

**MOVEMBER
GLOBAL ANNUAL
REPORT**

2011



CHANGING THE FACE OF MEN'S HEALTH

YESTERDAY, TODAY AND TOMORROW

2003, MELBOURNE/AUSTRALIA

Movember was established in 2003 by some friends over a beer in a small bar in Fitzroy, Australia.

The goal was simple – to create a campaign promoting the growth of the moustache among like-minded people and have fun along the way.

Every decision made and action taken by the team is true to the origins of Movember and its humble beginnings.





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This is Movember's global annual report which includes a section on each country where a formal campaign is run and the programs being funded.

**THE QUALITY
OF LIFE FOR
MANY MEN LIVING
WITH PROSTATE
CANCER IS
UNACCEPTABLE**

**A WORD FROM THE CHAIRMAN
PAUL VILLANTI**

I am delighted to report that Movember continues to build momentum towards achieving its vision of having an everlasting impact on the face of men's health. It is with pride and humility that we acknowledge the extraordinary effort of the 447,808 Mo Bros and Mo Sistas who together, across nine countries, raised in excess of \$AUS 72 (\$US 81) million for men's health programs.

One such extraordinary Mo Bro I've had the privilege of meeting is Christian Georgio, who was told on 23 August 2010 that he had a brain tumour. As Christian said on his Movember Mo space page "Bit of a bummer, but it's not going to stop me from reaching the ripe old age of 88!! Only 60 years away". Christian raised over \$16,000 last year but what was even more gratifying was the awareness he created about men's health issues in his local community. At the same time that Christian was facing an immense personal challenge, he was prepared to commit his precious time and energy to the greater good of men, both locally and globally. Christian, thank you again and may you continue to win your fight.

The funds that Movember raise are invested in programs that address the strategic priorities Movember has identified. Globally, fighting prostate cancer continues to be our highest priority. Today, we still do not have an accurate test that tells a man whether he has prostate cancer. Furthermore, we cannot tell a man which type (there are at least 25) of prostate cancer he has, resulting in many men having unnecessary and harmful treatment. The quality of life for many men living with prostate cancer is unacceptable, particularly as the disease progresses. These are critical challenges that we are addressing through our funding of world class research and survivorship programs.

In 2010 Movember launched its Global Action Plan, an international prostate cancer research collaboration seeking to bring together the global prostate cancer community to address some of the key challenges. As a result, Movember funded researchers across the globe are playing a crucial role, and we are encouraged by the momentum we now see with emerging new medicines and diagnostics.

In Australia and New Zealand, male depression is our other priority area. As a community we are only now beginning to fully understand the devastating impact and cost of mental illness. The loss of life, particularly young men's lives, as a result of depression is disturbing. For men living with depression, being able to fully participate in work and family activities is often a great challenge. Our men's health partners have played a key leadership role in addressing these issues, and we are pleased to see the progress that has been made. We are also pleased to see many national governments increasing their investment in mental health, which is necessary to support men, women and their families living with mental illness.

Our ability to be a catalytic funder of national and global programs that result in significant and positive improvements for men can only be achieved through the team. Under the leadership of Adam Garone, the quality of the Movember crew is exceptional. The team might be small in number, but the results they have achieved are amazing.

Our men's health partners across the globe manage most of the programs that seek to achieve our Vision and Goals, and we continue to be grateful for their critical contribution. Our strategic partners, corporate partners and campaign partners are a vital part of our success, and I thank them for their ongoing support and participation.

My fellow directors continue to provide strong governance and strategic guidance to the organisation, and I thank them for their efforts. In 2010 we welcomed three new non-executive Directors – Dr. Colleen Nelson, John Hughes and Mark Fewell, all of whom have already made a valuable contribution.

May the moustache continue to be the catalyst for changing the face of men's health.



Paul Villanti
Chairman

COLLECTIVE COMMITMENT, PASSION AND SENSE OF COMMUNITY

A WORD FROM THE CEO
ADAM GARONE

**IF YOU HAVE ANY QUESTIONS,
PLEASE EMAIL ME AT
ADAM@MOVEMBER.COM
OR FOLLOW ME ON
TWITTER: @ADAMGARONE**

Dear Mo Bros, Mo Sistas and friends of Movember,

Movember 2010 was a truly epic campaign; it was the first year that another country, Canada, challenged Australia as the number one fundraising nation. In the end Australia won out by a tiny margin, however it marked the year that Movember became a truly global movement with significant campaigns outside of Australia, in the UK, the US, New Zealand, Ireland, South Africa, Finland, the Netherlands, Spain and the Czech Republic. Together these countries and ex-pats spread across the globe had 447,808 registered Mo Bros and Mo Sistas that garnered 1.8 million individual donations raising \$AUS 72 (\$US 81) million.

These global figures are almost beyond comprehension, they are amazing particularly given that Movember started as a bit of a joke to bring back the moustache over a few beers in 2003. Beyond the numbers, what inspires me each year is the individual Mo Bro and Mo Sista stories from around the world that support the cause for their own reasons and who create change in their own lives and communities. From the Mo Bro taxi driver I met in Toronto who was growing his Mo as a tribute to his Mum he recently lost to cancer in Sri Lanka, to eight year old Mo Sista Lakin in Houston who lost her Dad to cancer, to the many Mo Bros I meet battling prostate cancer, to the young Mo Bros doing it for their Dads, to the high profile Mo Bros and Mo Sistas – the politicians, the pro athletes, the celebrity entertainers, no matter what they do or where they live everyone comes together, united for the 30 days of Movember to make men's health a priority.

It is this collective commitment, passion and sense of community that I believe makes Movember so unique. During 2010, I was aware of week-long cycle rides, marathons, 5 and 10km runs, entire police forces taking part, the relaxation of military dress regulations to allow Mo growth, giant moustaches appearing on buildings, on boats, on planes, on military helicopters and entire national sporting teams growing moustaches for the month of November.

Our vision is to have an everlasting impact on the face of men's health. To achieve this we focus the funds raised in three program areas: Awareness and Education, Survivor Support and Research. Paul, in his Chairman's letter, touched on the impact of the Survivor Support and Research programs, and I would like to address our third program area of Awareness and Education. This important program we conduct is saving and changing lives today. We are achieving this by educating the Movember community that the best way to cure cancer is to prevent it through a healthy diet, not smoking, being physically active, staying at a healthy weight and knowing your family medical history. We are also urging all Mo Bros to make Movember the month they have an annual physical which includes cancer screening because most cancers, particularly prostate cancer, is highly curable if caught early. We know from the heart-felt e-mails thanking Movember, that our awareness and education program is saving and changing lives today, a truly remarkable outcome.

Now to some thank you's...

Behind every great moustache is a great Mo Sista, supporting and loving their Mo Bro. I want 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 moustaches look.

To the wonderfully gifted team at Movember – thank you! Even though we are spread across five countries and five offices we are one family with a deep 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 are able to 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, words can't adequately describe your individual and collective passion, loyalty and genius – thank you so much for your continued support. Know that we are working tirelessly, year round to fund programs made possible by you that will have an everlasting impact on the face of men's health.

Thank you and see you all in November 2011.



Adam Garone
CEO and co-founder

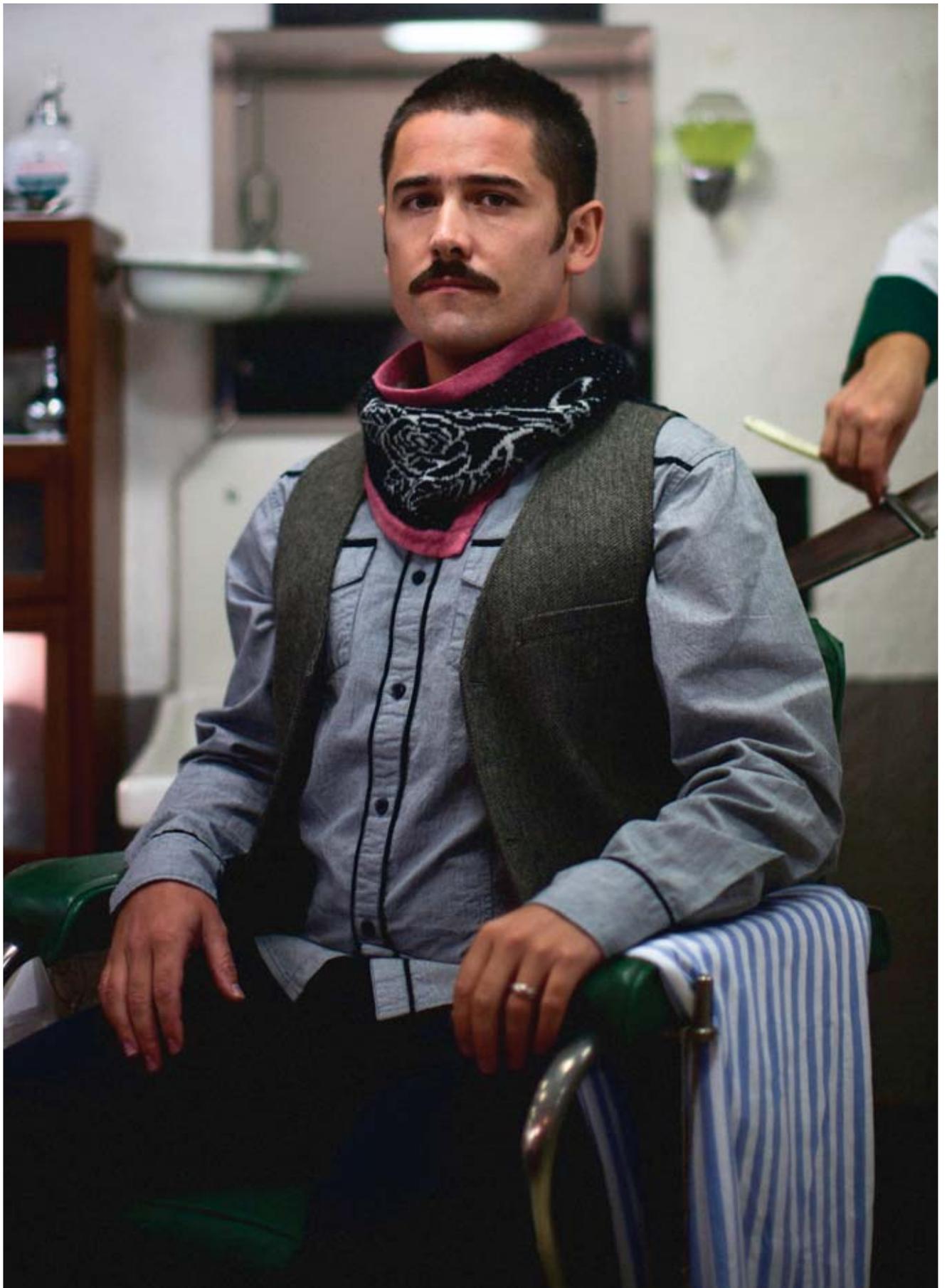
THE MO IS KING

OUR RIBBON, OUR BADGE

The moustache is here to change the actions and attitudes of men when it comes to their health. We will achieve this by harnessing the power of the Mo, a badge, if you like, worn by all Mo Bros.

The Mo is a catalyst for change, prompting both public and private conversation, and through the continued growth of a moustache during November, we will continue to increase early detection, diagnosis and effective treatment for men around the world.





ABOUT US

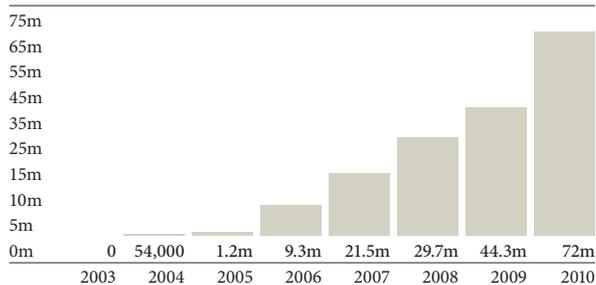
During November each year, Movember is responsible for the sprouting of moustaches on thousands of men's faces around the world, the aim of which is to raise much needed funds and awareness for men's health issues, specifically prostate cancer and male depression.

On Movember 1st, guys register at movember.com with a clean-shaven face and for the rest of the month, these selfless and generous men, 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.

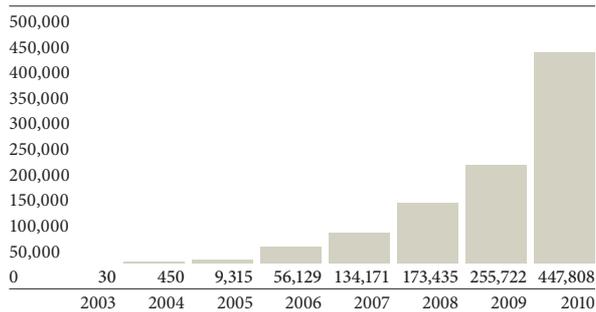
Mo Bros effectively become walking, talking billboards for the 30 days of November, and through their actions and words raise awareness by prompting private and public conversation around the often ignored issue of men's health.

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 Movember community.

GLOBAL FUNDS RAISED \$178 MILLION (FIGURES IN AUD)



GLOBAL REGISTRANTS 1.1 MILLION MO BROS & MO SISTAS



A GLOBAL MOVEMENT

Since humble beginnings in 2003 in Melbourne Australia, Movember has grown to become a truly global movement inspiring millions of Mo Bros and Mo Sistas to participate. Today, official campaigns are run in Australia, New Zealand, the US, Canada, the UK, Finland, the Netherlands, Spain, South Africa, Ireland and the Czech Republic. In addition, Movember is aware of Mo Bros and Mo Sistas supporting the campaign and men's health cause right across the globe, from Russia to Dubai, Hong Kong to Antarctica, Rio de Janeiro to Mumbai and everywhere in between.

The global expansion experienced by Movember in the last couple of years is not something that was driven or planned from 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. Together with men's health partners based in each country, Movember has been able to take bigger steps towards achieving its goal of changing the face of men's health.

The geographic expansion of Movember supports and delivers on our primary objective of spreading key health messages to men everywhere. The issues relating to men's health which 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 we aim to:

- 01** Raise more money for prostate cancer research than we ever could in Australia alone, and ultimately be part of the cure for prostate cancer. For example, if we raise money in the USA for prostate cancer research and that contributes to finding a cure, better treatment or a better screening method, then that will have a global impact on prostate cancer.
 - 02** Enable other countries to raise awareness and money for support programs for prostate cancer or other significant men's health issues (for example – depression in Australia and New Zealand)
 - 03** Become a conduit for all our men's health partners to better communicate between themselves, thus helping to avoid duplication of materials, research and deliverables.
- 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.

2003

The Movember idea was born

Australia

30 Mo Bros & Mo Sistas

No money raised

2004

The Movember Group was officially established

Australia

450 Mo Bros & Mo Sistas

\$54,000 raised

2005

Australia

9,315 Mo Bros & Mo Sistas

\$1.2m raised

2006

Movember receives official charity status in Australia

Australia, New Zealand

56,129 Mo Bros & Mo Sistas

\$9.3m raised

2007

Australia, Canada, New Zealand, Spain, UK and USA

134,131 Mo Bros & Mo Sistas

\$21.5m raised

2008

Australia, Canada, Ireland, New Zealand, Spain, UK and USA

173,435 Mo Bros & Mo Sistas

\$29.7 million raised

2009

Movember receives official charity status in the US

Australia, Canada, Czech Republic, Finland, Ireland, Netherlands, New Zealand, South Africa, Spain, UK and USA

255,722 Mo Bros & Mo Sistas

\$44.3m raised

2010

Australia, Canada, Czech Republic, Finland, Ireland, Netherlands, New Zealand, South Africa, Spain, UK and USA

447,808 Mo Bros & Mo Sistas

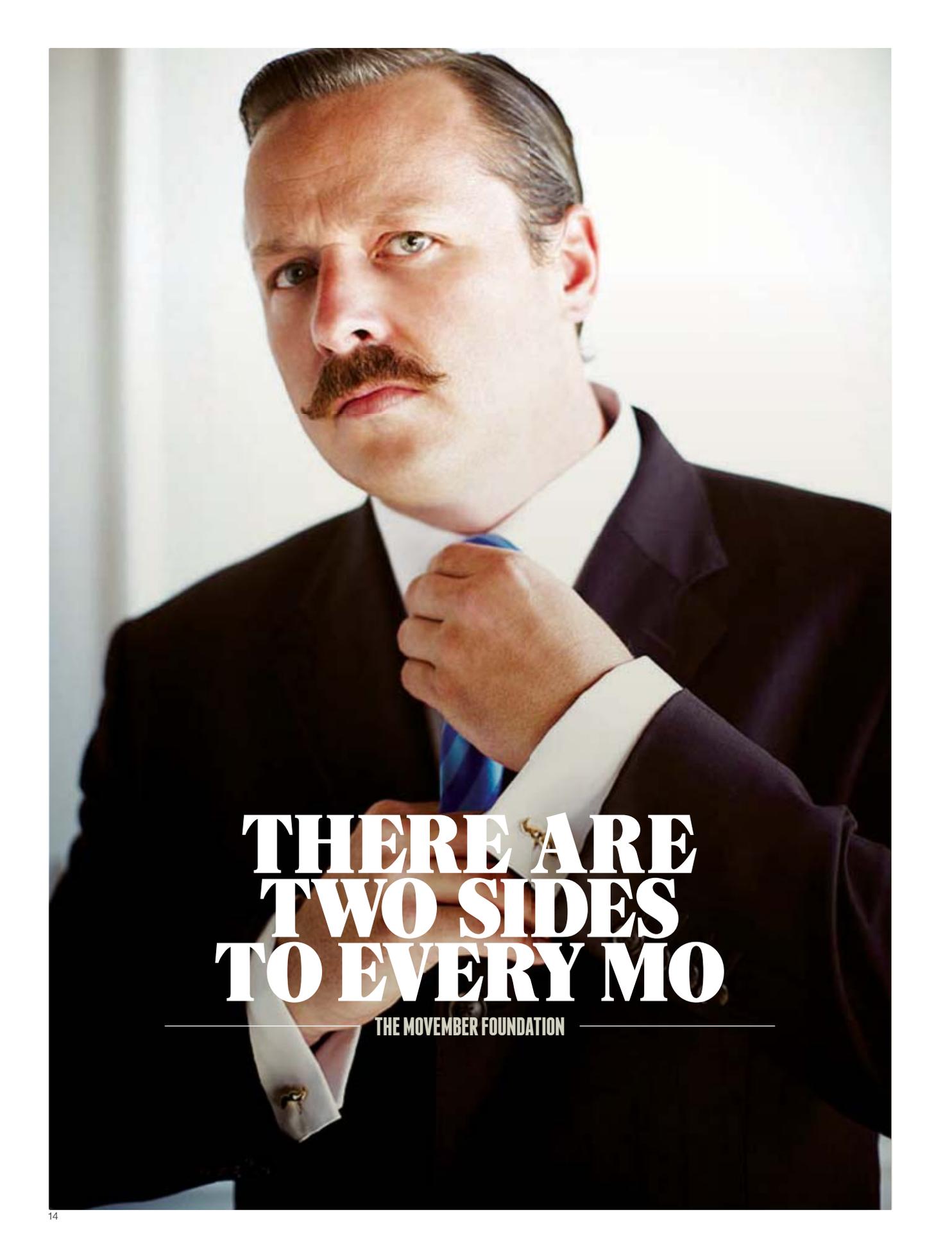
\$72m raised

REAL MEN GROWING REAL MOUSTACHES, TALKING ABOUT REAL ISSUES. SIMPLE.

