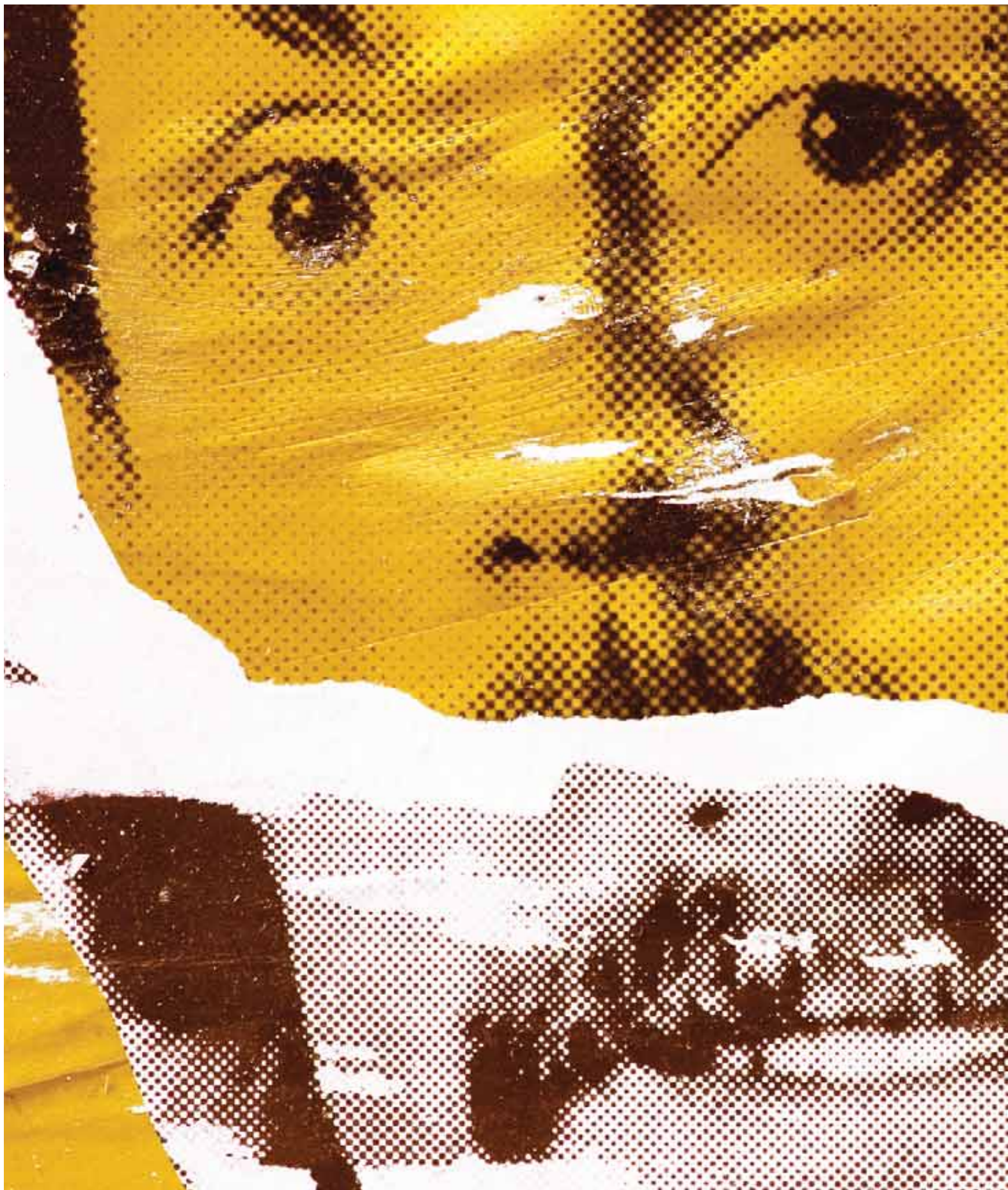


MOVEMBER
GLOBAL
ANNUAL REPORT
2010





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**A WORD
FROM
THE
CHAIRMAN**

**PAUL
VILLANTI**



**EACH OF OUR
PARTNERS
AROUND
THE WORLD
IS A PARTNER
IN THE TRUE
SENSE OF
THE WORD**

Paul Villanti
Chairman

Email
paul@movember.com

I am pleased to report that this past financial year has been one of great activity and achievement for the Movember Foundation. Thanks to the collective efforts of 255,722 Mo Bros and Sistas across the globe, we had another record breaking campaign with a figure of \$44 million (equivalent Australian Dollars) being raised for our global beneficiary partners.

While the moustache in November is now a well recognised cause in many countries, it is the strong, grass roots passion and support from Mo Bros and Sistas around the globe that has cultivated and driven the campaign forward, spreading our awareness messages and growing Movember.

Today, our goal remains largely unchanged from when starting out – through the growth of a moustache each November, we will have an everlasting impact on the face of men's health. We raise awareness of men's health in each country in which we operate, with prostate cancer and depression in men being the two causes we support financially. Our support is broader in the USA as a result of our partnership with LIVESTRONG who support all cancers affecting men.

The money raised as a result of Movember is now being channelled by our beneficiary partners into a number of world class and innovative education, research and awareness initiatives. Details of Movember funded outcomes feature on our website and it is my hope that as we grow, so too will the understanding and awareness around these remarkable programs. I encourage all Movember supporters to take the time to learn more about the outcomes of your generous effort and support.

Importantly, we have been able to achieve world class cost-to-fundraising ratio of 6.5% and an administration cost ratio of 1.5% (% of funds raised globally). Every Movember participant and donor expects that a high percentage of funds flow through to men's health programs, and our cost to fundraising ratios are outstanding by global standards.

Now in our seventh official year, we run campaigns not only in our birth place, Australia, but also in New Zealand, the United Kingdom, Ireland, Canada, United States, Netherlands, Spain and South Africa. We also receive grass roots and expat support in over ten other countries. Each country is at a different stage in its journey and presents new and diverse opportunities and challenges. With Australia being the most developed model, it certainly acts as benchmark, but each country has to learn and develop in a way that is both relevant and respectful to its cultural and social nuances.

In my role as Chairman, I have watched with interest and excitement as the new country campaigns have put down roots and begun to take shape. All countries with the exception of New Zealand, enjoyed positive growth in 2009, in both participation numbers and funds raised. We will continue to look at new markets where we feel the Movember campaign would be well received and beneficial to the local men's health cause. We recognise that in order to be able to make a real difference to the state of men's health and achieve our vision we need to expand beyond the countries in which we currently operate.

A key ingredient to our success is, without question, our beneficiary partner relationships. It is through them that the fundraising efforts of the Movember community are put to work in research and support programs that will have an everlasting impact on the face of men's health. Each of our partners around the world is a partner in the true sense of the word and we invest significant time and effort into building strong, solid working relationships with them. It therefore goes without saying that the selection of these partners is incredibly important and we take that responsibility seriously, making sure that in each case they are the most responsible and effective organisation in their country to help us have an everlasting impact on the face of men's health.

2009 saw a new men's health partner come on board – it was the inaugural partnership year for Movember and LIVESTRONG (the Lance Armstrong Foundation) in the United States – a relationship we are very proud of and looking forward to growing.

2010 marks the year that Luke 'Lucky' Slattery, one of the co-founders of Movember, decided to check out his Mo and pursue the next challenge in his life. Put simply, Movember would not be the organisation it is today without the extraordinary contribution that Lucky has made since its inception. His vision, passion, energy and determination have inspired us all. He has built a quality team in Australia, who now take over the challenge of delivering on our Vision. While he will no longer be in the office every day, Luke will forever be recognised as a co-founder of Movember, and on behalf of the board and leadership team, we wish him continued success in the next chapter of his life.

My fellow board members have again made a strong contribution to Movember and for this I thank them. We have recently appointed John Hughes and Mark Fewell as independent non-executive directors, and look forward to their contribution over the coming years.

