

MOVEMBER EUROPE

England & Wales · Charity number 1137948

Details

Other names	MOVEMBER, MOVEMBER FOUNDATION
Status	Registered
Legal form	Charitable company
Company number	07275694
Registered	2010-09-10
Register	View on the Charity Commission register

Contact

Address	Movember Europe Gensurco House 52-54 Rosebery Avenue London EC1R 4RP
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Activities

Objects: 4. OBJECTS OF THE CHARITY4.1 THE OBJECTS OF THE CHARITY (THE OBJECTS) ARE:-4.1.1 TO ADVANCE MEN'S HEALTH, INCLUDING BY CONDUCTING RESEARCH INTO SICKNESS, DISEASE AND ISSUES RELATING TO MEN'S HEALTH;4.1.2 TO EDUCATE THE PUBLIC ON ISSUES RELATING TO MEN'S HEALTH, INCLUDING BY PUBLISHING THE RESULTS OF THE RESEARCH REFERRED TO ABOVE;4.1.3 TO PROMOTE THE PREVENTION AND RELIEF OF SICKNESS AND DISEASE IN MEN, INCLUDING BY SUPPORTING NEW METHODS AND PRACTICES FOR THE PREVENTION OR RELIEF OF SUCH SICKNESS AND DISEASE AND BY PROVIDING SUPPORT AND INFORMATION TO MEN WITH HEALTH PROBLEMS AND TO THEIR FAMILIES AND DEPENDANTS; 4.1.4 TO FURTHER SUCH OTHER EXCLUSIVELY CHARITABLE PURPOSES ACCORDING TO THE LAW OF ENGLAND AND WALES AND THE REPUBLIC OF IRELAND AS THE TRUSTEES IN THEIR ABSOLUTE DISCRETION FROM TIME TO TIME DETERMINE, INCLUDING ASSISTING OTHER CHARITIES.

Activities: Movember Europe's vision is to have an everlasting impact on men's health, with a focus on prostate cancer, testicular cancer poor mental health and physical inactivity.

Classification

- **How:** Makes Grants To Organisations, Provides Services, Provides Advocacy/advice/information, Sponsors Or Undertakes Research, Acts As An Umbrella Or Resource Body
- **What:** General Charitable Purposes, Education/training, The Advancement Of Health Or Saving Of Lives
- **Who:** Other Charities Or Voluntary Bodies, The General Public/mankind

Geography

- **Area of benefit:** UNDEFINED. IN PRACTICE, NATIONAL AND OVERSEAS
- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-04-30	£27,420,539	£21,103,055	£61,422,809	59
2024-04-30	£25,156,554	£18,917,508	£55,112,950	59
2023-04-30	£21,496,394	£15,192,581	£49,610,916	52
2022-04-30	£19,622,934	£11,725,959	£42,354,668	47
2021-04-30	£26,851,050	£10,914,552	£35,026,330	49

Trustees

Name	Role	Appointed
Alan Rob Moodie		2020-10-03
Andrew Evans		2025-12-11
Damien James Angus		2020-11-05
David Clifford Bryant		2024-12-11
Linnsey Caya		2020-10-15
Lorraine Higgins		2025-12-11
Matthew Peter Nacard		2025-04-09
Nathan Anthony Appo		2025-04-09
Rochelle Webb		2022-04-27

MOVEMBER EUROPE

England & Wales - Charity number 1137948

Accounts



MOVEMBER

EUROPE

REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 APRIL 2025



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REFERENCE AND ADMINISTRATIVE INFORMATION

COMPANY NUMBER	7275694		
CHARITY NUMBER	1137948 (England & Wales) SC041981 (Scotland) 20105280 (Ireland)		
REGISTERED OFFICE AND OPERATIONAL ADDRESS	Gensurco House 52-54 Rosebery Avenue LONDON, EC1R 4RP		
TRUSTEES	Trustees, who are also directors under company law, who served during the year and up to the date of this report were as follows: Linnsey Caya - Chairperson Richard Deutsch Rob Moodie Deanna Lomas Damien Angus Rochelle Webb David Bryant (appointed 11 December 2024) Nathan Appo (appointed 9 April 2025) Matthew Nacard (appointed 9 April 2025) Cassandra Vujovich-Dunn (resigned 5 March 2025)		
KEY MANAGEMENT PERSONNEL	Anne-Cécile Berthier (Country Director – UK & Europe) Sarah Ouellette (Country Manager – Ireland)		
BANKERS	JPMorgan Chase 25 Bank Street LONDON, E14 5JP Lloyds Bank 25 Gresham Street LONDON, EC2V 7HN	Barclays Bank 1 Churchill Place LONDON, E14 5HP Santander 2 Triton Square LONDON, NW1 3AN	Bank of Ireland 6-7 Lr O’Connell Street DUBLIN D01 X324
SOLICITORS	Russell Cooke LLP 2 Putney Hill LONDON, SW15 6AB		
AUDITOR	Sayer Vincent LLP Chartered Accountants and Statutory Auditor 110 Golden Lane LONDON, EC1Y 0TG		

TRUSTEES' ANNUAL REPORT

The Trustees present their report and the audited financial statements for the year ended 30 April 2025.

Reference and administrative information set out on page 3 forms part of this report. The financial statements comply with current statutory requirements, the memorandum and articles of association, the requirements of a directors' report as required under company law, and the Statement of Recommended Practice - Accounting and Reporting by Charities: SORP applicable to charities preparing their accounts in accordance with FRS 102.

STRATEGIC REPORT

OBJECTIVES AND ACTIVITIES

The Trustees review the aims, objectives, and activities of the charity each year. This report outlines what the charity has achieved and the outcomes of its work in the reporting period. The Trustees report on the success of each key activity and the benefit the charity has brought to the groups it is established to support. The review also ensures that the charity's activities remain aligned with its core charitable purposes.

The Trustees have referred to the Charity Commission's general guidance on public benefit when reviewing the charity's aims and objectives and in planning future activities. In particular, the Trustees consider how each activity will contribute to the delivery of these aims.

- Movember Europe is part of the Movember Foundation, a global men's health charity with a vision to change the face of men's health and create a future where men and their communities live healthier, longer lives.
- Movember's strategy is to confront, challenge, and change individual behaviours, health systems, and gender norms to address health inequalities for men.
- Movember Europe advances its organisational goals through the delivery of its new Impact Strategy, which guides strategic investment in research, programs, and advocacy across key men's health issues – including mental health, suicide prevention, prostate cancer, and the social drivers of health and wellbeing. These efforts are grounded in a commitment to equity, prevention, and gender-responsive care that meets men where they are.

In the prior year, the Trustees endorsed the phased implementation of Movember's updated Impact Strategy. The year ending 30 April 2025 marked the first full year of delivery under this new framework, guiding program investment, advocacy, and evaluation efforts across five key strategic priorities:

1. Lift the profile of men's health

Movember continues to elevate men's health as a public health and policy priority, challenging historical underinvestment and raising awareness of the far-reaching impacts of poor male health on families, communities, and economies. Through policy engagement, lived experience storytelling, and strategic partnerships, we aim to ensure men's health is recognised, resourced, and integrated into broader health agendas.

2. Strengthen men's health literacy

Many men delay help-seeking or even struggle to recognise when something's wrong due to limited health knowledge, social stigma, and entrenched masculine norms. Movember's programs aim to equip men with the tools, knowledge, and confidence to take action earlier, seek timely support, and make informed decisions about their health across the life course.

3. Promote gender responsive healthcare for men

Health systems often take a one-size-fits-all approach, overlooking the unique needs, preferences, and lived experiences of boys and men. This can contribute to lower engagement in care, delayed help-seeking, and poorer health outcomes. Movember is working to close this gap through investments in clinician education, patient-reported outcomes, and system-level reform. Our goal is to improve health outcomes for men by supporting a more gender-sensitive approach to healthcare – one that recognises and responds to the unique ways men think, feel, and behave when it comes to their health.

4. Improve young men's mental health

Adolescence and early adulthood are critical periods for identity formation, mental health, and help-seeking. Yet many young men at this life stage experience distress and turn to unhealthy coping behaviours such as gambling, alcohol use, or drug misuse. Movember is working to strengthen their mental fitness by embedding support in the spaces they already gather – from sports fields to online gaming platforms – while promoting more flexible and healthy representations of masculinity across digital and cultural environments. By helping young men build emotional resilience, form meaningful social connections, and develop the confidence to seek support early, we aim to reduce long-term risks and reliance on harmful coping strategies.

5. Improve prostate cancer mortality and quality of life

Prostate cancer is the most commonly diagnosed cancer in UK men and a leading cause of cancer-related death. Yet too many men experience poor outcomes – not just due to the disease itself, but because of inconsistent care pathways, debilitating treatment side effects, and a lack of psychosocial support. Movember is investing in research, real-world data registries, personalised care models, and sexual wellbeing initiatives designed to reduce treatment variation, improve survivorship, and enhance quality of life, particularly for those most at risk.

PROGRAMMATIC ACHIEVEMENTS
AND PERFORMANCE

Movember Europe’s programmatic performance in FY25 reflected strong alignment with our stated objectives for the year – namely, to expand the reach of global initiatives in the UK and Europe, deepen impact in priority areas such as mental health and cancer, and strengthen our role in advocacy and systems change. The charity’s primary activities and the communities it supports are described below. All activities focus on improving men’s health and are delivered in pursuit of Movember Europe’s charitable purposes and public benefit. Progress is assessed through a combination of reach and engagement metrics, program evaluations, and policy outcomes – with an increasing focus on longer-term impact and systemic change.



Movember Europe is supported by year-round fundraising efforts, most notably through the global Movember campaign held each November. These activities are part of a peer-to-peer fundraising model in which supporters raise funds and share health messaging through their personal and professional networks. The UK campaign is further amplified by corporate partnerships, brand activations, and long-standing initiatives such as the Distinguished Gentleman’s Ride – a collaboration that continues to raise significant awareness and funds for men’s health initiatives globally. These partnerships allow us to drive change faster and at a greater scale than we could alone.

Movember takes a globally coordinated approach to investing funds raised in the UK, ensuring alignment with our Impact Strategy. These decisions are made collaboratively across markets to ensure funding supports the most impactful opportunities – whether in program delivery, research, or advocacy. While Movember Europe does not manage programmatic investments independently, it plays a central role in bringing global initiatives to life across the UK, Ireland, and Europe – ensuring they reach and resonate with the communities we serve.

Movember’s achievements in FY25 reflect strong momentum across mental health, masculinities, and cancer outcomes. However, challenges remain. These include the complexity of embedding men’s health priorities in under-resourced systems, the evolving digital environment shaping young men’s behaviours and beliefs, and persistent inequities in access to care across different regions and population groups. Movember continues to iterate its program design and impact framework in response to these realities, applying lessons learned from pilot projects, evaluations, and stakeholder feedback.

The table below outlines key initiatives funded by Movember in the UK, followed by a summary of achievements and program performance.

PROJECT	REGION	ACHIEVEMENTS
MOVEMBER CAMPAIGN	GLOBAL	Global campaign embedding health literacy and behaviour change messaging, promoting five core health behaviours.
TESTICULAR CANCER AWARENESS MONTH	GLOBAL	‘Know Thy Nuts’ campaign delivered 254M reach (2x 2024). 84% of respondents confident in self-checking; 76% intended to donate.
DIGITAL RESOURCES	GLOBAL	Family Man, Conversations, True North, Nuts & Bolts delivered engagement and impact across parenting, mental health, and cancer care.
REAL FACE OF MEN’S HEALTH REPORT	UK	Flagship report exposing systemic drivers of poor male health; contributed to UK Government commitment to first-ever National Men’s Health Strategy.
YOUNG MEN’S HEALTH IN A DIGITAL WORLD	UK AUS USA	World-first study exploring how online masculinity content shapes young men’s health and identity. Informed new narrative change strategies.
MOVEMBER’S AHEAD OF THE GAME	UK IRE FRA	10,517 reached in UK/Wales, 5,472 in Ireland and 450 in the Netherlands. 350 reached via pilot in France as part of Paris Olympics (Generation Paris). Contract finalised to commence delivery in Scotland.
MOVEMBER’S LEVEL UP – MENTAL HEALTH IN ESPORTS PLATFORM (PILOT)	DK GLOBAL	Movember delivered a pilot as part of its partnership with BLAST – with 25,000 in attendance at the event in Copenhagen over the competition period.
PROSTATE CANCER PROGRAMS	GLOBAL UK, IRE EU	Advanced work across clinical quality, sexual health, personalised care, research and health equity, in partnership with Prostate Cancer UK. Key initiatives included IRONMAN, TRANSFORM, IPCOR 2.0, health equity grants, and sexual health implementation.
LEGACY MENTAL HEALTH PROGRAMS	UK-WIDE	8 programs funded via Scaling What Works



MEN'S HEALTH PROMOTION

Movember's Health Promotion strategy is designed to improve men's health outcomes at scale and reduce premature mortality by influencing health behaviours, improving literacy, and reducing stigma. Through public-facing campaigns, digital tools, and targeted activations, Movember aims to engage men in meaningful ways – meeting them where they are and supporting them to take action.

THE MOVEMBER CAMPAIGN

In FY25, Movember's global campaign once again mobilised supporters to grow a moustache, take on the 'Move' challenge, host an event, or 'Mo their own way' through personalised fundraising activities. These efforts not only raised vital funds but also create connection and spread important messages about the health risks men face – highlighting the small but powerful steps they can take to stay mentally and physically well.

Health promotion was embedded throughout the supporter journey, drawing on behavioural science and insights from the *Movember is Good for You* survey. This interim approach contributed to the development of a broader health literacy strategy and the 2024 Health Literacy Report.

Content focused on five core behaviours, adapted from the *Movember Five* framework:

1. Stay connected – spend time with people who make you feel good
2. Talk, more – be there for someone in need
3. Know the numbers – understand your prostate cancer risk
4. Know thy nuts – check yourself regularly
5. Move more – increase daily physical activity

TESTICULAR CANCER AWARENESS MONTH (TCAM)

Testicular cancer remains the most commonly diagnosed cancer among young men, yet awareness and self-checking behaviours remain low. Movember's 2025 Testicular Cancer Awareness Month (TCAM) campaign continued to drive home the importance of young men knowing their risk and what to do about it through our annual *Know Thy Nuts* campaign – balancing impactful messaging with humour to reduce stigma.

The campaign delivered an estimated reach of 254 million – double that achieved in 2024 – and generated high-quality website traffic. Visitors to Movember.com spent over twice as long on the site than the previous year, with bounce rates significantly reduced, indicating stronger engagement with testicular cancer content.

Survey evaluation across Movember.com showed high campaign resonance, with 67% of respondents more aware of their risk, 72% feeling confident in knowing how to check their nuts and 77% more likely to see a doctor if they found something unusual, highlighting the campaign's impact on awareness, knowledge and intent.

DIGITAL RESOURCES

Movember Family Man remains the world's first online parenting program designed specifically with dads in mind. The free, evidence-based course helps fathers better manage child behaviour and strengthens their role as confident, proactive caregivers. Since launch, over 666,000 people have used the platform – nearly 60% of whom identify as fathers. More than 90% of users reported improved understanding of positive parenting, and 80% felt better equipped to manage behavioural challenges. The program continues to be promoted globally through campaign assets and email marketing.

familyman.movember.com

Movember Conversations is an interactive digital tool that guides users through real-life scenarios such as relationship breakdown, job loss, or loneliness. Designed to enhance conversation skills and reduce stigma, the tool helps users build confidence to support others experiencing distress. As of March 2024, the platform had attracted more than 576,000 visitors and facilitated over 372,000 simulated conversations. User feedback remains consistently positive, with 90% finding the tool useful and 88% reporting new insights. Follow-up data shows that most users apply their new skills in real conversations within two weeks.

conversations.movember.com

Our ongoing partnership with Pringles remains a key driver of our reach and impact. For the fifth consecutive year, Pringles supported Movember through a multichannel campaign that included limited-edition cans featuring a QR code in place of Mr. P's iconic moustache. Scanning the code directed consumers to the Movember Conversations tool, encouraging open discussions about mental health. The initiative has generated over 360,000 visits to the website, significantly increasing awareness and engagement with the platform. Additional activations during the reporting period – including a pop-up “Scan and Scran” café in London and a co-branded van tour across key locations – helped extend the campaign's visibility and reinforce the importance of everyday conversations about mental wellbeing. This collaboration demonstrates the power of purpose-led partnerships to advance Movember's mission through cultural reach and behavioural impact.

Movember's True North digital platform supports men with prostate cancer to navigate diagnosis, treatment, and survivorship. The evidence-based tool allows users to track symptoms, access tailored information, and connect with expert-endorsed resources. After a successful pilot, the platform has been scaled internationally and is increasingly integrated into Movember's clinical quality programs. Uptake continues to grow as Movember deepens investment in personalised, user-led health tools.

Designed with men who've experienced testicular cancer, **Nuts & Bolts** offers accessible, expert-reviewed content covering everything from diagnosis to recovery. It provides reassurance, reduces isolation, and connects users with others who've faced similar challenges. Available globally, the site remains a cornerstone of Movember's testicular cancer support strategy – especially during April's awareness month.

nutsandbolts.movember.com



THE REAL FACE OF MEN'S HEALTH

In FY25, Movember launched its inaugural *Real Face of Men's Health* report in the United Kingdom, exposing the systemic, social, and structural factors driving poor health outcomes for men. The report drew national attention to stark health inequalities, including the fact that men in the UK die four years younger than women on average, and that almost two in five will die prematurely, before the age of 75. It highlighted how too many men are falling through the cracks of a healthcare system not designed to meet their unique needs, behaviours, or lived experiences.

The report created a compelling case for action by combining data modelling, expert perspectives, and lived experience of poor men's health. It became the foundation for widespread media coverage, public awareness, and political engagement – culminating in a historic milestone in November 2024: a commitment from the UK Government to introduce a dedicated national Men's Health Strategy. The announcement was made at a Men's Health Summit jointly hosted by Movember and the Department of Health and Social Care (DHSC) at Arsenal Football Stadium, where policymakers, sector leaders, and men impacted by prostate cancer, mental ill-health, and suicide shared their stories and experiences.

The following morning, Movember representatives and families affected by poor health outcomes were invited to 10 Downing Street to meet with Prime Minister Sir Keir Starmer and Health Secretary Wes Streeting, reinforcing the government's commitment to improving health outcomes for men. These pivotal moments highlight the power of lived experience and data-driven advocacy in elevating men's health on the national agenda.

Movember continues to work closely with government and sector partners to support the development of the Strategy, ensuring it delivers evidence-based, gender-responsive policies that prevent avoidable deaths and reduce years of life lost. We acknowledge the vital role of other organisations and individuals in this mission, including the Men's Health Forum, Global Action on Men's Health, Dr Paul Galdas, and Mark Brooks OBE, whose sustained advocacy has helped bring national attention to the need for a dedicated strategy. This collective effort marks a historic step forward in recognising and addressing men's health as a national priority.



YOUNG MEN'S HEALTH IN A DIGITAL WORLD

Released in April, *Young Men's Health in a Digital World* is the first large-scale quantitative study to explore how online 'men and masculinity' influencers are shaping the health, identity, behaviours, and relationships of young men aged 16–25. Drawing on insights and self-reported impacts from over 3,000 young men across the UK, Australia, and the United States, the report revealed that nearly two-thirds of young men are regularly engaging with this content – much of which blends self-improvement messaging with potentially harmful ideas around masculinity, gender, and relationships.

While many participants described the content as motivating, entertaining, or hopeful, the study uncovered strong links between regular engagement and increased psychological distress, lower prioritisation of mental health, greater engagement in risky behaviours, stricter adherence to rigid masculine norms, and more limiting attitudes toward women. Young men who frequently watched this content were more likely to use performance-enhancing substances, associate emotional expression with weakness, and report frustration in dating. These findings highlight the urgent need to engage young men where they are – online – with broader, more flexible narratives of masculinity that support connection, emotional wellbeing, and positive identity development.

At a time when young men are navigating complex questions about their identity and role in society – and are increasingly turning to influencers for guidance – Movember is committed to listening, learning, and co-designing solutions that amplify the positive potential of this content while addressing the harms. In the UK, our findings are being shared with mental health charities, educators, policymakers, media partners, and content creators to support system-wide interventions that reach young men earlier and more effectively.

MOVEMBER'S AHEAD OF THE GAME (MAOTG): BUILDING MENTAL FITNESS THROUGH SPORT

MAOTG is a globally recognised early intervention and prevention program designed to improve mental health literacy, resilience, and help-seeking among young athletes. Delivered through sport settings, the programme reaches adolescents aged 12–18 via one-hour workshops, with additional sessions tailored for parents and coaches. MAOTG is one of the few evidence-based programs of its kind, with peer-reviewed data showing reductions in psychological distress and improved mental wellbeing outcomes.

Since 2022, Rugby League Cares has served as Movember's implementation partner for England and Wales. They have trained staff from professional sport foundations – including Leeds Rhinos Foundations, Everton in the Community, Fulham FC Foundation, and Sheffield Eagles Foundation – to deliver MAOTG through local clubs and schools. To date, the program has reached over 38,000 participants across England and Wales (including 10,517 in FY25). A five-year Sports Health Initiative partnership between Movember and RL Cares remains in place, with ambitious plans to expand reach, onboard new partners, and embed MAOTG into health promotion and social prescribing pathways.

In Scotland, Movember partnered with Scottish Action for Mental Health (SAMH) to pilot MAOTG in 2023, delivering the programme to 1,294 young people through football foundations and sports hubs. The pilot, independently evaluated by Kantar, confirmed the program's effectiveness and provided the basis for national expansion. In FY25, a multi-year funding agreement was established to scale delivery across Scotland including the Highlands, Islands and Central Belt – with 5,200 young people targeted in FY26.

In Ireland, Movember is working with the Gaelic Athletic Association (GAA) and the Gaelic Players Association (GPA) to deliver MAOTG through a five-year partnership that began in late 2023. To date, over 10,000 players, parents and coaches have participated in the programme across all 32 counties. Phase 3 delivery is scheduled for September 2025, with a further 10,000 participants targeted. The partnership is supported by a major

awareness activation at the All-Ireland Semi-Finals each July as well as year-round impact storytelling.

All delivery partners in the UK and Ireland are participating in a region-wide pilot to evaluate the impact of Movember's updated mental health resilience curriculum – a non-digital mental fitness product aimed at strengthening young people's coping skills and confidence. This multi-country approach underscores Movember's commitment to not only scale impact through sport but to embed mental fitness education into the systems and structures that shape young men's lives.

Paris Olympics Pilot (Generation Paris 2024)

In FY25, Movember piloted *Ahead of The Game* in France as part of the Generation 2024 initiative aligned with the Paris Olympic Games. The pilot aimed to support adolescent athletes' mental fitness through evidence-based workshops, while building local facilitation capacity and testing program resonance in a new cultural context.

Nine French facilitators were trained in Paris, with 100% reporting satisfaction with the program and trainer quality. School-based delivery followed in November 2024, with strong outcomes reported post-session:

- **97%** of athletes reported a stronger understanding of the importance of staying mentally fit.
- **96%** said they better understood where to go for mental health support for others; 92% for themselves.
- **84%** felt more confident recognising signs of poor mental health in themselves; 89% in others.
- **79%** reported feeling comfortable talking to friends about mental health, 78% to family, and 65% to a health professional.

Immersion sessions with students, teachers, and facilitators further affirmed the program's cultural resonance and practicality in the French school sport context. Insights from the Generation Paris pilot are now informing plans for broader delivery and adaptations of MAOTG in other non-English-speaking markets, as Movember seeks to embed mental fitness into global youth sport ecosystems.

MOVEMBER LEVEL UP: MENTAL HEALTH IN ESPORTS

Movember became the official mental health partner of BLAST (competitive esports company focused on hosting esports tournaments and experiences), in an exciting initiative to support the mental health of esports players and communities.

This partnership sees Movember working with the global esports entertainment company to develop awareness and support for mental health challenges, create psychologically safe spaces, deliver evidence-informed mental health workshops and undertake research to develop Mental Health Guidelines for the wider industry.

The partnership sees Movember and BLAST committing to working together to promote good mental health and prevent ill-health amongst esports players and viewers/spectators alike, encouraging the community to take action and better support themselves and each other, with the partnership officially launched at the BLAST Premier World Final in Singapore.

PROSTATE CANCER: CLINICAL QUALITY, PERSONALISED CARE AND HEALTH EQUITY

Movember continued to drive innovation in prostate cancer care throughout FY25, delivering measurable progress across sexual health, preventing disease progression, personalised cancer care, and health equity. Movember-funded global collaborations, research, and clinical quality registries are shaping better care, and improving quality of life and outcomes for men at every stage of the disease – from diagnosis to advanced prostate cancer.

In the UK, Movember's prostate cancer strategy is delivered in close partnership with Prostate Cancer UK (PCUK), who play a critical role in the co-development and delivery of high-impact programs. In 2024, Movember allocated £5.25 million into 6 prostate cancer programs where Movember and PCUK continue to collaborate across sexual health, early detection, active surveillance, disease progression and health equity-focused initiatives, combining resources and expertise to drive systemic change. Of this amount, £2.1m remains to be distributed to PCUK as of 30 April 2025.

In clinical quality, the IRONMAN registry continued to expand, now including data from over 4,600 men with advanced prostate cancer across 15 countries, including 9 hospitals in the UK and 24 hospitals across Europe. This registry, as well as the TrueNTH Global Registry (TNGR) tracks clinical care, treatment pathways, and patient-reported outcomes to identify where improvements are needed. This year, Movember also supported the relaunch of the Irish Prostate Cancer Outcomes Registry (IPCOR 2.0), a major national initiative, in an innovative format that includes biospecimen samples, clinical data and patient-reported information, with a goal of improving care delivery, patient outcomes, and equity for men with prostate cancer across Ireland over the next 3 years.

In personalised care, the IRONMAN EMPRO trial completed participant recruitment across multiple countries, including the UK. The trial is testing whether real-time patient-reported outcome measures (PROMs) can trigger timely clinical intervention for men with advanced disease, personalising the care they receive. Complementing this, Movember awarded six grants totalling AUD \$2.1 million across Australia, Canada, and the UK to improve the integration of PROMs into routine care, and launched a global *What Works Well* webinar series to support knowledge-sharing and implementation.

Progress also continued in *Preventing Disease Progression* - a joint initiative with PCUK – with more than 30 research teams across nine countries now working to identify biological drivers of lethal prostate cancer. This work includes the integration of big data and AI tools to inform smarter, more targeted treatment approaches, with the data repository build currently in progress. In *Personalised Active Surveillance*, we continued the development of a global multisite research trial with 29 research partners and coordinated from the UK. This risk-adapted framework will enable clearer treatment pathways for men with lower risk prostate cancer and help prevent under- and over-treatment.

In *early detection and screening*, Movember invested £1.5 million in PCUK's *TRANSFORM* trial – the UK's largest prostate cancer screening study in two decades – with the aim of detecting life-threatening cancers earlier and improving curative outcomes.

In *health equity*, 18 new grants totalling AUD \$6.6 million were awarded across five countries to community and research teams – including five grants in the UK in partnership with PCUK. These investments aim to address disparities in prostate cancer care and outcomes for First Nations and Indigenous communities, Black and Caribbean men, LGBTQIA+ individuals, and those in rural or low-income settings. In addition to this, Movember and PCUK partnered on a joint initiative that includes a £500,000 investment by Movember and a £204,420 investment by PCUK to improve outcomes for Black and Caribbean men in the UK – a group disproportionately impacted by prostate cancer.

In *sexual health and wellbeing*, Movember launched a global implementation plan and, in partnership with Prostate Cancer UK, began developing a UK-specific roadmap to embed clinical guidelines for sexual health into routine care pathways for men with prostate cancer. This work included a UK-specific convening in 2024 and the development of implementation projects spanning 2024 and 2025. Movember also brought together international experts – including UK representatives – to accelerate research and solutions for erectile dysfunction. Combined with our new partnership with the International Society for Sexual Medicine (ISSM), these efforts aim to educate and upskill healthcare providers, inform and empower patients and their partners, catalyse research, and improve sexual function outcomes for men with prostate cancer.

These investments reflect Movember's long-term commitment to transforming prostate cancer care – ensuring it more precise, equitable, consistent, and responsive to the needs of every man.





LEGACY PROGRAMS

Movember continues to advance impact through its portfolio of legacy mental health initiatives, which have provided valuable insights, innovative solutions, and long-lasting support for men and boys experiencing, or at risk of experiencing, poor mental health outcomes in the community or workplace.

The **Social Innovators Challenge (SIC)**, launched in 2015, supported the development of 13 innovative programs across Australia, Canada, and the UK to strengthen social connections for men at risk of social isolation and loneliness. In FY25, legacy investment continued to support three UK-based organisations in their program implementation:

- Scottish Action for Mental Health received continued support to expand *The Changing Room* across Scotland through partnerships with Scottish Professional Football League teams. The project brings together men in their middle years through a shared love of football. It is scheduled to conclude in July 2025.
- Food Nation is continuing to implement *Men's Pie Club*, which uses food and cooking as a tool to create social support networks for men at risk of isolation and loneliness. This project will end in December 2025.
- Boxing Futures continues to deliver Brothers Through Boxing (BTB), a two-step, peer-led programme that combines boxing-themed fitness with self-reflective activities focused on connection and wellbeing. Aimed at young men aged 16–25 who are not in education, employment, or training, the project has been extended to July 2026 to accommodate academic delivery schedules.

The **Veterans and First Responders Mental Health Grant Programme (VFR)**, launched in 2020, provided targeted funding to evaluate projects addressing the mental health and wellbeing of veterans, first responders and their families – populations with a high- risk of poor mental health and suicide. Funded by Movember and The Distinguished Gentleman's Ride, with additional investment from Gillette in the UK and Europe, the programme initially funded 15 projects globally, including five in the UK and Europe. Formal evaluations concluded in 2024.

In FY25, Movember's investment continued to support three projects engaged in knowledge translation to scale reach and impact:

- The University of York is continuing work on *Behavioural Activation for Low Mood and Anxiety in Male NHS Frontline Workers (BALM)*, an early mental health intervention using Behavioural Activation to support male NHS frontline workers. The team is currently exploring barriers and enablers to scaling the model beyond Movember support, which is scheduled to conclude in April 2026.
- A police service organisation in Northern Ireland is delivering a mental wellbeing and trauma resilience programme to police officers, their families, and the communities they serve. The holistic programme comprises five interdependent projects aimed at embedding a culture of prevention and early intervention within the police force. Delivery will continue through to December 2025.
- Diskussionsforum Depression e.V. is delivering *RUPERT*, an online discussion forum tailored for German emergency paramedics. Now established as a central mental health information and support platform, RUPERT is showing strong uptake within the target population. Ongoing Movember funding supports knowledge translation efforts to expand the platform nationally, in collaboration with organisations such as the German Red Cross in Saxony. The project concludes in October 2025.

Movember's **Digital Social Connections Challenge (DSCC)** was launched to explore digital or technology-based solutions that strengthen social connection and reduce isolation for men and boys – particularly in the wake of COVID-19 lockdowns, which intensified loneliness and mental health challenges. The programs reflect Movember's broader commitment to culturally responsive, community-led innovation that meets men where they are and supports their mental wellbeing in everyday environments.

In FY25, two projects continued implementation in their respective communities, with funding extended through early 2026:

- *Gamers vs Depression*, delivered by Play Aid CIC, leverages the popularity of online gaming to improve depression literacy and peer connection among adolescent males. Gaming teams serve as informal support groups, providing safe, peer-led spaces for young men to talk openly about life challenges. Each team includes a trained Mental Health First Aider, equipped to recognise signs of distress and provide support where needed.
- *Cha in the City*, delivered by Taraki, is designed to reduce social isolation, loneliness, and stigma around mental health among Punjabi men and boys in the UK. Through regular, facilitated discussion groups, the project creates culturally grounded spaces for open dialogue on topics participants may not feel comfortable discussing within family or traditional community structures.

Developed in partnership with the global motorcycle community, the **Distinguished Gentleman's Ride (DGR) Social Connections Challenge** aimed to strengthen mental wellbeing and social connection among male motorcyclists – a population often underserved by traditional mental health services. The program funded eight pilot projects across Australia, Canada, and the UK to explore how shared identity, purpose, and passion can foster meaningful connection and belonging. In the UK, Movember supported *Quay Riders* – a mentorship-based initiative that paired riders from different generations at a shared garage space. Participants worked together to restore and customise motorcycles, building trust and connection through hands-on collaboration. The project provided a unique environment for support, with weekend rides offering additional opportunities for social interaction and community-building. The project concluded in June 2024.

Scaling What Works is a targeted grant funding programme designed to support the expansion and impact of promising mental health initiatives that improve outcomes for men and boys. In the UK, eight programmes received funding, with projects delivered across a range of settings and population groups.

Three projects completed delivery during the financial year:

- *Growing2gether* ran a youth mentoring programme that paired young mentors facing disadvantage with children experiencing social or personal challenges, fostering resilience and leadership.
- *Beyond Equality* delivered Collective Resilience with Men in Sports and Community Settings, training local facilitators to run interactive workshops that helped men rethink gendered socialisation, build inclusive cultures, and encourage help-seeking.
- *Rugby League Cares* delivered Offload, a peer-led mental fitness programme delivered by current and former rugby league players and professionals. The project reached men in the construction industry, helping them better understand and manage their mental health.

Best Beginnings ceased operations in early 2025, ending Movember's support for *They Call Me Dad* – an early intervention programme for LGBTQ+ men transitioning into parenthood. Four projects continue to receive support through 2025:

- *Becoming A Man*, delivered by the Mental Health Foundation, is a trauma-informed counselling and group mentoring programme for teenage boys, helping them overcome difficult circumstances and reach their potential.
- *Achieving Active Lives* by Scottish Action for Mental Health (SAMH) is an early intervention programme that promotes physical activity as a pathway to improved mental wellbeing and positive behavioural change.
- *Sport in Mind* is an intervention programme by Sport in Mind that uses sport and physical activity to engage socio-economically disadvantaged men at high risk of mental ill-health or suicide.
- *Good Vibrations*, delivered by Age NI, supports men aged 50+ in communities and workplaces across Northern Ireland, promoting mental health and wellbeing.

In FY25, Movember also funded the **Royal Highland and Agricultural Society of Scotland** and **Farmstrong Scotland** to develop a new initiative to improve the psychological and emotional wellbeing of men in rural agricultural communities. Adapted from the successful Farmstrong New Zealand model, the project involves designing, building, and piloting culturally relevant materials and resources, with a goal of achieving scale readiness. The programme will conclude in June 2026 following final evaluation and reporting.

Together, these initiatives have played a foundational role in shaping Movember's broader approach to scalable mental health impact. The learnings, models, and lived experiences emerging from these programmes continue to inform our investment strategy, ensuring that future work remains evidence-based, community-informed, and focused on the real-world needs of diverse men and boys.



FINANCIAL REVIEW

Movember Europe delivered another strong result in the year ended 30 April 2025, increasing total income by £2.3m to a total of £27.3 million. This total was primarily driven by donation income from our Mo community – through just over 130,000 registered participants for our 2024 Movember campaign (this was down from 142,000 in 2023, but there was a significant increase in the average raised per fundraiser).

Revenue generated from sources beyond the annual campaign remains a material component of the overall income. Our partnership with the Distinguished Gentleman's Ride contributed £2.7 million, an increase from £2.5m in 2023,

and we also saw a 7% increase in revenue from the fourth Distinguished Gentleman's Drive event. Income from Corporate Partners was £2.4m (£2.2m in 2023/24), and we saw further revenue from our Innovations function totalling £333k (compared to £299k in 2023/24).

The organisation's programmatic activity continues to produce outstanding outcomes for men's health. Movember Europe spent £16.5 million on programme expenditure during the year (£14.8 million in 2023/24) resulting in a net movement in funds of £6.3 million (£5.5 million in 2023/24), which will be used for programmatic activities in the future.

PRINCIPAL RISKS AND UNCERTAINTIES

There are three artefacts used together in managing risk at Movember:

- A risk appetite statement, developed by the Trustees, which sets out the Board’s appetite for the amount and type of risk Movember is willing to accept, retain or tolerate in pursuit of organisational mission and strategy.
 - A risk management plan, setting out the methodology and processes put in place by management to ensure risks are identified, assessed and managed consistently across Movember. This plan includes Movember’s risk matrix, which provides a set of consistent analyses and evaluation categories to assess the severity of each risk. Risk ratings to define severity are based on standardised likelihood and consequence scales which align with Movember’s risk appetite statement.
- A risk register, used to record risks identified, and management’s analysis of the likelihood and consequences of those risks, along with the mitigations (or treatments) implemented and the residual likelihood and consequences of those risks.

The risk register is kept up to date by management and reviewed periodically by the Directors. A summary of some key financial risks has been included in the table below alongside a summary of the mitigation plans.

Risk	Mitigation
External events distract attention from fundraising campaigns.	Working with our donor community and our partners to maintain relevance at critical fundraising times.
Decline in fundraising revenues.	Focus on marketing and raising the profile of Movember with donors and potential donors.
Competitive campaigns being launched	Continued focus on innovating and evolving campaigns and active management of intellectual property and brand protection.
Significant staff turnover	Continued focus on employee engagement, career planning and holistic approach to supporting employee health and wellbeing.
Data breaches/technology disruption	Continued vigilance and working with our service providers to provide relevant technology support. Having strict data policies in place for the management and safeguarding of data.
Fraud	Continued refinement of processes, internal controls and systems with the support of our technology and services providers.
Workplace health and safety/safety incident	Training and handbooks for employees forming part of safeguarding action plans.
Interest rates/economic environment	Managing funds across term and risk and working with advisers to assist in managing funds.

The Trustees are satisfied that the risks of the charity are being sufficiently well managed.

RESERVES POLICY AND GOING CONCERN

The unrestricted funds balance for the year ending 30 April 2025 was £61.1 million. Of this balance, £54.0 million has been designated for spend on specific programmes, £7.6m is retained for general purposes, and the balance of -£0.5m represents the foreign currency translation reserve. As the majority of Movember Europe’s revenue is currently derived from one annual campaign, the Movember Europe Trustees have adopted a fiscally conservative approach to risk management; the Board approved Policy requires an accumulation of a general reserves of between 9- and 12-months’ coverage of costs.

Movember Europe has a general reserves balance of £7.6m, which falls within the Board-approved policy and is equivalent to approximately ten months of planned expenditure. As a result, no further action is required prior to the review of reserves that will take place at the end of the next financial year. Designated (and restricted) funds have been allocated to the following programmes, and trustees currently expect most of this balance to be committed as set out below.

Programme	Within 1 year	1 – 3 Years	3+ Years	Total (million)
Prostate & Testicular cancer research, programs and advocacy	2.0	4.7	6.4	13.1
Men’s health & mental health research, programs and advocacy	10.2	8.7	22.4	41.3
	12.2	13.4	28.8	54.4

Commitments arise from Board-approved resolutions to make payments to various men’s health programs in line with the timeframes outlined above and, where necessary, use estimates of future payment dates. Uncertainty surrounding the estimates used by management could result in outcomes that require an adjustment to future payment dates. All funds are restricted to programmatic use, however, uncommitted funds as at 30 April 2025 will be allocated to specific programs during the 2026 financial year.



FUNDRAISING POLICY

Fundraising Practices

Movember aims to ensure that all our fundraising activities are done in an open, honest and compliant manner wherever we operate. In the UK we are a member of the Chartered Institute of Fundraising and voluntarily subscribe to the Fundraising Regulator. This regulator has been responsible, since July 2016, for overseeing an independent and voluntary system of regulation of fundraising by charities. We set ourselves standards that aim to meet or exceed their Code of Fundraising Practice.

Fundraising Performance

The 2024 Movember Campaign saw another successful year with funds raised to support men's health continuing to grow, following the trend we've seen in the last 8 years, and exceeding the Board's objectives for FY25. This performance is attributed to a mixture of carefully planned expenditure in media to raise awareness of Movember's brand and campaign and attract new participants; efforts to retain and keep our supporters engaged across the year; and a focus on helping our Campaign participants raise vital funds for men's health.

In the last few years, we've made a specific effort in diversifying our fundraising activities beyond our flagship peer to peer campaign in order to secure a sustainable long-term source of revenue. We are offering places to our supporters in several endurance events (including well known half marathons and marathons across the UK and Europe) to give them the opportunity to fundraise across the year. We also worked in partnership with third parties (including the Distinguished Gentleman's Ride) to attract new supporters or offer to our existing supporters other ways to support our work throughout the year. Our Partnership with the Distinguished Gentleman's Ride continues to go from strength to strength.

Volunteers continue to play a vital role in Movember Europe's operations. In FY25, 375 individuals (FY24: 330) contributed their time and expertise to support fundraising events, community outreach, and the broader delivery of the organisation's mission. Their support remains essential to achieving impact across the region.

We have also received funding from the Postcode Care Trust and are reaching out to other potential trusts and foundations to support our work on men's health.

Supporters' Data

Movember maintains a global GDPR compliant privacy policy and business practices that reflect our commitment to being respectful, fair and transparent with our Mo Community, employees, partners and authorities about how we collect, use and safeguard personal information.

Working with Third Parties

Our Mo Community is key to Movember's ongoing success, and is at the heart of everything we do, therefore we aim to offer a remarkable experience to every single person that gets in touch with us or gets involved with the campaign in any way. Most of our fundraising is carried out by our committed supporters, growing a moustache, running 60km as a Move challenge, hosting an event, or undertaking their own challenges and raising money whilst doing so from their friends, families and local businesses. Movember does not use professional fundraisers to carry out its fundraising activities.

Movember has several arrangements in place with Commercial Participators, including our Corporate Partners. Where these arrangements exist, we ensure that contracts are in place that include a commitment from the Commercial Participator that they will comply with the Fundraising Code of Practice. We maintain a system of monitoring compliance with these requirements and ensure that any complaints from the public are fed back to us. We have a specific Commercial Participator agreement in place for the running of the Distinguished Gentleman's Ride and Distinguished Gentleman's Drive, whereby the Participator organises the events and collects donations on our behalf, in return for a fee. We also secure places in existing fundraising events (like the London Landmarks Half Marathon) or have agreements in place with Events companies to run sporting or endurance challenges on our behalf. These agreements involve a commitment to comply with the Fundraising Code of Practice and allow for monitoring and dissemination of any complaints received.

Complaints

During the reporting period, we received nine informal complaints, all of which were satisfactorily addressed and resolved. There were no complaints referred from the Fundraising Regulator. We always work to resolve all complaints in a professional and timely manner. We review our Complaints Policy on an annual basis to ensure that we are adopting best practice.

Protecting Vulnerable People

Our current fundraising model is primarily based on peer-to-peer donations, and our activities are designed to ensure that no one is put under pressure to donate to us. As we are broadening our fundraising strategy, we will continue to review all our safeguarding mechanisms and policies to ensure that we are adopting best practice to protect vulnerable people in all our activities.



PLANS FOR THE FUTURE

Although we've made great strides in men's health over the past two decades, the sad reality is that too many men continue to live in poor health or die young – from causes we know how to prevent. Our future plans are shaped by what we've learned – that driving real change requires meeting men where they are, investing in prevention, and tackling the social determinants of health. Past projects have highlighted the need for stronger engagement in digital spaces, especially among young men, and the importance of embedding lived experience in program design. These lessons have directly influenced our strategic priorities for FY26, from expanding our work in gaming and sport, to refining our health promotion campaigns and scaling programs with the greatest demonstrated impact.

That's why we launched the Movember Institute of Men's Health in 2023, with a \$100 million investment. The Institute brings together global experts, researchers, and men with lived experience to accelerate life-saving research, back world-class programs, and build the evidence needed to influence policy, reform health systems, and deliver better care for men on the ground.

In FY26, our work across the UK will continue to be guided by our global Impact Strategy and delivered through the Institute. We will convene experts, sectors, and communities to drive collective impact: supporting healthy behaviours in men, challenging inequitable systems, and reshaping harmful gender norms.

This includes the launch of the *Young Men & Media Collective* under our *Reimagining Masculinities* initiative. Spearheaded by the UK, this global initiative aims to reshape digital culture and promote healthier, more inclusive definitions of manhood. Movember has two core objectives:

- Identify what works to reach and engage young men with positive, expansive narratives of masculinity that benefit their health and relationships, by investing in a cohort of grantees and building a wider coalition of advocates for healthy masculinities online.
- Elevate the voices and experiences of young men in digital spaces by contributing evidence to social media platform regulation networks, where they have historically been underrepresented – leading to more inclusive and informed policy asks.

Our health promotion work will continue to evolve, with a sharper focus on emotional literacy, healthy relationships, and digital-first strategies. In 2025, we'll launch a campaign to help young men have more open conversations in relationships, followed by a 2026 campaign focused on men in their middle years. These campaigns will be backed by research, including Citizens' Science methodologies, and a reimagining of our existing tools like *Movember Conversations* and *SpeakEasy* to better address emotion regulation and relational wellbeing.

Movember will also continue delivery of MAOTG across the UK and Ireland, with over 28,000 and 10,000 participants targeted respectively. In parallel, new sports health research will commence – including studies focused on suicide prevention in community sport and initiatives to promote psychological safety through coach training. In November, the UK will host the Global Alliance for Mental Health and Sport (GAMEs), an international conference designed to showcase innovative research and policy initiatives while fostering connections between researchers, sporting practitioners, and government partners worldwide. Opportunities to implement the *Mental Health Guidelines in Community Sport* will also be explored.

Work in esports and gaming will also continue, including the expansion of the LEVEL UP campaign through our ongoing BLAST partnership into games beyond Counter-Strike. Novel interventions are currently in development for testing within esports and gaming environments. A new global study will launch to explore the "Goldilocks Zone" – aiming to better understand the relationship between gaming behaviours and mental health. Additional research led out of the UK will examine the intersection of gaming, mental health, and masculinities.

In further research, we'll continue advancing global discovery science and applied health research, with several initiatives co-funded from the UK. This includes the *Masculinities Index* – a global longitudinal study on identity, masculinity, and wellbeing; and continuation of the global *Perception Gap* research. New early-stage grants will be awarded to drive translational research with real-world health applications. Our investment in community-based programmes research will also continue, with a focus on high-risk and underserved groups.

To support these efforts, Movember has set ambitious targets to grow both its core campaign and year-round income streams – ensuring we can continue funding innovative, high-impact projects across the UK and Europe.

We'll also focus on growing transformative partnerships that diversify income beyond our flagship fundraising campaign, enabling more sustained investment in research, programs, and advocacy that improve men's lives.

Together, these efforts reflect Movember's enduring commitment to reducing preventable deaths and health inequalities – and creating a future where men, and the communities around them, live healthier, longer lives.



STRUCTURE, GOVERNANCE AND MANAGEMENT

Movember Europe is a company limited by guarantee, incorporated on 07/06/2010 and registered as a charity on 10/09/2010. The company was established under a memorandum of association which established the objects and powers of the charitable company and is governed under its articles of association ("Articles"). The single member of Movember Europe is The Movember Group Pty Ltd as trustee for the Movember Foundation Trust (an Australian charitable organisation).

The Articles provide that the business of Movember Europe is to be managed by the Board of Trustees ("Board"). During the 2024/25 year the Board was advised by the following sub-committees:

- Finance, Risk and Audit Committee
- People & Culture Committee
- Programs Strategy & Investment Committee
- Global Cancer Advisory Committee
- Global Men's Health Advisory Committee
- Ad-hoc committees are appointed by the Board where necessary

The Board and its committees are governed by the charters and policies set out in the Movember Governance Framework, including policies in relation to Independence and Conflict of Interests. The Board approve and maintain a Delegated Authority Policy, whereby the Board delegates the power to make a range of financial and non-financial commitments to the CEO and their senior leaders.

All Trustees give their time voluntarily and receive no benefits from the charity. Any expenses reclaimed from the charity are set out in note 7 to the accounts.

Six Board meetings were held in the 2024/25 financial year. The Finance, Risk and Audit Committee met four times, the People & Culture Committee met three times, the Programs Strategy & Investment Committee met five times, the Global Men's Health Advisory Committee met three times, and the Global Cancer Advisory Committee met twice. The Board is accountable for Movember's performance; Trustees consider every Mo Bro, Mo Sister, donor, partner and the men that Movember serves as key stakeholders to whom that accountability is owed.

The Board's primary functions include:

- Providing reporting, transparency and accountability to Movember's stakeholders
- Setting Movember's strategic direction, and monitoring and supporting management's delivery of Movember's strategic plan
- Selecting, appointing and managing the performance of the CEO
- Defining Movember's risk appetite and overseeing Movember's risk management practices
- Monitoring Movember's compliance with legal and regulatory requirements, including external financial reporting

APPOINTMENT AND TRAINING OF TRUSTEES

New Trustees are appointed by the member of Movember Europe on recommendation from the Board. Selection and interviewing for new Trustees is undertaken by the People & Culture Committee. The primary consideration when selecting new Trustees is to ensure an appropriate balance of skills and experience. Training and induction of Trustees is tailored to the needs of specific incoming Trustees.

RELATED PARTIES AND RELATIONSHIPS WITH OTHER ORGANISATIONS

The Movember Group Pty Ltd as trustee for the Movember Foundation Trust (Movember Europe's parent undertaking and controlling entity), as well as being a registered charity in Australia, is also the parent undertaking and controlling entity of the Movember registered charity organisations in the US (Movember Foundation (US)) and Canada (Movember Canada). The board of Movember Europe has majority control over Movember Foundation e.V. and this entity is therefore treated as a controlled entity for consolidation purposes. Each of Movember's registered charities (in Australia, UK, US, Canada, Germany and New Zealand) are all managed by staff and management based in the relevant country or nearby, but they share central services such as information technology, finance and legal services, which are largely based in the Movember head office in Melbourne, Australia.

Various Trustees that sit on the Board of Movember Europe also sit on the boards of The Movember Group Pty Ltd, Movember Canada, Movember Foundation (US), Movember Foundation e.V. and Movember Foundation NZ.

Movember Europe has a trading subsidiary, Movember Europe Trading Limited. The trading subsidiary was formed in 2011.

REMUNERATION POLICY FOR KEY MANAGEMENT PERSONNEL

Movember utilises the Korn Ferry Hay Group data review for all salaries including in the United Kingdom, and to provide ongoing market related information. Movember undertakes an annual review of the salary of all staff, including key management personnel, and this is benchmarked against an annualised refresh of market data provided by the Korn Ferry Hay Group. Employee salaries are now reviewed against 'all Industry' data as well as 'Not for Profit' industry data, and a London specific lens. This region-specific focus ensures that we are fair and competitive in the market we operate. We use the 40th Percentile, Median (mid-point), Top 25% and Top 10% as our key comparison points within the benchmark range to guide salary recommendations. As such, we are confident that the salaries we offer our employees are fair and competitive.

POLICY FOR EMPLOYMENT OF DISABLED PERSONS

Movember's Respect at Work Policy clearly states that we will abide by all laws in relation to the employment of disabled persons and the policy forbids any discrimination on the grounds of a disability. Any employee found to be discriminating in line with any of the areas named in the above policy, would be subject to disciplinary management, which depending on the seriousness may include termination of employment. We use recruitment methods that encourage applications from people with diverse backgrounds and abilities, ensuring all applicants are treated fairly. We also have detailed Return to Work Procedures that outline how we support employees who have become disabled while employed to return to work when it is safe for them to do so.

EMPLOYEE INFORMATION

All UK based staff have the opportunity to be part of a Pension Scheme. All staff are kept fully informed on the program and any pension changes announced by the government are communicated to staff, and are offered the opportunity for a one-on-one consultation with a financial advisor.

We have developed an internal communications strategy and schedule to provide information to staff and seek their feedback. Initiatives to inform staff include updating the intranet with organisational news, information and policies, and providing updates on all areas of the organisation during regular communication from the leadership team, and department and all-staff town halls. There are also weekly work-in-progress and meetings in each office, and weekly or fortnightly team meetings. We hold an annual all-staff workshop day focused on strengthening communication, building relationships, and enhancing team-wide accountability.

Staff are frequently encouraged to ask questions and provide feedback informally through their manager or HR team. Formal channels for

staff consultation include an annual employee engagement survey and pulse surveys. These surveys cover all areas of the organisation, for example engagement, leadership and development. We report the results back to staff and they can discuss the results within their team meetings. Local and global committees have been established to respond and implement agreed actions. These include a UK EDI Committee and Culture Committee, and updates are provided to staff. Staff are also provided with the opportunity for an 'ask me anything' question and answer session with the leadership team during town halls and when the leadership visit different offices.

Each year we recommend that staff review the organisation's annual report, which provides information and relevant data regarding the company accounts and financial performance.

All of this is underpinned by a global Human Resources team who are available for any member of the team to confide in on any matter, and access to a free employee assistance program available 24/7.

STATEMENT OF RESPONSIBILITIES OF THE TRUSTEES

The Trustees (who are also directors of Movember Europe for the purposes of company law) are responsible for preparing the trustees' annual report including the strategic report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and group and of the incoming resources and application of resources, including the income and expenditure, of the charitable company or group for that period. In preparing these financial statements, the Trustees are required to:

- Select suitable accounting policies and then apply them consistently.
- Observe the methods and principles in the Charities SORP.
- Make judgements and estimates that are reasonable and prudent.
- State whether applicable UK Accounting Standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements.
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and group and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the Trustees are aware:

- There is no relevant audit information of which the charitable company's auditor is unaware.
- The trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Members of the charity guarantee to contribute an amount not exceeding £1 to the assets of the charity in the event of winding up. The total number of such guarantees on 30 April 2025 was 9 (2024: 7). The trustees are members of the charity, but this entitles them only to voting rights. The trustees have no beneficial interest in the charity.

AUDITOR

Sayer Vincent LLP was re-appointed as the charitable company's auditor during the year and has expressed its willingness to continue in that capacity.

The Trustees' annual report which includes the strategic report has been approved by the Trustees on 11 September 2025 signed on their behalf by



Linnsey Caya
Chairperson



INDEPENDENT AUDITOR'S REPORT

OPINION

We have audited the financial statements of Movember Europe (the 'parent charitable company') and its subsidiaries (the 'group') for the year ended 30 April 2025 which comprise the consolidated statement of financial activities, the group and parent charitable company balance sheets, the consolidated statement of cash flows and the notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- Give a true and fair view of the state of the group's and of the parent charitable company's affairs as at 30 April 2025 and of the group's incoming resources and application of resources, including its income and expenditure, for the year then ended
- Have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice
- Have been prepared in accordance with the requirements of the Companies Act 2006 and the Charities Act 2011

BASIS FOR OPINION

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the group financial statements section of our report. We are independent of the group and parent charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

CONCLUSIONS RELATING TO GOING CONCERN

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on Movember Europe's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

OTHER INFORMATION

The other information comprises the information included in the trustees' annual report, including the strategic report, other than the group financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. Our opinion on the group financial statements does not cover the other information, and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the group financial statements or our knowledge obtained in the course of the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the group financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

OPINIONS ON OTHER MATTERS PRESCRIBED BY THE COMPANIES ACT 2006

In our opinion, based on the work undertaken in the course of the audit:

- The information given in the trustees' annual report, including the strategic report, for the financial year for which the financial statements are prepared is consistent with the financial statements
- The trustees' annual report, including the strategic report, has been prepared in accordance with applicable legal requirements

MATTERS ON WHICH WE ARE REQUIRED TO REPORT BY EXCEPTION

In the light of the knowledge and understanding of the group and the parent charitable company and their environment obtained in the course of the audit, we have not identified material misstatements in the trustees' annual report, including the strategic report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and Charities Act 2011 requires us to report to you if, in our opinion:

- Adequate accounting records have not been kept by the parent charitable company, or returns adequate for our audit have not been received from branches not visited by us; or
- The parent charitable company financial statements are not in agreement with the accounting records and returns; or
- Certain disclosures of trustees' remuneration specified by law are not made; or
- We have not received all the information and explanations we require for our audit

RESPONSIBILITIES OF TRUSTEES

As explained more fully in the statement of trustees' responsibilities set out in the trustees' annual report, the trustees (who are also the directors of the parent charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the group's and the parent charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the group or the parent charitable company or to cease operations, or have no realistic alternative but to do so.

AUDITOR'S RESPONSIBILITIES FOR THE AUDIT OF THE FINANCIAL STATEMENTS

We have been appointed auditor under the Companies Act 2006 and section 151 of the Charities Act 2011 and report in accordance with those Acts.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud are set out below.

CAPABILITY OF THE AUDIT IN DETECTING IRREGULARITIES

In identifying and assessing risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, our procedures included the following:

- We enquired of management and the finance, audit and risk committee, which included obtaining and reviewing supporting documentation, concerning the group's policies and procedures relating to:
 - Identifying, evaluating, and complying with laws and regulations and whether they were aware of any instances of non-compliance;
 - Detecting and responding to the risks of fraud and whether they have knowledge of any actual, suspected, or alleged fraud;
 - The internal controls established to mitigate risks related to fraud or non-compliance with laws and regulations.
- We inspected the minutes of meetings of those charged with governance.
- We obtained an understanding of the legal and regulatory framework that the group operates in, focusing on those laws and regulations that had a material effect on the financial statements or that had a fundamental effect on the operations of the group from our professional and sector experience.
- We communicated applicable laws and regulations throughout the audit team and remained alert to any indications of non-compliance throughout the audit.
- We reviewed any reports made to regulators.
- We reviewed the financial statement disclosures and tested these to supporting documentation to assess compliance with applicable laws and regulations.
- We performed analytical procedures to identify any unusual or unexpected relationships that may indicate risks of material misstatement due to fraud.

- In addressing the risk of fraud through management override of controls, we tested the appropriateness of journal entries and other adjustments, assessed whether the judgements made in making accounting estimates are indicative of a potential bias and tested significant transactions that are unusual or those outside the normal course of business.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities is available on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

USE OF OUR REPORT

This report is made solely to the charitable company’s members as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and section 144 of the Charities Act 2011 and regulations made under section 154 of that Act. Our audit work has been undertaken so that we might state to the charitable company’s members those matters we are required to state to them in an auditor’s report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company’s members as a body, for our audit work, for this report, or for the opinions we have formed.

Joanna Pittman
(Senior statutory auditor)
16 September 2025
for and on behalf of Sayer Vincent LLP, Statutory Auditor
110 Golden Lane, LONDON, EC1Y 0TG

Sayer Vincent LLP is eligible to act as auditor in terms of section 1212 of the Companies Act 2006

CONSOLIDATED
STATEMENT OF
FINANCIAL ACTIVITIES

(INCORPORATING AN INCOME AND EXPENDITURE ACCOUNT)

For the year ended 30 April 2025

	Note	Unrestricted	Restricted	2025 Total	Unrestricted	Restricted	2024 Total
INCOME FROM:		£	£	£	£	£	£
DONATIONS AND LEGACIES	2	22,914,694	8,638	22,923,332	21,656,232	68,830	21,725,062
OTHER TRADING AND CHARITABLE ACTIVITIES	3	2,409,175	87,813	2,496,988	2,185,557	58,105	2,243,662
INVESTMENT INCOME		2,000,219	-	2,000,219	1,187,830	-	1,187,830
TOTAL INCOME		27,324,088	96,451	27,420,539	25,029,619	126,935	25,156,554
EXPENDITURE ON:							
RAISING FUNDS	4	4,570,983	-	4,570,983	4,162,260	-	4,162,260
CHARITABLE ACTIVITIES							
PROGRAMME EXPENDITURE	4	15,929,571	602,501	16,532,072	14,670,850	84,398	14,755,248
TOTAL EXPENDITURE		20,500,554	602,501	21,103,055	18,833,110	84,398	18,917,508
NET INCOME FOR THE YEAR	6	6,823,534	(506,050)	6,317,484	6,196,509	42,537	6,239,046
TRANSFERS BETWEEN FUNDS		(35,218)	35,218	-	-	-	-
NET INCOME BEFORE OTHER RECOGNISED GAINS AND LOSSES		6,788,316	(470,832)	6,317,484	6,196,509	42,537	6,239,046
(LOSSES) ON FOREIGN CURRENCY TRANSLATION RESERVE	6	(55,859)	-	(55,859)	(651,102)	-	(651,102)
OTHER GAINS/ (LOSSES)	6	48,234	-	48,234	(85,910)	-	(85,910)
NET MOVEMENT IN FUNDS		6,780,691	(470,832)	6,309,859	5,459,497	42,537	5,502,034
RECONCILIATION OF FUNDS:							
TOTAL FUNDS BROUGHT FORWARD		54,318,039	794,911	55,112,950	48,858,542	752,374	49,610,916
TOTAL FUNDS CARRIED FORWARD		61,098,730	324,079	61,422,809	54,318,039	794,911	55,112,950

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in Note 19 to the financial statements.

BALANCE SHEET

COMPANY NO. 7275694
As at 30 April 2025

	Note	The Group		The Charity	
		2025	2024	2025	2024
		£	£	£	£
NON-CURRENT ASSETS:					
TANGIBLE ASSETS	11	136,851	163,892	136,851	163,892
INVESTMENTS/FINANCIAL INSTRUMENTS	12	8,443,798	-	8,443,799	1
		8,580,649	163,892	8,580,650	163,893
CURRENT ASSETS:					
DEBTORS AND OTHER RECEIVABLES	15	2,676,165	2,236,301	4,087,375	3,236,729
SHORT TERM DEPOSITS		25,179,422	23,296,310	25,179,422	23,296,310
CASH AT BANK AND IN HAND		30,801,381	36,308,988	27,018,068	32,882,437
		58,656,968	61,841,599	56,284,865	59,415,476
LIABILITIES:					
CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR	16	(5,659,304)	(6,717,061)	(5,371,874)	(6,629,039)
NET CURRENT ASSETS		52,997,664	55,124,538	50,912,991	52,786,437
TOTAL ASSETS LESS CURRENT LIABILITIES		61,578,313	55,288,430	59,493,641	52,950,330
CREDITORS: AMOUNTS FALLING DUE AFTER ONE YEAR	17	(155,504)	(175,480)	(155,504)	(175,480)
TOTAL NET ASSETS		61,422,809	55,112,950	59,338,137	52,774,849
FUNDS:	19a				
RESTRICTED INCOME FUNDS		324,079	794,911	324,079	751,123
UNRESTRICTED INCOME FUNDS:					
DESIGNATED FUNDS		54,027,158	47,190,608	52,719,217	45,769,886
GENERAL FUNDS		7,561,928	7,561,928	6,717,574	6,629,968
TRANSLATION OF FOREIGN OPERATIONS		(490,356)	(434,497)	(422,733)	(376,128)
TOTAL UNRESTRICTED FUNDS		61,098,730	54,318,039	59,014,058	52,023,726
TOTAL FUNDS		61,422,809	55,112,950	59,338,137	52,774,849

The surplus of the Charity for the year ended 2025 was £6,609,892 (2024: Surplus - £6,180,190).
Approved by the trustees on 11 September 2025 and signed on their behalf by



Linnsey Caya
Chairperson

CONSOLIDATED STATEMENT OF CASH FLOWS

For the year ended 30 April 2025

	Note	2025	2024
		£	£
CASH FLOWS FROM OPERATING ACTIVITIES			
NET INCOME FOR THE REPORTING PERIOD (AS PER THE STATEMENT OF FINANCIAL ACTIVITIES)		6,317,484	6,239,046
DEPRECIATION CHARGES		78,282	56,980
INVESTMENT INCOME		(1,174,525)	(1,187,830)
(INCREASE) / DECREASE IN DEBTORS		(439,864)	656,152
(DECREASE) IN CREDITORS		(1,077,733)	(1,965,586)
NET CASH PROVIDED BY OPERATING ACTIVITIES		3,703,644	3,798,762
CASH FLOWS FROM INVESTING ACTIVITIES:			
INVESTMENT INCOME		1,174,525	1,187,830
PURCHASE OF FIXED ASSETS		(51,239)	(184,525)
PURCHASE OF INVESTMENTS		(8,443,798)	-
NET CASH PROVIDED BY INVESTING ACTIVITIES		(7,320,512)	1,003,305
CASH FLOWS FROM FINANCING ACTIVITIES:			
AMOUNTS (INVESTED) IN SHORT TERM DEPOSITS		(1,883,113)	(3,396,586)
NET CASH (USED IN) FINANCING ACTIVITIES		(1,883,113)	(3,396,586)
CHANGE IN CASH AND CASH EQUIVALENTS IN THE YEAR		(5,499,981)	1,405,481
CASH AND CASH EQUIVALENTS AT THE BEGINNING OF THE YEAR		36,308,988	35,640,502
CHANGE IN CASH AND CASH EQUIVALENTS DUE TO EXCHANGE RATE MOVEMENTS		(7,626)	(736,995)
CASH AND CASH EQUIVALENTS AT THE END OF THE YEAR	a	30,801,381	36,308,988

Analysis of cash and cash equivalents and of net debt

	At 1 May 2024 (£)	Cash flows (£)	Other non-cash changes (£)	At 30 April 2025 (£)
CASH AT BANK AND IN HAND	36,308,988	(5,499,981)	(7,626)	30,801,381
a TOTAL CASH AND CASH EQUIVALENTS	36,308,988	(5,499,981)	(7,626)	30,801,381

NOTES TO THE FINANCIAL STATEMENTS

MOVEMBER EUROPE FOR
THE YEAR ENDED 30 APRIL 2025



1 ACCOUNTING POLICIES

a) Statutory information

Movember Europe is a charitable company limited by guarantee and is incorporated in England and Wales. The registered office address is Gensurco House, 52-54 Rosebery Avenue, London, England, EC1R 4RP.