WHAT WE STAND FOR

Men sporting Movember moustaches effectively become walking, talking billboards for the 30 days of November and through their actions and words raise, not only funds, but much needed awareness around the often ignored issue of men's health.



A close-up portrait of a man with a prominent mustache, wearing a dark suit jacket, a white dress shirt, and a blue tie. He is looking slightly to the left of the camera with a serious expression, and his right hand is adjusting the knot of his tie. The background is a plain, light-colored wall.

**THERE ARE
TWO SIDES
TO EVERY MO**

THE MOVEMBER FOUNDATION

The fun and irreverence of the Movember campaign only works because it's backed by a Foundation that is both serious in its goals and professional in its conduct. The Movember Foundation exists as a direct result of the Movember community and its generosity, and serves them by upholding and delivering on Movember's vision.

The Movember Foundation aims to set a new benchmark in the charity sector and open up an innovative and modern generation of philanthropy through low cost-to-fundraising ratios, smart use of technology, clever marketing, transparency and a focus on making an impact, not just raising funds.

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



CAMPAIGN STRATEGIC GOAL

We will get men to grow moustaches by creating an innovative, fun and engaging annual Movember campaign that raises funds and awareness globally.

STRATEGIC GOALS FROM THE FUNDS RAISED

SURVIVORSHIP

To help men make informed decisions and to improve their quality of life, we will fund survivorship initiatives that provide information and support for men and their families affected by prostate cancer and depression.

AWARENESS AND EDUCATION

Through our annual campaign and funded programs we will significantly increase the understanding of the health risk that men face and encourage men to act on that knowledge.

DEPRESSION IN MEN

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

PROSTATE CANCER RESEARCH

We will fund catalytic research and clinical trials infrastructure that leads to significantly improved diagnostic and prognostic tests and treatments to reduce the burden of prostate cancer.

INFLUENCING CHANGE IN MEN'S HEALTH

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

VALUES

FUN

We create fun.

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 EXPERIENCES

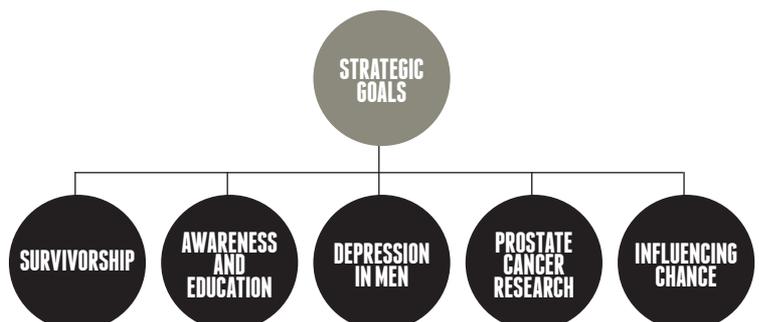
At every touch point – phone, e-mail, online, in person, at our events – we create a remarkable experience.

OUTCOMES ORIENTED

We will drive significant outcomes for men's health from the funds we raise.

INNOVATIVE

Born from an entrepreneurial spirit, we apply innovation across the organisation to improve efficiency and the Mo Bro and Mo Sista experience.



A man with a mustache, wearing a grey duffle coat over a striped shirt, stands in a city at night. The background is blurred with warm lights and neon signs. The text 'THE FACE OF MEN'S HEALTH' is overlaid in large white letters, with 'AREAS OF FOCUS' in smaller grey letters below it.

THE FACE OF MEN'S HEALTH

AREAS OF FOCUS

Statistics show that on average, Australian men die at a younger age than women – the life expectancy for a male is currently 79.3 years, compared to the female average of 83.9 years, and a similar gap exists in many other nations.

The reasons for the poor state of men’s health around the world are numerous and complex; however, what is known is that the main reasons for men being less healthy than women are lifestyle choices and a lack of awareness of the risks they face. Men are more likely to smoke and to drink too much alcohol, while their traditional involvement in high-risk activities such as sport, dangerous jobs and dangerous driving means they are injured, or die of injuries, more frequently than women. Men are also prone to eat more fatty foods than women and a high fat diet can contribute to problems like heart disease, stroke, diabetes and some types of cancer.

Although more men are increasingly taking a more active interest in their health, a large percentage of men continue to 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. Studies have shown that men don’t get regular health checks for the following reasons:

- 01 Scared it will lead to a hospital visit
- 02 Embarrassed to discuss their health issues
- 03 Find it too hard to see a GP because of limited opening hours
- 04 Just can’t be bothered making an appointment

By putting a fun twist on a serious issue, Movember aims to change the way a large number of men think about and treat their health. The moustache is Movember’s catalyst for change and will be used to bring about change and give men the opportunity and confidence to talk about their health with friends and family.

Movember has an interest in all issues relating to men’s health but currently concentrates its efforts on raising awareness and funds for prostate cancer and male depression.



Movember’s strategic goals guide program policy across the world. Currently, Movember focuses its attention on raising much needed awareness and funds for prostate cancer and depression (in Australia and New Zealand only). Both illnesses are highly prevalent amongst men and both suffer historically from being underfunded and misunderstood by sufferers and the wider public.

Movember has two main areas of focus: prostate cancer and depression.

PROSTATE CANCER

When Movember first started out, prostate cancer was a relatively unheard of cancer; in fact some early Movember participants were unsure of where their prostate was in their body. There was a frighteningly low level of awareness; especially given that prostate cancer is the most commonly diagnosed male cancer in many western countries.

In partnership with our men’s health partners around the world, Movember helps reduce the impact of prostate cancer on families through:

- 01 Helping men deal with the diagnosis and treatment of prostate cancer
- 02 Raising awareness about prostate cancer in the general community
- 03 Funding research into better screening tests, treatments and ultimately finding a cure for prostate cancer

A little known fact is that roughly as many men die of prostate cancer each year than women do of breast cancer. The chart below details the numbers in each of the countries where we ran official campaigns in 2010.

The number of recorded cases has increased significantly in recent years, and this is partly due to the increased use of the PSA blood test resulting in more cases being detected. It is also because men are living longer.

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 about annual testing. 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. Family history increases the risk. For example, for a man who has a father or brother diagnosed with prostate cancer, the risk is at least twice as high.

Prostate cancer can be cured if treated while it is confined to the prostate gland. Early, curable prostate cancer may not have symptoms but simple testing can be carried out by a GP.

DEPRESSION

Depression is an area of focus for the Australia and New Zealand campaigns. As with prostate cancer, it is a ‘silent’ illness, meaning that there are often no obvious signs. 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. In partnership with our men’s health partners, Movember aims to:

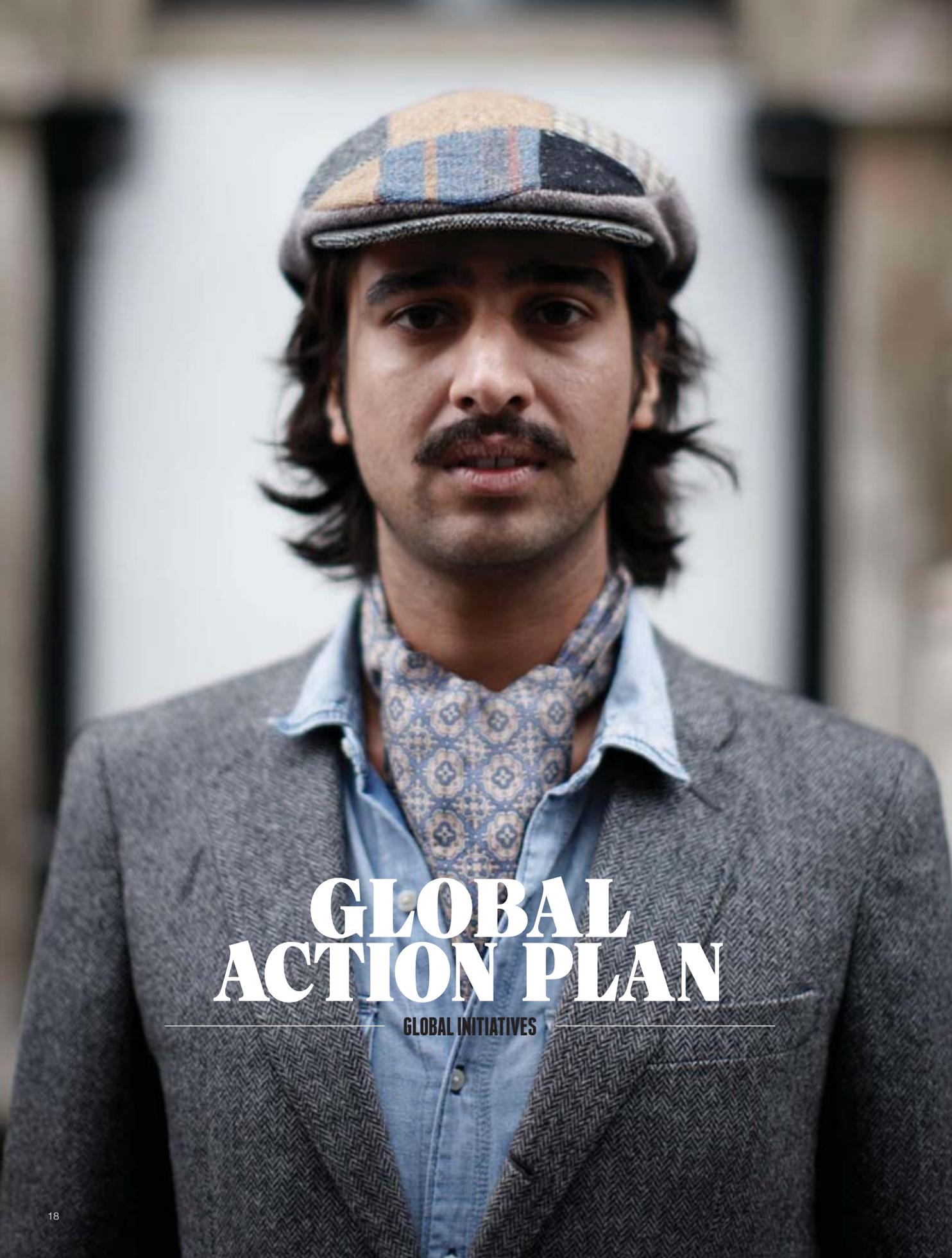
- 01 Initiate and support depression related research
- 02 Raise community awareness about depression and reduce the stigma associated with the illness
- 03 Provide people living with depression and their caregivers with information on the illness and effective treatment options

Depression is one of the most common mental health problems. Millions of adults live with depression or have experienced depression in their lifetime. Depression can be as serious, debilitating and life-threatening as a physical illness – yet less than half of those experiencing depression seek help.

Men’s depression is complicated by the fact that men are less likely than women to ask for assistance; with only 1 in 8 men seeking help. Rather than discussing mental health issues or seeking treatment when depressed or anxious, men may turn to alcohol or drugs. The stigma attached to depression remains a huge issue – the lack of understanding and misconceptions about depression contribute to the attitude held by many that people can just “snap out of it.”

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.

PROSTATE CANCER STATISTICS	AUS	NZ	UK	US	IRE	CAN
Ratio of men that will develop prostate cancer	1 in 11	1 in 10	1 in 9	1 in 6	1 in 12	1 in 7
Number of men diagnosed with prostate cancer each year	20,000	2,500	37,000	218,000	2,500	25,500
Number of men that will die from prostate cancer in 2011	3,300	600	10,160	33,000	500	4,100



GLOBAL ACTION PLAN

GLOBAL INITIATIVES

Country specific achievements are detailed on their respective pages within this report. However, running alongside our localised programs focussed on prostate cancer and male depression, Movember has two global initiatives:

01
The Movember Global Action Plan

02
The Awareness and Education Program



ACCELERATING RESEARCH OUTCOMES THROUGH GLOBAL COLLABORATION

The Movember Foundation's vision is to have an everlasting impact on the state of men's health. To this end Movember has established the Movember Global Action Plan (GAP), which aims to accelerate prostate cancer outcomes through global research collaboration.

Working with our prostate cancer partners in each country over the last few years, we identified an opportunity to accelerate research outcomes by providing researchers around the world with the ability to work together to address critical research challenges. Given our international presence, Movember is uniquely placed to address this challenge by facilitating and funding a new and bold approach to prostate cancer research collaboration that fast tracks outcomes.

To direct the GAP research priorities an independent Global Scientific Committee (GSC) has been established by Movember; comprised of internationally renowned prostate cancer experts from around the world.

GSC Independent Chair, Dr Colleen Nelson, knows the importance of Movember's GAP:

"Prostate cancer research is often most effective when multi-disciplinary teams across different research institutions work together to address key scientific challenges. This is usually done within a given centre, occasionally across one country. Rarely is there an opportunity to do this on a global scale. Movember GAP provides an unprecedented opportunity to unite prostate cancer researchers across the globe to achieve key breakthroughs faster."

Movember's GAP program currently has two elements:

01 ANNUAL GLOBAL COLLABORATIVE RESEARCH PROJECT

The overall goal of the global collaborative research project is to accelerate research outcomes through joint efforts on annually identified priority scientific questions. These projects complement our substantial national research programs provided by our prostate cancer partners. 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. Furthermore, 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.

Each year, Movember's Global Scientific Committee (GSC) meets to determine the number one research area that could benefit most 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 and answer that question. Funded programs will be no more than two years in duration and will be required to deliver data and measurable outcomes within that timeframe, with reporting of interim milestones.

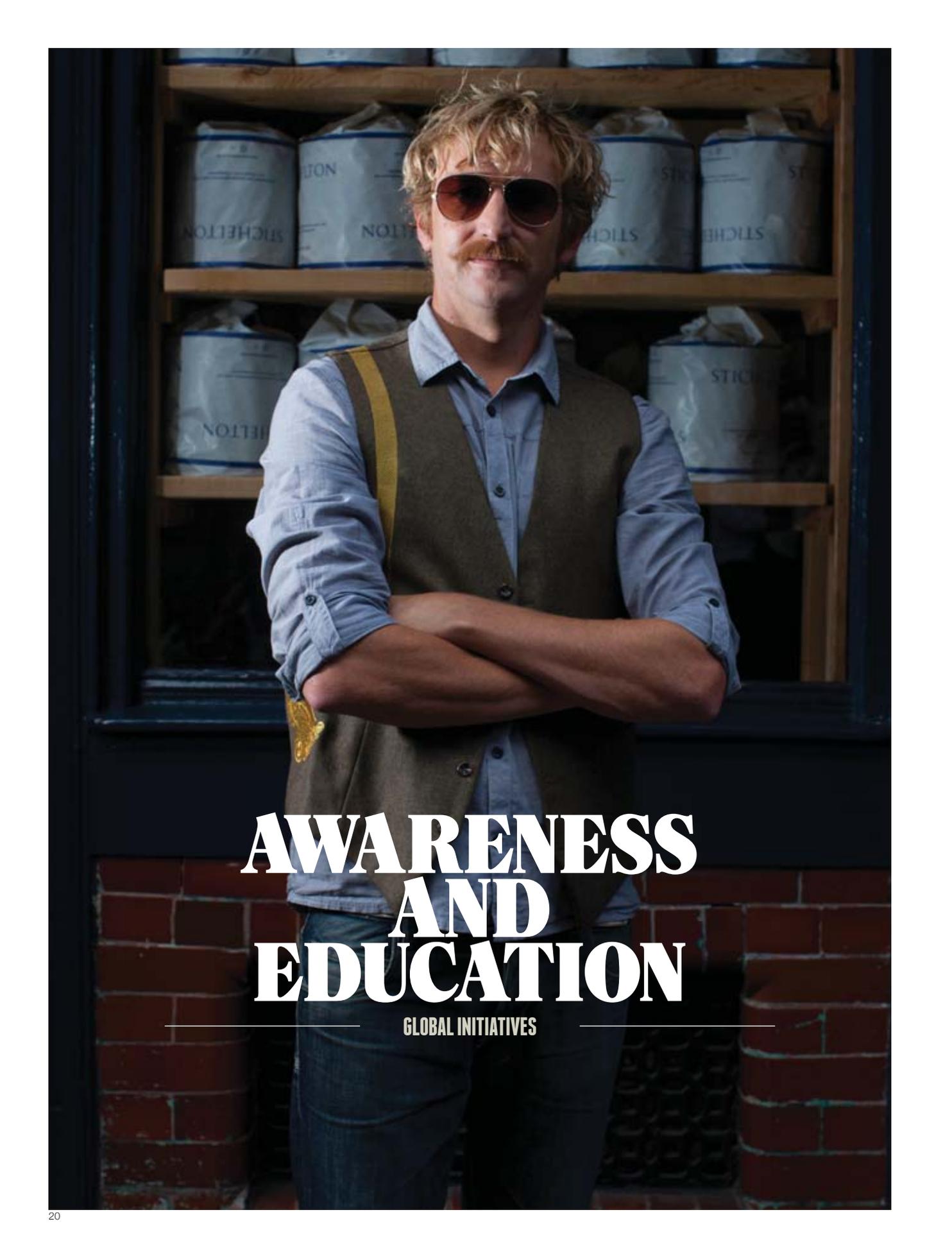
Importantly, the execution of the global collaborative research projects will lead to the generation of key data that will be shared freely with the entire prostate cancer community and beyond, via the Movember website. Over time, the sharing of this data will avoid unnecessary duplication of research efforts and deliver greater return on the funds that Movember and other organisations invest in prostate cancer research.