I also take this opportunity to thank our Mo Bros and Sistas, global beneficiary partners and corporate sponsors. We are truly grateful for your on-going support. Thank you.

You can be confident that Movember is better prepared than ever to achieve our vision of having an everlasting impact on the face of men's health.



Paul Villanti
Chairman



Dear Friends of Movember—

The growth of Movember's global movement and the spirit of the Movember community continue to amaze me each year. In 2009 we saw worldwide participation of Mo Bros and Mo Sistas climb by 47% to 255,722, with 1,004,539 individuals making donations. These are incredible figures of which I am very proud and extremely grateful. As I write this today I am optimistic about the future and fulfilling our vision of having an everlasting impact on men's health.

I would like to use this opportunity to recognise what I refer to as the 'Movember spirit' and acknowledge that without it we would not have seen these achievements. Through my role as CEO, I hear of and witness firsthand the sense of social responsibility, team commitment, pride and fun shared by those within the Movember community. It is these qualities and the subsequent actions of our Mo Bros and Sistas that are driving the Movember campaign to achieve more each year.

Every year there are remarkable examples of support for the Movember cause. Not only are moustaches grown across the globe, there are teams and individuals who choose to take their commitment to men's health and Movember even further. One such example from 2009 is the Australian paralympian, Kurt Fearnley, who during Movember, challenged himself to crawl the grueling 96 km Kokoda Trail that links the southern and northern coast of Papua New Guinea. It seemed inconceivable at the start of his journey that he would succeed and yet, alongside his team of Mo Bros, he did just that. Kurt gave a massive boost to Movember's health awareness cause through the media coverage he generated, and became a source of inspiration for Mo Bros and Mo Sistas around the globe. The Movember community rallied around him and our website was flooded with messages of support and encouragement.

It is this commitment, sense of team and community that I believe makes Movember so unique and Kurt was certainly not alone in going the extra mile in support of Movember.

During 2009, I was aware of week-long cycle rides, marathons, 5 and 10km runs, entire police forces taking part, the relaxation of Army dress regulations to allow Mo growth, giant moustaches appearing on state buildings and entire national sporting teams growing moustaches for the month of November.

Through the remarkable actions of the Movember community, our men's health messages are being communicated in an engaging, fun and relaxed environment. Men of all ages are not only listening, they are acting on this messaging and taking positive action with their own health, diet, exercise and lifestyle. We recently surveyed the Movember community and found that because of their involvement in Movember, a large number of men sought advice or encouraged someone else to seek medical advice as a result of Movember.

It was also great to see a phenomenal level of support, not just from the guys in 2009, but also from the women in their lives. Last year there was a 126% increase in the number of Mo Sistas getting on board. We need wives, girlfriends, daughters and female friends to keep supporting the men in their life by encouraging them to grow a Mo, giving them a wink of appreciation no matter how good or bad their Mo is, and helping them recruit a team and organize end of Movember celebrations.

Nothing we've achieved would have been possible without the united efforts of the Movember community and I offer my sincere thanks for their continued support.

I will conclude with a thank you to the Movember team and board who work tirelessly throughout the year. They epitomise Margaret Mead's quote: "Never doubt that a small group of thoughtful, committed people can change the world; indeed, it's the only thing that ever has." I am incredibly proud of what such a small team is achieving; it is testament to their hard work, dedication and loyalty.

Thank you and see you in Movember 2010.

Adam Garone
CEO

**THE GROWTH
OF MOVEMBER'S
GLOBAL MOVEMENT
AND THE SPIRIT
OF THE MOVEMBER
COMMUNITY
CONTINUE TO AMAZE
ME EACH YEAR.**

Adam Garone
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VISION

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

Mission

Through the power of Movember, we will:

01

Get men to grow moustaches

02

Encourage men to proactively manage their physical and mental health

03

Remove the stigmas associated with men's health issues

04

Achieve breakthroughs that will move the global research community closer to finding better outcomes for men's health

We will achieve this by:

01

Creating an innovative, fun and engaging annual campaign that 'cuts through' and raises funds and awareness

02

Operating a best practice charity through the smart use of technology, innovative marketing and low cost to fund raising ratios

03

Working with our beneficiary partners to deliver the best possible outcomes

Values

Fun

We will work to make every part of the campaign fun and simple.

Humble

We have a humble attitude and approach to everything we do.

Personal

We will treat every Mo Bro and Sista personally and with the ultimate respect.

Accountable

We are accountable and transparent. We will strive to exceed best practice cost to fundraising ratios.

Outcomes oriented

We will work with our beneficiary partners to deliver the best possible outcomes from the funds we raise.

Innovative

A new idea. We create new ways to do things that are useful for those around us. We are born from a revolutionary change in thinking, product, process and organisation.

Caring

We consciously always endeavour to understand the people and issues that surround us.

ABOUT MOVEMBER



The Movember Foundation was co founded by Luke Slattery, Travis Garone, Adam Garone and Justin Coghlan in 2004. The Foundation is a not for profit organisation dedicated to having an everlasting impact on the face of men's health. Movember started in Australia and has since grown to a global movement, running official campaigns in Canada, the United Kingdom, Ireland, United States of America, New Zealand, Spain, the Netherlands, South Africa and Finland.

The idea of Movember came from a conversation between Luke Slattery and Travis Garone the year before the Foundation was established. Luke and Travis were watching the world go by and critiquing the comeback of fashion trends from the past when the question was raised, why no return of the moustache?

Both felt that the Mo could do with a revival. So, with the seed of an idea, Luke and Travis talked a couple of mates into growing a moustache for one month and with that, Movember was born. In 2003, just 30 Mo Bros took part. The rules were simple; start on Movember 1st clean shaven and spend the remainder of the month growing a Mo. No money was raised; the idea was simply to see who could grow the better moustache.

It wasn't until 2004, having been overwhelmed by the conversations prompted by the previous year's growth, that the founders decided to develop the idea into a cause that gave birth to the Movember Foundation. Having recognised that men, unlike women, were lacking a way to engage in their own health issues, they saw an opportunity to attach a purpose to growing a Mo, and began to look for a cause for which they could raise a bit of money and awareness in 2004. Together, they came across the Prostate Cancer Foundation of Australia (PCFA) representing a health issue about which very little was known at the time.

In 2004, 450 Mo Bros took part and got their mates, friends and families to sponsor the growth of their Mo's and, to everyone's surprise, they raised \$55,000. It was the largest single donation the PCFA had ever received. It was at this point that the original Mo Bros realised that the moustache could be Movember's badge, our catalyst for conversation and one which would effectively turn each Mo Bro into a walking billboard for men's health, whilst allowing them to have a laugh with their mates.

The Movember campaign continued to grow and in 2006, the Foundation was in a position to take on a second men's health partner in Australia, *beyondblue - the national depression initiative*. It was clear that depression was another silent illness affecting many men in Australia and it was a cause battling to receive sufficient levels of awareness, understanding and funds.

Today, Movember takes place around the world. Motivated and inspired by what was happening in Australia, a further nine countries now embrace the Mo in an official capacity each November.

In addition, Movember is aware of Mo Bros & Sistas supporting the cause right across the globe, from Russia to Dubai, Hong Kong to Denmark and everywhere in between.

Movember will continue to work to change established habits and attitudes and make men aware of the health risks they face, thereby increasing early detection, diagnosis and effective treatment. More importantly however, Movember's success will remain with its ability to stay true to its origins, mates and moustaches, which is how it all began.