Movember Europe is an incorporated charity registered with the Charity Commission for England and Wales, the Office of the Scottish Charity Regulator and the Charities Regulator Ireland.

The registered office address and principal place of business is Gensurco House, 52 - 54 Rosebery Avenue, London, England, EC1R 4RP.

b) Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) - (Charities SORP FRS 102), The Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

These financial statements consolidate the results of the charity and its wholly-owned subsidiaries Movember Europe Trading Limited and the controlled entity Movember Foundation e.V. on a line by line basis. Transactions and balances between the charity and its subsidiaries have been eliminated from the consolidated financial statements. Balances between the entities are disclosed in the notes of the charity's financial statements. A separate statement of financial activities, or income and expenditure account, for the charity itself is not presented because the charity has taken advantage of the exemptions afforded by section 408 of the Companies Act 2006. As a summary of the result for the year is disclosed in the notes to the accounts.

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

In applying the financial reporting framework, management or the trustees have made a number of subjective judgements, for example in respect of significant accounting estimates. Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances. The nature of the estimation means the actual outcomes could differ from those estimates. Any significant estimates and judgements affecting these financial statements are detailed within the relevant accounting policy below.

The trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

c) Public benefit entity

The charity meets the definition of a public benefit entity under FRS 102.

d) Going concern

The Trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern.

e) Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the income have been met, it is probable that the income will be received and that the amount can be measured reliably.

f) Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

g) Fund accounting

Unrestricted funds are donations and other incoming resources received or generated for the charitable purposes.

Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure which meets these criteria is charged to the fund.

Designated funds are unrestricted funds earmarked by the trustees for particular purposes.

h) Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

- Costs of raising funds relate to the costs incurred by the charity in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose.
- Expenditure on charitable activities includes the costs of programme expenditure undertaken to further the purposes of the charity and their associated support costs.

i) Grants payable

Grants payable are made to third parties in furtherance of the charity’s objects. Single or multi-year grants are accounted for when either the recipient has a reasonable expectation that they will receive a grant and the trustees have agreed to pay the grant without condition, or the recipient has a reasonable expectation that they will receive a grant and that any condition attaching to the grant is outside of the control of the charity.

Provisions for grants are made when the intention to make a grant has been communicated to the recipient but there is uncertainty about either the timing of the grant or the amount of grant payable.

j) Allocation of support costs

Resources expended are allocated to the particular activity where the cost relates directly to that activity. However, the cost of overall direction and administration of each activity, comprising the salary and overhead costs of the central function, is apportioned on the following basis which are an estimate, based on staff time, of the amount attributable to each activity.

Support and governance costs are re-allocated to each of the activities on the following basis which is an estimate, based on staff time, of the amount attributable to each activity:

- Cost of fundraising - 22% (2024: 22%)
- Programme expenditure - 78% (2024: 78%)

Governance costs are the costs associated with the governance arrangements of the charity. These costs are associated with constitutional and statutory requirements and include any costs associated with the strategic management of the charity’s activities.

k) Operating leases

Rental charges are charged on a straight line basis over the term of the lease.

l) Tangible fixed assets

Items of equipment are capitalised where the purchase price exceeds £1,000. Depreciation costs are allocated to activities on the basis of the use of the related assets in those activities. Assets are reviewed for impairment if circumstances indicate their carrying value may exceed their

net realisable value and value in use. Major components are treated as a separate asset where they have significantly different patterns of consumption of economic benefits and are depreciated separately over its useful life.

Where fixed assets have been revalued, any excess between the revalued amount and the historic cost of the asset will be shown as a revaluation reserve in the balance sheet.

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

- Fixtures and fittings 5 years
- IT equipment 2.5 years
- Leasehold Improvements 5 years

m) Investments

Investments in subsidiaries are at cost.

n) Debtors and other receivables

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

o) Short term deposits

Short term deposits includes cash balances that are invested in accounts with a maturity date of between 3 and 12 months. The carrying amount of the term deposits includes accrued interest of £394,802, which is not receivable until maturity.

p) Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

q) Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.



r) Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at amortised cost using the effective interest method.

s) Foreign exchange

Monetary assets and liabilities in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date. Transactions in foreign currencies are translated into sterling at the rate of exchange ruling at the date of transaction. Exchange differences are taken into account in arriving at the net incoming resources for the year.

t) Pensions

The charity operated a defined contribution pension scheme. The assets of the scheme are held separately from those of the charity in an independently administered fund. The pension cost charge represents contribution payable and the charity has no other liability under the scheme.

u) Comparative periods

Where necessary, comparative figures have been adjusted to conform to changes in presentation in the current period.

2 INCOME FROM DONATIONS AND LEGACIES

	2025			2024		
	Unrestricted £	Restricted £	Total £	Unrestricted £	Restricted £	Total £
DONATIONS AND LEGACIES	21,133,008	8,638	21,141,646	20,499,827	68,830	20,568,657
GIFT AID CLAIMED ON DONATIONS	1,781,686	-	1,781,686	1,156,405	-	1,156,405
	22,914,694	8,638	22,923,332	21,656,232	68,830	21,725,062

3 INCOME FROM OTHER TRADING AND CHARITABLE ACTIVITIES

	2025			2024		
	Unrestricted £	Restricted £	Total £	Unrestricted £	Restricted £	Total £
SALE OF GOODS	46,944	-	46,944	23,962	-	23,962
CAMPAIGN PARTNER CONTRIBUTIONS	2,306,076	87,813	2,393,889	2,133,368	58,105	2,191,473
OTHER	56,155	-	56,155	28,227	-	28,227
	2,409,175	87,813	2,496,988	2,185,557	58,105	2,243,662

4A ANALYSIS OF EXPENDITURE (CURRENT YEAR)

	Charitable activities				2025 Total £	2024 Total £
	Raising funds £	Programme expenditure £	Governance costs £	Support costs £		
STAFF COSTS (NOTE 7)	1,739,254	3,644,858	-	782,440	6,166,552	5,557,701
ADMINISTRATION	28,709	119,582	-	149,967	298,258	188,691
CAMPAIGN COSTS AND EVENTS	626,549	643,922	-	3	1,270,474	1,411,657
CONTRACTORS FEES	158,537	1,158,952	-	106,140	1,423,629	846,824
ENTERTAINMENT	3,693	8,136	-	8,164	19,993	16,803
BANK CHARGES	279,789	37,848	-	3,294	320,931	313,955
INSURANCE	14,397	35,499	-	32,037	81,933	63,273
LEGAL AND PROFESSIONAL	44,893	75,100	95,100	32,987	248,080	213,547
IT	73,835	391,236	-	112,669	577,740	510,776
MARKETING	1,079,532	1,881,877	-	28,111	2,989,520	2,712,928
DEPRECIATION	17,523	14,303	-	46,456	78,282	56,980
TRAVEL	55,517	152,278	-	14,679	222,474	209,428
MEN'S HEALTH PARTNER DISTRIBUTIONS & PROGRAMME DELIVERY (NOTE 5)	-	6,838,974	-	-	6,838,974	6,376,114
WEBSITE DEVELOPMENT AND MANAGEMENT	30,402	74,962	-	27,987	133,351	110,055
BUILDING AND UTILITIES	52,225	130,354	-	250,285	432,864	328,776
	4,204,855	15,207,881	95,100	1,595,219	21,103,055	18,917,508
SUPPORT COSTS	345,529	1,249,690	-	(1,595,219)	-	-
GOVERNANCE COSTS	20,599	74,501	(95,100)	-	-	-
TOTAL EXPENDITURE 2025	4,570,983	16,532,072	-	-	21,103,055	
TOTAL EXPENDITURE 2024	4,162,260	14,755,248	-	-		18,917,508

Of the total expenditure, £20,501,004 was unrestricted (2024: £18,833,110) and £602,501 was restricted (2024: 84,398).

4B ANALYSIS OF EXPENDITURE (PRIOR YEAR)

		Charitable activities			
	Raising funds £	Programme expenditure £	Governance costs £	Support costs £	2024 Total £
STAFF COSTS (NOTE 7)	1,484,451	3,430,188	-	643,062	5,557,701
ADMINISTRATION	26,324	77,070	-	85,297	188,691
CAMPAIGN COSTS AND EVENTS	703,346	708,301	-	10	1,411,657
CONTRACTORS FEES	112,614	668,521	-	65,689	846,824
ENTERTAINMENT	3,128	4,491	-	9,184	16,803
BANK CHARGES	273,447	36,488	-	4,020	313,955
INSURANCE	11,707	33,207	-	18,359	63,273
LEGAL AND PROFESSIONAL	29,055	73,250	82,777	28,465	213,547
IT	102,089	263,699	-	144,988	510,776
MARKETING	1,002,861	1,667,011	-	43,056	2,712,928
DEPRECIATION	-	-	-	56,980	56,980
TRAVEL	58,239	131,160	-	20,029	209,428
MEN'S HEALTH PARTNER DISTRIBUTIONS & PROGRAMME DELIVERY (NOTE 5)	-	6,376,114	-	-	6,376,114
WEBSITE DEVELOPMENT AND MANAGEMENT	25,061	62,440	-	22,554	110,055
BUILDING AND UTILITIES	20,706	127,077	-	180,993	328,776
	3,853,028	13,659,017	82,777	1,322,686	18,917,508
SUPPORT COSTS	291,019	1,031,667	-	(1,322,686)	-
GOVERNANCE COSTS	18,213	64,564	(82,777)	-	-
TOTAL EXPENDITURE 2024	4,162,260	14,755,248	-	-	18,917,508

Of the total expenditure, £18,833,110 was unrestricted (2023: £14,608,628) and £84,398 was restricted (2023: £583,953).

5 MEN’S HEALTH PARTNER DISTRIBUTIONS & PROGRAMME DELIVERY

	2025 £	2024 £
UK HEALTH PARTNERS	2,554,012	3,184,553
OTHER EUROPEAN HEALTH PARTNERS	945,153	1,573,057
MOVEMBER GLOBAL PROGRAMMES	3,339,809	1,618,504
	6,838,974	6,376,114

6 NET INCOME FOR THE YEAR

This is stated after charging / (crediting):

	2025 £	2024 £
DEPRECIATION	78,282	56,980
OPERATING LEASE RENTALS:		
PROPERTY	197,312	181,317
OTHER	928	803
OPERATING LEASE RENTALS RECEIVABLE:		
PROPERTY	(15,463)	-
AUDITOR'S REMUNERATION (EXCLUDING VAT):		
AUDIT	25,300	24,100
OTHER SERVICES	2,595	2,470
OTHER (LOSSES)		
REALISED AND UNREALISED GAINS OR (LOSSES)	48,234	(85,910)
FOREIGN CURRENCY TRANSLATION (LOSSES)	(55,859)	(651,102)
FOREIGN EXCHANGE (LOSSES)	(7,625)	(737,012)

7 ANALYSIS OF STAFF COSTS, TRUSTEE REMUNERATION AND EXPENSES, AND THE COST OF KEY MANAGEMENT PERSONNEL

Staff costs were as follows:

	2025 £	2024 £
SALARIES AND WAGES	3,323,846	1,991,187
REDUNDANCY AND TERMINATION COSTS	8,731	115,887
SOCIAL SECURITY COSTS	340,633	226,279
EMPLOYER’S CONTRIBUTION TO DEFINED CONTRIBUTION PENSION SCHEMES	105,057	62,207
RECHARGED STAFF COSTS FROM PARENT ENTITY	2,274,891	3,137,870
OTHER FORMS OF EMPLOYEE BENEFITS	113,394	24,271
	6,166,552	5,557,701

Movember Foundation, together with local country affiliates (including Movember Europe), is a global operation with its head office based in Melbourne, Australia. In order to minimise costs in all countries in which the Foundation operates, Movember Foundation charges Movember Europe for its share of certain costs for central services. The services carried out centrally include website development, hosting and maintenance; campaign theme design and related materials; financial and accounting services; human resources services; and general management, including program implementation and beneficiary partner management services. The costs are charged on actual consumption or, where this cannot be identified, on an equitable basis that is fair to all regions.

The following number of employees received employee benefits (excluding employer pension costs and employer’s national insurance) during the year between:

	2025 (No.)	2024 (No.)
£60,000 - £69,999	6	2
£70,000 - £79,999	2	2
£80,000 - £89,999	4	1
£90,000 - £99,999	2	-
£100,000 - £109,999	-	1
£110,000 - £119,999	1	-
£120,000 - £129,999	1	-

The total employee benefits (including pension contributions and employer’s national insurance) of the key management personnel employed by Movember Europe were £236,365 (2024: £215,702).

Trustees’ expenses represents the payment or reimbursement of travel and subsistence costs incurred by members relating to attendance at meetings of the trustees. There were nil such costs (2024: £nil).

8 STAFF NUMBERS

The average number of employees (head count based on number of staff employed) during the year was 59 (2024: 59).

9 RELATED PARTY TRANSACTIONS

There are no donations from related parties which are outside the normal course of business and no restricted donations from related parties.

Trustees of Movember Europe serve in a voluntary capacity and are not remunerated for their duties as a trustee.

As a member of the global Movember Group, Movember Europe (the parent charity) incurs costs on behalf of, and is recharged costs by other members of the Movember Group. A summary of the amounts reallocated between other group entities and Movember Europe and the balance outstanding at the year end is shown below.

Current Year	Expenses reallocated to the charity £	Expenses reallocated from the charity £	Donation to parent charity £	Balance owed to/ (from) charity at the year end £
MOVEMBER FOUNDATION	7,999,596	1,525,198	4,384	(656,292)
MOVEMBER FOUNDATION E.V (MOVEMBER GERMANY)	413,654	45,408	-	37,299
MOVEMBER EUROPE TRADING LTD	98,231	207,110	1,894,146	1,908,426
MOVEMBER USA	52,541	52,448	-	(34,726)
MOVEMBER CANADA	77,009	159,995	-	4,480
MOVEMBER FOUNDATION NEW ZEALAND	-	-	-	(1,996)

Prior Year	Expenses reallocated to the charity £	Expenses reallocated from the charity £	Donation to parent charity £	Balance owed to/ (from) charity at the year end £
MOVEMBER FOUNDATION	6,361,213	3,034,355	-	(861,622)
MOVEMBER FOUNDATION E.V (MOVEMBER GERMANY)	380,075	60,698	-	38,859
MOVEMBER EUROPE TRADING LTD	308,866	404,550	1,678,086	1,646,331
MOVEMBER USA	67,531	20,546	-	(54)
MOVEMBER CANADA	68,579	78,632	-	-
MOVEMBER FOUNDATION NEW ZEALAND	16,405	1,821	-	(2,134)

10 TAXATION

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes. The charity’s trading subsidiary Movember Europe Trading Limited distributes under gift aid available profits to the parent charity and so no tax is due. Movember Foundation e.V. is a registered association in Germany and is not subject to tax on any surplus generated during the year, but it does pay income tax on sponsorship revenue (as per Note 13).

11 TANGIBLE FIXED ASSETS

The group and the charity	Leasehold improvements £	Fixtures and fittings £	IT equipment £	Total £
COST				
AT THE START OF THE YEAR	532,112	63,547	320,501	916,160
ADDITIONS IN YEAR	5,040	1,866	44,334	51,239
DISPOSALS IN YEAR	(410,915)	(15,820)	(129,197)	(555,931)
(LOSS) ON FOREIGN EXCHANGE	(1)	1	(8)	(8)
AT THE END OF THE YEAR	126,237	49,594	235,630	411,461
DEPRECIATION				
AT THE START OF THE YEAR	431,630	63,471	257,167	752,268
CHARGE FOR THE YEAR	31,448	227	46,607	78,282
ELIMINATED ON DISPOSAL	(410,915)	(15,820)	(129,096)	(555,831)
(LOSS) ON FOREIGN EXCHANGE	-	-	(109)	(109)
AT THE END OF THE YEAR	52,163	47,878	174,569	274,610
NET BOOK VALUE				
AT THE END OF THE YEAR	74,074	1,716	61,061	136,851
AT THE START OF THE YEAR	100,482	76	63,334	163,892

All of the above assets are used for charitable purposes.

12 INVESTMENTS

At the reporting date, all investments are represented by bonds. These bonds are held at fixed interest rates (2.6% to 7.2%) and mature within 29 to 91 months, and are thus classified as non-current assets. The total value of bonds at year end was £7,387,009 (2024: £nil)

	The Group		The Charity	
	2025 £	2024 £	2025 £	2024 £
AMORTISED COST AT THE START OF THE YEAR	-	-	1	1
ADDITIONS AT COST	7,355,480	-	7,355,480	-
DISPOSAL PROCEEDS	-	-	-	-
ACCRUED INTEREST	31,529	-	31,529	-
AMORTISED COST AT THE END OF THE YEAR	7,387,009	-	7,387,010	1
CASH HELD BY INVESTMENT BROKER PENDING REINVESTMENT	1,056,789	-	1,056,789	-
AMORTISED COST AT THE END OF THE YEAR	8,443,798	-	8,443,799	1



13A SUBSIDIARY UNDERTAKINGS

MOVEMBER EUROPE TRADING LIMITED

The charity owns the whole of the issued ordinary share capital of Movember Europe Trading Limited, a company registered in England. The company number is 7604578. The registered office address is Gensurco House, 52-54 Rosebery Avenue, London, England, EC1R 4RP.

The subsidiary is used for non-primary purpose trading activities. All activities have been consolidated on a line by line basis in the statement of financial activities. Available profits are distributed under Gift Aid to the parent charity.

A summary of the results of the subsidiary is shown below:

	2025	2024
	£	£
TURNOVER	2,140,811	1,869,417
PROGRAMME EXPENSES	(92,381)	(62,597)
ADMINISTRATIVE EXPENSES	(55,875)	(61,228)
FUNDRAISING	(97,608)	(57,430)
PROFIT ON ORDINARY ACTIVITIES BEFORE INTEREST AND TAXATION	1,894,947	1,688,162
(LOSS) ON FOREIGN EXCHANGE	(801)	(10,076)
PROFIT ON ORDINARY ACTIVITIES BEFORE TAXATION	1,894,146	1,678,086
TAXATION ON PROFIT ON ORDINARY ACTIVITIES	-	-
GIFT AID TO PARENT	(1,894,146)	(1,678,086)
PROFIT FOR THE FINANCIAL YEAR	-	-
THE AGGREGATE OF THE ASSETS, LIABILITIES AND RESERVES WAS:		
ASSETS	1,934,755	1,681,652
LIABILITIES	(1,934,754)	(1,681,651)
SHARE CAPITAL	1	1

Amounts owed to/from the parent undertaking are shown in note 9.

13A CONTROLLED ENTITY UNDERTAKINGS

MOVEMBER FOUNDATION E.V. - RESULTS OF OPERATIONS

The charitable company also controls Movember Foundation e.V. an association registered in Germany. The entity is used for carrying out the Movember campaign in Germany. All activities have been consolidated on a line by line basis in the statement of financial activities. A summary of the results of the entity is shown below, the figures are stated using the presentational currency of Euros.

	2025	2024
	€	€
TURNOVER	827,053	761,906
ADMINISTRATIVE EXPENSES	(147,712)	(158,651)
FUNDRAISING COSTS	(226,825)	(128,344)
MEN'S HEALTH PROGRAMMES	(736,301)	(491,318)
(LOSS) / PROFIT ON ORDINARY ACTIVITIES BEFORE INTEREST AND TAXATION	(283,785)	(16,407)
GAIN ON FOREIGN EXCHANGE	1,098	161
(LOSS) / PROFIT ON ORDINARY ACTIVITIES BEFORE TAXATION	(282,687)	(16,246)
TAXATION ON PROFIT ON ORDINARY ACTIVITIES	(473)	(17,795)
(LOSS) / PROFIT FOR THE FINANCIAL YEAR	(283,160)	(34,041)
THE AGGREGATE OF THE ASSETS, LIABILITIES AND RESERVES WAS:		
ASSETS	2,848,253	2,845,320
LIABILITIES	(397,127)	(111,034)
RESERVES	2,451,126	2,734,286

13B BRANCHES - MOVEMBER IRELAND - RESULTS OF OPERATIONS

Movember Europe was registered as a charity in Ireland (charity no. 20105280) on 22 March 2018. The activities are not carried out within a separate entity but are instead treated as a branch of the charity. The results of the Ireland operations for the year ended 30 April 2025 were as follows, stated using the presentational currency of Euros:

	2025	2024
	€	€
REVENUE	3,074,867	2,866,169
TOTAL COSTS	(2,791,926)	(2,166,679)
NET INCOME BEFORE OTHER RECOGNISED GAINS AND LOSSES	282,941	699,490
GAIN / (LOSS) ON FOREIGN EXCHANGE	13,906	(26,368)
NET MOVEMENT IN FUNDS	296,848	673,122
THE AGGREGATE OF THE ASSETS, LIABILITIES AND RESERVES WAS:		
ASSETS	9,802,671	8,891,950
LIABILITIES	(1,129,501)	(515,628)
RESERVES	8,673,170	8,376,322

14 PARENT CHARITY

The parent charity’s gross income and the results for the year are disclosed as follows:

	2025 £	2024 £
GROSS INCOME	26,482,863	24,307,120
RESULT FOR THE YEAR	6,609,892	6,180,190

15 DEBTORS AND OTHER RECEIVABLES

	The group		The charity	
	2025 £	2024 £	2025 £	2024 £
TRADE DEBTORS	491,730	533,352	-	-
OTHER DEBTORS	69,600	76,911	68,089	75,770
GIFT AID RECEIVABLE FROM HMRC	1,760,883	1,126,250	1,760,883	1,126,250
AMOUNTS DUE FROM GROUP UNDERTAKINGS	44,221	-	1,950,205	1,685,190
PREPAYMENTS	187,022	237,709	187,022	237,709
ACCRUED INCOME	122,709	262,079	121,176	111,810
	2,676,165	2,236,301	4,087,375	3,236,729

16 CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	The group		The charity	
	2025 £	2024 £	2025 £	2024 £
MEN'S HEALTH PARTNER GRANT DISTRIBUTIONS PAYABLE	3,039,648	3,955,060	3,039,648	3,955,060
TRADE CREDITORS	90,627	152,375	90,627	152,375
TAXATION AND SOCIAL SECURITY	517,507	475,415	309,588	470,887
OTHER CREDITORS	172,282	176,467	172,282	176,467
AMOUNTS DUE TO GROUP ENTITIES	674,838	877,373	686,438	863,810
ACCRUALS	1,164,402	1,080,371	1,073,291	1,010,440
	5,659,304	6,717,061	5,371,874	6,629,039

17 CREDITORS: AMOUNTS FALLING DUE AFTER ONE YEAR

	The group		The charity	
	2025 £	2024 £	2025 £	2024 £
LEASE LIABILITIES	88,232	105,692	88,232	105,692
OTHER LIABILITIES	67,272	69,788	67,272	69,788
	155,504	175,480	155,504	175,480

18A ANALYSIS OF GROUP NET ASSETS BETWEEN FUNDS (CURRENT YEAR)

	General unrestricted £	Translation of foreign operations £	Designated funds £	Restricted funds £	Total funds £
TANGIBLE FIXED ASSETS	136,851	-	-	-	136,851
NET CURRENT ASSETS	7,580,581	(490,356)	54,027,158	324,079	61,441,462
LONG TERM LIABILITIES	(155,504)		-	-	(155,504)
NET ASSETS AT 30 APRIL 2025	7,561,928	(490,356)	54,027,158	324,079	61,422,809

18B ANALYSIS OF GROUP NET ASSETS BETWEEN FUNDS (PRIOR YEAR)

	General unrestricted £	Translation of foreign operations £	Designated funds £	Restricted funds £	Total funds £
TANGIBLE FIXED ASSETS	163,892	-	-	-	163,892
NET CURRENT ASSETS	7,573,516	(434,497)	47,190,608	794,911	55,124,538
LONG TERM LIABILITIES	(175,480)	-	-	-	(175,480)
NET ASSETS AT 30 APRIL 2024	7,561,928	(434,497)	47,190,608	794,911	55,112,950

19A MOVEMENTS IN FUNDS (CURRENT YEAR)

	At 1 May 2024 £	Income & gains £	Expenditure & losses £	Transfers £	At 30 April 2025 £
RESTRICTED FUNDS:					
L'ORÉAL 2022	312,987	-	-	(312,987)	-
MR PORTER	276,484	93,032	(80,655)	35,218	324,079
FARMSTRONG SCOTLAND	-	3,419	(3,419)	-	-
L'ORÉAL 2023	161,652	-	-	(161,652)	-
PRAISE U	43,788	-	(43,788)	-	-
MENTAL HEALTH	-	-	(474,639)	474,639	-
TOTAL RESTRICTED FUNDS	794,911	96,451	(602,501)	35,218	324,079
UNRESTRICTED FUNDS:					
DESIGNATED FUNDS:					
MEN'S HEALTH PROGRAMME(S)	47,190,608	27,324,088	(20,452,320)	(35,218)	54,027,158
TOTAL DESIGNATED FUNDS	47,190,608	27,324,088	(20,452,320)	(35,218)	54,027,158
GENERAL FUNDS	7,561,928	-	-	-	7,561,928
TRANSLATION OF FOREIGN OPERATIONS	(434,497)	-	(55,859)	-	(490,356)
TOTAL UNRESTRICTED FUNDS	54,318,039	27,324,088	(20,508,179)	(35,218)	61,098,730
TOTAL FUNDS	55,112,950	27,420,539	(21,110,680)	-	61,422,809

The narrative to explain the purpose of each fund is given at the foot of the note below.

19B MOVEMENTS IN FUNDS (PRIOR YEAR)

	At 1 May 2023 £	Income & gains £	Expenditure & losses £	Transfers £	At 30 April 2024 £
RESTRICTED FUNDS:					
L'ORÉAL 2022	312,987	-	-	-	312,987
MR PORTER	247,241	29,243	-	-	276,484
HARLEQUINS	19,581	-	(19,581)	-	-
FARMSTRONG SCOTLAND	5,913	53,904	(59,817)	-	-
ST HELENS COUNCIL	5,000	-	(5,000)	-	-
L'ORÉAL 2023	161,652	-	-	-	161,652
PRAISE U	-	43,788	-	-	43,788
TOTAL RESTRICTED FUNDS	752,374	126,935	(84,398)	-	794,911
UNRESTRICTED FUNDS:					
DESIGNATED FUNDS:					
MEN'S HEALTH PROGRAMME(S)	41,110,634	25,029,619	(18,919,020)	(30,625)	47,190,608
TOTAL DESIGNATED FUNDS	41,110,634	25,029,619	(18,919,020)	(30,625)	47,190,608
GENERAL FUNDS	7,531,303	-	-	30,625	7,561,928
TRANSLATION OF FOREIGN OPERATIONS	216,605	-	(651,102)	-	(434,497)
TOTAL UNRESTRICTED FUNDS	48,858,542	25,029,619	(19,570,122)	-	54,318,039
TOTAL FUNDS	49,610,916	25,156,554	(19,654,520)	-	55,112,950

The funds received from L'Oréal during FY22 and FY23 were transferred into our restricted Mental Health fund during FY25, and spent on our portfolio of Mental Health programs.

The Mr Porter Health in Mind fund, powered by Movember, will go towards men's Mental Health initiatives, in accordance with Movember's mental health strategy. The fund will be used to support Movember's Ahead of The Game program, a Movember project aimed at improving youth mental health through community organised sport by engaging with the whole community around the local sports club.

A range of funds (including from the Royal Highland and Agricultural Society and NFU Mutual) have been received for the Farmstrong Scotland program. Farmstrong is an early intervention wellbeing programme that takes the science of wellbeing to rural communities

PRAISE U (PRostate cancer Awareness and Initiatives for Screening in the European Union) is a project in partnership with the European Association of Urology and a consortium of key prostate cancer groups across the EU. Movember is a funded partner on the Irish risk stratified prostate cancer screening pilot, which sits as one of the pilots within the project.

PURPOSES OF DESIGNATED FUNDS

Men's Health Programme.

This represents funds which the trustees intend to fund all of Movember's men's health programmes.

20 OPERATING LEASE COMMITMENTS PAYABLE AS A LESSEE

The group's total future minimum lease payments under non-cancellable operating leases is as follows for each of the following periods:

	Property		Equipment	
	2025 £	2024 £	2025 £	2024 £
LESS THAN ONE YEAR	278,272	281,567	-	-
ONE TO FIVE YEARS	327,375	609,798	-	-
OVER FIVE YEARS	-	-	-	-
	605,647	891,365	-	-

21 OPERATING LEASE COMMITMENTS RECEIVABLE AS A LESSOR

Amounts receivable by the group under non-cancellable operating leases are as follows for each of the following periods.

	Property	
	2025 £	2024 £
LESS THAN ONE YEAR	56,394	-
ONE TO FIVE YEARS	70,493	-
OVER FIVE YEARS	-	-
	126,887	-

CONTINGENT LIABILITY

During the current financial year, Movember Europe commenced a tax compliance review in Germany, relating to Movember Foundation e.V. As a result, Movember Europe has recorded a liability as at 30 April 2025 for estimated amounts owing to the relevant authority. As at 30 April 2025 Movember Europe is unable to reliably measure whether any interest or late lodgement costs are applicable to the amounts payable as this is dependent on further consultation with the authority which is expected to be finalised during the 2026 financial year.

As at 30 April 2025, Movember Europe is not aware of any other material liabilities or contingent liabilities relating to the tax compliance review.

23 PARENT COMPANY

The sole member and ultimate parent undertaking and controlling party is the Movember Foundation Trust, an Australian charitable organisation.

24 LEGAL STATUS OF THE CHARITY

The charity is a company limited by guarantee and has no share capital. The liability of each member in the event of winding up is limited to £1.



MOVEMBER[®]

MOVEMBER EUROPE

England & Wales - Charity number 1137948

Accounts

MOVEMBER EUROPE

**REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 APRIL 2024**



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REFERENCE AND ADMINISTRATIVE INFORMATION

COMPANY NUMBER	7275694	
CHARITY NUMBER	1137948 (England & Wales) SC041981 (Scotland) 20105280 (Ireland)	
REGISTERED OFFICE AND OPERATIONAL ADDRESS	Gensurco House 52-54 Rosebery Avenue LONDON, EC1R 4RP	
TRUSTEES	Trustees, who are also directors under company law, who served during the year and up to the date of this report were as follows: Richard Deutsch - Chairperson Rob Moodie Linnsey Caya Deanna Lomas Damien Angus Cassandra Vujovich-Dunn Rochelle Webb Kellie Johnston (resigned 16 March 2024)	
KEY MANAGEMENT PERSONNEL	Anne-Cécile Berthier (Country Director - UK & Europe) Sarah Ouellette (Country Manager - Ireland - appointed 26 June 2023)	
BANKERS	JPMorgan Chase 25 Bank Street LONDON, E14 5JP Lloyds Bank 25 Gresham Street London, EC2V 7HN	Barclays Bank 1 Churchill Place LONDON, E14 5HP Santander 2 Triton Square London, NW1 3AN
SOLICITORS	Russell Cooke LLP 2 Putney Hill LONDON, SW15 6AB	
AUDITOR	Sayer Vincent LLP Chartered Accountants and Statutory Auditor 110 Golden Lane LONDON, EC1Y 0TG	



TRUSTEES' ANNUAL REPORT



The Trustees present their report and the audited financial statements for the year ended 30 April 2024.

Reference and administrative information set out on page 1 forms part of this report. The financial statements comply with current statutory requirements, the memorandum and articles of association, the requirements of a directors' report as required under company law, and the Statement of Recommended Practice - Accounting and Reporting by Charities: SORP applicable to charities preparing their accounts in accordance with FRS 102.

STRATEGIC REPORT

OBJECTIVES AND ACTIVITIES

The Trustees review the aims, objectives, and activities of the charity each year. This report looks at what the charity has achieved and the outcomes of its work in the reporting period. The Trustees report the success of each key activity and the benefits the charity has brought to those groups of people that it is set up to help. The review also helps the trustees ensure the charity's aims, objectives and activities remained focused on its stated purposes.

The Trustees have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the charity's aims and objectives and in planning its future activities. In particular, the Trustees consider how planned activities will contribute to the aims and objectives that have been set.

- Movember Europe is part of the Movember Foundation, an independent, global men's health charity with a vision to change the face of men's health and create a future where men, and their communities, live healthier and longer lives.
- Movember's strategy is to confront, challenge and change individual behaviours, health systems and gender norms to address health inequalities for men.
- Movember Europe achieves its organisational goals through both undertaking and strategically investing in research and programmes.

In 2023 Trustees approved our updated Impact Strategy.

KEY PRIORITIES IN THIS STRATEGY ARE:

- **Lift the profile of men's health**
Despite being a challenge that affects half the population directly and everyone in our community indirectly, the men's health landscape is underdeveloped. Movember's goal is to strengthen and convene the international men's health sector to raise the profile, build capacity, and increase investment in the outcomes of boys and men's health so that the links between healthier boys and men and healthier communities are better understood and embraced.
- **Strengthen men's health literacy**
Many men don't recognise when they need help because of limited health knowledge and dominant masculine norms. This is common across many areas of men's health, including Movember's cause areas of prostate cancer, testicular cancer, and mental health. The organisation's goal is that men have the knowledge to understand their own health and how and when to get support if there is a problem across all life stages.
- **Promote gender responsive healthcare for men**
Healthcare providers are currently not supported enough to provide gender responsive care to boys and men in all their diversities. Movember's goal is to ensure that gender-responsive support is provided for prioritised healthcare providers.
- **Improve young men's mental health**
Many young men experience distress and marginalisation during adolescence, leading to increased risk of suicide. During this life transition, young men are more likely than women to choose unhealthy coping behaviours such as gambling, alcohol, and drugs. Movember's goal will be to enhance the mental health of young men by improving their ability to successfully navigate the stressors of adolescence and reduce the likelihood of men turning to unhealthy coping mechanisms.
- **Improve prostate cancer mortality and quality of life**
Prostate cancer remains the second highest cause of cancer related deaths for men. Many men diagnosed and living with prostate cancer have poor physical and mental health, often because of their treatment or because of variation in care practices and healthcare systems that fail to support their needs. Movember's goal is to reduce the number of men progressing to lethal prostate cancer. We will aim to deliver more consistent and improved personalised care to reduce variation in prostate cancer treatment and outcomes and reduce the number of men experiencing severe and bothersome side effects.



FUNDRAISING STRATEGY

Through our fundraising strategy, we aim to raise sufficient funds to be able to deliver on our strategic programme of investments, for now and into the future, to help us achieve our vision of creating a future where men and their communities live healthier and longer lives.

Although Movember Europe is supported by year-round fundraising efforts by the Movember community, the annual Movember campaign, held in November each year, is the primary fundraising initiative for the organisation.

During the month of 'Movember', we ask supporters to sign up and fundraise by growing a moustache, taking the Move challenge, hosting an event or 'Mo'ing their own way' through an idea of their own. Through their actions they seek donations (with our peer-to-peer fundraising model) from their networks and consequently not only raise funds but also importantly help spread the organisation's health messages to their family, friends, and colleagues.

The Movember men's health movement is boosted by corporate partners who are instrumental in helping to raise funds and awareness. Movember has a long history of successfully partnering with other organisations, which enables the charity to drive change more quickly and at a greater scale than we would on our own. These partnerships enable Movember to reach more men with vital health messaging through joint health promotion campaigns and through direct partner support for specific men's health projects. A significant example is our long running partnership with the Distinguished Gentleman's Ride, bringing riders of classic and vintage style motorcycles together to celebrate social connections and raise funds and awareness for men's mental health and prostate cancer.

INVESTMENT STRATEGY

Movember invests in our Impact Strategy priorities noted above, as well as completing a large number of programmes and projects that we have supported over the past decade.

MEN'S HEALTH

The result that we seek to achieve is to strengthen and convene the international men's health sector to raise the profile, build capacity, and investment in and outcomes of boys and Men's health. We also seek to better understand the links between healthier boys and men and healthier communities. Key initiatives under design and development include:

- Catalyse and build capacity in the Men's Health Sector via the Movember Institute of Men's Health
- Elevate the profile of men's health and influence adoption and investment in men's health policies
- Healthcare systems and policies that are responsive to the needs of men
- Men's health literacy

PROSTATE CANCER

The result we seek to achieve for men living with and beyond a prostate cancer diagnosis is to improve tests, treatments, and care. We convene clinical, hospital and health systems partners to collaborate and deliver initiatives into practice. Key initiatives include:

- To determine how to prevent the progression of high-risk prostate cancer (cancers that grow or spread quickly) to advanced, fatal disease, thereby potentially curing the disease





- Improve quality of care and quality of life by reducing variation in treatment quality and disparities in health outcomes
- Reduce unnecessary treatment and maximise detection for the men who would benefit from treatment
- Address and improve sexual health outcomes for those with prostate cancer and their partners
- Optimise the monitoring and management of post-treatment patients, drive the collection of patient-reported outcome measures (PROMS), and personalised care models within clinical practice, with an emphasis on equity related to geography, race or socio-economic status
- Implement grants and fellowships focussed on equity-related research

YOUNG MEN'S MENTAL HEALTH

The results we seek to achieve are to enhance the mental health of young men by improving their ability to successfully navigate the stressors of adolescence and to reduce the likelihood of men utilising unhealthy coping mechanisms. Key initiatives include:

- Scale collective impact partnerships in sport
- Scale collective impact partnerships in gaming/e-sports
- Combat harms and unhealthy masculine narratives in the "Manosphere"
- Explore the efficacy and opportunities of a direct-to-man media strategy to improve young men's mental health
- Build research, evidence and policy positions re young men's mental health



ACHIEVEMENTS AND PERFORMANCE

The charity's main activities and who it tries to help are described below. All its charitable activities focus on men's health and are undertaken to further Movember Europe's charitable purposes for the public benefit.

The table below presents the major initiatives Movember continues to fund in the UK, followed by a summary of key achievements and performance of programmes.

Project	Achievements
PROSTATE CANCER CLINICAL QUALITY	We support national and international initiatives that aim to reduce variation in treatment quality across all stages of prostate cancer. The TrueNTH Global Registry and IRONMAN registries involve clinical sites across the UK. These programmes measure, benchmark and improve the quality of prostate cancer treatment and care. The EMPRO sub-study aims to test the concept that using PROMs (Patient Reported Outcome Measures) to trigger clinical intervention for men with advanced cancer can improve quality of life.
PERSONALISED ACTIVE SURVEILLANCE	Active surveillance (AS) has increasingly been the preferred approach for low-risk prostate cancer internationally, but uptake and approaches can vary significantly across setting. Our Personalised Active Surveillance Initiative aims to reduce unnecessary treatment and maximise detection for men who would benefit from treatment.
PREVENTING DISEASE PROGRESSION	The aim of the preventing disease progression initiative aims to determine how to prevent and/or delay the progression of high-risk prostate cancer (cancer that grows or spreads quickly) to advanced, fatal disease. The goal is to develop a biomarker-informed treatment strategy that can be applied in the clinical setting, so that doctors can ensure each man will receive the right treatment at the right time to stop aggressive prostate cancer from growing, coming back or spreading quickly.
CENTRES OF EXCELLENCE - BELFAST-MANCHESTER	The Belfast-Manchester Centre of Excellence brings together an international team of experts in radiation, biomarker discovery, genetic modelling, and tumour biology in the FASTMAN programme that aims to improve the effectiveness of treatment for men with high-risk, locally advanced prostate cancers and prevent disease recurrence (progression to metastatic disease).
CENTRES OF EXCELLENCE - LONDON CONSORTIUM	The London Centre of Excellence has improved diagnostic tests including the better use of magnetic resonance imaging that allows more accurate detection of small volume tumours, as well as tissue- and blood-based biomarkers that can be used to identify men at high risk of aggressive disease and so allow better treatment choices based on each man's genetic information.
TRANSLATIONAL RESEARCH AWARDS	This programme is aimed at accelerating the development of diagnostic tools that will improve the outcomes for men with prostate cancer. A total of six awards have been made under this scheme.
PRECISION MEDICINE AWARDS	The primary focus of this programme is to obtain the evidence required to support novel biomarker-treatment pairings for men newly diagnosed with advanced prostate cancer. It is proposed that by developing a better understanding of the specific drivers of a man's disease, it may be possible to identify the treatment that they are most likely to respond to and improve outcomes.
RESEARCH INNOVATION AWARDS	This programme aims to support the most impactful and innovative proposals across a broad spectrum of prostate cancer research areas. Selected projects will approach research questions from a new angle to generate sufficient evidence in supporting future development of the project.
EXISTING TRIALS NEW ANSWERS MAJOR AWARDS	The Major Awards look to utilise and interrogate existing patient samples and/or data from recently completed or ongoing prostate cancer clinical trials, or from other samples and/or data repositories. Capitalising on these existing resources, the awards must seek to answer new research questions that could lead to significant impact in the way prostate cancer is diagnosed or treated.
MAJOR AWARDS IN CURATIVE TREATMENT	Co-funded with Prostate Cancer UK, this programme is made up of five projects exploring the potential of curing non-metastatic prostate cancer.
GLOBAL ACTION PLAN PROGRAMMES	In addition, Movember continues to invest in our Global Action Plan (GAP) programmes. Since 2012, Movember has established seven consortia that foster international collaboration in translational research to address critical challenges in prostate and testicular cancer.



Project	Achievements
DIGITAL RESOURCES	Movember has developed digital tools and services that improve the lives of men with prostate cancer, testicular cancer and track key life stages to improve men's mental health. In the UK, these include Movember's Family Man, an online parenting programme; True North Digital Health, a website to support men living with a prostate cancer diagnosis; Movember Conversations, a conversation support tool; and Nuts&Bolts, a resource for men diagnosed with testicular cancer.
SOCIAL INNOVATORS CHALLENGE	The Social Innovators Challenge (SIC) project is focused on increasing our understanding about what engages men to build strong social connections, particularly those who are at risk of becoming socially isolated.
VETERANS AND FIRST RESPONDER MENTAL HEALTH GRANTS PROGRAMME	This global programme is focused on identifying promising mental health or suicide prevention programmes that improve the mental wellbeing of veterans and first responders who are at increased risk of poor mental health and suicide.
DIGITAL SOCIAL CONNECTIONS CHALLENGE	This global programme is focused on ideas that strengthen the social connections of men who were struggling with isolation and anxiety in the wake of COVID-19 lockdowns.
DISTINGUISHED GENTLEMAN'S RIDE SOCIAL CONNECTIONS CHALLENGE	This global project is focused on developing ideas that improve the social connectedness, life satisfaction and mental wellbeing of motorcycle riders.
AHEAD OF THE GAME	Ahead of the Game is an evidence-based programme that uses community sport to teach adolescent athletes, parents, and coaches how to talk about mental health and seek support.
HEALTH PROMOTION	Movember Europe's health promotion work aims to empower men with the awareness, knowledge, and resources to take positive action for their health through the annual Movember campaign and other health literacy campaigns throughout the year.

PROSTATE CANCER CLINICAL QUALITY

TrueNTH Global Registry

Established in 2017, the TrueNTH Global Registry (TNGR) is a clinical quality registry collecting data on the diagnosis, clinical care and outcomes for men living with localised and regional prostate cancer from 123 hospitals/clinics across 14 countries, including the United Kingdom.

The TNGR collects data on the diagnosis, treatment, disease progression, quality-of-life, survival and disease progression of patients living with prostate cancer. A significant focus is the collection patient-reported outcomes measures (PROMs), at diagnosis and at 12 months following diagnosis. PROMs collected include evaluations of urinary, bowel, and sexual dysfunction, and their impact on men living with prostate cancer.

The collection of PROMs is a vital component of the registry, ensuring that the patient functional outcomes are linked directly to their clinical management.

The TNGR is the only global clinical quality registry for men diagnosed and living with prostate cancer. The overarching aim of the TNGR was to centralise data from both existing and new prostate cancer registries and support the collection of PROMs. Analyses of the TNGR data enable the documentation of differences in care provided both between and within countries. As of January 2024, the TNGR has collected data on 112,000 prostate cancer diagnoses with 72,000 PROMs completed prior to clinical management and 48,000 collected 12 months after diagnosis.

Every year the TNGR generates over 400 benchmarked reports of quality-of-care indicators and patient outcomes for participating hospitals and clinics.



These reports enable clinicians and hospitals to identify how their practice matches against clinical care guidelines and against their peers. These reports are a vital mechanism to support quality improvement initiatives and improve the clinical care and outcomes for patients living with prostate cancer.

In 2024, the first programme report for the TNGR is anticipated which will summarise the care and outcomes for men living with prostate cancer globally. In addition, organisational data will be collected and used for the first time to support additional analyses and quality improvement activities.

For further information visit programs.movember.com

IRONMAN Registry

IRONMAN is an International Registry for men with advanced prostate cancer that is currently recruiting across 15 countries. In the UK, 10 hospitals are participating in the project. The IRONMAN registry collects information about a man's type of prostate cancer, their treatment, and their experiences to better understand the disease and learn how to stop or slow disease progression. By collecting clinical information and blood samples periodically, the registry seeks to understand which treatment and care practices deliver the best outcomes for men with advanced prostate cancer.

The project seeks to:

- Describe real world practice patterns for six new treatments internationally.

- Identify treatment sequences or combinations associated with optimal survival and patient-reported outcomes.
- Assess whether treatments are associated with toxicities and co-morbidities.
- Develop prospective blood biobank for clinical and biological characterisation of disease subtypes.
- Create international partnerships to work together to identify unmet needs in advanced prostate cancer, including quality of life.

Recruitment in the UK continued in 2023/24. To date, participating hospitals in the UK have attained 83% of their recruitment target with 459 men in the UK enrolled onto the IRONMAN study. More information on the IRONMAN study can be found at ironmanregistry.org

IRONMAN - INTERNATIONAL REGISTRY FOR MEN WITH ADVANCED PROSTATE CANCER EMPRO SUB-STUDY

The IRONMAN EMPRO (Engaging Men in Patient Reported Outcomes) sub-study aims to test the concept that using PROMs (Patient Reported Outcome Measures) to trigger clinical intervention for men with advanced prostate cancer can improve quality of life.

180 men who are participating in the global IRONMAN study will be recruited to take part in the EMPRO sub-study. The participants will be asked to complete a short monthly online questionnaire for 12 months, with questions focusing on anxiety, depression, pain, fatigue, social isolation, and insomnia.





If the man's responses to the questionnaire indicate that he is in distress or that his symptoms are worsening, a 'soft' or 'hard' trigger will be released. A 'hard' trigger will inform the man's clinical team to contact him – and they'll be in touch within 48 hours. He will also receive self-management content tailored to his area of distress to help him self-manage his symptoms. At a 'soft' trigger he will receive an email linking him to the self-management content tailored to his area of distress.

This study will contribute to better understanding the experiences of men with advanced prostate cancer, providing an evidence base for best practices for advanced prostate cancer care, and how to integrate PROMs into real-time care. The study is currently recruiting at seven intervention sites across the UK, Canada, Australia, and the USA. Recruitment in the UK commenced in 2023, to date, participating hospitals in the UK have attained 60% of their recruitment target with 36 men in the UK enrolled. The study is expected to be complete by 2026.

PERSONALISED ACTIVE SURVEILLANCE

Movember and Prostate Cancer UK partnered in 2022 to start a globally collaborative research program with the goal to develop a personalised, risk-adapted approach to AS, with less testing in men at lowest risk of disease progression. The outcomes of this global research program will inform new practices in AS and will lead to a change in the philosophy of care for this group of men.

Forty global experts in prostate cancer research, including a broad range of healthcare providers and people with lived experience of AS were convened by Movember in 2022 to review these real-world challenges and determine the topmost priorities for research. The consensus of the group was to prioritise the need for a research program that would lead to the development of a personalised, dynamic, risk-adapted approach to AS with a clear consideration of addressing inequities.

Through an expressions of interest process, 29 research teams from Australia, Canada, France, Finland, Germany, Netherlands, Nigeria, the US and the UK have now been recruited into our new Global Collaborative Program Team which will provide the structure and network for collaboration and co-design including consensus on key research activities.

PREVENTING DISEASE PROGRESSION

This initiative is co-funded by Prostate Cancer UK and will involve partnerships with several research consortiums.

Through an expressions of interest process, 30 research teams from Australia, Canada, Italy, Germany, Spain, Switzerland, the US and the UK have been recruited into the program, where every team will take part in at least one of three working groups, each focusing on defined key biological processes that drive progression to lethal prostate cancer:

1. To prevent men presenting in the clinic with either de novo, high-risk localised / locally advanced prostate cancer;
2. To prevent relapse from high-risk localised/ locally advanced prostate cancer or oligometastatic disease treatable by metastasis-directed ablative therapy;
3. To prevent resistance to hormonal therapy

Recognising that there are existing unique patient datasets amassed from various clinical trials and research studies that can be leveraged to address the program's goal, Phase 1 of the program will begin with a big data science project that harnesses the power of innovative technologies (i.e. artificial intelligence and machine learning) in intricate multi-modal analytics to identify the biomarker-informed treatment strategy.

MOVEMBER CENTRES OF EXCELLENCE

The **London Centre of Excellence** is pursuing research to improve the prevention, diagnosis and treatment of lethal prostate cancer while reducing both morbidity and mortality. As the research at the Centre reaches the final stages, they will focus on elucidating how inflammation results in prostate carcinogenesis and utilising that knowledge to implement prevention strategies. The Centre will also continue to further the research on the identification of men at risk of developing aggressive prostate cancer by (1) studying inherited DNA mutations, (2) examining MRI scans of the prostate to improve detection, (3) developing new biopsy tests that not only detect these diseases better but inform on likely prognosis with treatments such as radiation therapy with curative intent, (4) generating new blood tests that not only diagnose prostate cancer but also guide treatment choices and determine whether a patient is benefiting from treatment through multiple serial analyses, and (5) identifying new treatment strategies for delivering better care.



An interim report received in August 2023 outlines continued analysis and validation of tests with targeted sequencing and slide digitisation prioritised. Manuscript preparation is in progress and the final report due later in 2024.

The **Belfast-Manchester Centre of Excellence** has made discoveries in key areas of prostate cancer by focusing on research into the most aggressive form of the disease, and by working with researchers from multiple disciplines (including oncology, urology, physics, biology, genomics and big data analysis). The establishment of the Centre has transformed prostate cancer research in Belfast and Manchester, with three thematic programmes building on from the original FASTMAN programme, including (1) development of biomarkers that can inform radiotherapy resistance, (2) improve understanding of the drivers that lead to disease relapse post-radiotherapy through comprehensive genomic, epigenomic and transcriptomic profiling on tumours that can and cannot be detected through imaging modalities, and (3) improving radiotherapy through the use of novel interventions.

A progress report was received in October 2023 details that the team continue to make discoveries in key areas of prostate cancer focusing their efforts on research into the most serious types of the prostate cancer. Main efforts have been on the role of radiation therapies used in patients with spread of prostate cancer to their bones, including analysis of key data from 4 clinical trials, ADRRAD, SPORT, HYPROGEN and STAMPEDE. The final report is due later in 2024.

TRANSLATIONAL RESEARCH AWARDS

By building on previous research that has real potential to make the leap from 'bench-to-bedside', this programme aimed to accelerate the development process of diagnostic tools that will improve the outcomes for men with prostate cancer. A total of six awards have been made under this scheme, with only one active project as of April 2023. They have collectively led to substantial research outputs, including the activation of four clinical trials, the development of five diagnostic tools, and a total of £9.6m in leveraged funding to support subsequent development of the research.



The remaining active project, the PARADIGM trial led by Professor Gerhardt Attard at University College London, will determine if it is feasible to select treatment based on a man's genetic aberration in androgen receptors. While the analysis of the primary endpoint results was expected to start in October 2023, all men who have participated in the trial will continue to be followed-up until 2029.

PRECISION MEDICINE AWARDS

Metastatic prostate cancer remains incurable despite recent advances in the landscape of available treatments, with many thousands of men continue to suffer and die from this disease. It has been proposed that the inter-individual molecular heterogeneity of this disease is a significant factor, where clinicians have little idea as to which treatment will work best for which men (depending on the unique characteristics of his disease). This programme therefore aimed to support the optimisation of biomarkers to inform precision-treatment selection for men with advanced disease. While Professor Gerhardt Attard's STRATOSPHERE project is ongoing, Professor Johann De Bono's project was completed in February 2023. The final report outlines the completion of the PERSEUS1 trial with an aim to publish 2023/24 (no publication currently) and completion of the MAESTRO trial with outcomes beginning in 2023 and expected over the next 5 years.

RESEARCH INNOVATION AWARDS

This programme encouraged innovative proposals across a broad spectrum of prostate cancer research, where both fundamental and clinical research (and all stages in between) would be considered for funding with a clear focus on the eventual benefit to men with prostate cancer. Projects funded under this programme are ongoing and are expected to be completed in late 2024.

MAJOR AWARDS IN EXISTING TRIALS NEW ANSWERS

Over the past decade, many clinical trials have and are taking place internationally to change the way prostate cancer is diagnosed and treated. Many of these trials have not only produced practice-changing results but also amassed large quantities of clinical data and patient samples which hold huge potential to address critical research unmet needs.

This programme was established with the aim to utilise and interrogate existing samples and/or data from recently completed or ongoing prostate cancer clinical trials, or from other sample / data repositories, to answer new and innovative questions that could significantly improve the outcomes of men with prostate cancer. A total of three projects that were funded under this programme commenced research activities in FY22 and will continue until FY24 (two projects) and FY25 (one project).

MAJOR AWARDS IN CURATIVE TREATMENT

This programme was initiated with the notion that, if prostate cancer is caught in time, when it is still localised to the prostate (or has only spread to the area just outside the prostate), we may be able to cure the disease with existing treatments. This has therefore been recognised as a much-needed focus to improve outcomes for men with localised disease but also preventing significant treatment-associated adverse effects that could impact on men's quality of life. The programme called for proposals that aim to help men select the most appropriate treatment, to increase the effectiveness of initial treatment in terms of disease control, or to reduce side effects from initiation treatment without compromising on the disease control. With co-funding from Prostate Cancer UK, a total of five projects have been funded under this programme to explore the potential of curing non-metastatic prostate cancer.

MOVEMBER'S GLOBAL ACTION PLAN

GAP4 – Exercise and Metabolic Health in Prostate Cancer

The GAP4 study planned to execute a large-scale, multi-centre, multinational pivotal clinical trial, designed to test the effects of exercise on prostate cancer progression. The project aimed to determine if supervised intense exercise and psychosocial support increases patient survival, compared to self-directed exercise and psychosocial support in men with metastatic prostate cancer.

This study was severely impacted by the COVID-19 pandemic and was unfortunately closed to recruitment in November 2022, having randomised 149 out of a planned 866 men. Although each site had a multi-disciplinary team of oncologists, exercise physiologists and study coordinators, COVID-19 restrictions made it impossible to deliver the planned supervised exercise intervention.



There was also an obvious hesitancy to attend sites to participate in clinical trials in the wake of a pandemic. Guided by an independent advisory committee, Movember made the difficult decision to close the study.

Guy's & St Thomas' NHS Trust remain local sponsor and co-ordinating lead site for the UK and are now tasked with finalising data completion and cleaning and ultimately site closures. The five remaining UK sites involved are:

- Dr Mieke Van Hemelrijck and Dr Sarah Rudman – Guy's and St Thomas' Hospital & King's College London
- Dr Suneil Jain – Queen's University Belfast & Belfast City Hospital
- Dr Hing Leung - University of Glasgow
- Dr Ralph Manders - University of Surrey

All patients currently on study continue in follow up having now all completed their 12 months of supervised exercise. The study team are currently analysing some of the exercise data, and hope to have some publications this year. The final report on all data available and further publications will occur in 2025. Biological samples collected during the study will shortly be transferred for analysis to maximise study outputs.

GAP5 - Testicular cancer: The TIGER Trial

Movember is funding the European and Australian contribution to a large, multi-national clinical trial investigating the impact of high dose chemotherapy against conventional chemotherapy on overall survival and quality of life in men with relapsing testicular cancer. The trial is managed in the US and Canada by the Alliance for Clinical Trials in Oncology. The European and Australian contribution is organised and managed by the European Organisation for Research and Treatment of Cancer (EORTC) and the Australian and New Zealand Urogenital and Prostate Clinical Trials Group (ANZUP), both funded by Movember. Recruitment of 420 men and boys – 254 of whom from the EU – has now been completed. All patients will be followed up for several years, but we anticipate that the data analysis and resulting publications will provide significant guidance in the clinical care of this rare group of men with testicular cancer.

MEN'S HEALTH PROMOTION

Our Health Promotion strategy seeks to improve the health outcomes of men, at scale, and contribute to the reduction in the number of men dying prematurely. Using mass media communications, we aim to create positive behaviour change in men. Movember's Health Promotion work in 2023/24 operated at two levels:

The Movember Campaign

During the 2023 Movember campaign, we continued to ask supporters to sign up and fundraise by growing a moustache, taking the 'Move' challenge, hosting an event or 'Mo-ing their own way' with an idea of their own to fundraise. Their actions not only raise funds but also equally importantly deliver on our awareness and education objectives, to raise awareness and understanding of the health risks men face and result in men taking action to remain well.

Health Literacy elements were included in the Movember campaign journey in 2023, building on the work done in previous years with a 'Movember is Good for you' survey. This was an interim approach while the health literacy strategy is being developed, providing insights that will go into our health literacy report for 2023.

The health literacy elements for Movember campaign 2023 focused on the five ways men can give themselves the best chance at living a healthy and long life (developed from our previous impact framework, the Movember Five and our previous health literacy campaigns). The five strategies provided were:

1. Stay connected (spend time with people who make you feel good)
2. Talk, more (being there for someone in need)
3. Know the numbers (prostate cancer risk)
4. Know thy nuts. Simple. (testicular cancer health)
5. Move more (add more activity to your day).

Testicular cancer awareness month

Testicular cancer is the most common cancer in young men. Young men lack awareness and knowledge about testicular cancer (including their perceived risk). This is impacted by sociocultural norms along with anxiety, fear, and embarrassment associated with self-examination and clinical presentation. As a result, they lack the confidence to check themselves regularly potentially delaying diagnosis at an early stage. The main objective of Movember's annual Testicular Cancer Awareness Month campaign in April is to reach and engage young men on early detection of any testicular change that is not normal for them. We also wanted to increase the proportion of men conducting testicular self-examination checks and motivate men who detect a change that is not normal to seek out medical help.

Targeted at males aged 18-34, we built on the success of the previous '[Know Thy Nuts](#)' campaign, by running a global media activation with multi-channel reach and frequency buy across Meta, TikTok, Reddit, YouTube and Google Search and paid influencer content through TikTok to help us reach young men where they are.



We also continued our partnership with KP Nuts in the UK and worked with local market influencers.

World Suicide Prevention Day

Across our six main markets, almost 4 out of 5 deaths by suicide are by men. Although it is often the close supporters of men who detect issues, and initiate knowledge-seeking and help-seeking on behalf of men, men note that their informal support structures are often unresponsive to their needs. The main objectives of the [Spot the Signs](#) campaign, which runs throughout September and is targeted at men aged 30-60, are to give men the knowledge, confidence, and tools to spot the signs that a mate might be in distress and encourage them to talk openly with a mate about what's going on in their lives. Our Monitoring, Evaluation & Learning team commissioned Ipsos Australia to conduct an impact evaluation of the impact of our Spot the Signs campaign across the UK. The key findings were that 62% of UK men surveyed reported they were confident they could recognise the signs of poor mental health in men post-campaign, compared to 33% pre-campaign. In addition, 62% of men said the campaign prompted them to have mental health conversations with friends. While 82% of UK men said the campaign prompted them to think about their own mental health.

Gillette Influencer campaign

Following the resounding success of our YouTube content series in 2022, we partnered with Gillette to scale up the series, calling it 'Real Conversations'. Rooted in a powerful behaviour change framework, this initiative aimed to empower young men to have meaningful conversations with a close friend, opening up about navigating life's challenges and pressures while highlighting the positive benefits that these vulnerable conversations can have on an individual and friendships.

In the UK we worked with influencers Rommell Henry and J Tekkz, with a total of 356,093 views. Overall, the series saw strong responses, and 13% of those who left comments spoke to the importance of mental health, having conversations, and talking about their personal problems. The series further cements the foundation of how media can effectively reach and support young men, providing them with the tools to have deep, vulnerable and "Real Conversations", so that they can feel the mental benefits of checking in with each other.

DIGITAL RESOURCES

Movember Family Man

Movember Family Man is the world's first online parenting programme designed with dads in mind.

It is aimed at helping fathers engage in the parenting process and improve their parenting confidence and knowledge.

The free, online course is designed to equip parents of children (and other caregivers) with the practical skills to manage challenging child behaviour. The evidence-based programme, which has been vetted by a global panel of psychologists and parenting experts, consists of three 15-minute interactive episodes focusing on reinforcing positive behaviour, managing misbehaviour, and managing high-risk situations.

Other features include quiz exercises that helps users to reinforce learnings from the episodes, text messages with the parenting tips and techniques proven to work, content articles on how to manage tantrums and dealing with sleep problems in young children, among others.

Since its launch in September 2020, over 635,000 users have visited the Family Man site – 59.3 per cent of whom identify as fathers. Around 90 per cent of users said Family Man increased their knowledge of positive parenting while 80 per cent said the programme increased their ability to manage their child's behaviour.

More information can be found at:

familyman.movember.com

Movember Conversations

Launched in 2020, Movember Conversations is a free interactive digital tool that offers practical guidance on how to have more effective conversations with men who may be struggling with their mental health.

Guided by an international team of mental health experts, the tool uses simulated conversations to explore different scenarios – such as job loss or isolation. It demonstrates to the user that by changing the way they respond even subtly, it can lead to deeper, more meaningful conversations. It focuses on skills such as learning how to frame questions appropriately, asking open-ended questions and practising non-judgemental responses.

As of March 2024, Movember Conversations has received over 465,000 visitors to the site and over 348,000 conversations have been started. Most users reported that they found the tool to be useful (90 per cent), and that they learned something (88 per cent).

Follow-up survey results suggest that respondents are having approximately two conversations with men using what they learned within two weeks of their experience.

More information can be found at

conversations.movember.com



True North Digital Health

Movember's True North Digital health resource empowers men who are living with prostate cancer to take control of their health and points them toward resources that improve their quality of life. Following a successful pilot of a web-based tool that allowed men to keep track of symptoms and side effects of prostate cancer treatment, Movember is now scaling the resources that were shown to be effective. The True North website is now available globally and all content has been reviewed by clinical experts.

Nuts & Bolts

A core part of Movember's mission is to ensure that no man goes through testicular cancer without the information and support they need and a community to reach out to. However, Movember research has shown that although getting a testicular cancer diagnosis is tough, men find the period following surgery more difficult.

Anxiety about what type of testicular cancer they might have, isolation from being off work and alone at such a stressful time and unease about what the future might hold were common concerns. With the help of men who have lived through testicular cancer and an international panel of experts, we designed and created a digital resource called Nuts & Bolts, focused on supporting men beyond their diagnosis and communicated in a way that resonates with men. It allows users to find relevant information, get helpful advice from experts as well as hear from and talk to men who have lived experience of the disease.

More information can be found at:
nutsandbolts.movember.com

SOCIAL INNOVATORS CHALLENGE (SIC)

Launched in 2016, the goal of the Social Innovators Challenge (SIC) is to improve our understanding about what engages men to build strong social connections to address the impact of isolation and loneliness on their mental health and wellbeing. There is a particular priority placed on those who are at risk of becoming socially isolated.

Scottish Action for Mental Health (formerly the Scottish Association for Mental Health) received support to continue scaling a programme called The Changing Room, across Scotland through the Scottish Professional Football League teams. The project, which will run until December 2024, brings together men in their middle years through their shared love of football.

Movember also approved funding to scale two further projects: Food Nation's Men's Pie Club and Boxing Future's Brothers Through Boxing.

Men's Pie Club's overall goal is to improve men's mental health and wellbeing through increased social connections. By using food and cooking (simple pies) as an engagement tool, it aims to create strong social support networks for those at risk of social isolation and loneliness.