The objective of the 2010/11 global collaborative research project, the Global Prostate Cancer Biomarker Initiative, is to allow clinicians to better predict aggressive prostate cancer and characterise metastatic disease and treatment resistance, by identifying clinical biomarkers that ultimately enhance patient treatment decisions. Movember has appointed a Global Research Program Manager, Dr Mark Buzzza, to implement the program.

02 PROMOVEO – A PROSTATE CANCER KNOWLEDGE EXCHANGE PLATFORM

Movember is creating a global, online community for prostate cancer researchers, clinicians and organisations called Promoveo. Similar to LinkedIn, but tailored specifically for the prostate cancer research community, Promoveo members can 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.

Stemming from Latin, Promoveo means to move forward, accomplish, advance, bring to light. Our aim is to create a forum for free information exchange about prostate cancer research that will accelerate outcomes. Imagine what possible opportunities may arise when a prostate cancer researcher in the Netherlands, for example, is able to connect with other researchers involved in the same field in Australia, Canada, the UK, US, and Brazil to share knowledge and resources.



AWARENESS AND EDUCATION

GLOBAL INITIATIVES



On average men die five to six years younger than women. The suicide rate is four times higher for men than women and far too many men die prematurely each hour from accidents and potentially preventable illnesses.

Hard hitting facts; there is no biological disadvantage that puts men at greater risk than women, and according to recent research up to half of male cancer cases could be prevented by making healthy diet and lifestyle choices. The reasons for the current state of men's health are numerous and complex but it appears that the biggest issue is the way in which men think about their health; many men simply don't think about preventative health. It is this issue that Movember's Awareness and Education program is working hard to change.

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.

SPREADING THE WORD ONE MO AT A TIME: HOW IT WORKS

The average Mo Bro talks face-to-face about Movember and its men's health messages to 52 people during the month.

Movember's tag line is 'changing the face of men's health' which articulately describes the challenge – changing your appearance by growing a moustache for 30 days and the outcome – changing the understanding and attitudes men have towards their health. The moustache is Movember's ribbon; it is the catalyst by which Movember intends to bring about real change through the awareness generated by the simple act of growing a Mo.

The appearance of a moustache on a usually clean shaven man prompts questions from those around them. Throughout the month of Movember they are constantly asked the question - why the moustache? Each Mo Bro then needs to justify his new look with an explanation about the unique challenges men face with their health and key messages about prostate cancer and male depression. The result is a highly effective and authentic word-of-mouth campaign.

IS MOVEMBER MAKING A DIFFERENCE?

The answer is yes, absolutely. Recent research carried out by Movember highlighted that the campaign is raising awareness whilst having a positive impact on making men think about their health. Movember participants were spending more time thinking about health issues or reflecting on them than non-participants (the general population). The table below reveals the research findings.

Encouragingly, the research shows that participation in Movember does inspire men to proactively engage in the management of their health. However, findings also highlighted that 50% of men had ignored an issue rather than go to a doctor. This is proof that there is still work to be done and Movember has a responsibility to keep raising awareness, thereby motivating and engaging men around the world to change the face of men's health.

EMPOWERING THE MO BRO

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.

The Movember research revealed that the average Mo Bro talks face-to-face about Movember and its men's health messages to 52 people during the month. This means that during the 2010 campaign, the 448,000 global participants personally informed 23 million people about Movember and its key health messages. This isn't taking into account the number of people they would have reached with messages sent via e-mail, posted on Facebook and Twitter. As a result of the awareness generated online, approximately 17.3% of the global online population had the opportunity to be exposed to this year's Movember campaign during the month of November.

The impact of this authentic communication coming from someone known and trusted is significantly more meaningful than any other sort of promotion. 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:

01

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

02

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

03

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

04

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

05

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

Movember success lies in the fact that the campaign empowers Mo Bros and Mo Sistas and allows them to express and experience their journey in a way that is meaningful to them. Movember provides them with the tools but each individual is encouraged to stamp their own personal mark on their journey – there is no right or wrong way to take part in Movember; it is participation that is key. It is through the mediums detailed in the following pages that Movember helps Mo Bros and Mo Sistas spread the men's health messages.

IS MOVEMBER MAKING A DIFFERENCE?

	AUS	NZ	UK	IRE	US	CAN
Percentage of participants that spent time thinking about improving their general health	90%	94%	89%	89%	96%	93%
Percentage of participants that visited a doctor in the last 12 months	86%	73%	57%	59%	86%	76%
Percentage that discussed men's health with family, friends or colleagues during Movember	67%	73%	70%	70%	77%	80%
Percentage that conducted their own research into men's health issues during Movember	53%	53%	58%	63%	59%	59%
Percentage that cited prostate cancer as the first issue that comes to mind when thinking of men's health	50%	55%	51%	65%	64%	68%
Percentage that understood that their health depends on how well they take care of themselves	89%	86%	77%	81%	87%	87%

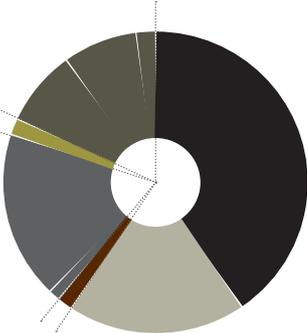
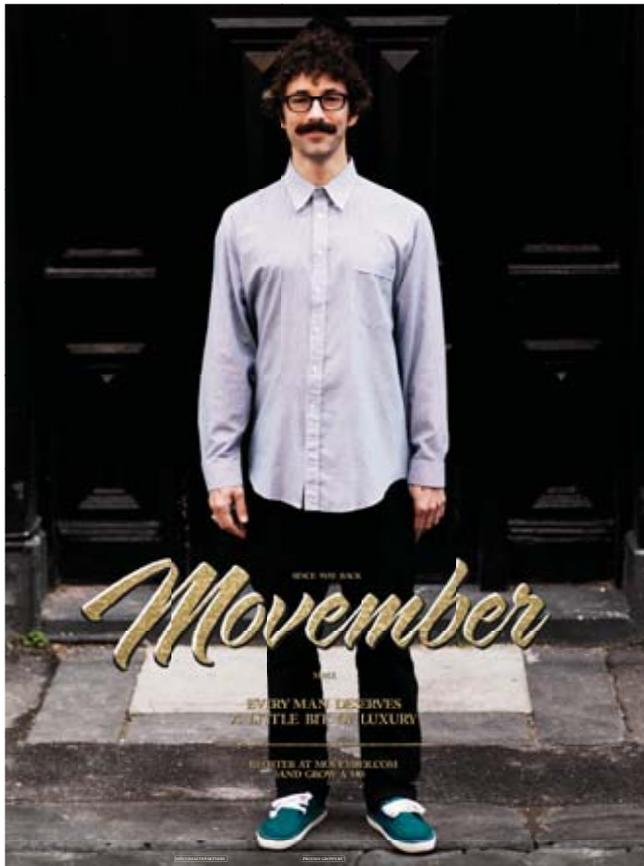
CAMPAIGN CREATIVE

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: 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	41.9%
Google	17.82%
Other search engines	1.20%
Facebook	22.72%
Twitter	1.18%
Other	16.63%

MOVEMBER CHANGING THE FACE OF MEN'S HEALTH

WHAT EVERY MO BRO AND MO SISTA SHOULD KNOW

You don't have to wait until you are sick to see a doctor. Stay on top of your game by having an annual general health check. Early detection of disease and mental illness provides the best chance for catching things early and preventing complications and side effects.

For more info on what you can do for your health, visit www.movember.com

20's

Your 20s are an awesome and challenging time. You're full of energy, looking for love, starting your career, and trying to figure out what you want to do with your life. It's a time to get your health on track. A healthy lifestyle now can help you stay on top of your game. Get your annual health check. It's a great time to get your health on track. A healthy lifestyle now can help you stay on top of your game. Get your annual health check. It's a great time to get your health on track.

30's

Your 30s are a busy and exciting time. You're still full of energy, but you're also starting to feel the effects of aging. It's a time to get your health on track. A healthy lifestyle now can help you stay on top of your game. Get your annual health check. It's a great time to get your health on track. A healthy lifestyle now can help you stay on top of your game.

40's

As you move into your 40s, you're starting to feel the effects of aging. It's a time to get your health on track. A healthy lifestyle now can help you stay on top of your game. Get your annual health check. It's a great time to get your health on track. A healthy lifestyle now can help you stay on top of your game.

50's

As you move into your 50s, you're starting to feel the effects of aging. It's a time to get your health on track. A healthy lifestyle now can help you stay on top of your game. Get your annual health check. It's a great time to get your health on track. A healthy lifestyle now can help you stay on top of your game.

60's

Your 60s are a decade of major change. You're still full of energy, but you're also starting to feel the effects of aging. It's a time to get your health on track. A healthy lifestyle now can help you stay on top of your game. Get your annual health check. It's a great time to get your health on track. A healthy lifestyle now can help you stay on top of your game.

70's

As you get on in life, you're starting to feel the effects of aging. It's a time to get your health on track. A healthy lifestyle now can help you stay on top of your game. Get your annual health check. It's a great time to get your health on track. A healthy lifestyle now can help you stay on top of your game.

THE MOI'STACHE TO MODERN GENTLEMAN

A well-maintained moustache is a symbol of a modern gentleman. Like a star of a movie, it's a moustache that's in demand. It's a moustache that's in demand. It's a moustache that's in demand. It's a moustache that's in demand. It's a moustache that's in demand.

HEALTH CHECK

Weight and blood pressure
Blood cholesterol and glucose
Blood sugar and smoking
Depression and anxiety

HEALTH CHECK

Weight and blood pressure
Blood cholesterol and glucose
Blood sugar and smoking
Depression and anxiety

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Blood cholesterol and glucose
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Depression and anxiety

341,775,000
 NOVEMBER 2010
 OVERALL DIGITAL REACH

WEBSITE STATISTICS

2009

2010

Total website visits	6,775,387	14,881,421
Total unique website visitors	3,128,803	7,394,131
Total page views	37,373,234	65,537,094
Average length of visit	4:11 min	3:24 min

SITE USAGE



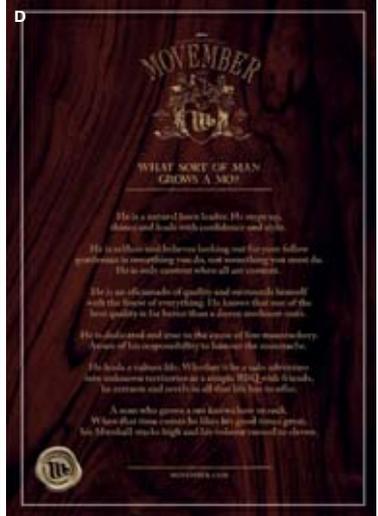
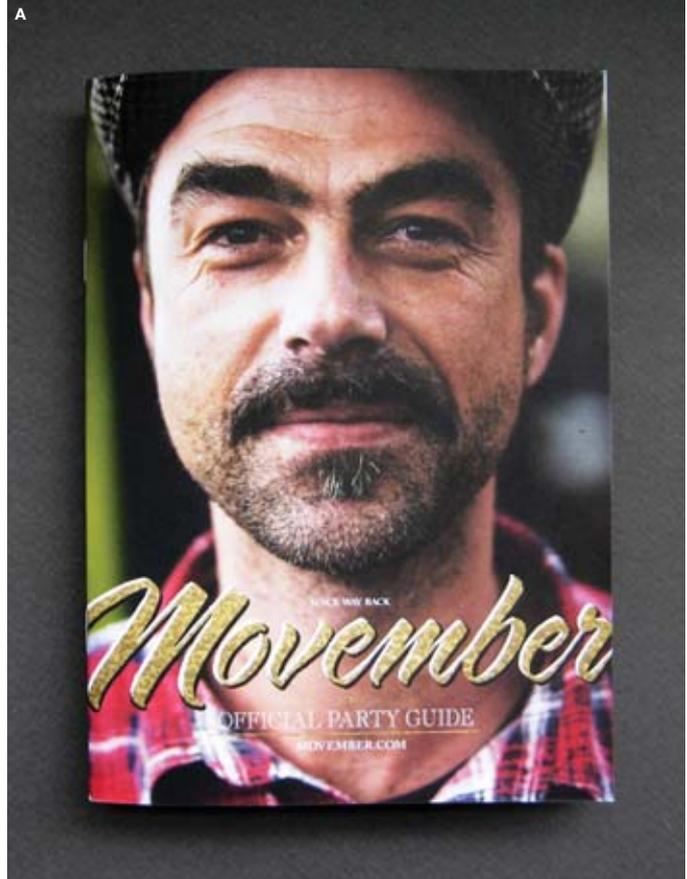
14,881,421 Visits Previous 6,775,387 (+119.64%)	43.82% Bounce rate Previous 33.86% (-29.39%)
65,537,094 Pageviews Previous 37,373,234 (+75.36%)	00:03:24 Average time on site Previous: 00:04:11 (-18.92%)
4.40 Pages/Visits Previous 5.52 (-20.16%)	17.05% Percentage new visits Previous 44.81% (-61.95%)



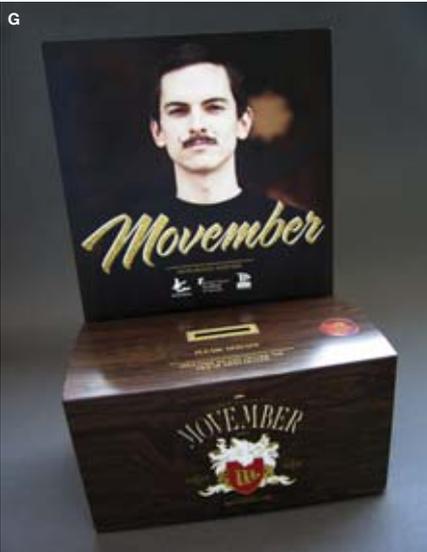
FREE AWARENESS AND EDUCATION COLLATERAL

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



G



H



I



J



- A. Party guide
- B. Party guide spreads
- C. Sashes
- D. What sort of man grows a mo
- E. Styleguide
- F. Cards
- G. Donation box
- H. Stickers and sticker sets
- I. Wristbands
- J. Badge set
- K. Fold-out posters

K



COLLATERAL

THE GLOBE AND MAIL

October 16, 2010

The hair-raising month of November

By Scott Brumby

World's Shave Day wants players to pay more than just lip service to help raise awareness of prostate cancer

Throughout the years, professional hockey players, like their counterparts in the world of film and television, have braved their share of outlandish marketing stunts. From the early days of pins, ketchup and tomato ketchup, to the "ketchup and mustard" stunt on Larry Williams' sign, to the pair-up with a lion in the arena, the hockey world has seen its share of outlandish stunts. One of the most recent has been a "ketchup and mustard" stunt, a move that has led to the "ketchup and mustard" stunt.

It began as a global movement in Australia in 2007, and now, said, it's a global movement. It's a hair-raising month of November, and now, said, it's a global movement. It's a hair-raising month of November, and now, said, it's a global movement.

Throughout the world, the hair-raising month of November, and now, said, it's a global movement. It's a hair-raising month of November, and now, said, it's a global movement.

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lip service

THE HIRSHUTE AUSSIES BEHIND MEN'S HEALTH CHARITY NOVEMBER WANT YOU TO GROW YOUR MUSTACHE FOR A GOOD CAUSE (AND A GOOD TIME).

BY CHRIS RUPPER, PHOTOGRAPHS BY GUY WITTE

NOX CAVE ONCE SAID: "A man without a mustache is rather like a woman with one." I've never always been one for facial hair, but page 148 of the September issue... I've managed my must to resemble anything from Groucho Marx's bow-tipped 'stache to John Waters's toothy lip line. Sure, my grooming products... I have something in common with a certain fascist dictator, but I also share a real with revolutionary Che Guevara and rock star Freddie Mercury: In men who, upon removing their Maches from faces in the '90s, declared, "It's my mustache, and I'm going to keep it!"

The phenomenon and belated display of mustaches is not limited to the modern hemisphere. Mustache has since launched in the U.S., the U.K., Canada, Spain, Ireland, and New Zealand where the mustache movement came from... This is thanks in part to Shave Day's founder Jim, aka Jim SHAVE, the massive prostate cancer infirmary. This is thanks in part to Shave Day's founder Jim, aka Jim SHAVE, the massive prostate cancer infirmary.



0... The hair-raising month of November, and now, said, it's a global movement. It's a hair-raising month of November, and now, said, it's a global movement.

As the Movember movement grows and grows, Deirdre Reynolds asks some celebrity Mo Ambassadors about the long and short of their upper-lip adventures

It's getting hairy

T... The hair-raising month of November, and now, said, it's a global movement. It's a hair-raising month of November, and now, said, it's a global movement.



Brad Pitt... George Clooney... The hair-raising month of November, and now, said, it's a global movement. It's a hair-raising month of November, and now, said, it's a global movement.

George Clooney... Brad Pitt... The hair-raising month of November, and now, said, it's a global movement. It's a hair-raising month of November, and now, said, it's a global movement.

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Brad Pitt... George Clooney... The hair-raising month of November, and now, said, it's a global movement. It's a hair-raising month of November, and now, said, it's a global movement.

SHAVED SOCIAL CLUB



NOVEMBER

The hair-raising month of November, and now, said, it's a global movement. It's a hair-raising month of November, and now, said, it's a global movement.



When I was going to... The hair-raising month of November, and now, said, it's a global movement. It's a hair-raising month of November, and now, said, it's a global movement.

The hair-raising month of November, and now, said, it's a global movement. It's a hair-raising month of November, and now, said, it's a global movement.



MATERIALS REQUIRED

Mustache wax
Razor
Rinse
Brush
Towel

EVENTS & ACTIVITIES

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, 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.

COMMUNITY ENGAGEMENT: MOS ON THE GROUND

Spreading the word and engaging local communities and businesses is critical to spreading Movember's health messages. The Movember team is regularly asked to speak at events and is happy to oblige wherever possible. In addition, Movember proactively seeks out communities, groups and businesses with which we can engage.

EDUCATING: HEALTH SPOKESMEN

Working in conjunction with the Movember men's health partners, Movember is able to arrange for health spokesmen, in the fields of prostate cancer and depression, to deliver talks to groups/organisations, with a view to fulfilling the goal of educating men on the health risks they face.