Timeline

2003

The Movember idea was born.
Australia
30 participants
No money raised

2004

The Movember Foundation was created
Australia
450 participants
\$55,000 raised

2005

Australia
9,315 participants
\$1.2m raised

2006

Australia, New Zealand
55,511 participants
\$9.3m raised

2007

Australia, New Zealand, Spain, UK, Canada and US
134,131 participants
\$21.5m raised

2008

Australia, New Zealand, Spain, Canada, US, UK and Ireland
173,435 participants
\$29.7 million raised

2009

Australia, New Zealand, Canada, US, UK, Ireland, Spain, South Africa, Finland, Netherlands, Czech Republic
255,722 participants
\$42,757,053 raised

**WHAT
MOVEMBER
IS ACHIEVING
TODAY**

The Movember Foundation has two primary objectives:

01
Raise awareness of men's health issues

02
Raise funds for men's health, specifically prostate cancer and depression

Although funds are often presumed to be the more important of the two, the Foundation puts equal weight behind achieving success in both areas.

Awareness

In addition to supporting programs through its beneficiary partners, each year the Movember Foundation funds and delivers a high-impact awareness program. The aim of this program is to communicate men's health messages to the Movember community and its supporters, with a view to changing action and attitudes.

The success of the Movember campaign lies in the way in which it communicates its messages. It has managed to touch a notoriously hard to reach audience by consistently seeking out innovative ways to cut through the clutter.

Awareness alters behaviour and mind-sets, it gradually breaks down barriers and brings about real change. Movember wants men to understand the symptoms and signs in both themselves and others and to appreciate when and how to seek help if needed.

Statistics show that on average men die five to six years younger than women. The reasons for this are numerous and complex; however, a significant factor is a lack of awareness and a reluctance by men to talk about issues relating to their health. Through an increased level of general awareness, Movember wants to help change current statistics.

Since Movember's inception, awareness and understanding of men's health issues has been greatly increased and this is evidenced in two ways. Firstly, by the funds raised in each country and secondly by the changes in behaviour by men relating to their health.

Measuring Movember efficacy

Each year, the Movember Foundation undertakes a research project led by Professor Heath McDonald from Deakin University in Melbourne. The aim of this research is to develop a full understanding of why people are taking part in Movember, whether Movember is meeting expectations and to track behavioural change as a result of participation.

The latest research has found that Movember is having a positive impact on the way that men are dealing with health issues. As a result of Movember 2009:

01
54% talked about men's health issues with others, with 30% of those attributing that directly to their involvement in Movember,

02
22% did some of their own research into men's health issues, with 51% of those attributing that directly to their involvement in Movember,

03
35% sought medical advice, with 10% of those attributing that directly to their involvement in Movember,

04
38% encouraged someone else to seek medical advice, with 20% of those attributing that directly to their involvement in Movember.

The Movember campaign speaks clearly and directly to the public and in doing so educates and informs on the health risks men face. There are a number of ways in which Movember achieves this and continues to engage and interest its audience each year.

	AUS	NZ	UK	US	IRE	CAN
Ratio of men that will develop prostate cancer	1 in 11	1 in 10	1 in 11	1 in 6	1 in 12	1 in 6
Number of men diagnosed with prostate cancer each year	20,000	3,000	35,000	192,000	2,406	25,500
Number of men that will die from prostate cancer in 2010	3,300	600	10,200	27,000	503	4,400

Campaign creative

Each year, a new creative concept is built to deliver the campaign. It flows through all communication materials and ensures that the campaign is kept fresh and engaging for both returning Mo Bros and Sistas and new recruits. Before each campaign, we set ourselves the challenge of developing a campaign theme that is innovative, thought-provoking and fun. The creative plays a vital role in delivering our awareness program. It works to not only bring to life, but also tie together each of the campaign elements.

Movember drives awareness via a number of channels, including, the website health promotion materials, office education packs, end of month events and media communications.

The 2009 Message

MOVEMBER Changing the face of men's health

The Creative Theme

Peeling back the layers

The Vehicle

Layered Street Posters

Using the strong imagery of street posters, this visual concept features portraits of Mo Bro's from all walks of life, men who like their mo's come in all shapes and sizes.

The portraits are printed as posters then layered over the top of each other. They are then ripped back in layers to reveal the portrait posters underneath.

It is time for Movember to stop, acknowledge and remind everyone about all the wonderful elements we have and own.

We are quite literally changing the face of men's health.



Campaign posters

The website

movember.com is the most important communication and awareness tool we have. Our website is the hub of activity where registrations and the majority of donations take place.

It allows the Movember community to connect with each other, share news, experiences and learn about what's going on with Movember in their respective countries.

The website is also an information tool where facts and advice on men's health can be found. Details of where and how Movember funds are being spent by each of Movember's beneficiary partners is also housed on the website.

The website is designed to make it simple and fun for Mo Bros and Sistas to spread Movember's men's health messages to their friends, family and colleagues.

**Thanks for the experience.
Keep up the good work.
The online communications
and communities really add
to and broaden the experience.**
Mo Bro, Jonathan



Collateral

To help participating individuals and teams recruit team members, spread Movember's messages, raise money and organise events, Movember produces campaign collateral each year. By going online or calling Movember, fundraisers can receive Movember's campaign posters, men's health posters, badges, donations boxes and so on.

Media Relations

Each year, Movember implements a large and intensive public relations campaign in each country. Last year thousands of media hits were secured across print, television, radio and online, all of which helped to communicate Movember's health message to an audience of millions.

As Movember has grown, so too has the support of the media, and there appears to be no sign of this support waning. This is encouraging and vital for future campaigns.

Some of the media also show their support for the campaign by growing a moustache. Last year, breakfast television presenters, radio teams, weathermen, sports columnists and political commentators all jumped on board and supported the cause. Their support is encouraged and greatly appreciated.

Events

Movember culminates in each country with a series of Gala Parties. These events are Movember's way of saying thank you to all who have supported the cause. It is an opportunity for the Movember community to come together, show off their Mo and celebrate their united efforts together and in style.

The Gala events also provide a relaxed and fun environment in which to reinforce the point that men's health is important. The events also generate media exposure and positive word-of-mouth on the street and via social media forums.

—
The more personal the experience, the more you get out of the month. Having the ability to meet and 'party' with likeminded persons is fantastic. Everyone is there for the same reason and for the support of the same cause. Movember creates a worldwide community of moustached brothers and sisters all driving towards a common goal. I will support/participate as long and as often as able.

Mo Bro, Ryan

—

Community Work

Spreading the word and engaging local communities and businesses is critical to growing Movember and 2009 saw increased activity at all levels of community engagement. Movember Country Managers are often invited by organisations to speak to employees about the initiative, how to get involved and Movember's health messages.

In addition, Movember seeks out communities, groups and businesses with which they can engage and inform. This takes shape in a number of ways – from a meeting with the head of a large corporation to garner support to speaking with entire sports teams to give them an understanding of Movember and its long term goals.

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. In each country, the ambassadors are from all walks of life and this works well for Movember in communicating with and engaging different audiences.

In 2009 Movember ambassadors included those from the world of sport, politics, fashion, entertainment television and the media.

Highlights for 2009

255,722 moustaches sprouted
across the globe in 2009

4,145 official end of month parties
were held across the globe

1,004,539 individual donations

The raising of a giant 10 metre
moustache onto the face
of Brisbane Parliament House

The Prime Minister of New Zealand's
public support of the campaign

America's Lance Armstrong
growing his first Mo for Movember

Paralympian Kurt Fearnley
crawling the Kokoda Trial

The Scottish Sun newspaper's
successful attempt to achieve
a world record for the most men
with Mo's in one place

Beneficiary Partners

Through Movember's global
beneficiary partners, we are helping
fund some incredible initiatives in
the fields of prostate cancer and
depression.

