAISED INTERNATIONALLY

Men's health programs	89%	
Fundraising costs	6%	
Administration costs	2%	
Retained funds	3%	

The following table provides a breakdown of Movember's allocation of the \$AUS 123.7 million raised from the 2011 Global Campaign.

MOVEMBER USE OF FUNDS

	Year to April 2012 \$AUD m	Year to April 2011 \$AUD m	Increase (Decrease)	Year to April 2012 Percent of Funds Raised
Movember funds raised globally	123.7	72.0	51.7	
Used for programs as follows				
Donated to/retained by men's health partners	88.8	53.7	35.1	72%
Allocated to Movember's prostate cancer Survivorship program and Global Action Plan	15.0	6.3	8.7	12%
Movember's men's health awareness and education program	6.4	3.7	2.7	5%
Total program allocation	110.2	63.7	46.5	89%
Percentage allocated to programs	89%	88%		
Balance of funds used as follows:				
Fundraising costs	7.5	4.2	3.3	6%
Administration and foreign exchange costs	2.4	1.3	1.1	2%
General reserve to run future campaigns	3.6	2.8	0.8	3%
Total other costs	13.5	8.3	5.2	11%
Total funds allocated/used	123.7	72.0	51.7	100%

¹The Movember Group Statement of Comprehensive Income shown on the following pages shows a revenue figure of \$AUS 38.5 million. The difference between this number and the \$AUS 72 million shown above, represents the donations that have been received and retained directly by our Men's Health Partners in various international locations.

OUTLOOK

Movember expects its campaign to grow again in 2012, with further increases in the UK, Canadian and US programs in particular. In 2012 we will run our awareness and fundraising campaign in Australia, New Zealand, Canada, the US, the UK, Ireland and South Africa. We will continue to run modified campaigns in Netherlands, Norway, Denmark, Finland, Belgium, Czech Republic and Spain. This year we will also run modified campaigns in Germany, France, Austria, Sweden, Switzerland, Singapore and Hong Kong.

Movember will maintain a strong focus on costs across the global organisation, and will continue to provide centralised shared services to take advantage of global economies of scale; each of the countries in which we work will benefit from the resulting lower administration costs.

Movember expects some cost increases this year as we invest in staff, systems and other resources to meet the challenges of our expanding international campaign, and as we invest further in the management of our programs.

As always, we will endeavour to maximise Movember's contribution to programs and to ensure that high quality outcomes are achieved with our program investment.

SUMMARISED FINANCIAL STATEMENTS FOR THE MOVEMBER GROUP

SUMMARISED STATEMENTS OF COMPREHENSIVE INCOME FOR THE PERIOD ENDED 30 APRIL 2012

	Consolidated 2012 \$AUD	Consolidated 2011 \$AUD
REVENUE		
Mo Bro/Mo Sista sponsorship	115,386,630	31,040,047
Corporate sponsorship	1,083,278	1,007,805
Gala Parté/merchandise	370,224	105,318
Management fees for running other Movember global events	1,097,554	5,379,370
Interest and other revenue	1,401,118	963,695
TOTAL REVENUE	119,338,804	38,496,235
EXPENDITURE		
Donated to Men's health partners	(84,485,994)	(20,252,924)
Program expenditure	(500,000)	–
Men's health awareness and education program	(6,362,905)	(3,655,196)
Fundraising	(7,517,315)	(4,176,121)
Administration	(2,368,023)	(1,000,656)
Foreign exchange loss	(2,759)	(302,607)
FUNDS RETAINED FOR THE YEAR	18,101,809	9,108,731
Exchange difference on translation of foreign operations	3,159,157	(491,599)
Total comprehensive income for the year	21,260,966	8,617,132
RETAINED FUNDS ALLOCATED AS FOLLOWS		
Movember's Global Action Plan and Survivorship programs	14,468,763	6,254,760
Funds available for future use	3,633,046	2,853,971
TOTAL FUNDS RETAINED FOR THE YEAR	18,101,809	9,108,731

SUMMARISED FINANCIAL STATEMENTS FOR THE MOVEMBER GROUP

SUMMARISED MOVEMBER GROUP BALANCE SHEET AS AT 30 APRIL 2012

	Consolidated 2012 \$AUD	Consolidated 2011 \$AUD
ASSETS		
Current assets		
Cash and cash equivalents	103,766,481	22,406,339
Trade and other receivables	2,201,839	1,048,097
Held-to-maturity investments	12,500,000	–
TOTAL CURRENT ASSETS	118,468,320	23,454,436
Non-current assets		
Plant and equipment	201,570	73,840
TOTAL ASSETS	118,669,890	23,528,276
LIABILITIES		
Current liabilities		
Trade and other payables	85,573,551	11,729,376
TOTAL CURRENT LIABILITIES	85,573,551	11,729,376
Non-current liabilities		
Other payables	36,474	–
TOTAL LIABILITIES	85,610,025	11,729,376
NET ASSETS	33,059,865	11,798,900
ACCUMULATED FUNDS		
Reserves		
Restricted reserve	20,723,523	6,254,760
Foreign currency translation reserve	2,701,862	(457,295)
Funds available for future use	9,634,480	6,001,435
TOTAL FUNDS	33,059,865	11,798,900

DIRECTOR'S DECLARATION

As stated in Note 1 to the audited financial report, in the directors' opinion, the Foundation is not a reporting entity because there are no users dependent on general purpose financial reports. These are special purpose summary financial statements that have been prepared to meet the financial reporting responsibilities of the directors as set out in the Foundation's trust deed.