Brothers Through Boxing is a two-step programme to improve the social connections of young men aged 16-25, who are not employed, or in education or training, by a peer-led boxing-themed fitness programme and self-reflective activities around themes of social connectedness and wellbeing. Both projects will run until June and July 2025.





VETERANS AND FIRST RESPONDERS MENTAL HEALTH GRANT PROGRAMME

The Veterans and First Responders Mental Health Grant Programme supports veterans and first responders, who are at increased risk of poor mental health and suicide, as well as their families. The programme is a collaboration between Movember and The Distinguished Gentleman's Ride with additional funding from Gillette in the UK. Three projects in the UK were selected for funding:

The Police Service of Northern Ireland's (PSNI) Mental Wellbeing and Trauma Resilience Programme

is a package of five projects which take a holistic approach to embed a culture of prevention and early intervention among police officers in Northern Ireland, their families, and the communities they serve.

The University of Leicester's Resilient Senior Leaders Programme (RESLEAPS), funded through the Gillette Partnership, is a prevention program for police superintendents that expands on an earlier pilot of forces in England and Wales which fosters a trusting culture and creates a safe space to share concerns. This project completed in early 2024. Findings from the evaluation indicated that the programme did offer participants a safe place to share vulnerabilities with trusted colleagues; and enabled them to be more psychologically prepared for making the transition into retirement.

The University of York's Behavioural Activation for Low mood and anxiety in Male NHS frontline workers (BALM) programme uses Behavioural Activation as an early mental health intervention for male NHS frontline workers. This programme is supported through the Gillette Partnership.

DIGITAL SOCIAL CONNECTIONS CHALLENGE

Movember's Digital Social Connections Challenge (DSCC) was aimed at mitigating some of the effects of the global pandemic. This initiative was explicitly focused on digital or technology-based solutions to strengthen the social connections of men and boys who were struggling with isolation and anxiety in the wake of COVID-19 lockdowns.

In the UK, two projects, Gamers vs Depression and Chai in the City, were awarded additional funding in FY24 to implement, test and evaluate their projects in their respective communities.

Gamers vs Depression, delivered by Play Aid CIC, aims to improve depression literacy and social connection of adolescent males through gaming. The hope is that gaming teams will act as a social/peer-support group where young men can openly discuss challenges outside of their immediate network in a safe and supportive manner. Funding will continue until early 2026.

Chai in the City, delivered by Taraki, is aimed at reducing social isolation, loneliness and breaking down the stigma surrounding mental health for men and boys from Punjabi communities in the UK. Through facilitated discussion groups, the project gets Punjabi men talking about their mental health, life challenges, and things they may not feel comfortable speaking about freely with their family or friends. Funding for Chai in the City will continue until 2025.

DISTINGUISHED GENTLEMAN'S RIDE SOCIAL CONNECTIONS CHALLENGE

The Distinguished Gentleman's Ride Social Connections Challenge is focused upon improving the mental health and wellbeing of male motorcyclists.



The aim is to support ideas that strengthen social connections and build relationships to improve the social connectedness, life satisfaction and mental wellbeing of motorcycle riders. In the UK, Movember is supporting Quay Rider, a mentorship project based at a motorcycle workshop in Poole, Dorset until December 2024. The project aims to connect older men with young men who are living in care. Participants learn how to build and modify a motorcycle, on which the younger riders will undertake a series of off-road challenges under the guidance of their mentors.

SCALING WHAT WORKS

Scaling What Works is a grant funding programme that aims to enable existing mental health initiatives, to expand their activities and reach greater number of boys and men.

There are eight programmes currently receiving funding in the UK:

- The Mental Health Foundation's **Becoming A Man** programme is a trauma-Informed counselling and group mentoring project that enables teenage boys to overcome difficult circumstances and reach their full potential.
- Beyond Equality's **Collective Resilience with Men in Sports and Community Settings** will train local community facilitators to run interactive workshops for men, helping them rethink gendered socialisation to create more inclusive cultures that encourage help-seeking.
- Best Beginnings' **They Call Me Dad** is an early intervention programme that supports GBQ+ men transitioning into parenthood.
- SAMH (Scottish Association for Mental Health)'s **Achieving Active Lives** is an early intervention programme that promotes physical activity and positive behaviour change.
- **Sport in Mind** is an intervention programme by Sport in Mind that uses sport to engage socio-economically disadvantaged men with a high risk of mental ill-health or suicide.
- **Growing2gether**'s youth mentoring programme pairs young mentors facing disadvantage with children with social or personal challenges.
- Rugby League Cares' **Offload** is a programme delivered by current and former rugby league players and professionals, using lived experience to help men build mental fitness. The project supports men within the construction industry, empowering them to take control of their mental health.
- Age NI's **Good Vibrations** will support the mental health and wellbeing of Men aged 50+ in communities and workplaces across Northern Ireland.





AHEAD OF THE GAME

Movember's Ahead of The Game (AOTG) is a series of mental fitness workshops which have been proven to increase mental health literacy and boost resilience in adolescent athletes who take part.

The evidence-based programme is aimed at young people aged between 12-18 and delivered through community sports clubs. During the one-hour workshops, participants learn how to spot the signs of anxiety, depression and low mood in themselves and others. In separate workshops, their parents and sports coaches learn how to distinguish between potential mental health problems and normal teenage behaviour. The programme has since been scaled through sporting partners in the UK and achieved real-world outcomes.

Building on Movember's partnership as the Official Mental Fitness Partner for the Rugby League World Cup 2021 (which took place in Autumn 2022), Movember's work in sport across the UK has continued to go from strength to strength.

Rugby League Cares were commissioned as implementation partner for the Movember Ahead of the Game programme in September 2022. Since then, more than 18,000 young players, parents, and coaches have benefited from the programme. Rugby League Cares have trained staff from some of the UK's leading pro-sport foundations including Leeds Rhinos, Everton in the Community, Fulham FC Foundation and Sheffield Eagles to deliver the programme through community sports clubs and schools in their local communities.

Evaluation results continue to demonstrate significant and clinically meaningful decreases in psychological distress, and equivalent increases in wellbeing and resilience among adolescent male sport participants aged 12-18 years.

In Scotland, Scottish Action for Mental Health (SAMH) delivered a 'test for change' approach to the delivering on Movember Ahead of the Game between May 2023 and December 2023. SAMH worked with eight delivery partners, including Aberdeen FC Community Trust, Basketball Scotland, Scottish Rugby Union and St Mirren FC Charitable Foundation, reaching over 1,300 participants.

Looking ahead, Movember will continue to expand its work to reach, engage, and empower young men through sport by convening global sports parents to deliver collective impact, delivering jointly-agreed research projects, scaling evidence-based programmes that make a difference, and advocating together for young men's mental health and influencing policy, practice and funding.

FINANCIAL REVIEW

Movember Europe delivered another strong result in the year ended 30 April 2024, increasing total income by £3.7m to a total of £25.2 million. This total was primarily driven by donation income from our community of Mo Bros and Sisters – through nearly 142,000 registered participants for our 2023 Movember campaign (up from 138,000 in 2022).

Furthermore, revenue from sources outside the annual campaign continues to be significant. Our partnership with the Distinguished Gentleman's Ride generated revenue of £2.5 million, a significant increase from £2.1m in 2023, and we also saw a 22% increase in revenue from the third Distinguished Gentleman's Drive event. Income from Corporate Partners was £2.2m (£1.9m in 2022/23), and we saw further revenue from our Innovations function (£299k, compared to £364k in 2022/23).

The organisation's programmatic activity continues to produce outstanding outcomes for men's health. Movember Europe spent £14.8 million on programme expenditure during the year (£11.5 million in 2022/23) resulting in a net movement in funds of £5.5 million (£7.3 million in 2022/23).

The organisation has set ambitious targets to grow both our core campaign as well as year-round income streams and remains committed to funding exciting and innovative projects across the UK and Europe.





PRINCIPAL RISKS AND UNCERTAINTIES

There are three artefacts used together in managing risk at Movember:

- A risk appetite statement, developed by the Trustees, which sets out the Board's appetite for the amount and type of risk Movember is willing to accept, retain or tolerate in pursuit of organisational mission and strategy.
- A risk management plan, setting out the methodology and processes put in place by management to ensure risks are identified, assessed and managed consistently across Movember. This plan includes Movember's risk matrix, which provides a set of consistent analyses and evaluation categories to assess the severity of each risk. Risk ratings to define severity are based on standardised likelihood and consequence scales which align with Movember's risk appetite statement.

- A risk register, used to record risks identified, and management's analysis of the likelihood and consequences of those risks, along with the mitigations (or treatments) implemented and the residual likelihood and consequences of those risks.

The risk register is kept up to date by management and reviewed periodically by the Trustees. Risks given a 'extreme' or 'high' rating are notified to the board with commentary and have been included in the table below alongside a summary of the mitigation plan.

The Trustees are satisfied that the risks of the charity are being sufficiently well managed.

Risk	Rating	Mitigation Plan
A data breach (unauthorised use of, or access to personal data collected, stored by (or on behalf of) Movember) could occur.	HIGH	An annual cyber security audit is undertaken in relation to Movember's core fundraising platform. Movember undertakes work to continually assess the effectiveness and enhance internal training and support provided for staff working on activities that are likely to present particular privacy risks (programs involving personal health information, fundraising, HR, etc.). Access controls included in core software applications, Single Sign-on is used for access on most platforms, and reporting enabled to alert of credential breach. Staff off-boarding processes include removal of system log-in details to Movember systems and software. Movember funded programs that involve the collection, storage and use of patient data are subject to contractual privacy requirements; and defined privacy and data security processes are included in study protocols.
Movember could fail to comply with legislative requirements in one or more of the 20+ jurisdictions we operate in, and this could result in a reprimanding action by a local authority.	HIGH	A compliance schedule maintained by management and reviewed at least annually by the Board and its Finance, Risk & Audit Committee helps to ensure there is a common view of what Movember's global requirements are with respect to maintaining our corporate and charitable registrations and licences to operate. Movember has in-house legal and finance teams, who have responsibility to maintain awareness of, and compliance with our regulatory obligations in every jurisdiction we operate. Our organisation also has established relationships with local expert legal and tax advisors in each of those jurisdictions too. Movember's business practice is to engage cooperatively with regulators and supervisory authorities in all interactions, to provide assurance that Movember wants and intends to comply with compliance obligations rather than subvert or intentionally avoid these responsibilities.



RESERVES POLICY AND GOING CONCERN

The unrestricted funds balance for the year ending 30 April 2024 was £54.3 million. Of this balance, £47.2 million has been designated for spend on specific programmes, £7.6m is retained for general purposes, and the balance of -£0.4m represents the foreign currency translation reserve. As the majority of Movember Europe's revenue is currently derived from one annual campaign, the Movember Europe Trustees have adopted a fiscally conservative approach to risk management; the Board approved Policy requires an accumulation of a general reserves of between 9- and 12-months' coverage of costs.

The Movember Europe Trustees have elected to maintain a reserves balance equivalent to approximately 10 months of expenditure, or £7.6m, which falls within the Board approved policy. As a result, no further action is required prior to the review of reserves that will take place at the end of the next financial year. Designated (and restricted) funds have been allocated to the following programmes, and trustees currently expect most of this balance to be committed as set out below.

Programme	Within 1 year	1 – 3 Years	3+ Years	Total (million)
PROSTATE & TESTICULAR CANCER RESEARCH, PROGRAMS AND ADVOCACY	3.8	4.9	4.3	13.0
MEN'S HEALTH & MENTAL HEALTH RESEARCH, PROGRAMS AND ADVOCACY	6.8	10.0	18.2	35.0
	10.6	14.9	22.5	48.0

Commitments arise from Board-approved resolutions to make payments to various men's health programs in line with the timeframes outlined above and, where necessary, use estimates of future payment dates. Uncertainty surrounding the estimates used by management could result in outcomes that require an adjustment to future payment dates. All funds are restricted to programmatic use, however, uncommitted funds as at 30 April 2024 will be allocated to specific programs during the 2025 financial year.





FUNDRAISING POLICY

Fundraising Practices

Movember aims to ensure that all our fundraising activities are done in an open, honest and compliant manner wherever we operate. In the UK we are a member of the Chartered Institute of Fundraising and voluntarily subscribe to the Fundraising Regulator. This regulator has been responsible, since July 2016, for overseeing an independent and voluntary system of regulation of fundraising by charities. We set ourselves standards that aim to meet or exceed their Code of Fundraising Practice.

Fundraising Performance

The 2023 Movember Campaign saw another successful year with the number of participants joining our Movember campaign and raising funds to support men's health continuing to grow, following the trend we've seen in the last 7 years. This performance is attributed to a mixture of carefully planned investment in media to raise awareness of Movember's brand and campaign and attract new participants; efforts to retain and keep our supporters engaged across the year; and a focus on helping our Campaign participants raise vital funds for men's health.

In the last few years, we've made a specific effort in diversifying our fundraising activities beyond our flagship peer to peer campaign in order to secure a sustainable long-term source of revenue. We are offering places to our supporters in several endurance challenges (including well known half marathons across the country) to give them the opportunity to fundraise across the year. We also worked in partnership with third parties (including the Distinguished Gentleman's Ride) to attract new supporters or offer to our existing supporters other ways to support our work throughout the year.

Our Partnership with the Distinguished Gentleman's Ride continues to go from strength to strength.

Supporters' Data

Movember maintains a global GDPR compliant privacy policy and business practices that reflect our commitment to being respectful, fair and transparent with Mo Bros, Mo Sisters, employees, partners and authorities about how we collect, use and safeguard personal information.

Working with Third Parties

Our Mo Community is key to Movember's ongoing success, and is at the heart of everything we do, therefore we aim to offer a remarkable experience to every single person that gets in touch with us or gets involved with the campaign in any way. Most of our fundraising is carried out by our committed supporters, growing a moustache, running 60km as a Move challenge, hosting an event, or undertaking their own challenges and raising money whilst doing so from their friends, families and local businesses. Movember does not use professional fundraisers to carry out its fundraising activities.

Movember has several arrangements in place with Commercial Participators, including our Corporate Partners. Where these arrangements exist, we ensure that contracts are in place that include a commitment from the Commercial Participator that they will comply with the Fundraising Code of Practice. We maintain a system of monitoring compliance with these requirements and ensure that any complaints from the public are fed back to us. We have a specific Commercial Participator agreement in place for the running of the Distinguished Gentleman's Ride and Distinguished Gentleman's Drive, whereby the Participator organises the events and collects donations on our behalf, in return for a fee.



We also secure places in existing fundraising events (like the London Landmarks Half Marathon) or have agreements in place with Events companies to run sporting or endurance challenges on our behalf. These agreements involve a commitment to comply with the Fundraising Code of Practice and allow for monitoring and dissemination of any complaints received.

Complaints

During the reporting period, we received four informal complaints, all of which were satisfactorily addressed and resolved locally. There were no complaints referred from the Fundraising Regulator. We always work to resolve all complaints in a professional and timely manner. We review our Complaints Policy on an annual basis to ensure that we are adopting best practice.

Protecting Vulnerable People

Our current fundraising model is primarily based on peer-to-peer donations, and our activities are designed to ensure that no one is put under pressure to donate to us. As we are broadening our fundraising strategy, we will continue to review all our safeguarding mechanisms and policies to ensure that we are adopting best practice to protect vulnerable people in all our activities.

PLANS FOR THE FUTURE

While great progress has been made in the last 20 years, too many men are still living in poor health and dying prematurely.

Following approval of our new Impact Strategy in 2023, we are now in the early phase of implementation of that strategy.

To continue to improve men's lives and support healthier communities, Movember intends to have a strengthened focus on men's health – while continuing to support our priorities in prostate cancer, mental health and testicular cancer. We anticipate that new men's health initiatives will commence from early 2025.

Movember has a long history of partnering with other organisations to provide investment, scale, expertise, and reach - enabling us generate change faster and at greater scale than we would on our own.

In line with our new impact strategy, which will inform and guide all of Movember's future investments and fundraising activities, we will work on creating collective impact with others to support healthy behaviours in men while challenging health systems and confronting gender norms to reduce health inequalities and save more lives. We will leverage our impact to drive income, beyond our flagship peer to peer campaign.

In November 2023, Movember established the 'Movember Men's Health Institute', to design and deliver its Impact Strategy. The Institute will focus on accelerating research and translating it into practical, real-world outcomes to address our priorities.

Influencing change at a systems level will be critical to delivering on our Impact Strategy. Having stood up this capability within the organisation, we will launch the State of Men's Health Report in the United Kingdom in 2024, and seek to influence adoption of key policy asks.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Movember Europe is a company limited by guarantee, incorporated on 07/06/2010 and registered as a charity on 10/09/2010. The company was established under a memorandum of association which established the objects and powers of the charitable company and is governed under its articles of association ("Articles"). The single member of Movember Europe is The Movember Group Pty Ltd as trustee for the Movember Foundation Trust (an Australian charitable organisation).

The Articles provide that the business of Movember Europe is to be managed by the Board of Trustees ("Board"). During the 2023/24 year the Board was advised by the following sub- committees:

- Finance, Risk and Audit Committee
- People & Culture Committee
- Programs Strategy & Investment Committee
- Global Cancer Advisory Committee
- Global Men's Health Advisory Committee
- Ad-hoc committees are appointed by the Board where necessary

The Board and its committees are governed by the charters and policies set out in the Movember Governance Framework, including policies in relation to Independence and Conflict of Interests.

All Trustees give their time voluntarily and receive no benefits from the charity. Any expenses reclaimed from the charity are set out in note 7 to the accounts.

Four Board meetings were held in the 2023/24 financial year. The Finance, Risk and Audit Committee met four times, the People & Culture Committee met three times, the Programs Strategy & Investment Committee met three times, the Global Men's Health Advisory Committee met three times, and the Global Cancer Advisory Committee met once.



The Board is accountable for Movember's performance; Trustees consider every Mo Bro, Mo Sister, donor, partner and the men that Movember serves as key stakeholders to whom that accountability is owed.

The Board's primary functions include:

- Providing reporting, transparency and accountability to Movember's stakeholders
- Setting Movember's strategic direction, and monitoring and supporting management's delivery of Movember's strategic plan
- Selecting, appointing and managing the performance of the CEO
- Defining Movember's risk appetite and overseeing Movember's risk management practices
- Monitoring Movember's compliance with legal and regulatory requirements, including external financial reporting

APPOINTMENT AND TRAINING OF TRUSTEES

New Trustees are appointed by the member of Movember Europe on recommendation from the Board. Selection and interviewing for new Trustees is undertaken by an ad-hoc committee of the Board. The primary consideration when selecting new Trustees is to ensure an appropriate balance of skills and experience. Training and induction of Trustees is tailored to the needs of specific incoming Trustees.

RELATED PARTIES AND RELATIONSHIPS WITH OTHER ORGANISATIONS

The Movember Group Pty Ltd as trustee for the Movember Foundation Trust (Movember Europe's parent), as well as being a registered charity in Australia, is also the parent of the Movember registered charity organisations in the US (Movember Foundation (US)) and Canada (Movember Canada). The board of Movember Europe has majority control over Movember Foundation e.V. and this entity is therefore treated as a subsidiary entity for consolidation purposes. Each of Movember's registered charities (in Australia, UK, US, Canada, Germany and New Zealand) are all managed by staff and management based in the relevant country or nearby, but they share central services such as information technology, finance and legal services, which are largely based in the Movember head office in Melbourne, Australia.

Various Trustees that sit on the Board of Movember Europe also sit on the boards of The Movember Group Pty Ltd, Movember Canada, Movember Foundation (US), Movember Foundation e.V. and Movember Foundation NZ.

Movember Europe has a trading subsidiary, Movember Europe Trading Limited. The trading subsidiary was formed in 2011.

REMUNERATION POLICY FOR KEY MANAGEMENT PERSONNEL

Movember utilises the Korn Ferry Hay Group data review for all salaries including in the United Kingdom, and to provide ongoing market related information. Movember undertakes an annual review of the salary of all staff, including key management personnel, and this is benchmarked against an annualised refresh of market data provided by the Korn Ferry Hay Group. Employee salaries are now reviewed against 'all Industry' data as well as 'Not for Profit' industry data, and a London specific lens. This region-specific focus ensures that we are fair and competitive in the market we operate. We use the Median (mid-point), Top 25% and Top 10% as our key comparison points within the benchmark range to guide salary recommendations. As such, we are confident that the salaries we offer our employees are fair and competitive.

POLICY FOR EMPLOYMENT OF DISABLED PERSONS

Movember's Workplace Behaviours Policy clearly states that we will abide by all laws in relation to the employment of disabled persons and the policy forbids any discrimination on the grounds of a disability. Any employee found to be discriminating in line with any of the areas named in the above policy, would be subject to disciplinary management, which depending on the seriousness may include termination of employment. We use recruitment methods that encourage applications from people with diverse backgrounds and abilities, ensuring all applicants are treated fairly.

EMPLOYEE INFORMATION

All UK based staff have the opportunity to be part of a Pension Scheme. All staff are kept fully informed on the program and any pension changes announced by the government are communicated to staff through a presentation delivered by a qualified financial advisor, followed by an opportunity provided to all staff for a one-on-one consultation.



We have developed an internal communications strategy and schedule to provide information to staff and seek their feedback. Initiatives to inform staff include updating the intranet with organisational news, information and policies, and providing updates on all areas of the organisation during regular communication from the leadership team, and department and all-staff town halls. There are also weekly work-in-progress and meetings in each office, and weekly or fortnightly team meetings. We hold an off-site working away day annually, to strengthen communication and working relationships, and build accountability from all staff.

Staff are frequently encouraged to ask questions and provide feedback informally through their manager or HR team. Formal channels for staff consultation include an annual employee engagement survey and pulse surveys. These surveys cover all areas of the organisation, for example engagement, leadership and development. We report the results back to staff and they can discuss the results within their team meetings. Local and global committees have been established to respond and implement agreed actions. These include a UK EDI Committee and Culture Committee, and updates are provided to staff. Staff are also provided with the opportunity for an 'ask me anything' question and answer session with the leadership team during town halls and when the leadership visit different offices.

In March 2024 staff in the UK were invited to 'Mo United', a conference designed to build the health literacy of staff and focus on the impact driven strategic initiatives.

Each year we recommend that staff review the organisation's annual report, which provides information and relevant data regarding the company accounts and financial performance.

All of this is underpinned by a global Human Resources team who are available for any member of the team to confide in on any matter, and access to a free employee assistance program available 24/7.

STATEMENT OF RESPONSIBILITIES OF THE TRUSTEES

The Trustees (who are also directors of Movember Europe for the purposes of company law) are responsible for preparing the trustees' annual report including the strategic report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and group and of the incoming resources and application of resources, including the income and expenditure, of the charitable company or group for that period. In preparing these financial statements, the Trustees are required to:

- Select suitable accounting policies and then apply them consistently.
- Observe the methods and principles in the Charities SORP.
- Make judgements and estimates that are reasonable and prudent.
- State whether applicable UK Accounting Standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements.
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and group and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the Trustees are aware:

- There is no relevant audit information of which the charitable company's auditor is unaware.
- The trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Members of the charity guarantee to contribute an amount not exceeding £1 to the assets of the charity in the event of winding up. The total number of such guarantees on 30 April 2024 was 7 (2023: 8). The trustees are members of the charity, but this entitles them only to voting rights. The trustees have no beneficial interest in the charity.



AUDITOR

Sayer Vincent LLP was re-appointed as the charitable company's auditor during the year and has expressed its willingness to continue in that capacity.

The Trustees' annual report which includes the strategic report has been approved by the Trustees on 12 September 2024 and signed on their behalf by

Richard Deutsch
Chairperson





INDEPENDENT AUDITOR'S REPORT



OPINION

We have audited the financial statements of Movember Europe (the 'parent charitable company') and its subsidiary/subsidiaries (the 'group') for the year ended 30 April 2024 which comprise the consolidated statement of financial activities, the group and parent charitable company balance sheets, the consolidated statement of cash flows and the notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- Give a true and fair view of the state of the group's and of the parent charitable company's affairs as at 30 April 2024 and of the group's incoming resources and application of resources, including its income and expenditure, for the year then ended
- Have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice
- Have been prepared in accordance with the requirements of the Companies Act 2006 and the Charities Act 2011

BASIS FOR OPINION

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the group financial statements section of our report. We are independent of the group and parent charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

CONCLUSIONS RELATING TO GOING CONCERN

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on Movember Europe's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

OTHER INFORMATION

The other information comprises the information included in the trustees' annual report, including the strategic report, other than the group financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. Our opinion on the group financial statements does not cover the other information, and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the group financial statements or our knowledge obtained in the course of the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the group financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

OPINIONS ON OTHER MATTERS PRESCRIBED BY THE COMPANIES ACT 2006

In our opinion, based on the work undertaken in the course of the audit:

- The information given in the trustees' annual report, including the strategic report, for the financial year for which the financial statements are prepared is consistent with the financial statements.
- The trustees' annual report, including the strategic report, has been prepared in accordance with applicable legal requirements.



MATTERS ON WHICH WE ARE REQUIRED TO REPORT BY EXCEPTION

In the light of the knowledge and understanding of the group and the parent charitable company and their environment obtained in the course of the audit, we have not identified material misstatements in the trustees' annual report, including the strategic report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and Charities Act 2011 requires us to report to you if, in our opinion:

- Adequate accounting records have not been kept by the parent charitable company, or returns adequate for our audit have not been received from branches not visited by us; or
- The parent charitable company financial statements are not in agreement with the accounting records and returns; or
- Certain disclosures of trustees' remuneration specified by law are not made; or
- We have not received all the information and explanations we require for our audit

RESPONSIBILITIES OF TRUSTEES

As explained more fully in the statement of trustees' responsibilities set out in the trustees' annual report, the trustees (who are also the directors of the parent charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the group's and the parent charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the group or the parent charitable company or to cease operations, or have no realistic alternative but to do so.

AUDITOR'S RESPONSIBILITIES FOR THE AUDIT OF THE FINANCIAL STATEMENTS

We have been appointed auditor under the Companies Act 2006 and section 151 of the Charities Act 2011 and report in accordance with those Acts.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud are set out below.

CAPABILITY OF THE AUDIT IN DETECTING IRREGULARITIES

In identifying and assessing risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, our procedures included the following:

- We enquired of management and the finance, audit and risk committee, which included obtaining and reviewing supporting documentation, concerning the group's policies and procedures relating to:
 - i. Identifying, evaluating, and complying with laws and regulations and whether they were aware of any instances of non-compliance;
 - ii. Detecting and responding to the risks of fraud and whether they have knowledge of any actual, suspected, or alleged fraud;
 - iii. The internal controls established to mitigate risks related to fraud or non-compliance with laws and regulations.
- We inspected the minutes of meetings of those charged with governance.
- We obtained an understanding of the legal and regulatory framework that the group operates in, focusing on those laws and regulations that had a material effect on the financial statements or that had a fundamental effect on the operations of the group from our professional and sector experience.



- We communicated applicable laws and regulations throughout the audit team and remained alert to any indications of non-compliance throughout the audit.
- We reviewed any reports made to regulators.
- We reviewed the financial statement disclosures and tested these to supporting documentation to assess compliance with applicable laws and regulations.
- We performed analytical procedures to identify any unusual or unexpected relationships that may indicate risks of material misstatement due to fraud.
- In addressing the risk of fraud through management override of controls, we tested the appropriateness of journal entries and other adjustments, assessed whether the judgements made in making accounting estimates are indicative of a potential bias and tested significant transactions that are unusual or those outside the normal course of business.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities is available on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities

This description forms part of our auditor's report.

USE OF OUR REPORT

This report is made solely to the charitable company's members as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and section 144 of the Charities Act 2011 and regulations made under section 154 of that Act. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Noelia Serrano

(Senior statutory auditor)

12 September 2024

for and on behalf of Sayer Vincent LLP, Statutory Auditor
110 Golden Lane, LONDON, EC1Y 0TG

Sayer Vincent LLP is eligible to act as auditor in terms of section 1212 of the Companies Act 2006





CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES

INCORPORATING AN INCOME AND EXPENDITURE ACCOUNT

For the year ended 30 April 2024

	Notes	Unrestricted (£)	Restricted (£)	2024 Total (£)	Unrestricted (£)	Restricted (£)	2023 Total (£)
INCOME FROM:							
DONATIONS AND LEGACIES	2	21,656,232	68,830	21,725,062	19,033,666	-	19,033,666
OTHER TRADING AND CHARITABLE ACTIVITIES	3	2,185,557	58,105	2,243,662	1,606,980	338,156	1,945,136
INVESTMENT INCOME		1,187,830	-	1,187,830	517,592	-	517,592
TOTAL INCOME		25,029,619	126,935	25,156,554	21,158,238	338,156	21,496,394
EXPENDITURE ON:							
RAISING FUNDS	4	4,162,260	-	4,162,260	3,704,146	-	3,704,146
CHARITABLE ACTIVITIES							
PROGRAMME EXPENDITURE	4	14,670,850	84,398	14,755,248	10,904,482	583,953	11,488,435
TOTAL EXPENDITURE		18,833,110	84,398	18,917,508	14,608,628	583,953	15,192,581
NET INCOME FOR THE YEAR	6	6,196,509	42,537	6,239,046	6,549,610	(245,797)	6,303,813
TRANSFERS BETWEEN FUNDS		-	-	-	(40,739)	40,739	-
NET INCOME BEFORE OTHER RECOGNISED GAINS AND LOSSES		6,196,509	42,537	6,239,046	6,508,871	(205,058)	6,303,813
(LOSSES) / GAINS ON FOREIGN CURRENCY TRANSLATION RESERVE	6	(651,102)	-	(651,102)	911,256	-	911,256
OTHER (LOSSES) / GAINS	6	(85,910)	-	(85,910)	41,179	-	41,179
NET MOVEMENT IN FUNDS		5,459,497	42,537	5,502,034	7,461,306	(205,058)	7,256,248
RECONCILIATION OF FUNDS:							
TOTAL FUNDS BROUGHT FORWARD		48,858,542	752,374	49,610,916	41,397,236	957,432	42,354,668
TOTAL FUNDS CARRIED FORWARD		54,318,039	794,911	55,112,950	48,858,542	752,374	49,610,916

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in Note 18 to the financial statements.



BALANCE SHEETS

COMPANY NO. 07275694

As at 30 April 2024

		The Group		The Charity	
	Notes	2024 (£)	2023 (£)	2024 (£)	2023 (£)
NON-CURRENT ASSETS:					
TANGIBLE ASSETS	11	163,892	36,365	163,892	36,365
INVESTMENTS	12	-	-	1	
		163,892	36,365	163,893	36,366
CURRENT ASSETS:					
DEBTORS AND OTHER RECEIVABLES	14	2,236,301	2,892,453	3,236,729	4,031,152
SHORT TERM DEPOSITS		23,296,310	19,899,723	23,296,310	19,899,723
CASH AT BANK AND IN HAND		36,308,988	35,640,502	32,882,437	31,998,498
		61,841,599	58,432,678	59,415,476	55,929,373
LIABILITIES:					
CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR	15	(6,717,061)	(8,665,087)	(6,629,039)	(8,616,043)
NET CURRENT ASSETS		55,124,538	49,767,591	52,786,437	47,313,330
TOTAL ASSETS LESS CURRENT LIABILITIES		55,288,430	49,803,956	52,950,330	47,349,696
CREDITORS: AMOUNTS FALLING DUE AFTER ONE YEAR	16	(175,480)	(193,040)	(175,480)	(193,040)
TOTAL NET ASSETS		55,112,950	49,610,916	52,774,850	47,156,656
FUNDS:	18a				
RESTRICTED INCOME FUNDS		794,911	752,374	751,123	752,374
UNRESTRICTED INCOME FUNDS:					
DESIGNATED FUNDS		47,190,608	41,110,634	45,769,886	38,170,261
GENERAL FUNDS		7,561,928	7,531,303	6,629,969	8,048,151
TRANSLATION OF FOREIGN OPERATIONS		(434,497)	216,605	(376,128)	185,870
TOTAL UNRESTRICTED FUNDS		54,318,039	48,858,542	52,023,727	46,404,282
TOTAL FUNDS		55,112,950	49,610,916	52,774,850	47,156,656

Approved by the trustees on 12/09/24 and signed on their behalf by

Richard Deutsch
Chairperson



CONSOLIDATED STATEMENT OF CASH FLOWS

For the year ended 30 April 2024

	Notes	2024 (£)	2024 (£)	2023 (£)	2023 (£)
CASH FLOWS FROM OPERATING ACTIVITIES		£	£		
NET INCOME FOR THE REPORTING PERIOD (AS PER THE STATEMENT OF FINANCIAL ACTIVITIES)		6,239,046		6,303,813	
DEPRECIATION CHARGES		56,980		35,503	
INVESTMENT INCOME		(1,187,830)		(517,592)	
DECREASE/(INCREASE) IN DEBTORS		656,152		(757,585)	
(DECREASE) IN CREDITORS		(1,965,586)		(534,800)	
NET CASH PROVIDED BY OPERATING ACTIVITIES			3,798,762		4,529,339
CASH FLOWS FROM INVESTING ACTIVITIES:					
INVESTMENT INCOME		1,187,830		517,592	
PURCHASE OF FIXED ASSETS		(184,525)		(44,331)	
PROCEEDS FROM SALE OF INVESTMENTS		-		-	
NET CASH PROVIDED BY INVESTING ACTIVITIES			1,003,305		473,261
CASH FLOWS FROM FINANCING ACTIVITIES:					
AMOUNTS (INVESTED) IN SHORT TERM DEPOSITS		(3,396,586)		(2,234,855)	
NET CASH (USED IN) FINANCING ACTIVITIES			(3,396,586)		(2,234,855)
CHANGE IN CASH AND CASH EQUIVALENTS IN THE YEAR			1,405,481		2,767,745
CASH AND CASH EQUIVALENTS AT THE BEGINNING OF THE YEAR			35,640,502		31,920,460
CHANGE IN CASH AND CASH EQUIVALENTS DUE TO EXCHANGE RATE MOVEMENTS			(736,995)		952,297
CASH AND CASH EQUIVALENTS AT THE END OF THE YEAR	a		36,308,988		35,640,502

Analysis of cash and cash equivalents and of net debt

	At 1 May 2023 (£)	Cash flows (£)	Other non-cash changes (£)	At 30 April 2024 (£)
CASH AT BANK AND IN HAND	35,640,502	1,405,481	(736,995)	36,308,988
a TOTAL CASH AND CASH EQUIVALENTS	35,640,502	1,405,481	(736,995)	36,308,988



NOTES TO THE FINANCIAL STATEMENTS

MOVEMBER EUROPE FOR THE YEAR ENDED 30 APRIL 2024



1 ACCOUNTING POLICIES

(a) Statutory information

Movember Europe is a charitable company limited by guarantee and is incorporated in England and Wales. The registered office address is Gensurco House, 52-54 Rosebery Avenue, London, England, EC1R 4RP.

Movember Europe is an incorporated charity registered with the Charity Commission for England and Wales, the Office of the Scottish Charity Regulator and the Charities Regulator Ireland.

The registered office address and principal place of business is Gensurco House, 52 - 54 Rosebery Avenue, London, England, EC1R 4RP.

(b) Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) - (Charities SORP FRS 102), The Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

These financial statements consolidate the results of the charity and its wholly-owned subsidiaries Movember Europe Trading Limited and Movember Foundation e.V. on a line by line basis. Transactions and balances between the charity and its subsidiaries have been eliminated from the consolidated financial statements. Balances between the entities are disclosed in the notes of the charity's balance sheet. A separate statement of financial activities, or income and expenditure account, for the charity itself is not presented because the charity has taken advantage of the exemptions afforded by section 408 of the Companies Act 2006. As a summary of the result for the year is disclosed in the notes to the accounts.

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

In applying the financial reporting framework, the trustees have made a number of subjective judgements, for example in respect of significant accounting estimates. Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances. The nature of the estimation means the actual outcomes could differ from those estimates. Any significant estimates and judgements affecting these financial statements are detailed within the relevant accounting policy below.

The trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

(c) Public benefit entity

The charity meets the definition of a public benefit entity under FRS 102.

(d) Going concern

The Trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern.

(e) Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the income have been met, it is probable that the income will be received and that the amount can be measured reliably.

Income received in advance of the provision of a specified service is deferred until the criteria for income recognition are met.





1 ACCOUNTING POLICIES (CONTINUED)

(f) Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

(g) Fund accounting

Unrestricted funds are donations and other incoming resources received or generated for the charitable purposes.

Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure which meets these criteria is charged to the fund.

Designated funds are unrestricted funds earmarked by the trustees for particular purposes.

(h) Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

- Costs of raising funds relate to the costs incurred by the charity in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose.
- Expenditure on charitable activities includes the costs of programme expenditure undertaken to further the purposes of the charity and their associated support costs.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

(i) Grants payable

Grants payable are made to third parties in furtherance of the charity's objects. Single or multi-year grants are accounted for when either the recipient has a reasonable expectation that they will receive a grant and the trustees have agreed to pay the grant without condition, or the recipient has a reasonable expectation that they will receive a grant and that any condition attaching to the grant is outside of the control of the charity.

Provisions for grants are made when the intention to make a grant has been communicated to the recipient but there is uncertainty about either the timing of the grant or the amount of grant payable.

(j) Allocation of support costs

Resources expended are allocated to the particular activity where the cost relates directly to that activity. However, the cost of overall direction and administration of each activity, comprising the salary and overhead costs of the central function, is apportioned on the following basis which are an estimate, based on staff time, of the amount attributable to each activity.

Support and governance costs are re-allocated to each of the activities on the following basis which is an estimate, based on staff time, of the amount attributable to each activity:

- Cost of fundraising 22% (2023: 24%)
- Programme expenditure 78% (2023: 76%)

Governance costs are the costs associated with the governance arrangements of the charity.

These costs are associated with constitutional and statutory requirements and include any costs associated with the strategic management of the charity's activities.

(k) Operating leases

Rental charges are charged on a straight line basis over the term of the lease.

(l) Tangible fixed assets

Items of equipment are capitalised where the purchase price exceeds £1,000.

Depreciation costs are allocated to activities on the basis of the use of the related assets in those activities. Assets are reviewed for impairment if circumstances indicate their carrying value may exceed their net realisable value and value in use. Major components are treated as a separate asset where they have significantly different patterns of consumption of economic benefits and are depreciated separately over its useful life.

Where fixed assets have been revalued, any excess between the revalued amount and the historic cost of the asset will be shown as a revaluation reserve in the balance sheet.

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

- Fixtures and fittings 5 years
- IT equipment 2.5 years
- Leasehold Improvements 5 years



1 ACCOUNTING POLICIES (CONTINUED)

(m) Investments

Investments in subsidiaries are at cost.

(n) Debtors and other receivables

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

(o) Short term deposits

Short term deposits includes cash balances that are invested in accounts with a maturity date of between 3 and 12 months.

(p) Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

(q) Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

(r) Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

(s) Foreign exchange

Monetary assets and liabilities in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date. Transactions in foreign currencies are translated into sterling at the rate of exchange ruling at the date of transaction. Exchange differences are taken into account in arriving at the net incoming resources for the year.

(t) Pensions

The charity operated a defined contribution pension scheme. The assets of the scheme are held separately from those of the charity in an independently administered fund. The pension cost charge represents contribution payable and the charity has no other liability under the scheme.





2 INCOME FROM DONATIONS AND LEGACIES

	2024			2023		
	Unrestricted (£)	Restricted (£)	Total (£)	Unrestricted (£)	Restricted (£)	Total (£)
DONATIONS AND LEGACIES	20,499,827	68,830	20,568,657	18,020,924	-	18,020,924
GIFT AID CLAIMED ON DONATIONS	1,156,405	-	1,156,405	1,012,742	-	1,012,742
	21,656,232	68,830	21,725,062	19,033,666	-	19,033,666

3 INCOME FROM OTHER TRADING AND CHARITABLE ACTIVITIES

	2024			2023		
	Unrestricted (£)	Restricted (£)	Total (£)	Unrestricted (£)	Restricted (£)	Total (£)
SALE OF GOODS	23,962	-	23,962	26,890	-	26,890
CAMPAIGN PARTNER CONTRIBUTIONS	2,133,368	58,105	2,191,473	1,551,617	338,156	1,889,773
OTHER	28,227	-	28,227	28,473	-	28,473
	2,185,557	58,105	2,243,662	1,606,980	338,156	1,945,136





4A ANALYSIS OF EXPENDITURE (CURRENT YEAR)

	Charitable activities					
	Raising funds (£)	Programme expenditure (£)	Governance costs (£)	Support costs (£)	2024 Total (£)	2023 Total (£)
STAFF COSTS (NOTE 7)	1,484,451	3,430,188	-	643,062	5,557,701	4,884,860
ADMINISTRATION	26,324	77,070	-	85,297	188,691	109,141
CAMPAIGN COSTS AND EVENTS	703,346	708,301	-	10	1,411,657	907,633
CONTRACTORS FEES	112,614	221,477	-	65,689	399,780	598,175
ENTERTAINMENT	3,128	4,491	-	9,184	16,803	17,628
BANK CHARGES	273,447	36,488	-	4,020	313,955	303,284
INSURANCE	11,707	33,207	-	18,359	63,273	52,269
LEGAL AND PROFESSIONAL	29,055	73,250	82,777	28,465	213,547	88,810
IT	102,089	263,699	-	144,988	510,776	439,141
MARKETING	1,002,861	1,078,211	-	43,056	2,124,128	2,036,682
DEPRECIATION	-	-	-	56,980	56,980	35,503
TRAVEL	58,239	131,160	-	20,029	209,428	256,006
MEN'S HEALTH PARTNER DISTRIBUTIONS & PROGRAMME DELIVERY (NOTE 5)	-	7,411,958	-	-	7,411,958	5,027,173
WEBSITE DEVELOPMENT AND MANAGEMENT	25,061	62,440	-	22,554	110,055	131,115
BUILDING AND UTILITIES	20,706	127,077	-	180,993	328,776	305,161
	3,853,028	13,659,017	82,777	1,322,686	18,917,508	15,192,581
SUPPORT COSTS	291,019	1,031,667	-	(1,322,686)	-	-
GOVERNANCE COSTS	18,213	64,564	(82,777)	-	-	-
TOTAL EXPENDITURE 2024	4,162,260	14,755,248	-	-	18,917,508	
TOTAL EXPENDITURE 2023	3,704,146	11,488,435	-	-		15,192,581

Of the total expenditure, £18,833,110 was unrestricted (2023: £14,608,628) and £84,398 was restricted (2023: £583,953).



4B ANALYSIS OF EXPENDITURE (PRIOR YEAR)

	Charitable activities				
	Raising funds (£)	Programme expenditure (£)	Governance costs (£)	Support costs (£)	2023 Total (£)
STAFF COSTS (NOTE 7)	1,310,865	3,033,269	-	540,726	4,884,860
ADMINISTRATION	24,905	67,783	-	16,453	109,141
CAMPAIGN COSTS AND EVENTS	453,748	453,827	-	58	907,633
CONTRACTORS FEES	165,050	320,790	-	112,335	598,175
ENTERTAINMENT	3,456	5,976	-	8,196	17,628
BANK CHARGES	249,160	30,361	-	23,763	303,284
INSURANCE	10,373	26,195	-	15,701	52,269
LEGAL AND PROFESSIONAL	9,877	21,582	47,618	9,733	88,810
IT	99,180	214,897	-	125,064	439,141
MARKETING	964,968	1,032,304	-	39,410	2,036,682
DEPRECIATION	-	-	-	35,503	35,503
TRAVEL	71,373	166,574	-	18,059	256,006
MEN'S HEALTH PARTNER DISTRIBUTIONS & PROGRAMME DELIVERY (NOTE 5)	-	5,027,173	-	-	5,027,173
WEBSITE DEVELOPMENT AND MANAGEMENT	33,491	70,522	-	27,102	131,115
BUILDING AND UTILITIES	20,499	126,427	-	158,235	305,161
	3,416,945	10,597,680	47,618	1,130,338	15,192,581
SUPPORT COSTS	275,591	854,747	-	(1,130,338)	-
GOVERNANCE COSTS	11,610	36,008	(47,618)	-	-
TOTAL EXPENDITURE 2023	3,704,146	11,488,435	-	-	15,192,581

Of the total expenditure, £14,608,628 was unrestricted (2022: £11,279,527) and £583,953 was restricted (2022: £446,432).

5 MEN'S HEALTH PARTNER DISTRIBUTIONS & PROGRAMME DELIVERY

	2024 (£)	2023 (£)
UK HEALTH PARTNERS (INCLUDING PROSTATE CANCER UK)	3,184,553	1,418,537
OTHER EUROPEAN HEALTH PARTNERS	1,573,057	1,580,562
MOVEMBER GLOBAL PROGRAMMES	2,654,348	2,028,074
	7,411,958	5,027,173



6 NET INCOME FOR THE YEAR

This is stated after charging / (crediting):

	2024 (£)	2023 (£)
DEPRECIATION	56,980	35,503
OPERATING LEASE RENTALS:		
PROPERTY	181,317	109,172
OTHER	803	766
AUDITOR'S REMUNERATION (EXCLUDING VAT):		
AUDIT	24,100	22,500
OTHER SERVICES	2,470	2,300
OTHER (LOSSES) / GAINS		
REALISED AND UNREALISED (LOSSES) OR GAINS	(85,910)	41,179
FOREIGN CURRENCY TRANSLATION (LOSSES) OR GAINS	(651,102)	911,256
FOREIGN EXCHANGE (LOSSES) OR GAINS	(737,012)	952,435

7 ANALYSIS OF STAFF COSTS, TRUSTEE REMUNERATION AND EXPENSES, AND THE COST OF KEY MANAGEMENT PERSONNEL

Staff costs were as follows:

	2024 (£)	2023 (£)
SALARIES AND WAGES	1,991,187	1,942,970
REDUNDANCY AND TERMINATION COSTS	115,887	4,619
SOCIAL SECURITY COSTS	226,279	213,757
EMPLOYER'S CONTRIBUTION TO DEFINED CONTRIBUTION PENSION SCHEMES	62,207	61,446
RECHARGED STAFF COSTS FROM PARENT ENTITY	3,137,870	2,615,961
OTHER FORMS OF EMPLOYEE BENEFITS	24,271	46,107
	5,557,701	4,884,860

Movember Foundation, together with local country affiliates (including Movember Europe), is a global operation with its head office based in Melbourne, Australia. In order to minimise costs in all countries in which the Foundation operates, Movember Foundation charges Movember Europe for its share of certain costs for central services. The services carried out centrally include website development, hosting and maintenance; campaign theme design and related materials; financial and accounting services; human resources services; and general management, including program implementation and beneficiary partner management services. The costs are charged on actual consumption or, where this cannot be identified, on an equitable basis that is fair to all regions.

The following number of employees received employee benefits (excluding employer pension costs and employer's national insurance) during the year between:

	2024 (No.)	2023 (No.)
£60,000 - £69,999	2	5
£70,000 - £79,999	2	1
£80,000 - £89,999	1	-
£90,000 - £99,999	-	-
£100,000 - £109,999	-	1
£110,000 - £119,999	1	-



7 ANALYSIS OF STAFF COSTS, TRUSTEE REMUNERATION AND EXPENSES, AND THE COST OF KEY MANAGEMENT PERSONNEL (CONTINUED)

The total employee benefits (including pension contributions and employer's national insurance) of the key management personnel were £215,702 (2023: £266,090).

Trustees' expenses represents the payment or reimbursement of travel and subsistence costs incurred by members relating to attendance at meetings of the trustees. There were nil such costs (2023: £nil).

8 STAFF NUMBERS

The average number of employees (head count based on number of staff employed) during the year was 59 (2023: 52).

9 RELATED PARTY TRANSACTIONS

There are no donations from related parties which are outside the normal course of business and no restricted donations from related parties.

Trustees of Movember Europe serve in a voluntary capacity and are not remunerated for their duties as a trustee.

As a member of the global Movember Group, Movember Europe (the charity) incurs costs on behalf of, and is recharged costs by other members of the Movember Group. A summary of the amounts reallocated between other group entities and Movember Europe and the balance outstanding at the year end is shown below.

Current Year	Expenses reallocated to the charity (£)	Expenses reallocated from the charity (£)	Donation to parent charity (£)	Balance owed to/ (from) charity at the year end (£)
MOVEMBER FOUNDATION	6,361,213	3,034,355	-	(861,622)
MOVEMBER FOUNDATION E.V (MOVEMBER GERMANY)	380,075	60,698	-	38,859
MOVEMBER EUROPE TRADING LTD	308,866	404,550	1,678,086	1,646,331
MOVEMBER USA	67,531	20,546	-	(54)
MOVEMBER CANADA	68,579	78,632	-	-
MOVEMBER FOUNDATION NEW ZEALAND	16,405	1,821	-	(2,134)
Prior Year	Expenses reallocated to the charity (£)	Expenses reallocated from the charity (£)	Donation to parent charity (£)	Balance owed to/ (from) charity at the year end (£)
MOVEMBER FOUNDATION	5,533,135	2,751,050	-	724,704
MOVEMBER FOUNDATION E.V (MOVEMBER GERMANY)	1,070,593	79,453	-	2,833
MOVEMBER EUROPE TRADING LTD	22,340	139,412	1,704,254	1,717,124
MOVEMBER USA	93,801	35,055	-	-
MOVEMBER CANADA	931	51,364	-	46,091
MOVEMBER FOUNDATION NEW ZEALAND	-	453	-	453

10 TAXATION

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes. The charity's trading subsidiary Movember Europe Trading Limited distributes under gift aid available profits to the parent charity and so no tax is due. Movember Foundation e.V. is a registered association in Germany and is not subject to tax on any surplus generated during the year, but it does pay income tax on sponsorship revenue (as per Note 12).



11 TANGIBLE FIXED ASSETS

The group and the charity	Leasehold improvements (£)	Fixtures and fittings (£)	IT equipment (£)	Total (£)
COST				
AT THE START OF THE YEAR	410,915	66,958	267,821	745,694
ADDITIONS IN YEAR	121,197	-	63,328	184,525
DISPOSALS IN YEAR	-	(3,290)	(8,419)	(11,709)
(LOSS) ON FOREIGN EXCHANGE	-	(121)	(2,229)	(2,350)
AT THE END OF THE YEAR	532,112	63,547	320,501	916,160
DEPRECIATION				
AT THE START OF THE YEAR	410,915	66,682	231,732	709,329
CHARGE FOR THE YEAR	20,715	200	36,065	56,980
ELIMINATED ON DISPOSAL	-	(3,290)	(8,419)	(11,709)
(LOSS) ON FOREIGN EXCHANGE	-	(121)	(2,211)	(2,332)
AT THE END OF THE YEAR	431,630	63,471	257,167	752,268
NET BOOK VALUE				
AT THE END OF THE YEAR	100,482	76	63,334	163,892
AT THE START OF THE YEAR	-	276	36,089	36,365

All of the above assets are used for charitable purposes.





12A SUBSIDIARY UNDERTAKINGS

MOVEMBER EUROPE TRADING LIMITED

The charity owns the whole of the issued ordinary share capital of Movember Europe Trading Limited, a company registered in England. The company number is 7604578. The registered office address is Gensurco House, 52-54 Rosebery Avenue, London, England, EC1R 4RP.

The subsidiary is used for non-primary purpose trading activities. All activities have been consolidated on a line by line basis in the statement of financial activities. Available profits are distributed under Gift Aid to the parent charity.

A summary of the results of the subsidiary is shown below:

	2024 (£)	2023 (£)
TURNOVER	1,869,417	1,800,428
PROGRAMME EXPENDITURE	(62,597)	(41,687)
ADMINISTRATIVE EXPENSES	(61,228)	(27,069)
FUNDRAISING	(57,430)	(47,577)
PROFIT ON ORDINARY ACTIVITIES BEFORE INTEREST AND TAXATION	1,688,162	1,684,095
(LOSS) / GAIN ON FOREIGN EXCHANGE	(10,076)	20,159
PROFIT ON ORDINARY ACTIVITIES BEFORE TAXATION	1,678,086	1,704,254
TAXATION ON PROFIT ON ORDINARY ACTIVITIES	-	-
GIFT AID TO PARENT	(1,678,086)	(1,704,254)
PROFIT FOR THE FINANCIAL YEAR	-	-
THE AGGREGATE OF THE ASSETS, LIABILITIES AND RESERVES WAS:		
ASSETS	1,681,652	1,723,752
LIABILITIES	(1,681,651)	(1,723,751)
SHARE CAPITAL	1	1

Amounts owed to/from the parent undertaking are shown in note 9.





12A SUBSIDIARY UNDERTAKINGS (CONTINUED)

MOVEMBER FOUNDATION E.V. - RESULTS OF OPERATIONS

The charitable company also controls Movember Foundation e.V. an association registered in Germany. The subsidiary is used for carrying out the Movember campaign in Germany. All activities have been consolidated on a line by line basis in the statement of financial activities. A summary of the results of the subsidiary is shown below, the figures are stated using the presentational currency of Euros.

	2024 (€)	2023 (€)
TURNOVER	761,906	786,390
ADMINISTRATIVE EXPENSES	(158,651)	(68,129)
FUNDRAISING COSTS	(128,344)	(146,684)
MEN'S HEALTH PROGRAMMES	(491,318)	(418,687)
(LOSS) / PROFIT ON ORDINARY ACTIVITIES BEFORE INTEREST AND TAXATION	(16,407)	152,890
GAIN ON FOREIGN EXCHANGE	161	-
(LOSS) / PROFIT ON ORDINARY ACTIVITIES BEFORE TAXATION	(16,246)	152,890
TAXATION ON PROFIT ON ORDINARY ACTIVITIES	(17,795)	-
(LOSS) / PROFIT FOR THE FINANCIAL YEAR	(34,041)	152,890
THE AGGREGATE OF THE ASSETS, LIABILITIES AND RESERVES WAS:		
ASSETS	2,845,320	2,819,433
LIABILITIES	(111,034)	(51,106)
RESERVES	2,734,286	2,768,327

12B BRANCHES - MOVEMBER IRELAND - RESULTS OF OPERATIONS

Movember Europe was registered as a charity in Ireland (charity no. 20105280) on 22 March 2018. The activities are not carried out within a separate entity but are instead treated as a branch of the charity. The results of the Ireland operations for the year ended 30 April 2024 were as follows, stated using the presentational currency of Euros:

	2024 (€)	2023 (€)
REVENUE	2,866,169	2,236,708
TOTAL COSTS	(2,166,679)	(1,798,957)
NET INCOME BEFORE OTHER RECOGNISED GAINS AND LOSSES	699,490	437,751
(LOSS) / GAIN ON FOREIGN EXCHANGE	(26,368)	28,173
NET MOVEMENT IN FUNDS	673,122	465,924
THE AGGREGATE OF THE ASSETS, LIABILITIES AND RESERVES WAS:		
ASSETS	8,891,950	8,164,776
LIABILITIES	(515,628)	(461,576)
RESERVES	8,376,322	7,703,200



13 PARENT CHARITY

The parent charity's gross income and the results for the year are disclosed as follows:

	2024 (£)	2023 (£)
GROSS INCOME	24,307,120	20,717,401
RESULT FOR THE YEAR	6,180,190	6,152,555

14 DEBTORS AND OTHER RECEIVABLES

	The group		The charity	
	2024 (£)	2023 (£)	2024 (£)	2023 (£)
TRADE DEBTORS	533,352	558,964	-	-
OTHER DEBTORS	76,911	70,016	75,770	68,833
GIFT AID RECEIVABLE	1,126,250	1,012,741	1,126,250	1,012,741
AMOUNTS DUE FROM GROUP UNDERTAKINGS	-	813,060	1,685,190	2,518,536
PREPAYMENTS	237,709	121,077	237,709	121,077
ACCRUED INCOME	262,079	316,595	111,810	309,965
	2,236,301	2,892,453	3,236,729	4,031,152

15 CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	The group		The charity	
	2024 (£)	2023 (£)	2024 (£)	2023 (£)
MEN'S HEALTH PARTNER GRANT DISTRIBUTIONS PAYABLE	3,955,060	7,298,498	3,955,060	7,298,498
TRADE CREDITORS	152,375	10,932	152,375	10,017
TAXATION AND SOCIAL SECURITY	475,415	127,763	470,887	93,072
OTHER CREDITORS	176,467	229,605	176,467	229,603
AMOUNTS DUE TO GROUP ENTITIES	877,373	-	863,810	-
ACCRUALS	1,080,371	998,289	1,010,440	984,853
	6,717,061	8,665,087	6,629,039	8,616,043

16 CREDITORS: AMOUNTS FALLING DUE AFTER ONE YEAR

	The group		The charity	
	2024 (£)	2023 (£)	2024 (£)	2023 (£)
LEASE LIABILITIES	105,692	123,152	105,692	123,152
OTHER LIABILITIES	69,788	69,888	69,788	69,888
	175,480	193,040	175,480	193,040



17A ANALYSIS OF GROUP NET ASSETS BETWEEN FUNDS (CURRENT YEAR)

	General unrestricted (£)	Translation of foreign operations (£)	Designated funds (£)	Restricted funds (£)	Total funds (£)
TANGIBLE FIXED ASSETS	163,892	-	-	-	163,892
NET CURRENT ASSETS	7,573,516	(434,497)	47,190,608	794,911	55,124,538
LONG TERM LIABILITIES	(175,480)	-	-	-	(175,480)
NET ASSETS AT 30 APRIL 2024	7,561,928	(434,497)	47,190,608	794,911	55,112,950

17B ANALYSIS OF GROUP NET ASSETS BETWEEN FUNDS (PRIOR YEAR)

	General unrestricted (£)	Translation of foreign operations (£)	Designated funds (£)	Restricted funds (£)	Total funds (£)
TANGIBLE FIXED ASSETS	36,365	-	-	-	36,365
NET CURRENT ASSETS	7,687,978	216,605	41,110,634	752,374	49,767,591
LONG TERM LIABILITIES	(193,040)	-	-	-	(193,040)
NET ASSETS AT 30 APRIL 2023	7,531,303	216,605	41,110,634	752,374	49,610,916

18A MOVEMENTS IN FUNDS (CURRENT YEAR)

	At 1 May 2023 (£)	Income & gains (£)	Expenditure & losses (£)	Transfers (£)	At 30 April 2024 (£)
RESTRICTED FUNDS:					
L'ORÉAL 2022	312,987	-	-	-	312,987
MR PORTER	247,241	29,243	-	-	276,484
HARLEQUINS	19,581	-	(19,581)	-	-
FARMSTRONG SCOTLAND	5,913	53,904	(59,817)	-	-
ST HELENS COUNCIL	5,000	-	(5,000)	-	-
L'ORÉAL 2023	161,652	-	-	-	161,652
PRAISE U	-	43,788	-	-	43,788
TOTAL RESTRICTED FUNDS	752,374	126,935	(84,398)	-	794,911
UNRESTRICTED FUNDS:					
DESIGNATED FUNDS:					
MEN'S HEALTH PROGRAMME(S)	41,110,634	25,029,619	(18,919,020)	(30,625)	47,190,608
TOTAL DESIGNATED FUNDS	41,110,634	25,029,619	(18,919,020)	(30,625)	47,190,608
GENERAL FUNDS	7,531,303	-	-	30,625	7,561,928
TRANSLATION OF FOREIGN OPERATIONS	216,605	-	(651,102)	-	(434,497)
TOTAL UNRESTRICTED FUNDS	48,858,542	25,029,619	(19,570,122)	-	54,318,039
TOTAL FUNDS	49,610,916	25,156,554	(19,654,520)	-	55,112,950

The narrative to explain the purpose of each fund is given at the foot of the note below.



18B MOVEMENTS IN FUNDS (PRIOR YEAR)

	At 1 May 2022 (£)	Income & gains (£)	Expenditure & losses (£)	Transfers (£)	At 1 May 2023 (£)
RESTRICTED FUNDS:					
L'ORÉAL 2022	312,987	-	-	-	312,987
MR PORTER	128,252	78,250	-	40,739	247,241
HARLEQUINS	19,581	-	(61,858)	-	19,581
GILLETTE	387,712	-	(387,712)	-	-
FARMSTRONG SCOTLAND	50,000	72,061	(116,148)	-	5,913
ST HELENS COUNCIL	58,900	-	(53,900)	-	5,000
L'ORÉAL 2023	-	187,345	(25,693)	-	161,652
MUCKLE COMMUNITY FUND	-	500	(500)	-	-
TOTAL RESTRICTED FUNDS	957,432	338,156	(583,953)	40,739	752,374
UNRESTRICTED FUNDS:					
DESIGNATED FUNDS:					
MEN'S HEALTH PROGRAMME(S)	34,921,236	11,480,947	(5,250,810)	(40,739)	41,110,634
TOTAL DESIGNATED FUNDS	34,921,236	11,480,947	(5,250,810)	(40,739)	41,110,634
GENERAL FUNDS	7,170,651	9,718,471	(9,357,819)	-	7,531,303
TRANSLATION OF FOREIGN OPERATIONS	(694,651)	911,256	-	-	216,605
TOTAL UNRESTRICTED FUNDS	41,397,236	22,110,674	(14,608,629)	(40,739)	48,858,542
TOTAL FUNDS	42,354,668	22,448,830	(15,192,582)	-	49,610,916

The funds received from L'Oréal during FY23 will go towards Mo Relationships, a program aimed at reducing the rate of negative health outcomes for men resulting from distressed relationships, separation and divorce; and increasing wellbeing through strengthening healthy relationships. The funds received during FY22 will go towards the world-first Men in Mind project from Movember, a three year international academic research programme initiated by Dr Zac Seidler, Research Fellow at Orygen and Centre for Youth Mental Health, University of Melbourne. This program has been piloted in Australia, and these funds will be used for the UK pilot, planned for FY25.

The Mr Porter Health in Mind fund, powered by Movember, will go towards men's Mental Health initiatives, in accordance with Movember's mental health strategy. The fund will be used to support Movember's Ahead of The Game program, a Movember project aimed at improving youth mental health through community organised sport by engaging with the whole community around the local sports club.

The funds received from Harlequins have been used for delivery of Ahead of the Game.

A range of funds (including from the Royal Highland and Agricultural Society and NFU Mutual) have been received for the Farmstrong Scotland program. Farmstrong is an early intervention wellbeing programme that takes the science of wellbeing to rural communities.

The funds received from St Helens Council were used for an Ahead of the Game School Sports pilot in St Helens, awarded by the St Helens Council Public Health - Prevention and Promotion of Better Mental Health Fund 2021-22.

PRAISE U (PRostate cancer Awareness and Initiatives for Screening in the European Union) is a project in partnership with the European Association of Urology and a consortium of key prostate cancer groups across the EU. Movember is a funded partner on the Irish risk stratified prostate cancer screening pilot, which sits as one of the pilots within the project.



PURPOSES OF DESIGNATED FUNDS

Men's Health Programme.

This represents funds which the trustees intend to fund all of Movember's men's health programmes.

19 OPERATING LEASE COMMITMENTS PAYABLE AS A LESSEE

The group's total future minimum lease payments under non-cancellable operating leases is as follows for each of the following periods:

	Property		Equipment	
	2024 (£)	2023 (£)	2024 (£)	2023 (£)
LESS THAN ONE YEAR	281,567	281,404	-	-
ONE TO FIVE YEARS	609,798	892,843	-	-
OVER FIVE YEARS	-	-	-	-
	891,365	1,174,247	-	-

20 CONTINGENT LIABILITY

During the current financial year, Movember Europe commenced a comprehensive tax compliance review, to confirm current taxation approaches and documentation, reflecting changes in operational approach to programmatic work in recent years. This process includes a review of intercompany transactions between entities within the Movember Group with an external tax specialist to be appointed.

There is a possibility that the review which is currently taking place could result in a liability for Movember Europe, however, it is not currently possible to measure this at this point. Movember Europe is seeking to work cooperatively with the authority on this matter.

21 PARENT COMPANY

The sole member and ultimate parent undertaking is the Movember Foundation Trust, an Australian charitable organisations.

22 LEGAL STATUS OF THE CHARITY

The charity is a company limited by guarantee and has no share capital. The liability of each member in the event of winding up is limited to £1.