- A. Mo Run
- B. Launch events
- C. The Fine Line Exhibition
- D. Mo Ride
- E. Movember Gala Partés



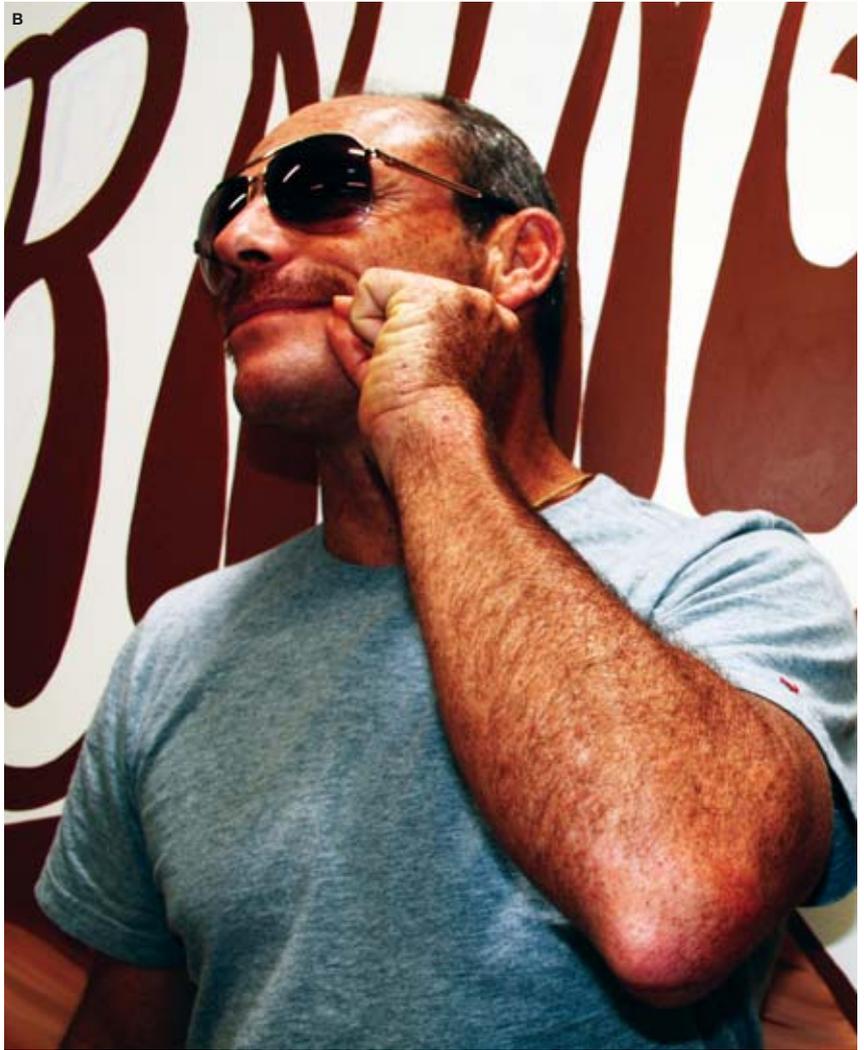




AMBASSADORS

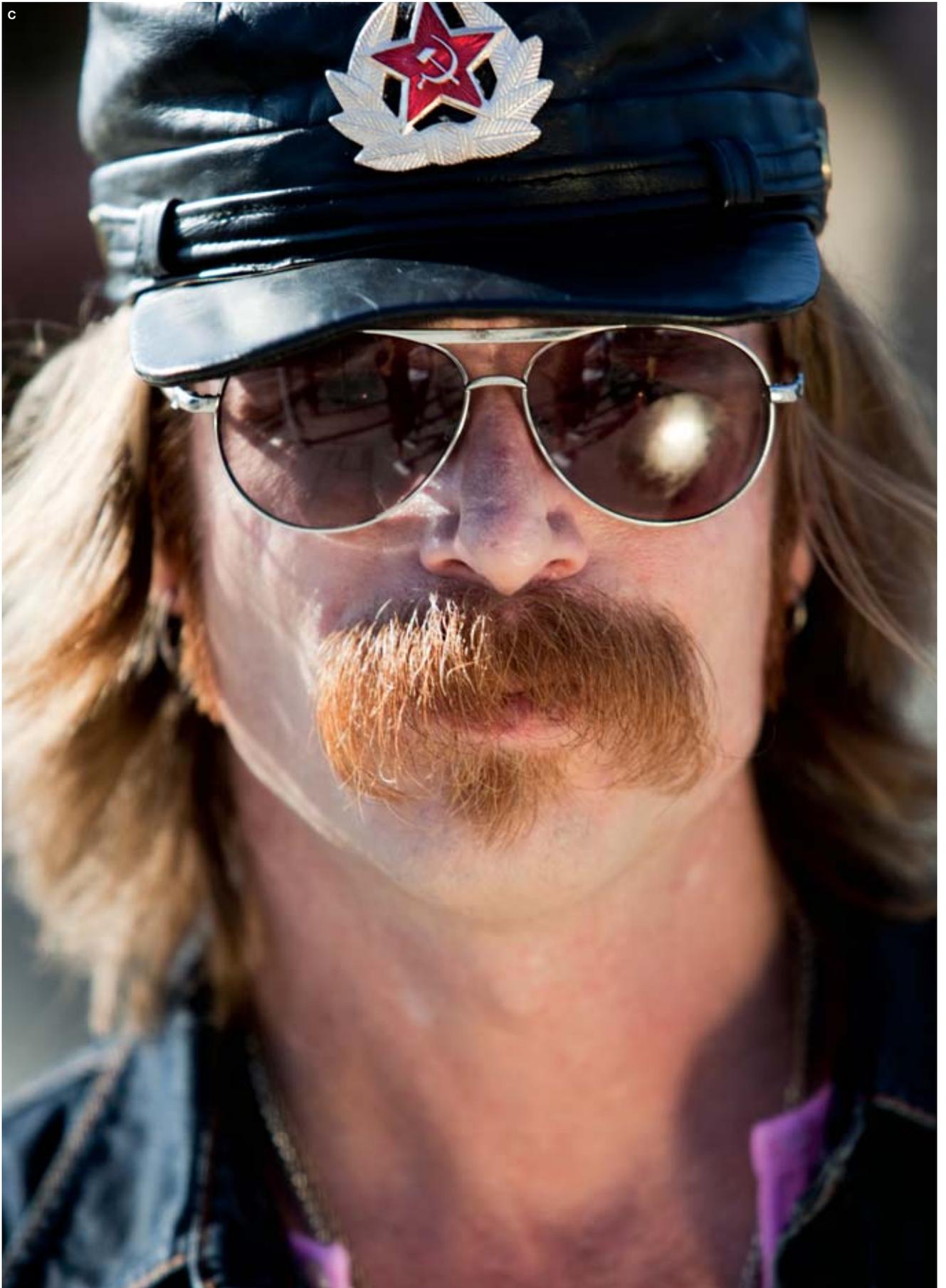
Each year, Movember is supported by well-known personalities who agree to come on board in an ambassadorial role. The awareness they generate for the cause is pivotal to the campaign's success. Ambassadors include politicians, sports stars, TV personalities, comedians, entertainers, musicians and high profile businessmen.

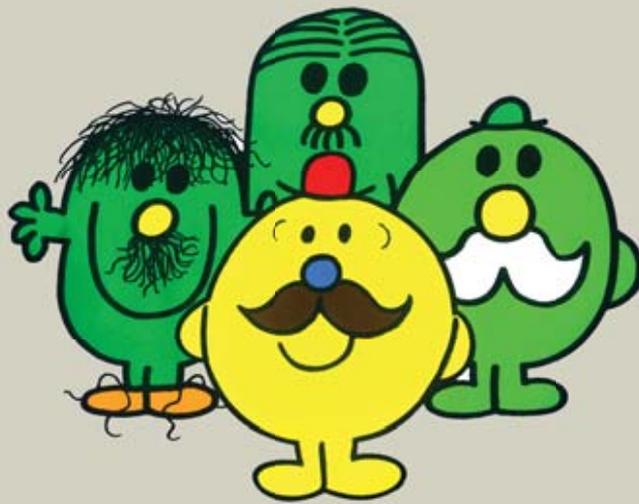
Going forward, Movember will continue to invest, develop and grow its Education and Awareness program, with a view to changing the actions and attitudes of men around the world.



- A. Hulk Hogan, Wrestler
- B. Tom Carroll,
2x World Surf Champion / 4x Pipe Master
- C. Jesse Hughes,
Musician, Eagles of the Death Metal
- D. Fuzzy Agolley, TV Host
- E. Lance Armstrong, Pro-Cyclist
- F. Malin Ackerman, Actress
- G. Mark Gable, Musician, Choir Boys
- H. Ryan Jespersen, Radio Host
- I. Lanny McDonald, Ice Hockey player
- J. Kurt Fearnley, Paralympian







PARTNERS

LONG LASTING RELATIONSHIPS

MEN'S HEALTH PARTNERS

CAMPAIGN PARTNERS

BUSINESS AND CORPORATE PARTNERS

COMMUNITY PARTNERS

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



Canadian Club



Marshall
AMPLIFICATION



Mercedes-Benz



shave
dermalogica



One for One

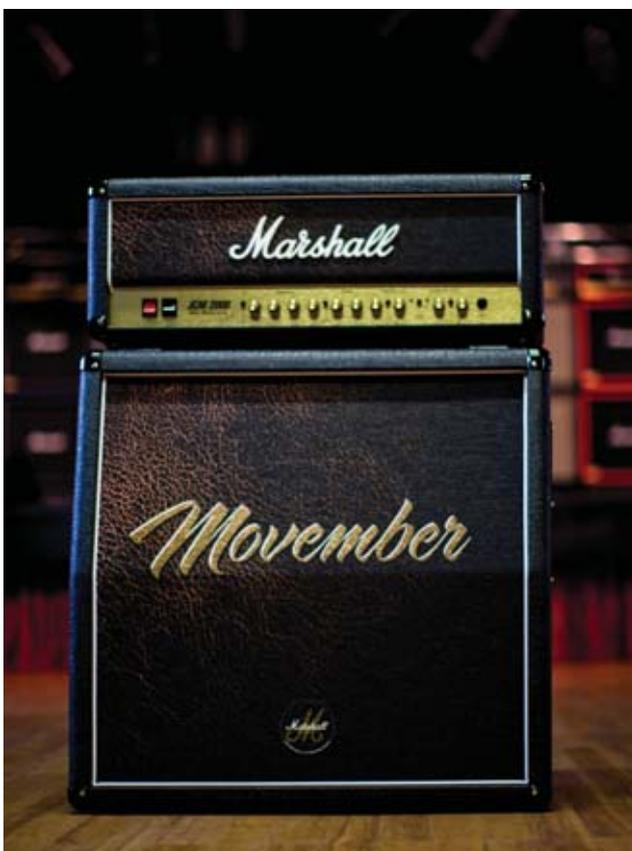


FREE YOUR SKIN™

The 2010 campaign supporting partners added life to the campaign through non-traditional marketing campaigns.

The Movember team would like to thank each one of our partners who supported us in 2010.

COLLABORATIONS



**QUIKSILVER
CUSTOM BOARDSHORTS**

Iconic surf brand, Quiksilver has been a long term partner of Movember and the relationship has delivered some great examples of what true collaboration can offer. In 2010, Quiksilver bought back the bespoke board short of the 60s. It was an awesome opportunity which saw Mo Bros create their own board shorts by picking from five colours specific to Movember and selecting where the Mo icon appeared on their shorts.

MARSHALL AMPLIFICATION

Movember has always had a pretty special affinity with the world of rock 'n' roll; largely due to those stunning nose neighbours nestling on the faces of such royalty as the Beatles, Hendrix and Frank Zappa. A good example of how Movember has leveraged this association is through our collaboration with Marshall Amplification, designers and manufacturers of music amps. Marshall Amp in the UK made a special edition Movember half-stack, offering the amps as prizes to the fund raising, Mo growing brethren. In addition to the credibility that Marshall Amps brought with them, the collaboration also generously offered some great PR and word-of-mouth communications.



TOMS

Taking a cue from the traditional Spanish espadrille, the TOMS Movember Edition shoe became a much sought after item by the Movember community in North America. Generously, for each pair of shoes sold, TOMS donated a portion of the proceeds to the Movember cause as well as giving a pair of shoes to a child in need. Morning Joe to evening Martini, the versatile shoe kept Mo Bros looking sharp at any time of day, for all occasions. Better still, they helped spread the Movember word, one foot at a time.



GRILL'D BURGERS

Grill'd has been flipping patties for Movember in Australia since 2006. During this time they have given away thousands of healthy burgers to Mo Bros and Mo Sistas: helping sustain them through the month as they try to either cultivate their Mo or support the growth of their man's Mo. The idea is pretty simple: raise AUS \$40 worth of donations and claim your free burger in-store. The Mo community embraces it each year and queues of people lining up for their burgers can be seen each year around Australia.



MR. MO TARGET

The Mr Mo is one of only a handful of characters to be created since the original Mr Men author and illustrator, Roger Hargreaves, passed away in 1988. Mr Mo made his debut appearance for Movember on a range of limited edition t-shirts, available in four styles, nationwide through Target stores in Australia. A percentage from the sale of each t-shirt was donated directly to Movember. Adam Hargreaves, Roger's son, was happy to be involved in the Movember campaign: "I think it's great that Mr Men has been given the opportunity to be involved in such a worthwhile and important initiative as the Movember cause. Hopefully Mr Mo will do his bit in helping to increase awareness, added to which I had a lot of fun coming up with some ideas for the Mr Mo element."



BUSINESS & CORPORATE PARTNERS

Each year, Movember works alongside a large number of companies from all corners of the business world, ranging in size from the relatively small, 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 state of men's health.

At Movember, we recognise that each business is unique and has different expectations from their participation in Movember, as such, we work with each one to develop a tailored program. We take the time to understand the culture of a business, appreciating their altruistic activities and available resources, before helping develop a relationship that will add genuine value. There are many benefits that participating in Movember can bring to a company, from team building and moral boosting to improving the understanding of the health risks men face and getting them to take action. Our aim is to build genuine, long term relationships that improve the health of male staff.

TEAM BUILDING

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 each year 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.

Despite being a charity focused on raising the issue of men's health, Movember isn't just for the guys. Mo Sistas have been pivotal to our success and nowhere is this more evident than in the workplace, organising office parties, registering and captaining teams, fundraising and ensuring that costumes for the end of month Mo Parties are arranged.

DELIVERING HEALTH MESSAGES TO STAFF

Although a lot of fun, Movember has a very serious message to deliver. To ensure that this goal is achieved, we work closely with our partners to provide the necessary information and tools to spread positive health messages easily.

TransACT was proud to participate in Movember in 2010. A committee of twelve staff had a great time organising a range of community and staff events in support of our Movember team. Hundreds of our staff engaged with the cause through regular fundraisers including weekly BBQ and Beer Fridays, community fun days, and a black tie Movember gala dinner. Following the great success of the last Movember, we're excited and looking forward to participating again in 2011.

Ivan Slavich, Chief Executive Officer, TransACT, Australia

PwC has participated in Movember nationally since 2007 and it's growing in scale each year. Over the last four years more than 1000 PwC Mo Bros have signed up to grow a Mo, and last year (2010) we saw more than ever, including 60 Mo Sistas. Movember is a winning fundraiser to run as its fun and appeal crosses all levels of staff. Younger or older, everyone enjoys a Mo! We always see many groups getting together to participate and co-fundraise. This was great team-building for them, and also encourages a bit of healthy competition between the groups. Ferdi Hepworth, Corporate Responsibility, PriceWaterhouseCoopers

Our employees had fun during Movember and were more engaged as a result, pulling together to raise a substantial sum of money for the cause. Our participation also gave us a great vehicle to promote important health messages. This resulted in a number of employees visiting their doctor for an overdue check-up. For me one of the nicest benefits of being part of the Movember campaign was that it got people talking to those they might not usually engage with – some moustaches just command a comment!

Carrie Clark, Community and Partnerships Manager, CITIC Pacific Mining

WHAT MOVEMBER BRINGS TO THE TABLE EMPLOYEE BENEFITS



EMPLOYER BENEFITS



COMMUNITY PARTNERS

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 each participating country 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.

Movember has been built on a swell of enthusiasm from the ground up in Australia; and now the world. Starting with only 30 supporters, it has grown to a campaign which last year saw a worldwide movement of over 450,000 Mo Bros and Mo Sistas support the cause and engage in open and constructive conversation, proving that men's health is a global issue and one which people are concerned about.

MO = THE WINNING ACCESSORY FOR AN ATHLETE

211 NHL players in the US and Canada grew Mo's for Movember 2010. One of NHL's most famous Mo's, belonging to the Anaheim Ducks' George Parros, was shaved clean on Movember 1st to support the cause. "If I just kept my moustache and preached to give to Movember I wouldn't have turned as many heads as I did", said Parros. "It's great to be able to help raise awareness for Movember and men's health."

Along with the NHL, there was incredible Movember support from our friends in Major League Baseball, including White Sox Catcher AJ Pierzynski and NY Yankees Outfielder Nick Swisher, as well as NFL players from Oakland, Jacksonville, and Philadelphia and drivers from NASCAR.



OXO TOWER LONDON

Harvey Nichols Restaurants each year run a Movember dessert and Mo-jito on the menu. They also hosted a second Movember Long lunch at the iconic OXO Tower restaurant in London. A fantastic event bringing together Mo Bros and Mo Sistas from all over London and raising lots of money in the process. The team at 64th & Social in Clapham and The Botanist in Sloane Square also got behind the cause with Movember providing a great way to interact and engage customers while raising the important issue of men's health.



SERVICE MO'S

Movember is honoured to have men and women from the Armed Services supporting the cause from their deployments around the globe. Servicemen and women in Djibouti, Japan, Afghanistan, and many other countries came together to change the face of men's health through the power of the Mo.