Movember is proud to partner
and work alongside the below
organizations:

Australia

The Prostate Cancer
Foundation of Australia

beyondblue – the national
depression initiative

New Zealand

The Cancer Society
of New Zealand

The Mental Health Foundation

USA

Prostate Cancer Foundation

LIVESTRONG (The Lance
Armstrong Foundation)

Canada

Prostate Cancer Canada

UK

The Prostate Cancer Charity

Ireland

Irish Cancer Society

In order for Movember to achieve
its goals, it partners with leading
men's health organisations in each
country. The Board carefully selects
the beneficiary partners as there is
an absolute obligation to choose
reputable charity partners across
the globe. Those selected all agree
and adhere to a strict set of criteria
which include –

Corporate governance

Leadership

Outcomes achieved

Financial management

Aligning with

Movember Vision

All of us at the Charity are
massively grateful for the
support that the UK Mo Bros
and Mo Sistas have provided.
With your help, we've been able
to award nearly two million
pounds in new research grants
– the highest level in our
history. We've developed and
delivered record amounts of
information to men and their
families who need it. You've
helped us build a new
nationwide program of
training support for healthcare
professionals and you've put
funds behind our ever-more-
vocal campaigning for
essential improvements in
health services for men with
prostate cancer. Mo Bros & Mo
Sistas are vital partners in our
collective battle. Thank you
more than we can ever say!

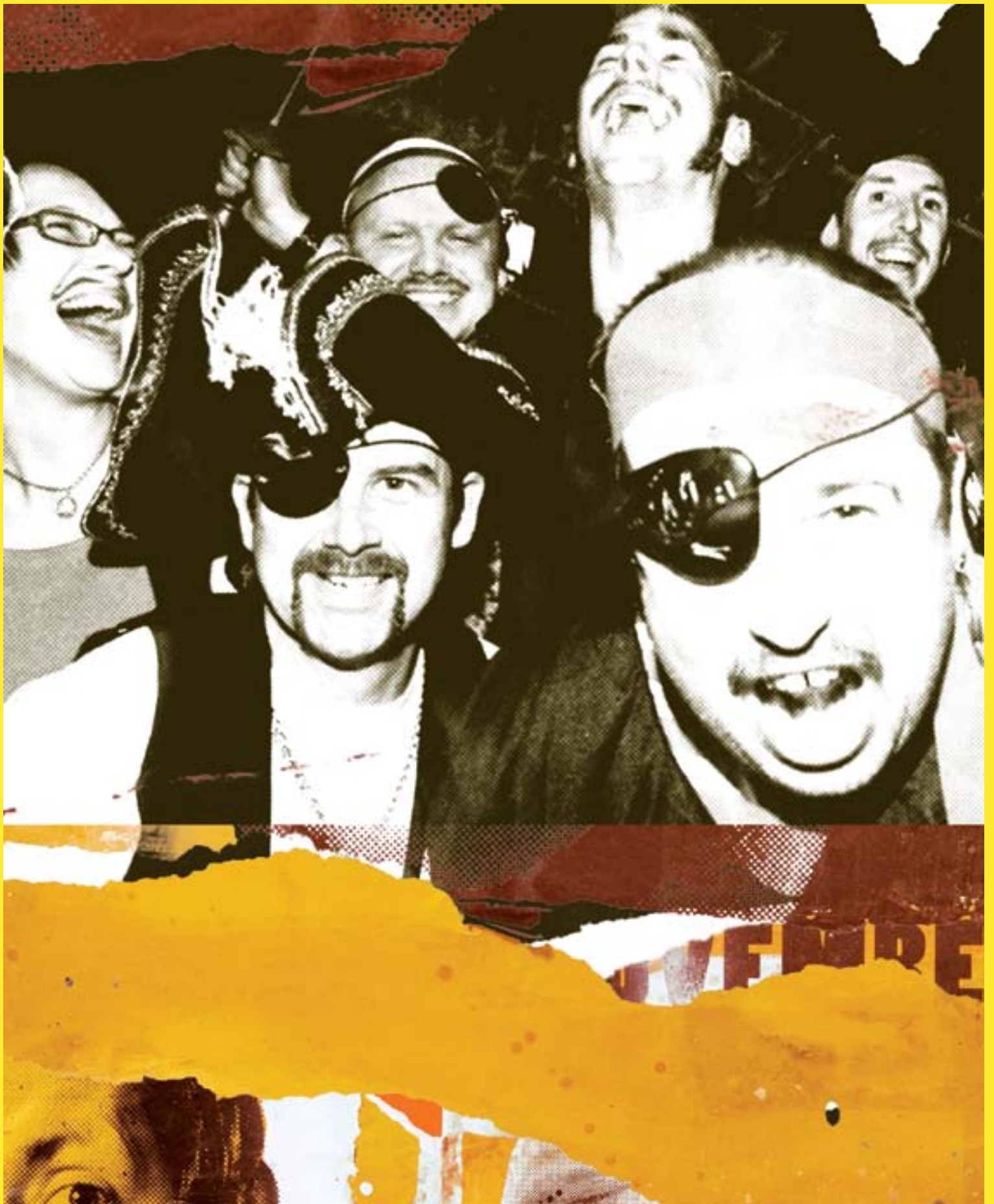
John Neate

Chief Executive of the UK
Prostate Cancer Charity

For Prostate Cancer Canada
moustaches have made all the
difference. Thanks to the funds
raised by Movember we are
now in a much better position
to focus on the elimination
of this disease through
research, education, support
and awareness – and to better
support those currently
afflicted. One in six Canadian
men will be affected by this
disease in their lifetime,
it is our job to ensure that
they know the facts and
have the support they need.

Steve Jones

President and CEO
of Prostate Cancer Canada



**I WOULDN'T MISS
THE GALA PARTE FOR
ANYTHING! THIS IS
MY THIRD AND IT IS
ALWAYS THE BEST
PARTY OF THE YEAR!"
2009 MO SISTA,
DOMINICA**

Key projects around the globe

An in-depth look at how each beneficiary partner is spending funds raised through Movember can be found at Movember's website. The following provides some of the highlights.

Australia

beyondblue – the national depression initiative

01
beyondblue's national 24/7 mental health information and referral helpline

02
Men's Sheds and Indigenous Men's Sheds – spaces where men can spend time together and learn how to look after their health

03
Research and providing free information materials on request, Australia-wide

Prostate Cancer Foundation

01
Established a research program that unites world class Australian researchers in the fight against prostate cancer, funding more than \$16 million worth of vital prostate cancer research

New Zealand

Cancer Society

01
The Cancer Society was able to inform, educate, develop resources and interact with men on their own terms. They were especially pleased to take programmes out to rural New Zealand, as men in these areas are often isolated and don't have the opportunity to participate and talk about their own health in a group situation.

The Mental Health Foundation

01
Developed and supported The Nutters Club, a weekly talkback radio show, that was a finalist in the 2010 NZ Radio Awards and also spawned a soon to be published book and television series on Maori TV

02
Sponsored a family gardening programme on Prime TV, numerous sports tournaments, comedy gigs, and has also advised and supported organisations working with men on issues of mental health

UK

The Prostate Cancer Charity

01
Awarded almost two million pounds in new research grants – the highest in their history

02
Developed and delivered record amounts of information to men and their families

03
Built a new nationwide program of training support for healthcare professionals

Ireland

Irish Cancer Society

01
Funding towards five research projects specific to the discovery, diagnosis and treatment of prostate cancer

02
The launch of Prostate Cancer Awareness Week (PCAW) which has seen more than 10,000 people seek information and advice on prostate cancer, with 82% of enquiries from men.

03
Public meetings held across Ireland with presentations on treatment options for men diagnosed with prostate cancer, psychological effects of prostate cancer diagnosis and an address by prostate cancer survivors.

United States

The Prostate Cancer Foundation

01
The Prostate Cancer Foundation (PCF) is using a portion of the money raised through Movember to fund the University of Michigan Comprehensive Cancer Center's research, which has recently made a significant breakthrough. They identified there are 24 different kinds of prostate cancer and how aggressive each is. This should enable scientists to soon be able to answer the agonizing question facing men with prostate cancer: Does their cancer need immediate treatment and if so what is the best treatment or can it be left alone?