MOVEMBER EUROPE

England & Wales - Charity number 1137948

Accounts

REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 APRIL 2023



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REFERENCE AND ADMINISTRATIVE INFORMATION

COMPANY NUMBER	7275694	
CHARITY NUMBER	1137948 (England & Wales) SC041981 (Scotland) 20105280 (Ireland)	
REGISTERED OFFICE AND OPERATIONAL ADDRESS	Gensurco House 52-54 Rosebery Avenue LONDON, EC1R 4RP	
TRUSTEES	Trustees, who are also directors under company law, who served during the year and up to the date of this report were as follows: Nicholas Reece (resigned 22 November 2022) Kellie Johnston Rob Moodie Linnsey Caya Deanna Lomas Damien Angus Cassandra Vujovich-Dunn Rochelle Webb Richard Deutsch (Chairperson – appointed 13 October 2022)	
KEY MANAGEMENT PERSONNEL	Anne-Cécile Berthier (Country Director - UK & Europe) Aisling Farrell (Country Manager - Ireland - left 17 June 2022) Jonathan Owens (Country Manager - Ireland - appointed July 2022 – left 30 April 2023)	
BANKERS	JPMorgan Chase 25 Bank Street LONDON, E14 5JP Lloyds Bank 25 Gresham Street London, EC2V 7HN	Barclays Bank 1 Churchill Place LONDON, E14 5HP Santander 2 Triton Square London, NW1 3AN
SOLICITORS	Russell Cooke LLP 2 Putney Hill LONDON, SW15 6AB	
AUDITOR	Sayer Vincent LLP Chartered Accountants and Statutory Auditor Invicta House, 108-114 Golden Lane LONDON, EC1Y 0TL	



TRUSTEES' ANNUAL REPORT



The Trustees present their report and the audited financial statements for the year ended 30 April 2023.

Reference and administrative information set out on page 1 forms part of this report. The financial statements comply with current statutory requirements, the memorandum and articles of association, the requirements of a directors' report as required under company law, and the Statement of Recommended Practice - Accounting and Reporting by Charities: SORP applicable to charities preparing their accounts in accordance with FRS 102.

STRATEGIC REPORT

OBJECTIVES AND ACTIVITIES

The Trustees review the aims, objectives, and activities of the charity each year. This report looks at what the charity has achieved and the outcomes of its work in the reporting period. The Trustees report the success of each key activity and the benefits the charity has brought to those groups of people that it is set up to help. The review also helps the trustees ensure the charity's aims, objectives and activities remained focused on its stated purposes.

The Trustees have referred to the guidance contained in the Charity Commission's general guidance on public

benefit when reviewing the charity's aims and objectives and in planning its future activities. In particular, the Trustees consider how planned activities will contribute to the aims and objectives that have been set.

Movember Europe aims to have an everlasting impact on the face of men's health. Annually, the Trustees review the strategic priorities consistent with the organisation's vision.

- Movember Europe is part of the Movember Foundation, an independent, global men's charity with a vision to have an everlasting impact on the face of men's health. Operating globally, Movember is committed to driving significant improvements in men's health.
- Movember Europe achieves its organisational goals through both undertaking and strategically investing in research and programmes.
- Movember's major funded programmes address critical challenges in men's health and wellbeing, and their treatment and care.

WHAT WE DO:

- **Foster and facilitate collaboration**
We want to help those researchers and practitioners focused on our priority men's health issues to work together towards common goals to enable them to share resources and knowledge. By eliminating overlap and duplication of effort while allowing more resources to be available, we support and accelerate the development of solutions to complex men's health problems.





- **Understand, promote and advocate for men's health**

By making the community aware of the issues around men's health, we foster an environment that supports men to take action when it comes to their health and wellbeing. We work across a wide population span and tailor approaches for different groups.

- **Build evidence about what works and kick-start sustainable approaches**

Movember Europe has invested in building the evidence for innovative programmes that have real and long-term impacts on improving men's health, including how systems of treatment and care are delivered. We continually test and evaluate our approaches, share our learnings and undertake research to refine our work. Once we find something that works, we find ways to catalyse its implementation where it can be of greatest benefit, scaling up what works.

- **Mobilise men to be more informed, active and connected**

Large-scale shifts in complex social problems are best achieved through engaging people across the many environments where they live, learn, work and play. We endorse programmes that find creative and effective ways of supporting men to be proactive about their health care, and to engage with each other about their health and wellbeing.

- **Invest in biomedical, clinical and health services research in prostate cancer and testicular cancer**

A significant research base that supports long term change can only be achieved by addressing the root causes of how men's health issues, such as prostate cancer and testicular cancer, arise and the treatments that are available to manage these health issues. Through undertaking and investing in research, we are actively contributing to the search for breakthrough knowledge that accelerates improvements in targeted men's health issues. We need to find answers to the key scientific and clinical questions that will lead to men living, and not dying from prostate or testicular cancer, and living longer, healthier lives. Through investing in research, we are making a powerful global contribution to finding those answers and accelerating improvement in these health issues.

FUNDRAISING STRATEGY

The result that we seek to achieve through our fundraising strategy is that we raise sufficient funds to be able to deliver on our strategic programme investments, both existing and future, to help us achieve our vision of having an everlasting impact on the face of men's health.

Although Movember Europe is supported by year-round fundraising efforts by the Movember community, the annual Movember campaign, held in November, is the primary fundraising initiative for the organisation.

During the month of 'Movember', we ask supporters to sign up and fundraise by growing a moustache, taking the Move challenge, Hosting an event or 'Mo'ing their own way' through an idea of their own. Through their actions they seek donations (with our peer-to-peer fundraising model) from their networks and consequently not only raise funds but also importantly help spread the organisation's health messages to their family, friends, and colleagues.

INVESTMENT STRATEGY

Movember invests in four priority areas that represent significant challenge and that will impact men's wellbeing: prostate cancer, testicular cancer, mental health and suicide prevention and men's health promotion.

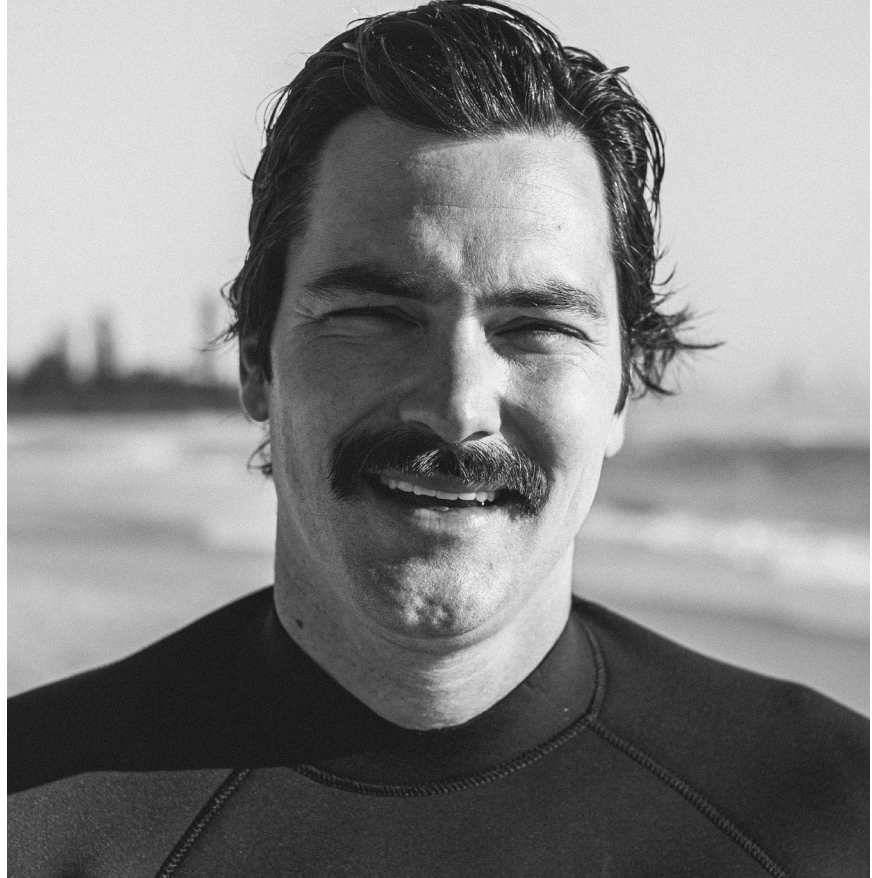
PROSTATE CANCER

The result we seek to achieve for men living with and beyond a prostate cancer diagnosis is to ensure access to the treatment and care needed to be physically and mentally well.

Through our education, awareness, and investments, we seek to make a significant contribution to reducing prostate cancer mortality and improving health outcomes and quality of life for men diagnosed and living with prostate cancer.

We seek to achieve this by investing in biomedical, translational, clinical, health services, quality improvement and education initiatives that will:

- Lead to non-invasive or minimally invasive tests to accurately diagnose prostate cancer.
- Lead to the provision of effective and optimal patient-centred treatments.
- Lead to interventions that reduce or minimise treatment-induced side effects.
- Lead to non-invasive or minimally invasive tests to monitor prostate cancer and its progress.
- Accelerate medical discoveries that lead to interception of lethal disease.
- Lead to clinical trials, tests, treatments, and interventions that cure or slow disease progression.
- Lead to the development and evaluation of clinical interventions.



- Provide population-based transparency on health outcomes.
- Catalyse new models of care that can be sustainably scaled.
- Provide supportive care to men and their families.
- Provide education to men on when and how to take action on their health.

TESTICULAR CANCER

The result that we seek to achieve is that men and boys living with and beyond testicular cancer have access to the information, resources, treatment and care they need to be physically and mentally well. We aim to invest in:

Biomedical, translational, clinical, health services, care and education initiatives that will:

- Lead to a better understanding of the biology of the disease and the causes of progression, relapse, and treatment resistance.
- Lead to interventions that reduce or cure side-effects of the disease or its treatment.

Health outcomes research and initiatives that:

- Provide practical support to men and boys when required.
- Educate men and boys on diagnosis, treatment, and care and how to take action on their health.

MENTAL HEALTH AND SUICIDE PREVENTION

The results that we seek to achieve are to contribute to boys and men having improved mental health and wellbeing and a decreased rate of suicide.

We fund and deliver programmes that lead to men staying mentally well, being socially connected, having meaningful conversations and taking action during tough times.

Our programme investments include:

- Strengthening the evidence of what works for priority populations, including veterans and first responders and socially isolated men.
- Strengthening the evidence and scaling into a real-world environment evidence-based community, digital and mass media programmes to accelerate the reach and impact of our work.

MEN'S HEALTH PROMOTION

Our Health Promotion Plans address the following challenges consistent across all our cause areas.

The need for men to:

- Be aware of the physical and mental health risks they face, at different ages and stages of life.
- Recognise the signs and symptoms of not doing so well or being unwell.
- Take action early when they experience physical, mental, and social problems.
- Build and maintain a strong social network around them.



ACHIEVEMENTS AND PERFORMANCE

The charity's main activities and who it tries to help are described below. All its charitable activities focus on men's health and are undertaken to further Movember Europe's charitable purposes for the public benefit.

The table below presents the major initiatives Movember continues to fund in the UK, along with a summary of key achievements and performance of programmes.

Project	Achievements
PROSTATE CANCER CLINICAL QUALITY	We support national and international initiatives that aim to reduce variation in treatment quality across all stages of prostate cancer. The TrueNTH Global Registry and IRONMAN registries involve clinical sites across the UK. These programmes measure, benchmark and improve the quality of prostate cancer treatment and care.
GLOBAL CANCER REAL EVIDENCE NETWORK	The Global Prostate Cancer Real World Evidence Network will fast-track efforts to improve the treatment and care of men diagnosed and living with prostate cancer. Believed to be the first of its kind, the network will contain detailed clinical information on the diagnosis, treatment and survivorship of men living with prostate cancer from over 15 countries including the UK and 500 clinical partners.
CENTRES OF EXCELLENCE: BELFAST-MANCHESTER	The Belfast-Manchester Centre of Excellence brings together an international team of experts in radiation, biomarker discovery, genetic modelling, and tumour biology in the FASTMAN programme that aims to improve the effectiveness of treatment for men with high-risk, locally advanced prostate cancers and prevent disease recurrence (progression to metastatic disease).
CENTRES OF EXCELLENCE: LONDON CONSORTIUM	The London Centre of Excellence has improved diagnostic tests including the better use of magnetic resonance imaging that allows more accurate detection of small volume tumours, as well as tissue- and blood-based biomarkers that can be used to identify men at high risk of aggressive disease and so allow better treatment choices based on each man's genetic information.
TRANSLATIONAL RESEARCH AWARDS	This programme is aimed at accelerating the development of diagnostic tools that will improve the outcomes for men with prostate cancer. A total of six awards have been made under this scheme.
PRECISION MEDICINE AWARDS	The primary focus of this programme is to obtain the evidence required to support novel biomarker-treatment pairings for men newly diagnosed with advanced prostate cancer. It is proposed that by developing a better understanding of the specific drivers of a man's disease, it may be possible to identify the treatment that they are most likely to respond to and improve outcomes.
RESEARCH INNOVATION AWARDS	This programme aims to support the most impactful and innovative proposals across a broad spectrum of prostate cancer research areas. Selected projects will approach research questions from a new angle to generate sufficient evidence in supporting future development of the project.
EXISTING TRIALS NEW ANSWERS MAJOR AWARDS	The Major Awards look to utilise and interrogate existing patient samples and/or data from recently completed or ongoing prostate cancer clinical trials, or from other samples and/or data repositories. Capitalising on these existing resources, the awards must seek to answer new research questions that could lead to significant impact in the way prostate cancer is diagnosed or treated.
MAJOR AWARDS IN CURATIVE TREATMENT	Co-funded with Prostate Cancer UK, this programme is made up of five projects exploring the potential of curing non-metastatic prostate cancer.
RESEARCH HIGHLIGHTS FOR 2022/2023	Three programmes that have made significant progress in the last 12 months. It includes a list of all ongoing and recently closed out research projects in the UK.
GLOBAL ACTION PLAN PROGRAMMES	In addition, Movember continues to invest in our Global Action Plan (GAP) programmes. Since 2012, Movember has established seven consortia that foster international collaboration in translational research to address critical challenges in prostate and testicular cancer.
HEALTH PROMOTION	A core part of Movember Europe's health promotion work is to empower men with the awareness, knowledge, and resources to take positive action for their health through the annual Movember campaign and a campaign to reach younger men from lower socio-economic groups via influencers who appeal to this demographic.



Project	Achievements
DIGITAL RESOURCES	Part of Movember's strategy is to deliver digital tools and services that improve the lives of men with prostate cancer, testicular cancer and track key life stages to improve men's mental health. In the UK, these include Movember's Family Man, an online parenting programme; True North Open Access, a website to support men living with a prostate cancer diagnosis; Movember Conversations, a conversation support tool; and Nuts&Bolts, a resource for men recently diagnosed with testicular cancer.
SOCIAL INNOVATORS CHALLENGE	The Social Innovators Challenge (SIC) project is focused on increasing our understanding about what engages men to build strong social connections, particularly those who are at risk of becoming socially isolated. Of the four projects that have been funded in the UK, one is being scaled and the other three are receiving funding extensions until 2023.
VETERANS AND FIRST RESPONDER MENTAL HEALTH GRANTS PROGRAMME	This global programme is focused on identifying promising mental health or suicide prevention programmes that improve the mental wellbeing of veterans and first responders who are at increased risk of poor mental health and suicide. There are three projects in the UK receiving grants.
DIGITAL SOCIAL CONNECTIONS CHALLENGE	This global programme is focused on ideas that strengthen the social connections of men who were struggling with isolation and anxiety, in the wake of COVID-19 lockdowns. In the UK, four projects are being co-developed with Movember support.
DISTINGUISHED GENTLEMAN'S RIDE SOCIAL CONNECTIONS CHALLENGE	This global project is focused on developing ideas that improve the social connectedness, life satisfaction and mental wellbeing of motorcycle riders. In the UK, three projects have received funding as part of this programme.
AHEAD OF THE GAME	Ahead of the Game is an evidence-based programme that uses community sport to teach adolescent athletes, parents, and coaches how to talk about mental health and seek support.

ACHIEVEMENTS AND PROGRESS

PROSTATE CANCER CLINICAL QUALITY

TrueNTH Global Registry

Operating internationally across 13 countries, the TrueNTH Global Registry (TNGR) is a project that aims to significantly improve the physical and mental health of men with prostate cancer. By harnessing new and existing prostate cancer registries and organisations which are systematically collecting clinical data and measuring patient reported outcome measures (PROMs) at baseline and 12 months post treatment, this clinical quality initiative seeks to improve patient outcomes by reducing variation in treatment quality, identifying centres of clinical excellence, and providing risk adjusted outcomes data to physicians in the form of Quality Indicator Reports. In the UK there are nine hospitals participating in the project. More information regarding TNGR can be found at tngtr.movemberhealth.org

IRONMAN Registry

IRONMAN is an International Registry for men with advanced prostate cancer that is currently recruiting across

16 countries. In the UK, 10 hospitals are participating in the project. The IRONMAN registry collects information about a man's type of prostate cancer, their treatment, and their experiences to better understand the disease and learn how to stop or slow disease progression. By collecting clinical information and blood samples periodically, the registry seeks to understand which treatment and care practices deliver the best outcomes for men with advanced prostate cancer.

The project seeks to:

- Describe real world practice patterns for six new treatments internationally.
- Identify treatment sequences or combinations associated with optimal survival and patient-reported outcomes.
- Assess whether treatments are associated with toxicities and co-morbidities.
- Develop prospective blood biobank for clinical and biological characterisation of disease subtypes.
- Create international partnerships to work together to identify unmet needs in advanced prostate cancer, including quality of life.



Recruitment in the UK continued in 2022/23. To date, participating hospitals in the UK have attained 66% of their recruitment target with 388 men in the UK enrolled onto the IRONMAN study. More information on the IRONMAN study can be found at ironmanregistry.org

GLOBAL CANCER REAL EVIDENCE NETWORK

Over the past decade Movember has played a leading role, globally, in biomedical research funding to develop new tests and treatments and improving the quality of life for men living with prostate cancer through clinical quality registries. Our global priority now is to accelerate the implementation of these programs to reach and improve the lives of men with prostate cancer around the world. There is also a real need to understand how new prostate cancer tests and treatments perform in the real world, outside of clinical studies, where the men who typically take part are not representative of all populations.

To achieve this goal, Movember launched the Global Prostate Cancer Real World Evidence Network in 2021, which will fast-track efforts to improve the treatment and care of men diagnosed and living with prostate cancer. Believed to be the first of its kind, the network will contain detailed clinical information on the diagnosis, treatment and survivorship of men living with prostate cancer from over 15 countries and 500 clinical partners.

Movember is aiming to grow the network to include data on 250,000 men within five years. This data will enable prostate clinicians throughout the world to measure and

benchmark the health of their patients after treatment and provide them with vital information to improve the quality of prostate cancer treatment and care.

The data will not only allow cancer specialists to monitor how patients are responding to new therapies, but it will also enable researchers to fast track the recruitment process for clinical trials by providing opportunities for participation and access to suitable patients.

In addition, the initiative will improve patient access to digital resources such as Movember's True North programme which provides men and their families with treatment information and tailored lifestyle advice. This enables them to manage the physical and mental side effects of living with cancer, as well as the long-term side effects of treatment.

MOVEMBER CENTRES OF EXCELLENCE

The **London Centre of Excellence** is pursuing research to improve the prevention, diagnosis and treatment of lethal prostate cancer while reducing both morbidity and mortality. As the research at the Centre reaches the final stages, they will focus on elucidating how inflammation results in prostate carcinogenesis and utilising that knowledge to implement prevention strategies. The Centre will also continue to further the research on the identification of men at risk of developing aggressive prostate cancer by (1) studying inherited DNA mutations, (2) examining MRI scans of the prostate to improve detection, (3) developing new





biopsy tests that not only detect these diseases better but inform on likely prognosis with treatments such as radiation therapy with curative intent, (4) generating new blood tests that not only diagnose prostate cancer but also guide treatment choices and determine whether a patient is benefiting from treatment through multiple serial analyses, and (5) identifying new treatment strategies for delivering better care.

The **Belfast-Manchester Centre of Excellence** has made discoveries in key areas of prostate cancer by focusing on research into the most aggressive form of the disease, and by working with researchers from multiple disciplines (including oncology, urology, physics, biology, genomics and big data analysis). The establishment of the Centre has transformed prostate cancer research in Belfast and Manchester, with three thematic programmes building on from the original FASTMAN programme, including (1) development of biomarkers that can inform radiotherapy resistance, (2) improve understanding of the drivers that lead to disease relapse post-radiotherapy through comprehensive genomic, epigenomic and transcriptomic profiling on tumours that can and cannot be detected through imaging modalities, and (3) improving radiotherapy through the use of novel interventions.

Final reports for both centres will be available in September 2023, as the funding for the centres came to an end in June 2023.

TRANSLATIONAL RESEARCH AWARDS

By building on previous research that has real potential to make the leap from “bench-to-bedside”, this programme aimed to accelerate the development process of diagnostic tools that will improve the outcomes for men with prostate cancer. A total of six awards have been made under this scheme, with only one active project as of April 2023. They have collectively led to substantial research outputs, including the activation of four clinical trials, the development of five diagnostic tools, and a total of £9.6m in leveraged funding to support subsequent development of the research.

The remaining active project, the PARADIGM trial led by Professor Gerhardt Attard at the University College London, will determine if it is feasible to select treatment based on a man's genetic aberration in androgen receptors. Whilst the analysis of the primary endpoint results is expected in October 2023, all men that have participated in the trial will continued to be followed-up until 2029.

PRECISION MEDICINE AWARDS

Metastatic prostate cancer remains incurable despite recent advances in the landscape of available treatments, with many thousands of men continue to suffer and die from this disease. It has been proposed that the inter-individual molecular heterogeneity of this disease is a significant factor, where clinicians have little idea as to which treatment will work best for which men (depending on the unique characteristics of his disease). This programme therefore aimed to support the optimisation of biomarkers to inform precision-treatment selection for men with advanced disease. Whilst Professor Gerhardt Attard's STRATOSPHERE project is ongoing, Professor Johann De Bono's project has recently been completed in February 2023 (final report pending).

RESEARCH INNOVATION AWARDS

This programme aims to encourage innovative proposals across a broad spectrum of prostate cancer research, where both fundamental and clinical research (and all stages in between) would be considered for funding if there is a clear focus on the eventual benefit to men with prostate cancer. Both projects funded under this programme are ongoing and are expected to be completed in mid-2023 and early 2024.

MAJOR AWARDS: EXISTING TRIALS, NEW ANSWERS

Over the past decade, many clinical trials have and are taking place internationally to change the way prostate cancer is diagnosed and treated. Many of these trials have not only produced practice-changing results but also amassed large quantities of clinical data and patient samples which hold huge potential to address critical research unmet needs. This programme was established with the aim to utilise and interrogate existing samples and/or data from recently completed or ongoing prostate cancer clinical trials, or from other sample / data repositories, to answer new and innovative questions that could significantly improve the outcomes of men with prostate cancer. A total of three projects that were funded under this programme commenced research activities in FY22 and will continue until FY24 (two projects) and FY25 (one project).

MAJOR AWARDS IN CURATIVE TREATMENT

This programme was initiated with the notion that, if prostate cancer is caught in time, when it is still localised to the prostate (or has only spread to the area just outside the prostate), we may be able to cure the disease with existing treatments. This has therefore been recognised as a much-needed focus to improve outcomes for men with



localised disease but also preventing significant treatment-associated adverse effects that could impact on men's quality of life. The programme called for proposals that aim to help men select the most appropriate treatment, to increase the effectiveness of initial treatment in terms of disease control, or to reduce side effects from initiation treatment without compromising on the disease control. With co-funding from Prostate Cancer UK, a total of five projects have been funded under this programme to explore the potential of curing non-metastatic prostate cancer.

RESEARCH HIGHLIGHTS FOR 2022/23

1. Developing a blood test for the detection and surveillance of prostate cancer – 2015 Translational Research Grant in Biomarkers to Andrew Feber

Changes in DNA methylation (a biological process where the DNA is modified with the addition of methyl groups) play a key role in malignant transformation of

cancer. They act as regulators to determine whether the expressions of tumour-suppressor genes and oncogenes (a mutated gene that has the potential to cause cancer) are switched on or off. Because DNA methylation changes tend to be relatively stable and specific to the tumour tissue, they represent promising biomarkers that may provide a faster and less invasive way to assess cancer patients' clinical status and response to therapy.

Dr Feber developed the PACEB prostate cancer (blood) test that is based on DNA methylation changes as part of this research grant. While the grant funding has ended, he is looking to secure more funding to continue the clinical development and implementation of the blood test in the clinical care pathway. Dr Feber also aims establish collaboration with the Institute of Cancer Research Early Diagnosis and Detection group to explore whether the blood test can be used in conjunction with a Prostate Polygenic Risk Score in a more cost-effective manner (than mass screening).



2. Transforming the clinical pathway for lethal prostate cancer – 2016 Precision Medicine Award to Johann De Bono

Precision medicine describes an ideal clinical care where treatments are tailored to the specific genetic changes that are driving the cancer's growth. This will improve survival outcomes as compared to a 'one-size-fits-all' approach.

Professor De Bono and his team had successfully led the clinical validation of the first precision medicine in prostate cancer, where men with DNA damage repair genes are good candidates for the PARP inhibitor. To further his goal in revolutionising precision medicine in prostate cancer, he has set up a clinical trial platform, PERSEUS, that would match men with metastatic prostate cancer that harbours characteristics (biomarkers) with novel therapeutics.

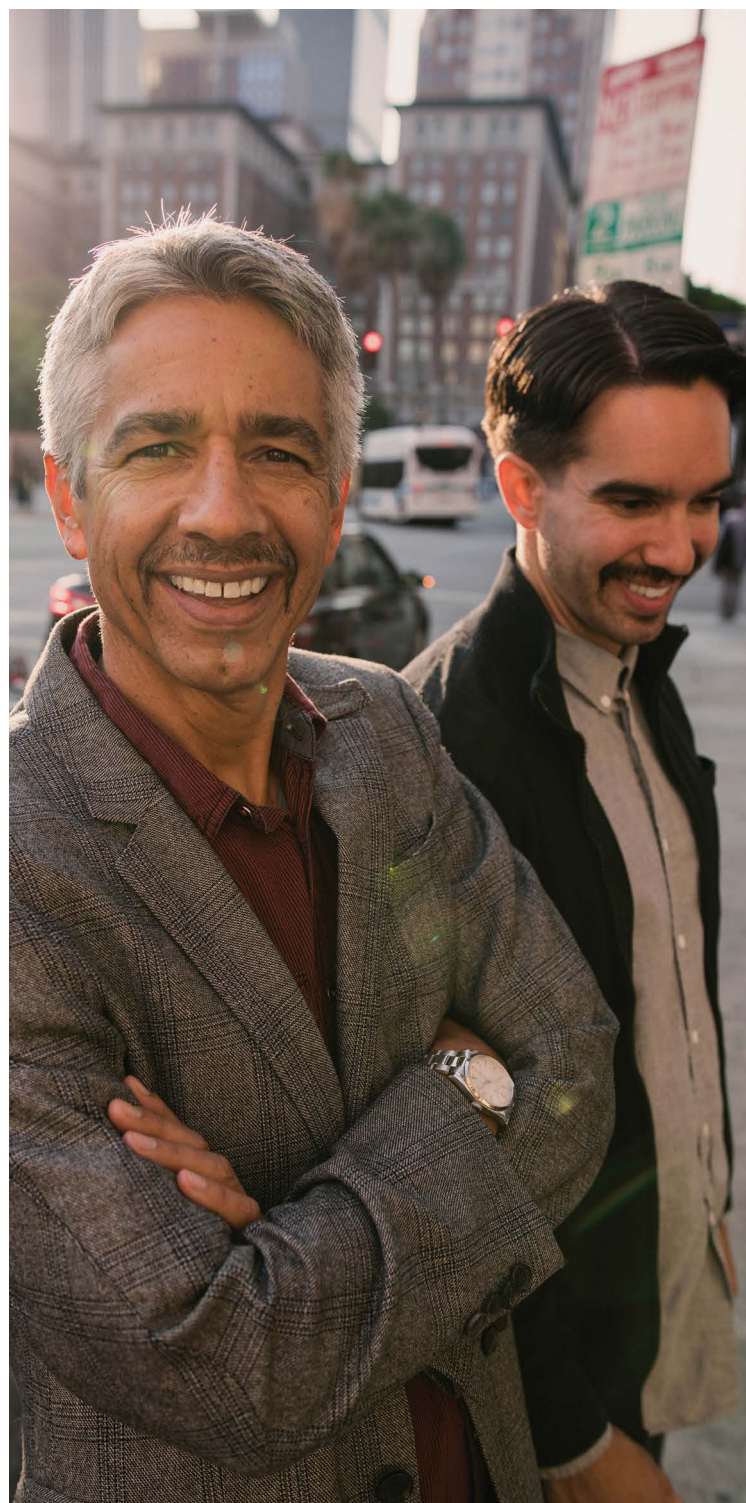
Whilst the first arm of the trial has acquired considerable data that suggest mismatch repair defector prostate cancer can be very sensitive to treatment with immune checkpoint inhibitor, the team will also commence additional arms to the trial, so that new biomarker-therapeutic combinations could be investigated efficiently via the established platform. It is envisioned that clinically qualifying combinations would be pursued further in international registration trials with industry sponsors.

3. Translating companion hypoxia response-predicting biomarkers into clinical practice in prostate cancer – 2014 Translational Research Grant to Ananya Choudhury

In the UK, more than 70% of men with prostate cancer are diagnosed with localised prostate-confined disease that is amenable to potentially curative radical treatments. Depending on their clinical risk factors (PSA level, Gleason score and clinical stage), men with intermediate or high-risk disease are offered a choice of prostatectomy or radiotherapy with or without androgen deprivation therapy. Many factors are taken into consideration in the shared decision between the man and his physician on the choice of treatment, including relative side effects, co-morbidity and suitability for either treatment. However, there are no information on the prostate tumour itself that can be used to predict the responses to either treatment.

Professor Choudhury studied the tumour responses to radiotherapy, which is underpinned by multiple mechanisms including hypoxia, DNA damage response, cell apoptosis and immune response, and have identified the 'hypoxia biomarker' that selects men with high-risk prostate cancer who would have a poor outcome from radiotherapy and hormone therapy. Once validated in randomised controlled trials, it will lead to a step change in the practice of personalised medicine. In addition, the processes established in

this project has contributed to the set-up of ManTRa Diagnostics, a commercial entity that focuses on hypoxia signatures, which is working towards a pan-cancer next generation sequencing panel (including bladder, sarcoma, head and neck and prostate).





BIOMEDICAL RESEARCH PROJECT INFORMATION

Program Name	Principal Investigator Administering Institution	Project Title	Research Focus
2013 MOVEMBER CENTRES OF EXCELLENCE	Johann de Bono <i>Institute of Cancer Research</i>	London Centre of Excellence	All disease stages / Precision Medicine
	Joe O'Sullivan / David Waugh <i>Queen's University Belfast</i>	Belfast-Manchester Centre of Excellence	High-risk localised PC / Improving radiation therapy
2015 TRANSLATIONAL RESEARCH AWARD	Andrew Feber <i>University College London</i>	Development of a cfDNA epigenetic biomarker for the detection and surveillance of prostate cancer	Disease diagnosis / Prognostic biomarkers (PACEB test)
	Gerhardt Attard <i>Institute of Cancer Research</i>	PARADIGM trial: using Plasma AR gene status to select between AR targeting therapy and Docetaxel or cabazitaxel for progressing metastatic prostate cancer	Disease progression / Predictive biomarkers (AR in cfDNA)
2016 PRECISION MEDICINE AWARD	Gerhardt Attard <i>Institute of Cancer Research</i>	Stratification for Rational Treatment-Oncomarker Pairing of STAMPEDE Patients starting long- term Hormone Treatment (STRATOSPHERE)	Disease progression / Predictive biomarkers
	Johann de Bono <i>Institute of Cancer Research</i>	Transforming lethal prostate cancer care through disease molecular sub-classification and predictive biomarker analytic validation and clinical qualification	mCRPC / Predictive biomarkers
2016 TRAVELLING PRIZE FELLOWSHIP	Susan Heavey <i>Institute of Cancer Research</i>	SCREEN: utilisation of co-targeted therapy in prostate cancer	High-risk localised PC / New therapy (PIM inhibitor + AR / PI3K targeting therapies)
2019 RESEARCH INNOVATION AWARD	Colin Cooper <i>University of East Anglia</i>	A urine risk classifier for predicting outcome in prostate cancer patents	Disease diagnosis / Prognostic biomarker (PUR test)
	Johann de Bono <i>Institute of Cancer Research</i>	Targeting the heat shock factor-1 stress response to abrogate persistent androgen receptor (full length and splice variant)	mCRPC / New therapy (HSF-1 inhibitor)
2019 EXISTING TRIALS NEW ANSWERS	Freddie Hamdy <i>University of Oxford</i>	Deciphering features of lethal disease in the ProtecT study diagnostic samples	High-risk localised PC / Prognostic biomarker (prostate biopsy)
	Gerhardt Attard <i>Institute of Cancer Research</i>	Copy number derived stratification of locally advanced high-risk prostate cancer treated in the STAMPEDE trial: discovery and validation of a clinically implantable test for precise treatment intensification	High-risk localised PC / Prognostic biomarker (prostate biopsy)
	Johann de Bono <i>Institute of Cancer Research</i>	Improving outcome from aggressive prostate cancer with DNA repair defects through biomarker studies	mCRPC / Companion diagnostic for PARP inhibitors (cfDNA)



Program Name	Principal Investigator Administering Institution	Project Title	Research Focus
2020 MAJOR AWARDS IN CURATIVE TREATMENT	Alan McWilliam <i>University of Manchester</i>	Personalisation of the risk-benefit ratio for men with prostate cancer undergoing radical radiotherapy	High risk localised PC / Improving therapy (Radiotherapy; Risk stratification)
	Bill Nailon / Duncan McLaren <i>Edinburgh Cancer Research Centre</i>	Improving radiotherapy in PROState cancer using EleCtronic population-based healthCAre data: The PROSECCA study, answering new questions in prostate cancer	High-risk localised PC / Improving therapy (Radiotherapy; using AI/ML on EMR)
	Emma Hall / Angela Pathmanathan <i>Institute of Cancer Research</i>	PACE-NODES - A randomised trial of 5 fraction prostate radiotherapy (SBRT) or 5 fraction prostate and pelvic nodal SBRT in patients with high risk localised prostate cancer	High-risk localised PC / Improving therapy (Pelvic nodal + Prostate radiotherapy)
	Young-Jie Lu / Greg Shaw <i>Queen Mary University of London</i>	Circulating tumour cells as biomarkers for treatment stratification of localised prostate cancer	High-risk localised PC / Prognostic biomarker (CTC)
	Valentine Macaulay <i>University of Oxford</i>	Investigating IGFs as drivers of treatment failure in localised prostate cancer	High-risk localised PC / New therapy (IGF inhibitor)

MOVEMBER'S GLOBAL ACTION PLAN

GAP4 – Exercise and Metabolic Health in Prostate Cancer

The GAP4 study planned to execute a large-scale, multi-centre, multinational pivotal clinical trial, designed to test the effects of exercise on prostate cancer progression. The project aimed to determine if supervised intense exercise and psychosocial support increases patient survival, compared to self-directed exercise and psychosocial support in men with metastatic prostate cancer.

This study was severely impacted by the COVID-19 pandemic and was unfortunately closed to recruitment in November 2022, having randomised 149 out of a planned 866 men. Although each site had a multi-disciplinary team of oncologists, exercise physiologists and study coordinators, COVID-19 restrictions made it impossible to deliver the planned supervised exercise intervention. There was also an obvious hesitancy to attend sites to participate in clinical trials in the wake of a pandemic. Guided by an independent advisory committee, Movember made the difficult decision to close the study.

Guy's & St Thomas' NHS Trust remain local sponsor and co-ordinating lead site for the UK and are now tasked with finalising data completion and cleaning and ultimately site closures. The five remaining UK sites involved are:

- Dr Mieke Van Hemelrijck and Dr Sarah Rudman – Guy's and St Thomas' Hospital & King's College London
- Dr Suneil Jain – Queen's University Belfast & Belfast City Hospital
- Dr Hing Leung - University of Glasgow
- Dr Ralph Manders - University of Surrey

All patients currently on study continue to be followed until the last entrant has completed his 12 months of supervised exercise. The study team then plan to analyse and report on all data available, including biological samples to maximise study outputs.

GAP5 - Testicular Cancer: The TIGER Trial

Movember is funding the European and Australian contribution to a large, multi-national clinical trial investigating the impact of high dose chemotherapy against conventional chemotherapy on overall survival and quality of life in men with relapsing testicular cancer. The trial is managed in the US and Canada by the Alliance for Clinical Trials in Oncology. The European and Australian contribution is organised and managed by the European Organisation for Research and Treatment of Cancer (EORTC) and the Australian and New Zealand Urogenital and Prostate Clinical Trials Group (ANZUP), both funded by Movember. Recruitment of 420 men and boys – 254 of whom from the EU – has now been completed. All patients



will be followed up for several years, but we anticipate that the data analysis and resulting publications will provide significant guidance in the clinical care of this rare group of men with testicular cancer. The sites participating in the TIGER trial from the UK are:

- Leeds, Saint James's University Hospital (Dr Stark)
- Weston Park Hospital (Dr Young)
- St. Bart's Hospital (Dr. Shamash)
- Southampton General Hospital (Dr Wheeler)
- The Royal Marsden (Dr Huddart)
- Beatson West of Scotland (Dr. White)
- Manchester, The Christie (Dr. Welch)
- Nottingham City Hospital (Dr. Hennig Ivo)

MEN'S HEALTH PROMOTION

Our Health Promotion strategy seeks to improve the health outcomes of vulnerable men, at scale, and contribute to the reduction in the number of men dying prematurely. Using mass media communications, we aim to create positive behaviour change in men. Movember's Health Promotion work in 2022/23 operated at two levels:

The Movember Campaign

During the 2022 Movember campaign, we continued to ask supporters to sign up and fundraise by growing a moustache, taking the 'Move' challenge, hosting an event or 'Mo-ing their own way' with an idea of their own to fundraise. Their actions not only raise funds but also equally importantly deliver on our awareness and education objectives, to raise awareness and understanding of the health risks men face and result in men taking action to remain well.

UK Influencer Campaign

Building on the successful launch of the optimised YouTube content series in 2022, we continued to launch content with creators and measure the impact of this work. Aimed at supporting young men from lower-income backgrounds to have more meaningful conversations with a close friend, eight creators modelled vulnerable conversations with a friend and delivered messaging aligned to a behaviour change framework - sharing their feelings about life's pressures and demonstrating the benefits of this conversation both to them personally and their friendship.

The video series exceeded all KPIs set, reaching over 13 million people, and an overwhelmingly positive response to the creators' vulnerability. Proving to be some of the most successful content made at that time by our YouTubers and leading to two trending UK videos on the platform. Most importantly though, through our research which began with the subscriber base prior to content going live,

we were able to track statistically significant increases in knowledge on the importance of conversations with friends, a statistically significant increase in young men's attitudes to talking to friends and essentially a positive change in behaviour with 28% of young men who had not had prior conversations reporting having at least one conversation after seeing the content.

Listen and Learn website launch

Our Listen and Learn research into men's mental health, masculinity and culture has been used by Movember to create multiple campaigns that drive positive change. In 2022, highlights from this research were made available online for our community to explore - allowing users to navigate graphs on country specific data, discover differences between age cohorts, and watch video content of our young men sharing. Research themes include men's perception of vulnerability, driving for success and masculinity in the media, and have since been shared with partners to support thinking and design of campaigns that deliver for men.

To read the full report visit listenandlearn.movember.com

DIGITAL RESOURCES

Movember Family Man

Movember Family Man is the world's first online parenting programme designed with dads in mind. It is aimed at helping fathers engage in the parenting process and improve their parenting confidence and knowledge.

The free, online course is designed to equip parents of children (and other caregivers) with the practical skills to manage challenging child behaviour. The evidence-based programme, which has been vetted by a global panel of psychologists and parenting experts, consists of three 15-minute interactive episodes focusing on reinforcing positive behaviour, managing misbehaviour, and managing high-risk situations.

Other features include quiz exercises that helps users to reinforce learnings from the episodes, text messages with the parenting tips and techniques proven to work, content articles on how to manage tantrums and dealing with sleep problems in young children, among others.

Since its launch in September 2020, 541,213 users have visited the Family Man site - 59.3 per cent of whom identify as fathers. Around 90 per cent of users said Family Man increased their knowledge of positive parenting while 80 per cent said the programme increased their ability to manage their child's behaviour.

More information can be found at:
familyman.movember.com



Movember Conversations

Launched in 2020, Movember Conversations is a free interactive digital tool that offers practical guidance on how to have more effective conversations with men who may be struggling with their mental health.

Guided by an international team of mental health experts, the tool uses simulated conversations to explore different scenarios – such as job loss or isolation. It demonstrates to the user that by changing the way they respond even subtly, it can lead to deeper, more meaningful conversations. It focuses on skills such as learning how to frame questions appropriately, asking open-ended questions and practising non-judgemental responses.

As of January 2022, Movember Conversations has received over 413,000 visitors to the site and over 348,000 conversations have been started. Most users reported that they found the tool to be useful (90 per cent), and that they learned something (88 per cent).

Follow-up survey results suggest that respondents are having approximately two conversations with men using what they learned within two weeks of their experience.

More information can be found at:
conversations.movember.com

True North Digital Health

Movember's True North Digital health resource empowers men who are living with prostate cancer to take control of their health and points them toward resources that improve their quality of life. Following a successful pilot of a web-based tool that allowed men to keep track of symptoms and side effects of prostate cancer treatment, Movember is now scaling the resources that were shown to be effective.

The True North website is now available in the UK, as well as Ireland, Australia, New Zealand, the US, and Canada.

Each region has had extensive review by clinical experts for accuracy and relevance to local practice as well as any required language and cultural translations. More than 350,000 users worldwide have visited True North in the past 12 months, with 96% reporting learning something.

Nuts & Bolts

A core part of Movember's mission is to ensure that no man goes through testicular cancer without the information and support they need and a community to reach out to. However, Movember research has shown that although getting a testicular cancer diagnosis is tough, men find the period following surgery more difficult.

Anxiety about what type of testicular cancer they might have, isolation from being off work and alone at such a stressful time and unease about what the future might hold were common concerns. With the help of men who have lived through testicular cancer and an international panel of experts, we designed and created a digital resource called Nuts & Bolts focused on supporting men beyond their diagnosis and communicated in a way that resonates with men. It allows users to find relevant information, get helpful advice from experts as well as hear from and talk to men who have lived experience of the disease.

In the UK, the Talk to a Guide function provides the opportunity for any man going through testicular cancer to be connected to someone who has lived through the disease for support.

Nuts & Bolts received over 38,000 visitors in 2022 with 95% of users reporting learning something.

More information can be found at:
nutsandbolts.movember.com



SOCIAL INNOVATORS CHALLENGE (SIC)

Launched in 2016, the goal of the Social Innovators Challenge (SIC) is a three-phased funding program that takes projects from ideation and development, piloting through to scaling. The goal of the program is to improve our understanding about what engages men to build strong social connections to address the impact of isolation and loneliness on their mental health and well-being. There is a particular priority placed on those who are at risk of becoming socially isolated.

The Scottish Association for Mental Health continues scaling of their programme 'The Changing Room' across Scotland through the Scottish Professional Football League teams. The project brings together men in their middle years through their shared love of football.

Scaling activities were temporarily modified due to COVID-19 restrictions and moved online to keep men engaged in the programme. The team developed a 'playbook' for the 'Train the Trainer' component of the programme. The programme will continue to be evaluated to measure improvements in social connectedness as well as whether the programme can achieve the same outcomes in scaled form.

Funding continued in the first half of the year for Food Nation's Men's Pie Club; Boxing Futures' Brothers Through Boxing; and Co-operative and Mutual Solutions' Ex-Cell 50+. The funding enabled the projects to complete their extended pilot activities in June/July 2022 which were previously delayed due to Covid-19. Following submission and review of business plans, two projects were approved to scale their projects. These will run until June and July 2025.

The Brothers Through Boxing involves a two-step programme to improve the social connections of young men aged 16-25, who are not employed, or in education or training, by a peer-led boxing-themed fitness programme and self-reflective activities around themes of social connectedness and wellbeing.

Men's Pie Club's overall goal is to improve men's mental health and wellbeing through increased social connections. By using food and cooking (simple pies) as an engagement tool, it aims to create strong social support networks for those at risk of social isolation and loneliness.

VETERANS AND FIRST RESPONDERS MENTAL HEALTH GRANT PROGRAMME

In August 2021, Movember announced that 15 projects from around the globe would receive funding through the Veterans and First Responders Mental Health Grant Programme. The initiative in support of veterans and first responders, as well as their families, is a collaboration between Movember and The Distinguished Gentleman's Ride with additional funding from Gillette in the UK.

There is growing evidence that first responders (firefighters, paramedics, and police officers) and military veterans are at increased risk of poor mental health and suicide. Although many programmes that aim to support these groups already exist, a 2019 report commissioned by Movember found a lack of publicly available evidence showing the effectiveness of such programmes. Based on the report, Movember launched the Veterans and First Responders Mental Health Grant Programme in September 2020, with the aim of identifying promising mental health or suicide prevention programmes and collaborating with those projects to demonstrate their effectiveness through rigorous programme evaluation.

There are currently three projects being supported through the Veterans and First Responders Grant Funding Programme in the UK:

- **The Police Service of Northern Ireland's (PSNI) Mental Wellbeing and Trauma Resilience Programme** comprises of five components which take a holistic approach to embed a culture of prevention and early intervention among police in Northern Ireland, their families, and the communities they serve.
- **The University of Leicester's Resilient Senior Leaders Programme (RESLEAPS)**, funded through the Gillette Partnership, is a prevention program for police superintendents that expands on an earlier pilot of forces in England and Wales which fosters a trusting culture and creates a safe space to share concerns.
- **The University of York's Behavioural Activation for Low mood and anxiety in Male NHS frontline workers (BALM) programme** will use Behavioural Activation as an early mental health intervention for male NHS frontline workers. This programme is supported through the Gillette Partnership.



DIGITAL SOCIAL CONNECTIONS CHALLENGE

In August 2021, Movember announced that 11 men's health projects across Australia, Canada, the UK, and Ireland were to receive funding over the next two years, through Movember's Digital Social Connections Challenge (DSCC). The funding initiative was set up as one of a few Movember responses to mitigate the effects of the global pandemic. This initiative was designed as a co-development programme explicitly focused on digital or technology-based solutions to strengthen the social connections of men and boys who were struggling with isolation and anxiety, in the wake of COVID-19 lockdowns.

In the UK, three projects spent the past year in co-development with Movember. Two projects (Gamers vs Depression and Chai in the City) will be awarded additional funding in FY24 to implement, test and evaluate their projects in their respective communities.

Gamers vs Depression

This project uses online gaming as a vehicle for developing depression literacy and better social connections in adolescent males. Delivered by Play Aid CIC, based in Colchester, Essex, the aim is for 'gaming teams' to act as a social/peer-support group where young men can openly discuss challenges outside of their immediate network in a safe and supportive manner. In Phase 1 of the initiative, a new mental health literacy programme was developed which specifically targets the challenges faced by the gaming community and creates an online community for gamers to connect with their peers in a safe space free of judgment, prejudice or discrimination.

If successful in moving on to implementation, the proposed project aims to address mental health issues in the gaming community through three goals: 1. Train the Trainers - involving training Psychological First Aid Trainers with knowledge of the gaming community and its unique mental health needs. 2. Embedding trained psychological first aiders within every esports team within the three focus territories (Australia, Ireland, UK) to provide psychological support and promote mental wellbeing among team members. 3. Organising social connection events and activities within the gaming community to foster social connections, reduce isolation, and promote mental health and wellbeing among gamers.

Fathers Network Scotland Wellbeing app

Fathers Network Scotland (FNS), Shared Parenting Scotland and Held in our Hearts directly support men during some of the most stressful times in their lives such as those coping with family breakdown or with the loss of a child. The aim with this project, supported by Mr Porter's Health in Mind initiative, was to develop a wellbeing app for men in Scotland that would enable them to support many more fathers. Following consultation with FNS in Feb 2023, this project was discontinued in April 2023.

Maate!

This is a digital platform to help young men aged 18-35 maintain social connections by assisting in the organisation of social events, taking the hard work out of catching up. It solves problems such as group message fatigue, uncertainty of details, scheduling conflicts, and barriers in existing digital tools that require participants to create accounts or join specific social networks. During the development phase, two main user segments were identified; freelancers who are seeking connection to their freelance community and online game players who are seeking others to play games with, such as Dungeons and Dragons.

Chai in the City

This project is aimed at reducing social isolation, loneliness and breaking down the stigma surrounding mental health for men and boys from Punjabi communities in the UK. Through facilitated discussion groups, the project gets Punjabi men talking about their mental health, life challenges, and things they may not feel comfortable speaking about freely with their family or friends. Launched by an organisation called Taraki, the goal is to create a model that can be scaled globally and eventually tailored to communities of Punjabi men, including first generation, LGBTQ+ and disabled Punjabi men. Taraki has already delivered support groups in-person and online, which have expanded through a curriculum and support package to train Punjabi men as peer support facilitators. In the development phase, the curriculum was developed and delivered with two partner organisations whose trained facilitators are now providing peer support.

If successful in moving to the implementation phase, the project will involve a larger pilot with six organisations and the finalization of a sustainable business model for the movement to provide community-led, scalable peer support spaces to challenge social isolation and loneliness.



DISTINGUISHED GENTLEMAN'S RIDE SOCIAL CONNECTIONS CHALLENGE

In May 2021, Movember announced that nine projects had been granted funding through the Distinguished Gentleman's Ride Social Connections Challenge, focused upon improving the mental health and wellbeing of male motorcyclists. The aim of the challenge was to support ideas that strengthen social connections and build relationships to improve the social connectedness, life satisfaction and mental wellbeing of motorcycle riders. In the UK three projects received funding to pilot their ideas until August 2022.

1. **Quay Rider** is a mentorship initiative based at a motorcycle workshop in Poole, Dorset. The project aims to connect older men with young men who are living in care. Participants will learn how to build and modify a motorcycle, on which the younger riders will undertake a series of off-road challenges under the guidance of their mentors.
2. **Bike Directory** is an online platform for middle-aged riders, looking for places to socially interact with others. The team from Havant, Hampshire, will use social media to inform the community, many of whom are men who are hard to reach, about upcoming events to participate in and report on past events.
3. **Project Pit Stop** encourages motorcyclists to socialise with each other, strengthening existing relationships or developing new ones. Based in Bournemouth, Dorset, the team plans to use a 'health by stealth' approach, providing mental health services and mental health literacy alongside practical bike maintenance tips.

In October 2022, proposals to extend piloting for further 18 months were reviewed by an external review panel. Quay Rider and Project Pit Stop were selected to receive further funding over the next 18 months, starting in January 2023.

SCALING WHAT WORKS

Scaling What Works is a grant funding programme that aims to enable existing mental health initiatives, to expand their activities and reach greater number of boys and men.

There are eight programmes currently receiving funding in the UK:

- The Mental Health Foundation's **Becoming A Man** programme is a trauma-Informed counselling and group mentoring project that enables teenage boys to overcome difficult circumstances and reach their full potential.
- Beyond Equality's **Collective Resilience with Men in Sports** and Community Settings will train local community facilitators to run interactive workshops for men, helping them rethink gendered socialisation to create more inclusive cultures that encourage help-seeking.
- Best Beginnings' **They Call Me Dad** is an early intervention programme that supports GBQT+ men transitioning into parenthood.
- SAMH (Scottish Association for Mental Health)'s **Achieving Active Lives** is an early intervention programme that promotes physical activity and positive behaviour change.
- **Sport in Mind** is an intervention programme by Sport in Mind that uses sport to engage socio-economically disadvantaged men with a high risk of mental ill-health or suicide.
- **Growing2gether**'s youth mentoring programme pairs young mentors facing disadvantage with children with social or personal challenges.
- Rugby League Cares' **Offload** is a programme delivered by current and former rugby league players and professionals, using lived experience to help men build mental fitness. The project supports men within the construction industry, empowering them to take control of their mental health.
- Age NI's **Good Vibrations** will support the mental health and wellbeing of Men aged 50+ in communities and workplaces across Northern Ireland.



AHEAD OF THE GAME

Movember's Ahead of The Game (AOTG) is a series of mental fitness workshops which have been proven to increase mental health literacy and boost resilience in adolescent athletes who take part.

The evidence-based programme is aimed at young people aged between 12-18 and delivered through community sports clubs. During the one-hour workshops, participants learn how to spot the signs of anxiety, depression and low mood in themselves and others. In separate workshops, their parents and sports coaches learn how to distinguish between potential mental health problems and normal teenage behaviour.

The programme was tested by researchers at the University of Wollongong in Australia on 350 boys aged between 12 and 18 across different sports including football, rugby league and swimming, over a season-long period. Teenagers who took part in the study – the biggest of its kind in the world – demonstrated a better understanding of what mental health is, had greater intentions to help others with mental health problems and were more confident about seeking help themselves if they needed to.

The programme has since been scaled through sporting partners in the UK and achieved similar real-world outcomes.

As the Official Mental Fitness Partner for the Rugby League World Cup 2021 in Autumn 2022, Movember

worked with Rugby League Cares to develop a mental fitness charter, a world first for a global sporting event, that put mental health at the tournament's heart.

Ahead of the Game was delivered to more than 8,000 teenage rugby league players, their parents, and sports coaches in the host town and cities of the World Cup. In addition, every elite player, team official, match official, RLWC staff member, and volunteer were also supported to look after their own mental fitness and the mental fitness of those around them.

The partnership culminated in the dedicated Movember Mental Fitness Matchday at the DW Stadium in Wigan on 5th November 2022 for an England men and women's double header. 25,000 spectators – led by HRH The Princess of Wales – were urged to make as much noise as possible as they took part in a pre-match 'moment against silence' which aimed to encourage people to reach out, speak up and ask for help when they need it.

To build on the success of the partnership, Rugby League Cares have been commissioned as the implementation partner for AOTG in England and Wales. Additional professional sport club foundations – including Fulham FC Foundation, Everton in the Community, Leeds Rhinos Foundation, and Harlequins Foundation, – have been trained to deliver AOTG in their own communities. Similar approaches to scale the programme further are being developed in Scotland with the Scottish Association of Mental Health.





FINANCIAL REVIEW

Movember Europe delivered another strong result in the year ended 30 April 2023, increasing total income by £1.9m to a total of £21.5 million. This total was primarily driven by donation income from our community of Mo Bros and Sisters – through nearly 138,000 registered participants for our 2022 Movember campaign (up slightly from 137,000 in 2021).

Furthermore, revenue from sources outside the annual campaign continues to be significant. Our partnership with the Distinguished Gentleman's Ride generated revenue of £2.1 million, a significant increase from £1.3m in 2022, and we also saw a 50% increase in revenue from the second Distinguished Gentleman's Drive event. Income from Corporate Partners was £1.9m (£2.0m in 2021/22), and we saw increased revenue from our Innovations function (£364k, compared to £136k in 2021/22).

The organisation's programmatic activity continues to produce outstanding outcomes for men's health. Movember Europe spent £11.5 million on programme expenditure during the year (£8.3 million in 2021/22) resulting in a net movement in funds of £7.3 million (£7.3 million in 2021/22).

The organisation has set ambitious targets to grow our both our core campaign as well as year-round income streams, and remains committed to funding exciting and innovative projects across the UK and Europe.



PRINCIPAL RISKS AND UNCERTAINTIES

There are three artefacts used together in managing risk at Movember:

A risk appetite statement, developed by the Trustees, which sets out the Board's appetite for the amount and type of risk Movember is willing to accept, retain or tolerate in pursuit of organisational mission and strategy.

A risk management plan, setting out the methodology and processes put in place by management to ensure risks are identified, assessed and managed consistently across Movember. This plan includes Movember's risk matrix, which provides a set of consistent analyses and evaluation categories to assess the severity of

each risk. Risk ratings to define severity are based on standardised likelihood and consequence scales which align with Movember's risk appetite statement.

A risk register, used to record risks identified, and management's analysis of the likelihood and consequences of those risks, along with the mitigations (or treatments) implemented and the residual likelihood and consequences of those risks.

The risk register is kept up to date by management and reviewed periodically by the Trustees. Risks given a 'extreme' or 'high' rating are notified to the board with commentary and have been included in the table below alongside a summary of the mitigation plan.

The Trustees are satisfied that the risks of the charity are being sufficiently well managed.

Risk	Rating	Mitigation Plan
A data breach (unauthorised use of, or access to personal data collected, stored by (or on behalf of) Movember) could occur.	EXTREME	An annual cyber security audit is undertaken in relation to Movember's core fundraising platform. Movember undertakes work to continually assess the effectiveness and enhance internal training and support provided for staff working on activities that are likely to present particular privacy risks (programs involving personal health information, fundraising, HR, etc.). Access controls included in core software applications, Single Sign-on is used for access on most platforms, and reporting enabled to alert of credential breach. Staff off-boarding processes include removal of system log-in details to Movember systems and software. Movember funded programs that involve the collection, storage and use of patient data are subject to contractual privacy requirements; and defined privacy and data security processes are included in study protocols.
Dominant news and/or external events distract attention from the Movember campaign (e.g. COVID-19, political unrest, or a terrorism event) impacts negatively on campaign fundraising revenue.	HIGH	Movember has proactively sought ways to use our brand and voice constructively in the face of significant social, economic, and political disruptions since 2020. Movember continues to invest in media in our key markets – knowing that volume is still the main vehicle through which we drive value in our campaign, as well as focusing on attracting new supporters. The Board has a policy to reserve funds annually to ensure operational costs can be met for 9 – 12 months if forecast fundraising targets aren't met for any reason.
Movember attracts criticism for holding large cash balances.	HIGH	A long-term plan on reducing or better utilising the material cash balances is being developed alongside Movember's forward impact strategy. In the meantime, proactive communications – tied to some forward investment announcements in each market, and with consideration to Movember's broader communications plan around investments and programmatic impact achieved to date has also been developed and is under regular review by Movember's Board and Management team.



RESERVES POLICY AND GOING CONCERN

The unrestricted funds balance for the year ending 30 April 2023 was £48.9 million. Of this balance, £41.1 million has been designated for spend on specific programmes, £7.5m is retained for general purposes, and the balance of £0.2m represents the foreign currency translation reserve. As the majority of Movember Europe's revenue is currently derived from one annual campaign, the Movember Europe Trustees have adopted a fiscally conservative approach to risk management; the Board approved Policy requires an accumulation of a general reserves of between 9 and 12 months' coverage of costs.

The Movember Europe Trustees have elected to maintain a reserves balances equivalent to approximately 10 months of expenditure, or £7.5m, which falls within the Board approved policy. As a result, no further action is required prior to the review of reserves that will take place at the end of the next financial year.

Designated (and restricted) funds have been allocated to the following programmes, and trustees currently expect the majority of this balance to be committed as set out below.

Programme	Within 1 year	1 – 3 Years	3+ Years	Total (million)
PROSTATE & TESTICULAR CANCER RESEARCH, PROGRAMS AND ADVOCACY	2.5	5.1	5.4	13.0
MEN'S HEALTH & MENTAL HEALTH RESEARCH, PROGRAMS AND ADVOCACY	5.5	12.3	11.1	28.9
	8.0	17.4	16.5	41.9

Funds dedicated to prostate and testicular cancer focus on the areas of Biomedical research, survivorship and advocacy.

Biomedical research continues to support existing multi-year projects under Movember's national and global programmes. The focus of the work in survivorship and Health Outcomes supports ongoing clinical quality and survivorship projects. We aim to improve prostate cancer mortality and quality of life by reducing the number of people progressing to lethal prostate cancer, delivering more consistent and improved personalised care, and reducing variation in prostate cancer treatment and outcomes and the number of people with prostate cancer experiencing severe and bothersome side effects.

During the current financial year, Movember finalised its new impact strategy. The new strategy sees the organisation's programmatic work centring around working holistically on men's health, instead of solely a disease-centric approach.

Funding for Men's health and mental health research, programs and advocacy is being utilised across a broad range of mental health prevention and early intervention programmes. Existing projects will continue to work with their contracted partners through to completion. New projects will focus on improving young men's mental health by improving their ability to successfully navigate the stressors of adolescence and reducing likelihood of men utilising unhealthy coping mechanisms. We will work closely with new partners to achieve their programme goals and utilise existing partner expertise as and when applicable.

In addition, funding for Men's Health sees the continuation and expansion of an existing programme of mass media behaviour change, improving men's health literacy. We have partnered with Gillette to roll out a new iteration of the influencer work in the UK and Europe. Movember also engage with our partners in Ireland to focus on created scaled interventions, behaviour change and impact aimed at youth mental health in sporting setting.



FUNDRAISING POLICY

Fundraising Practices

Movember aims to ensure that all of our fundraising activities are done in an open, honest and compliant manner wherever we operate. In the UK we are a member of the Chartered Institute of Fundraising and voluntarily subscribe to the Fundraising Regulator. This regulator has been responsible, since July 2016, for overseeing an independent and voluntary system of regulation of fundraising by charities. We set ourselves standards that aim to meet or exceed their Code of Fundraising Practice.

Fundraising Performance

The 2023 Movember Campaign saw another successful year with the number of participants joining our Movember campaign and raising funds to support men's health continuing to grow, following the trend we've seen in the last 6 years. This performance is attributed to a mixture of carefully planned investment in media to raise awareness of Movember's brand and campaign, and attract new participants; efforts to retain and keep our supporters engaged across the year; and a focus on helping our Campaign participants raise vital funds for men's health.

In the last few years we've made a specific effort in diversifying our fundraising activities beyond our flagship peer to peer campaign in order to secure a sustainable long-term source of revenue. We have trialled different models of sporting or endurance challenges, and worked in partnership with third parties (including the Distinguished Gentleman's Ride) to attract new supporters or offer to our existing supporters other ways to support our work throughout the year. Our Partnership with the Distinguished Gentleman's Ride continues to go from strength to strength and, in 2022, we have started to scale our physical challenge events by

offering more places to our supporters with a good level of engagement and return on investment.

Supporters' Data

Movember maintains a global GDPR compliant privacy policy and business practices that reflect our commitment to being respectful, fair and transparent with Mo Bros, Mo Sisters, employees, partners and authorities about how we collect, use and safeguard personal information.

Working with Third Parties

Our Mo Community is key to Movember's ongoing success, and is at the heart of everything we do, therefore we aim to offer a remarkable experience to every single person that gets in touch with us or gets involved with the campaign in any way. The majority of our fundraising is carried out by our committed supporters, growing a moustache, running 60km as a Move challenge, hosting an event, or undertaking their own challenges and raising money whilst doing so from their friends, families and local businesses. Movember does not use professional fundraisers to carry out its fundraising activities.

Movember has a number of arrangements in place with Commercial Participators, including our Corporate Partners. Where these arrangements exist, we ensure that contracts are in place that include a commitment from the Commercial Participator that they will comply with the Fundraising Code of Practice. We maintain a system of monitoring compliance with these requirements, and ensure that any complaints from the public are fed back to us. We have a specific Commercial Participator agreement in place for the running of the Distinguished Gentleman's Ride and Distinguished Gentleman's Drive, whereby the Participator organises the events and collects donations on our behalf, in return



for a fee. We also secure places in existing fundraising events (like the London Landmarks Half Marathon), or have agreements in place with Events companies to run sporting or endurance challenges on our behalf. These agreements involve a commitment to comply with the Fundraising Code of Practice, and allow for monitoring and dissemination of any complaints received.

Complaints

During the reporting period, we received five informal complaints, all of which were satisfactorily addressed and resolved locally. There were no complaints referred from the Fundraising Regulator. We always work to resolve all complaints in a professional and timely manner. We review our Complaints Policy on an annual basis to ensure that we are adopting best practice.

Protecting Vulnerable People

Our current fundraising model is primarily based on peer-to-peer donations, and our activities are designed to ensure that no one is put under pressure to donate to us. We are broadening our fundraising strategy and we will continue to review all our safeguarding mechanisms and policies to ensure that we are adopting best practice to protect vulnerable people in all our activities.

PLANS FOR THE FUTURE

While great progress has been made in the last 20 years, too many men are still living in poor health and dying prematurely.

To continue to improve men's lives and support healthier communities, we know we need to be even more ambitious and focus on men's overall health – beyond cancers and mental wellbeing.

Movember has a long history of partnering with other organisations to provide investment, scale, expertise, and reach – enabling us generate change faster and at greater scale than we would on our own.

In line with our new impact strategy, which will inform and guide all of Movember's future investments and fundraising activities, we will work on creating collective impact with others to support healthy behaviours in men while challenging health systems and confronting gender norms to reduce health inequalities and save more lives.

Our goal is to work to prevent the progression of high-risk prostate cancer to advanced, fatal disease while continuing to improve quality of care and quality of life – including improving sexual health outcomes for those with prostate cancer and their partners. We will continue to invest in biomedical prostate cancer research and our cancer survivorship and clinical quality work.

In our mental health and suicide prevention work, we will be focusing on improving young men's mental health, primarily in sporting settings. Adolescence is a particularly vulnerable point young in men's lives and our goal is to enable them to successfully navigate their teenage years and reduce the likelihood of men turning to unhealthy coping mechanisms.