The summary financial statements have been derived from the audited financial report of The Movember Group Pty Ltd as Trustee for the Movember Foundation for the year ended 30 April 2012 in accordance with accounting policies described in Note 1 to the audited financial report. The summary financial statements should be read in conjunction with the audited financial report, available upon request at our registered office at 233 Punt Road, Richmond VIC 3121.

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 2012; and
 - (ii) presents fairly the association's financial position as at 30 April 2012 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.



Elaine Farrelly
Director
Melbourne, Australia
24 September 2012

For further information about the Movember Foundation, please contact:

Juliette Barnes
PO Box 60
East Melbourne Victoria 8002
Australia
1300 GROW MO (1300 4769 66)
www.movember.com
or info@movember.com

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 2012 and the summary statement of comprehensive income for the year then ended, 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 2012. We expressed an unmodified auditor's opinion on that financial report in our auditor's report dated 24 September 2012.

The summary financial statements do not contain all the disclosures required by accounting policies applied in preparation of the audited financial report of The Movember Group Pty Ltd as trustee of the Movember Foundation. Reading the summary financial statements, therefore is not a substitute for reading the audited financial report of The Movember Group Pty Ltd as trustee of the Movember Foundation.

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.

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*.

Auditor's opinion

In our opinion, the summary financial statements derived from the audited financial report of The Movember Group Pty Ltd as trustee of the Movember Foundation for the year ended 30 April 2012 are consistent, in all material respects, with that audited financial report, on the basis described in Note 1.

Basis of Accounting and Restriction on Distribution and Use

Without modifying our opinion, we draw attention to Note 1 to the audited financial statements, which describe 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. 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.

Matters relating to the 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 of The Movember Foundation for the year ended 30 April 2012 included on The Movember Foundation web site. The directors of The Movember Group Pty Ltd as Trustee for The Movember Foundation are responsible for the integrity of The Movember Foundation web site. We have not been engaged to report on the integrity of this web site. 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 web site.



PricewaterhouseCoopers



Manoj Santiago
Partner

Sydney
24 September 2012

MOVEMBER INC SUMMARY STATEMENTS OF FINANCIAL POSITION

APRIL 30, 2012 AND 2011

	2012 \$US	2011 \$US
ASSETS		
Current assets		
Cash and cash equivalents	13,215,000	4,884,355
Prepaid expenses	10,941	7,802
TOTAL CURRENT ASSETS	13,225,941	4,892,157
Property and Equipment, net	13,098	6,050
Other Assets		
Deposits	9,600	9,600
TOTAL ASSETS	13,248,639	4,907,807
LIABILITIES AND NET ASSETS		
Current liabilities		
Accounts payable	-	605
Accrued expenses	48,250	46,745
Payable to Men's Health Partners	10,268,873	3,967,254
Net related party payable	177,792	496,833
TOTAL CURRENT LIABILITIES	10,494,915	4,511,437
NET ASSETS		
Unrestricted		
Board designated for Global Action Plan	1,167,926	-
Undesignated	1,585,798	396,370
TOTAL UNRESTRICTED NET ASSETS	2,753,724	396,370
TOTAL LIABILITIES AND NET ASSETS	13,248,639	4,907,807

MOVEMBER INC SUMMARY STATEMENTS OF ACTIVITIES AND CHANGES IN NET ASSETS

FOR THE YEARS ENDED APRIL 30, 2012 AND 2011

	2012 \$US	2011 \$US
SUPPORT AND REVENUE		
Contributions received	15,263,318	7,498,600
Gala party	8,815	5,550
Merchandise	-	24,713
Interest and other income	12,057	7,078
TOTAL SUPPORT AND REVENUE	15,284,190	7,535,941
EXPENSES		
Program		
Men's health awareness	1,090,260	941,897
Donated to Men's Health Partners	10,268,873	5,289,672
Administration	470,109	310,223
Fundraising	1,097,594	676,089
TOTAL EXPENSES	12,926,836	7,217,881
Increase in unrestricted net assets	2,357,354	318,060
Unrestricted net assets at beginning of year	396,370	78,310
UNRESTRICTED NET ASSETS AT END OF YEAR	2,753,724	396,370

AUDIT REPORT MOVEMBER INC

Independent Auditor's Report on Summary Financial Statements

To the Board of Directors of
Movember, Inc.
Venice, California

The accompanying summary financial statements, which comprise the summary statements of financial position as of April 30, 2012 and 2011 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, Inc. as of and for the years ended April 30, 2012 and 2011. We expressed an unmodified audit opinion on those audited financial statements in our report dated August 10, 2012. The audited financial statements, and the summary financial statements derived therefrom, do not reflect the effects of events, if any, that occurred subsequent to the date of our report on the audited financial statements.

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, Inc.

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, Inc. as of and for the years ended April 30, 2012 and 2011 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.

HBLA Certified Public Accountants, Inc.

April 22, 2013

Irvine, California

Note 1

The summary financial statements are an extract of the audited financial statements of Movember, Inc. prepared in accordance with accounting principles generally accepted in the United States of America. The extracts chosen are considered important amounts necessary for the understanding of the financial position of Movember, Inc.





**MOVEMBER
CHANGING THE FACE
OF MEN'S HEALTH**