LIVESTRONG

Through the money donated to LIVESTRONG they fund a number of programs through their Young Adult Alliance, which is a coalition of organisations who aim to improve the survival rates and quality of life for young adults with cancer between the ages of 15 and 40. Programs such as:

01
Fertile Hope, an initiative dedicated to providing reproductive information, support and hope to cancer patients and survivors whose medical treatments present the risk of infertility.

02
My Planet is an online community of peer support and advocacy that allows young adults to find and communicate with other young adults whose lives have been affected by cancer.

03
Continuing Nursing Education program.

To everyone who has participated in the 2009 Movember campaign, the Mo Bros, Mo Sistas and their supporters - we can't thank you enough. PCF, our researchers and the millions of men and their families who benefit from your dedication are forever grateful. 2010 is shaping up to be a groundbreaking year for scientific advances in fighting this disease. This is possible because you heeded the call by growing Mo's and giving. Without Movember, and its U.S. phenomenal growth in just three years, this kind of progress wouldn't have happened.

Prostate Cancer Foundation,
President and CEO,
Dr. Jonathan Simons

Canada

Prostate Cancer Canada (PCC)

The PCC funds a number of programs with the money raised by Movember, including:

01

International Cancer Genome Consortium (ICGC)

ICGC is a 5 year research initiative that is expected to lead to improvements in screening procedures and treatment strategies for prostate cancer patients.

02

Support Groups

PCC, in partnership with support groups across Canada, formed the Prostate Cancer Canada Network to help individuals and their families understand and cope with prostate cancer through education, awareness and special event campaigns.

03

Survivor's Conference

The 2010 Conference is a three day conference for prostate cancer survivors which aims to build a sense of community and mobilization around critical issues for people affected by prostate cancer, and their families.

04

Research Symposium

The recent Research Symposium, held at the Banff Centre, brought together prostate cancer researchers which facilitates better collaboration around research and findings.

05

Clinician Scientist Award

The Clinician Scientist Award is a \$300,000 award funded over a period of two years which is offered to promising new research scientists who are interested in making prostate cancer their focused area of research.

06

Pilot Grants

PCC funds approximately \$2 million in pilot studies to physicians, researchers and scientists from across Canada each year and has funded many novel ideas aimed at improving the diagnosis and treatment of prostate cancer.

Beneficiary partners

Australia



beyondblue



Prostate Cancer
Foundation
of Australia

New Zealand



Cancer
Society



Mental Health Foundation
of New Zealand

United Kingdom

THE
PROSTATE
CANCER CHARITY

Ireland



Irish cancer society

United States



Prostate
Cancer
Foundation



Canada



Prostate Cancer
Canada

AT A GLANCE

FACTS & FIGURES

The 2009 Movember campaign achieved remarkable success with incredibly strong participation and funding figures. Supported by 1,004,539 individual donors, a global figure of 255,722 Mo Bros and Mo Sistas raised a staggering \$42,757,053 (equivalent Australian Dollars) for our global beneficiary partners; a 51% increase on the previous year.

Importantly, whilst experiencing such growth, the Movember Foundation was also able to achieve a world class cost-to-fundraising ratio of 6.5% and an administration ratio of 1.5% (% of global funds raised).

Running Movember

Movember's head office is in Melbourne but to run efficiently and effectively as a global organisation, Movember has established an office in Los Angeles whose staff are responsible for the US and Canadian campaigns and an office outside of London who are responsible for the UK and Irish campaigns.

Today, the Movember Foundation runs official campaigns in nine countries.

We are also aware of grass roots and expat support outside these countries, where passionate Mo Bros and Sistas support the cause either as an individual or part of a team. In these instances, participants choose to allocate the funds they raise to one of the six countries running an official campaign.

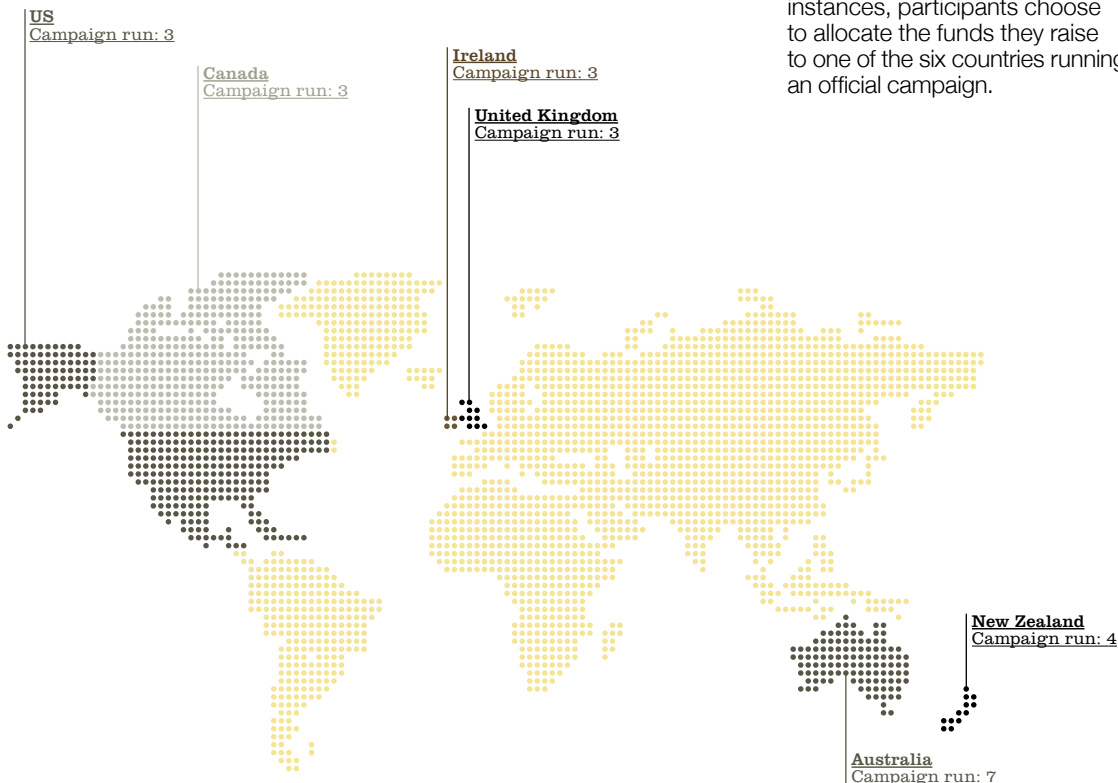
Global Registration Figures

Total registrations were up by 47% in 2009, with a noticeably large leap in the number of Mo Sistas supporting the campaign, up 126% from 2008. There was also a marked increase (56%) in the number of teams taking part, proving the increasing appeal of Movember as a team building and uniting experience.

Participation as a group is particularly popular with large corporates, seeking to build a sense of 'team' between departments and offices. A large number of the registered teams are headed up by Mo Sistas, which further highlights the importance of their role to the success of the campaign.

Global Donation Details

There was a total of 1,004,539 individual donors in 2009, up 68% from the previous year – a strong sign of the campaign's growing support. This resulted in a 49% growth in global funds raised (including sponsorship and interest) to \$44,318,972. Strong growth was also seen in the average donation per team and the average donation per registration.