We will continue to deliver men's health awareness and education campaigns – while working to better understand the relationship between masculinity and men's mental health.

We will raise the profile of men's health through the establishment of the Movember Men's Health Institute to undertake research and help build evidence for approaches that work for men. The aim of the institute is to strengthen and convene the international men's health sector to raise the profile and investment in men's health.

Following the publication of a Global Men's Health Report in 2024, we will commence advocacy planning on policy priorities, aimed at shaping men's health policies and guidelines including advocating for more gender responsive healthcare for boys and men in all their diversities.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Movember Europe is a company limited by guarantee, incorporated on 07/06/2010 and registered as a charity on 10/09/2010. The company was established under a memorandum of association which established the objects and powers of the charitable company and is governed under its articles of association ("Articles"). The single member of Movember Europe is The Movember Group Pty Ltd as trustee for the Movember Foundation Trust (an Australian charitable organisation).

The Articles provide that the business of Movember Europe is to be managed by the Board of Trustees ("Board"). During the 2022/23 year the Board was advised by the following sub- committees:

- Finance, Risk and Audit Committee
- People & Culture Committee
- Programs Strategy & Investment Committee
- Global Cancer Advisory Committee
- Global Men's Health Advisory Committee
- Ad-hoc committees are appointed by the Board where necessary

The Board and its committees are governed by the charters and policies set out in the Movember



Governance Policies, including policies in relation to Independence and Conflict of Interests.

All Trustees give their time voluntarily and receive no benefits from the charity. Any expenses reclaimed from the charity are set out in note 7 to the accounts.

Seven Board meetings were held in the 2022/23 financial year. The Finance, Risk and Audit Committee met five times, the People & Culture Committee met four times, the Programs Strategy & Investment Committee met four times, the Global Men's Health Advisory Committee met twice and the Global Cancer Advisory Committee met twice.

The Board is accountable for Movember's performance; Trustees consider every Mo Bro, Mo Sister, donor, partner and the men that Movember serves as key stakeholders to whom that accountability is owed.

The Board's primary functions include:

- Providing reporting, transparency and accountability to Movember's stakeholders
- Setting Movember's strategic direction, and monitoring and supporting management's delivery of Movember's strategic plan
- Selecting, appointing and managing the performance of the CEO
- Defining Movember's risk appetite and overseeing Movember's risk management practices
- Monitoring Movember's compliance with legal and regulatory requirements, including external financial reporting

APPOINTMENT AND TRAINING OF TRUSTEES

New Trustees are appointed by the member of Movember Europe on recommendation from the Board. Selection and interviewing for new Trustees is undertaken by an ad-hoc committee of the Board. The primary consideration when selecting new Trustees is to ensure an appropriate balance of skills and experience. Training and induction of Trustees is tailored to the needs of specific incoming Trustees.

RELATED PARTIES AND RELATIONSHIPS WITH OTHER ORGANISATIONS

The Movember Group Pty Ltd as trustee for the Movember Foundation Trust (Movember Europe's parent), as well as being a registered charity in its own

right in Australia, is also the parent of the Movember registered charity organisations in the US (Movember Foundation (US)) and Canada (Movember Canada). The board of Movember Europe has majority control over Movember Foundation e.V. and this entity is therefore treated as a subsidiary entity for consolidation purposes. Each of Movember's registered charities (in Australia, UK, US, Canada, Germany and New Zealand) are all managed by staff and management based in the relevant country or nearby, but they share central services such as information technology, finance and legal services, which are largely based in the Movember head office in Melbourne, Australia.

Various Trustees that sit on the Board of Movember Europe also sit on the boards of The Movember Group Pty Ltd, Movember Canada, Movember Foundation (US), Movember Foundation e.V. and Movember Foundation NZ.

Movember Europe has a trading subsidiary, Movember Europe Trading Limited. The trading subsidiary was formed in 2011.

REMUNERATION POLICY FOR KEY MANAGEMENT PERSONNEL

Movember utilises the Korn Ferry HayGroup data review for all salaries including in the United Kingdom, and to provide ongoing market related information. Movember undertakes an annual review of the salary of all staff, including key management personnel, and this is benchmarked against an annualised refresh of market data provided by the Korn Ferry HayGroup. Employee salaries are now reviewed against 'all Industry' data as well as 'Not for Profit' industry data, and apply a London specific lens. We use the Median (mid-point), Top 25% and Top 10% as our key comparison points within the benchmark range to guide salary recommendations. As such, we are confident that the salaries we offer our employees are fair and competitive.

POLICY FOR EMPLOYMENT OF DISABLED PERSONS

Movember's Workplace Behaviours Policy clearly states that we will abide by all laws in relation to the employment of disabled persons and the policy forbids any discrimination on the grounds of a disability. Any employee found to be discriminating in line with any of the areas named in the above policy, would be subject to disciplinary management, which depending on the seriousness may include termination of employment. We use recruitment methods that encourage applications from people with diverse backgrounds and abilities, ensuring all applicants are treated fairly.



EMPLOYEE INFORMATION

All UK based staff have the opportunity to be part of a Pension Scheme. All staff are kept fully informed on the program and any pension changes announced by the government are communicated to staff through a presentation delivered by a qualified financial advisor, followed by an opportunity provided to all staff for a one-on-one consultation.

We have developed an internal communications strategy and schedule to provide information to staff and seek their feedback. Initiatives to inform staff include updating the intranet with organisational news, information and policies, and providing updates on all areas of the organisation during regular emails from the leadership team and all-staff town halls. There are also weekly work-in-progress meetings in each office, and weekly or fortnightly team meetings. In 2023 we will hold an off-site working away day to strengthen communication and build accountability from all staff.

Staff are frequently encouraged to ask questions and provide feedback informally through their manager or HR team. Formal channels for staff consultation include an annual employee engagement survey and pulse surveys. These surveys cover all areas of the organisation, for example engagement, leadership and development. In 2020 we conducted surveys on Staff Wellbeing and Diversity, Equity and Inclusion, and in 2022 we conducted an externally managed survey on Psychological Safety to proactively address psychological safety in the workplace. We report the results back to staff and they have the opportunity to discuss the results within their team meetings. Following this, we create local and global action groups to implement agreed actions. Staff are also provided with the opportunity for an 'ask me anything' question and answer session with the leadership team during town halls and when the leadership visit different offices.

Each year we recommend that staff review the organisation's annual report, which provides information and relevant data regarding the company accounts and financial performance.

All of this is underpinned by a global Human Resources team who are available for any member of the team to confide in on any matter, and access to a free employee assistance program available 24/7.

STATEMENT OF RESPONSIBILITIES OF THE TRUSTEES

The Trustees (who are also directors of Movember Europe for the purposes of company law) are responsible for preparing the trustees' annual report including the strategic report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and group and of the incoming resources and application of resources, including the income and expenditure, of the charitable company or group for that period. In preparing these financial statements, the Trustees are required to:

- Select suitable accounting policies and then apply them consistently
- Observe the methods and principles in the Charities SORP
- Make judgements and estimates that are reasonable and prudent
- State whether applicable UK Accounting Standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and group and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the Trustees are aware:

- There is no relevant audit information of which the charitable company's auditor is unaware
- The trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.



The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

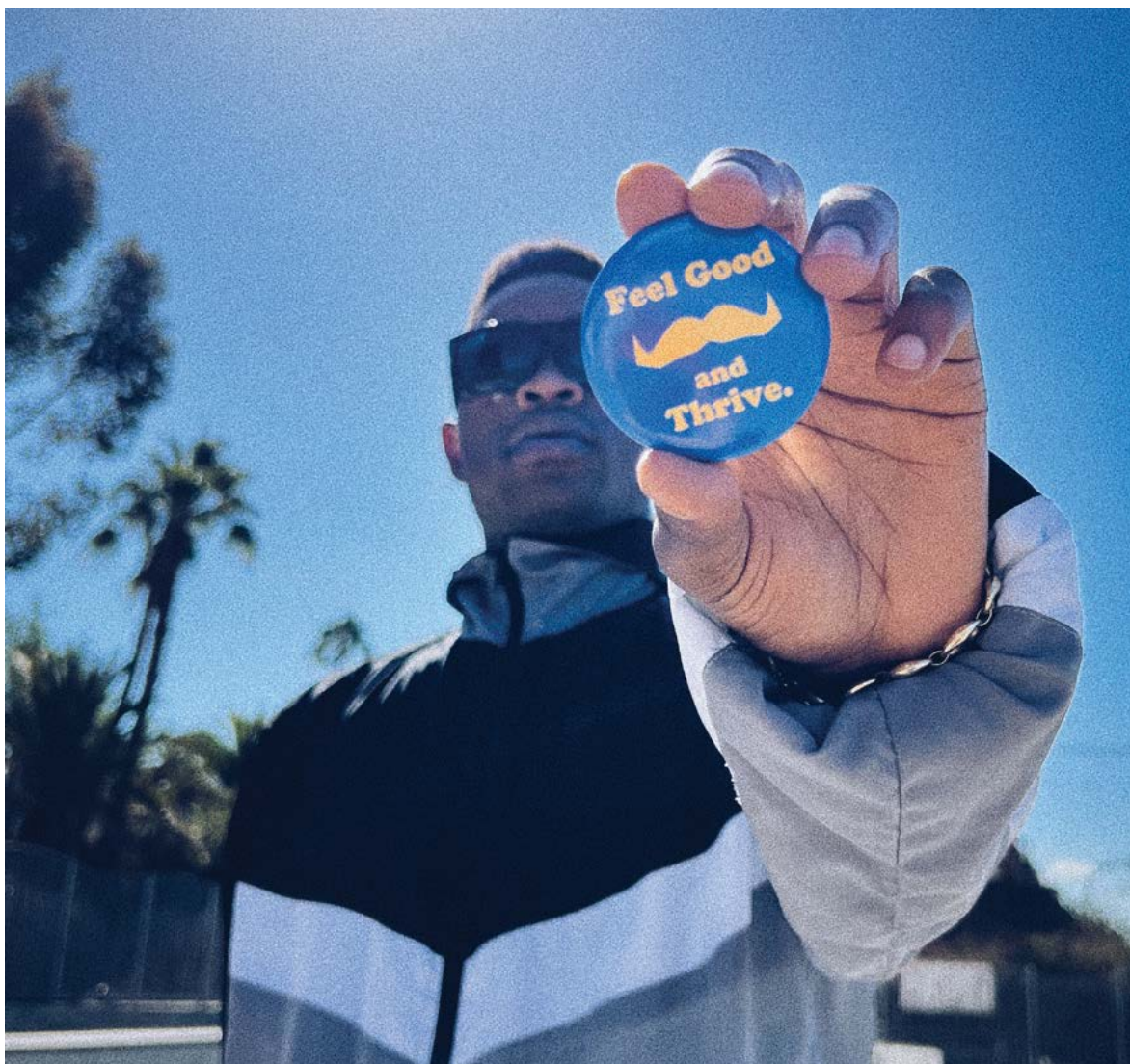
Members of the charity guarantee to contribute an amount not exceeding £1 to the assets of the charity in the event of winding up. The total number of such guarantees at 30 April 2023 was 8 (2022: 9). The trustees are members of the charity but this entitles them only to voting rights. The trustees have no beneficial interest in the charity.

AUDITOR

Sayer Vincent LLP was re-appointed as the charitable company's auditor during the year and has expressed its willingness to continue in that capacity.

The Trustees' annual report which includes the strategic report has been approved by the Trustees on 5 September 2023 and signed on their behalf by

Richard Deutsch
Chairperson





INDEPENDENT AUDITOR'S REPORT



OPINION

We have audited the financial statements of Movember Europe (the 'parent charitable company') and its subsidiaries (the 'group') for the year ended 30 April 2023 which comprise the consolidated statement of financial activities, the group and parent charitable company balance sheets, the consolidated statement of cash flows and the notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- Give a true and fair view of the state of the group's and of the parent charitable company's affairs as at 30 April 2023 and of the group's incoming resources and application of resources, including its income and expenditure, for the year then ended
- Have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice
- Have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulations 6 and 8 of the Charities Accounts (Scotland) Regulation 2006 (as amended).

BASIS FOR OPINION

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the group in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

CONCLUSIONS RELATING TO GOING CONCERN

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on Movember Europe's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

OTHER INFORMATION

The other information comprises the information included in the trustees' annual report, including the strategic report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

OPINIONS ON OTHER MATTERS PRESCRIBED BY THE COMPANIES ACT 2006

In our opinion, based on the work undertaken in the course of the audit:

- The information given in the trustees' annual report, including the strategic report, for the financial year for which the financial statements are prepared is consistent with the financial statements
- The trustees' annual report, including the strategic report, has been prepared in accordance with applicable legal requirements.



MATTERS ON WHICH WE ARE REQUIRED TO REPORT BY EXCEPTION

In the light of the knowledge and understanding of the group and the parent charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the trustees' annual report, including the strategic report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and Charities Accounts (Scotland) Regulations 2006 (as amended) requires us to report to you if, in our opinion:

- Adequate accounting records have not been kept by the parent charitable company, or returns adequate for our audit have not been received from branches not visited by us; or
- The parent charitable company financial statements are not in agreement with the accounting records and returns; or
- Certain disclosures of trustees' remuneration specified by law are not made; or
- We have not received all the information and explanations we require for our audit.

RESPONSIBILITIES OF TRUSTEES

As explained more fully in the statement of trustees' responsibilities set out in the trustees' annual report, the trustees (who are also the directors of the parent charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the group's and the parent charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the group or the parent charitable company or to cease operations, or have no realistic alternative but to do so.

AUDITOR'S RESPONSIBILITIES FOR THE AUDIT OF THE FINANCIAL STATEMENTS

We have been appointed as auditor under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with regulations made under those Acts.

Our objectives are to obtain reasonable assurance

about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud are set out below.

CAPABILITY OF THE AUDIT IN DETECTING IRREGULARITIES

In identifying and assessing risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, our procedures included the following:

- We enquired of management and the finance, audit and risk committee, which included obtaining and reviewing supporting documentation, concerning the group's policies and procedures relating to:
 - i. Identifying, evaluating, and complying with laws and regulations and whether they were aware of any instances of non-compliance;
 - ii. Detecting and responding to the risks of fraud and whether they have knowledge of any actual, suspected, or alleged fraud;
 - iii. The internal controls established to mitigate risks related to fraud or non-compliance with laws and regulations.
- We inspected the minutes of meetings of those charged with governance
- We obtained an understanding of the legal and regulatory framework that the group operates in, focusing on those laws and regulations that had a material effect on the financial statements or that had a fundamental effect on the operations of the group from our professional and sector experience
- We communicated applicable laws and regulations throughout the audit team and remained alert to any indications of non-compliance throughout the audit



- We reviewed any reports made to regulators
- We reviewed the financial statement disclosures and tested these to supporting documentation to assess compliance with applicable laws and regulations
- We performed analytical procedures to identify any unusual or unexpected relationships that may indicate risks of material misstatement due to fraud
- In addressing the risk of fraud through management override of controls, we tested the appropriateness of journal entries and other adjustments, assessed whether the judgements made in making accounting estimates are indicative of a potential bias and tested significant transactions that are unusual or those outside the normal course of business.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities is available on the Financial Reporting Council's website at:
[frc.org.uk/auditorsresponsibilities](https://www.frc.org.uk/auditorsresponsibilities).

This description forms part of our auditor's report.

USE OF OUR REPORT

This report is made solely to the charitable company's members as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and section 44(1) (c) of the Charities and Trustee Investment (Scotland) Act 2005. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Noelia Serrano

(Senior statutory auditor)

7 September 2023

for and on behalf of Sayer Vincent LLP, Statutory Auditor
Invicta House, 108-114 Golden Lane, LONDON, EC1Y 0TL

Sayer Vincent LLP is eligible to act as auditor in terms of section 1212 of the Companies Act 2006.





CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES

INCORPORATING AN INCOME AND EXPENDITURE ACCOUNT

For the year ended 30 April 2023

	Notes	Unrestricted (£)	Restricted (£)	2023 Total (£)	Unrestricted (£)	Restricted (£)	2022 Total (£)
INCOME FROM:							
DONATIONS AND LEGACIES	2	19,033,666	-	19,033,666	17,445,404	-	17,445,404
OTHER TRADING AND CHARITABLE ACTIVITIES	3	1,606,980	338,156	1,945,136	1,261,420	857,552	2,118,972
INVESTMENT INCOME		517,592	-	517,592	58,558	-	58,558
TOTAL INCOME		21,158,238	338,156	21,496,394	18,765,382	857,552	19,622,934
EXPENDITURE ON:							
RAISING FUNDS	4	3,704,146	-	3,704,146	3,469,678	-	3,469,678
CHARITABLE ACTIVITIES							
PROGRAMME EXPENDITURE	4	10,904,482	583,953	11,488,435	7,809,849	446,432	8,256,281
TOTAL EXPENDITURE		14,608,628	583,953	15,192,581	11,279,527	446,432	11,725,959
NET INCOME FOR THE YEAR	6	6,549,610	(245,797)	6,303,813	7,485,855	411,120	7,896,975
TRANSFERS BETWEEN FUNDS		(40,739)	40,739	-	-	-	-
NET INCOME BEFORE OTHER RECOGNISED GAINS AND LOSSES		6,508,871	(205,058)	6,303,813	7,485,855	411,120	7,896,975
OTHER GAINS / (LOSSES)	6	952,435	-	952,435	(568,637)	-	(568,637)
NET MOVEMENT IN FUNDS		7,461,306	(205,058)	7,256,248	6,917,218	411,120	7,328,338
RECONCILIATION OF FUNDS:							
TOTAL FUNDS BROUGHT FORWARD		41,397,236	957,432	42,354,668	34,480,018	546,312	35,026,330
TOTAL FUNDS CARRIED FORWARD		48,858,542	752,374	49,610,916	41,397,236	957,432	42,354,668

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in Note 19 to the financial statements.



BALANCE SHEETS

COMPANY NO. 7275694

As at 30 April 2023

		The Group		The Charity	
	Notes	2023 (£)	2022 (£)	2023 (£)	2022 (£)
NON-CURRENT ASSETS:					
TANGIBLE ASSETS	11	36,365	27,400	36,365	27,400
INVESTMENTS	12	-	-	1	
		36,365	27,400	36,366	27,401
CURRENT ASSETS:					
DEBTORS	14	2,892,453	2,134,867	4,031,152	3,247,812
SHORT TERM DEPOSITS		19,899,723	17,664,868	19,899,723	17,664,868
CASH AT BANK AND IN HAND		35,640,502	31,920,460	31,998,498	28,545,361
		58,432,678	51,720,195	55,929,373	49,458,042
LIABILITIES:					
CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR	15	(8,665,087)	(9,199,801)	(8,616,043)	(9,131,699)
NET CURRENT ASSETS		49,767,591	42,520,394	47,313,330	40,326,343
TOTAL ASSETS LESS CURRENT LIABILITIES		49,803,956	42,547,793	47,349,696	40,353,744
CREDITORS: AMOUNTS FALLING DUE AFTER ONE YEAR	16	(193,040)	(193,126)	(193,040)	(193,126)
TOTAL NET ASSETS		49,610,916	42,354,668	47,156,656	40,160,618
FUNDS:	18a				
RESTRICTED INCOME FUNDS		752,374	957,432	752,374	957,432
UNRESTRICTED INCOME FUNDS:					
DESIGNATED FUNDS		41,110,634	34,921,236	38,170,261	33,292,238
GENERAL FUNDS		7,531,303	7,170,651	8,048,151	6,512,006
TRANSLATION OF FOREIGN OPERATIONS		216,605	(694,651)	185,870	(601,058)
TOTAL UNRESTRICTED FUNDS		48,858,542	41,397,236	46,404,282	39,203,186
TOTAL FUNDS		49,610,916	42,354,668	47,156,656	40,160,618

Approved by the trustees on 5 September 2023 and signed on their behalf by

Richard Deutsch
Chairperson



CONSOLIDATED STATEMENT OF CASH FLOWS

For the year ended 30 April 2023

	Notes	2023 (£)	2022 (£)
CASH FLOWS FROM OPERATING ACTIVITIES			
NET INCOME FOR THE REPORTING PERIOD (AS PER THE STATEMENT OF FINANCIAL ACTIVITIES)		6,303,813	7,896,975
DEPRECIATION CHARGES		35,503	97,740
INVESTMENT INCOME		(517,592)	(58,558)
(INCREASE)/DECREASE IN DEBTORS		(757,585)	936,701
(DECREASE) IN CREDITORS		(534,800)	(3,334,497)
NET CASH PROVIDED BY OPERATING ACTIVITIES		4,529,339	5,538,361
CASH FLOWS FROM INVESTING ACTIVITIES:			
INVESTMENT INCOME		517,592	58,558
PURCHASE OF FIXED ASSETS		(44,331)	(6,789)
PROCEEDS FROM SALE OF INVESTMENTS		-	2,500,000
NET CASH PROVIDED BY INVESTING ACTIVITIES		473,261	2,551,769
CASH FLOWS FROM FINANCING ACTIVITIES:			
AMOUNTS (INVESTED) IN SHORT TERM DEPOSITS		(2,234,855)	(5,729,919)
NET CASH (USED IN) FINANCING ACTIVITIES		(2,234,855)	(5,729,919)
CHANGE IN CASH AND CASH EQUIVALENTS IN THE YEAR		2,767,745	2,360,211
CASH AND CASH EQUIVALENTS AT THE BEGINNING OF THE YEAR		31,920,460	30,128,838
CHANGE IN CASH AND CASH EQUIVALENTS DUE TO EXCHANGE RATE MOVEMENTS		952,297	(568,589)
CASH AND CASH EQUIVALENTS AT THE END OF THE YEAR	^a	35,640,502	31,920,460

Analysis of cash and cash equivalents and of net debt

	At 1 May 2022 (£)	Cash flows (£)	Other non-cash changes (£)	At 30 April 2023 (£)
CASH AT BANK AND IN HAND	31,920,460	2,767,745	952,297	35,640,502
^a TOTAL CASH AND CASH EQUIVALENTS	31,920,460	2,767,745	952,297	35,640,502



NOTES TO THE FINANCIAL STATEMENTS

MOVEMBER EUROPE FOR THE YEAR ENDED 30 APRIL 2023



1 ACCOUNTING POLICIES

(a) Statutory information

Movember Europe is a charitable company limited by guarantee and is incorporated in England and Wales. The registered office address is Gensurco House, 52-54 Rosebery Avenue, London, England, EC1R 4RP.

Movember Europe is an incorporated charity registered with the Charity Commission for England and Wales, the Office of the Scottish Charity Regulator and the Charities Regulator Ireland.

The registered office address and principal place of business is Gensurco House, 52 - 54 Rosebery Avenue, London, England, EC1R 4RP.

(b) Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) - (Charities SORP FRS 102), The Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

These financial statements consolidate the results of the charity and its wholly-owned subsidiaries Movember Europe Trading Limited and Movember Foundation e.V. on a line by line basis. Transactions and balances between the charity and its subsidiaries have been eliminated from the consolidated financial statements. Balances between the entities are disclosed in the notes of the charity's balance sheet. A separate statement of financial activities, or income and expenditure account, for the charity itself is not presented because the charity has taken advantage of the exemptions afforded by section 408 of the Companies Act 2006. As a summary of the result for the year is disclosed in the notes to the accounts.

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

In applying the financial reporting framework, the trustees have made a number of subjective judgements, for example in respect of significant accounting estimates. Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances. The nature of the estimation means the actual outcomes could differ from those estimates. Any significant estimates and judgements affecting these

financial statements are detailed within the relevant accounting policy below.

The trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

(c) Public benefit entity

The charity meets the definition of a public benefit entity under FRS 102.

(d) Going concern

The Trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern.

(e) Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the income have been met, it is probable that the income will be received and that the amount can be measured reliably.

Income received in advance of the provision of a specified service is deferred until the criteria for income recognition are met.

(f) Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

(g) Fund accounting

Unrestricted funds are donations and other incoming resources received or generated for the charitable purposes.

Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure which meets these criteria is charged to the fund.

Designated funds are unrestricted funds earmarked by the trustees for particular purposes.



1 ACCOUNTING POLICIES (CONTINUED)

(h) Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

- Costs of raising funds relate to the costs incurred by the charity in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose.
- Expenditure on charitable activities includes the costs of programme expenditure undertaken to further the purposes of the charity and their associated support costs.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

(i) Grants payable

Grants payable are made to third parties in furtherance of the charity's objects. Single or multi-year grants are accounted for when either the recipient has a reasonable expectation that they will receive a grant and the trustees have agreed to pay the grant without condition, or the recipient has a reasonable expectation that they will receive a grant and that any condition attaching to the grant is outside of the control of the charity.

Provisions for grants are made when the intention to make a grant has been communicated to the recipient but there is uncertainty about either the timing of the grant or the amount of grant payable.

(j) Allocation of support costs

Resources expended are allocated to the particular activity where the cost relates directly to that activity. However, the cost of overall direction and administration of each activity, comprising the salary and overhead costs of the central function, is apportioned on the following basis which are an estimate, based on staff time, of the amount attributable to each activity.

Support and governance costs are re-allocated to each of the activities on the following basis which is an estimate, based on staff time, of the amount attributable to each activity:

- Cost of fundraising 24% (2022: 30%)
- Programme expenditure 76% (2022: 70%)

Governance costs are the costs associated with the governance arrangements of the charity. These costs are associated with constitutional and statutory requirements and include any costs associated with the strategic management of the charity's activities.

(k) Operating leases

Rental charges are charged on a straight line basis over the term of the lease.

(l) Tangible fixed assets

Items of equipment are capitalised where the purchase price exceeds £1,000. Depreciation costs are allocated to activities on the basis of the use of the related assets in those activities. Assets are reviewed for impairment if circumstances indicate their carrying value may exceed their net realisable value and value in use. Major components are treated as a separate asset where they have significantly different patterns of consumption of economic benefits and are depreciated separately over its useful life.

Where fixed assets have been revalued, any excess between the revalued amount and the historic cost of the asset will be shown as a revaluation reserve in the balance sheet.

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

- Fixtures and fittings 5 years
- IT equipment 2.5 years
- Leasehold Improvements 5 years

(m) Investments

Investments in subsidiaries are at cost.

(n) Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.



1 ACCOUNTING POLICIES (CONTINUED)

(o) Short term deposits

Short term deposits includes cash balances that are invested in accounts with a maturity date of between 3 and 12 months.

(p) Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

(q) Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

(r) Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial

instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

(s) Foreign exchange

Monetary assets and liabilities in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date. Transactions in foreign currencies are translated into sterling at the rate of exchange ruling at the date of transaction. Exchange differences are taken into account in arriving at the net incoming resources for the year.

(t) Pensions

The charity operated a defined contribution pension scheme. The assets of the scheme are held separately from those of the charity in an independently administered fund. The pension cost charge represents contribution payable and the charity has no other liability under the scheme.

2 INCOME FROM DONATIONS AND LEGACIES

	2023		2022	
	Unrestricted (£)	Total (£)	Unrestricted (£)	Total (£)
DONATIONS AND LEGACIES	18,020,924	18,020,924	16,467,542	16,467,542
GIFT AID CLAIMED ON DONATIONS	1,012,742	1,012,742	977,862	977,862
	19,033,666	19,033,666	17,445,404	17,445,404

3 INCOME FROM OTHER TRADING AND CHARITABLE ACTIVITIES

	2023			2022		
	Unrestricted (£)	Restricted (£)	Total (£)	Unrestricted (£)	Restricted (£)	Total (£)
SALE OF GOODS	26,890	-	26,890	25,280	-	25,280
CAMPAIGN PARTNER CONTRIBUTIONS	1,551,617	338,156	1,889,773	1,210,022	857,552	2,067,574
OTHER	28,473	-	28,473	26,118	-	26,118
	1,606,980	338,156	1,945,136	1,261,420	857,552	2,118,972



4A ANALYSIS OF EXPENDITURE (CURRENT YEAR)

	Charitable activities				2023	2022
	Raising funds (£)	Programme expenditure (£)	Governance costs (£)	Support costs (£)	Total (£)	Total (£)
STAFF COSTS (NOTE 7)	1,310,865	3,033,269	-	540,726	4,884,860	4,340,801
ADMINISTRATION	24,905	67,783	-	16,453	109,141	99,424
CAMPAIGN COSTS AND EVENTS	453,748	453,827	-	58	907,633	645,244
CONTRACTORS FEES	165,050	320,790	-	112,335	598,175	589,330
ENTERTAINMENT	3,456	5,976	-	8,196	17,628	8,845
BANK CHARGES	249,160	30,361	-	23,763	303,284	320,162
INSURANCE	10,373	26,195	-	15,701	52,269	57,129
LEGAL AND PROFESSIONAL	9,877	21,582	47,618	9,733	88,810	94,532
IT	99,180	214,897	-	125,064	439,141	322,296
MARKETING	964,968	1,032,304	-	39,410	2,036,682	1,705,651
DEPRECIATION	-	-	-	35,503	35,503	97,740
TRAVEL	71,373	166,574	-	18,059	256,006	40,187
MEN'S HEALTH PARTNER DISTRIBUTIONS & PROGRAMME DELIVERY (NOTE 5)	-	5,027,173	-	-	5,027,173	2,967,939
WEBSITE DEVELOPMENT AND MANAGEMENT	33,491	70,522	-	27,102	131,115	114,569
BUILDING AND UTILITIES	20,499	126,427	-	158,235	305,161	322,110
	3,416,945	10,597,680	47,618	1,130,338	15,192,581	11,725,959
SUPPORT COSTS	275,591	854,747	-	(1,130,338)	-	-
GOVERNANCE COSTS	11,610	36,008	(47,618)	-	-	-
TOTAL EXPENDITURE 2023	3,704,146	11,488,435	-	-	15,192,581	
TOTAL EXPENDITURE 2022	3,469,678	8,256,281	-	-		11,725,959

Of the total expenditure, £14,608,628 was unrestricted (2022: £11,279,527) and £583,953 was restricted (2022: £446,432).



4B ANALYSIS OF EXPENDITURE (PRIOR YEAR)

	Charitable activities				2022
	Raising funds (£)	Programme expenditure (£)	Governance costs (£)	Support costs (£)	Total (£)
STAFF COSTS (NOTE 7)	1,295,468	2,373,603	-	671,729	4,340,801
ADMINISTRATION	30,144	64,161	-	5,118	99,424
CAMPAIGN COSTS AND EVENTS	321,664	322,496	-	1,084	645,244
CONTRACTORS FEES	181,864	281,306	-	126,160	589,330
ENTERTAINMENT	1,557	3,469	-	3,820	8,845
BANK CHARGES	225,395	20,855	-	73,912	320,162
INSURANCE	13,005	24,315	-	19,809	57,129
LEGAL AND PROFESSIONAL	14,385	24,784	38,864	16,498	94,532
IT	78,880	137,635	-	105,781	322,296
MARKETING	803,804	846,386	-	55,462	1,705,651
DEPRECIATION	-	-	-	97,740	97,740
TRAVEL	11,576	26,274	-	2,337	40,187
MEN'S HEALTH PARTNER DISTRIBUTIONS & PROGRAMME DELIVERY (NOTE 5)	-	2,967,939	-	-	2,967,939
WEBSITE DEVELOPMENT AND MANAGEMENT	31,706	53,924	-	28,938	114,569
BUILDING AND UTILITIES	36,577	101,029	-	184,504	322,110
	3,046,026	7,248,178	38,864	1,392,891	11,725,959
SUPPORT COSTS	412,152	980,738	-	(1,392,891)	-
GOVERNANCE COSTS	11,500	27,365	(38,864)	-	-
TOTAL EXPENDITURE 2022	3,469,678	8,256,281	-	-	11,725,959

Of the total expenditure, £11,279,527 was unrestricted (2021: £10,546,229) and £446,432 was restricted (2021: £368,323).

5 MEN'S HEALTH PARTNER DISTRIBUTIONS & PROGRAMME DELIVERY

	2023 (£)	2022 (£)
UK HEALTH PARTNERS (INCLUDING PROSTATE CANCER UK)	1,418,537	317,833
OTHER EUROPEAN HEALTH PARTNERS	1,580,562	1,334,862
MOVEMBER GLOBAL PROGRAMMES	2,028,074	1,315,244
	5,027,173	2,967,939



6 NET INCOME FOR THE YEAR

This is stated after charging / (crediting):

	2023 (£)	2022 (£)
DEPRECIATION	35,503	97,740
OPERATING LEASE RENTALS:		
PROPERTY	109,172	124,369
OTHER	766	829
AUDITOR'S REMUNERATION (EXCLUDING VAT):		
AUDIT	22,500	19,500
OTHER SERVICES	2,300	2,100
OTHER GAINS / (LOSSES)		
REALISED AND UNREALISED GAINS OR (LOSSES)	41,179	(46,725)
FOREIGN CURRENCY TRANSLATION GAINS OR (LOSSES)	911,256	(521,912)
FOREIGN EXCHANGE GAINS OR LOSSES	952,435	(568,637)

7 ANALYSIS OF STAFF COSTS, TRUSTEE REMUNERATION AND EXPENSES, AND THE COST OF KEY MANAGEMENT PERSONNEL

Staff costs were as follows:

	2023 (£)	2022 (£)
SALARIES AND WAGES	1,942,970	1,452,017
REDUNDANCY AND TERMINATION COSTS	4,619	6,095
SOCIAL SECURITY COSTS	213,757	158,416
EMPLOYER'S CONTRIBUTION TO DEFINED CONTRIBUTION PENSION SCHEMES	61,446	47,648
RECHARGED STAFF COSTS FROM PARENT ENTITY	2,615,961	2,659,445
OTHER FORMS OF EMPLOYEE BENEFITS	46,107	17,180
	4,884,860	4,340,801

Movember Foundation, together with local country affiliates (including Movember Europe), is a global operation with its head office based in Melbourne, Australia. In order to minimise costs in all countries in which the Foundation operates, Movember Foundation charges Movember Europe for its share of certain costs for central services. The services carried out centrally include website development, hosting and maintenance; campaign theme design and related materials; financial and accounting services; human resources services; and general management, including programme implementation and beneficiary partner management services. The costs are charged on actual consumption or, where this cannot be identified, on an equitable basis that is fair to all regions.

The following number of employees received employee benefits (excluding employer pension costs and employer's national insurance) during the year between:

	2023 (No.)	2022 (No.)
£60,000 - £69,999	5	3
£70,000 - £79,999	1	-
£80,000 - £89,999	-	-
£90,000 - £99,999	-	1
£100,000 - £109,999	1	-



7 ANALYSIS OF STAFF COSTS, TRUSTEE REMUNERATION AND EXPENSES, AND THE COST OF KEY MANAGEMENT PERSONNEL (CONTINUED)

The total employee benefits (including pension contributions and employer's national insurance) of the key management personnel were £266,090 (2022: £171,219).

Trustees' expenses represents the payment or reimbursement of travel and subsistence costs incurred by members relating to attendance at meetings of the trustees. There were nil such costs (2022: £nil).

8 STAFF NUMBERS

The average number of employees (head count based on number of staff employed) during the year was 52 (2022: 47).

9 RELATED PARTY TRANSACTIONS

There are no donations from related parties which are outside the normal course of business and no restricted donations from related parties.

Trustees of Movember Europe serve in a voluntary capacity and are not remunerated for their duties as a trustee. One Trustee, Nicholas Reece, is remunerated as the Chairperson of Movember Group Pty Limited. The total of his remuneration was £23,924 (2022: £42,457). Nicholas Reece resigned from the Board as the Chairperson and as a director on the 22/11/2022.

There were no balances outstanding at year end. Remuneration of trustees in an executive capacity is permitted by the Charity's governing document.

Decisions regarding the remuneration of the above are made by the other members of the trustee board with no input from the affected individuals.

As a member of the global Movember Group, Movember Europe incurs costs on behalf of, and is recharged costs by other members of the Movember Group. A summary of the amounts reallocated between other group entities and Movember Europe and the balance outstanding at the year end is shown below.

Current Year	Expenses reallocated to the charity (£)	Expenses reallocated from the charity (£)	Donation to parent charity (£)	Balance owed to/ (from) charity at the year end (£)
MOVEMBER FOUNDATION	5,533,135	2,751,050	-	724,704
MOVEMBER FOUNDATION E.V (MOVEMBER GERMANY)	1,070,593	79,453	-	2,833
MOVEMBER EUROPE TRADING LTD	22,340	139,412	1,704,254	1,717,124
MOVEMBER USA	93,801	35,055	-	-
MOVEMBER CANADA	931	51,364	-	46,091
MOVEMBER FOUNDATION NEW ZEALAND	-	453	-	453
Prior Year	Expenses reallocated to the charity (£)	Expenses reallocated from the charity (£)	Donation to parent charity (£)	Balance owed to/ (from) charity at the year end (£)
MOVEMBER FOUNDATION	6,445,288	3,715,554	-	160,594
MOVEMBER FOUNDATION E.V (MOVEMBER GERMANY)	104,791	50,784	-	10,518
MOVEMBER EUROPE TRADING LTD	813,694	924,509	1,780,208	1,798,770
MOVEMBER USA	233,910	270,694	-	(5,168)
MOVEMBER CANADA	7,332	53,627	-	-
MOVEMBER FOUNDATION NEW ZEALAND	17,019	413	-	-



10 TAXATION

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes. The charity's trading subsidiary Movember Europe Trading Limited distributes under gift aid available profits to the parent charity and so no tax is due. Movember Foundation e.V. is a registered association in Germany and is not subject to tax on any surplus generated during the year.

11 TANGIBLE FIXED ASSETS

The group and the charity	Leasehold improvements (£)	Fixtures and fittings (£)	IT equipment (£)	Total (£)
COST				
AT THE START OF THE YEAR	410,915	66,775	222,834	700,524
ADDITIONS IN YEAR	-	-	44,331	44,331
DISPOSALS IN YEAR	-	-	-	-
GAIN ON FOREIGN EXCHANGE	-	183	656	839
AT THE END OF THE YEAR	410,915	66,958	267,821	745,694
DEPRECIATION				
AT THE START OF THE YEAR	395,568	65,731	211,825	673,124
CHARGE FOR THE YEAR	15,347	768	19,389	35,503
ELIMINATED ON DISPOSAL	-	-	-	-
GAIN ON FOREIGN EXCHANGE	-	183	518	701
AT THE END OF THE YEAR	410,915	66,682	231,732	709,329
NET BOOK VALUE				
AT THE END OF THE YEAR	-	276	36,089	36,365
AT THE START OF THE YEAR	15,347	1,044	11,009	27,400

All of the above assets are used for charitable purposes.



12A SUBSIDIARY UNDERTAKINGS

MOVEMBER EUROPE TRADING LIMITED

The charity owns the whole of the issued ordinary share capital of Movember Europe Trading Limited, a company registered in England. The company number is 7604578. The registered office address is Gensurco House, 52-54 Rosebery Avenue, London, England, EC1R 4RP.

The subsidiary is used for non-primary purpose trading activities. All activities have been consolidated on a line by line basis in the statement of financial activities. Available profits are distributed under Gift Aid to the parent charity.

A summary of the results of the subsidiary is shown below:

	2023 (£)	2022(£)
TURNOVER	1,800,428	1,942,202
PROGRAMME EXPENDITURE	(41,687)	(54,984)
ADMINISTRATIVE EXPENSES	(27,069)	(40,811)
FUNDRAISING	(47,577)	(53,345)
PROFIT ON ORDINARY ACTIVITIES BEFORE INTEREST AND TAXATION	1,684,095	1,793,062
GAIN / (LOSS) ON FOREIGN EXCHANGE	20,159	(12,854)
PROFIT ON ORDINARY ACTIVITIES BEFORE TAXATION	1,704,254	1,780,208
TAXATION ON PROFIT ON ORDINARY ACTIVITIES	-	-
GIFT AID TO PARENT	(1,704,254)	(1,780,208)
PROFIT FOR THE FINANCIAL YEAR	-	-
THE AGGREGATE OF THE ASSETS, LIABILITIES AND RESERVES WAS:		
ASSETS	1,723,752	1,803,588
LIABILITIES	(1,723,751)	(1,803,587)
SHARE CAPITAL	1	1

Amounts owed to/from the parent undertaking are shown in note 9.



12A SUBSIDIARY UNDERTAKINGS (CONTINUED)

MOVEMBER FOUNDATION E.V. - RESULTS OF OPERATIONS

The charitable company also controls Movember Foundation e.V. an association registered in Germany. The subsidiary is used for carrying out the Movember campaign in Germany. All activities have been consolidated on a line by line basis in the statement of financial activities. A summary of the results of the subsidiary is shown below, the figures are stated using the presentational currency of Euros.

	2023 (€)	2022 (€)
TURNOVER	786,390	805,448
ADMINISTRATIVE EXPENSES	(68,129)	(77,164)
FUNDRAISING COSTS	(146,684)	(117,944)
MEN'S HEALTH PROGRAMMES	(418,687)	(346,271)
PROFIT ON ORDINARY ACTIVITIES BEFORE INTEREST AND TAXATION	152,890	264,070
(LOSS) ON FOREIGN EXCHANGE	-	(2,146)
PROFIT ON ORDINARY ACTIVITIES BEFORE TAXATION	152,890	261,924
TAXATION ON PROFIT ON ORDINARY ACTIVITIES	-	-
PROFIT FOR THE FINANCIAL YEAR	152,890	261,924
THE AGGREGATE OF THE ASSETS, LIABILITIES AND RESERVES WAS:		
ASSETS	2,819,433	2,703,413
LIABILITIES	(51,106)	(87,977)
RESERVES	2,768,327	2,615,436

12B BRANCHES - MOVEMBER IRELAND - RESULTS OF OPERATIONS

Movember Europe was registered as a charity in Ireland (charity no. 20105280) on 22 March 2018. The activities are not carried out within a separate entity but are instead treated as a branch of the charity. The results of the Ireland operations for the year ended 30 April 2023 were as follows, stated using the presentational currency of Euros:

	2023 (€)	2022 (€)
REVENUE	2,236,708	2,687,944
TOTAL COSTS	(1,798,957)	(1,505,215)
NET INCOME BEFORE OTHER RECOGNISED GAINS AND LOSSES	437,751	1,182,728
GAIN / (LOSS) ON FOREIGN EXCHANGE	28,173	(6,033)
NET MOVEMENT IN FUNDS	465,924	1,176,696
THE AGGREGATE OF THE ASSETS, LIABILITIES AND RESERVES WAS:		
ASSETS	8,164,776	7,833,340
LIABILITIES	(461,576)	(596,064)
RESERVES	7,703,200	7,237,276



13 PARENT CHARITY

The parent charity's gross income and the results for the year are disclosed as follows:

	2023 (£)	2022 (£)
GROSS INCOME	20,717,401	18,776,491
RESULT FOR THE YEAR	6,152,555	7,626,537

14 DEBTORS

	The group		The charity	
	2023 (£)	2022 (£)	2023 (£)	2022 (£)
TRADE DEBTORS	558,964	754,973	-	83,889
OTHER DEBTORS	70,016	68,252	68,833	67,133
GIFT AID RECEIVABLE	1,012,741	900,934	1,012,741	900,934
AMOUNTS DUE FROM GROUP UNDERTAKINGS	813,060	181,322	2,518,536	1,969,882
PREPAYMENTS	121,077	118,581	121,077	118,581
ACCRUED INCOME	316,595	110,805	309,965	107,394
	2,892,453	2,134,867	4,031,152	3,247,812

15 CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	The group		The charity	
	2023 (£)	2022 (£)	2023 (£)	2022 (£)
MEN'S HEALTH PARTNER GRANT DISTRIBUTIONS PAYABLE	7,298,498	8,026,081	7,298,498	8,026,081
TRADE CREDITORS	10,932	358,089	10,017	358,089
TAXATION AND SOCIAL SECURITY	127,763	150,112	93,072	92,245
OTHER CREDITORS	229,605	158,964	229,603	158,964
AMOUNTS DUE TO GROUP ENTITIES	-	4,926	-	4,861
ACCRUALS	998,289	501,630	984,853	491,459
	8,665,087	9,199,801	8,616,043	9,131,699

16 CREDITORS: AMOUNTS FALLING DUE AFTER ONE YEAR

	The group		The charity	
	2023 (£)	2022 (£)	2023 (£)	2022 (£)
LEASE LIABILITIES	123,152	63,238	123,152	63,238
OTHER LIABILITIES	69,888	129,888	69,888	129,888
	193,040	193,126	193,040	193,126



17A ANALYSIS OF GROUP NET ASSETS BETWEEN FUNDS (CURRENT YEAR)

	General unrestricted (£)	Translation of foreign operations (£)	Designated funds (£)	Restricted funds (£)	Total funds (£)
TANGIBLE FIXED ASSETS	36,365	-	-	-	36,365
INVESTMENTS	-	-	-	-	-
NET CURRENT ASSETS	7,687,978	216,605	41,110,634	752,374	49,767,591
LONG TERM LIABILITIES	(193,040)	-	-	-	(193,040)
NET ASSETS AT 30 APRIL 2023	7,531,303	216,605	41,110,634	752,374	49,610,916

17B ANALYSIS OF GROUP NET ASSETS BETWEEN FUNDS (PRIOR YEAR)

	General unrestricted (£)	Translation of foreign operations (£)	Designated funds (£)	Restricted funds (£)	Total funds (£)
TANGIBLE FIXED ASSETS	27,400	-	-	-	27,400
NET CURRENT ASSETS	7,336,377	(694,651)	34,921,236	957,432	42,520,394
LONG TERM LIABILITIES	(193,126)	-	-	-	(193,126)
NET ASSETS AT 30 APRIL 2022	7,170,651	(694,651)	34,921,236	957,432	42,354,668

18A MOVEMENTS IN FUNDS (CURRENT YEAR)

	At 1 May 2022 (£)	Income & gains (£)	Expenditure & losses (£)	Transfers (£)	At 30 April 2023 (£)
RESTRICTED FUNDS:					
L'ORÉAL 2022	312,987	-	-	-	312,987
MR PORTER	128,252	78,250	-	40,739	247,241
HARLEQUINS	19,581	-	-	-	19,581
GILLETTE	387,712	-	(387,712)	-	-
FARMSTRONG SCOTLAND	50,000	72,061	(116,148)	-	5,913
ST HELENS COUNCIL	58,900	-	(53,900)	-	5,000
L'ORÉAL 2023	-	187,345	(25,693)	-	161,652
MUCKLE COMMUNITY FUND	-	500	(500)	-	-
TOTAL RESTRICTED FUNDS	957,432	338,156	(583,953)	40,739	752,374
UNRESTRICTED FUNDS:					
DESIGNATED FUNDS:					
MEN'S HEALTH PROGRAMME(S)	34,921,236	11,480,947	(5,250,810)	(40,739)	41,110,634
TOTAL DESIGNATED FUNDS	34,921,236	11,480,947	(5,250,810)	(40,739)	41,110,634
GENERAL FUNDS	7,170,651	9,718,471	(9,357,819)	-	7,531,303
TRANSLATION OF FOREIGN OPERATIONS					
	(694,651)	911,256	-	-	216,605
TOTAL UNRESTRICTED FUNDS	41,397,236	22,110,674	(14,608,629)	(40,739)	48,858,542
TOTAL FUNDS	42,354,668	22,448,830	(15,192,582)	-	49,610,916

The narrative to explain the purpose of each fund is given at the foot of the note below.



18B MOVEMENTS IN FUNDS (PRIOR YEAR)

	At 1 May 2021 (£)	Income & gains (£)	Expenditure & losses (£)	Transfers (£)	At 30 April 2022 (£)
RESTRICTED FUNDS:					
L'ORÉAL	-	312,987	-	-	312,987
MR PORTER	74,339	79,521	(25,608)	-	128,252
HARLEQUINS	81,439	-	(61,858)	-	19,581
GILLETTE	390,534	348,644	(351,466)	-	387,712
ROYAL HIGHLAND AND AGRICULTURAL SOCIETY	-	50,000	-	-	50,000
ST HELENS COUNCIL	-	58,900	-	-	58,900
ANDREW EVANS	-	7,500	(7,500)	-	-
TOTAL RESTRICTED FUNDS	546,312	857,552	(446,432)	-	957,432
UNRESTRICTED FUNDS:					
DESIGNATED FUNDS:					
MEN'S HEALTH PROGRAMME(S)	27,486,463	8,686,749	(1,251,976)	-	34,921,236
TOTAL DESIGNATED FUNDS	27,486,463	8,686,749	(1,251,976)	-	34,921,236
GENERAL FUNDS	7,166,294	10,600,545	(10,596,188)	-	7,170,651
TRANSLATION OF FOREIGN OPERATIONS	(172,739)	(521,912)	-	-	(694,651)
TOTAL UNRESTRICTED FUNDS	34,480,018	18,765,382	(11,848,164)	-	41,397,236
TOTAL FUNDS	35,026,330	19,622,934	(12,294,596)	-	42,354,668

The funds received from L'Oréal during FY23 will go towards Mo Relationships, a program aimed at reducing the rate of negative health outcomes for men resulting from distressed relationships, separation and divorce; and increasing wellbeing through strengthening healthy relationships. The funds received during FY22 will go towards the world-first Men in Mind project from Movember, a three year international academic research programme lead by Dr Zac Seidler, Research Fellow at Orygen and Centre for Youth Mental Health, University of Melbourne.

The Mr Porter Health in Mind fund, powered by Movember, will go towards men's Mental Health initiatives, in accordance with Movember's mental health strategy. The first project funded was Father's Network Scotland, to develop a Mental Health & Wellbeing App for Men in Scotland. The second project to be funded will be Family Man. The Family Man product vision is to be the first globally recognised parenting program built with fathers in mind, leading to an increase in father engagement, improved parenting confidence and child behaviour.

The funds received from Harlequins and Andrew Evans will be used for delivery of Ahead of the Game, a Movember project aimed at improving youth mental health through community organised sport by engaging with the whole community around the local sports club.

The funds received from Gillette will be used for the delivery of our Veterans and First Responders project, aimed at improving the mental health and wellbeing and preventing suicide of first responders and veterans.

A range of funds (including from the Royal Highland and Agricultural Society and NFU Mutual) have been received for the Farmstrong Scotland program. Farmstrong is an early intervention wellbeing programme that takes the science of wellbeing to rural communities.

The funds received from St Helens Council will be used for an Ahead of the Game School Sports pilot in St Helens, awarded by the St Helens Council Public Health - Prevention and Promotion of Better Mental Health Fund 2021-22.

The funds received from the Muckle Community Fund have gone towards the Men's Pie Club project, run by Food Nation, as part of our Social Innovators Challenge. This is an investment in projects aimed at strengthening social connections for men.



PURPOSES OF DESIGNATED FUNDS

Men's Health Programme.

This represents funds which the trustees intend to fund all of Movember's men's health programmes.

19 OPERATING LEASE COMMITMENTS PAYABLE AS A LESSEE

The group's total future minimum lease payments under non-cancellable operating leases is as follows for each of the following periods:

	Property		Equipment	
	2023 (£)	2022 (£)	2023 (£)	2022 (£)
LESS THAN ONE YEAR	281,404	279,158	-	892
ONE TO FIVE YEARS	892,843	1,047,600	-	-
OVER FIVE YEARS	-	-	-	-
	1,174,247	1,326,758	-	892

20 PARENT COMPANY

The sole member and ultimate parent undertaking is the Movember Foundation, an Australian charitable organisation.

21 LEGAL STATUS OF THE CHARITY

The charity is a company limited by guarantee and has no share capital. The liability of each member in the event of winding up is limited to £1.



MOVEMBER EUROPE
NOTES TO THE FINANCIAL STATEMENTS

MOVEMBER EUROPE

England & Wales - Charity number 1137948

Accounts

REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 APRIL 2022



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REFERENCE AND ADMINISTRATIVE INFORMATION

COMPANY NUMBER	7275694	
CHARITY NUMBER	1137948 (England & Wales) SC041981 (Scotland) 20105280 (Ireland)	
REGISTERED OFFICE AND OPERATIONAL ADDRESS	Gensurco House 52-54 Rosebery Avenue LONDON, EC1R 4RP	
TRUSTEES	Trustees, who are also directors under company law, who served during the year and up to the date of this report were as follows: Nicholas Reece (Chairperson) Kellie Johnston Simon Traynor (resigned 24 September 2021) Rob Moodie Linnsey Caya Deanna Lomas Damien Angus Cassandra Vujovich-Dunn (appointed 09 February 2022) Rochelle Webb (appointed 27 April 2022)	
KEY MANAGEMENT PERSONNEL	Anne-Cécile Berthier (Country Director – UK & Europe) Jack O'Connor (Country Manager – Ireland – left 30 November 2021) Aisling Farrell (Country Manager – Ireland – joined 11 April 2022, left 17 June 2022)	
BANKERS	JPMorgan Chase 25 Bank Street LONDON, E14 5JP Lloyds Bank 25 Gresham Street London, EC2V 7HN	Barclays Bank 1 Churchill Place LONDON, E14 5HP Santander 2 Triton Square London, NW1 3AN
SOLICITORS	Russell Cooke LLP 2 Putney Hill LONDON, SW15 6AB	
AUDITOR	Sayer Vincent LLP Chartered Accountants and Statutory Auditor Invicta House, 108-114 Golden Lane LONDON, EC1Y 0TL	



The Trustees present their report and the audited financial statements for the year ended 30 April 2022.

Reference and administrative information set out on page 1 forms part of this report. The financial statements comply with current statutory requirements, the memorandum and articles of association, the requirements of a directors' report as required under company law, and the Statement of Recommended Practice - Accounting and Reporting by Charities: SORP applicable to charities preparing their accounts in accordance with FRS 102.

TRUSTEES' ANNUAL REPORT



STRATEGIC REPORT

OBJECTIVES AND ACTIVITIES

The Trustees review the aims, objectives and activities of the charity each year. This report looks at what the charity has achieved and the outcomes of its work in the reporting period. The Trustees report the success of each key activity and the benefits the charity has brought to those groups of people that it is set up to help. The review also helps the trustees ensure the charity's aims, objectives and activities remained focused on its stated purposes.

The Trustees have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the charity's aims and objectives and in planning its future activities. In particular, the Trustees consider how planned activities will contribute to the aims and objectives that have been set.

Movember Europe aims to have an everlasting impact on the face of men's health. Annually, the Trustees review the strategic priorities consistent with the organisation's vision.

- Movember Europe is part of the Movember Foundation, an independent, global men's charity with a vision to have an everlasting impact on the face of men's health. Operating globally, Movember is committed to driving significant improvements in men's health.
- Movember Europe achieves its organisational goals through both undertaking and strategically investing in research and programmes.
- Movember's major funded programmes address critical challenges in men's health and wellbeing, and their treatment and care.

WHAT WE DO:

- **Foster and facilitate collaboration**
We want to help those researchers and practitioners focused on our priority men's health issues to work together towards common goals to enable them to share resources and knowledge. By eliminating overlap and duplication of effort while allowing more resources to be available, we support and accelerate the development of solutions to complex men's health problems.





- **Understand, promote and advocate for men's health**

By making the community aware of the issues around men's health, we foster an environment that supports men to take action when it comes to their health and wellbeing. We work across a wide population span and tailor approaches for different groups.

- **Build evidence about what works and kick-start sustainable approaches**

Movember Europe has invested resources in innovative programmes that have real and long-term impacts on improving how health promotion is delivered, and how systems of treatment and care are delivered. We continually test and evaluate our approaches, share our learnings and undertake research to refine our work. Once we find something that works, we find ways to catalyse its implementation where it can be of greatest benefit, scaling up what works.

- **Mobilise men to be more informed, active and connected**

Large-scale shifts in complex social problems are best achieved through engaging people across the many environments where they live, learn, work and play. We endorse programmes that find creative and effective ways of supporting men to be proactive about their health care, and to engage with each other about their health and wellbeing.

- **Invest in biomedical, clinical and health services research in prostate cancer and testicular cancer**

A significant research base that supports long term change can only be achieved by addressing the root causes of how men's health issues, such as prostate cancer and testicular cancer, arise and the treatments that are available to manage these health issues. Through undertaking and investing in research, we are actively contributing to the search for breakthrough knowledge that accelerates improvements in targeted men's health issues. We need to find answers to the key scientific and clinical questions that will lead to men living, and not dying from prostate or testicular cancer, and living longer, healthier lives. Through investing in research, we are making a powerful global contribution to finding those answers and accelerating improvement in these health issues.

FUNDRAISING STRATEGY

The result that we seek to achieve through our fundraising strategy is that we raise sufficient funds to be able to deliver on our strategic programme investments, both existing and future, to help us achieve our vision of having an everlasting impact on the face of men's health.

Although Movember Europe is supported by year-round fundraising efforts by the Movember community, the annual Movember campaign, held in November, is the primary fundraising initiative for the organisation.

During the month of 'Movember', we ask supporters to sign up and fundraise by growing a moustache, taking the Move challenge, Hosting an event or 'Mo'ing their own way' through an idea of their own. Through their actions they seek donations (with our peer to peer fundraising model) from their networks and consequently not only raise funds but also importantly help spread the organisation's health messages to their family, friends and colleagues.

INVESTMENT STRATEGY

Movember invests in four priority areas that represent significant challenge and that will impact men's wellbeing: prostate cancer, testicular cancer, mental health and suicide prevention, and men's health promotion.

PROSTATE CANCER

The result we seek to achieve for men living with and beyond a prostate cancer diagnosis is to ensure access to the treatment and care needed to be physically and mentally well.

Through our education, awareness and investments, we seek to make a significant contribution to reducing prostate cancer mortality and improving health outcomes and quality of life for men diagnosed and living with prostate cancer.

We seek to achieve this by investing in biomedical, translational, clinical, health services, quality improvement and education initiatives that will:

- Lead to non-invasive or minimally invasive tests to accurately diagnose prostate cancer.
- Lead to the provision of effective and optimal patient-centred treatments.
- Lead to interventions that reduce or minimise treatment-induced side effects.
- Lead to non-invasive or minimally invasive tests to monitor prostate cancer and its progress.
- Accelerate medical discoveries that lead to interception of lethal disease.
- Lead to clinical trials, tests, treatments, and interventions that cure or slow disease progression.
- Lead to the development and evaluation of clinical interventions.



- Provide population-based transparency on health outcomes.
- Catalyse new models of care that can sustainably scale.
- Provide supportive care to men and their families.
- Provide education to men on when and how to take action.

TESTICULAR CANCER

The result that we seek to achieve is that men and boys living with and beyond testicular cancer have access to the information, resources, treatment and care they need to be physically and mentally well. We aim to invest in:

Biomedical, translational, clinical, health services, care and education initiatives that will:

- Lead to a better understanding of the biology of the disease and the causes of progression, relapse and treatment resistance.
- Lead to interventions that reduce or cure side-effects of the disease or its treatment.

Health outcomes research and initiatives that:

- Lead to a better understanding of the needs of men and boys facing diagnosis, treatment and care.
- Provide practical support to men and boys when required.
- Catalyse new models of improving the health outcomes of men and boys that can scale within and across countries.
- Educating men and boys on diagnosis, treatment, and care and how to take action on their health.

MENTAL HEALTH AND SUICIDE PREVENTION

The results that we seek to achieve are to contribute to boys and men having improved mental health and wellbeing and a decreased rate of suicide.

We fund and deliver programmes that lead to men staying mentally well, being socially connected, having meaningful conversations and taking action during tough times.

Our programme investments include:

- Strengthening the evidence of what works for priority populations, including veterans and first responders and socially isolated men.
- Scaling into a real world environment evidence based community, digital and mass media programmes to accelerate the reach and impact of our work.

MEN'S HEALTH PROMOTION

Our Health Promotion Plans address the following challenges consistent across all of our cause areas.

The need for men to:

- Be aware of the physical and mental health risks they face, at different ages and stages of life.
- Recognise the signs and symptoms of not doing so well or being unwell.
- Take action early when they experience physical, mental, and social problems.
- Build and maintain a strong social network around them.



ACHIEVEMENTS AND PERFORMANCE

The charity's main activities and who it tries to help are described below. All its charitable activities focus on men's health and are undertaken to further Movember Europe's charitable purposes for the public benefit.

The table below presents the major initiatives Movember continues to fund in the UK, along with a summary of key achievements and performance of programmes.

Project	Achievements
TRUE NORTH (UK)	True North is a collaborative prostate cancer program funded and created by Movember, aimed at improving prostate cancer care for all men. The True North Survivorship Pilot Projects were designed to improve the quality of life and long-term outcomes among men with prostate cancer, their partners and families. Eight projects received funding in the UK. The project drew to a close in 2021 and the most promising initiatives are now being scaled by our men's health partner PCUK.
PROSTATE CANCER CLINICAL QUALITY	We support national and international initiatives that aim to reduce variation in treatment quality across all stages of prostate cancer. The TrueNTH Global Registry and IRONMAN Registries involve clinical sites across the UK. These programmes measure, benchmark and improve the quality of prostate cancer treatment and care.
CENTRES OF EXCELLENCE: BELFAST-MANCHESTER	Belfast-Manchester Centre of Excellence brings together an international team of experts in radiation, biomarker discovery, genetic modelling and tumour biology in the FASTMAN programme that aims to improve the effectiveness of treatment for men with high-risk, locally advanced prostate cancers and prevent disease recurrence (progression to metastatic disease).
CENTRES OF EXCELLENCE: LONDON CONSORTIUM	London Centre of Excellence has improved diagnostic tests including the better use of magnetic resonance imaging that allows more accurate detection of small volume tumours, as well as tissue- and blood-based biomarkers that can be used to identify men at high risk of aggressive disease and so allow better treatment choices based on each man's genetic information.
TRANSLATIONAL RESEARCH AWARDS	This programme is aimed at accelerating the development of diagnostic tools that will improve the outcomes for men with prostate cancer. A total of six awards have been made under this scheme.
PRECISION MEDICINE AWARDS	The primary focus of this programme is to obtain the evidence required to support novel biomarker-treatment pairings for men newly diagnosed with advanced prostate cancer. It is proposed that by developing a better understanding of the specific drivers of a man's disease, it may be possible to identify the treatment that they are most likely to respond to and improve outcomes.
RESEARCH INNOVATION AWARDS	This programme aims to support the most impactful and innovative proposals across a broad spectrum of prostate cancer research areas. Selected projects will approach research questions from a new angle to generate sufficient evidence in supporting future development of the project.
EXISTING TRIALS NEW ANSWERS MAJOR AWARDS	The Major Awards looks to utilise and interrogate existing patient samples and/or data from recently completed or ongoing prostate cancer clinical trials, or from other samples and/or data repositories. Capitalising on these existing resources, the Awards must seek to answer new and innovate research questions that could lead to significant impact in the way prostate cancer is diagnosed or treated.
MAJOR AWARDS IN CURATIVE TREATMENT	Co-funded with Prostate Cancer UK, this programme is made up of five projects exploring the potential of curing non-metastatic prostate cancer.
RESEARCH HIGHLIGHTS FOR 2021/2022	Three programmes that have made significant progress in the last 12 months. It includes a list (see table below on page 12) of all ongoing and recently closed out research projects in the UK.
GLOBAL ACTION PLAN PROGRAMMES	In addition, Movember continues to invest in our Global Action Plan (GAP) programmes. Since 2012, Movember has established seven consortia that foster international collaboration in translational research to address critical challenges in prostate and testicular cancer.
HEALTH PROMOTION	A core part of Movember Europe's health promotion work is to empower men with the awareness, knowledge, and resources to take positive action for their health through the annual Movember campaign and a campaign to reach younger men from lower socio-economic groups via influencers who appeal to this demographic.



Project	Achievements
DIGITAL RESOURCES	Part of Movember's strategy is to deliver digital tools and services that improve the lives of men with prostate cancer, testicular cancer and track key life stages to improve men's mental health. In the UK, these include Movember's Family Man, an online parenting programme; Movember Conversations, a conversation support tool; and Nuts&Bolts, a resource for men recently diagnosed with testicular cancer.
SOCIAL INNOVATORS CHALLENGE	The Social Innovators Challenge (SIC) project is focused on increasing our understanding about what engages men to build strong social connections, particularly those who are at risk of becoming socially isolated. Of the four projects that have been funded in the UK, one is being scaled and the other three are receiving funding extensions until 2023.
VETERANS AND FIRST RESPONDER MENTAL HEALTH GRANTS PROGRAMME	This global programme is focused on identifying promising mental health or suicide prevention programmes that improve the mental wellbeing of veterans and first responders who are at increased risk of poor mental health and suicide. There are three projects in the UK receiving grants.
DIGITAL SOCIAL CONNECTIONS CHALLENGE	This global programme is focused on ideas that strengthen the social connections of men who were struggling with isolation and anxiety, in the wake of COVID-19 lockdowns. In the UK, four projects are being co-developed with Movember.
DISTINGUISHED GENTLEMAN'S RIDE SOCIAL CONNECTIONS CHALLENGE	This global project is focused on developing ideas that improve the social connectedness, life satisfaction and mental wellbeing of motorcycle riders. In the UK, three projects have received funding as part of this programme.
AHEAD OF THE GAME	Ahead of the Game is an evidence-based programme that uses community sport to teach adolescent athletes, parents and coaches how to talk about mental health and seek support.