FROM MOAMA TO 'MOTOWN'

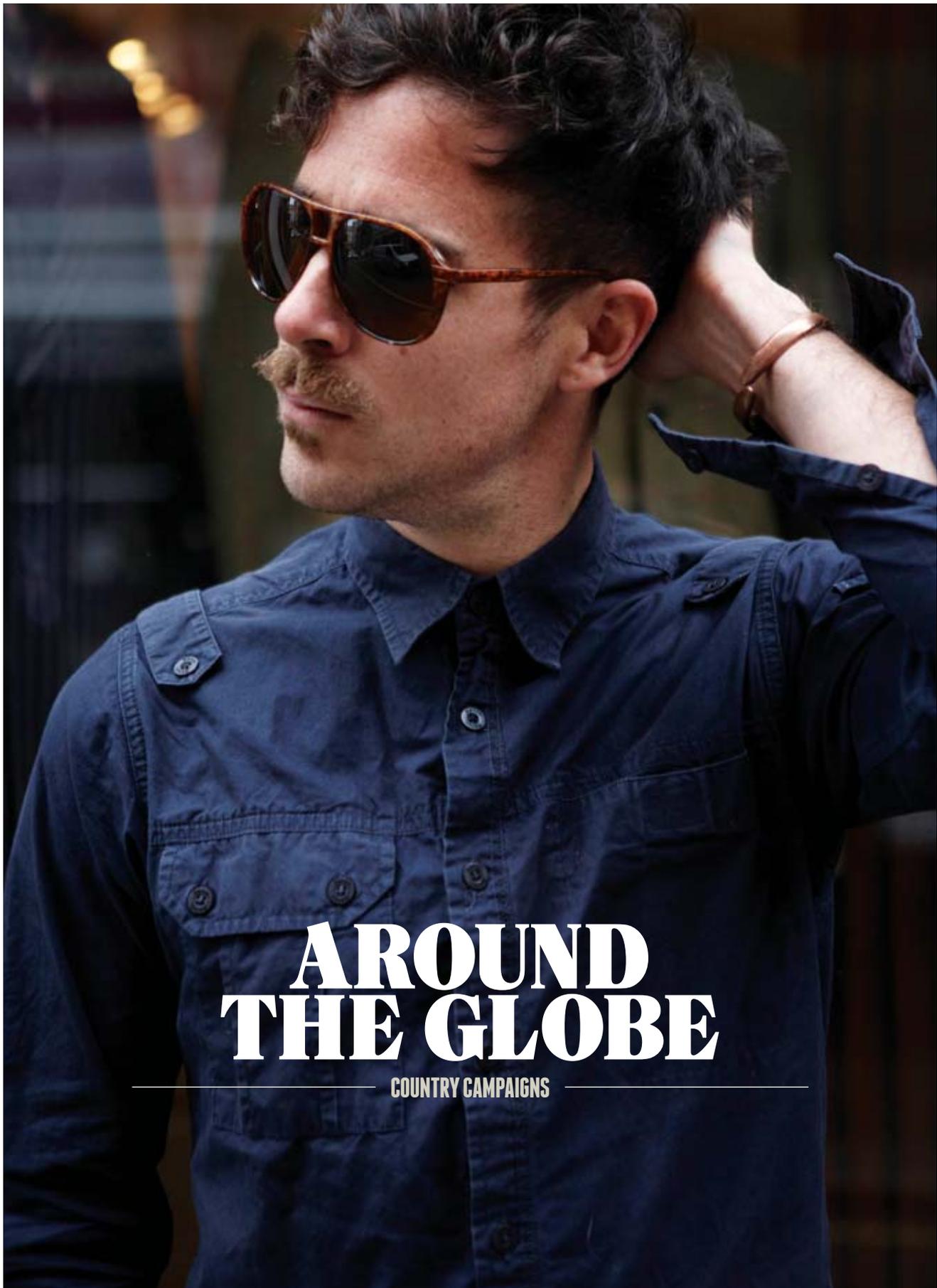
In what is thought to be an Australian first, the township of Moama on the border of NSW and Victoria changed its name to 'Motown' for the month of November. To cement their support, official town sign posts were altered, shop fronts sported moustaches, Mo events were held and the majority of residents, including the mayor and local politicians, all grew moustaches.



MOUSDASH

Each year The Weekend Warrior boys in Australia organise a run called the Mousdash; enabling Mo Bros, Mo Sistas and their donors to give more than just a little sweat to the Movember cause. It's a great way for everyone to get involved and encourages the Movember community to get out there and do something a little bit healthy.





AROUND THE GLOBE

COUNTRY CAMPAIGNS

AUSTRALIA



beyondblue



Prostate Cancer
Foundation
of Australia

The 2010 campaign once again surpassed all expectations; giving the birthplace of Movember its most successful year to date; both in terms of participating Mo Bros and Mo Sistas and funds raised.

129,882 Australian Mo Bros and Mo Sistas got on board last year and together, with the support of their donors, raised a staggering AUS \$25.6 million for prostate cancer and male depression programs.

The level of men's health awareness raised by the 2010 campaign was higher than in any previous year; with over 8,858 (up from 4,946 in 09) media hits being generated during November alone. In addition, the campaign was supported by over 30 well known personalities coming on board as ambassadors, and the month bore witness to some great Movember activations and partnerships which helped to drive the campaign to achieving its ninth consecutive successful year.

Individual and team participation reached new heights, with one team raising an incredible new global record of \$268,621 for Movember. Not to be outdone, the individual leader board was topped by a Mo Bro raising \$65,142, again another new Movember record.



- 01** The town of Moama officially changed its name to Motown for the month
- 02** A P&O ship sported a giant moustache whilst hosting a lunch for the 1963 Ashes team
- 03** Australian Wallabies sprouted Mo's on their Spring Tour
- 04** 2010 Mo Mentors: Max Walker, Dennis Lillee and John Newcombe – possibly the finest examples of the art of moustachery in the nation
- 05** A host of players from the Australian cricket team grew moustaches
- 06** A series of Mo Movie nights were held across Australia
- 07** Bondi Rescue Life Guards helped to build a giant Mo sandcastle
- 08** Culinary icons from some of Australia's top restaurants battled it out on the Mo field
- 09** The Hyundai A-League dedicated week 16 of its 2010/11 competition to Movember



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Despite our international growth, there will always be something unique and stand-out about the Australian campaign. It's where the first Movember moustaches were grown back in 2003 and as a result the team take great pride in watching the campaign continue to grow year on year. Due to the established nature of the campaign we're in a position to witness the tangible difference that funds raised are making and that is a remarkable feeling. We're incredibly proud of the Australian body of work currently being funded as a result of the efforts of the Movember community.

Adam Garone, Movember CEO and original Mo Bro

The united efforts of many ensured that Movember 2010 was an exceptional year for Movember Australia and looking to the future the team is confident of continued success.

- A.** P&O ship sported a giant moustache
- B.** The giant mo sandcastle at Bondi Beach
- C.** Australian Wallabies sprouted Mo's on their Spring Tour
- D.** Dennis Lillee, a legendary Mo Mentor

MEN'S HEALTH PARTNER INFORMATION

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 community and partners like Movember to provide and grow its vital services across Australia.

MOVEMBER FUNDS IN ACTION: TAKE A LOOK AT WHAT THE MOVEMBER COMMUNITY IS FUNDING THROUGH THE PCFA

Program 01

Localise Prostate Cancer Patient Support Kit

It is estimated that in 2011, almost 20,000 Australian men will be diagnosed with prostate cancer. At a time when men are often bewildered by the news that they have prostate cancer, they also have to make potentially life-changing decisions.

In response to this issue, Movember funds have allowed the PCFA to create a localised Prostate Cancer Pack, providing important information about treatment options, side effects and the overall prostate cancer experience in one easy-to-manage pack. The pack also provides information about support services and helps patients track medical appointments and expenses, as well as thoughts and feelings throughout the prostate cancer experience.



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Program 02

Movember Funds Australia's First Prostate Cancer Specialist Nurses

We are all aware of the fantastic work done by the McGrath specialist breast cancer nurses, but now, as a direct result of Movember funding, men with prostate cancer are set to benefit from a similar program that will deliver nurses specialising in prostate cancer.

The program – the first of its type in Australia to focus on prostate cancer – was recently launched by Movember and the PCFA and will ensure men diagnosed with prostate cancer benefit from coordinated, specialist nursing care.

Over the next three years, the Prostate Cancer Specialist Nursing Pilot Program will focus on recruiting up to 15 nurses in both metropolitan and regional Australia to provide men with prostate cancer both clinical and supportive care. Unlike other nurses, the Prostate Cancer Specialist Nurses will be an expert point of contact for patients and their families during the entire cycle of prostate cancer care – including post treatment support.

Program 03

Research Program Example

Prostate cancer is the most common type of cancer in men in Australia. Over 20,000 men will be diagnosed with prostate cancer in 2011 and 3300 will die from this devastating disease. To reduce the burden of this cancer in our community we need better diagnostic tools, novel and effective treatments and better preventive measures. To be able to reach these goals and find a cure for prostate cancer research funding is desperately needed.

Since 2007, Movember has supported the largest competitive research program established by a not-for-profit organisation, PCFA, and has become the second major funding source in the prostate cancer field. In the last four years Movember has invested more than \$27M in prostate cancer research nationwide and currently supports 61 active projects in five states.

Since 2008, new findings by PCFA grantees supported by Movember have published more than 60 peer review papers in highly ranked journals, have lodged four patents pertaining to major discoveries in the field, have constantly taken their findings to international and national forums and have been awarded major awards and prizes. From 2008–2010 PCFA grantees have secured up to \$5.5M in leveraged funding from other agencies, a return of approximately 20% of the Movember total investment for that period.

Movember support has in addition enabled the recruitment of 10 new investigators into prostate cancer research. The number of our funded Young Investigators in 2010 reached 11, of whom 9 are now independent researchers and run their own laboratories. Research supported by Movember through PCFA's research program has been presented and acknowledged in more than 200 international and national conferences and media sources.



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A. Localised Prostate Cancer Patient Support Kit
B. Prof. Gail Risbridger and her team at Monash University are generously supported by Movember

BEYONDBLUE: THE NATIONAL DEPRESSION INITIATIVE

Funds raised by the Movember community are allowing *beyondblue: the national depression 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.

EXAMPLES OF MOVEMBER FUNDED PROGRAMS

Program 01 The Info Line (1300 22 4636)

The info line works as a national 24/7 telephone service providing depression and anxiety information, as well as acting as a referral service advising where further local help should be sought.

Movember funds this service, which provides trained mental health professionals to help people any time, for the cost of a local call. In the six months from June to December 2010, over 44,000 calls were received.

Program 02 The Shed Online – Movember funds build world's biggest shed – online!

Funds raised by Mo Bros and Mo Sistas have resulted in an important meeting place for men throughout Australia – The Shed Online! The Shed Online is a website where guys can get together and talk about 'whatever'.

The idea is that they can learn about projects they would do in a mate's shed such as tinkering with cars or doing woodwork.... or they can talk about footy, fishing or life in general. This is an important new tool as it's recognised that being isolated can be bad for your mental health and sometimes people don't have many opportunities to get out and about and mix socially.

The Shed Online is a joint project of *beyondblue* and the Australian Men's Shed Association (AMSA), and is funded by The Movember Foundation.

Program 03 Research – Important Research into Men's Health

The 2011 *beyondblue* National Priority Driven Research (NPDR) is a national grant funding round which funds critical research projects focused on mental health. Movember funding has allowed research grants for projects addressing depression and anxiety amongst adolescent boys and young men, older men and fathers/expectant fathers. This research will find out more about depression and anxiety in men, how to prevent it, how to promote help-seeking behaviour, how to treat it and how to stay well.

All of *beyondblue's* programs are based on extensive research. This strong evidence base is vital to the development of policies and practices that will lead to improved health outcomes for all men in Australia.

Program 04 Movember Funded Men's Health Materials

In 2010, *beyondblue* distributed over 370,000 FREE fact sheets, booklets and information cards to men and their families, friends or carers across Australia. Funding from Movember allows *beyondblue* to continue to produce these high-quality, evidence-based resources about depression, anxiety and related disorders.

Movember has allowed *beyondblue* to continue to find ways of making important health information available to men and their families, such as the production of an audio version of the "Taking Care of Yourself and Your Family" book. Materials and information are available free of charge via the *beyondblue* info line 1300 22 46 36 or beyondblue.org.au.

Program 05 Delivery of National Workplace Program Targeting Men

Depression and anxiety tend to affect Australians during their prime working years – the highest prevalence of depression in men is 35–44.

As a result, the workplace is an ideal setting to reach and deliver health and wellbeing messages. *beyondblue* takes its National Workplace Program to Movember community partners and participants.

Program 06 First Time Fathers

Movember funds a booklet called 'Hey Dad' that targets new fathers. Its creation is part of *beyondblue's* campaign targeting men who are about to become first time fathers, in recognition of the emotional impact fatherhood can have on men.

Program 07 Indigenous Hip Hop Projects

Movember funds have been put to use supporting Indigenous Hip Hop Projects to run hip hop workshops to communicate *beyondblue* messages to young Indigenous children in the Katherine region of Northern Territory.

IHHP promotes self-expression through movement, music and art, boosting morale and confidence and promoting positive social behaviours in remote communities. The workshops are run with *beyondblue* community partner, Hawthorn Football Club, during their AFL fostership program community tours in Katherine.

AUSTRALIA RESULTS SUMMARY

	2010	2009
Participation		
Registered Mo Bros and Mo Sistas	129,882	127,893
Number of individual donations	592,347	498,000
Funds raised		
Total funds raised	\$25,589,686	\$22,329,876
Percentage donated to men's health partners/committed to programs	91%	88%
Average raised per Mo Bro/ Mo Sista	\$182	\$164
Average donation amount	\$40	\$42
Community awareness		
Movember media hits	8,858	4,946
Total visits to AUS website	4.17 million	1.34 million
Total page views of website	15.02 million	14.30 million

NEW ZEALAND



Mental Health Foundation
of New Zealand

2010 was Movember's fifth year in New Zealand and the campaign produced some positive results, in terms of participation figures and funds raised. 9,497 Mo Bros and Mo Sistas raised a total of \$NZ 934,572 for the men's health partners in New Zealand.

KEY HIGHLIGHTS

- 01** Three high profile ambassadors came on board – John McBeth, Will Hall and Mike King
- 02** A lawn mower race provided national media coverage and wide spread awareness
- 03** Magazine partnership with M2 magazine provided huge audience reach
- 04** 250 media hits
- 05** ANZ's sponsorship drove up awareness and participation levels
- 06** The Snickers Workplace Shout successfully drove registrations
- 07** Free TradeMe job ad for a 'Moustache Expert' provided a great talking point



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- A.** Shave-off in Auckland on the 1st of Movember
- B.** One of New Zealand's strongest workplace teams in 2010 Dominion Constructors with their team captain Julie Whyte

MEN'S HEALTH PARTNER INFORMATION

CANCER SOCIETY OF NEW ZEALAND

The Cancer Society of New Zealand is the leading organisation dedicated to reducing the incidence of cancer and ensuring the best cancer care for everyone in New Zealand. They are the leading cancer patient advocates in New Zealand, providing a voice on all kinds of issues including cancer detection and treatment.

They have a national office located in Wellington, six regional offices and 15 centres. The Cancer Society of New Zealand has been a partner of Movember since 2008 and together we are working towards 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 prostate cancer
- 02** Providing information, support and advocacy to those affected by prostate cancer
- 03** Raising community awareness about prostate cancer.

CHECK OUT MOVEMBER FUNDS IN ACTION:

Program 01 Radar Research Program

RADAR prostate cancer trial is the biggest prostate cancer trial in Australasia and has been running since 2007. Associate Professor David Lamb, based in Wellington, is investigating how long to use hormone therapy in prostate cancer and whether the side effects of treatment (osteoporosis) could be reduced by the use of bone-hardening drugs (bisphosphonates).

Program 02 Effects of Physical Activity on Prostate Cancer

Dr Justin Keogh and Dr Daniel Shepherd, School of Sport and Recreation, AUT University, Auckland are working on methods to improve the health and quality of life of prostate cancer patients on androgen deprivation therapy by programmed physical activity. Money from this grant will be used by the investigator to explore how best to get men with prostate cancer into exercise programs. It is hoped exercise may help to reverse the loss of strength men experience whilst on hormone treatment.

Program 03
The National Men's Health Challenge

The national office ran the Men's Health Challenge for the third year, specifically targeting organisations such as the Defence Forces, Fire and Police Services where the majority of employees are men. The Men's Health Challenge was launched on Father's Day and aimed to encourage men – especially those over 50 – to be more proactive about their health. Men are challenged to 'tick' their risk factors on a scorecard and make an appointment to see a health professional if they have ticked two or more risks.

Program 04
Get the Tools Cancer Information Website

The Cancer Society received feedback that men wanted information on cancer awareness and prevention in a way that is simple, private, and easy to understand with a touch of humour. The result of this feedback was the Canwork Tool Kit. The Tool Kit is an online information site that targets workplaces with a strong male presence.

Movember is funding the Tool Kit, which is trying to encourage men to take responsibility for their own health by making them more aware of the symptoms of cancer in a private and confidential setting.

Program 05
Exercise Program for Men with a Cancer Diagnosis

Colleen Kendrick looked at the amount of programs available for women diagnosed with cancer and realised that there was almost nothing similar for men. Colleen is a Tauranga based Cancer Society liaison nurse and joined with physiotherapist Lucy Osborne to develop a six week exercise program specifically designed for men with a cancer diagnosis.

The program was extremely well received and meets an untapped need amongst men. The vast majority of the men participating have never sought out Cancer Society services before and the success of the program is likely to see it expand.

MENTAL HEALTH FOUNDATION OF NEW ZEALAND

The funds raised through the 2010 Movember campaign have been used to significantly increase awareness of men's depression through the Mental Health Foundation of New Zealand's 'Out of the Blue' campaign. The following projects have been funded by the 2010 Movember campaign.

Program 01
The Nutters Club

The Nutters Club is the brain child of New Zealand entertainer and comedian Mike King. It is an innovative non-conventional approach to helping people with mental health conditions and has been recognised with awards for playing a major public role in de-stigmatising mental illness. The Nutters Club deals with all the tough issues associated with mental illness like: bi-polar, depression, schizophrenia, anxiety, suicide, and alcohol and drug addiction.

Its purpose is "Nutter's helping other Nutter's live at peace with themselves and others, so that we can all lead meaningful lives."

The Nutters Club radio show was a finalist in the 2010 New Zealand radio awards. The show is four hours of nationally broadcast talk back radio every Sunday night. 'Certified Nut' comedian Mike King is the show's host. Mike is ably assisted by 'Certified Nutcracker' Dr David Codyre.

Highlights from the radio show are edited and formatted into a half hour show to create the television series. In 2010, 12 episodes were initially commissioned. The series was so positively received that another three programs were specially requested. In 2011, 20 programs have been commissioned including an hour long special with former All Black legend John Kirwan.

As a support resource The Nutters Club has fostered a burgeoning online Facebook community with nearly 4,000 members and all back episodes of the radio show are available on iTunes. The Nutters Club is also on Twitter and has its own YouTube channel.

Program 02
SONZ – Sons of New Zealand

The issue of rural isolation can at times be overwhelming especially for families with wayward young boys. In addition rural communities are often forgotten when it comes to allocating resources. SONZ is a rural based 'whanau ora' – family well-being program; targeting wayward Maori youth. It uses marae based activities and sport as vehicles to engage with young adolescent Maori males. 'SONZ' was chosen as the name to positively identify the roles and relationships for Tane (male) Maori.