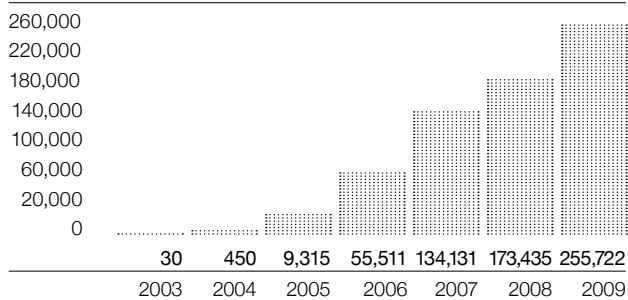


Facts and figures

Global Registration Figures

	2009	2008	Increase %
Total Registrations	255,722	173,435	47%
Total Mo Bros	234,928	164,225	43%
Total Mo Sistas	20,794	9,210	126%
Total Teams	36,814	23,630	56%
Total Team Members	200,403	127,403	57%
Average Team Size	5	5	—

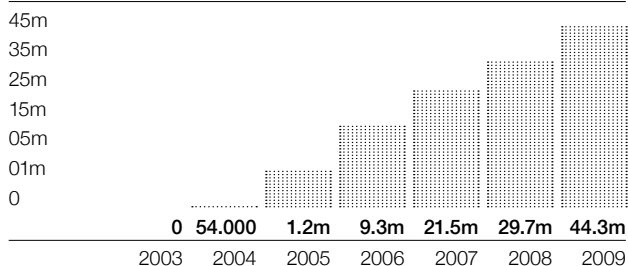
Global Registrant Growth



Global Donation Details

	2009 AUD EQUIVALENT	2008 AUD EQUIVALENT	Increase %
Total Donations	1,004,539	596,636	68%
Total Donations (exc sponsorship & interest)	\$42,757,053	\$28,350,640	51%
Average Donation	\$43	\$48	(10%)
Average Donation per Registrant	\$167	\$163	2%

Global Funds Raised (includes sponsorship and interest)



Note Funds raised in all countries, other than Australia and the USA, are contributed directly to the respective men's health partner in that country. Amounts shown are equivalent Australian dollar values.

Results by Country

2009 saw all but one country achieve a record breaking year for both funds raised and participation.

Registration by country

With the exception of New Zealand, the number of participants rose in each country. The USA, Canada, UK and Ireland showing to be the fastest growing markets due to the campaigns being in the early years of their growth.

Donations by country

Without exception, the amount of money raised in each country increased from the previous year. The USA experienced the fastest rate of growth, with a 303% increase, followed closely by Canada, Ireland and the UK, all of whom more than doubled their 2008 result. The more mature markets, Australia and New Zealand experienced a lower but steady growth. This was despite New Zealand having fewer registrations than in 2008, proving that a loyal and committed following remains. The Australian campaign saw a new Movember record being set, raising just over \$21 million.

Registration by country

	2009	2008	Increase %
Australia	127,893	124,621	3%
New Zealand	11,587	12,861	(10%)
US	28,223	7,007	303%
Canada	35,035	9,398	273%
UK	44,520	16,112	176%
Ireland	6,568	1,705	285%
Living Elsewhere	1,896	1,731	10%
Total	255,722	173,435	47%

Donations by country

	2009	2008	Increase %
Australia	\$21,018,129	\$18,652,278	13%
New Zealand	NZ\$ 1,001,298	NZ\$ 927,648	8%
US	US\$ 3,208,672	US \$1,056,988	204%
Canada	CAN\$ 7,847,725	CAN \$2,424,298	224%
UK	£4,963,288	£2,097,132	137%
Ireland	€1,015,533	€364,435	179%

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

The Board of Directors

The board is accountable to the Movember community to ensure that Movember maintains the highest standards of performance, corporate governance, accountability and transparency. The Board is responsible for directing and controlling the Foundation, guiding and monitoring its strategy and business affairs. Movember's community includes:

01

The Mo Bros and Mo Sistas who participate in Movember

02

Those individuals and organizations who donate and support the Mo Bros and Mo Sistas

03

Movember's beneficiary partners across the globe

04

Movember's corporate sponsors and partners

05

Movember staff

With the welcome recent addition of two new members and Luke Slattery stepping down to pursue new challenges, the board now has seven members contributing a broad range of skills. In keeping with Movember's focus on minimizing administrative costs, all board members are unpaid for their directorship.

Directors

The following persons were directors during the whole of the financial year and up to the date of this report:

Paul Villanti, Chairman

A qualified lawyer and businessman with more than 20 years' experience running high growth Australian companies.

Adam Garone,

Executive Director and CEO

Adam has an extensive corporate background in e-commerce, web based marketing and project management, giving Adam the perfect skill base for his current role as CEO of Movember, Adam is a founding member of Movember Foundation.

Luke Slattery,

Executive Director

Luke has over 11 years' experience with a number of retail, importing and distribution businesses, representing Australian and international sporting and fashion brands. At Movember, Luke is responsible for Movember's sponsor partnerships, marketing, PR and events. Luke is a founding member of Movember.

Travis Garone,

Non-Executive Director

With impressive creative talent, 15 years of experience and a founding partner of his creative agency, Travis has contributed extensively to the development of the Movember brand and creative concepts. Travis is a founding member 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.

Elaine Farrelly, Executive Director and part time CFO

Elaine is a Chartered Accountant who has over 20 years' experience with international corporations and the not-for-profit sector.

John Hughes has joined the board since the end of the financial year. John is a non-executive director and brings with him over 35 years banking experience. During this time John has lead teams involved with project advisory and financing roles in Infrastructure and the Resource sectors.

Mark Fewell, also a non-executive director, has joined the board since April. He has extensive skills in international business development and marketing, particularly in growing lifestyle based businesses.

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 Foundation 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 the Board Charter is available at: <http://au.movemberfoundation.com/about-us/corporate-governance/>

Sub Committees

The Board has formed two subcommittees – Finance and Audit Committee and Corporate Governance and Best Practice 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 Foundation'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 the Australia Senate review of the not-for-profit section.

Meetings of Directors

Six Board meetings and three Strategy Days were held during this financial year. Meetings of the two subcommittees have been held as shown 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 Movember, and at the conclusion of each campaign, the proceeds, after deducting costs and a retention, are donated to the Australian beneficiary partners – the Prostate Cancer Foundation of Australia and beyondblue. To ensure Movember's ongoing sustainability and to be financially prudent, Movember retains a small amount (6% in 2009) to cover the costs of the next campaign.

The Movember campaign also runs in New Zealand, Canada, Ireland and the UK, but as Movember does not have incorporated entities in those countries, the funds are 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.

Movember Inc.

Movember Inc (EIN 77-0714052) was established to run the Movember USA 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 USA are deductible under section 170 of the Code. Movember Inc is a wholly owned subsidiary of The Movember Group Pty Ltd and is governed by the same Board of Directors.

Funds raised in the US are received directly by Movember Inc. whom issue the tax receipts. At the conclusion of the campaign the net proceeds are donated to the US beneficiary partners – the Prostate Cancer Foundation and LIVESTRONG (the Lance Armstrong Foundation).