ACHIEVEMENTS AND PROGRESS

TRUE NORTH UK

The True North Survivorship Pilot Projects were a set of 27 interventions designed to improve the quality of life and long-term outcomes among men with prostate cancer, their partners and families. The interventions were designed to support and guide men through the prostate cancer journey and transform the way they make decisions, receive care, manage symptoms and share lived experiences. In the UK, the programme was managed by our men's health partner Prostate Cancer UK.

Eight projects received funding and they focused on: continence management; exercise and diet; needs assessment and care planning; support for men post-radiation; support for men postsurgery; sexual wellbeing; supported self-management; and decision support. The initiative drew to a close in 2021, with the final reports received in February 2021. The most promising initiatives below are now being scaled by Prostate Cancer UK.

Supported Self-Management

Men with a diagnosis of prostate cancer report high levels of unmet needs in the months and years that follow treatment, despite regular follow up clinic attendance. Some report feeling "abandoned" by the healthcare system once their treatment is complete.

The True North Supported Self-Management and Follow Up Care project, led by the University of Southampton, worked in partnership with the University of Surrey and five NHS Trusts in England to transform follow up care.

Men who took part in the programme had access to a support worker, an online patient service that allows them to check test results, complete assessments, view their patient information and message their clinical team. They attended a four-hour workshop to develop the knowledge, skills and confidence to manage their condition. They continued to have their disease closely monitored by their clinical team but were freed from attending routine appointments unless an issue arose.

The results of the project showed that physical health outcomes for men were similar to the usual standard of care. Men receiving supported self-management reported small but significant improvements in quality of life and reductions in unmet needs compared with usual care. The new model of follow up was perceived by men and the clinical team to have improved the quality of provision for follow up.

In addition, clinicians were able to spend more time with patients with complex needs. The evaluation also stated that supported self-management was perceived to have improved the safety of follow-up care due to the robust call-recall system, PSA tracker and increased staff capacity to support men to comply with PSA testing schedules.



As of February 2021, over 3,000 men had enrolled on the SSM follow-up pathway and more than 300 supported self-management workshops had been delivered. The pathway is now provided as an example in NHS England guidance on implementation of personalised stratified follow up and supported by the NHS England plans. As of April 2020, the implementation of personalised stratified follow-up (PSFU) has been mandated for colorectal and prostate cancer as part of a national "outpatient transformation". A recent analysis by Prostate Cancer UK found that the SSM pathway had influenced the adoption of PSFU in 9 of the 13 Cancer Alliances in England. In addition, the pathway is the accepted model of follow up across Wales along with working with one of the three Cancer Networks in Scotland to implement SSM across their locality.

Maximising Sexual Wellbeing

One of the most significant side effects from prostate cancer treatment is reduced sexual function, which can have a negative impact on intimacy, relationships, and men's self-esteem. Movember supported The True North Sexual Wellbeing pilot project which was aimed at facilitating more effective communication between healthcare professionals and men who were facing sexual difficulties and to help men and their partners cope with sexual problems resulting from prostate cancer treatment.

The project was completed in December 2019 and an evaluation of the sexual health self-management resource EASSi tool showed that men experienced statistically significant increases in both their understanding of how to manage the impact of prostate cancer treatment on their sex life and their belief that

they could have a satisfying sex life following prostate cancer treatment.

To support the scaling phase, the health care professional training package is being promoted through Prostate Cancer UK's healthcare professional network. By December 2019, the module had been used by 103 healthcare professionals and resulted in changes in attitudes and beliefs around sexual wellbeing regarding men with prostate cancer. In addition, the online selfmanagement programme is being disseminated to men and partners through PCUK's specialist nurses and patient online forum.

PROSTATE CANCER CLINICAL QUALITY

TrueNTH Global Registry

Operating internationally across 13 countries, the TrueNTH Global Registry (TNGR) is a project that aims to significantly improve the physical and mental health of men with prostate cancer. By harnessing new and existing prostate cancer registries and organisations which are systematically collecting clinical data and measuring patient reported outcome measures (PROMs) at baseline and 12 months post treatment, this clinical quality initiative seeks to improve patient outcomes by reducing variation in treatment quality, identifying centres of clinical excellence and providing risk adjusted outcomes data to physicians in the form of Quality Indicator Reports. In the UK there are nine hospitals participating in the project. More information regarding TNGR can be found at tnggr.movemberhealth.org





IRONMAN Registry

IRONMAN is an International Registry for men with advanced prostate cancer that is currently recruiting across 107 active sites in 11 countries. In the UK, 10 hospitals are participating in the project. The IRONMAN registry collects information about a man's type of prostate cancer, their treatment, and their experiences in an effort to understand the disease and learn how to stop or slow disease progression. By collecting clinical information and blood samples periodically, the registry seeks to understand which treatment and care practices deliver the best outcomes for men with advanced prostate cancer.

The project seeks to:

- Describe real world practice patterns for six new treatments internationally
- Identify treatment sequences or combinations associated with optimal survival and patient-reported outcomes
- Assess whether treatments are associated with toxicities and co-morbidities
- Develop prospective blood biobank for clinical and biological characterisation of disease subtypes
- Create international partnerships to work together to identify unmet needs in advanced prostate cancer, including quality of life.

In February 2022, preliminary findings from the first 1,865 men enrolled in the registry showed that men diagnosed with advanced prostate cancer face a range of symptoms that affect their quality of life and overall health, including fatigue, anxiety and reduced physical functioning, such as being able to take a short walk.

More information on the IRONMAN Registry can be found at ironmanregistry.org

MOVEMBER CENTRES OF EXCELLENCE

The **London Centre of Excellence** is pursuing research to improve clinical care from the diagnosis, management and treatment of prostate cancer through personalised precision medicine approaches. The programme has focused on (1) identifying risk factors for aggressive prostate cancer for targeted screening approaches, (2) developing germline and tumour biomarkers related to primary treatment resistance and/or sensitivity in locally advanced disease and (3) qualifying biomarkers to enable better treatment and outcomes for aggressive prostate cancer.

The **Belfast-Manchester Centre of Excellence** has enabled the development of a large multidisciplinary team of research experts to focus on the development of a comprehensive radiotherapy-focused research

programme through a number of linked work packages.

The establishment of the Centre has transformed prostate cancer research in Belfast and Manchester, with three thematic programmes building on from the original FASTMAN programme, including (1) development of biomarkers that can inform radiotherapy resistance, (2) improve understanding of the drivers that lead to disease relapse post-radiotherapy through comprehensive genomic, epigenomic and transcriptomic profiling on tumours that can and cannot be detected through imaging modalities, and (3) improving radiotherapy through the use of novel interventions.

The transformative nature of the two Movember Centres of Excellence have led to many significant achievements, with both Centres having prioritised the delivery of research impact to men with prostate cancer.

- The total amount of funding leveraged on the back of the initial investment reached £20.4m from a wide variety of sources in the UK and internationally.
- The Centres have already played a contributory role in knowledge sharing, with 289 publications in peer-reviewed journals and over 16,800 citations.
- The Centres have prioritised the delivery of research impact to men with prostate cancer through the activation of five high-quality, research-informed clinical trials.

The Belfast-Manchester programme was completed in June 2022 and the final report on the project is expected in September 2022. The London Programme will continue until June 2023.

TRANSLATIONAL RESEARCH AWARDS

By building on previous research that has real potential to make the leap from 'bench-to-bedside', this programme aimed to accelerate the development process of diagnostic tools that will improve the outcomes for men with prostate cancer. A total of six awards have been made under this scheme and, while the awards are either still ongoing or have been completed in recent years, they have led to the substantial research outputs, including the activation of four clinical trials, the development of five diagnostic tools, and a total of £9.6m in leveraged funding to support subsequent development of the research.

PRECISION MEDICINE AWARDS

Metastatic prostate cancer remains incurable despite recent advances in the landscape of available treatments, with many thousands of men continue to suffer and die from this disease. It has been proposed that the inter-individual



molecular heterogeneity of this disease is a significant factor, where clinicians have little idea as to which treatment will work best for which men (depending on the unique characteristics of his disease). This programme therefore aimed to support the optimisation of biomarkers to inform precision-treatment selection for men with advanced disease. Both projects funded under this programme are ongoing and will start to report research results in 2023.

RESEARCH INNOVATION AWARDS

This programme aims to encourage innovative proposals across a broad spectrum of prostate cancer research, where both fundamental and clinical research (and all stages in between) would be considered for funding if there is a clear focus on the eventual benefit to men with prostate cancer. Both projects funded under this programme are ongoing and are expected to be completed in 2023.

MAJOR AWARDS: EXISTING TRIALS, NEW ANSWERS

Over the past decade, many clinical trials have and are taking place internationally to change the way prostate cancer is diagnosed and treated. Many of these trials have not only produced practice-changing results but also amassed large quantities of clinical data and patient samples which hold huge potential to address critical research unmet needs. This programme was established with the aim to utilise and interrogate existing samples and/or data from recently completed or ongoing prostate cancer clinical trials, or from other sample / data repositories, to answer new and innovative questions that could significantly improve the outcomes of men with prostate cancer. A total of three projects that were funded under this programme commenced research activities in FY22 and will continue until FY24.



MAJOR AWARDS IN CURATIVE TREATMENT

This programme was initiated with the notion that, if prostate cancer is caught in time, when it is still localised to the prostate (or has only spread to the area just outside the prostate), we may be able to cure the disease with existing treatments. This has therefore been recognised as a much-needed focus to improve outcomes for men with localised disease but also preventing significant treatment-associated adverse effects that could impact on men's quality of life. The programme called for proposals that aim to help men select the most appropriate treatment, to increase the effectiveness of initial treatment in terms of disease control, or to reduce side effects from initiation treatment without compromising on the disease control. With co-funding from Prostate Cancer UK, a total of five projects have been funded under this programme to explore the potential of curing non-metastatic prostate cancer.

RESEARCH HIGHLIGHTS FOR 2021/22

1. Novel imaging technique that successfully discriminates indolent from clinically significant prostate cancer, offering the potential to reduce over-treatment of indolent disease and a way to detect disease progression early in men on active surveillance - 2013 Pilot Award to Ferdia Gallagher

The use of mpMRI has transformed the way in which men are diagnosed with prostate cancer in the UK. However, there still remains a significant number of men who are being over diagnosed and as a result are experiencing side effects from their treatment which could have been avoided, as well as a number of men whose prostate cancer progresses whilst on active surveillance. Therefore, there is a pressing need to differentiate more accurately indolent from clinically aggressive prostate cancer.

Dr Ferdia Gallagher and his colleagues based at the Addenbrookes Hospital and the University of Cambridge tested a novel form of imaging, known as **Hyperpolarised ¹³Carbon MRI**, which allows researchers detect subtle differences within tumours with the same grade and provided the critical information to determine which men need immediate radical treatment, as compared to men suitable for active surveillance.

With further funding secured from Cancer Research UK, the team will progress to validate this technique in a much larger group of men. Scaling up the project could allow the technology to become part of a routine scan with the potential to be rolled out across the UK within 10 years.

2. Developing a risk classifier to detect aggressive cancer early – 2019 Research Innovation Award to Colin Cooper

Prostate cancer varies between different men. For some, their cancer is aggressive and will need treating straight away. Other men's cancers are slow growing and can be left untreated, avoiding unnecessary side effects associated with treating prostate cancer. Current standard practice includes prostate biopsies to determine whether men's cancers are aggressive, which itself can be invasive and cause complications.

Professor Colin Cooper and his team are developing a prostate cancer urine test, the Prostate Urine Risk (PUR) signature, which could determine whether prostate cancer is aggressive or not – with the potential to spare some men from unnecessary biopsy.

The team has also developed a protocol that retains stability of the signatures secreted in the urine, turning the PUR test into an 'at-home' test kit and have the urine sample posted to the lab for analysis. In combination with the ability of the PUR signature to predict the aggressiveness of a cancer before a biopsy is taken, the test could potentially allow the identification of men who need a biopsy (and radical treatment) without them having to visit a GP or hospital.

3. Finding the men who will respond well to PARP inhibitor (a new drug approved for men with advanced disease in 2020) – 2013 Clinical Research Training Fellowship to Joaquin Mateo

Some men with advanced prostate cancer respond very well to PARP inhibition, but for some men no benefit is seen. The effectiveness of PARP inhibition depends on the DNA repair defects found in men's prostate cancer and they can differ from man to man. A greater understanding of how different DNA repair defects effect a man's response to PARP inhibition will enable better personalisation. By using cutting edge techniques, the researchers aimed to refine a suite of biomarkers for patient stratification.

The team found that men who have both copies of BRCA2 deleted in their prostate cancers had the best response to treatment with PARP inhibition – with an average overall survival time of 22.2 months, 7.5 months longer than men who had a mutation in either BRCA1 or BRCA2.

The team is now continuing to build on these results and ensure we can improve the PARP inhibitor treatment strategy with further Movember support (2018 Major Awards in Existing Trials New Answers).



BIOMEDICAL RESEARCH PROJECT INFORMATION

Program Name	Principal Investigator Administering Institution	Project Title	Research Focus
2013 MOVEMBER CENTRES OF EXCELLENCE	Johann de Bono <i>Institute of Cancer Research</i>	London Centre of Excellence	All disease stages / Precision Medicine
	Joe O'Sullivan / David Waugh <i>Queen's University Belfast</i>	Belfast-Manchester Centre of Excellence	High-risk localised PC / Improving radiation therapy
2015 TRANSLATIONAL RESEARCH AWARD	Andrew Feber <i>University College London</i>	Development of a cfDNA epigenetic biomarker for the detection and surveillance of prostate cancer	Disease diagnosis / Prognostic biomarkers (PACEB test)
	Gerhardt Attard <i>Institute of Cancer Research</i>	PARADIGM trial: using Plasma AR gene status to select between AR targeting therapy and Docetaxel or cabazitaxel for progressing metastatic prostate cancer	Disease progression / Predictive biomarkers (AR in cfDNA)
2016 PRECISION MEDICINE AWARD	Gerhardt Attard <i>Institute of Cancer Research</i>	Stratification for Rational Treatment-Oncomarker Pairing of STAMPEDE Patients starting long- term Hormone Treatment (STRATOSPHERE)	Disease progression / Predictive biomarkers
	Johann de Bono <i>Institute of Cancer Research</i>	Transforming lethal prostate cancer care through disease molecular sub-classification and predictive biomarker analytic validation and clinical qualification	mCRPC / Predictive biomarkers
2016 TRAVELLING PRIZE FELLOWSHIP	Susan Heavey <i>Institute of Cancer Research</i>	SCREEN: utilisation of co-targeted therapy in prostate cancer	High-risk localised PC / New therapy (PIM inhibitor + AR / PI3K targeting therapies)
2019 RESEARCH INNOVATION AWARD	Colin Cooper <i>University of East Anglia</i>	A urine risk classifier for predicting outcome in prostate cancer patients	Disease diagnosis / Prognostic biomarker (PUR test)
	Johann de Bono <i>Institute of Cancer Research</i>	Targeting the heat shock factor-1 stress response to abrogate persistent androgen receptor (full length and splice variant)	mCRPC / New therapy (HSF-1 inhibitor)
2019 EXISTING TRIALS NEW ANSWERS	Freddie Hamdy <i>University of Oxford</i>	Deciphering features of lethal disease in the ProtecT study diagnostic samples	High-risk localised PC / Prognostic biomarker (prostate biopsy)
	Gerhardt Attard <i>Institute of Cancer Research</i>	Copy number derived stratification of locally advanced high-risk prostate cancer treated in the STAMPEDE trial: discovery and validation of a clinically implantable test for precise treatment intensification	High-risk localised PC / Prognostic biomarker (prostate biopsy)
	Johann de Bono <i>Institute of Cancer Research</i>	Improving outcome from aggressive prostate cancer with DNA repair defects through biomarker studies	mCRPC / Companion diagnostic for PARP inhibitors (cfDNA)



Program Name	Principal Investigator Administering Institution	Project Title	Research Focus
2020 MAJOR AWARDS IN CURATIVE TREATMENT	Alan McWilliam <i>University of Manchester</i>	Personalisation of the risk-benefit ratio for men with prostate cancer undergoing radical radiotherapy	High risk localised PC / Improving therapy (Radiotherapy; Risk stratification)
	Bill Nailon / Duncan McLaren <i>Edinburgh Cancer Research Centre</i>	Improving radiotherapy in PROState cancer using EleCtronic population-based healthCAre data: The PROSECCA study, answering new questions in prostate cancer	High-risk localised PC / Improving therapy (Radiotherapy; using AI/ML on EMR)
	Emma Hall / Angela Pathmanathan <i>Institute of Cancer Research</i>	PACE-NODES - A randomised trial of 5 fraction prostate radiotherapy (SBRT) or 5 fraction prostate and pelvic nodal SBRT in patients with high risk localised prostate cancer	High-risk localised PC / Improving therapy (Pelvic nodal + Prostate radiotherapy)
	Young-Jie Lu / Greg Shaw <i>Queen Mary University of London</i>	Circulating tumour cells as biomarkers for treatment stratification of localised prostate cancer	High-risk localised PC / Prognostic biomarker (CTC)
	Valentine Macaulay <i>University of Oxford</i>	Investigating IGFs as drivers of treatment failure in localised prostate cancer	High-risk localised PC / New therapy (IGF inhibitor)
2016 TRAVELLING PRIZE FELLOWSHIP	Chris Armstrong <i>Queen's University Belfast</i> <i>Jul 2017 – Dec 2020</i>	YKL40 signalling as a mechanism of relapse following radiotherapy in PTEN-deficient prostate cancer	High-risk localised PC / New therapy (YKL40 inhibitor)
2014 TRANSLATION AL RESEARCH AWARD	Ananya Choudhury <i>Christie Hospital Manchester</i> <i>Feb 2016 – Jan 2021</i>	Translating companion hypoxia response-predictive biomarkers into clinical practice in prostate cancer	High-risk localised PC / Predictive biomarker (hypoxia signature)
	Dow-Mu Koh <i>Royal Marsden University</i> <i>Jul 2015 – Mar 2018</i>	Development of response and prognostic imaging biomarkers using whole body diffusion-weighted MRI for metastatic bone disease of patient with CRPC	mCRPC / Improving imaging (wb-dw MRI)
	Hayley Whitaker <i>University College of London</i> <i>Jan 2016 – Sep 2019</i>	Using imaging, blood and urinary biomarkers to improve the diagnosis of aggressive prostate cancer	Disease diagnosis / Improving imaging (mpMRI)
	Hing Leung <i>University of Glasgow</i> <i>Nov 2015 – Nov 2019</i>	Combined suppression of cholesterol bioavailability and androgen deprivation therapy to treat CRPC	mCRPC / Optimising therapy (ADT + statin)
2015 PHD STUDENTSHIP	Daniel Brewer / Claudia Buhigas <i>University of East Anglia</i> <i>Oct 2016 – Sep 2019</i>	The application of genome DNA sequencing technologies to understanding why prostate cancer is usually multifocal	Disease biology / Genomic analysis on clonal expansion
	Johann de Bono / George Seed <i>Institute of Cancer Research</i> <i>Apr 2016 – Sep 2019</i>	Integrative prostate cancer genomics to improve CRPC treatment by molecular stratification	mCRPC / Prognostic biomarker (bioinformatics)
	Robert Bristow / Ronnie Rodrigues Pereira <i>University of Manchester</i> <i>Oct 2016 – Oct 2021</i>	Non-coding RNA derived classifier as biomarkers of patient response to therapy	High-risk localised PC / Prognostic biomarker (treatment intensification vs de-intensification)
	Hector Keun / Sharmila Rhana <i>Imperial College London</i> <i>Oct 2016 – Nov 2020</i>	Systematic analysis of predictive and prognostic miRNA-mRNA networks in prostate cancer	High-risk localised PC / Prognostic biomarker (miRNA)



MOVEMBER'S GLOBAL ACTION PLAN

GAP4 – Exercise and Metabolic Health in Prostate Cancer

Through a global collaboration of participating clinical study sites, GAP4 will execute a large-scale, multi-centre, multinational pivotal clinical trial designed to test the effects of exercise on prostate cancer progression. Specifically, the GAP4 Project will determine if supervised intense exercise and psychosocial support increases patient survival compared to self-directed exercise and psychosocial support in men with metastatic prostate cancer.

The aim is for 866 men to be recruited into the trial (433 randomised to supervised exercise and 433 randomised to self-directed exercise) across approximately 30 clinical sites globally, with five sites in the UK.

Each clinical site will have a multi-disciplinary team of oncologists, exercise physiologists and study coordinators who will recruit the men and facilitate their exercise regimen.

Guy's & St Thomas' NHS Trust have been engaged to act as the local sponsor and coordinating lead site for the UK tasked with preparing all UK sites for opening. The five UK sites are:

- Dr Mieke Van Hemelrijck and Dr Sarah Rudman – Guy's and St Thomas' Hospital & King's College London
- Dr Suneil Jain – Queen's University Belfast & Belfast City Hospital
- Dr Hing Leung - University of Glasgow
- Dr Ralph Manders - University of Surrey
- Dr Rebecca Jones - University of Bedfordshire

Recruitment on this trial has been significantly delayed due to COVID-19 but a new trial protocol is now in place that broadens patient eligibility and allows men to take part in exercise remotely to boost recruitment.

GAP5 - Testicular Cancer: The TIGER Trial

Movember is funding the European and Australian contribution to a large, multi-national clinical trial investigating the impact of high dose chemotherapy against conventional chemotherapy on overall survival and quality of life in men who have failed first line chemotherapy for relapsing testicular cancer. This trial is a large scale, multinational effort in a particularly rare patient population. The trial is managed in the US and Canada by the Alliance for Clinical Trials in Oncology. The European and Australian contribution is organised and managed by the European Organisation for Research and Treatment of Cancer (EORTC) and the Australian and New

Zealand Urogenital and Prostate Clinical Trials Group (ANZUP) and funded by Movember. To date, 389 men and boys – 230 from the EU, 147 from the US and 12 from Australia - have been recruited to take part, with the final trial participant expected to join by August 2022. The sites participating in the TIGER trial from the UK are:

- Leeds, Saint James's University Hospital (Dr Stark)
- Weston Park Hospital (Dr Young)
- St. Bart's Hospital (Dr. Shamash)
- Southampton General Hospital (Dr Wheeler)
- The Royal Marsden (Dr Huddart)
- Beatson West of Scotland (Dr. White)
- Manchester, The Christie (Dr. Welch)
- Nottingham City Hospital (Dr. Hennig Ivo)

MEN'S HEALTH PROMOTION

Our Health Promotion strategy seeks to improve the health outcomes of vulnerable men, at scale, and contribute to the reduction in the number of men dying prematurely. Using mass media communications, we aim to create positive behaviour change in men. Movember's Health Promotion work in 2021/22 operated at two levels:

The Movember Campaign

During the 2021 Movember campaign, we continued to ask supporters to sign up and fundraise by growing a moustache, taking the 'Move' challenge, hosting an event or 'Mo-ing their own way' with an idea of their own to fundraise. Their actions not only raise funds but also equally importantly deliver on our awareness and education objectives, to raise awareness and understanding of the health risks men face and result in men taking action to remain well.

Based on the results of a 2021 research project we know that men who take part on Movember are more likely to take part in healthy behaviours including speaking to others about their wellbeing, being physically active, visiting their healthcare professional and confiding in a friend. This research was also shared with men this financial year with over 21 million people visiting the "Movember is good for you" section of the website and 2.5million people engaging with the campaign content.

These results reinforce the importance of salient, well timed health information presented throughout the month of Movember as men participate and engage with the annual campaign. Movember.com continues to be the centralised location for all health promotion content, campaigns, tools, and resources.



UK Influencer Campaign

Global research carried out by Movember early in the pandemic identified younger men from lower-income backgrounds as being among those suffering the lowest levels of wellbeing and highest levels of distress. Using insights gathered from the research, Movember partnered with six high-profile YouTubers with high number of followers from this demographic to create a content series demonstrating the importance of talking openly about mental health with friends.

Building on the success of the 2021 pilot study, an optimised YouTube content series was launched in 2022 aimed at supporting young men from lower-income backgrounds to have more meaningful conversations with a close friend.

Focusing on the subscriber base for some of the UK's leading YouTubers, a new creative approach entitled 'Come Check Me' asked creators to model shoulder-to-shoulder conversations whilst on a journey, opening up to a friend they can be themselves with, by sharing their feelings about life's pressures and demonstrating the benefits of this conversation both to them personally and their friendship.

Hosted on YouTube with supporting content on Instagram and TikTok, creators are unified in delivering on 'Come Check Me' alongside five new behaviour change messages, allowing for evaluation of desired dosage alongside a longitudinal study measuring real word behaviour change. The video series is expected to reach over 8 million men whilst building on the 650K online engagements from last year. Initial reaction to live content has shown men are connecting with the conversation and showing a positive response to changed behaviour.

DIGITAL RESOURCES

Movember Family Man

In 2021, Movember successfully launched the world's first online parenting programme designed with dads in mind and aimed at helping fathers to engage in the parenting process and improve their parenting confidence and knowledge.

The free, online course was initially designed to equip parents of children, aged between two and eight, with the practical skills to manage challenging child behaviour and increase their own parenting confidence.

However, as the product continues to evolve, the intention is to include content that helps parents of children and adolescents between the ages of 9-16 years old. The evidence-based programme, which has been vetted by a global panel of psychologists and parenting experts,

currently consists of three 15-minute interactive episodes focusing on reinforcing positive behaviour, managing misbehaviour, and managing high-risk situations. Other features include quiz exercises that helps users to reinforce learnings from the episodes, 21 content articles including how to manage tantrums and dealing with sleep problems in young children, among others. From May 2022, parents will be able to sign up to receive daily parenting tips via text message over the course of 15 days. Since September 2020, 200,000 users have visited the Family Man site – 56 per cent of whom identify as fathers. Around 90 per cent of users said Family Man increased their knowledge of positive parenting while 79 per cent said the programme increased their ability to manage their child's behaviour. More information can be found at: familyman.movember.com

Movember Conversations

Launched in 2020, Movember Conversations is a free interactive digital tool that offers practical guidance on how to have more effective conversations with men who may be struggling with their mental health.

Guided by an international team of mental health experts, the tool uses simulated conversations to explore different scenarios – such as job loss or isolation. It demonstrates to the user that by changing the way they respond even subtly, it can lead to deeper, more meaningful conversations. It focuses on skills such as learning how to frame questions appropriately, asking open-ended questions and practising non-judgemental responses.

As of January 2022, Movember Conversations has received over 413,000 visitors to the site and over 348,000 conversations have been started. Most users reported that they found the tool to be useful (90 per cent), and that they learned something (88 per cent).

Follow-up survey results suggest that respondents are having approximately two conversations with men using what they learned within two weeks of their experience. More information can be found at conversations.movember.com

Nuts & Bolts

A core part of Movember's mission is to ensure that no man goes through testicular cancer without the information and support they need and a community to reach out to. However, Movember research has shown that although getting a testicular cancer diagnosis is tough, men find the period following surgery more difficult. Anxiety about what type of testicular cancer they might have, isolation from being off work and alone at such a stressful time and unease about what the future might hold were common concerns. With the help of men who have lived through testicular cancer and an international panel of experts, we designed



and created a digital resource called Nuts & Bolts focused on supporting men beyond their diagnosis and communicated in a way that resonates with men. It allows users to find relevant information, get helpful advice from experts as well as hear from and talk to men who have lived experience of the disease.

In the UK, the Talk to a Guide function provides the opportunity for any man going through testicular cancer to be connected to someone who has lived through the disease for support.

To date, Nuts & Bolts has received over 77,000 visitors and most feedback from users has been positive. We will continue to build on this success as we aim to create the go-to global platform to support men facing a diagnosis of testicular cancer along with their family, supporters and loved ones. More information can be found at: nutsandbolts.movember.com

SOCIAL INNOVATORS CHALLENGE

Launched in 2016, the goal of the Social Innovators Challenge (SIC) project, was to improve our understanding about what engages men to build strong social connections, particularly those who are at risk of becoming socially isolated. Following an extensive review process, 13 projects were approved for funding. After a successful two-year pilot, four projects in the UK were approved for scaling or further funding.

The Scottish Association for Mental Health commenced a three-year scaling of their programme 'The Changing Room' across Scotland through the Scottish Professional Football League teams. The project brings together men in their middle years through their shared love of football.

Scaling activities had to be modified due to COVID-19 restrictions and moved online to keep men engaged in the program. The team developed a 'playbook' for the 'train the trainer' component of the programme. The programme will continue to be evaluated to measure improvements in social connectedness as well as whether the programme can achieve the same outcomes in scaled form.

The other three projects – Boxing Futures – 'Brothers Through Boxing,' Co-operative & Mutual Solutions Ltd. - 'Ex-Cell 50+ and Food Nation – Men's Pie Club are currently in a period of further project development and have been extended over the next six to 12 months. The project teams adapted their programmes to accommodate social distancing measures during the pandemic and modified their delivery plans.

The overall goal of this funding however remains the identification of the components of their projects

that were successful during two years of piloting and modification of project plans to strengthen and target the delivery of the project and associated activities to determine whether they can be scaled for a further three years.

VETERANS AND FIRST RESPONDERS MENTAL HEALTH GRANT PROGRAMME

In August 2021, Movember announced that 15 projects from around the globe would receive funding through the Veterans and First Responders Mental Health Grant Programme. The initiative in support of veterans and first responders, as well as their families, is a collaboration between Movember and The Distinguished Gentleman's Ride with additional funding from Gillette in the UK.

There is growing evidence that first responders (firefighters, paramedics, and police officers) and military veterans are at increased risk of poor mental health and suicide.

Although many programmes that aim to support these groups already exist, a 2019 report commissioned by Movember found a lack of publicly available evidence showing the effectiveness of such programmes. Based on the report, Movember launched the Veterans and First Responders Mental Health Grant Programme in September 2020, with the aim of identifying promising mental health or suicide prevention programmes and collaborating with those projects to demonstrate their effectiveness through rigorous programme evaluation.

The three funded projects in the UK are:

- **The Police Service of Northern Ireland's Mental Wellbeing and Trauma Resilience Programme** comprises of five components which take a holistic approach to embed a culture of prevention and early intervention among police in Northern Ireland, their families, and the communities they serve.
- **The University of Leicester's Resilient Senior Leaders Programme (RESLEAPS)**, funded through the Gillette Partnership, is a prevention programme for police superintendents that expands on an earlier pilot of forces in England and Wales which fosters a trusting culture and creates a safe space to share concern.
- **The University of York** will be implementing and evaluating their Behavioural Activation for Low mood and anxiety in Male NHS frontline workers (BALM) programme. *The BALM Programme* will utilise Behavioural Activation as an early mental health intervention for male NHS frontline workers. This programme is supported through the Gillette Partnership.



DIGITAL SOCIAL CONNECTIONS CHALLENGE

In August 2021, Movember announced that 11 men's health projects across Australia, Canada, the UK, and Ireland are to receive funding over the next two years through Movember's Digital Social Connections Challenge (DSCC) which was set up as one of a few Movember responses to mitigate the effects of the global pandemic. This initiative was designed as a co-development programme focused on ideas that would strengthen the social connections of men who were struggling with isolation and anxiety, in the wake of COVID-19 lockdowns.

In the UK, four projects are being co-developed with Movember. Those that show promise may receive additional funding to implement, test and evaluate their projects in their respective communities.

Gamers vs Depression

This project uses online gaming as a vehicle for developing depression literacy and better social connections in adolescent males. Delivered by That Awfully Good Community Interest Company based in Colchester, Essex, the aim is for 'gaming teams' to act as a social/peer-support group where young men can openly discuss challenges outside of their immediate network in a safe and supportive manner.

Fathers Network Scotland Wellbeing app

Fathers Network Scotland, Shared Parenting Scotland and Held in our Hearts directly support men during some of the most stressful times in their lives such as those coping with family breakdown or with the loss of a child.

Their aim with this project, supported by Mr Porter's Health in Mind initiative, is to develop a wellbeing app for men in Scotland that would enable them to support many more fathers. The app will allow those in need of services to access help for themselves and also provide resources for those who are worried about a male friend or relative, directing them as quickly and easily as possible to the services nearest to them.

Maate!

This is a digital platform to help young men (particularly those not in school, employment or those who are working remotely) to maintain social connections by assisting in the organisation of free virtual group activities (such as trivia, virtual escape rooms or card games) and taking the hard work out of catching up.

Chai in the City

This project is aimed at breaking down the stigma surrounding mental health for men and boys from Punjabi communities in the UK. Through facilitated discussion groups, the project gets Punjabi men talking about their mental health, life challenges, and things they may not feel comfortable speaking about freely with their family or friends. Launched by an organisation called Taraki, the goal is to create a model that can be scaled globally and eventually tailored to communities of Punjabi men, including first generation, LGBTQ+ and disabled Punjabi men.

DISTINGUISHED GENTLEMAN'S RIDE SOCIAL CONNECTIONS CHALLENGE

In May 2021, Movember announced that nine projects had been granted funding through the Distinguished Gentleman's Ride Social Connections Challenge, focused upon improving the mental health and wellbeing of male motorcyclists. The aim of the challenge was to support ideas that strengthen social connections and build relationships to improve the social connectedness, life satisfaction and mental wellbeing of motorcycle riders.

In the UK three projects, have received funding:

1. **Quay Rider** is a mentorship initiative based at a motorcycle workshop in Poole, Dorset. The project aims to connect older men with young men who are living in care. Participants will learn how to build and modify a motorcycle, on which the younger riders will undertake a series of off-road challenges under the guidance of their mentors.
2. **Bike Directory** is an online platform for middle-aged riders, looking for places to socially interact with others. The team from Havant, Hampshire, will use social media to inform the community, many of whom are men who are hard to reach, about upcoming events to participate in and report on past events.
3. **Project Pit Stop** encourages motorcyclists to socialise with each other, strengthening existing relationships or developing new ones. Based in Bournemouth, Dorset, the team plans to use a 'health by stealth' approach, providing mental health services and mental health literacy alongside practical bike maintenance tips.



AHEAD OF THE GAME

Movember's Ahead of The Game (AoTG) is a series of mental fitness workshops which have been proven to increase mental health literacy and boost resilience in adolescent athletes who take part. The evidence-based programme is aimed at adolescents aged between 12-18 and delivered through community sports clubs. During the one-hour workshops, participants learn how to spot the signs of anxiety, depression and low mood in themselves and others. In separate workshops, their parents and sports coaches learn how to distinguish between potential mental health problems and normal teenage behaviour.

The programme was tested by researchers at the University of Wollongong in Australia on 350 boys aged between 12 and 18 across different sports including football, rugby league and swimming, over a season-long period. Teenagers who took part in the study – the biggest of its kind in the world – demonstrated a better understanding of what mental health is, had greater intentions to help others with mental health problems and were more confident about seeking help themselves if they needed to.

As official mental fitness partner for the Rugby League World Cup 2021 which will take place in November 2022, Movember is working with delivery partner Rugby League Cares, to roll out mental fitness workshops to

8,000 teenage rugby league players, their parents, and sports coaches. Face-to-face workshops, which are delivered by current and former professional athletes, resumed in April 2021, following the lifting of lockdown restrictions in the north of England and as of May 2022, approximately 273 sessions had been delivered – equating to around 4,000 athletes, parents and coaches.

Following a successful pilot of the programme in football with academy scholars at Albion in the Community (Brighton & Hove Albion FC's official charity), Movember is working with Fulham FC Foundation to deliver AoTG workshops to 1,500 children across south-west London and Surrey through the Player Pathway Programme, Girls Development Centre, Premier League Kicks, Premier League Inspires and Pan Disability Football Clubs.

Thanks to funding provided by Public Health England in 2022, the programme has been piloted in school sport settings in St Helens in Merseyside, England. The pilot evaluation will inform Movember's approach going forward. Movember has ambitious plans to engage more delivery partners across sporting codes and take AoTG to scale within the UK market to improve the mental health literacy and resilience of young men through community sport.





FINANCIAL REVIEW

Movember Europe delivered another strong result in the year ended 30 April 2022, bringing in total income of £19.6 million. While this is lower than the £26.9m we received in FY20/21, when we were able to focus on virtual engagement with an especially captive audience during the Covid-19 pandemic, it is up on the £18m received in FY19/20, and so continues our general upward trend. This total was primarily driven by donation income from our community of Mo Bros and Sisters – through nearly 137,000 registered participants for our 2021 Movember campaign (down from 170,000 in 2020, but up from 130,000 in 2019).

Furthermore, revenue from sources outside the annual campaign continues to be significant. Income from Corporate Partners increased to £2.0m (£1.4m in

2020/21), and we saw further revenue from our Major Gifts function (£87k, compared to £131k in 2020/21). The sixth year of the partnership with the Distinguished Gentleman's Ride generated revenue of £1.3 million, up from £1.1m in 2020/21, and we also saw the first Distinguished Gentleman's Drive pilot event.

The organisation's programmatic activity continues to produce outstanding outcomes for men's health. Movember Europe spent £8.0 million on programme expenditure during the year (£7.7 million in 2020/21) resulting in a net movement in funds of £7.4 million (£15.7 million in 2020/21).

The organisation has set ambitious targets to grow both our core campaign as well as year-round income streams, and remains committed to funding exciting and innovative projects across the UK and Europe.



PRINCIPAL RISKS AND UNCERTAINTIES

There are three artefacts used together in managing risk at Movember:

A risk appetite statement, developed by the Trustees, which sets out the Board's appetite for the amount and type of risk Movember is willing to accept, retain or tolerate in pursuit of organisational mission and strategy.

A risk management plan, setting out the methodology and processes put in place by management to ensure risks are identified, assessed and managed consistently across Movember. This plan includes Movember's risk matrix, which provides a set of consistent analyses and evaluation categories to assess the severity of

each risk. Risk ratings to define severity are based on standardised likelihood and consequence scales which align with Movember's risk appetite statement.

A risk register, used to record risks identified, and management's analysis of the likelihood and consequences of those risks, along with the mitigations (or treatments) implemented and the residual likelihood and consequences of those risks.

The risk register is kept up to date by management and reviewed periodically by the Trustees. Risks given a 'extreme' or 'high' rating are notified to the board with commentary and have been included in the table below alongside a summary of the mitigation plan.

The Trustees are satisfied that the risks of the charity are being sufficiently well managed.

Risk	Rating	Mitigation Plan
Dominant news and/or external events distract attention from the Movember campaign (e.g. COVID-19, political unrest, or a terrorism event) impacts negatively on campaign fundraising revenue.	HIGH	Movember has proactively sought ways to use our brand and voice constructively in the face of significant social, economic, and political disruptions since 2020. Marketing plans are developed to include contingency plans for unforeseen events (and lockdown scenarios) that may occur between late September and early December for each market the Movember Campaign runs in. The Board has a policy to reserve funds annually to ensure operational costs can be met for 9 – 12 months if forecast fundraising targets aren't met for any reason.
A data breach (unauthorised use of, or access to personal data collected, stored by (or on behalf of) Movember) could occur.	HIGH	An annual cyber security audit is undertaken in relation to Movember's core fundraising platform. Movember undertakes work to continually assess the effectiveness and enhance internal training and support provided for staff working on activities that are likely to present particular privacy risks (programs involving personal health information, fundraising, HR etc). Access controls included in core software applications, Single Sign-on is used for access on most platforms, and reporting enabled to alert of credential breach. Staff off-boarding processes include removal of system log-in details to Movember systems and software. Movember funded programs that involve the collection, storage and use of patient data are subject to contractual privacy requirements; and defined privacy and data security processes are included in study protocols.
Significant staff turnover rates negatively impact on organisational culture, employee effectiveness and require increased recruitment effort and cost.	HIGH	Management has increased the number of all staff town hall meetings, Q&A sessions and confidential feedback mechanisms to share information and ensure multiple channels to respond to employee concerns and needs. Talent mapping and succession planning is actively undertaken to ensure continuity of organisational work and provide high impact and high potential employees with opportunities to work on activities or towards alternative roles of interest to them and value to Movember. In some areas of particular skills demand and market-shortages (e.g. tech), retention strategies have been implemented in relation to key roles.



RESERVES POLICY AND GOING CONCERN

The unrestricted funds balance for the year ending 30 April 2022 was £41.4 million. Of this balance, £34.9 million has been designated for spend on specific programmes while the balance of £6.5m is retained for general purposes. As the majority of Movember Europe's revenue is currently derived from one annual campaign, the Movember Europe Trustees have adopted a fiscally conservative approach to risk management; the Board approved Policy requires an accumulation of a general reserves of between 9 and 12 months' coverage of costs.

The Movember Europe Trustees have elected to maintain a reserves balances equivalent to approximately 10 months of expenditure, or £6.5m, which falls within the Board approved policy.

As a result, no further action is required prior to the review of reserves that will take place at the end of the next financial year.

On March 11, 2020, the Covid-19 outbreak was declared a pandemic by the World Health Organisation. Since the first quarter of 2020, the Covid-19 pandemic has been impacting the global economic environment due to government-imposed lockdowns and social distancing requirements. Although the pandemic has had an impact of the operations and activities of Movember Europe, the organisation has been able to maintain a strong financial position and therefore the Trustees believe that the organisation will remain a going concern.

Designated (and restricted) funds have been allocated to the following programmes, and trustees currently expect the majority of this balance to be committed as set out below.

Programme	Within 1 year	Between 1 and 3 years	Later than 3 years	Total (million)
PROSTATE AND TESTICULAR CANCER BIOMEDICAL RESEARCH	1.1	3.9	0.1	5.1
PROSTATE AND TESTICULAR CANCER SURVIVORSHIP AND HEALTH OUTCOMES	1.8	12.8	0.9	15.5
MENTAL HEALTH & SUICIDE PREVENTION	3.9	9.1	0.1	13.1
MEN'S HEALTH PROGRAMMES AND HEALTH PROMOTION	1.2	1.0	-	2.2
	8.0	26.8	1.1	35.9

Funds dedicated to prostate and testicular cancer Biomedical research continue to support existing multi-year projects under Movember's national and global programmes.

Funds assigned to Prostate and Testicular Cancer Survivorship and Health Outcomes will support ongoing clinical quality and survivorship projects such as the IRONMAN Registry, TrueNTH Global Registry and Nuts and Bolts into years 5, 6 and 7. The Global Cancer Real World Evidence Network (RWE) was launched and seeks to unify existing Movember funded programmes across the globe and create a network that can support accelerated impact across biomedical research, clinical quality and survivorship. We will continue with and expand our clinical partnerships over the coming years.

Funding for Mental Health and Suicide Prevention programmes is being utilised across a broad range of prevention and early intervention programmes. Existing projects will continue to work with their contracted partners through to completion. New projects will work closely with new partners to achieve their programme goals and utilise existing partner expertise as and when applicable.

Funding for Men's Health Promotion focuses on the continuation and expansion of an existing programme of mass media behaviour change. In the UK our programme collaborates with influencers that engage young men. Based on the positive evaluation results from our initial pilot, we expect to scale and grow this work over the next two years. Movember also intends to develop and launch in Ireland to produce a documentary targeting health behaviour change.



FUNDRAISING POLICY

Fundraising Practices

Movember aims to ensure that all of our fundraising activities are done in an open, honest and compliant manner wherever we operate. In the UK we are a member of the Chartered Institute of Fundraising and voluntarily subscribe to the Fundraising Regulator. This regulator has been responsible, since July 2016, for overseeing an independent and voluntary system of regulation of fundraising by charities. We set ourselves standards that aim to meet or exceed their Code of Fundraising Practice.

Fundraising Performance

After the exceptional results of the Movember Campaign in 2020, due to the specific COVID-19 circumstances, our Fundraising revenue is back at its pre-pandemic level. The number of Mo Bros and Mo Sisters taking part into our Movember campaign and raising funds to support men's health in our 2021 campaign is up on 2019, following the growth trend we've seen in the last 5 years. This performance is attributed to a mixture of carefully planned investment in media to raise awareness of Movember's brand and campaign; efforts to retain and keep our supporters engaged across the year; and a focus on helping our Campaign participants raise vital funds for men's health.

In the last few years we've made a specific effort in diversifying our fundraising activities beyond our flagship peer to peer campaign in order to secure a sustainable long-term source of revenue. In 2021 we have trialled different models of peer to peer physical challenge events to attract new supporters or offer to our existing supporters other ways to support our work throughout the year. These trials saw a good level of engagement with a decent return on investment and we are working at scaling some of them in the next few years.

Supporters' Data

Movember maintains a global GDPR compliant privacy policy and business practices that reflect our commitment to being respectful, fair and transparent with Mo Bros, Mo Sisters, employees, partners and authorities about how we collect, use and safeguard personal information.

Working with Third Parties

Our Mo Community is key to Movember's ongoing success, and is at the heart of everything we do, therefore we aim to offer a remarkable experience to every single person that gets in touch with us or gets involved with the campaign in any way. The majority of our fundraising is carried out by our committed Mo Bros and Sisters, growing a moustache, running 60km as a Move challenge, hosting an event, or undertaking their own challenges and raising money whilst doing so from their friends, families and local businesses. Movember does not use professional fundraisers to carry out its fundraising activities.

Movember has a number of arrangements in place with Commercial Participators, including our Corporate Partners. Where these arrangements exist, we ensure that contracts are in place that include a commitment from the Commercial Participator that they will comply with the Fundraising Code of Practice. We maintain a system of monitoring compliance with these requirements, and ensure that any complaints from the public are fed back to us. We have a specific Commercial Participator agreement in place for the running of the Distinguished Gentleman's Ride and Distinguished Gentleman's Drive, whereby the Participator organises the events and collects donations on our behalf, in return for a fee. This agreement involves a commitment to comply with the Fundraising Code of Practice, and allows for monitoring and dissemination of any complaints received.



Complaints

During the reporting period, we received five informal complaints, all of which were satisfactorily addressed and resolved locally. There were no complaints referred from the Fundraising Regulator. We always work to resolve all complaints in a professional and timely manner. We review our Complaints Policy on an annual basis to ensure that we are adopting best practice.

Protecting Vulnerable People

Our current fundraising model is primarily based on peer-to-peer donations, and our activities are designed to ensure that no one is put under pressure to donate to us. We are broadening our fundraising strategy and we will continue to review all our safeguarding mechanisms and policies to ensure that we are adopting best practice to protect vulnerable people in all our activities.

PLANS FOR THE FUTURE

Our ambition for the next three years remains to continue to place our cause and our supporters at the heart of all our fundraising and marketing activities, increasing our focus on mental health and suicide prevention, and to expand the ways in which the public can interact and support our organisation, during and outside our flagship campaign in November. As part of this expansion of fundraising activities, we will continue to offer to our community the possibility to support Movember at other times of the year through their participation in different challenge events.

We are in the process of developing a new impact strategy, which will inform and guide Movember's programme investments during 2023 and beyond.

Movember will continue to invest in Prostate and Testicular Cancer biomedical research with our existing partners and Prostate Cancer UK. We will continue to expand our Prostate and Testicular Cancer Survivorship and Clinical Quality work through existing and new partnerships.

With an increased focus on mental health and suicide prevention, Movember will leverage the results of evidence building efforts over the past decade to continue to develop and implement new programmes addressing key at-risk populations of men. Movember's Mental Health programmes are funded over multiple years, enabling the achievement of sustained growth, reach and impact, through an evidence-based behaviour change framework.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Movember Europe is a company limited by guarantee, incorporated on 07/06/2010 and registered as a charity on 10/09/2010. The company was established under a memorandum of association which established the objects and powers of the charitable company and is governed under its articles of association ("Articles"). The single member of Movember Europe is The Movember Group Pty Ltd as trustee for the Movember Foundation Trust (an Australian charitable organisation).

The Articles provide that the business of Movember Europe is to be managed by the Board of Trustees ("Board"). During the 2021/22 year the Board was advised by the following sub-committees:

- Finance, Risk and Audit Committee
- People & Culture Committee
- Programs Strategy & Investment Committee
- Global Scientific Committee
- Global Prostate Cancer Outcomes Committee
- Global Men's Health Advisory Committee
- Ad-hoc committees are appointed by the Board where necessary

The Board and its committees are governed by the charters and policies set out in the Movember Governance Policies, including policies in relation to Independence and Conflict of Interests.

All Trustees give their time voluntarily and receive no benefits from the charity. Any expenses reclaimed from the charity are set out in note 7 to the accounts.

Seven Board meetings were held in the 2021/22 financial year. The Finance, Risk and Audit Committee met four times, the People & Culture Committee met twice, the Programs Strategy & Investment Committee met three times, the Global Men's Health Advisory Committee met three times, the Global Scientific Committee met three times and the Global Prostate Cancer Outcomes Committee met twice.

The Board is accountable for Movember's performance; Trustees consider every Mo Bro, Mo Sister, donor, partner and the men that Movember serves as key stakeholders to whom that accountability is owed.



The Board's primary functions include:

- Providing reporting, transparency and accountability to Movember's stakeholders
- Setting Movember's strategic direction, and monitoring and supporting management's delivery of Movember's strategic plan
- Selecting, appointing and managing the performance of the CEO
- Defining Movember's risk appetite and overseeing Movember's risk management practices
- Monitoring Movember's compliance with legal and regulatory requirements, including external financial reporting

APPOINTMENT AND TRAINING OF TRUSTEES

New Trustees are appointed by the member of Movember Europe on recommendation from the Board. Selection and interviewing for new Trustees is undertaken by an ad-hoc committee of the Board. The primary consideration when selecting new Trustees is to ensure an appropriate balance of skills and experience. Training and induction of Trustees is tailored to the needs of specific incoming Trustees.

RELATED PARTIES AND RELATIONSHIPS WITH OTHER ORGANISATIONS

The Movember Group Pty Ltd as trustee for the Movember Foundation Trust (Movember Europe's parent), as well as being a registered charity in its own right in Australia, is also the parent of the Movember registered charity organisations in the US (Movember Foundation (US)) and Canada (Movember Canada). The board of Movember Europe has majority control over Movember Foundation e.V. and this entity is therefore treated as a subsidiary entity for consolidation purposes. Each of Movember's registered charities (in Australia, UK, US, Canada, Germany and New Zealand) are all managed by staff and management based in the relevant country or nearby, but they share central services such as information technology, finance and legal services, which are largely based in the Movember head office in Melbourne, Australia.

Various Trustees that sit on the Board of Movember Europe also sit on the boards of The Movember Group Pty Ltd, Movember Canada, Movember Foundation (US), Movember Foundation e.V. and Movember Foundation NZ.

Movember Europe has a trading subsidiary, Movember Europe Trading Limited. The trading subsidiary was formed in 2011.

REMUNERATION POLICY FOR KEY MANAGEMENT PERSONNEL

Movember utilises the Korn Ferry HayGroup data review for all salaries including in the United Kingdom, and to provide ongoing market related information. Movember undertakes an annual review of the salary of all staff, including key management personnel, and this is benchmarked against an annualised refresh of market data provided by the Korn Ferry HayGroup. We use the Median (mid point), Top 25% and Top 10% as our key comparison points within the benchmark range to guide salary recommendations. As such, we are confident that the salaries we offer our employees are fair and in line with the Not-for-Profit industry in the United Kingdom.

POLICY FOR EMPLOYMENT OF DISABLED PERSONS

Movember's Workplace Behaviours Policy clearly states that we will abide by all laws in relations to the employment of disabled persons and the policy forbids any discrimination on the grounds of a disability. Any employee found to be discriminating in line with any of the areas named in the above policy, would be subject to formal performance management, which depending on the seriousness may include termination of employment. We use recruitment methods that encourage applications from people with diverse backgrounds and abilities, ensuring all applicants are treated fairly.

EMPLOYEE INFORMATION

All UK based staff have the opportunity to be part of a Pension Scheme. All staff are kept fully informed on the program and any pension changes announced by the government are communicated to staff through a presentation delivered by a qualified financial advisor, followed by an opportunity provided to all staff for a one-on-one consultation.

We have developed an internal communications strategy and schedule to provide information to staff and seek their feedback. Initiatives to inform staff include updating the intranet with organisational news, information and policies, and providing updates on all areas of the organisation during regular emails from the leadership team and all-staff town halls. There are also weekly work-in-progress meetings in each office, and weekly or fortnightly team meetings.



Staff are frequently encouraged to ask questions and provide feedback informally through their manager or HR team. Formal channels for staff consultation include an annual employee engagement survey and pulse surveys. These surveys cover all areas of the organisation, for example engagement, leadership and development. In 2020 we also conducted surveys on Staff Wellbeing and Diversity, Equity and Inclusion. We report the results back to staff and they have the opportunity to discuss the results within their team meetings. Following this, we create local and global action groups to implement agreed actions. In 2022 we will be conducting an externally managed Psychological Safety Survey to proactively address psychological safety in the workplace. Staff are also provided with the opportunity for an 'ask me anything' question and answer session with the leadership team during town halls and when the leadership visit different offices.

Each year we recommend that staff review the organisation's annual report, which provides information and relevant data regarding the company accounts and financial performance.

All of this is underpinned by a global Human Resources team who are available for any member of the team to confide in on any matter, and access to a free employee assistance program available 24/7.

STATEMENT OF RESPONSIBILITIES OF THE TRUSTEES

The Trustees (who are also directors of Movember Europe for the purposes of company law) are responsible for preparing the trustees' annual report including the strategic report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and group and of the incoming resources and application of resources, including the income and expenditure, of the charitable company or group for that period. In preparing these financial statements, the Trustees are required to:

- Select suitable accounting policies and then apply them consistently.
- Observe the methods and principles in the Charities SORP.
- Make judgements and estimates that are reasonable and prudent.
- State whether applicable UK Accounting Standards and statements of recommended practice have been

followed, subject to any material departures disclosed and explained in the financial statements.

- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and group and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the Trustees are aware:

- There is no relevant audit information of which the charitable company's auditor is unaware.
- The trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Members of the charity guarantee to contribute an amount not exceeding £1 to the assets of the charity in the event of winding up. The total number of such guarantees at 30 April 2021 was 10 (2020: 8). The trustees are members of the charity but this entitles them only to voting rights. The trustees have no beneficial interest in the charity.

AUDITOR

Sayer Vincent LLP was re-appointed as the charitable company's auditor during the year and has expressed its willingness to continue in that capacity.

The Trustees' annual report which includes the strategic report has been approved by the Trustees on 8 September 2022 and signed on their behalf by

Nicholas Reece
Chairperson



INDEPENDENT AUDITOR'S REPORT



OPINION

We have audited the financial statements of Movember Europe (the 'parent charitable company') and its subsidiaries (the 'group') for the year ended 30 April 2022 which comprise the consolidated statement of financial activities, the group and parent charitable company balance sheets, the consolidated statement of cash flows and the notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- Give a true and fair view of the state of the group's and of the parent charitable company's affairs as at 30 April 2022 and of the group's incoming resources and application of resources, including its income and expenditure, for the year then ended
- Have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice
- Have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulations 6 and 8 of the Charities Accounts (Scotland) Regulation 2006 (as amended)

BASIS FOR OPINION

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the group in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

CONCLUSIONS RELATING TO GOING CONCERN

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events

or conditions that, individually or collectively, may cast significant doubt on Movember Europe's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

OTHER INFORMATION

The other information comprises the information included in the trustees' annual report, including the strategic report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

OPINIONS ON OTHER MATTERS PRESCRIBED BY THE COMPANIES ACT 2006

In our opinion, based on the work undertaken in the course of the audit:

- The information given in the trustees' annual report, including the strategic report, for the financial year for which the financial statements are prepared is consistent with the financial statements
- The trustees' annual report, including the strategic report, has been prepared in accordance with applicable legal requirements

MATTERS ON WHICH WE ARE REQUIRED TO REPORT BY EXCEPTION

In the light of the knowledge and understanding of the group and the parent charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the trustees' annual report, including the strategic report.



We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and Charities Accounts (Scotland) Regulations 2006 (as amended) requires us to report to you if, in our opinion:

- Adequate accounting records have not been kept by the parent charitable company, or returns adequate for our audit have not been received from branches not visited by us; or
- The parent charitable company financial statements are not in agreement with the accounting records and returns; or
- Certain disclosures of trustees' remuneration specified by law are not made; or
- We have not received all the information and explanations we require for our audit

RESPONSIBILITIES OF TRUSTEES

As explained more fully in the statement of trustees' responsibilities set out in the trustees' annual report, the trustees (who are also the directors of the parent charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the group's and the parent charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the group or the parent charitable company or to cease operations, or have no realistic alternative but to do so.

AUDITOR'S RESPONSIBILITIES FOR THE AUDIT OF THE FINANCIAL STATEMENTS

We have been appointed as auditor under section 44(1) (c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with regulations made under those Acts.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in

the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud are set out below.

CAPABILITY OF THE AUDIT IN DETECTING IRREGULARITIES

In identifying and assessing risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, our procedures included the following:

- We enquired of management and the finance, audit and risk committee, which included obtaining and reviewing supporting documentation, concerning the group's policies and procedures relating to:
 - i. Identifying, evaluating, and complying with laws and regulations and whether they were aware of any instances of non-compliance;
 - ii. Detecting and responding to the risks of fraud and whether they have knowledge of any actual, suspected, or alleged fraud;
 - iii. The internal controls established to mitigate risks related to fraud or non-compliance with laws and regulations.
- We inspected the minutes of meetings of those charged with governance.
- We obtained an understanding of the legal and regulatory framework that the group operates in, focusing on those laws and regulations that had a material effect on the financial statements or that had a fundamental effect on the operations of the group from our professional and sector experience.
- We communicated applicable laws and regulations throughout the audit team and remained alert to any indications of non-compliance throughout the audit.
- We reviewed any reports made to regulators.
- We reviewed the financial statement disclosures and tested these to supporting documentation to assess compliance with applicable laws and regulations.
- We performed analytical procedures to identify any unusual or unexpected relationships that may indicate risks of material misstatement due to fraud.



- In addressing the risk of fraud through management override of controls, we tested the appropriateness of journal entries and other adjustments, assessed whether the judgements made in making accounting estimates are indicative of a potential bias and tested significant transactions that are unusual or those outside the normal course of business.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities is available on the Financial Reporting Council's website at: frc.org.uk/auditorsresponsibilities.

This description forms part of our auditor's report.

USE OF OUR REPORT

This report is made solely to the charitable company's members as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and section 44(1) (c) of the Charities and Trustee Investment (Scotland) Act 2005. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Noelia Serrano

(Senior statutory auditor)

23 September 2022

for and on behalf of Sayer Vincent LLP, Statutory Auditor
Invicta House, 108-114 Golden Lane, LONDON, EC1Y 0TL

Sayer Vincent LLP is eligible to act as auditor in terms of section 1212 of the Companies Act 2006.





CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES

INCORPORATING AN INCOME AND EXPENDITURE ACCOUNT

For the year ended 30 April 2022

	Notes	Unrestricted (£)	Restricted (£)	2022 Total (£)	Unrestricted (£)	Restricted (£)	2021 Total (£)
INCOME FROM:							
DONATIONS AND LEGACIES	2	17,445,404	-	17,445,404	25,238,674	-	25,238,674
OTHER TRADING AND CHARITABLE ACTIVITIES	3	1,261,420	857,552	2,118,972	991,422	564,356	1,555,778
INVESTMENTS		58,558	-	58,558	56,598	-	56,598
TOTAL INCOME		18,765,382	857,552	19,622,934	26,286,694	564,356	26,851,050
EXPENDITURE ON:							
RAISING FUNDS	4	3,469,678	-	3,469,678	3,211,913	-	3,211,913
CHARITABLE ACTIVITIES							
PROGRAMME EXPENDITURE	4	7,809,849	446,432	8,256,281	7,334,316	368,323	7,702,639
TOTAL EXPENDITURE		11,279,527	446,432	11,725,959	10,546,229	368,323	10,914,552
NET INCOME FOR THE YEAR	6	7,485,855	411,120	7,896,975	15,740,465	196,033	15,936,499
TRANSFERS BETWEEN FUNDS		-	-	-	(48,164)	48,164	-
NET INCOME BEFORE OTHER RECOGNISED GAINS AND LOSSES		7,485,855	411,120	7,896,975	15,692,301	244,197	15,936,499
OTHER (LOSSES)		(568,637)	-	(568,637)	(252,667)	-	(252,667)
NET MOVEMENT IN FUNDS		6,917,218	411,120	7,328,338	15,439,634	244,197	15,683,831
RECONCILIATION OF FUNDS:							
TOTAL FUNDS BROUGHT FORWARD		34,480,018	546,312	35,026,330	19,040,384	302,115	19,342,499
TOTAL FUNDS CARRIED FORWARD		41,397,236	957,432	42,354,668	34,480,018	546,312	35,026,330

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. All income, expenditure and gains in the prior year relate to unrestricted funds. Movements in funds are disclosed in Note 19 to the financial statements.



BALANCE SHEETS

as at 30 April 2022

			The Group		The Charity
	Notes	2022 (£)	2021 (£)	2022 (£)	2021 (£)
FIXED ASSETS:					
TANGIBLE ASSETS	11	27,400	118,398	27,400	118,398
INVESTMENTS	12	-	2,500,000	1	2,500,001
		27,400	2,618,398	27,401	2,618,399
CURRENT ASSETS:					
DEBTORS	15	2,134,867	3,071,568	3,247,812	3,353,022
SHORT TERM DEPOSITS		17,664,868	11,934,949	17,664,868	11,934,949
CASH AT BANK AND IN HAND		31,920,460	30,128,838	28,545,361	27,783,029
		51,720,195	45,135,356	49,458,042	43,071,000
LIABILITIES:					
CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR	16	(9,199,801)	(12,656,498)	(9,131,699)	(12,639,038)
NET CURRENT ASSETS		42,520,394	32,478,858	40,326,343	30,431,962
TOTAL ASSETS LESS CURRENT LIABILITIES		42,547,793	35,097,255	40,353,744	33,050,361
CREDITORS: AMOUNTS FALLING DUE AFTER ONE YEAR	17	(193,126)	(70,926)	(193,126)	(70,926)
TOTAL NET ASSETS		42,354,668	35,026,330	40,160,618	32,979,435
FUNDS:					
	19a				
RESTRICTED INCOME FUNDS		957,432	546,312	957,432	546,312
UNRESTRICTED INCOME FUNDS:					
DESIGNATED FUNDS		34,921,236	27,486,463	33,292,238	25,773,575
GENERAL FUNDS		6,476,000	6,993,555	5,910,948	6,659,548
TOTAL UNRESTRICTED FUNDS		41,397,236	34,480,018	39,203,186	32,433,123
TOTAL FUNDS		42,354,668	35,026,330	40,160,618	32,979,435

Approved by the trustees on 8 September 2022 and signed on their behalf by

Nicholas Reece
Chairperson



CONSOLIDATED STATEMENT OF CASH FLOWS

For the year ended 30 April 2022

	Notes	2022 (£)	2021 (£)
CASH FLOWS FROM OPERATING ACTIVITIES			
NET INCOME FOR THE REPORTING PERIOD (AS PER THE STATEMENT OF FINANCIAL ACTIVITIES)		7,896,975	15,936,499
DEPRECIATION CHARGES		97,740	104,050
DIVIDENDS, INTEREST AND RENT FROM INVESTMENTS		(58,558)	(56,598)
DECREASE/(INCREASE) IN DEBTORS		936,701	(1,213,722)
(DECREASE) IN CREDITORS		(3,334,497)	(783,552)
NET CASH PROVIDED BY OPERATING ACTIVITIES		5,538,361	13,986,677
CASH FLOWS FROM INVESTING ACTIVITIES:			
DIVIDENDS, INTEREST AND RENTS FROM INVESTMENTS		58,558	56,598
PURCHASE OF FIXED ASSETS		(6,789)	(12,723)
PROCEEDS FROM SALE OF INVESTMENTS		2,500,000	-
PURCHASE OF INVESTMENTS		-	(2,500,000)
NET CASH PROVIDED BY/(USED IN) INVESTING ACTIVITIES		2,551,769	(2,456,125)
CASH FLOWS FROM FINANCING ACTIVITIES:			
AMOUNTS (INVESTED) IN SHORT TERM DEPOSITS		(5,729,919)	(6,020,498)
NET CASH (USED IN) FINANCING ACTIVITIES		(5,729,919)	(6,020,498)
CHANGE IN CASH AND CASH EQUIVALENTS IN THE YEAR		2,360,211	5,510,053
CASH AND CASH EQUIVALENTS AT THE BEGINNING OF THE YEAR		30,128,838	24,866,331
CHANGE IN CASH AND CASH EQUIVALENTS DUE TO EXCHANGE RATE MOVEMENTS		(568,589)	(247,546)
CASH AND CASH EQUIVALENTS AT THE END OF THE YEAR		31,920,460	30,128,838

Analysis of cash and cash equivalents and of net debt

	At 1 May 2021 (£)	Cash flows (£)	Other non-cash changes (£)	At 30 April 2022 (£)
CASH AT BANK AND IN HAND	30,128,838	2,360,211	(568,589)	31,920,460
TOTAL CASH AND CASH EQUIVALENTS	30,128,838	2,360,211	(568,589)	31,920,460



NOTES TO THE FINANCIAL STATEMENTS

MOVEMBER EUROPE FOR THE YEAR ENDED 30 APRIL 2022



1 ACCOUNTING POLICIES

(a) Statutory information

Movember Europe is a charitable company limited by guarantee and is incorporated in England and Wales. The registered office address is Gensurco House, 52-54 Rosebery Avenue, London, England, EC1R 4RP.