Tane Maori are over represented in all the worst social statistics for mental health and far too many other social ills. It is the aim of SONZ to set about affecting positive social change in the far north by providing a physical, mental, spiritual, culturally safe and inspiring opportunity for rangitahi (Maori Youth). SONZ takes a holistic approach to well-being. It is not only for the boys, but also for parents, guardians, and other adults who may contribute to these boys development. SONZ actively involves and encourage adults into the program to extend their life skills. They have found this works best because it bridges the parent/ adolescent gaps by having a third party role model for both the boys and their parents.

Program 03
Framework Indoor Soccer League

The program brings Mental Health Service users across Auckland together to play in four – 8 week tournaments throughout the year. It has been an overwhelming success with up to 20 teams taking part.

The program promotes regular physical activity and social networking opportunities for participants and their support workers. Social exclusion is often a major barrier for people with mental illness and sport is a great way to help mental health service users get out and about.

Program 04
'Your Story'

Through Movember funding 'Your Story' is supported by Radio Live and The Sunday News. It is a short story writing competition that asks readers to tell their own story about how they have battled or are battling depression, addiction or any other mental illness. Your story runs for the four weeks immediately preceding Mental Awareness Week in October and has proven to be a very cathartic outlet for those with mental illness and very insightful for those supporting people with mental health issues. The judges were former All Black John Kirwan and New Zealand's Mike King. Both John and Mike have overcome experiences with mental illness.

Program 05
Christchurch Men's Centre

The Mental Health Foundation works very closely with a number of organisations in Christchurch. While the Christchurch Men's Centre lost its offices during the earthquakes it has not stopped the centre providing help to men in need of support. A major project the Centre has undertaken is the publication of a one stop guide to support services in Canterbury – "Blokes Book." 20,000 copies have been produced and the Mental Health Foundation are funding distribution of the booklet in Christchurch.

Program 06
Father & Child

Father & Child was created to provide support for dads and kids. Married dads, solo dads, teen dads, divorced and separated dads – how do you cope and what do you do? What do you do if your partner/wife has post natal depression or you yourself are feeling depressed following the birth of your child?

Father & Child is a support group run by men who care and is there to help dads cope and care for their children. Their mission is to provide fathers and their families with help, information and support and to improve fathers' access to family services. A new father may find himself unable to relate properly to his baby (even if he has had children before), become negligent about work commitments, be irritable, delay coming home from work, seek more solitude than usual, feel guilty about his small contribution, feel superfluous within the mother-baby harmony and even withdraw socially – any of these symptoms can indicate that adjustment problems have developed into depression. Funding will be used to support the work of Father & Child in the area of post-natal depression from a dad's perspective.

NEW ZEALAND RESULTS SUMMARY

2010

2009

Participation

Registered Mo Bros and Mo Sistas	9,497	11,587
Number of individual donations	29,031	26,778

Funds raised

Total funds raised	\$934,572	\$1,001,298
Percentage donated to men's health partners/committed to programs	81%	74%
Average raised per Mo Bro/ Mo Sista	\$98	\$86
Average donation amount	\$32	\$37

Community awareness

Movember media hits	255	468
Total visits to NZ website	1.66 million	1.01 million
Total page views of website	1.08 million	1.07 million



UNITED KINGDOM

THE PROSTATE
CANCER CHARITY



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The UK Movember campaign in 2010 was one of exceptional moustaches, fabulous events, incredible fundraising for the men's health partners and more passion and understanding for the very real health issues men face than ever before. With the additional funds from Gift Aid (thank you to all the donors that ticked that box!) the UK raised a staggering £11.6 million.

111,837 Mo Bros and Mo Sistas across the country registered and joined the Movember team on a month long journey of hair growth, upper lip grooming and Mo appreciation.

Across the United Kingdom, from the Orkney Isles to the Channel Isles and all the soil in between we raised the profile of men's health, generated conversations about prostate and testicular cancer, stood up, stood out and celebrated the UK's most modern of gentlemen, bravely.

A gentleman in Northern Scotland grew his first Mo, at age 93, with the growing team effort of both his son and grandson, from his hospital bed. Daughters, wives, sisters and friends went to work with drawn on moustaches, they rallied their Mo growing teams, promoted, encouraged, giggled a little and most importantly supported their Mo Bros everywhere. Kevin Peterson tweeted pictures of his Mo from the showers of Australian cricket ground dressing rooms, Charley Borman shared tales of his up close and personal cancer experience, and Claudia Ripley led her Blackrock team on the charge for the top of the leader board in honour of her father's own battle against prostate cancer.

Movember UK 2010 was a success, thanks to all the Mo Bros and Mo Sistas, their generous donors and supporters, passionate ambassadors, proud partners and of course their moustaches.

Another amazing year rolled out for 2010 we saw our millionth citizen join the Movember family, we launched our Global Action Plan in which we are aspiring to accelerate key outcomes in prostate cancer research, by facilitating global research collaboration projects with some of the smartest people in the room, so stay tuned for all the remarkable and significant outcomes. We saw another amazing growth year across the world in both awareness and fundraising and all this was only made possible by the incredible dedication, support, passion, drive and hairy lips from our Mo Bro's and not so hairy lips of our Mo Sista's, you are all truly changing the face of men's health and for this we salute you.

Justin Coghlan
General Manager Europe and Co-Founder

KEY HIGHLIGHTS

- 01** In total the Prostate Cancer Charity (TPCC) general enquiries number took just over 3,300 phone calls during October and November
- 02** 20,000 Mo Packs went out across the country; these included a poster, cards, sticker, wristband, badges and outcomes info from TPCC
- 03** 7,000 Poster Packs sent across the UK, 5 posters in each – 35,000 posters hanging on walls across the country
- 04** 1,800 Party Packs across the UK
- 05** Cities such as Newcastle, Manchester and Glasgow saw over 300% growth while Sheffield and Belfast saw over 400% growth on the previous year
- 06** Facebook fan page grew from 2,000 fans at the start of October to well over 17,000. More than 3,700 'likes and posts' generated directly relating to posts we uploaded during Movember
- 07** Twitter in the UK we grew from 1,000 to 3,183 followers
- 08** 41 Movember events hosted
- 09** In total Movember ran 18 office grooming stunts across UK companies. The companies went on to raise over £229,730 between them

A. Glasgow saw over 300% growth in participation in 2010
B. Shave-down at Murdock in London

MEN'S HEALTH PARTNER INFORMATION

THE PROSTATE CANCER CHARITY

Over the past 12 months, The Prostate Cancer Charity, as the men's health partner of Movember in the UK, has been able to make huge strides in its activities – and reaching men – thanks to the funds raised by Mo Bros and Mo Sistas across the UK.

The charity has been able to invest in more research than ever before, with an impressive array of 14 projects, covering a broad spectrum, from diagnosis and treatment to prevention. The projects are focused on clear outcomes, from improving survival rates for men undergoing radiotherapy to understanding and improving the emotional, physical and psychological impact of hormone therapy. Thanks to the support from Movember, and this energetic program, the charity has been accepted into the National Cancer Research Institute, the first men's health charity to receive such recognition. The charity is also investing in, and partnering with, Movember's Global Action Plan, which looks at international priorities for research.

All cancer diagnoses are life-changing. Prostate cancer is complicated as men do not always display symptoms and can be faced with a complex range of treatment options. This means that clear information is critical. Thanks to the efforts of over 100,000 Mo Bros and Mo Sistas, the charity has been able to give more people more support in 2010. The charity's helpline, staffed by specialist nurses, received more than 5,000 urgent calls – many of which can last for up to one hour – from men and women concerned about the disease, or facing difficult issues. Around 330,000 copies of the charity's award-winning publications, accredited by the Department of Health as best-in-class health information, were requested or downloaded, and are widely used across the NHS. A new website has also attracted 20 per cent more views, which peaked during Movember, with 55 per cent more visitors than average.

Movember's funding has enabled The Prostate Cancer Charity to reach those who can make a difference to men affected by prostate cancer. A hugely oversubscribed professional education event, held in association with King's College, is now being developed into an online learning tool for thousands of specialists. One in five MPs were galvanised behind the charity's 'Testing Choices' campaign, with David Cameron actually being asked about the disease during Prime Minister's Questions. The Charity has also extended its regional footprint by expanding operations into Scotland, growing the volunteer program and developing local support groups.

As well as sparking thousands of water cooler conversations, and the fun of the Gala Partés, Movember's funding has enabled some seriously positive outcomes and developments for men.

MOVEMBER FUNDS IN ACTION

Program 01 Survivorship

Prostate cancer is a complex disease – and the array of treatment options alone can leave men, and often their families, in need of support and information. The funds generated by Movember helped the Prostate Cancer Charity to answer more than 5,000 calls to its Helpline, staffed by specialist nurses, last year.

One of these callers was Ross Fenton, who was diagnosed with the disease in December 2009. Fit, healthy and in his early fifties, Ross was looking forward to enjoying life with his wife and two young daughters. Prostate cancer was simply not on his radar.

Following a shock diagnosis, Ross left his doctor's 'in a whirl'. It was only later that the questions set in. "I developed a thirst for knowledge, as I became determined to do all that I could to treat my prostate cancer. The charity's Helpline was an incredible support to me. The nurses are so reassuring. Unlike a doctor, you do not need an appointment, they are there at that moment you have a doubt or question.

"Although I was initially optimistic, my surgery did not quite 'mop up' the prostate cancer, and I became quite depressed and anxious as I started radiotherapy. My wife Ann was a rock throughout my treatment, but, like many men, I did not want her or the girls to see quite how worried I was. Having an expert to talk to, with the facts at their fingertips, was immensely helpful. I am, luckily, still at the curable stage and with time my situation is improving. The Prostate Cancer Charity has played a critical role in helping me to cope with, and to manage, this disease."

Ross, like countless others, says he will never forget the help he received, and is now a committed volunteer, helping to shape new services: "Support was there for me when I needed it the most. They may not realise it, or they may just do it for fun, but there is a serious impact behind each Mo Bro's efforts, and I, for one, will be forever grateful."

Program 02 Research

Biophysicist and Clinical Researcher, Dmitri Pshchetskiy, is committed to research into prostate cancer. This is because he believes investment into men's health needs to increase radically and also because his own father died of the disease.

Dmitri, based at Imperial College London, is one of a number of researchers offered grants, who are focused on better understanding the causes of prostate cancer and improving diagnostic tools and treatments.

The injection of support from Movember meant that Dmitri and his team could pursue two critical lines of research: one looking at signalling pathways, which may help in the creation of new therapies, the other to investigate how to halt cancer which has spread to the bones.

The first project generated a series of outcomes, which will now be explored further, including a molecular therapy which could mean men have lower doses of chemotherapy.

The second, that will focus on the discovery of a novel mechanism used by prostate cancer to spread, known as metastasis. His father was diagnosed with the disease, when it had sadly already spread to his bones.

"My father's prostate cancer was picked up when it had already spread. He did not have much of a chance from the beginning. He was a very strong man, and he kept going for several years before he died. This is obviously a very important line of research, not just because I have a personal interest, but because it could help prolong men's lives."

Dmitri is delighted that research is such a priority for the Movember Foundation, and will not rest until he secures tangible outcomes for men: "It is fantastic that Movember is investing in research in this way. Men's health and prostate cancer in particular, suffered a level of neglect. Every Mo Bro is helping to move this cause forward," he said.

The Institute of Cancer Research

In 2010 we also contributed funding – via the Prostate Cancer Charity – to the Institute of Cancer Research’s Everyman campaign. This will contribute to research into male cancers, including testicular cancer, and broaden our impact on Men’s Health.

Professor Alan Ashworth, CEO of the Institute of Cancer Research, told us what is being achieved with Movember funds: “Money raised by Mo Bros and Mo Sistas is channelled directly into vital research projects at the ICR. This year we’ve been able to fund studies which will help us to understand the causes of testicular and male breast cancer. This kind of work is hugely significant in tackling male cancers, where we are striving to develop better screening tests, and life-saving treatments. We would like to say a massive thank you to Movember. Your support will help us to make real advances in the fight against cancer.”

Identification of Testicular Cancer Predisposition Genes

Professor Nazneen Rahman is leading a study at the ICR to identify genes that predispose people to testicular cancer.

Studies show that the risk of developing Testicular Germ Cell Tumour (TGCT) is increased by eight to tenfold if your brother has the disease and by four to six-fold if your father or son is affected. This is significantly higher than the relative familial risk for breast, colorectal or prostate cancer, which have a two-fold increased risk on that of the general population. Studies also demonstrate that this increased familial risk is primarily attributable to genetic rather than environmental factors.

Over the past few years, large-scale Genome Wide Association Studies (GWAS) have discovered six genes that identify a small increased risk of developing TGCT, but it is highly likely that other genetic factors not identifiable by GWAS can cause testicular cancer.

New sequencing technologies now allow analysis of all genes (known as the ‘exome’) in one experiment. This study will use exomic analysis to identify new TGCT predisposition genes. Professor Rahman explains: “This technique has already proved successful in identifying a new gene that causes a childhood disorder, and it has huge potential to elucidate genetic causes of diseases including testicular cancer. We will undertake exomic analysis in 42 men from 14 families using the technical and analytical strategy we have developed and successfully utilised in previous studies.”

Any genes identified from the study will be further analysed using a sample of 1,000 TGCT cases compared with a control group to confirm and define any contribution of the gene to the development of testicular cancer.

The phenomenal efforts of the Movember movement are helping to transform the battle against prostate cancer in the UK into a crusade. Mo Bros and Mo Sistas in their thousands have generated major funding to help tackle the disease.

And what’s more, they’re helping to raise awareness and educate hundreds of thousands more through their actions... and have a lot of fun along the way. 2010 was another amazing campaign, raising well over £10 million – and counting!

Owen Sharp, CEO,
The Prostate Cancer Charity (TPCC)

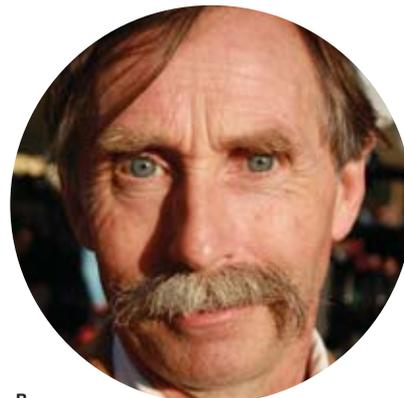
The Prostate Cancer Charity truly values the partnership with Movember. We will continue to make huge strides together over the coming years to undertake new ground-breaking clinical research and further improve survivorship. I would like to thank every Mo Bro and Mo Sista for all that you have done so far, with your continued efforts we really can beat this disease and make a real difference in the lives of so many men.

Money raised by Mo Bros and Mo Sistas is channelled directly into vital research projects at the ICR. This year we’ve been able to fund studies which will help us to understand the causes of testicular cancer. This kind of work is hugely significant in tackling male cancers, where we are striving to develop better screening tests, and life-saving treatments. We would like to say a massive thank you to all the Mo Bros and Mo Sistas, your support will help us to make real advances in the fight against cancer.

Alan Ashworth, CEO,
Institute of Cancer Research



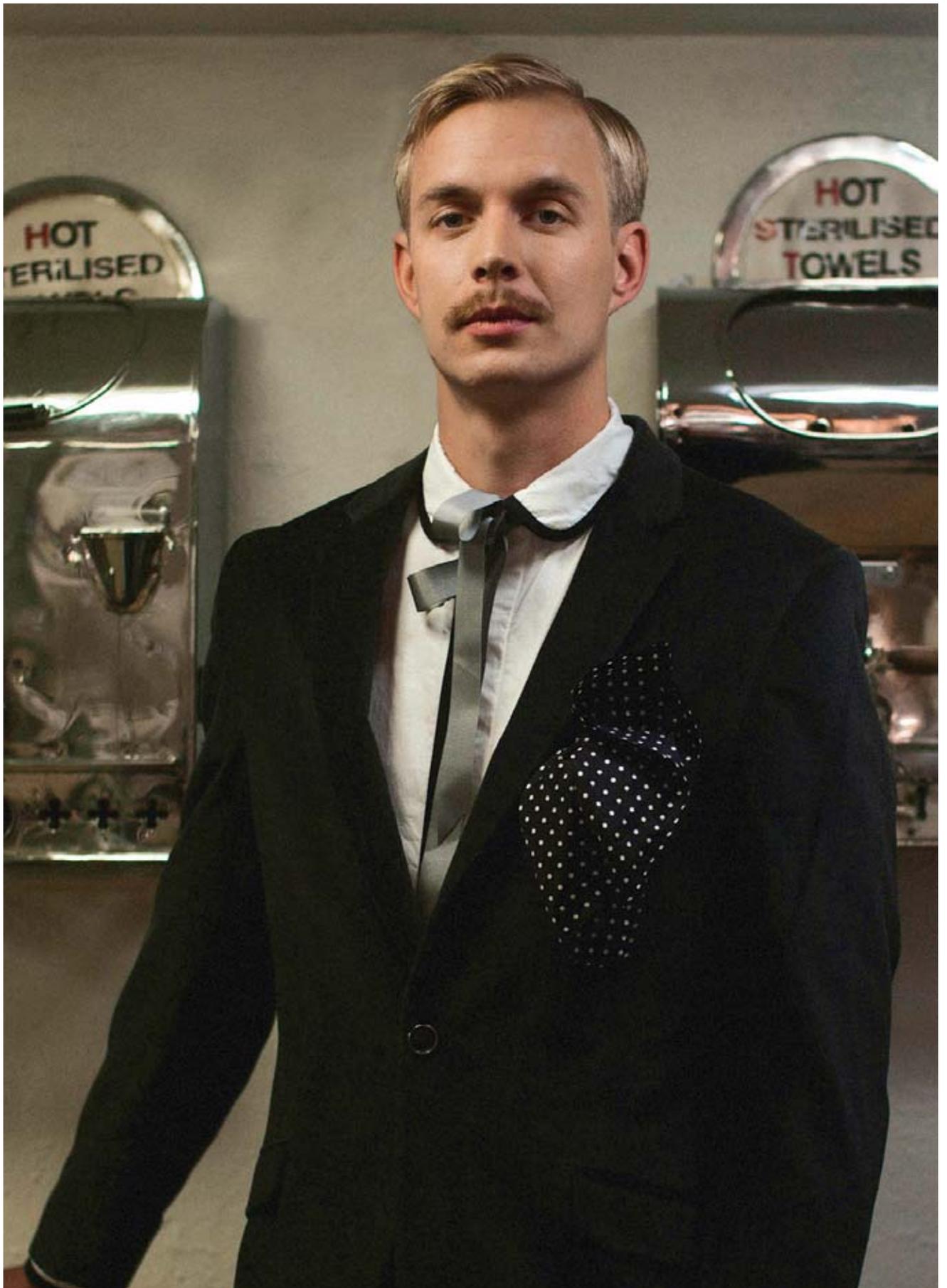
A



B

A. OXO Tower chefs team
B. Fine moustache on a Movember 2010 gentleman

UNITED KINGDOM RESULTS SUMMARY	2010	2009
Participation		
Registered Mo Bros and Mo Sistas	111,837	44,520
Number of individual donations	558,940	226,287
Funds raised		
Total funds raised	£10,252,500	£4,963,288
Gift Aid	£1,201,768	£877,797
Percentage donated to men’s health partners/committed to programs	89%	90%
Average raised per Mo Bro/ Mo Sista (incl. Gift Aid)	£102	£131
Average donation amount (incl. Gift Aid)	£20	£26
Community awareness		
Movember media hits	1,718	880
Total visits to UK website	5.16 million	2.36 million
Total page views of website	16.99 million	9.08 million



IRELAND

action 
prostate
cancer

 irish cancer society



A



B

In Ireland 12,738 Mo Bros and Mo Sistas across the country registered, raising a staggering €1.6 million.