Forideas Pty Ltd

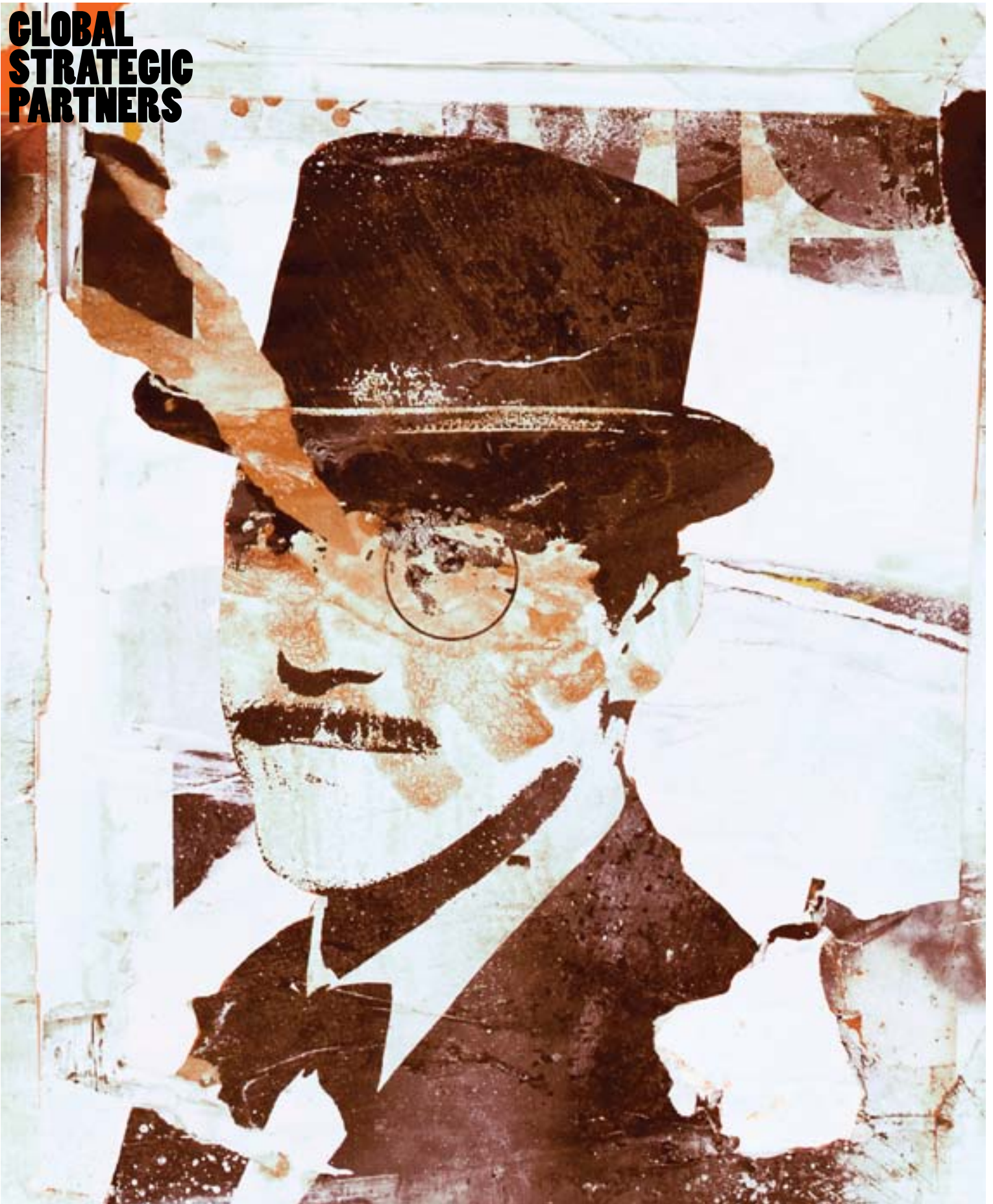
An additional company, Forideas Pty Limited, is the owner of the Movember intellectual property rights and concept, including names, trademarks, logos and goodwill ("Intellectual Property").

The Movember Group Pty Ltd has exclusive rights to use the intellectual property for \$1 per annum.

This arrangement allows for a streamlined approach to the management and protection of the intellectual property.

	The Board		Finance & Audit Committee		Corp Gov & Best Practice Committee	
Directors	Eligible to attend	Number attended	Eligible to attend	Number attended	Eligible to attend	Number attended
Mr P Villanti	6	6	2	2	3	3
Mr A Garone	6	6	2	2	3	3
Mr T Garone	6	6	–	–	–	–
Mr L Slattery	6	6	–	–	–	–
Ms E Farrelly	6	6	2	2	–	–
Mr A Gibbins	6	6	2	1	3	3

**GLOBAL
STRATEGIC
PARTNERS**



Each year the Movember Foundation works with a small number of partner organisations to help plan, build and execute the campaign. The fact that Movember is now a global entity, engaging more than a quarter of a million participants and one million donors each year across six countries, means that these working partnerships are essential.

Movember aims to steadily and responsibly build the campaign going forward and as a result seeks expert knowledge in fields vital to Movember's continued development.

External agency roles and rates are reviewed periodically by the Leadership Team, the Board and Board Sub Committees.

The Movember Foundation thanks all its global strategic partners for their guidance, advice and support, evidenced through the hours worked, enthusiasm shown and often reduced charity rates. Without the engagement of these partners Movember would not have achieved the remarkable results it has.

The Movember Foundation has one strategic partner from the beginning, in Urchin Associates.

IE Media

IE Media is a full service digital agency providing marketing, strategy and technology solutions to a wide range of leading Australians brands and institutions. Today, IE's services offer includes social marketing strategy, web development mobile marketing and digital direct and consumer promotions.

Movember has worked with IE Media for four consecutive years on the development of the website and technology platform.

Urchin Associates

Urchin is a creative agency with multi-disciplinary skills ranging from strategic brand analysis through to fully integrated advertising, design and product solutions.

Since 2003, Urchin has been integral to Movember's success. Founding member and Creative Director of Urchin Associates, Travis Garone is also a co-founder of Movember. From the initial idea, through the early years to today Urchin Associates has helped build Movember through their creative genius, brand management expertise and by introducing Movember to their networks.

Urchin's creative disciplines have enabled Movember to communicate through print, web, radio, TV and all types of motion graphics. The Movember brand direction and communication styles has set a new benchmark in creatively getting a serious health message across, particularly through the volume of ads and messages our audience is now subjected to on a daily basis.

Bulletproof

As well as powering some of the most popular websites in Australia, Bulletproof supplies mission-critical hosting, management and monitoring services to companies including, BlueScope Steel, Transurban, Borders, the Australian Broadcasting Corporation, DMG Radio, Blackmores, Ferrier Hodgson, Telstra Corporation and the Australian Olympic Committee.

When Movember was evaluating web hosting suppliers in 2007, the exponential growth of campaign dictated that the hosting provider selected, be able to deliver not only high performance and availability, but also the ability for the hosting to be seamlessly ramped up during campaign and peak load periods and then scaled back during off-peak periods.

For 2007, 2008 and 2009, Bulletproof Networks' award-winning Enterprise Dedicated VM Hosting was selected to power the Movember.com campaign. For Movember.com 2010, Bulletproof has been engaged to design and roll out additional infrastructure to handle a forecast 3-fold increase in traffic as well as greatly increased international traffic from the UK and US.

FINANCIAL OVERVIEW

Movember raised total global funds of \$44.3 million during the 2009 campaign – an increase of \$14.5 million (49%) over the prior year. A significant portion of this growth came from the international campaign which more than doubled its revenues from \$9.7 million in the 2008 campaign to \$21.9 million (Australian equivalent dollars) in the 2009 campaign. The global funds of \$44.3 million were raised by 255,722 Mo Bros and Mo Sistas, almost half of which were outside of Australia. The global average donation rate per Mo Bro remained steady at \$167, compared with \$163 in the prior year.

Our tight cost control efforts, as well as economies of scale resulting from larger international campaigns, have resulted in a reduction in our cost ratios. Our global fundraising and administration cost to donations ratio was 8% of funds raised, down from 11.0% last year.

Australia

The Australian campaign raised \$22.3 million this year. Of the funds raised, Movember donated \$18.3 million (82% of funds raised) to our two men's health partners – The Prostate Cancer Foundation and *beyond blue* – the national depression initiative.

After donating 82% to our beneficiary partners, the remaining 18% was used to promote men's health awareness (6%), for fundraising costs (5%) and administration costs of 1%. A further 6% (\$1.3 million) was retained to contribute to the cost of running future campaigns.

The total cost of administration and fundraising at 6% of donations is low by global fundraising standards, and reflects our goal of continually reaching for the best possible campaign outcome while carefully monitoring costs.

International

A total of \$21.9 million was raised across New Zealand, the USA, Canada, the UK and Ireland. Funds raised in each of the international campaigns (except the USA) were donated directly to our beneficiary partners in those countries. Our partners then reimbursed the Movember Foundation for campaign costs. In the USA this year for the first time, we received funds directly through our own charity, Movember Inc.

Last year we saw an increase in our international fundraising and administration costs due to the placement of staff in the USA and the UK (rather than continuing to manage the programs remotely from Australia). This investment resulted in a 126% increase in international donations this year, and a reduction in international administration and fundraising costs from 19% last year to 10% this year. This is a particularly pleasing result given the tough economic conditions in the UK and the US, which are the second and fourth largest of our international campaigns respectively.