Movember Europe is an incorporated charity registered with the Charity Commission for England and Wales, the Office of the Scottish Charity Regulator and the Charities Regulator Ireland.

The registered office address and principal place of business is Gensurco House, 52 - 54 Rosebery Avenue, London, England, EC1R 4RP.

(b) Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) - (Charities SORP FRS 102), The Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

These financial statements consolidate the results of the charity and its wholly-owned subsidiaries Movember Europe Trading Limited and Movember Foundation e.V. on a line by line basis. Transactions and balances between the charity and its subsidiaries have been eliminated from the consolidated financial statements. Balances between the entities are disclosed in the notes of the charity's balance sheet. A separate statement of financial activities, or income and expenditure account, for the charity itself is not presented because the charity has taken advantage of the exemptions afforded by section 408 of the Companies Act 2006. As a summary of the result for the year is disclosed in the notes to the accounts.

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

In applying the financial reporting framework, the trustees have made a number of subjective judgements, for example in respect of significant accounting estimates. Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances. The nature of the estimation means the actual outcomes could differ from those estimates. Any significant estimates and judgements affecting these

financial statements are detailed within the relevant accounting policy below.

The trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

(c) Public benefit entity

The charity meets the definition of a public benefit entity under FRS 102.

(d) Going concern

The Trustees consider that, despite the global challenges resulting from the Covid-19 pandemic, there are no material uncertainties about the charity's ability to continue as a going concern.

(e) Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the income have been met, it is probable that the income will be received and that the amount can be measured reliably.

Income received in advance of the provision of a specified service is deferred until the criteria for income recognition are met.

(f) Donations of gifts, services and facilities

Donated professional services and donated facilities are recognised as income when the charity has control over the item or received the service, any conditions associated with the donation have been met, the receipt of economic benefit from the use by the charity of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), volunteer time is not recognised so refer to the trustees' annual report for more information about their contribution.

On receipt, donated gifts, professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

(g) Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.



1 ACCOUNTING POLICIES (CONTINUED)

(h) Fund accounting

Unrestricted funds are donations and other incoming resources received or generated for the charitable purposes.

Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure which meets these criteria is charged to the fund.

Designated funds are unrestricted funds earmarked by the trustees for particular purposes.

(i) Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

- Costs of raising funds relate to the costs incurred by the charity in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose.
- Expenditure on charitable activities includes the costs of programme expenditure undertaken to further the purposes of the charity and their associated support costs.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

(j) Grants payable

Grants payable are made to third parties in furtherance of the charity's objects. Single or multi-year grants are accounted for when either the recipient has a reasonable expectation that they will receive a grant and the trustees have agreed to pay the grant without condition, or the recipient has a reasonable expectation that they will receive a grant and that any condition attaching to the grant is outside of the control of the charity.

Provisions for grants are made when the intention to make a grant has been communicated to the recipient but there is uncertainty about either the timing of the grant or the amount of grant payable.

(k) Allocation of support costs

Resources expended are allocated to the particular activity where the cost relates directly to that activity. However, the cost of overall direction and administration of each activity, comprising the salary and overhead costs of the central function, is apportioned on the following basis which are an estimate, based on staff time, of the amount attributable to each activity.

Support and governance costs are re-allocated to each of the activities on the following basis which is an estimate, based on staff time, of the amount attributable to each activity:

- | | |
|-------------------------|-----|
| ▪ Cost of fundraising | 30% |
| ▪ Programme expenditure | 70% |

Governance costs are the costs associated with the governance arrangements of the charity. These costs are associated with constitutional and statutory requirements and include any costs associated with the strategic management of the charity's activities.

(l) Operating leases

Rental charges are charged on a straight line basis over the term of the lease.

(m) Tangible fixed assets

Items of equipment are capitalised where the purchase price exceeds £1,000. Depreciation costs are allocated to activities on the basis of the use of the related assets in those activities. Assets are reviewed for impairment if circumstances indicate their carrying value may exceed their net realisable value and value in use. Major components are treated as a separate asset where they have significantly different patterns of consumption of economic benefits and are depreciated separately over its useful life.

Where fixed assets have been revalued, any excess between the revalued amount and the historic cost of the asset will be shown as a revaluation reserve in the balance sheet.

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

- | | |
|--------------------------|-----------|
| ▪ Fixtures and fittings | 5 years |
| ▪ IT equipment | 2.5 years |
| ▪ Leasehold Improvements | 5 years |

(n) Investments

Investments in subsidiaries are at cost.

Fixed asset investments include cash balances that are invested in term deposits with a maturity of longer than 12 months.

(o) Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.



1 ACCOUNTING POLICIES (CONTINUED)

(p) Short term deposits

Short term deposits includes cash balances that are invested in accounts with a maturity date of between 3 and 12 months.

(q) Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

(r) Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

(s) Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial

instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

(t) Foreign exchange

Monetary assets and liabilities in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date. Transactions in foreign currencies are translated into sterling at the rate of exchange ruling at the date of transaction. Exchange differences are taken into account in arriving at the net incoming resources for the year.

(u) Pensions

The charity operated a defined contribution pension scheme. The assets of the scheme are held separately from those of the charity in an independently administered fund. The pension cost charge represents contribution payable and the charity has no other liability under the scheme.

2 INCOME FROM DONATIONS AND LEGACIES

	Unrestricted (£)	2022 Total (£)	Unrestricted (£)	2021 Total (£)
DONATIONS AND LEGACIES	16,467,542	16,467,542	23,442,345	23,442,345
GIFT AID CLAIMED ON DONATIONS	977,862	977,862	1,796,329	1,796,329
	17,445,404	17,445,404	25,238,674	25,238,674

3 INCOME FROM OTHER TRADING AND CHARITABLE ACTIVITIES

	Unrestricted (£)	Restricted (£)	2022 Total (£)	Unrestricted (£)	Restricted (£)	2021 Total (£)
SALE OF GOODS	25,280	-	25,280	(4,350)	-	(4,350)
CAMPAIGN PARTNER CONTRIBUTIONS	1,210,022	857,552	2,067,574	970,139	564,356	1,534,495
OTHER	26,118	-	26,118	25,633	-	25,633
	1,261,420	857,552	2,118,972	991,422	564,356	1,555,778



4A ANALYSIS OF EXPENDITURE (CURRENT YEAR)

	Charitable activities				2022	2021
	Raising funds (£)	Programme expenditure (£)	Governance costs (£)	Support costs (£)	Total (£)	Total (£)
STAFF COSTS (NOTE 7)	1,295,468	2,373,603	-	671,729	4,340,801	3,442,316
ADMINISTRATION	30,144	64,161	-	5,118	99,424	67,050
CAMPAIGN COSTS AND EVENTS	321,664	322,496	-	1,084	645,244	438,516
CONTRACTORS FEES	181,864	281,306	-	126,160	589,330	489,681
ENTERTAINMENT	1,557	3,469	-	3,820	8,845	3,693
BANK CHARGES	225,395	20,855	-	73,912	320,162	357,599
INSURANCE	13,005	24,315	-	19,809	57,129	43,150
LEGAL AND PROFESSIONAL	14,385	24,784	38,864	16,498	94,532	92,301
IT	78,880	137,635	-	105,781	322,296	198,493
MARKETING	803,804	846,386	-	55,462	1,705,651	1,849,867
DEPRECIATION	-	-	-	97,740	97,740	104,050
TRAVEL	11,576	26,274	-	2,337	40,187	2,919
MEN'S HEALTH PARTNER DISTRIBUTIONS & PROGRAMME DELIVERY (NOTE 5)	-	2,967,939	-	-	2,967,939	3,480,415
WEBSITE DEVELOPMENT AND MANAGEMENT	31,706	53,924	-	28,938	114,569	88,742
BUILDING AND UTILITIES	36,577	101,029	-	184,504	322,110	255,759
	3,046,026	7,248,178	38,864	1,392,891	11,725,959	10,914,552
SUPPORT COSTS	412,152	980,738	-	(1,392,891)	-	-
GOVERNANCE COSTS	11,500	27,365	(38,864)	-	-	-
TOTAL EXPENDITURE 2022	3,469,678	8,256,281	-	-	11,725,959	
TOTAL EXPENDITURE 2021	3,211,913	7,702,639	-	-		10,914,552

Of the total expenditure, £11,279,527 was unrestricted (2021: £10,546,229) and £446,432 was restricted (2021: £368,323).



4B ANALYSIS OF EXPENDITURE (PRIOR YEAR)

	Charitable activities				2021
	Raising funds (£)	Programme expenditure (£)	Governance costs (£)	Support costs (£)	Total (£)
STAFF COSTS (NOTE 7)	1,219,399	1,766,148	-	456,769	3,442,316
ADMINISTRATION	30,170	56,484	-	(19,605)	67,050
CAMPAIGN COSTS AND EVENTS	219,196	219,248	-	73	438,516
CONTRACTORS FEES	153,197	270,145	-	66,340	489,681
ENTERTAINMENT	937	1,568	-	1,187	3,693
BANK CHARGES	295,540	24,252	-	37,806	357,599
INSURANCE	11,647	19,207	-	12,296	43,150
LEGAL AND PROFESSIONAL	16,211	24,446	38,548	13,096	92,301
IT	49,517	79,129	-	69,848	198,493
MARKETING	856,033	913,482	-	80,353	1,849,867
DEPRECIATION	-	-	-	104,050	104,050
TRAVEL	617	2,479	-	(176)	2,919
MEN'S HEALTH PARTNER DISTRIBUTIONS & PROGRAMME DELIVERY (NOTE 5)	-	3,480,415	-	-	3,480,415
WEBSITE DEVELOPMENT AND MANAGEMENT	26,689	41,432	-	20,621	88,742
BUILDING AND UTILITIES	27,449	72,020	-	156,290	255,759
	2,906,601	6,970,455	38,548	998,948	10,914,552
SUPPORT COSTS	293,969	704,980	-	(998,948)	-
GOVERNANCE COSTS	11,344	27,204	(38,548)	-	-
TOTAL EXPENDITURE 2021	3,211,913	7,702,639	-	-	10,914,552

5 MEN'S HEALTH PARTNER DISTRIBUTIONS & PROGRAMME DELIVERY

	2022 (£)	2021 (£)
PROSTATE CANCER UK	317,833	602,315
OTHER EUROPEAN HEALTH PARTNERS	1,334,862	2,076,106
MOVEMBER GLOBAL PROGRAMMES	1,315,244	801,995
	2,967,939	3,480,415

Movember's organisational strategy has led to a strengthened investment in Mental Health and Suicide Prevention. Investment in Prostate Cancer research programmes was significantly impacted by Covid-19 restrictions in place across the UK and Europe.



6 NET INCOME FOR THE YEAR

This is stated after charging / (crediting):

	2022 (£)	2021 (£)
DEPRECIATION	97,740	104,050
OPERATING LEASE RENTALS:		
PROPERTY	124,369	109,053
OTHER	829	829
AUDITOR'S REMUNERATION (EXCLUDING VAT):		
AUDIT	19,500	18,550
OTHER SERVICES	2,100	2,000
FOREIGN EXCHANGE GAINS OR LOSSES	(568,637)	(252,667)

7 ANALYSIS OF STAFF COSTS, TRUSTEE REMUNERATION AND EXPENSES, AND THE COST OF KEY MANAGEMENT PERSONNEL

Staff costs were as follows:

	2022 (£)	2021 (£)
SALARIES AND WAGES	1,452,017	1,244,033
REDUNDANCY AND TERMINATION COSTS	6,095	43,364
SOCIAL SECURITY COSTS	158,416	133,181
EMPLOYER'S CONTRIBUTION TO DEFINED CONTRIBUTION PENSION SCHEMES	47,648	42,646
RECHARGED STAFF COSTS FROM PARENT ENTITY	2,659,445	1,965,659
OTHER FORMS OF EMPLOYEE BENEFITS	17,180	13,433
	4,340,801	3,442,316

Movember Foundation, together with local country affiliates (including Movember Europe), is a global operation with its head office based in Melbourne, Australia. In order to minimise costs in all countries in which the Foundation operates, Movember Foundation charges Movember Europe for its share of certain costs for central services. The services carried out centrally include website development, hosting and maintenance; campaign theme design and related materials; financial and accounting services; human resources services; and general management, including programme implementation and beneficiary partner management services. The costs are charged on actual consumption or, where this cannot be identified, on an equitable basis that is fair to all regions.

The following number of employees received employee benefits (excluding employer pension costs and employer's national insurance) during the year between:

	2022 (No.)	2021 (No.)
£60,000 - £69,999	3	4
£70,000 - £79,999	-	-
£80,000 - £89,999	-	-
£90,000 - £99,999	1	1



7 ANALYSIS OF STAFF COSTS, TRUSTEE REMUNERATION AND EXPENSES, AND THE COST OF KEY MANAGEMENT PERSONNEL (CONTINUED)

The total employee benefits (including pension contributions and employer's national insurance) of the key management personnel were £171,219 (2021: £274,039).

Trustees' expenses represents the payment or reimbursement of travel and subsistence costs incurred by members relating to attendance at meetings of the trustees. There were nil such costs (2021: £nil).

8 STAFF NUMBERS

The average number of employees (head count based on number of staff employed) during the year was 47 (2021: 49).

9 RELATED PARTY TRANSACTIONS

There are no donations from related parties which are outside the normal course of business and no restricted donations from related parties.

Trustees of Movember Europe serve in a voluntary capacity and are not remunerated for their duties as a trustee. One Trustee, Nicholas Reece, is remunerated as the Chairperson of Movember Group Pty Limited. The total of his remuneration was £42,457 (2021: £48,386).

There were no balances outstanding at year end. Remuneration of trustees in an executive capacity is permitted by the Charity's governing document.

Decisions regarding the remuneration of the above are made by the other members of the trustee board with no input from the affected individuals.

As a member of the global Movember Group, Movember Europe incurs costs on behalf of, and is recharged costs by other members of the Movember Group. A summary of the amounts reallocated between other group entities and Movember Europe and the balance outstanding at the year end is shown below.

Current Year	Expenses reallocated to the charity (£)	Expenses reallocated from the charity (£)	Donation to parent charity (£)	Balance owed to/ (from) charity at the year end (£)
MOVEMBER FOUNDATION	6,445,288	3,715,554	-	160,594
MOVEMBER FOUNDATION E.V (MOVEMBER GERMANY)	104,791	50,784	-	10,518
MOVEMBER EUROPE TRADING LTD	813,694	924,509	1,780,208	1,798,770
MOVEMBER USA	233,910	270,694	-	(5,168)
MOVEMBER CANADA	7,332	53,627	-	-
MOVEMBER FOUNDATION NEW ZEALAND	17,019	413	-	-
Prior Year	Expenses reallocated to the charity (£)	Expenses reallocated from the charity (£)	Donation to parent charity (£)	Balance owed to/ (from) charity at the year end (£)
MOVEMBER FOUNDATION	4,573,551	4,183,165	-	332,881
MOVEMBER FOUNDATION E.V (MOVEMBER GERMANY)	354,143	62,535	-	(8,094)
MOVEMBER EUROPE TRADING LTD	133,356	190,293	833,579	869,473
MOVEMBER USA	215,492	139,620	-	(64,278)
MOVEMBER CANADA	5,091	254,703	-	80,122
MOVEMBER FOUNDATION NEW ZEALAND	14,872	18,710	-	988



10 TAXATION

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes. The charity's trading subsidiary Movember Europe Trading Limited distributes under gift aid available profits to the parent charity and so no tax is due. Movember Foundation e.V. is a registered association in Germany and is not subject to tax on any surplus generated during the year.

11 TANGIBLE FIXED ASSETS

The group and the charity	Leasehold improvements (£)	Fixtures and fittings (£)	Computer equipment (£)	Total (£)
COST				
AT THE START OF THE YEAR	410,915	66,894	216,413	694,222
ADDITIONS IN YEAR	-	-	6,789	6,789
DISPOSALS IN YEAR	-	-	-	-
LOSS ON FOREIGN EXCHANGE	-	(119)	(368)	(487)
AT THE END OF THE YEAR	410,915	66,775	222,834	700,524
DEPRECIATION				
AT THE START OF THE YEAR	312,613	65,074	198,137	575,824
CHARGE FOR THE YEAR	82,955	776	14,009	97,740
ELIMINATED ON DISPOSAL	-	-	-	-
LOSS ON FOREIGN EXCHANGE	-	(119)	(321)	(440)
AT THE END OF THE YEAR	395,568	65,731	211,825	673,124
NET BOOK VALUE				
AT THE END OF THE YEAR	15,347	1,044	11,009	27,400
AT THE START OF THE YEAR	98,302	1,820	18,276	118,398

All of the above assets are used for charitable purposes.

12 INVESTMENTS

Investments are represented by bank term deposits with maturities of greater than one year.



13A SUBSIDIARY UNDERTAKINGS

MOVEMBER EUROPE TRADING LIMITED

The charity owns the whole of the issued ordinary share capital of Movember Europe Trading Limited, a company registered in England. The company number is 7275694. The registered office address is Gensurco House, 52-54 Rosebery Avenue, London, England, EC1R 4RP.

The subsidiary is used for non-primary purpose trading activities. All activities have been consolidated on a line by line basis in the statement of financial activities. Available profits are distributed under Gift Aid to the parent charity.

A summary of the results of the subsidiary is shown below:

	2022 (£)	2021 (£)
TURNOVER	1,942,202	1,036,288
PROGRAMME EXPENDITURE	(54,984)	(75,965)
ADMINISTRATIVE EXPENSES	(40,811)	(29,061)
FUNDRAISING	(53,345)	(81,027)
PROFIT ON ORDINARY ACTIVITIES BEFORE INTEREST AND TAXATION	1,793,062	850,235
(LOSS) ON FOREIGN EXCHANGE	(12,854)	(16,656)
PROFIT ON ORDINARY ACTIVITIES BEFORE TAXATION	1,780,208	833,579
TAXATION ON PROFIT ON ORDINARY ACTIVITIES	-	-
GIFT AID TO PARENT	(1,780,208)	(833,579)
PROFIT FOR THE FINANCIAL YEAR	-	-
THE AGGREGATE OF THE ASSETS, LIABILITIES AND RESERVES WAS:		
ASSETS	1,803,588	875,219
LIABILITIES	(1,803,587)	(875,218)
RESERVES	1	1

Amounts owed to/from the parent undertaking are shown in note 9.



13A SUBSIDIARY UNDERTAKINGS (CONTINUED)

MOVEMBER FOUNDATION E.V. - RESULTS OF OPERATIONS

The charitable company also controls Movember Foundation e.V. an association registered in Germany. The subsidiary is used for carrying out the Movember campaign in Germany. All activities have been consolidated on a line by line basis in the statement of financial activities. A summary of the results of the subsidiary is shown below, the figures are stated using the presentational currency of Euros.

	2022 (€)	2021 (€)
TURNOVER	805,448	1,139,482
ADMINISTRATIVE EXPENSES	(77,164)	(61,659)
FUNDRAISING COSTS	(117,944)	(108,343)
MEN'S HEALTH PROGRAMMES	(346,271)	(310,227)
PROFIT ON ORDINARY ACTIVITIES BEFORE INTEREST AND TAXATION	264,070	659,252
(LOSS) ON FOREIGN EXCHANGE	(2,146)	(4,634)
PROFIT ON ORDINARY ACTIVITIES BEFORE TAXATION	261,924	654,618
TAXATION ON PROFIT ON ORDINARY ACTIVITIES	-	-
PROFIT FOR THE FINANCIAL YEAR	261,924	654,618
THE AGGREGATE OF THE ASSETS, LIABILITIES AND RESERVES WAS:		
ASSETS	2,703,413	2,377,113
LIABILITIES	(87,977)	(23,601)
RESERVES	2,615,436	2,353,512

13B BRANCHES - MOVEMBER IRELAND - RESULTS OF OPERATIONS

Movember Europe was registered as a charity in Ireland (charity no. 20105280) on 22 March 2018. The activities are not carried out within a separate entity but are instead treated as a branch of the charity. The results of the Ireland operations for the year ended 30 April 2022 were as follows:

	2022 (€)	2021 (€)
REVENUE	2,687,944	4,946,947
TOTAL COSTS	(1,505,215)	(760,204)
NET INCOME BEFORE OTHER RECOGNISED GAINS AND LOSSES	1,182,728	4,186,743
(LOSS) / GAIN ON FOREIGN EXCHANGE	(6,033)	3,872
NET MOVEMENT IN FUNDS	1,176,696	4,190,614
THE AGGREGATE OF THE ASSETS, LIABILITIES AND RESERVES WAS:		
ASSETS	7,833,340	6,572,496
LIABILITIES	(596,064)	(490,409)
RESERVES	7,237,276	6,082,087



14 PARENT CHARITY

The parent charity's gross income and the results for the year are disclosed as follows:

	2022 (£)	2021 (£)
GROSS INCOME	18,776,491	25,633,481
RESULT FOR THE YEAR	7,626,537	15,146,172

15 DEBTORS

	2022 (£)	The group 2021 (£)	2022 (£)	The charity 2021 (£)
TRADE DEBTORS	754,973	580,764	83,889	-
OTHER DEBTORS	68,252	63,859	67,133	63,133
GIFT AID RECEIVABLE	900,934	1,749,542	900,934	1,749,542
AMOUNTS DUE FROM GROUP UNDERTAKINGS	181,322	419,940	1,969,882	1,283,464
PREPAYMENTS	118,581	93,377	118,581	93,377
ACCRUED INCOME	110,805	164,086	107,394	163,505
	2,134,867	3,071,568	3,247,812	3,353,022

16 CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2022 (£)	The group 2021 (£)	2022 (£)	The charity 2021 (£)
MEN'S HEALTH PARTNER GRANT DISTRIBUTIONS PAYABLE	8,026,081	11,316,180	8,026,081	11,316,180
TRADE CREDITORS	358,089	268,379	358,089	266,615
TAXATION AND SOCIAL SECURITY	150,112	157,129	92,245	142,248
OTHER CREDITORS	158,964	173,970	158,964	173,970
AMOUNTS DUE TO GROUP ENTITIES	4,926	63,487	4,861	72,300
ACCRUALS	501,630	677,352	491,459	667,725
	9,199,801	12,656,498	9,131,699	12,639,038

17 CREDITORS: AMOUNTS FALLING DUE AFTER ONE YEAR

	2022 (£)	The group 2021 (£)	2022 (£)	The charity 2021 (£)
LEASE LIABILITIES	63,238	70,926	63,238	70,926
OTHER LIABILITIES	129,888	-	129,888	-
	193,126	70,926	193,126	70,926



18A ANALYSIS OF GROUP NET ASSETS BETWEEN FUNDS (CURRENT YEAR)

	General unrestricted (£)	Designated funds (£)	Restricted funds (£)	Total funds (£)
TANGIBLE FIXED ASSETS	27,400	-	-	27,400
INVESTMENTS	-	-	-	-
NET CURRENT ASSETS	6,641,726	34,921,236	957,432	42,520,394
LONG TERM LIABILITIES	(193,126)	-	-	(193,126)
NET ASSETS AT 30 APRIL 2022	6,476,000	34,921,236	957,432	42,354,668

18B ANALYSIS OF GROUP NET ASSETS BETWEEN FUNDS (PRIOR YEAR)

	General unrestricted (£)	Designated funds (£)	Restricted funds (£)	Total funds (£)
TANGIBLE FIXED ASSETS	118,398	-	-	118,398
INVESTMENTS	2,500,000	-	-	2,500,000
NET CURRENT ASSETS	4,446,083	27,486,463	546,312	32,478,858
LONG TERM LIABILITIES	(70,926)	-	-	(70,926)
NET ASSETS AT 30 APRIL 2021	6,993,555	27,486,463	546,312	35,026,330

19A MOVEMENTS IN FUNDS (CURRENT YEAR)

	At 1 May 2021 (£)	Income & gains (£)	Expenditure & losses (£)	Transfers (£)	At 30 April 2022 (£)
RESTRICTED FUNDS:					
L'ORÉAL	-	312,987	-	-	312,987
MR PORTER	74,339	79,521	(25,608)	-	128,252
HARLEQUINS	81,439	-	(61,858)	-	19,581
GILLETTE	390,534	348,644	(351,466)	-	387,712
ROYAL HIGHLAND AND AGRICULTURAL SOCIETY OF SCOTLAND	-	50,000	-	-	50,000
ST HELENS COUNCIL	-	58,900	-	-	58,900
ANDREW EVANS	-	7,500	(7,500)	-	-
TOTAL RESTRICTED FUNDS	546,312	857,552	(446,432)	-	957,432
UNRESTRICTED FUNDS:					
DESIGNATED FUNDS:					
MEN'S HEALTH PROGRAMME(S)	27,486,463	8,686,749	(1,251,976)	-	34,921,236
TOTAL DESIGNATED FUNDS	27,486,463	8,686,749	(1,251,976)	-	34,921,236
GENERAL FUNDS	6,993,555	10,078,633	(10,596,188)	-	6,476,000
TOTAL UNRESTRICTED FUNDS	34,480,018	18,765,382	(11,848,164)	-	41,397,236
TOTAL FUNDS	35,026,330	19,622,934	(12,294,596)	-	42,354,668

The narrative to explain the purpose of each fund is given at the foot of the note below.



19B MOVEMENTS IN FUNDS (PRIOR YEAR)

	At 1 May 2020 (£)	Income & gains (£)	Expenditure & losses (£)	Transfers (£)	At 30 April 2021 (£)
RESTRICTED FUNDS:					
FERO	-	86,381	(86,381)	-	-
L'ORÉAL	224,014	-	(224,014)	-	-
MR PORTER	16,250	57,853	-	236	74,339
HARLEQUINS	61,851	19,588	(47,928)	47,928	81,439
GILLETTE	-	390,534	-	-	390,534
RUGBY LEAGUE WORLD CUP	-	10,000	(10,000)	-	-
TOTAL RESTRICTED FUNDS	302,115	564,356	(368,323)	48,164	546,312
UNRESTRICTED FUNDS:					
DESIGNATED FUNDS:					
MEN'S HEALTH PROGRAMME(S)	11,720,568	18,603,555	(2,837,660)	-	27,486,463
TOTAL DESIGNATED FUNDS	11,720,568	18,603,555	(2,837,660)	-	27,486,463
GENERAL FUNDS	7,319,816	7,683,139	(7,961,236)	(48,164)	6,993,555
TOTAL UNRESTRICTED FUNDS	19,040,384	26,286,694	(10,798,896)	(48,164)	34,480,018
TOTAL FUNDS	19,342,499	26,851,050	(11,167,219)	-	35,026,330

The funds received from L'Oréal will go towards the world-first Men in Mind project from Movember, a three year international academic research programme lead by Dr Zac Seidler, Research Fellow at Orygen and Centre for Youth Mental Health, University of Melbourne

The Mr Porter Health in Mind fund, powered by Movember, will go towards men's Mental Health initiatives, in accordance with Movember's mental health strategy. The first project funded was Father's Network Scotland, to develop a Mental Health & Wellbeing App for Men in Scotland

The funds received from Harlequins and Andrew Evans will be used for delivery of Ahead of the Game, a Movember project aimed at improving youth mental health through community organised sport by engaging with the whole community around the local sports club.

The funds received from Gillette will be used for the delivery of our Veterans and First Responders project, aimed at improving the mental health and wellbeing and preventing suicide of first responders and veterans.

The funds received from the Royal Highland and Agricultural Society of Scotland will be used for the Farmstrong Scotland program. Farmstrong is an early intervention wellbeing programme that takes the science of wellbeing to rural communities.

The funds received from St Helens Council will be used for an Ahead of the Game School Sports pilot in St Helens, awarded by the St Helens Council Public Health - Prevention and Promotion of Better Mental Health Fund 2021-22.

PURPOSES OF DESIGNATED FUNDS

Men's Health Programme.

This represents funds which the trustees intend to fund all of Movember's men's health programmes.



20 OPERATING LEASE COMMITMENTS PAYABLE AS A LESSEE

The group's total future minimum lease payments under non-cancellable operating leases is as follows for each of the following periods:

	2022 (£)	Property 2021 (£)	2022 (£)	Equipment 2021 (£)
LESS THAN ONE YEAR	279,158	279,294	892	1,784
ONE TO FIVE YEARS	1,047,600	65,475	-	892
OVER FIVE YEARS	-	-	-	-
	1,326,758	344,769	892	2,676

21 PARENT COMPANY

The sole member and ultimate parent undertaking is the Movember Foundation, an Australian charitable organisation.

22 LEGAL STATUS OF THE CHARITY

The charity is a company limited by guarantee and has no share capital. The liability of each member in the event of winding up is limited to £1.

MOVEMBER EUROPE

England & Wales - Charity number 1137948

Accounts



MOVEMBER®

REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 APRIL 2021

**MOVEMBER EUROPE
COMPANY NUMBER: 7275694
CHARITY NUMBER ENGLAND & WALES: 1137948
CHARITY NUMBER SCOTLAND: SC041981
CHARITY NUMBER IRELAND: 20105280**



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REFERENCE AND ADMINISTRATIVE INFORMATION

COMPANY NUMBER	7275694				
CHARITY NUMBER	1137948 (England & Wales) SC041981 (Scotland) 20105280 (Ireland)				
REGISTERED OFFICE AND OPERATIONAL ADDRESS	Gensurco House 52-54 Rosebery Avenue LONDON, EC1R 4RP				
TRUSTEES	Trustees, who are also directors under company law, who served during the year and up to the date of this report were as follows: Nicholas Reece (Chairperson) Paul Villanti (resigned 30 September 2020) Colleen Nelson (resigned 31 December 2020) Andrew Gibbins (resigned 11 August 2020) Kellie Johnston Simon Traynor Rob Moodie (appointed 3 October 2020) Linnsey Caya (appointed 15 October 2020) Deanna Lomas (appointed 15 October 2020) Damien Angus (appointed 5 November 2020)				
KEY MANAGEMENT PERSONNEL	Anne-Cécile Berthier (Country Director – UK & Europe) Jack O'Connor (Country Manager – Ireland) Michael Fischer (Country Manager – Europe – left 30 April 2021)				
BANKERS	<table><tr><td>JPMorgan Chase 25 Bank Street LONDON, E14 5JP</td><td>Barclays Bank 1 Churchill Place LONDON, E14 5HP</td></tr><tr><td>Lloyds Bank 25 Gresham Street London, EC2V 7HN</td><td>Santander 2 Triton Square London, NW1 3AN</td></tr></table>	JPMorgan Chase 25 Bank Street LONDON, E14 5JP	Barclays Bank 1 Churchill Place LONDON, E14 5HP	Lloyds Bank 25 Gresham Street London, EC2V 7HN	Santander 2 Triton Square London, NW1 3AN
JPMorgan Chase 25 Bank Street LONDON, E14 5JP	Barclays Bank 1 Churchill Place LONDON, E14 5HP				
Lloyds Bank 25 Gresham Street London, EC2V 7HN	Santander 2 Triton Square London, NW1 3AN				
SOLICITORS	Russell Cooke LLP 2 Putney Hill LONDON, SW15 6AB				
AUDITOR	Sayer Vincent LLP Chartered Accountants and Statutory Auditor Invicta House, 108-114 Golden Lane LONDON, EC1Y 0TL				



TRUSTEES' ANNUAL REPORT

The Trustees present their report and the audited financial statements for the year ended 30 April 2021.

Reference and administrative information set out on page 1 forms part of this report. The financial statements comply with current statutory requirements, the memorandum and articles of association, the requirements of a directors' report as required under company law, and the Statement of Recommended Practice - Accounting and Reporting by Charities: SORP applicable to charities preparing their accounts in accordance with FRS 102.

STRATEGIC REPORT

OBJECTIVES AND ACTIVITIES

The Trustees review the aims, objectives and activities of the charity each year. This report looks at what the charity has achieved and the outcomes of its work in the reporting period. The Trustees report the success of each key activity and the benefits the charity has brought to those groups of people that it is set up to help. The review also helps the trustees ensure the charity's aims, objectives and activities remained focused on its stated purposes.

The Trustees have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the charity's aims and objectives and in planning its future activities. In particular, the Trustees consider how planned activities will contribute to the aims and objectives that have been set.

Movember Europe aims to have an everlasting impact on the face of men's health. Annually, the Trustees review the strategic priorities consistent with the organisation's vision.

- Movember Europe is part of the Movember Foundation, an independent, global men's charity with a vision to have an everlasting impact on the face of men's health. Operating globally, Movember is committed to driving significant improvements in men's health.
- Movember Europe achieves its organisational goals through both undertaking and strategically investing in research and programmes.
- Movember's major funded programmes address critical challenges in men's health and wellbeing, and their treatment and care.



WHAT WE DO

- **Foster and facilitate collaboration**

We want to help those researchers and practitioners focused on our priority men's health issues to work together towards common goals to enable them to share resources and knowledge. By eliminating overlap and duplication of effort while allowing more resources to be available, we support and accelerate the development of solutions to complex men's health problems.

- **Understand, promote and advocate for men's health**

By making the community aware of the issues around men's health, we foster an environment that supports men to take action when it comes to their health and wellbeing. We work across a wide population span and tailor approaches for different groups.

- **Build evidence about what works and kick-start sustainable approaches**

Movember Europe has invested resources in innovative programmes that have real and long-term impacts on improving how health promotion is delivered, and how systems of treatment and care are delivered. We continually test and evaluate our approaches, share our learnings and undertake research to refine our work. Once we find something that works, we find ways to catalyse its implementation where it can be of greatest benefit, scaling up what works.

- **Mobilise men to be more informed, active and connected**

Large-scale shifts in complex social problems are best achieved through engaging people across the many environments where they live, learn, work and play. We endorse programmes that find creative and effective ways of supporting men to be proactive about their health care, and to engage with each other about their health and wellbeing.

- **Invest in biomedical, clinical and health services research in prostate cancer and testicular cancer**

A significant research base that supports long term change can only be achieved by addressing the root causes of how men's health issues, such as prostate cancer and testicular cancer, arise and the treatments that are available to manage these health issues. Through undertaking and investing in research, we are actively contributing to the search for breakthrough knowledge that accelerates improvements in targeted men's health issues. We need to find answers to the key scientific and clinical questions that will lead to men living, and not dying from prostate or testicular cancer, and living long, quality lives. Through investing in research, we are making a powerful global contribution to finding those answers and accelerating improvement in these health issues.

FUNDRAISING STRATEGY

The result that we seek to achieve through our fundraising strategy is that we raise sufficient funds to be able to deliver on our strategic programme investments, both existing and future, to help us achieve our vision of having an everlasting impact on the face of men's health.

Although Movember Europe is supported by year-round fundraising efforts by the Movember community, the annual Movember campaign, held in November, is the primary fundraising initiative for the organisation.

During the month of 'Movember', we ask supporters to sign up and fundraise by growing a moustache, taking the Move challenge, Hosting an event or 'Mo'ing their own way' through an idea of their own. Through their actions they seek donations (with our peer to peer fundraising model) from their networks and consequently not only raise funds but also importantly help spread the organisation's health messages to their family, friends and colleagues.



INVESTMENT STRATEGY

Movember invests in four priority areas that represent significant challenge and that will impact men's wellbeing: prostate cancer, testicular cancer, mental health and suicide prevention, and men's health promotion.

PROSTATE CANCER

The result we seek to achieve for men living with and beyond a prostate cancer diagnosis is to ensure access to the treatment and care needed to be physically and mentally well.

Through our education, awareness and investments, we seek to make a significant contribution to reducing prostate cancer mortality and improving health outcomes and quality of life for men diagnosed and living with prostate cancer.

We seek to achieve this by investing in biomedical, translational, clinical, health services, quality improvement and education initiatives that will:

- Lead to non- or minimally invasive tests to accurately diagnose prostate cancer.
- Lead to the provision of effective and optimal patient-centred treatments.
- Lead to interventions that reduce or minimise treatment-induced side effects.
- Lead to non- or minimally invasive tests to monitor prostate cancer and its progress.
- Accelerate medical discoveries that lead to interception of lethal disease.
- Lead to clinical trials, tests, treatments, and interventions that cure or slow disease progression.
- Lead to the development and evaluation of clinical interventions.
- Provide population-based transparency on health outcomes.
- Catalyse new models of care that can sustainably scale.
- Provide supportive care to men and their families.
- Provide education to men on when and how to take action.



TESTICULAR CANCER

The result that we seek to achieve is that men and boys living with and beyond testicular cancer have access to the information, resources, treatment and care they need to be physically and mentally well. We aim to invest in:

Biomedical, translational, clinical, health services, care and education initiatives that will:

- Lead to a better understanding of the biology of the disease and the causes of progression, relapse and treatment resistance.
- Lead to interventions that reduce or cure side-effects of the disease or its treatment.

Health outcomes research and initiatives that:

- Lead to a better understanding of the needs of men and boys facing diagnosis, treatment and care.
- Provide practical support to men and boys when required.
- Catalyse new models of improving the health outcomes of men and boys that can scale within and across countries.
- Educating men and boys on diagnosis, treatment, and care and how to take action.

MENTAL HEALTH AND SUICIDE PREVENTION

The results that we seek to achieve are to contribute to boys and men having improved mental health and wellbeing and a decreased rate of suicide.

We fund and deliver programmes that lead to men staying mentally well, being socially connected, having meaningful conversations and taking action during tough times.

Our programme investments include:

- Strengthening the evidence of what works for priority populations, including veterans and first responders and socially isolated men.
- Scaling into a real world environment evidence based community, digital and mass media programmes to accelerate the reach and impact of our work.

MEN'S HEALTH PROMOTION

Our Health Promotion Plans address the following challenges consistent across all of our cause areas:

The need for men to:

- Be aware of the physical and mental health risks they face, at different ages and stages of life.
- Recognise the signs and symptoms of not doing so well or being unwell.
- Take action early when they experience physical, mental, and social problems.
- Build and maintain a strong social network around them.



ACHIEVEMENTS AND PERFORMANCE

The charity's main activities and who it tries to help are described below. All its charitable activities focus on men's health and are undertaken to further Movember Europe's charitable purposes for the public benefit.

The table below presents the major initiatives Movember continues to fund in the UK, along with a summary of key achievements and performance of programmes.

PROJECT	ACHIEVEMENTS
True North (UK)	True North is a collaborative partnership of leading UK prostate cancer clinicians and researchers who have been delivering a number of highly innovative care initiatives aimed to significantly improve health outcomes for men with prostate cancer. The initiative drew to a close in January 2021, with a review undertaken to document learnings, knowledge generated and scaling considerations from the 8 priority initiatives: Continence Management, Exercise and Diet, Electronic Holistic Needs Assessment and Care Planning, Post Radiation – EAGLE Study, Post-surgery, Maximising Sexual Wellbeing, Supported Self-Management, Decision Support: Understanding Consequences. We are now planning to scale the most promising initiatives in the next phase of the programme.
Prostate Cancer Clinical Quality	We support national and international initiatives that aim to reduce variation in treatment quality across all stages of prostate cancer. The TrueNTH Global Registry and Ironman Registries involve clinical sites across the UK. These programmes measure, benchmark and improve the quality of prostate cancer treatment and care.
Belfast-Manchester Centre of Excellence	Belfast-Manchester Centre of Excellence brings together an international team of experts in radiation, biomarker discovery, genetic modelling and tumour biology in the FASTMAN programme that aims to improve the effectiveness of treatment for men with high-risk, locally advanced prostate cancers and prevent disease recurrence (progression to metastatic disease).
Centres of Excellence – London Consortium	London Centre of Excellence has improved diagnostic tests including the better use of magnetic resonance imaging that allows more accurate detection of small volume tumours, as well as tissue- and blood-based biomarkers that can be used to identify men at high risk of aggressive disease and so allow better treatment choices based on each man's genetic information.
Translational Research Awards	These Awards fund translational research projects that take early-stage, basic discoveries a step closer to making tangible improvements for men affected by prostate cancer, with specific focus on identifying men at high risk of developing aggressive disease and developing new, targeted treatment for advanced disease.
Precision Medicine Awards	The primary focus of this programme is to obtain the evidence required to support novel biomarker-treatment pairings for men newly diagnosed with advanced prostate cancer. It is proposed that by developing a better understanding of the specific drivers of a man's disease (i.e. precision medicine), it may be possible to identify the treatment that they are most likely to respond to and improve outcomes.
Research Innovation Awards	This programme aims to support the most impactful and innovative proposals across a broad spectrum of prostate cancer research areas. Selected projects will approach research questions from a new angle to generate sufficient evidence in supporting future development of the project.
Existing Trials new Answers Major Awards	The Major Awards looks to utilise and interrogate existing patient samples and/or data from recently completed or ongoing prostate cancer clinical trials, or from other samples and/or data repositories. Capitalising on these existing resources, the Awards must seek to answer new and innovate research questions that could lead to significant impact in the way prostate cancer is diagnosed or treated.
Global Action Plan	In addition to national prostate cancer research programmes, Movember continues to invest in our Global Action Plan (GAP) programmes. Since 2012, Movember has established seven consortia that foster international collaboration in translational research to address critical challenges in prostate and testicular cancer.



**MOVEMBER EUROPE
REPORT AND FINANCIAL STATEMENTS - FOR THE YEAR ENDED 30 APRIL 2021
TRUSTEES' ANNUAL REPORT**

PROJECT	ACHIEVEMENTS
Health Promotion	A core part of our Movember Europe activity is the work we do to empower men with the awareness, knowledge, and resources to take positive action for their health and make it possible for them to achieve their fullest life potential. This is delivered through our Health Promotion programme.
Mass media behaviour change	Reach and engage younger, lower income men with mass-media content and messaging that promotes healthy masculinity and healthy behaviours.
Testicular Cancer	We support international and national biomedical research and survivorship initiatives of which UK men and clinicians make an important contribution.
Social Innovators Challenge	The Social Innovators Challenge (SIC) is tackling the hidden problem of male social disconnectedness, which research has shown can have a significant impact on the health of men, leading to increased risk of suicide, depression and anxiety. The Challenge asked people to submit their idea to address men's loneliness and isolation by restoring and strengthening men's social connections and sense of belonging. Four projects have been funded that are currently underway. The programme is currently in Phase 3 – Scaling and extended piloting which will occur from 2020-2023.
Ahead of the Game	Ahead of the Game is a community-based programme that uses sport to teach athletes, parents and coaches how to talk about mental health.
Movember Family Man	Movember's Family Man is a parenting programme designed to equip parents with the skills and tools they need to deal with difficult behaviour in kids aged 2-8; and to do it in ways that strengthen and unite the family. Family Man focuses on engaging and motivating dads to be more active and involved in parenting decisions, supported by a huge amount of research that tells us parenting is far more effective when done as a team.
Movember Conversations	Movember Conversations gives users the confidence to have conversations with the men in their life who might be struggling. Based on the ALEC framework designed by R U OK?, Movember Conversations offers the tools needed to start a conversation, to be a good listener and to create a setting of trust and openness.





ACHIEVEMENTS & PROGRESS

CENTRES OF EXCELLENCE

The transformative nature of the investment made into the two Movember Centres of Excellence is already evident at this early stage:

- The total amount of funding leveraged into prostate cancer on the back of the initial investment reached £13.5m from a wide variety of sources in the UK and internationally.
- The Centres have already played a contributory role in a very large number of papers (245 publications in peer-review journals with over 13,800 citations).
- The Centres have increased the UK Prostate Cancer Research Base by recruiting or drawing in internationally recognised investigators to apply their knowledge, leadership, and talent in leading research in prostate cancer. By fostering collaborations with other research teams based in the UK and globally, the Centres have also helped to advance knowledge sharing / translation across the prostate cancer field as a whole.
- Both Centres have prioritised the delivery of research impact to patients through opening and recruiting men with prostate cancer to a new cadre of high quality, research-informed clinical trials linked to basic and translational science.

The **London Centre of Excellence** is pursuing research to improve the diagnosis, management and treatment of prostate cancer through personalised precision medicine approaches to improve clinical care. The programme has focused on (1) identifying risk factors for aggressive prostate cancer for targeted screening approaches, (2) developing germline and tumour biomarkers related to primary treatment resistance and/or sensitivity in locally advanced disease and (3) qualifying biomarkers to enable better treatment and outcomes for aggressive prostate cancer. Key highlights from this programme include:

- Improved diagnostic biomarkers and novel precision medicine therapeutic strategies, including the research on PARP inhibitor in DNA repair defective prostate cancer and on AKT inhibitor in PTEN loss disease.
- Continued recruitment for clinical trials despite the COVID-19 pandemic.
- Established novel artificial-intelligence methods for studying prostate cancers through the pathological analyses of digital imaging.
- Generated multiple patient-derived xenograft models of lethal prostate cancer to cover the broader disease genomic landscape.
- Through the blood-based biomarker work, demonstrated that (1) whole blood mRNA analyses can assist the diagnosis of clinically significant prostate cancer, (2) plasma cfDNA targeted and whole genome sequencing and circulating miRNA quantification can impact patient care, serving as a predictive biomarker and identifying resistance mechanisms, and (3) single circulating tumour cell genomic analyses dissects prostate cancer sub-clone evolution.

The London programme has been granted a no-cost extension until June 2023.

The **Belfast-Manchester Centre of Excellence** has enabled the development of a large multidisciplinary team of research experts, many of whom were new to the prostate cancer field, to focus on a central hypothesis addressed through a number of linked work packages within this comprehensive radiotherapy-focused research programme for men with locally-advanced prostate cancer. The establishment of the Centre has transformed prostate cancer research in Belfast and Manchester and it is currently in the third phase of the programme, which aimed to build upon the momentum from past years, with the original FASTMAN programme further separated into three major thematic programmes:

1. Tissue based discovery leading to biomarkers of distinct biology linked to radiotherapy resistance, including (1) the Metastatic Biology Assay, (2) the DDRD assay and (3) the Hypoxia Assay. This programme also led to the initiation of innovative, biomarker-guided, biologically-informed clinical trials aimed at optimising the use of DNA-damage therapy in high-risk prostate cancer, including (1) ADDRAD trial and (2) SPORT clinical trial. The FASTMAN work has also formed the basis for the Biomedical Imaging Group Repository, which contains more than 5,000 scans linked to outcome as a key plank of the STAMPEDE trial programme.



2. Understanding genetic and biological drivers of radiotherapy relapse through comprehensive genomic, epigenomic and transcriptomic profiling on multiparametric magnetic resonance imaging visible and invisible lesions of prostate cancer presenting with multifocal disease. This programme also established and characterised advanced models (biopsy- and mouse tumour-derived cell lines) of high-risk prostate cancer, which can be used to model the biological and immunological response of high-risk disease to ionising radiation. Through the SPORT trial, the team also aim to characterise the impact of fractionation schedule in radiotherapy in response to PTEN status as a biomarker.
3. Understanding use of radiation in treatment of advanced disease that have led further investigation into the alpha-particle radiation effect of radium-223 as well as therapeutic mechanisms to enhance DNA-damage therapy. The team is also in discussion with the STAMPEDE Trial Management Team to progress the hypoxia 28-gene signature-driven trial to the STAMPEDE trial.

The Belfast-Manchester programme is expected to be completed by June 2022.

TRANSLATIONAL RESEARCH AWARDS

It has been estimated that, on average, it takes 17 years for any research discovery made in the lab to have a tangible impact in the forms of new treatments and/or diagnostic tools that will make a difference to men with prostate cancer. This programme aims to accelerate this process by building on previously funded early discovery research that has real potential to make the leap from bench to bedside.

Two research calls were made in 2014 and 2015 and a total of six projects were funded as part of this scheme:

1. There is growing evidence in the epidemiologic context to suggest that the use of statins post-diagnosis positively impacts on the outcome of patients with lethal prostate cancer. It has also been suggested that decreasing cholesterol bioavailability suppresses the growth of advanced prostate cancer. Dr Leung initiated a single-arm phase II trial in men with early evidence of castrate-resistant prostate cancer (CRPC) to test the impact of combined antigen deprivation therapy (ADT) and atorvastatin in disease progression, using PSA response as a surrogate biomarker. As expected, atorvastatin was very well tolerated with minimal reported adverse side-effects and reported evidence of CRPC disease stabilisation following statin treatment and identified a candidate serum metabolic signature of tumour response.
2. Bone disease is common in men with metastatic castrate-resistant prostate cancer, which results in significant morbidity and mortality. There are now a number of effective drugs that can relieve pain, prevent skeletal complications and prolong life. However, current imaging techniques are suboptimal in identifying which patients are benefiting or worsening with treatment. Dr Koh's research in a pilot study has confirmed the utility of total tumour volume and global apparent diffusion coefficient as markers of treatment response. These markers are currently being tested in a multi-centre UK study funded by the NIHR, together with the development of a commercial software to support image analysis.
3. The level of oxygen in a tumour is an important factor that affects whether a man will be cured of their prostate cancer. Dr Choudhury set out to develop a hypoxia gene signature for selecting patients with aggressive prostate cancer and poor prognosis who should benefit from hypoxia-modifying treatment. The team has successfully identified a list of genes that could be used in a test – a 28-gene signature. Furthermore, the team developed a way to measure the level of this signature from prostate cancer biopsies and is seeking funding to use this signature in a randomised biomarker-driven clinical trial (potentially as an arm of STAMPEDE).
4. Multiparametric magnetic resonance imaging (mpMRI) is an important tool for cancer diagnosis but using it on all men with suspected prostate cancer would be very expensive for the NHS. In the INNOVATE trial, Dr Whitaker looked to identify men who will benefit from diagnostic mpMRI before biopsy and how the performance of the mpMRI itself can be improved by imaging the prostate in greater detail to improve the diagnosis of aggressive disease but also help to reduce the number of men undergoing unnecessary biopsies. The trial database has been 'locked' to allow cross cutting comparisons and future work will involve validation of the most clinically relevant results in a multicentre study – initial analysis suggests that MSMB in particular might prove useful in differentiating those patients that require a biopsy from those that do not.
5. Dr Attard initiated the PARADIGM study, which aims to verify the original research finding which shows that men with a rising PSA after first-line hormone therapy and who have increased copies (i.e. abnormal) of androgen receptor genes will have little benefit from abiraterone or enzalutamide treatment. Instead, they will have better tumour responses and outcomes with chemotherapy. The trial is expected to complete the recruitment of 170 men by October 2021 with additional 5-year follow up from the date of the first patient registration. If successful, this project will lead to a change in clinical practice whereby selection of chemotherapy versus hormone treatment is informed by a molecular blood-based test that identifies abiraterone / enzalutamide resistant tumour clones.



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6. Dr Feber and his team aims to validate a non-invasive, cell-free DNA epigenetic biomarker assay (PACEB) that can rule out the presence of prostate cancer as a replacement for the current PSA testing in the detection and diagnosis of men suspected of having prostate cancer. The team has been evaluating potential techniques that will allow wide implementation of the PACEB test to men in the UK. Meanwhile, a biobank of samples to validate test once the technology has proved effective has been secured – including access to samples collected as part of the Cancer Research UK-funded Relmagine trial. The project is expected to be completed by August 2021.

While some of the projects are still ongoing, this programme has so far generated 15 publications with over 200 citations and leveraged approximately £6.4m on the back of Movember's investment (£2.6m).

PRECISION MEDICINE AWARDS

Despite recent advances in the treatment of lethal prostate cancer with the successful development of numerous new treatments, metastatic prostate cancer remains incurable, and many thousands of men continue to suffer and die from this disease. It has been proposed that the inter-patient molecular heterogeneity of this disease is partly responsible for the late and costly failure of many large-scale, randomised Phase III trials. Clinicians are currently left to treat patients 'in the dark' with little idea as to which treatment will work best for which men. The Precision Medicine programme therefore aims to support the optimisation of biomarker assessment in order to inform precision-treatment selection for men with advanced disease. Two projects have been funded under this programme:

1. Evidence from the STAMPEDE and CHARTED trials has shown that treatments given earlier, when men are starting long-term hormone treatment, are more effective in delaying time to progression with men living a longer life. With specific focus on men diagnosed with metastatic disease but who have yet to develop resistance to hormone therapy, Dr Attard established the pan-UK STRATOSPHERE consortium, which aims to develop a framework of biomarker development and therapeutic target validation that will lead to the successful introduction of novel biomarker-treatment pairings within the STAMPEDE trial platform – the team has secured industry support and is developing a protocol for opening a PARP inhibitor trial arm in 2021.
2. Dr de Bono's project aims to molecularly stratify lethal prostate cancer at diagnosis to allow better care for individual men based on precise detection of hijacked aberrations that have led to this disease pathogenesis. The team set up the MAESTRO trial for molecular characterisation of lethal prostate cancer biopsies using next generation sequencing with orthogonal validation in post-chemotherapy setting to evaluate concordance of biomarkers and key clinical parameters. In addition, the team also started a multi-arm PERSEUS trial and commenced screening of men to the first arm of the trial, which aims to determine the efficacy of Pembrolizumab in men suffering from lethal prostate cancer with high mutational load and/or MSI and/or a DNA repair defect including MMR deficiency after progression on standard therapy. The project is ongoing with expected completion by October 2022.

RESEARCH INNOVATION AWARDS

The Research Innovation Awards encourage innovative proposals across a broad spectrum of prostate cancer research areas, where both fundamental and clinical research (and all stages in between) would be considered if they have a clear focus on the eventual benefit to men. Two projects have been funded under this programme:

1. Despite robust responses to abiraterone and enzalutamide which target the antigen receptor (AR) signalling, men with advanced disease inevitably progressed to lethal, endocrine-resistant prostate cancer with persistent AR signalling. Novel therapeutic strategy blocking mechanisms driving persistent AR signalling are now urgently needed. Previous work from Professor de Bono's team has shown heat-shock factor-1 (HSF-1) inhibitor was able to disrupt the androgen receptor signalling pathway and inhibit the growth of enzalutamide-resistant prostate cancer cell lines and patient-derived organoid models. This project therefore aims to further validate the potential of the HSF-1 inhibitor as a novel treatment strategy using in vitro models and, if successful, progress the safety and efficacy research in clinical trials. The project commenced in September 2019 and is expected to be completed by September 2022.
2. Progression of prostate cancer is highly heterogenous, with risk assessment at the time of diagnosis considered as a critical step in the management of this disease. Sampling issues associated with needle biopsy have prompted the development of non-invasive urine tests for aggressive disease. Based on his research finding as part of the Movember GAP1 Biomarker Initiative, Professor Cooper's team has developed the Prostate Urine Risk (PUR) test that can distinguish men on active surveillance whose disease has progressed and should be considered for active treatment. The team will prospectively validate the test as well as the utility of an at-home urine sample collection protocol, with over 2,000 men across 10 sites in UK, Ireland, Italy, Germany and Canada. The project commenced in October 2020 and is expected to be completed by January 2023.



MAJOR AWARDS- EXISTING TRIALS, NEW ANSWERS

Over the past decade, many clinical trials have and are taking place internationally to change the way prostate cancer is diagnosed and treated. Many of these trials have not only produced practice-changing results but also amassed large quantities of clinical data and patient samples which hold huge potential to help the research community in investigating a number of unanswered questions. This programme was therefore established with the aim to utilise and interrogate existing patient samples and/or data from recently completed or ongoing prostate cancer clinical trials, or from other sample / data repositories, to answer new and innovative questions that could significantly improve the outcomes of men with prostate cancer. Three projects have been funded under this programme:

1. Prostate cancer can take significant time to progress to lethal disease and does so in a subset of cases for which typical risk nomograms (age, PSA, Gleason Grade) are inadequate predictors. Recent advances in imaging such as mpMRI have enriched intermediate and high Gleason Grade disease at biopsy but failed to resolve the challenges of predicting hard clinical endpoints such as lethality from the disease, which requires new data in patients with sufficient length of follow-up and known outcomes, as well as the application of artificial intelligence to identify and analyse these data in new spatial and clinical contexts. Professor Hamdy and Professor Mills hypothesised that there are occult cellular, glandular and morphological features in diagnostic biopsies that reflect the underlying presence of molecular drivers of lethal prostate cancer. Their team aims to conduct a comprehensive image analysis of specimens collected from both mature prospective trials and currently recruiting trials in establishing a code / fingerprint for lethal prostate cancer.
2. Prostate cancer is highly heterogeneous where 30% of advanced prostate cancers have defective DNA damage repair (DDR) response that associates with aggressive disease that are therefore susceptible to PARP inhibitors and immunotherapies. Professor de Bono's team has led the adaptive trial that treated 140 men with advanced prostate cancers with olaparib and demonstrated antitumour activity against cancers with DDR defects. In this project, he will utilise the tumour biopsies, serial cfDNA and CTC samples collected from this trial to understand why some prostate cancers with DDR defects do not respond to PARP inhibitor and establish circulating biomarkers from serial blood tests that can be used to determine treatment response and identify prostate cancers that are sensitive / resistant to PARP inhibitors.
3. Intensification of androgen receptor targeting by addition of anti-androgens like abiraterone to androgen deprivation therapy (ADT) for metastatic, hormone-sensitive prostate cancer (mHSPC) is highly effective. While the survival benefit remains to be determined, this treatment strategy has also been shown to prolong time to relapse in high-risk, locally advanced, non-metastatic prostate cancer. Professor Attard and his team hypothesise that treatment intensification with anti-androgens will improve outcome of a sub-group of high-risk, locally advanced prostate cancer patients receiving ADT and radiotherapy, however, this will only be cost effective with best improvements in patient quality of life when a molecular test is used to direct such treatment decisions. This project aims to use detailed copy number profiling on cancer-enriched regions from diagnostic biopsies in the STAMPEDE tumour biobank to discover and validate prognostic signatures for high-risk, locally advanced prostate cancer patients starting ADT and considering addition of potent anti-androgens.

These projects commenced or will commence at various time points between October 2020 and October 2021, and first annual progress reports will be received between December 2021 and December 2022.



TRUE NORTH UK

CONTINENCE MANAGEMENT

The continence boxer shorts, developed as part of the programme are in the early stages of prototype development for commercialisation and mass production pending further trials. This commercialisation may generate royalty payments to those organisations involved in the research study.

SUPPORTED SELF-MANAGEMENT

The supported self-management (SSM) project has attracted significant interest across the UK and Ireland. The results showed that physical health outcomes for men receiving supported self-management were similar to usual care. Men receiving supported self-management reported small but significant improvements in quality of life and reductions in unmet needs compared with usual care. The new model of follow up was perceived by men and the clinical team to have improved the quality of provision for follow up.

In addition, clinical time was re-apportioned, with clinicians spending more time with complex patients. The evaluation also stated that supported self-management was perceived to have improved the safety of follow-up care due to the robust call-recall system, PSA tracker and increased staff capacity to support men to comply with PSA testing schedules.

The pathway is now provided as an example in NHS England guidance on implementation of personalised stratified follow up and supported by the NHS England plans. We are working in collaboration with a number of Cancer Alliances across England supporting the implementation of the True North SSM across the NHS trusts they represent.

In addition, the pathway is the accepted model of follow up across Wales along with working with one of the three Cancer Networks in Scotland to implement SSM across their locality. The model was presented to the National Cancer Control Programme in the Republic of Ireland.

MAXIMISING SEXUAL WELLBEING

The True North Sexual Wellbeing project completed its pilot efforts in December 2019. Evaluation of the sexual health self-management resource showed that men experienced statistically significant increases in both their:

- understanding of how to manage the impact of prostate cancer treatment on their sex life; and
- belief that they can have a satisfying sex life despite prostate cancer treatment.

In qualitative feedback, men reported feeling isolated in their experiences of sexual wellbeing challenges due to prostate cancer prior to using the resource but found that the resource helped to normalise their experience. The evaluation found the programme to be flexible and relevant to a mixed audience in terms of treatment, sexual orientation and relationship status.

To support the scaling phase, we are promoting the health care professional training package through Prostate Cancer UK's health care professional network and disseminating the online self-management programme to men and partners through our specialist nurses and patient online forum.

POST-SURGERY

The True North UK Post-Surgery Project successfully collected clinical and patient reported data across 26 hospitals in the UK with publication of initial outcomes in BMJ Open 2020 Nov 14;10(11).

The project conducted a review of validated patient reported outcome measures prior to questionnaire design. The gathering of data was implemented through incorporating PROMS into the My Medical Record system (also used in Supported Self-Management). In phase I, 429 men were recruited across 9 centres. After considering phase I results and determining that existing measures (EPIC and STAR) did not adequately capture data on urinary and sexual functions, qualitative work was carried out and an adapted version of the STAR instrument was established. In Phase II, 1,636 men registered for the study across 26 centres. Data was captured pre-operation and then 1, 3, 6 and 12 months following surgery. Clinical data was also available for a number of men who participated. At the conclusion of the study clinical data had been completed for 1,168 men and data for both 12 months surveys and clinical data was available for 768 men. Collection of data continued beyond the funding period of the project and work including clinical data collection continued into the first quarter of 2021, with an intention to conduct further analysis with a more complete dataset.



MOVEMBER'S GLOBAL ACTION PLAN

GAP4 – EXERCISE AND METABOLIC HEALTH IN PROSTATE CANCER

Through a global collaboration of participating clinical study sites, GAP4 will execute a large-scale, multi-centre, multi-national pivotal clinical trial designed to test the effects of exercise on prostate cancer progression. Specifically, the GAP4 Project will determine if supervised intense exercise and psychosocial support increases patient survival compared to self-directed exercise and psychosocial support in men with metastatic prostate cancer.

The aim is for 866 men to be recruited into the trial (433 randomised to supervised exercise and 433 randomised to self-directed exercise) across approximately 30 clinical sites globally, with 5 sites currently identified in the UK. Each clinical site will have a multi-disciplinary team of oncologists, exercise physiologists and study coordinators who will recruit the men and facilitate their exercise regimen. Guys & St Thomas's NHS Trust have been engaged to act as the local sponsor and coordinating lead site for the UK tasked with preparing all UK sites for opening. The 5 UK sites are:

- Dr Mieke Van Hemelirijck and Dr Sarah Rudman - Guy's and St Thomas' Hospital & King's College Hospital
- Dr Joe O'Sullivan and Dr Suneil Jain – Queen's University Belfast & Belfast City Hospital
- Dr Hing Leung - University of Glasgow
- Dr Ralph Manders - University of Surrey
- Prof. Angel Chater - University of Bedfordshire

GAP6 – OLIGOMETASTATIC PROSTATE CANCER PROJECT

The GAP6 project in oligometastatic prostate cancer is focused on identifying and confirming the biology of disease that has spread outside of the prostate but only to a limited number of sites. As imaging methodologies improve, so does the sensitivity with which we can detect disease within the body, and there is the potential that men with early metastatic disease who were once thought incurable could now be cured with focal and curative therapies. The project is a collaborative effort that builds on existing clinical trials in several countries with a biologically focused translational science project. The project is now in the sample collection phase and the first rounds of sequencing on two out of three projects is underway.

OTHER PROGRAMMES

TESTICULAR CANCER: THE TIGER TRIAL

Movember is funding the European and Australian contribution to a large, multi-national clinical trial investigating the impact of high dose chemotherapy against conventional chemotherapy on overall survival and quality of life in men who have failed first line chemotherapy for relapsing testicular cancer. This trial is a large scale, multi-national effort in a particularly rare patient population. The trial is managed in the US and Canada by the Alliance for Clinical Trials in Oncology and funded by the NCI.

The European and Australian contribution will be managed by the European Organisation for Research and Treatment of Cancer (EORTC) and Australian and New Zealand Urogenital and Prostate Clinical Trials Group (ANZUP) respectively and funded by Movember.

To date, the EORTC have opened the TIGER trial in 31 sites across 10 countries throughout Europe and have recruited 200 men to the trial. The ANZUP team have opened the trial in Australia and have accrued a further 11 patients.

The sites participating in the TIGER trial from the UK are:

- Leeds, Saint James's University Hospital (Dr Stark)
- Weston Park Hospital (Dr Young)
- St. Bart's Hospital (Dr. Shamash)
- Southampton General Hospital (Dr Wheeler)
- The Royal Marsden (Dr Huddart)
- Beatson West of Scotland (Dr. White)
- Manchester, The Christie (Dr. Welch)
- Nottingham City Hospital (Dr. Hennig Ivo)



MEN'S HEALTH PROMOTION

Our Health Promotion strategy seeks to improve the health outcomes of vulnerable men, at scale, and contribute to the reduction in the number of men dying too young. Through the use of media and communication we aim to create positive behaviour change.