Across the country, from the Malin Head to Mizen Head and all the soil in between we raised the profile of men's health, generated conversations about prostate cancer, stood up, stood out and celebrated Irelands most modern of gentlemen, bravely.

This year there were Mo Bros and Mo Sistas running with their Mo's, eating with their Mo's, cooking and enjoying that one hero drink with a Mo. They dressed up for end of month Gala Partés, they shared their Mo growing journeys and they all made a very real difference.

Importantly, the media really got behind the campaign, with over 1,000 media hits, an increase of 80% from the previous year, with an audience reach of 30,626,461.

It's early days for the campaign but it's great to see it beginning to take off and see the impact that our committed Irish Mo Bros and Mo Sistas are having on the state of men's health. The subject of men's health has been put on the national news agenda and it's our plan to keep it there by continuing to grow the campaign going forward.

Justin Coghlan
General Manager Europe and Co-Founder

A. Shave-down at Wardorfs in Dublin
B. Jamie Heaslip, Cian Healy and Andrew Trimble (Irish Rugby Union) growing for Movember

KEY HIGHLIGHTS

01

Front page coverage on the Irish Times Sunday edition, an eight page lift out supplement in the Sunday Independent, leading stories and great coverage from Metro Herald, Irish Daily Star, Irish Sun and regional press titles

02

3,500 Mo Packets went out across the country; these included a poster, cards, sticker, wristband, badge and health and outcomes information from the Irish Cancer Society

03

1,000 Poster Packs sent across the country, five posters in each – 5,000 posters hanging on walls across the country

04

225 Party Packs were sent out across Ireland

05

Cities such as Cork, Galway, Sligo, Wexford and Limerick saw well over 200% growth while Dublin, Waterford and Kilkenny continue to grow at more than 150% year on year

06

Facebook in Ireland grew quickly to over 7,000 fans and there were more than 10,000 active users during campaign period

07

In total we took more than 2,000 general enquiries during the campaign from the Mo Bros and Mo Sistas of Ireland

MEN'S HEALTH INFORMATION

THE IRISH CANCER SOCIETY

Funds raised by the Movember community are allowing Action Prostate Cancer and the Irish Cancer Society 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 Irish men have a one in nine chance of developing prostate cancer. Prostate cancer rates in Ireland are the highest in Europe and amongst the highest in the world.

Across Ireland too many men are living with the consequences of prostate cancer treatment, often without adequate support and treatment. There are major issues which need to be addressed to improve services for men living after prostate cancer.

The Irish Cancer Society (ICS) has made one of its core strategic goals to transform prostate cancer care in Ireland. The funds raised by Movember are helping in achieving this. The charity has been able to invest in more research than ever before, the projects are focused on clear outcomes, from improving survival rates for men undergoing radiotherapy to understanding and improving the emotional, physical and psychological impact of treatments. The charity is also investing in, and partnering with, Movember's Global Action Plan, which is investing in international priorities for research.

All cancer diagnoses are life-changing. Prostate cancer is complicated as men do not always display symptoms and can be faced with a complex range of treatment options. This means that clear information is critical. Thanks to the efforts of Ireland's Mo Bros and Mo Sistas, the charity has been able to give more people more support in 2010. The charity's Helpline, staffed by specialist nurses, and copies of the charity's award-winning publications, were utilised, requested or downloaded, and are widely used across the health sector, all these services are able to reach and provide information for people when it is most needed.

As well as sparking thousands of water cooler conversations, and the fun of the Gala Partés, Movember's funding has enabled some seriously positive outcomes and developments for men.

MOVEMBER FUNDS IN ACTION

Program 01 Survivorship: Patrick McBride – Prostate Cancer Survivor

Pat was diagnosed with prostate cancer in 2003, following a PSA test. He had no symptoms. He was only 49 years of age and had no history of prostate cancer in his family. He was told his cancer was advanced but contained and after some consideration he decided to have a radical prostatectomy, even though he was aware of the two main side-effects – incontinence and erectile dysfunction. Seven years on, he is now cancer-free. His bladder function is back to a level that is manageable, while his sexual functions returned to normal within 12 months.

In his own words: "It was frightening and for my family it was very difficult. My youngest son was only 16 but I was fairly confident I would survive. My surgery was completed successfully without complications.

In fact, I returned to Ireland to see my family within two weeks of my operation. While I did have bladder control issues initially, this returned relatively quickly (within eight weeks). Sexual function took longer to return to 'normalised' levels, but the support from the hospital and medical staff, and their willingness to try various approaches was critical in getting my confidence back.

This was a scary journey, not just for me, but also for my family. Ultimately, I count myself very lucky. Had I not had the PSA test – who knows what the outcome might have been."

Pat said he received "tremendous support" from the Irish Cancer Society, which is why he became involved with its support group MAC, Men Against Cancer – providing support and counselling to men who are facing a cancer. From his experience it was very helpful to talk to someone who had been through a similar journey.

When men hear that Pat is cancer-free and living a normal life it gives them comfort. Pat urges men to get themselves checked every year and if they are experiencing any symptoms to have them investigated immediately.

Program 02 Research: Predicting outcome for the treatment of prostate cancer

Irish men have a one-in-nine chance of developing prostate cancer. Prostate cancer rates in Ireland are the highest in Europe and amongst the highest in the world and in 2009, 2859 men were diagnosed with prostate cancer in this country.

The Prostate Cancer Research Consortium (PCRC) is a co-ordinated group of researchers and clinicians from universities and hospitals in Dublin whose aim is to improve the diagnosis and treatment of prostate cancer.

Established in 2004 with funding from the Irish Cancer Society, the PCRC celebrated five years of collaborative research into prostate cancer in 2010. The PCRC has been involved in the training of 33 young dedicated prostate cancer researchers and doctors and has developed international collaborations with groups in Europe, Australia, Canada and the USA.

The consortium has also established a prostate cancer biobank, the first biobank in Ireland to be approved and licensed by the Data Protection Commissioner. Over 550 patients have been recruited to the biobank in the last five years.

The detection of Prostate Specific Antigen (PSA) is a blood test or 'biomarker' that is currently used to test for prostate cancer. While an increase in PSA level does not necessarily mean that a patient has prostate cancer, it does suggest the possibility that they have this disease. However the current work of the PCRC has allowed them to come up with better potential markers that will allow them to detect the disease earlier and with more certainty than currently possible and if they detect the disease earlier, they will have a better chance of successfully treating and curing it.

The PCRC researchers have already discovered and published significant results and the next step is to bring these new biomarkers (or blood test for prostate cancer) into the clinical setting. To do this the PCRC has established collaborations with partners in Australia, Austria and the US and will be submitting these biomarkers for international validation.

The Irish Cancer Society is so privileged to be the Movember partner in Ireland and the 2010 Movember campaign was just 'mo-tastic'. The number of Irish Mo Bros and their ever supportive Mo Sistas just keeps on growing as do their Mo's and the funds raised. Movember is such an incredibly fun and novel campaign that has captured all of our imaginations in a way we never expected. Thank you Movember and all your Mo Bros and Mo Sistas.
John McCormack, CEO,
Irish Cancer Society

IRELAND RESULTS SUMMARY

	2010	2009
Participation		
Registered Mo Bros and Mo Sistas	12,738	6,568
Number of individual donations	51,601	30,876
Funds raised		
Total funds raised	€1,636,680	€1,015,533
Percentage donated to men's health partners/committed to programs	81%	80%
Average raised per Mo Bro/ Mo Sista	€128	€155
Average donation amount	€32	€33
Community awareness		
Movember media hits	457	255
Total visits to Ireland website	1.03 million	1.79 million
Total page views of website	1.41 million	1.83 million



Prostate
Cancer
Foundation

L I V E S T R O N G

Movember officially launched in the US in 2007 and, since that time, has continued to steadily grow with each campaign; last year being the most successful year to date. In 2010 participation grew by 132%; proving that the US campaign is on track to become one of the key players in the men's health space in North America.

The 64,927 American Mo Bros and Mo Sistas raised \$US 7.5 million last year, with the net proceeds being split between Movember's US men's health partners, the Prostate Cancer Foundation and LIVESTRONG.

The real heroes are each and every Mo Bro and Mo Sista. Through their incredible efforts, we are helping fund world-class research and survivorship programs, as well as bringing much needed awareness and education to the space. With their support, we are gaining ground on our goal – to have an everlasting impact on men's health. Although there is much more work to be done, we want to take this time to honor and recognise those who are making it all possible.

Donny Killian IV,
Country Manager, US Campaign

In addition to strong public support, the media continued to be hugely supportive of the campaign, with increased media hits across all mediums. The campaign reached a record number of Americans with national coverage including Today, CNN, and ABC News, as well as the Associated Press, Los Angeles Times, Wall Street Journal, and New York Daily News.

The number of online mentions skyrocketed from 4,972 the first week of Movember to 36,201 in the fourth week, giving the campaign an overall reach of 341,775,000 through online conversations and page views. Approximately 17.3% of the global online population had the opportunity to be exposed to this year's Movember campaign during the month.

In addition, social media played an important part in Movember's success, with celebrities such as Dr. Oz, Alyssa Milano, Kylie Minogue, Pearl Jam, Justin Bieber, Lance Armstrong, Tommy Lasorda, Nelly Furtado, Pete Carroll and Zachary Levi all tweeting their support during the month.



A. The Fine Lines exhibition and launch event

KEY HIGHLIGHTS

- 01** 4500 pieces of media coverage
- 02** Top media placements include Today Show, Wall Street Journal, People Magazine, ESPN and Associated Press
- 03** 18 National Hockey League teams participated
- 04** Three high profile ambassadors came on board – Nick Swisher, George Parros and AJ Pierzynski
- 05** Corporate America took more of an active role with employees at Google, Amazon, PepsiCo, Deloitte, Starbucks, General Mills and Microsoft taking part

MEN'S HEALTH PARTNER INFORMATION

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 organisation. At the end of each campaign, the net funds are split evenly and donated to Movember's established men's health partners: the Prostate Cancer Foundation and LIVESTRONG.

The money is then channelled by Movember's men's health partners into a number of world class and innovative initiatives, which focus on research, support, education, and awareness of men's health issues, particularly cancers affecting men.

Movember has initiated a growing international dialogue on the critical men's health cause, prostate cancer, acting as an invaluable partner to its global research enterprise. Here in the US, unrestricted funding from Movember is helping the Prostate Cancer Foundation accelerate the world's most promising research, enabling game-changing projects from whole genome sequencing and the development of innovative therapies. These will help men with advanced prostate cancer live longer, more productive lives than ever before. Dr. Jonathan Simons, CEO and President of the Prostate Cancer Foundation

MOVEMBER FUNDS IN ACTION

Program 01 Research

One of the research programs that Movember is helping to fund through the PCF, at the University of Michigan, has recently led to the discovery of 25+ different types of prostate cancer. This discovery hopes to answer the agonizing question facing men with prostate cancer: Does their cancer need immediate treatment or can it be monitored? By identifying which type of prostate cancer a man has, the PCF will soon enable physicians and clinicians to distinguish between aggressive and non-aggressive prostate cancers and prescribe targeted treatments or proactive surveillance for patients.

This same study found that rare rearrangements of a certain gene may be associated with more aggressive prostate cancers and tumor progression. This is the first time this type of gene has been found in prostate cancer.

These discoveries will eventually help scientists identify potential new drug targets and move us closer to the goal of curing prostate cancer with less over-treatment.

These findings bring us one step closer to discovering cures for these different prostate cancers. Thanks to this, along with other research victories, the death rate from prostate cancer has dropped nearly 40% from what was once projected. While this is progress, too many men continue to die from prostate cancer; too many families still suffer.

Program 02 Survivorship

LIVESTRONG empowers the cancer community to address the unmet needs of cancer survivors through collaboration, knowledge sharing, and partnership. They then develop solutions to address both the common and unique problems survivors are facing.

Movember and LIVESTRONG are working together to identify and create programs for men that address their specific emotional and practical needs when they are faced with the agonizing news that they have cancer. This will be a comprehensive, national program with local components that will help men navigate the best treatment option, support them through treatment and help their quality of life post treatment. As these programs are introduced the details will be posted on movember.com.

We are tremendously grateful for Movember's support of LIVESTRONG's mission to serve those fighting and affected by cancer. Funds raised by Mo Bros and Mo Sistas help us continue to focus on support programs for those diagnosed with cancer, their families, friends, loved ones, and the health care professionals who work with them. We are proud to be part of the Movember movement.

Doug Ulman, CEO and President,
LIVESTRONG, and 3-time cancer survivor

UNITED STATES RESULTS SUMMARY

	2010	2009
Participation		
Registered Mo Bros and Mo Sistas	64,927	28,223
Number of individual donations	173,343	65,869
Funds raised		
Total funds raised	\$7,528,863	\$3,236,388
Percentage donated to men's health partners/committed to programs	83%	80%
Average raised per Mo Bro/ Mo Sista	\$116	\$115
Average donation amount	\$43	\$49
Community awareness		
Movember media hits	4,500	445
Total visits to US website	3.69 million	1.55 million
Total page views of website	8.32 million	3.74 million

CANADA



Movember's fourth year in Canada was a phenomenal success; it surpassed all expectations and came within an inch of being the highest fundraising country in the world. Nearly 119,000 Mo Bros and Mo Sistas took part in 2010, supported by 482,209 individual donations, raising a staggering \$22.3 million for Movember's men's health partner, Prostate Cancer Canada.

It was a year that saw people and groups from all over Canada take part including NHL players, college campuses nationwide, firefighters, politicians, police, Olympic athletes, doctors, banks and more. They banded together and helped to raise the profile of Movember to new heights and take the men's health message further than ever anticipated. With Mo's across the country and blanket coverage on national and regional media it was hard to miss Movember in 2010.

Movember Canada is following a very similar growth path to the Australian campaign and looks set to be the country with the highest participation and fundraising numbers in the coming year.

Movember Canada's 2010 campaign saw an immense growth in media coverage with a three-fold increase (6,500 media hits). Numerous national and local broadcast and print media covered the campaign, and radio DJs embraced the Mo spirit by growing Mo's, discussing their journey and men's health on air on a daily basis. Movember had an overall reach of 341,775,000 through online conversations and page views.

One of the reasons for this success was the establishment of official local committees led by passionate Mo Bros and Mo Sistas in every major city in Canada. These committees helped to organise events, facilitate Mo Town Parties, communicate outcomes, and more. The loyal committee members made sure that each region got its fair share of Mo Love and experienced the Movember journey the way it was intended.



A



B

- A. Mo Bros from the Niagara Falls Fire Department
B. The NBA gave Movember home court advantage with an official Movember exhibition game

Engaging business communities was key to Canada's success in 2010. To do this the Movember team worked with companies across different sectors of business to get teams registered on movember.com and to compete in a contest to 'out Mo' each other. The Bay Street Challenge (BSC) saw the financial community on Toronto's Bay Street get involved in a big way. The BSC invited Bay Street businesses to grow great Mo's, raise funds and have a ton of fun while doing it. Teams included representation from CIBC, KPMG, Macquarie Canada, Price Waterhouse Cooper and more. The 2010 BSC had over 1,800 participants and raised over \$1.8 Million during the challenge.

CIBC became involved in the Movember campaign in 2008. We quickly learned that a lot of our employees were not informed about prostate cancer and those who were chose not to talk about it. That has changed through the power of the moustache and the great support we have received from Movember. Movember is bringing awareness to men's health in a very inspired and visible way – something CIBC is proud to support. Ted Nash, Managing Director and Head, Strategic Merchant Banking and Corporate Development CIBC

Another major factor in the success of last year's campaign was the Campus Challenge which helped to engage over 80 universities and 12,325 students. Together these campus Mo Bros and Mo Sistas raised over \$1.2 million for Movember.

2010 also marked a banner year for Gala attendance, with more than 10,000 Mo Bros and Mo Sistas attending Movember Gala Partés across Canada, in Calgary, Victoria, Edmonton, Halifax, Montreal, Toronto and Vancouver. The Gala Partés are Movember's way to get everyone together in major regions to say 'thank you' for the amazing support and it gives Mo Bros and Mo Sistas a chance to celebrate the journey they went on with all their fellow citizens of Movember.

It is truly humbling and an inspiration to have seen the way that Canadians pulled together in 2010 to put men's health and Movember on the national agenda. These Canadian Mo Bros and Mo Sistas raised critical awareness for a disease that is 90% curable if caught in time. The funds raised for prostate cancer are being put to use in research and survivorship programs that are making a difference to the lives men across the country. Every Mo makes a difference and together they are helping Movember make an everlasting impact on the face of men's health.

Pete Bombaci, Movember Canada Country Manager



- 01**
1,239 Mo Parties were held across Canada in 2010 at universities, pub, offices, police stations, and on military bases
- 02**
Online mentions skyrocketed from 4,972 the first week of November to 36,201 in the fourth week.
- 03**
Movember Canada opened the Toronto Stock Exchange
- 04**
Mo Bros and Mo Sistas from Halifax challenged the record for the world's largest man made moustache.
- 05**
The NBA gave Movember home court advantage with an official Movember exhibition game
- 06**
Fitness and health legend Hal Johnson grew back his iconic moustache
- 07**
Five Mo Bros biked it from Toronto to Ottawa Mo'd to the max.
- 08**
The senior men's team from Rugby Canada went on tour with moustaches across their shorts.
- 09**
Members of Parliament flooded Parliament House with moustaches as ministers grew Mos

MEN'S HEALTH INFORMATION

Movember Canada works with Prostate Cancer Canada (PCC) as its official men's health partner in Canada. It is Canada's leading organisation devoted to eliminating the threat of prostate cancer. PCC's mission is to fund the research for the prevention, treatment and recovery from prostate cancer. They do this by engaging Canadians through awareness, research, education and advocacy.