Combined Australia and international financial overview

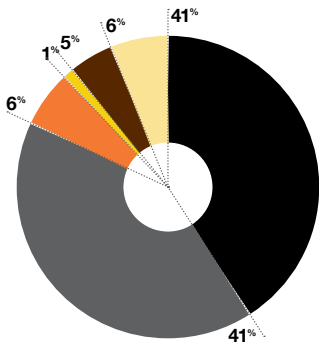
	Australia AUD\$	International AUD\$	Total AUD\$
Movember funds raised globally	22,329,876	21,989,096	44,318,972
Donated to / retained by beneficiaries	18,267,857	17,563,830	35,831,687
Percentage donated	82%	80%	81%
Movember direct revenue	22,329,876	6,751,571	29,081,447

Revenue used as follows:

Donated to beneficiaries	18,267,857	2,105,847 ¹	20,373,704
Men's health promotion	1,329,670	1,917,515	3,247,185
Fundraising costs	1,214,803	1,668,516	2,883,319
Administration costs	142,351	526,989	669,340
Foreign exchange ²		448,869 ²	448,869 ²
Surplus retained	1,375,195	83,835	1,459,030

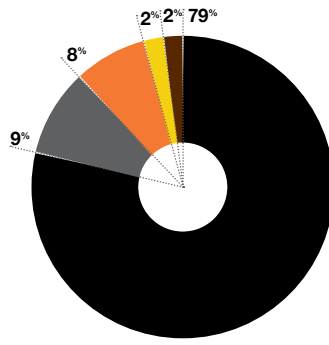
¹ The difference between this donations number and the total funds raised of \$21.9m, represents funds that were received directly by beneficiary partners in the UK, Canada, Ireland and NZ, (note however, each of the following cost categories includes 100% of the campaign costs in all countries).

² Campaign costs refunded from overseas beneficiary partners have been held in foreign currency accounts to pay for the costs of the next campaign. By holding local currencies rather than converting to Australian dollars, Movember avoids the risk of losing money each time it pays an international cost. The foreign exchange amount shown above is the revaluation of our foreign currency holdings at year end into Australian dollars for reporting purposes – it is not a cash outgoing, but simply a reflection of the stronger Australian dollar this year, compared with last year.



Application of funds raised in Australia

Donation to <i>beyondblue</i> , the national depression initiative	41%
Donation to the Prostate Cancer Foundation of Australia	41%
Men's health promotion	6%
Administration	1%
Fundraising costs	5%
Retained funds	6%



Application of funds raised internationally

Funds retained by the local beneficiary partners	79%
Men's health promotion	9%
Fundraising costs	8%
Administration costs	2%
Exchange rate	2%
Surplus retained	0%

SUMMARISED FINANCIAL STATEMENTS

Summarised statements of comprehensive income for the period ended 30 April 2010

	Consolidated		Parent Entity	
	2010 \$	2009 \$	2010 \$	2009 \$
Revenue				
Mo Bro/Mo Sista sponsorship	24,439,932	18,652,278	21,018,129	18,652,278
Corporate sponsorship	977,279	737,728	977,279	722,966
Gala Party/merchandise	135,654	235,724	113,497	235,724
Management fees for running other Movember global events	3,079,596	3,216,299	3,079,596	2,348,073
Interest and other revenue	448,986	466,310	392,665	466,310
Total Revenue	29,081,447	23,308,339	25,581,166	22,425,351
Expenditure				
Donated to Beneficiary Partners	(20,373,704)	(16,271,258)	(18,267,856)	(16,271,258)
Men's health promotion	(3,247,185)	(3,387,157)	(2,691,576)	(2,928,649)
Fundraising	(2,883,319)	(2,077,762)	(2,392,675)	(1,825,987)
Administration	(669,340)	(1,222,175)	(527,918)	(1,075,295)
Foreign exchange loss	(448,869)	-	(291,881)	-
Funds retained for the year	1,459,030	349,987	1,409,260	324,162
Exchange difference on translation of foreign operation	34,304	-	27,592	-
Total comprehensive income for the year	1,493,334	349,987	1,436,852	324,162

Note: the consolidated columns include the results for the total Movember Group.
The parent entity columns include only the Movember Group Pty Ltd and do not include Movember Inc.

SUMMARISED FINANCIAL STATEMENTS

Summarised balance sheets as at 30 April 2010

	Consolidated		Parent Entity	
	2010 \$	2009 \$	2010 \$	2009 \$
Assets				
Current assets				
Cash and cash equivalents	9,935,661	6,891,848	8,569,268	6,152,042
Trade and other receivables	1,958,581	295,321	2,165,396	965,812
Total current assets	11,894,242	7,187,169	10,734,664	7,117,854
Non-current assets				
Plant and equipment	43,446	41,021	39,412	41,021
Total assets	11,937,688	7,228,190	10,774,076	7,158,875
Liabilities				
Current liabilities				
Trade and other payables	8,755,920	5,539,756	7,674,615	5,496,266
Net assets	3,181,768	1,688,434	3,099,461	1,662,609
Accumulated funds				
Reserves	34,304		27,592	
Funds available for future use	3,147,464	1,688,434	3,071,869	1,662,609
Total accumulated funds	3,181,768	1,688,434	3,099,461	1,662,609

Note: the consolidated columns include the results for the total Movember Group.
The parent entity columns include only the Movember Group Pty Ltd and do not include Movember Inc.

Independent audit report to the members of The Movember Group Pty Limited as Trustee for The Movember Foundation.

PRICEWATERHOUSECOOPERS 

Report on the summarised financial report

We have audited the accompanying summarised financial report of The Movember Group Pty Limited as Trustee for the Movember Foundation, comprising the summarised balance sheets as at 30 April 2010 and the summarised statements of comprehensive income for the year then ended, which was derived from the financial report of the Movember Group Pty Limited as Trustee for The Movember Foundation for the year ended 30 April 2010. We expressed an unmodified auditor's opinion on that financial report in our auditor's report dated 15th September 2010.

The responsibility of the directors for the summarised financial report

The directors are responsible for the preparation and presentation of the summarised financial report in accordance with the recognition and measurement criteria described in Note 1 of the financial report of The Movember Group Pty Limited as Trustee for the Movember Foundation.

Auditor's responsibility

Our responsibility is to express an opinion on the summarised financial report based on our procedures, which were conducted in accordance with Australian Auditing Standards. These Auditing Standards require that we comply with relevant ethical requirements relating to audit engagements.

Auditor's opinion

In our opinion, the information reported in the summarised financial report is consistent, in all material respects, with the financial reports from which it was derived. For a better understanding of the scope of our audit, this auditor's report should be read in conjunction with our audit report on the financial report.



PricewaterhouseCoopers



Manoj Santiago. Partner
15th September 2010.

DECLARATION BY DIRECTORS

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

The financial report has been prepared in accordance with Accounting Standards and mandatory professional reporting requirements to the extent described in Note 1(a).

In the directors' opinion:

(a) The financial statements and notes set out on pages 28 + 29:

a. Comply with Accounting Standards and other mandatory reporting requirements

b. Gives a true and fair view of the Foundation's financial position as at 30 April 2009 and of its performance for the financial period ended on that date

c. There are reasonable grounds to believe that the company 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.



Adam Garone
Director

Melbourne, Australia
15th September 2010.

For further information about The Foundation, please contact:

Juliette Barnes,
PO Box 292
Prahran, VIC 3181,

1300 GROW MO (1300 4769 66)

www.movember.com
or info@movember.com

THE NEW YORK TIMES

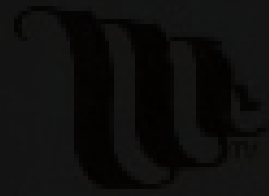


MOVEMBER





Thank You to all the amazing Mo Bros and Mo Sistas around the world who make Movember what it is. One world, one Mo.



MOVEMBER