Movember funds helps Prostate Cancer Canada forge ahead in the area of collaborative research which will greatly improve and fast track new diagnostic methods and treatment options. Additionally, thanks to Movember, we will be able to grow and better assist our Support Group Network so that those living with prostate cancer have access to the resources they need to ensure they maintain the best quality of life. Steve Jones, CEO, Prostate Cancer Canada

MOVEMBER FUNDS IN ACTION

Movember funds are used in three main ways; Awareness, Research and Survivorship. In 2010 PCC allocated funds to ground breaking research and programs including bio banks, Pilot Grants, Clinician Scientist Awards, and an international collaborative prostate cancer gene mapping project being led by Canada. Full details of these projects can be found at movember.com.

The amount of funds generated by Movember has enabled PCC to commence development of a comprehensive national research strategy expanding on the current Pilot Grants program and Clinician Scientist Awards. The development of this strategy will require a complete environment analysis identifying the gaps that exist in the prostate cancer research community in Canada and, therefore, where best to invest the Movember funds for maximum impact. It is expected that PCC's research strategy will be completed in fall of 2011. Details of the complete research program will be posted on movember.com.

Through this research and the national research program under development, Movember and PCC are accelerating the world's most promising research, enabling game-changing projects from the development of innovative therapies and more effective screening tests. These outcomes will help men with prostate cancer live longer, more productive lives than ever before.

The Clinician Scientist Awards currently funded by Movember through PCC provide salary and research support for outstanding Clinician Scientists initiating a career as independent investigators/junior faculty in prostate cancer research. The awards work to translate research knowledge into improved patient care and health, provide the opportunity for new faculty with four or fewer years of service to develop and demonstrate independence in initiating and conducting prostate cancer research.

One of the most recent recipients of the Clinician Scientist Award, Dr. Vincent Fradet, will be investigating drug and dietary elements and their role in the progression and prevention of prostate cancer. Within this investigation, Dr. Fradet will work with a group of patients on a protocol of 'active surveillance'— men who have been diagnosed with early-stage, low-grade prostate cancer that can be monitored over time to determine when treatment is required (if at all) based on the progression of the cancer.

Working with a nutritionist, Dr. Fradet will divide the patients into sub-groups and provide them with one of the commonly used drugs to treat inflammation of the prostate, while monitoring changes in their dietary intake of fatty acids. This study aims to develop a model for examining the effect of combining drugs and diet interventions on low risk prostate cancer. A better understanding of the biological mechanisms of drug and dietary interventions on early stage disease will enable development of methods for personalized prevention and treatment.

In addition to an expanded research program the Movember funds are enabling PCC to develop a comprehensive survivor support program that extends on the current Prostate Cancer support groups. Movember and PCC will work together to identify and create programs for men that address their emotional and practical needs when they are faced with the agonising news that they have prostate cancer and to support their quality of life as a prostate cancer survivor. This will be a comprehensive, national program with local components that will help navigate the best treatment option and aid men all across the country.

CANADA STATES RESULTS SUMMARY

	2010	2009
Participation		
Registered Mo Bros and Mo Sistas	118,927	35,035
Number of individual donations	482,541	144,149
Funds raised		
Total funds raised	\$22,266,200	\$7,847,725
Percentage donated to men's health partners/committed to programs	88%	85%
Average raised per Mo Bro/ Mo Sista	\$187	\$224
Average donation amount	\$46	\$54
Community awareness		
Movember media hits	6,055	757
Total visits to US website	5.36 million	1.81 million
Total page views of website	18.67 million	6.11 million





CORPORATE GOVERNANCE

The Movember Foundation 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 framework is regularly reviewed in line with the standards detailed by the Australian Stock Exchange (ASX) Corporate Governance Council, to ensure that the corporate governance framework reflects best practice and the particular needs of the charitable sector.

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 the Foundation and guiding and monitoring its strategy and business affairs.

Movember's community includes:

The Mo Bros and Mo Sistas who participate in Movember

Those individuals and organisations who donate and support the Mo Bros and Mo Sistas
Movember's men's health partners
Movember's campaign partners
Movember staff

This year we welcomed three new directors to our Board, John Hughes, Colleen Nelson and Mark Fewell, who each bring a diverse and wide range of experiences.

The Board now has a total of eight members and is comprised of five non executive independent directors, one executive director and two of the Foundation's founders. In keeping with Movember's focus on minimising administrative costs, all Board members are unpaid for their directorship.

DIRECTORS

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

Paul Villanti Chairman

Paul has successfully led and built businesses over the past 20 years across the infrastructure, technology, property and telecommunications sectors. He was appointed Chairman of Movember in 2007 and has overseen Movember's success and expansion globally. He has a particular interest in leveraging Movember's role as a global funder to accelerate research 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 one of the founders 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 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.

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 the Movember Foundation. 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 from the initial Movember idea, the creation of the Movember brand and creative concepts. Travis is a founding member of Movember.

Andrew Gibbins Non-Executive Director

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 Bro's', 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 Parté costume ideas...

Elaine Farrelly Non-Executive Director

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 managed the establishment of the Movember finance function in a part time executive capacity, and now continues to serve on the board as a non-executive member.

John Hughes Non-Executive Director

(Joined September 2010)
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, USA, 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

(Joined April 2010)
Mark Fewell joined the board in April 2010. 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 USA. As a founding member of Boost Mobile USA 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

(Joined September 2010)
Dr Nelson was appointed to the board at the end of 2010, and Chair's Movember's Global Scientific Committee. She is the 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 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 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 Foundation's internal controls affecting the preparation and provision of information provided to the Board and 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.

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

The Marketing Committee was formed in late 2010 and has reviewed the parameters around which Movember engages with its campaign partners and policies around the use of the Movember marks.

MEETINGS OF DIRECTORS

Six Board meetings and three strategy days were held in the 2010 financial year. Meetings of the two subcommittees have been held as shown below.

STRUCTURE

MOVEMBER FOUNDATION

The Movember Foundation is an Australian based not-for-profit, unincorporated trust, Australian Business Number 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.

Movember Inc (EIN 77-0714052) is a wholly owned subsidiary of The Movember Group Pty Ltd (the Trustee entity for the Movember Foundation in Australia), and is governed by the same Board of Directors. Movember Inc. was established to run the Movember US campaign. Movember Inc is a not-for-profit organisation that is exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code and contributions to Movember in the US are deductible under section 170 of the Code.

Movember Europe is a new charity, which will run the 2011 campaign in the UK. Prior to this year, all funds were received directly by our beneficiary partner in the UK.

Movember Europe is a private company limited by guarantee in England and Wales (company no. 7275694). It is a registered charity in England and Wales (charity no. 1137948) and in Scotland (charity no. SC041981). The Movember Group Pty Ltd as Trustee for the Movember Foundation is the sole member of Movember Europe.

Movember Canada is a new entity, which will run the 2011 campaign for the first time. Prior to this year, all funds were received directly by our beneficiary partner, Prostate Cancer Canada. Movember Canada is a not-for-profit corporation (company no. 767531-3) whose sole member is The Movember Group Pty Ltd as Trustee for the Movember Foundation. Movember Canada is registered charity (charity no. 84821 5604 RR0001) under the Canada Corporations Act of Industry.

For the 2010 campaign, funds raised in Australia and the US were received directly by the Movember entity in those countries, and at the conclusion of each campaign, the proceeds, after deducting costs and a retention for direct Movember program grants and future campaign costs, are donated to the men's health partners.

The Movember campaign also runs in Canada, the UK, New Zealand, Ireland, and South Africa but for the 2010 campaign Movember did not have incorporated entities in those countries, as such the funds were received directly by Movember's beneficiary partners. Movember has agreements with each of these partners who issue tax receipts locally and reimburse Movember for agreed campaign costs.

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	
	Eligible to attend	Number attended	Eligible to attend	Number attended	Eligible to attend	Number attended
Directors						
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

FINANCIAL OVERVIEW

FUNDS RAISED

Movember raised \$AUS 72.0 million during the 2010 campaign, an increase of \$AUS 27.7 million (62%) over the prior year. These additional funds were raised with an extra investment in fundraising and administration costs of \$AUS 1.5 million, or 5% 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 447,808 Mo Bros, Mo Sistas and their donors located in Australia, New Zealand, the US, Canada, the UK and Ireland. On average, each registrant raised \$AUS 161 compared with \$AUS 173 last year; this slight 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 campaign finishing only slightly behind Australia.

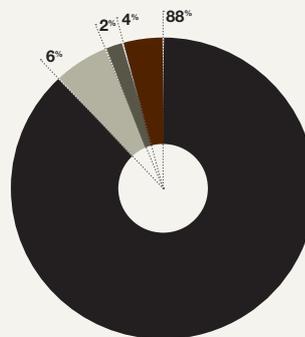
FUNDS USED

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 8.0% compared with 9.0% 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, 88% has been committed to programs supporting prostate cancer and male depression initiatives, and of this 75% was donated to our global men's health partners. The remaining 13% 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 4% 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 ¹	Registered Participants	Year of first fundraising campaign
Australia	25.6m	129,882	2004
New Zealand	0.7m	9,497	2006
UK	15.2m	111,837	2007
Canada	20.9m	118,927	2007
US	7.5m	64,927	2007
Ireland	2.1m	12,738	2008
Total	72.0m	447,808	

APPLICATION OF FUNDS RAISED INTERNATIONALLY

Men's health programs	88%
Fundraising	6%
Administration	2%
Retained funds	4%

¹Funds from all sources including Gala ticket sales, sponsorship and interest.

The following table provides a breakdown of Movember's allocation of the \$AUS 72 million raised from the 2010 Global Campaign.

MOVEMBER USE OF FUNDS

	Year to April 2011 \$AUD m	Year to April 2010 \$AUD m	Increase (Decrease)	Year to April 2011 Percent of Funds Raised
Movember funds raised globally	72.0¹	44.3	27.7	
Used for programs as follows				
Donated to/retained by men's health partners	53.7	35.8	18.2	75%
Allocated to Movember's prostate cancer Survivorship program and Global Action Plan	6.3	–	6.3	9%
Movember's men's health awareness and education program	3.7	3.2	0.4	5%
Total program allocation	63.7	39.0	24.9	88%
Percentage allocated to programs	88%	88%		
Balance of funds used as follows:				
Fundraising costs	4.2	2.8	1.3	6%
Administration and foreign exchange costs	1.3	1.1	0.1	2%
General reserve to run future campaigns	2.8	1.4	1.4	4%
Total other costs	8.3	5.3	2.8	
Total funds allocated/used	72.0	44.3	27.7	

OUTLOOK

Movember expects its campaign to grow again in 2011, with further increases in the UK, Canadian and US programs in particular. In 2011 we will run our awareness and fund raising campaign in Australia, New Zealand, Canada, the US, the UK, Ireland and South Africa. This year we will also run modified versions of the campaign in Norway, Denmark, Finland, Belgium and the Czech Republic.

Movember will maintain a strong focus on costs across the global organisation, and will continue to provide centralised shared services to take advantages of global economies of scale; each of the country's 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.

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.

SUMMARISED FINANCIAL STATEMENTS FOR THE MOVEMBER GROUP

SUMMARISED STATEMENTS OF COMPREHENSIVE INCOME FOR THE PERIOD ENDED 30 APRIL 2011

	Consolidated		Parent Entity	
	2011 \$AUS	2010 \$AUS	2011 \$AUS	2010 \$AUS
REVENUE				
Mo Bro/Mo Sista sponsorship – Australia	31,040,047	24,439,932	23,600,865	21,018,129
Corporate sponsorship	1,007,805	977,279	956,667	977,279
Gala Parté/merchandise	105,318	135,654	75,579	113,497
Management fees for running other Movember global events	5,379,370	3,079,596	5,379,370	3,079,596
Interest and other revenue	963,695	448,986	819,932	392,665
TOTAL REVENUE	38,496,235	29,081,447	30,832,413	25,581,166
EXPENDITURE				
Donated to Men's Health partners	(20,252,924)	(20,373,704)	(15,370,000)	(18,267,856)
Men's health awareness and education program	(3,655,196)	(3,247,185)	(2,928,883)	(2,691,576)
Fundraising	(4,176,121)	(2,883,319)	(3,242,211)	(2,392,675)
Administration	(1,000,656)	(669,340)	(771,583)	(527,918)
Foreign exchange loss	(302,607)	(448,869)	(134,474)	(291,881)
FUNDS RETAINED FOR THE YEAR	9,108,731	1,459,030	8,385,262	1,409,260
EXCHANGE DIFFERENCE ON TRANSLATION OF FOREIGN OPERATION	(491,599)	34,304	(27,592)	27,592
TOTAL COMPREHENSIVE INCOME FOR THE YEAR	8,617,132	1,494,334	8,357,670	1,436,852

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 FOR THE MOVEMBER GROUP

SUMMARISED MOVEMBER GROUP BALANCE SHEET AS AT 30 APRIL 2011

	Consolidated		Parent Entity	
	2011 \$AUS	2010 \$AUS	2011 \$AUS	2010 \$AUS
ASSETS				
Current assets				
Cash and cash equivalents	22,406,339	9,935,661	18,051,140	8,569,268
Trade and other receivables	1,048,097	1,958,581	1,487,787	2,165,396
TOTAL CURRENT ASSETS	23,454,436	11,894,242	19,538,927	10,734,664
Non-current assets				
Plant and equipment	73,840	43,446	68,445	39,412
TOTAL ASSETS	23,528,276	11,937,688	19,607,372	10,774,076
LIABILITIES				
Current liabilities				
Trade and other payables	11,729,376	8,755,920	8,150,241	7,674,615
NET ASSETS	11,798,900	3,181,768	11,457,131	3,099,461
ACCUMULATED FUNDS				
Reserves				
Foreign currency translation reserve	(457,295)	34,304	–	27,592
Restricted reserve	6,254,760	–	6,254,760	–
Funds available for future use	6,001,435	3,147,464	5,202,371	3,071,869
TOTAL FUNDS	11,798,900	3,181,768	11,457,131	3,099,461

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

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 2011 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 2011; and
 - (ii) presents fairly the association's financial position as at 30 April 2011 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.



Adam Garone
Director
Melbourne, Australia
1 September 2011

For further information about the Movember Foundation, please contact:

Juliette Barnes
PO Box 292
Prahran Victoria 3181 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 of the Movember Foundation, which comprise the summarised balance sheets as at 30 April 2011, and the summarised statements of comprehensive income for the year then ended, are derived from the audited financial report of The Movember Group Pty Ltd as Trustee of the Movember Foundation for the year ended 30 April 2011. We expressed an unmodified auditor's opinion on that financial report in our auditor's report dated 1 September 2011.

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 of the trustee are responsible for the preparation of the summary financial statements 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 2011 are consistent, in all material respects, with that audited financial report, on the basis described in Note 1 to the audited financial report, to the extent applicable to the summary financial statements.

Basis of Accounting and Restriction on Distribution and Use

Without modifying our opinion, we draw attention to Note 1 to the audited financial report, which describes the basis of accounting. The summary financial statements have been prepared to assist the directors of The Movember Group Pty Ltd as Trustee for The Movember Foundation to meet the financial reporting obligations under the trust deed dated 9 August 2006, amended 15 December 2010. 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 for The Movember Foundation for the year ended 30 April 2011 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
1 September 2011

FINANCIAL STATEMENTS FOR MOVEMBER INC.

(US SUBSIDIARY)

STATEMENT OF ACTIVITIES AND CHANGES IN NET ASSETS FOR THE YEARS ENDED APRIL 30, 2011 AND 2010

	2011 US\$	2010 US\$
SUPPORT AND REVENUE		
Contributions received	7,498,600	3,208,672
Gala Parté	5,550	11,450
Merchandise	24,713	9,310
Interest and other revenue	7,078	6,906
TOTAL SUPPORT AND REVENUE	7,535,941	3,236,338
EXPENSES		
Program		
— Men's health awareness	941,897	597,015
— Donated to beneficiary partners	5,289,672	2,007,505
Administration	497,714	317,957
Fundraising	488,598	264,669
TOTAL EXPENSES	7,217,881	3,177,146
INCREASE IN UNRESTRICTED NET ASSETS	318,060	59,192
Unrestricted Net Assets at the Beginning of Year	78,310	19,118
Unrestricted Net Assets at the End of Year	396,370	78,310

FINANCIAL STATEMENTS FOR MOVEMBER INC. (US SUBSIDIARY)

STATEMENTS OF FINANCIAL POSITION APRIL 30, 2011 AND 2010

	2011 US\$	2010 US\$
ASSETS		
Current assets		
Cash and cash equivalents	4,884,355	1,303,403
Related party receivable	7,129	37,225
Prepaid expenses	7,802	150
TOTAL CURRENTS ASSETS	4,899,286	1,340,778
Property and equipment, net	6,050	3,848
Other assets		
Deposits	9,600	9,600
TOTAL ASSETS	4,914,936	1,354,226
LIABILITIES AND NET ASSETS		
Current liabilities		
Accounts payable	605	6,067
Accrued expenses	46,745	59,066
Payable to beneficiary partners	3,967,254	1,003,752
Related party payable	503,962	207,031
TOTAL CURRENT LIABILITIES	4,518,566	1,275,916
NET ASSETS		
Unrestricted	396,370	78,310
TOTAL LIABILITIES AND NET ASSETS	4,914,936	1,354,226

INDEPENDENT AUDITORS' REPORT

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

We have audited the accompanying financial statements of Movember, Inc. (a not-for-profit organization) as of April 30, 2011 and 2010, and for the years then ended, as listed in the foregoing table of contents.

These financial statements are the responsibility of Movember, Inc.'s management. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audit provides a reasonable basis for our opinion.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Movember, Inc. as of April 30, 2011 and 2010, and the related statements of activities, functional expenses and cash flows for the year then ended in conformity with accounting principles generally accepted in the United States of America.

June 30, 2011



HOW WE ROLL

BRAND PERSONALITY

The brand roots remain integral to Movember today; how and why it all began is never forgotten by the Movember crew when making a decision on behalf of the brand. Despite growing to be a global entity, the team knows that the original core values are the backbone to the cause and are what keep Movember relevant and grounded today. We keep it simple, keep it fun, keep it about mates and never stray from what we're about: real men, growing a real moustache for a real cause: men's health. That's just the way we roll.





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