The Health Promotion work in 2020/21 operated at two levels. Firstly during the Movember campaign, we ask supporters to sign up and fundraise by growing a moustache, taking the Move challenge, or hosting an event. Their actions not only raise funds but also equally importantly deliver on our awareness and education objectives, to raise awareness and understanding of the health risks men face and result in men taking action to remain well.

Secondly, our work in the UK this year was targeted at a population group, which we established early into the COVID-19 pandemic in 2020 were likely to be disproportionately affected: young men, aged 16-19, from lower SEC backgrounds. The work was informed and designed in conjunction with an in-depth research project that spanned three countries, over nine months using innovative methods to build our understanding of the lived experience of our target groups of men, as they faced this significantly challenging moment.

The work of the Health Promotions team included a campaign using UK Influencers delivered via YouTube, and a research undertaking that culminates in a final report, due for external release in the second half of 2021.

CAMPAIGN: UK INFLUENCER

A pilot initiative to build on our existing evidence, that mass media interventions can effect change, we looked to move the target audience:

From: Young men feeling emotionally trapped, fearful to appear vulnerable in front of their mates and unable to reach out for support.

To: Young men feeling confident to express emotion and reach out to their mates to share feelings and seek support.

The idea was to use the existing influencers that our audience love, from across cultures to role model what emotional vulnerability looks like. We commissioned these influencers to make videos in their own style, that encourage men to be more open and emotionally vulnerable with their mates, especially when they are finding things tough. Using behaviour change techniques such as modelling, encouraging reflection and making this socially permissible. The format and style were decided by each influencer, allowing us to trial content that had real emotional sincerity and content that used humour to deliver the messaging. Whilst Movember was acknowledged in the content, the message and format are 'owned' by the influencer.

Eighteen short form content pieces (10-22mins) were created in partnership with these influencers and then shared on the influencers' owned distribution channels, largely via YouTube and Instagram.

In this way we were going directly to where this target audience of young men already were, following their trusted and engaging influencers, on platforms where they were spending large swathes of time.

The campaign reached an audience of just over 8.1million, with more than 650k online engagements on the influencers' channels. Subscribers of the influencers that engaged with this content were more likely to show improved knowledge of the value of open, vulnerable conversations and were more likely to ask for support from a friend than non-subscribers, indicating an intention to seek help.

"This is the content I've wanted from this group ... proper chats with nothing off the table"

"This video got me. Big respects to Deji for opening up and this video taught me to open up about my feelings and in overall being myself. Thankyou x"

Key insights from the work show us that whilst mental health is well established as a concept with these young men and they know how to help the people around them, they're less willing to open up and ask for support themselves. Social media and YouTube consumption dominates, and traditional masculinity is outdated, but 'lad' culture is pervasive in their media diets and popular culture. This pilot activity in 2020 shows early signs of cutting through, with this hard to reach and at-risk audience for relatively low acquisition cost and early indicators of engagement and willingness to take action. Our work in 2021/22 will build on these learnings and this method to go further with this audience along our behaviour change framework, into deeper engagement and action taking, to move us toward long term change.



THE LISTEN AND LEARN PROJECT

Recognising that younger men would be at significant risk of poor health outcomes as a result of the pandemic and looking to design behaviour change work that was rooted in culture and delivered through media, the health promotion team commissioned a significant piece of research to ensure we were led by the voices and experience of the men we seek to support.

The research was commissioned by Movember and conducted by The Good Side, a UK-based insights and social change agency. The quantitative survey was conducted over two waves in November 2020 and January 2021, with a total of 3,000 men surveyed representative of the national population in the UK (1,000 men), Canada (1,000 men) and Australia (1,000 men). In addition, 800 men identified as representing target audiences for Movember's media intervention work were included in the survey. This comprised 200 men aged 16-19 years in the UK living in households with an income of less than £40,000, 400 men aged 18-34 years in Canada living in households with an income of less than \$70,000 and 200 men aged 16-24 years in Australia living in households with an income of less than \$50,000.

The 20-minute survey asked men about their mental health during COVID-19, and explored themes around relationships, social connection, loneliness, dealing with pressures during COVID-19, masculinity in today's world and outlook for the future.

The project also involved an innovative qualitative study known as The Field, a specially designed online community for men to openly share their views and experiences relating to mental health. Involving 52 target audience men from the UK, 32 men from Canada and 30 in Australia, the Field was developed to reflect the real-life places men go to talk, hang out with peers, and feel supported. Questions, activities, and polls were posted on The Field to explore themes around mental health, relationships and how men are coping with the challenges presented by COVID-19. Through The Field, which was live from July 2020 to January 2021 in Canada and the UK, and March 2021 to April 2021 in Australia, Movember gathered insights to help shape its approach to media interventions targeting these groups of men in each country.

The findings of the work were extensive and will be provided for wider dissemination in the latter half of 2021 in a report.

At a high level our audience findings included:

1. FUTURES ARE NOT FELT EQUALLY: THE LINK BETWEEN INSECURITY, INEQUALITY AND MENTAL HEALTH ARE SIGNIFICANT.

69% of men agree that 'Overall, men's mental health is worse today than it has ever been before' - rising to 79% of young, less affluent men.

65% of men agree that 'Living through COVID-19 may change my life forever' - rising to 75% of young, less affluent men.

52% of men agree that 'Living through COVID-19 may change my mental health forever' - rising to 67% of young, less affluent men.

Distress peaks in youth: Young and less affluent men are hardest hit, especially the very youngest. 3 in 4 of the 16-19-year-old UK target reported high or very high distress, with only 1 in 20 reporting low distress. A second validated scale, the Kessler-10, was used alongside the WHO-5 to assess levels of immediate anxiety and distress and reinforced the pressure on young and less affluent men.

2. MASCULINITY PERCEPTION GAP: OUR YOUNG MEN DON'T AGREE WITH REGRESSIVE MASCULINE NORMS, BUT THEIR LIVES ARE STILL SHAPED BY THEM.

Our investigation with 3,800 men across the UK, Canada and Australia found 3 in 4 personally disagree with regressive views about masculinity - and the vast majority strongly disagree with them.

And whilst men consistently held personal views about masculinity that are more progressive than the views they see furthered in society (this difference between societal perceptions and personal views is the 'perception gap'), it means men feel pressure to live up to social norms they don't want or agree with.

53% of young, less affluent men agree that 'I cannot be my true self because of society's judgements and expectations of men' - compared to 37% of Nationally Representative men.



3. MASCULINITY FEELS BEYOND THESE MEN'S CONTROL: OUR YOUNG MEN NEED TO BE ABLE TO TAKE AN EMPOWERING STAKE AND ENGAGE IN THE GENDER DEBATE.

54% of men agree 'It's hard to 'do the right thing' as a man in today's world' - rising to 64% of young, less affluent men.

61% of men agree 'Being a man in 2020 is more difficult and complicated than it was for previous generations' - equal to young, less affluent men.

In the post-pandemic world, we cannot talk about 'men' as one homogenous group. The experiences of younger, less affluent men are different to the wider population, and they are more likely to be experiencing poor wellbeing and depression and facing higher levels of distress than their more affluent counterparts. From what they see on their social media feeds to when they candidly discuss their own aspirations, men are highly aware of inequality in today's world, and the majority express significant fears for their future and concerns for their mental health. Media and brands need to challenge assumptions and look beyond broad age ranges and affluent experiences when understanding audiences. The correlation between psychological distress and agreeing with more regressive masculine social norms reinforces the importance of behaviour change initiatives to support young, less affluent men's mental health and encourage positive norms shifts.

We continue to be guided by the research findings in this project and the voice of the young men we are targeting with the work.

THE MOVEMBER CAMPAIGN

This year during the Movember campaign, we asked supporters to sign up and fundraise by growing a moustache, taking the Move challenge, hosting an event or 'Mo-ing their own way' with an idea of their own to fundraise. Their actions not only raise funds but also equally importantly deliver on our awareness and education objectives, to raise awareness and understanding of the health risks men face and result in men taking action to remain well. We undertook a research project to determine whether men who participate in Movember do indeed exhibit the health behaviours we raise awareness and increase education levels around.

"By discussing their (Movember men) moustaches and the unique challenges men face with their health, the moustachioed walking, talking billboards disseminate vital information about prostate cancer wherever they go". Jepcott et al., (2012)

The Campaign was evaluated and in order to assess the baseline status of defined engagement and action behaviours a survey of Movember participants was conducted, comparing Movember men and a general male population sample recruited by YouGov. Statistical analyses comparing responses from Movember men with those in the general population were then conducted. Attempts to statistically adjust for differences in age, income, and education between the Movember men and the men drawn from YouGov were made. In total there were two timepoints in the study and just over 12,269 respondents across the study.

In comparison with the general male population (and after adjusting for age, education, income, and fundraising status) Movember men were:

- More likely to speak to others about their wellbeing (33% v 10% had spoken to at least 6 other men about their wellbeing)
- More likely to be physically active (only 8% v 35% of men were active less than 5 times a month, and 37% v 24% were active more than 20 times a month)
- More likely to visit their healthcare professional to talk about their mental health (28% v 16%)
- More likely to confide in a friend (44% v 17%)
- More likely to claim their mental health was affected by COVID-19 (37% v 25%)
- More likely to report higher levels of pro-social behaviours (75% v 50%)
- More like to speak to a healthcare professional about their prostate cancer risk (26% vs 15% men aged over 45)
- More likely to check their testicles (68% v 28%)
- More likely to have had a health check in the last twelve months (45% v 34%)
- More likely to speak to a healthcare professional about something that didn't look right (29% v 18%)

These results reinforce the importance of salient, well timed health information presented throughout the month of Movember as men participate and engage with the annual campaign. The more men participating in Movember, the healthier, happier, and potentially longer they will live.

Movember.com continues to be the centralised location for all health promotion content, campaigns, tools, and resources and is regularly reviewed, updated, and built upon.



SOCIAL INNOVATORS CHALLENGE

Four projects from the UK were supported through this programme:

- Boxing Futures - 'Brothers Through Boxing'
- Co-operative & Mutual Solutions Ltd. - 'Ex-Cell 50+'
- Food Nation - 'Men's Pie Club'
- Scottish Association of Mental Health - 'The Changing Room'

The programme has now moved to Phase 3 – Scaling, however an extended piloting period has been included as some projects had not developed to a point of readiness for scaling. The initiative is continuing to be evaluated by a third-party evaluation team. This team worked with the project teams to develop individual project level evaluation frameworks to increase and strengthen data collection for those projects that are continuing to pilot.

Boxing Futures, Food Nation and Co-Operative & Mutual Solutions are currently in a period of further project development and has been extended over the next 18-24 months. Project teams iterated their delivery models to accommodate social distancing measures during the global pandemic and modified programme delivery plans. The overall goal of this funding however remains the identification of the components of their projects that were successful during two years of piloting, and modification of project plans to strengthen and target the delivery elements and associated activities.

Scottish Association of Mental Health - The Changing Room had a successful 2-year pilot and commenced a three-year scaling of their programme across Scotland through the Scottish Professional Football League teams. Scaling activities to implement over the next 3 years were modified in light of Covid-19 restrictions and moved to online offerings to keep men engaged in the programme. The team developed a 'playbook' for the train the trainer component of the programme to ensure programme fidelity during programme delivery. The programme will continue to include evaluation activities that measure improvements in social connectedness as well as whether the programme is able to achieve the same outcomes in scaled form.

TRUENTH GLOBAL REGISTRY

Operating internationally across 13 countries, the TrueNTH Global Registry (TNGR) is a project that aims to significantly improve the physical and mental health of men with prostate cancer. By harnessing new and existing prostate cancer registries and organisations which are systematically collecting clinical data and measuring patient reported outcome measures (PROMs) at baseline and 12 months post treatment, this clinical quality initiative seeks to improve patient outcomes by reducing variation in treatment quality, identifying centres of clinical excellence and providing risk adjusted outcomes data to physicians in the form of Quality Indicator Reports. In the UK there are nine hospitals participating in the project. More information regarding TNGR can be found at <https://tngr.movemberhealth.org/>

IRONMAN REGISTRY

IRONMAN is an International Registry for Men with Advanced Prostate Cancer recruiting patients over 9 countries. The IRONMAN registry collects information about a man's type of prostate cancer, their treatment, and their experiences in an effort to understand the disease and learn how to stop or slow disease progression. By collecting clinical information and blood samples periodically from 5,000 men, the registry seeks to understand which treatment and care practices deliver the best outcomes for men with advanced prostate cancer.

The project seeks to:

- Describe real world practice patterns for 6 new treatments internationally (we don't know what works best).
- Identify treatment sequences or combinations associated with optimal survival and patient-reported outcomes.
- Assess whether treatments are associated with toxicities and co-morbidities.
- Develop prospective blood biobank for clinical and biological characterisation of disease subtypes.
- Create international partnerships to work together to identify unmet needs in advanced prostate cancer, including quality of life.

In the UK, 10 hospitals are participating in the project. More information on the IRONMAN Registry can be found at <https://ironmanregistry.org>



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MOVEMBER FAMILY MAN

In February 2021, Movember successfully launched the world's first online parenting programme aimed at helping dads (and mums) to improve their child's behaviour. The free, online course has been designed to equip parents of children, aged between two and eight, with the practical skills to manage challenging child behaviour and increase their own parenting confidence.

A wide body of research shows that parenting interventions are more effective when both parents are involved. Yet, for most parenting programmes, only a fifth (20 per cent) of participants are fathers.

Adapted from a successful evidence-based programme called ParentWorks which was designed by Professor Mark Dadds at the University of Sydney, Family Man has been vetted by a global panel of psychologists and parenting experts.

The results of an open trial of the ParentWorks programme, which was tested on 456 parents and published in the journal of Child Psychiatry & Human Development last year, found significant decreases in parent-reported child emotional and behavioural problems and parental mental health problems in those who took part.

More information can be found at: <https://familyman.movember.com/>

MOVEMBER CONVERSATIONS

According to Movember's global Bridging the Distance research report, which looked at the impact of COVID-19 on social connections, almost a third of men said they felt lonely more often than before the outbreak, while nearly a quarter (23 per cent) said their mental health had worsened.

Despite this, a third of men surveyed said they had not checked in with family or friends to find out how they were coping during the crisis.

Movember acknowledges that although maintaining social connections and looking out for each other is key to staying mentally healthy, these conversations can feel uncomfortable and awkward at times.

To address the problem, Movember Conversations, a free interactive digital tool that offers practical guidance on how to start a difficult conversation, was launched in May 2020. Guided by an international team of mental health experts, it uses simulated conversations to explore different scenarios. It demonstrates that changing the way someone responds can lead to deeper, more meaningful conversations.

More information can be found at: <https://conversations.movember.com/>

AHEAD OF THE GAME

Movember's Ahead of The Game (AoTG) is a series of mental fitness workshops which have been proven to increase mental health literacy and boost resilience in adolescent athletes who take part.

The evidence-based programme is aimed at adolescents aged between 12-18 and delivered through community sports clubs. During the two-hour workshops, participants learn how to identify signs of anxiety, depression and low mood in themselves and others.

In separate workshops, their parents and sports coaches learn how to distinguish between potential mental health problems and normal teenage behaviour.

The programme was tested by researchers at the University of Wollongong in Australia on 350 boys aged between 12 and 18 across different sports including football, rugby league and swimming, over a season-long period.

Teenagers who took part in the study - the biggest of its kind in the world - demonstrated a better understanding of what mental health is, had greater intentions to help others with a mental health problem and were more confident about seeking help themselves if they needed to.

As official delivery partner for the Rugby League World Cup 2021 - the first ever international sporting event to have a mental health charter - Movember is working with delivery partner Rugby League Cares, to roll out mental fitness workshops to 8,000 teenage rugby league players, their parents, and sports coaches.

Face-to-face workshops, which are delivered by current and former professional athletes, resumed in April 2021, following the lifting of lockdown restrictions in the north of England. Movember also continues to work closely with Rugby Union in the UK, with the Harlequins Foundation rolling out Ahead of The Game across their community clubs.

Following a successful pilot of the programme in football with academy scholars at Brighton FC in 2020, Movember is now working with Fulham FC Foundation to deliver AoTG workshops to 1,500 children across southwest London and Surrey through the Player Pathway Programme, Girls Development Centre, Premier League Kicks, Premier League Inspires and Pan Disability Football Clubs.



FINANCIAL REVIEW

Movember Europe delivered an exceptional result in the year ended 30 April 2021, increasing total income by £8.8 million to a total of £26.9 million. The increase was primarily driven by donation income from our community of Mo Bros and Sisters – through nearly 170,000 registered participants for our 2020 Movember campaign (up from 130,000 in 2019).

Our Ireland branch saw particularly significant growth, with total income increasing from £1.8m in 2019/20 to £4.4m in 2020/21, following an incredible campaign.

Furthermore, revenue from sources outside the annual campaign continues to be significant. Income from Corporate Partners increased to £1.4m (£1.0m in 2019/20), and we saw the first revenue from our Major Gifts function (£131k). The fifth year of the partnership with the Distinguished Gentleman's Ride generated revenue of £1.1 million, despite needing to move to a solo ride (£2.0 million in 2019/20).

The organisation's programmatic activity continues to produce outstanding outcomes for men's health. Movember Europe spent £7.7 million on programme expenditure during the year (£11.5 million in 2019/20) resulting in a net movement in funds of £15.7 million (£3.4 million in 2019/20).

The organisation has set ambitious targets to grow our both our core campaign as well as year- round income streams, and remains committed to funding exciting and innovative projects across the UK and Europe.



PRINCIPAL RISKS AND UNCERTAINTIES

There are three artefacts used together in managing risk at Movember:

- A risk appetite statement; developed by the Trustees, which sets out the Board's appetite for the amount and type of risk Movember is willing to accept, retain or tolerate in pursuit of organisational mission and strategy.
- A risk management plan; setting out the methodology and processes put in place by management to ensure risks are identified, assessed and managed consistently across Movember. This plan includes Movember's risk matrix, which provides a set of consistent analyses and evaluation categories to assess the severity of each risk. Risk ratings to define severity are based on standardised likelihood and consequence scales which align with Movember's risk appetite statement.
- A risk register; used to record risks identified, and management's analysis of the likelihood and consequences of those risks, along with the mitigations (or treatments) implemented and the residual likelihood and consequences of those risks.

The risk register is kept up to date by management and reviewed periodically by the Trustees. Risks given a 'severe' or 'major' rating are notified to the board with commentary and have been included in the table below alongside a summary of the mitigation plan.

The Trustees are satisfied that the risks of the charity are being sufficiently well managed.

RISK	RATING	MITIGATION PLAN
Dominant news and/or external events distract attention from the Movember campaign (e.g. COVID-19, political unrest, US Presidential election, or a terrorism event) impacts negatively on campaign fundraising revenue.	Severe	Movember has proactively sought ways to use our brand and voice constructively in the face of significant social, economic, and political disruptions since 2020. Marketing plans are developed to include contingency plans for unforeseen events (and lockdown scenarios) that may occur between late September and early December for each market the Movember Campaign runs in. The Board has a policy to reserve funds annually to ensure operational costs can be met for 9 – 12 months if forecast fundraising targets aren't met for any reason.
The ability to deliver some of our programmes is impacted, where delivery partners are forced to shut down (or continue to work with restrictions affecting) their physical workspaces while the COVID-19 pandemic remains uncontained.	Major	A review of impact on all programmes was conducted in 2020 and mitigation plans to minimise the financial impact of unavoidable delays have been put in place. Strong dialogue and partnerships with programmatic partners is maintained to understand operational constraints and workarounds. Opportunities for online delivery of some programmes, especially those with a mental health focus have been identified and pursued where possible. New opportunities for Movember to grow, broaden and deepen its impact, particularly in the area of mental health offerings to combat social isolation and stresses that result from social and economic impacts of the pandemic are also being proactively explored.



RESERVES POLICY AND GOING CONCERN

The unrestricted funds balance for the year ending 30 April 2021 was £34.5 million. Of this balance, £27.5 million has been designated for spend on specific programmes while the balance of £7.0m is retained for general purposes. As the majority of Movember Europe's revenue is currently derived from one annual campaign, the Movember Europe Trustees have adopted a fiscally conservative approach to risk management; the Board approved Policy requires an accumulation of a general reserves of between 9 and 12 months' coverage of costs.

The Movember Europe Trustees have elected to maintain a reserves balance equivalent to approximately 10 months of expenditure, or £7.0m, which falls within the Board approved policy. As a result, no further action is required prior to the review of reserves that will take place at the end of the next financial year.

On March 11, 2020, the Covid-19 outbreak was declared a pandemic by the World Health Organisation. Since the first quarter of 2020, the Covid-19 pandemic has been impacting the global economic environment due to government-imposed lockdowns and social distancing requirements. Although the pandemic has had an impact of the operations and activities of Movember Europe, the organisation has been able to maintain a strong financial position and therefore the Trustees believe that the organisation will remain a going concern.

Designated (and restricted) funds have been allocated to the following programmes, and trustees currently expect the majority of this balance to be committed as set out below.

PROJECT	WITHIN 1 YEAR	BETWEEN 1 AND 3 YEARS	LATER THAN 3 YEARS	TOTAL (MILLION)
Prostate and Testicular Cancer Biomedical Research	2.7	2.3	0.3	5.3
Prostate and Testicular Cancer Survivorship and Health Outcomes	5.5	6.3	0.5	12.3
Mental Health & Suicide Prevention	4.9	3.2	-	8.1
Men's Health Programmes and Health Promotion	2.3	-	-	2.3
				28.0

Funds dedicated to Prostate and Testicular Cancer Biomedical research continue to support existing multi-year projects under Movember's national and global programmes. National research programmes are being delivered through our partnership with Prostate Cancer UK.

Funds assigned to Prostate and Testicular Cancer Survivorship and Health Outcomes will support ongoing clinical quality and survivorship projects such as the IRONMAN Registry, TrueNTH Global Registry and Nuts and Bolts into years 4, 5 and 6. A large new project, the Global Cancer Real World Evidence Network (RWE), is also being launched which seeks to unify existing Movember funded programmes across the globe and create a network that can support accelerated impact across biomedical research, clinical quality and survivorship. We will continue with and expand our clinical partnerships over the coming years.

Funding for Mental Health and Suicide Prevention programmes will be utilised over the next 12 to 36 months across a broad range of prevention and early intervention programmes. Existing projects will continue to work with their contracted partners through to completion. New projects will work closely with new partners to achieve their programme goals and utilise existing partner expertise as and when applicable.

Funding for Men's Health Promotion focuses on the continuation and expansion of an existing programme of mass media behaviour change. In the UK our programme collaborates with influencers that engage young men. Based on the positive evaluation results from our initial pilot, we expect to scale and grow this work over the next two years. Movember also intends to develop and launch in Ireland to produce a documentary targeting health behaviour change.



FUNDRAISING POLICY

FUNDRAISING PRACTICES

Movember aims to ensure that all of our fundraising activities are done in an open, honest and compliant manner wherever we operate. In the UK we are a member of the Chartered Institute of Fundraising and voluntarily subscribe to the Fundraising Regulator. This regulator has been responsible, since July 2016, for overseeing an independent and voluntary system of regulation of fundraising by charities. We set ourselves standards that aim to meet or exceed their Code of Fundraising Practice.

FUNDRAISING PERFORMANCE

Our Fundraising revenue has seen a significant increase in the last three years, with an increased number of Mo Bros and Mo Sisters taking part into our Movember campaign and raising funds to support men's health, including in 2020, despite the Global pandemic. This performance is attributed to a mixture of carefully planned investment in media to raise awareness of Movember's brand and campaign; efforts to ensure that Campaign activations in 2020 were designed to be agnostic of whether participants were subject to COVID-19 restrictions or not; and a focus on providing opportunities for Campaign participants to connect virtually with Movember and each other in a time where this has become more important than ever.

We have been actively focused on diversifying our fundraising activities beyond our flagship peer to peer campaign in order to secure a sustainable long-term source of revenue, and started to engage in philanthropy and major giving as well as launched a monthly giving trial at the beginning of 2021. This trial saw a good level of engagement from our community but a low level of conversion, prompting us to cut the initial planned investment and review our approach for future campaigns. We are still at the early stages for both activities and are prudently testing and learning from different approaches.

SUPPORTERS' DATA

Movember maintains a global GDPR compliant privacy policy and business practices that reflect our commitment to being respectful, fair and transparent with Mo Bros, Mo Sisters, employees, partners and authorities about how we collect, use and safeguard personal information.

WORKING WITH THIRD PARTIES

Our Mo Community is key to Movember's ongoing success, and is at the heart of everything we do, therefore we aim to offer a remarkable experience to every single person that gets in touch with us or gets involved with the campaign in any way. The majority of our fundraising is carried out by our committed Mo Bros and Sisters, growing a moustache, running 60km as a Move challenge, hosting an event, or undertaking their own challenges and raising money whilst doing so from their friends, families and local businesses. Movember does not use professional fundraisers to carry out its fundraising activities.

Movember has a number of arrangements in place with Commercial Participators, including our Corporate Partners. Where these arrangements exist, we ensure that contracts are in place that include a commitment from the Commercial Participator that they will comply with the Fundraising Code of Practice. We maintain a system of monitoring compliance with these requirements, and ensure that any complaints from the public are fed back to us.

We have a specific Commercial Participator agreement in place for the running of the Distinguished Gentleman's Ride, whereby the Participator organises the event and collects donations on our behalf, in return for a fee. This agreement involves a commitment to comply with the Fundraising Code of Practice, and allows for monitoring and dissemination of any complaints received.

COMPLAINTS

During the reporting period, we received five informal complaints, all of which were satisfactorily addressed and resolved locally. There were no complaints referred from the Fundraising Regulator. We always work to resolve all complaints in a professional and timely manner. We review our Complaints Policy on an annual basis to ensure that we are adopting best practice.



PROTECTING VULNERABLE PEOPLE

Our current fundraising model is primarily based on peer-to-peer donations, and our activities are designed to ensure that no one is put under pressure to donate to us. We are broadening our fundraising strategy and we will continue to review all our safeguarding mechanisms and policies to ensure that we are adopting best practice to protect vulnerable people in all our activities.

PLANS FOR THE FUTURE

In the context of the current COVID-19 pandemic, we continue to focus on supporting our communities through digital resources designed to provide them with practical guidance on how to support the men in their lives who might be struggling, or parenting advice specifically designed for dads. We are also focusing on keeping our fundraising community engaged and, building on the success and key learnings of our 2020 campaign, preparing for delivering our 2021 campaign.

Our ambition for the next three years remains to continue to place our cause and our supporters at the heart of all our fundraising and marketing activities, increasing our focus on mental health and suicide prevention, and to expand the ways in which the public can interact and support our organisation, during and outside our flagship campaign in November. As part of this expansion of fundraising activities, we are continuing to invest in our Major Gift function, working with High Net Worth individuals and Trusts and Foundations. Building on the learnings of our recent monthly giving trial, we are planning a different approach to promote this new way of supporting our cause more prominently, after our main flagship campaign in December 2021. We have also launched a couple of small scale new virtual challenge events in the Spring of 2021 and will build on the insights gathered to scale them in 2022.

As per our Programmes strategy, Movember will continue to invest in Prostate and Testicular Cancer Biomedical Research with our existing partners and Prostate Cancer UK, with this work taking place over multiple years.

Movember will continue to expand our Prostate and Testicular Cancer Survivorship and Clinical Quality work through existing and new partnerships.

With an increased focus on mental health and suicide prevention, Movember will leverage the results of evidence building efforts over the past decade to continue to develop and implement new programmes addressing key at risk populations of men. Movember's Mental Health programmes are funded over multiple years, enabling the achievement of sustained growth, reach and impact, through an evidence-based behaviour change framework.



STRUCTURE, GOVERNANCE AND MANAGEMENT

Movember Europe is a company limited by guarantee, incorporated on 07/06/2010 and registered as a charity on 10/09/2010. The company was established under a memorandum of association which established the objects and powers of the charitable company and is governed under its articles of association ("Articles"). The single member of Movember Europe is The Movember Group Pty Ltd as trustee for the Movember Foundation Trust (an Australian charitable organisation).

The Articles provide that the business of Movember Europe is to be managed by the Board of Trustees ("Board"). During the 2020/21 year the Board was advised by the following sub-committees:

- Finance, Risk and Audit Committee
- People & Culture Committee
- Global Scientific Committee
- Global Prostate Cancer Outcomes Committee
- Global Men's Health Advisory Committee
- Ad-hoc committees are appointed by the Board where necessary

The Board and its committees are governed by the charters and policies set out in the Movember Governance Policies, including policies in relation to Independence and Conflict of Interests.

All Trustees give their time voluntarily and receive no benefits from the charity. Any expenses reclaimed from the charity are set out in note 7 to the accounts.

Nine Board meetings were held in the 2020/21 financial year. The Finance, Risk and Audit Committee met once, the People & Culture Committee met twice, the Global Scientific Committee met twice, the Global Men's Health Advisory Committee met three times and the Global Prostate Cancer Outcomes Committee met four times.

The Board is accountable for Movember's performance; Trustees consider every Mo Bro, Mo Sister, donor, partner and the men that Movember serves as key stakeholders to whom that accountability is owed.

The Board's primary functions include:

- Providing reporting, transparency and accountability to Movember's stakeholders
- Setting Movember's strategic direction, and monitoring and supporting management's delivery of Movember's strategic plan
- Selecting, appointing and managing the performance of the CEO
- Defining Movember's risk appetite and overseeing Movember's risk management practices
- Monitoring Movember's compliance with legal and regulatory requirements, including external financial reporting

APPOINTMENT AND TRAINING OF TRUSTEES

New Trustees are appointed by the member of Movember Europe on recommendation from the Board. Selection and interviewing for new Trustees is undertaken by an ad-hoc committee of the Board. The primary consideration when selecting new Trustees is to ensure an appropriate balance of skills and experience. Training and induction of Trustees is tailored to the needs of specific incoming Trustees.



RELATED PARTIES AND RELATIONSHIPS WITH OTHER ORGANISATIONS

The Movember Group Pty Ltd as trustee for the Movember Foundation Trust (Movember Europe's parent), as well as being a registered charity in its own right in Australia, is also the parent of the Movember registered charity organisations in the US (Movember Foundation (US)) and Canada (Movember Canada). The board of Movember Europe has majority control over Movember Foundation e.V. and this entity is therefore treated as a subsidiary entity for consolidation purposes. Each of Movember's registered charities (in Australia, UK, US, Canada, Germany and New Zealand) are all managed by staff and management based in the relevant country or nearby, but they share central services such as information technology, finance and legal services, which are largely based in the Movember head office in Melbourne, Australia.

Various Trustees that sit on the Board of Movember Europe also sit on the boards of The Movember Group Pty Ltd, Movember Canada, Movember Foundation (US), Movember Foundation e.V. and Movember Foundation NZ.

Movember Europe has a trading subsidiary, Movember Europe Trading Limited. The trading subsidiary was formed in 2011.

REMUNERATION POLICY FOR KEY MANAGEMENT PERSONNEL

Movember utilises the Korn Ferry HayGroup data review for all salaries including the United Kingdom and to provide ongoing market related information. Movember undertakes an annual review of the salary of all staff, including key management personnel and this is benchmarked against an annualised refresh of market data provided by the Korn Ferry HayGroup. As such, we are confident that the salaries we offer our employees are fair and in line with the Not-for-Profit industry in the United Kingdom.

POLICY FOR EMPLOYMENT OF DISABLED PERSONS

Movember's Workplace Behaviours Policy clearly states that we will abide by all laws in relations to the employment of disabled persons and the policy forbids any discrimination on the grounds of a disability. Any employee found to be discriminating in line with any of the areas named in the above policy, would be subject to formal performance management, which depending on the seriousness may include termination of employment. We use recruitment methods that encourage applications from people with diverse backgrounds and abilities, ensuring all applicants are treated fairly.

EMPLOYEE INFORMATION

All UK based staff have the opportunity to be part of a Pension Scheme. All staff are kept fully informed on the programme and any pension changes announced by the government are communicated to staff through a presentation delivered by a qualified financial advisor, followed by an opportunity provided to all staff for a one-on-one consultation.

We have developed an internal communications strategy and schedule to provide information to staff and seek their feedback. Initiatives to inform staff include updating the intranet with organisational news, information and policies, and providing updates on all areas of the organisation during regular emails from the leadership team and all-staff town halls. There are also weekly work-in-progress meetings in each office, and weekly or fortnightly team meetings.

Staff are frequently encouraged to ask questions and provide feedback informally through their manager or HR team. Formal channels for staff consultation include an annual employee engagement survey and pulse surveys. These surveys cover all areas of the organisation, for example engagement, leadership and development. In 2020 we also conducted surveys on Staff Wellbeing and Diversity, Equity and Inclusion. We report the results back to staff and they have the opportunity to discuss the results within their team meetings. Following this, we create local and global action groups to implement agreed actions. Staff are also provided with the opportunity for an 'ask me anything' question and answer session with the leadership team during town halls and when the leadership visit different offices.

Each year we recommend that staff review the organisation's annual report, which provides information and relevant data regarding the company accounts and financial performance.

All of this is underpinned by a global Human Resources team who are available for any member of the team to confide in on any matter, and access to a free employee assistance programme available 24/7.



STATEMENT OF RESPONSIBILITIES OF THE TRUSTEES

The Trustees (who are also directors of Movember Europe for the purposes of company law) are responsible for preparing the trustees' annual report including the strategic report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and group and of the incoming resources and application of resources, including the income and expenditure, of the charitable company or group for that period. In preparing these financial statements, the Trustees are required to:

- Select suitable accounting policies and then apply them consistently.
- Observe the methods and principles in the Charities SORP.
- Make judgements and estimates that are reasonable and prudent.
- State whether applicable UK Accounting Standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements.
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and group and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the Trustees are aware:

- There is no relevant audit information of which the charitable company's auditor is unaware.
- The trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Members of the charity guarantee to contribute an amount not exceeding £1 to the assets of the charity in the event of winding up. The total number of such guarantees at 30 April 2021 was 10 (2020: 8). The trustees are members of the charity but this entitles them only to voting rights. The trustees have no beneficial interest in the charity.

AUDITOR

Sayer Vincent LLP was re-appointed as the charitable company's auditor during the year and has expressed its willingness to continue in that capacity.

The Trustees' annual report which includes the strategic report has been approved by the Trustees on 09 September 2021 and signed on their behalf by

Nicholas Reece
Chairperson



INDEPENDENT AUDITOR'S REPORT

OPINION

We have audited the financial statements of Movember Europe (the 'parent charitable company') and its subsidiaries (the 'group') for the year ended 30 April 2021 which comprise the consolidated statement of financial activities, the group and parent charitable company balance sheets, the consolidated statement of cash flows and the notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- Give a true and fair view of the state of the group's and of the parent charitable company's affairs as at 30 April 2021 and of the group's incoming resources and application of resources, including its income and expenditure, for the year then ended
- Have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice
- Have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulations 6 and 8 of the Charities Accounts (Scotland) Regulation 2006 (as amended)

BASIS FOR OPINION

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the group in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

CONCLUSIONS RELATING TO GOING CONCERN

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on Movember Europe's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.



OTHER INFORMATION

The other information comprises the information included in the trustees' annual report, including the strategic report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

OPINIONS ON OTHER MATTERS PRESCRIBED BY THE COMPANIES ACT 2006

In our opinion, based on the work undertaken in the course of the audit:

- The information given in the trustees' annual report, including the strategic report, for the financial year for which the financial statements are prepared is consistent with the financial statements
- The trustees' annual report, including the strategic report, has been prepared in accordance with applicable legal requirements

MATTERS ON WHICH WE ARE REQUIRED TO REPORT BY EXCEPTION

In the light of the knowledge and understanding of the group and the parent charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the trustees' annual report, including the strategic report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and Charities Accounts (Scotland) Regulations 2006 (as amended) requires us to report to you if, in our opinion:

- Adequate accounting records have not been kept by the parent charitable company, or returns adequate for our audit have not been received from branches not visited by us; or
- The parent charitable company financial statements are not in agreement with the accounting records and returns; or
- Certain disclosures of trustees' remuneration specified by law are not made; or
- We have not received all the information and explanations we require for our audit.

RESPONSIBILITIES OF TRUSTEES

As explained more fully in the statement of trustees' responsibilities set out in the trustees' annual report, the trustees (who are also the directors of the parent charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the group's and the parent charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the group or the parent charitable company or to cease operations, or have no realistic alternative but to do so.



AUDITOR'S RESPONSIBILITIES FOR THE AUDIT OF THE FINANCIAL STATEMENTS

We have been appointed as auditor under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with regulations made under those Acts.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud are set out below.

CAPABILITY OF THE AUDIT IN DETECTING IRREGULARITIES

In identifying and assessing risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, our procedures included the following:

- We enquired of management and the finance, audit and risk committee, which included obtaining and reviewing supporting documentation, concerning the group's policies and procedures relating to:
 - Identifying, evaluating, and complying with laws and regulations and whether they were aware of any instances of non-compliance;
 - Detecting and responding to the risks of fraud and whether they have knowledge of any actual, suspected, or alleged fraud;
 - The internal controls established to mitigate risks related to fraud or non-compliance with laws and regulations.
- We inspected the minutes of meetings of those charged with governance.
- We obtained an understanding of the legal and regulatory framework that the group operates in, focusing on those laws and regulations that had a material effect on the financial statements or that had a fundamental effect on the operations of the group from our professional and sector experience.
- We communicated applicable laws and regulations throughout the audit team and remained alert to any indications of non-compliance throughout the audit.
- We reviewed any reports made to regulators.
- We reviewed the financial statement disclosures and tested these to supporting documentation to assess compliance with applicable laws and regulations.
- We performed analytical procedures to identify any unusual or unexpected relationships that may indicate risks of material misstatement due to fraud.
- In addressing the risk of fraud through management override of controls, we tested the appropriateness of journal entries and other adjustments, assessed whether the judgements made in making accounting estimates are indicative of a potential bias and tested significant transactions that are unusual or those outside the normal course of business.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities is available on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.



**MOVEMBER EUROPE
REPORT AND FINANCIAL STATEMENTS - FOR THE YEAR ENDED 30 APRIL 2021
INDEPENDENT AUDITOR'S REPORT**

USE OF OUR REPORT

This report is made solely to the charitable company's members as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Noelia Serrano

(Senior statutory auditor)

9 September 2021

for and on behalf of Sayer Vincent LLP, Statutory Auditor

Invicta House, 108-114 Golden Lane, LONDON, EC1Y 0TL

Sayer Vincent LLP is eligible to act as auditor in terms of section 1212 of the Companies Act 2006.



CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING AN INCOME AND EXPENDITURE ACCOUNT)

FOR THE YEAR ENDED 30 APRIL 2021

	Notes	Unrestricted (£)	Restricted (£)	2021 Total (£)	Unrestricted (£)	Restricted (£)	2020 Total (£)
Income from:							
Donations and legacies	2	25,238,674	-	25,238,674	16,684,280	-	16,684,280
Other trading and charitable activities	3	991,422	564,356	1,555,778	832,141	420,896	1,253,037
Investments		56,598	-	56,598	112,664	-	112,664
Total income		26,286,694	564,356	26,851,050	17,629,085	420,896	18,049,981
Expenditure on:							
Raising funds	4	3,211,913	-	3,211,913	3,448,949	-	3,448,949
Charitable activities							
Programme expenditure	4	7,334,316	368,323	7,702,639	10,967,733	492,708	11,460,441
Total expenditure		10,546,229	368,323	10,914,552	14,416,682	492,708	14,909,390
Net income for the year	6	15,740,465	196,033	15,936,499	3,212,403	(71,812)	3,140,591
Transfers between funds		(48,164)	48,164	-	(47,573)	47,573	-
Net income before other recognised gains and losses		15,692,301	244,197	15,936,499	3,164,830	(24,239)	3,140,591
Other gains / (losses)		(252,667)	-	(252,667)	247,242	-	247,242
Net movement in funds		15,439,634	244,197	15,683,831	3,412,072	(24,239)	3,387,833
Reconciliation of funds:							
Total funds brought forward		19,040,384	302,115	19,342,499	15,628,312	326,354	15,954,666
Total funds carried forward		34,480,018	546,312	35,026,330	19,040,384	302,115	19,342,499

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in Note 19 to the financial statements.



BALANCE SHEETS

AS AT 30 APRIL 2021

		The Group		The Charity	
	Notes	2021 (£)	2020 (£)	2021 (£)	2020 (£)
Fixed assets:					
Tangible assets	11	118,398	214,847	118,398	214,847
Investments	12	2,500,000	-	2,500,001	1
		2,618,398	214,847	2,618,399	214,848
Current assets:					
Debtors	15	3,071,568	1,857,846	3,353,022	2,417,569
Short term deposits		11,934,949	5,914,451	11,934,949	5,914,451
Cash at bank and in hand		30,128,838	24,866,331	27,783,029	23,073,358
		45,135,356	32,638,627	43,071,000	31,405,378
Liabilities:					
Creditors: amounts falling due within one year	16	12,656,498	13,409,299	12,639,038	13,658,743
Net current assets		32,478,858	19,229,329	30,431,962	17,746,635
Total assets less current liabilities		35,097,255	19,444,176	33,050,361	17,961,483
Creditors: amounts falling due after one year	17	(70,926)	(101,677)	(70,926)	(101,677)
Total net assets		35,026,330	19,342,499	32,979,435	17,859,807
Funds:					
	19a				
Restricted income funds		546,312	302,115	546,312	302,115
Unrestricted income funds:					
Designated funds		27,486,463	11,720,568	25,773,575	10,919,321
General funds		6,993,555	7,319,816	6,659,548	6,638,371
Total unrestricted funds		34,480,018	19,040,384	32,433,123	17,557,692
Total funds		35,026,330	19,342,499	32,979,435	17,859,807

Approved by the trustees on 9 September 2021 and signed on their behalf by

Nicholas Reece
Chairperson



CONSOLIDATED STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED 30 APRIL 2021

	Notes	2021 (£)	2020 (£)
Cash flows from operating activities			
Net income for the reporting period (as per the statement of financial activities)		15,936,499	3,140,591
Depreciation charges		104,050	112,300
Dividends, interest and rent from investments		(56,598)	(112,664)
(Increase) in debtors		(1,213,722)	(440,687)
(Decrease) in creditors		(783,552)	(1,110,248)
Net cash provided by operating activities		13,986,677	1,589,292
Cash flows from investing activities:			
Dividends, interest and rents from investments		56,598	112,664
Purchase of fixed assets		(12,723)	(29,632)
Purchase of investments		(2,500,000)	-
Net cash (used in)/provided by investing activities		(2,456,125)	83,032
Cash flows from financing activities:			
Amounts (invested)/released in short term deposits		(6,020,498)	2,208,417
Net cash (used in)/provided by financing activities		(6,020,498)	2,208,417
Change in cash and cash equivalents in the year		5,510,053	3,880,740
Cash and cash equivalents at the beginning of the year		24,866,331	20,738,319
Change in cash and cash equivalents due to exchange rate movements		(247,546)	247,272
Cash and cash equivalents at the end of the year	a	30,128,838	24,866,331

ANALYSIS OF CASH AND CASH EQUIVALENTS AND OF NET DEBT

	At 1 May 2020 (£)	Cash flows (£)	Other non-cash changes (£)	At 30 April 2021 (£)
Cash at bank and in hand	24,866,331	5,510,053	(247,546)	30,128,838
a Total cash and cash equivalents	24,866,331	5,510,053	(247,546)	30,128,838



NOTES TO THE FINANCIAL STATEMENTS

MOVEMBER EUROPE
FOR THE YEAR ENDED 30 APRIL 2021



1 ACCOUNTING POLICIES

(a) Statutory information

Movember Europe is a charitable company limited by guarantee and is incorporated in England and Wales. The registered office address is Gensurco House, 52-54 Rosebery Avenue, London, England, EC1R 4RP.

Movember Europe is an incorporated charity registered with the Charity Commission for England and Wales, the Office of the Scottish Charity Regulator and the Charities Regulator Ireland.

The registered office address and principal place of business is Gensurco House, 52 - 54 Rosebery Avenue, London, England, EC1R 4RP.

(b) Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) - (Charities SORP FRS 102), The Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

These financial statements consolidate the results of the charity and its wholly-owned subsidiaries Movember Europe Trading Limited and Movember Foundation e.V. on a line by line basis. Transactions and balances between the charity and its subsidiaries have been eliminated from the consolidated financial statements.

Balances between the entities are disclosed in the notes of the charity's balance sheet. A separate statement of financial activities, or income and expenditure account, for the charity itself is not presented because the charity has taken advantage of the exemptions afforded by section 408 of the Companies Act 2006. As a summary of the result for the year is disclosed in the notes to the accounts.

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

In applying the financial reporting framework, the trustees have made a number of subjective judgements, for example in respect of significant accounting estimates. Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances. The nature of the estimation means the actual outcomes could differ from those estimates. Any significant estimates and judgements affecting these financial statements are detailed within the relevant accounting policy below.

(c) Public benefit entity

The charity meets the definition of a public benefit entity under FRS 102.

(d) Going concern

The Trustees consider that, despite the global challenges resulting from the Covid-19 pandemic, there are no material uncertainties about the charity's ability to continue as a going concern.

The trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

(e) Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the income have been met, it is probable that the income will be received and that the amount can be measured reliably.

Income received in advance of the provision of a specified service is deferred until the criteria for income recognition are met.



1 ACCOUNTING POLICIES (CONTINUED)

(f) Donations of gifts, services and facilities

Donated professional services and donated facilities are recognised as income when the charity has control over the item or received the service, any conditions associated with the donation have been met, the receipt of economic benefit from the use by the charity of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), volunteer time is not recognised so refer to the trustees' annual report for more information about their contribution.

On receipt, donated gifts, professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

(g) Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

(h) Fund accounting

Unrestricted funds are donations and other incoming resources received or generated for the charitable purposes.

Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure which meets these criteria is charged to the fund.

Designated funds are unrestricted funds earmarked by the trustees for particular purposes.

(i) Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably.

Expenditure is classified under the following activity headings:

- Costs of raising funds relate to the costs incurred by the charity in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose.
- Expenditure on charitable activities includes the costs of programme expenditure undertaken to further the purposes of the charity and their associated support costs.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

(j) Grants payable

Grants payable are made to third parties in furtherance of the charity's objects. Single or multi-year grants are accounted for when either the recipient has a reasonable expectation that they will receive a grant and the trustees have agreed to pay the grant without condition, or the recipient has a reasonable expectation that they will receive a grant and that any condition attaching to the grant is outside of the control of the charity.

Provisions for grants are made when the intention to make a grant has been communicated to the recipient but there is uncertainty about either the timing of the grant or the amount of grant payable.



1 ACCOUNTING POLICIES (CONTINUED)

(k) Allocation of support costs

Resources expended are allocated to the particular activity where the cost relates directly to that activity. However, the cost of overall direction and administration of each activity, comprising the salary and overhead costs of the central function, is apportioned on the following basis which are an estimate, based on staff time, of the amount attributable to each activity.

Support and governance costs are re-allocated to each of the activities on the following basis which is an estimate, based on staff time, of the amount attributable to each activity:

- Cost of fundraising 29%
- Programme expenditure 71%

Governance costs are the costs associated with the governance arrangements of the charity. These costs are associated with constitutional and statutory requirements and include any costs associated with the strategic management of the charity's activities.

(l) Operating leases

Rental charges are charged on a straight line basis over the term of the lease.

(m) Tangible fixed assets

Items of equipment are capitalised where the purchase price exceeds £1,000. Depreciation costs are allocated to activities on the basis of the use of the related assets in those activities. Assets are reviewed for impairment if circumstances indicate their carrying value may exceed their net realisable value and value in use. Major components are treated as a separate asset where they have significantly different patterns of consumption of economic benefits and are depreciated separately over its useful life.

Where fixed assets have been revalued, any excess between the revalued amount and the historic cost of the asset will be shown as a revaluation reserve in the balance sheet.

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

- Fixtures and fittings 5 years
- IT equipment 2.5 years
- Leasehold Improvements 5 years

(n) Investments

Investments in subsidiaries are at cost.

Fixed asset investments include cash balances that are invested in term deposits with a maturity of longer than 12 months.

(o) Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

(p) Short term deposits

Short term deposits includes cash balances that are invested in accounts with a maturity date of between 3 and 12 months.

(q) Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.



1 ACCOUNTING POLICIES (CONTINUED)

(r) Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

(s) Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

(t) Foreign exchange

Monetary assets and liabilities in foreign currencies are translated into sterling at the rates of exchange ruling at the balance sheet date. Transactions in foreign currencies are translated into sterling at the rate of exchange ruling at the date of transaction. Exchange differences are taken into account in arriving at the net incoming resources for the year.

(u) Pensions

The charity operated a defined contribution pension scheme. The assets of the scheme are held separately from those of the charity in an independently administered fund. The pension cost charge represents contribution payable and the charity has no other liability under the scheme.

2 INCOME FROM DONATIONS AND LEGACIES

	Unrestricted (£)	2021 Total (£)	Unrestricted (£)	2020 Total (£)
Donations and Legacies	23,442,345	23,442,345	15,706,664	15,706,664
Gift Aid claimed on donations	1,796,329	1,796,329	977,616	977,616
	25,238,674	25,238,674	16,684,280	16,684,280

3 INCOME FROM OTHER TRADING AND CHARITABLE ACTIVITIES

	Unrestricted (£)	Restricted (£)	2021 Total (£)	Unrestricted (£)	Restricted (£)	2020 Total (£)
Sale of goods	(4,350)	-	(4,350)	127,478	-	127,478
Campaign Partner contributions	970,139	564,356	1,534,495	677,268	420,896	1,098,164
Other	25,633	-	25,633	27,395	-	27,395
	991,422	564,356	1,555,778	832,141	420,896	1,253,037



4A ANALYSIS OF EXPENDITURE (CURRENT YEAR)

	Charitable activities					
	Raising funds (£)	Programme expenditure (£)	Governance costs (£)	Support costs (£)	2021 Total (£)	2020 Total (£)
Staff costs (Note 7)	1,219,399	1,766,148	-	456,769	3,442,316	3,802,637
Administration	30,170	56,484	-	(19,605)	67,050	152,989
Campaign costs and events	219,196	219,248	-	73	438,516	599,513
Contractors fees	153,197	270,145	-	66,340	489,681	723,001
Entertainment	937	1,568	-	1,187	3,693	15,623
Bank charges	295,540	24,252	-	37,806	357,599	298,991
Insurance	11,647	19,207	-	12,296	43,150	53,061
Legal and professional	16,211	24,446	38,548	13,096	92,301	110,013
IT	49,517	79,129	-	69,848	198,493	229,945
Marketing	856,033	913,482	-	80,353	1,849,867	1,514,969
Depreciation	-	-	-	104,050	104,050	112,300
Travel	617	2,479	-	(176)	2,919	226,532
Men's health partner distributions & programme delivery (Note 5)	-	3,480,415	-	-	3,480,415	6,757,158
Website development and management	26,689	41,432	-	20,621	88,742	113,488
Building and utilities	27,449	72,020	-	156,290	255,759	199,168
	2,906,601	6,970,455	38,548	998,948	10,914,552	14,909,390
Support costs	293,969	704,980	-	(998,948)	-	-
Governance costs	11,344	27,204	(38,548)	-	-	-
Total expenditure 2021	3,211,913	7,702,639	-	-	10,914,552	
Total expenditure 2020	3,448,949	11,460,441	-	-		14,909,390

Of the total expenditure, £10,546,229 was unrestricted (2020: £14,416,682) and £368,323 was restricted (2020: £492,708).



4B ANALYSIS OF EXPENDITURE (PRIOR YEAR)

	Charitable activities				
	Raising funds (£)	Programme expenditure (£)	Governance costs (£)	Support costs (£)	2020 Total (£)
Staff costs (Note 7)	1,361,202	1,913,169	-	528,266	3,802,637
Administration	63,828	90,403	-	(1,242)	152,989
Campaign costs and events	297,905	299,349	-	2,259	599,513
Contractors fees	255,317	351,668	-	116,016	723,001
Entertainment	5,555	5,435	-	4,633	15,623
Bank charges	258,620	23,932	-	16,439	298,991
Insurance	15,549	22,552	-	14,960	53,061
Legal and professional	23,612	35,883	23,788	26,731	110,013
IT	58,756	91,509	-	79,680	229,945
Marketing	689,123	742,442	-	83,405	1,514,969
Depreciation	-	-	-	112,300	112,300
Travel	81,243	115,621	-	29,669	226,532
Men's health partner distributions & programme delivery (Note 5)	-	6,757,158	-	-	6,757,158
Website development and management	35,971	52,173	-	25,345	113,488
Building and utilities	24,171	35,058	-	139,938	199,168
	3,170,851	10,536,353	23,788	1,178,398	14,909,390
Support costs	272,596	905,802	-	(1,178,398)	-
Governance costs	5,503	18,285	(23,788)	-	-
Total expenditure 2020	3,448,949	11,460,441	-	-	14,909,390

5 MEN'S HEALTH PARTNER DISTRIBUTIONS & PROGRAMME DELIVERY

	2021 (£)	2020 (£)
Prostate Cancer UK	602,315	5,236,066
Other European health partners	2,076,106	1,385,814
Movember Global Programmes	801,995	135,279
	3,480,415	6,757,158

Movember's organisational strategy has led to a strengthened investment in Mental Health and Suicide Prevention. Investment in Prostate Cancer research programmes was significantly impacted by Covid-19 restrictions in place across the UK and Europe.



6 NET INCOME FOR THE YEAR

This is stated after charging / (crediting):

	2021 (£)	2020 (£)
Depreciation	104,050	112,300
Operating lease rentals:		
Property	109,053	97,588
Other	829	3,071
Auditor's remuneration (excluding VAT):		
Audit	18,550	18,200
Other services	2,000	1,950
Foreign exchange gains or losses	(252,667)	247,242

7 ANALYSIS OF STAFF COSTS, TRUSTEE REMUNERATION AND EXPENSES, AND THE COST OF KEY MANAGEMENT PERSONNEL

Staff costs were as follows:

	2021 (£)	2020 (£)
Salaries and wages	1,244,033	1,226,703
Redundancy and termination costs	43,364	-
Social security costs	133,181	127,510
Employer's contribution to defined contribution pension schemes	42,646	44,834
Recharged staff costs from parent entity	1,965,659	2,365,472
Other forms of employee benefits	13,433	38,119
	3,442,316	3,802,637

Movember Foundation, together with local country affiliates (including Movember Europe), is a global operation with its head office based in Melbourne, Australia. In order to minimise costs in all countries in which the Foundation operates, Movember Foundation charges Movember Europe for its share of certain costs for central services. The services carried out centrally include website development, hosting and maintenance; campaign theme design and related materials; financial and accounting services; human resources services; and general management, including programme implementation and beneficiary partner management services. The costs are charged on actual consumption or, where this cannot be identified, on an equitable basis that is fair to all regions.

The following number of employees received employee benefits (excluding employer pension costs and employer's national insurance) during the year between:

	2021 (No.)	2020 (No.)
£60,000 - £69,999	4	3
£70,000 - £79,999	-	-
£80,000 - £89,999	-	-
£90,000 - £99,999	1	1



7 ANALYSIS OF STAFF COSTS, TRUSTEE REMUNERATION AND EXPENSES, AND THE COST OF KEY MANAGEMENT PERSONNEL (CONTINUED)

The total employee benefits (including pension contributions and employer's national insurance) of the key management personnel were £274,039 (2020: £251,693).

Trustees' expenses represents the payment or reimbursement of travel and subsistence costs incurred by members relating to attendance at meetings of the trustees. There were nil such costs (2020: £nil).

8 STAFF NUMBERS

The average number of employees (head count based on number of staff employed) during the year was 49 (2020: 49).

9 RELATED PARTY TRANSACTIONS

There are no donations from related parties which are outside the normal course of business and no restricted donations from related parties.

Trustees of Movember Europe serve in a voluntary capacity and are not remunerated for their duties as a trustee. One Trustee, Paul Villanti, is also an employee of another Movember Global entity and is remunerated by that related entity for his executive role. The total of this remuneration until his retirement from the Board was £65,271 (2020: £151,053). One Trustee, Nicholas Reece, is remunerated as the Chairperson of Movember Group Pty Limited. The total of his remuneration was £48,386 (2020: nil). The timing of the remuneration received in the financial year ended 30 April 2021 covered a period of 14 months, starting 1 March 2020. The Trustee elected to donate part of his remuneration to Movember Group Pty Limited for an amount of £8,295.

There were no balances outstanding at year end. Remuneration of trustees in an executive capacity is permitted by the Charity's governing document.

Decisions regarding the remuneration of the above are made by the other members of the trustee board with no input from the affected individuals.

As a member of the global Movember Group, Movember Europe incurs costs on behalf of, and is recharged costs by other members of the Movember Group. A summary of the amounts reallocated between other group entities and Movember Europe and the balance outstanding at the year end is shown below.

	Expenses reallocated to the charity (£)	Expenses reallocated from the charity (£)	Donation to parent charity (£)	Balance owed to/ (from) charity at the year end (£)
Current year				
Movember Foundation	4,573,551	4,183,165	-	332,881
Movember Foundation e.V (Movember Germany)	354,143	62,535	-	(8,094)
Movember Europe Trading Ltd	133,356	190,293	833,579	869,473
Movember USA	215,492	139,620	-	(64,278)
Movember Canada	5,091	254,703	-	80,122
Movember Foundation New Zealand	14,872	18,710	-	988
Prior year				
Movember Foundation	4,333,387	3,954,155	-	173,830
Movember Foundation e.V (Movember Germany)	426,992	155,950	-	(279,298)
Movember Europe Trading Ltd	262,274	158,547	857,184	853,592
Movember USA	142,891	34,007	-	6,232
Movember Canada	25,686	184,987	-	163,502



10 TAXATION

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes. The charity's trading subsidiary Movember Europe Trading Limited distributes under gift aid available profits to the parent charity and so no tax is due. Movember Foundation e.V. is a registered association in Germany and is not subject to tax on any surplus generated during the year.

11 TANGIBLE FIXED ASSETS

The group and the charity	Leasehold improvements (£)	Fixtures and fittings (£)	Computer equipment (£)	Total (£)
Cost				
At the start of the year	410,915	66,905	210,738	688,558
Additions in year	-	-	12,723	12,723
Disposals in year	-	-	(7,020)	(7,020)
Loss on foreign exchange	-	(11)	(28)	(39)
At the end of the year	410,915	66,894	216,413	694,222
Depreciation				
At the start of the year	229,658	64,267	179,786	473,711
Charge for the year	82,955	820	20,274	104,050
Eliminated on disposal	-	-	(1,880)	(1,880)
Loss on foreign exchange	-	(13)	(44)	(57)
At the end of the year	312,613	65,074	198,137	575,824
Net book value				
At the end of the year	98,302	1,820	18,276	118,398
At the start of the year	181,257	2,639	30,951	214,847

All of the above assets are used for charitable purposes.

12 INVESTMENTS

Investments are represented by bank term deposits with maturities of greater than one year.



13A SUBSIDIARY UNDERTAKINGS

MOVEMBER EUROPE TRADING LIMITED

The charity owns the whole of the issued ordinary share capital of Movember Europe Trading Limited, a company registered in England. The company number is 7275694. The registered office address is Gensurco House, 52-54 Rosebery Avenue, London, England, EC1R 4RP.

The subsidiary is used for non-primary purpose trading activities. All activities have been consolidated on a line by line basis in the statement of financial activities. Available profits are distributed under Gift Aid to the parent charity.

A summary of the results of the subsidiary is shown below:

	2021 (£)	2020 (£)
Turnover	1,036,288	1,015,431
Programme expenditure	(75,965)	(62,629)
Administrative expenses	(29,061)	(26,841)
Fundraising	(81,027)	(70,177)
Profit on ordinary activities before interest and taxation	850,235	855,785
(Loss) / gain on foreign exchange	(16,656)	1,399
Profit on ordinary activities before taxation	833,579	857,184
Taxation on profit on ordinary activities	-	-
Gift aid to parent	(833,579)	(857,184)
Profit for the financial year	-	-
The aggregate of the assets, liabilities and reserves was:		
Assets	875,219	866,755
Liabilities	(875,218)	(866,754)
Reserves	1	1

Amounts owed to/from the parent undertaking are shown in note 9.



**MOVEMBER EUROPE
REPORT AND FINANCIAL STATEMENTS - FOR THE YEAR ENDED 30 APRIL 2021
NOTES TO THE FINANCIAL STATEMENTS**

13A SUBSIDIARY UNDERTAKINGS (CONTINUED)

MOVEMBER FOUNDATION E.V. - RESULTS OF OPERATIONS

The charitable company also controls Movember Foundation e.V. an association registered in Germany. The subsidiary is used for carrying out the Movember campaign in Germany. All activities have been consolidated on a line by line basis in the statement of financial activities. A summary of the results of the subsidiary is shown below, the figures are stated using the presentational currency of Euros.

	2021 (€)	2020 (€)
Turnover	1,139,482	793,064
Administrative expenses	(108,343)	(147,922)
Fundraising costs	(61,659)	(79,567)
Men's Health Programmes	(310,227)	(106,144)
Profit on ordinary activities before interest and taxation	659,252	459,431
(Loss) on foreign exchange	(4,634)	(827)
Profit on ordinary activities before taxation	654,618	458,604
Taxation on profit on ordinary activities	-	-
Profit for the financial year	654,618	458,604
The aggregate of the assets, liabilities and reserves was:		
Assets	2,377,113	1,718,996
Liabilities	(23,601)	(20,102)
Reserves	2,353,512	1,698,894

13B BRANCHES - MOVEMBER IRELAND - RESULTS OF OPERATIONS

Movember Europe was registered as a charity in Ireland (charity no. 20105280) on 22 March 2018. The activities are not carried out within a separate entity but are instead treated as a branch of the charity. The results of the Ireland operations for the year ended 30 April 2021 were as follows:

	2021 (€)	2020 (€)
Revenue	4,946,947	2,153,054
Total costs	(760,204)	(1,134,829)
Net Income before other recognised gains and losses	4,186,743	1,018,225
Gain / (loss) on foreign exchange	3,872	(1,033)
Net movement in funds	4,190,614	1,017,192
The aggregate of the assets, liabilities and reserves was:		
Assets	6,572,496	2,220,701
Liabilities	(490,409)	(329,092)
Reserves	6,082,087	1,891,609



14 PARENT CHARITY

The parent charity's gross income and the results for the year are disclosed as follows:

	2021 (£)	2020 (£)
Gross income	25,633,481	17,211,575
Result for the year	15,146,172	2,861,453

15 DEBTORS

	The group		The charity	
	2021 (£)	2020 (£)	2021 (£)	2020 (£)
Trade debtors	580,764	282,873	-	7,200
Other debtors	63,859	63,398	63,133	63,398
Gift aid receivable	1,749,542	979,921	1,749,542	979,921
Amounts due from group undertakings	419,940	366,354	1,283,464	1,201,851
Prepayments	93,377	83,363	93,377	83,363
Accrued income	164,086	81,937	163,505	81,837
	3,071,568	1,857,846	3,353,022	2,417,569

16 CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	The group		The charity	
	2021 (£)	2020 (£)	2021 (£)	2020 (£)
Men's health partner distribution payable	11,316,180	12,825,265	11,316,180	12,825,265
Trade creditors	268,379	194,988	266,615	194,988
Taxation and social security	157,129	112,883	142,248	98,839
Other creditors	173,970	217,980	173,970	211,109
Amounts due to group entities	63,487	-	72,300	279,298
Accruals	677,352	58,183	667,725	49,243
	12,656,498	13,409,299	12,639,038	13,658,743

17 CREDITORS: AMOUNTS FALLING DUE AFTER ONE YEAR

	The group		The charity	
	2021 (£)	2020 (£)	2021 (£)	2020 (£)
Lease liabilities	70,926	101,677	70,926	101,677
	70,926	101,677	70,926	101,677



18A ANALYSIS OF GROUP NET ASSETS BETWEEN FUNDS (CURRENT YEAR)

	General unrestricted (£)	Designated funds (£)	Restricted funds (£)	Total funds (£)
Tangible fixed assets	118,398	-	-	118,398
Investments	2,500,000	-	-	2,500,000
Net current assets	4,446,083	27,486,463	546,312	32,478,858
Long term liabilities	(70,926)	-	-	(70,926)
Net assets at 30 April 2021	6,993,555	27,486,463	546,312	35,026,330

18B ANALYSIS OF GROUP NET ASSETS BETWEEN FUNDS (PRIOR YEAR)

	General unrestricted (£)	Designated funds (£)	Restricted funds (£)	Total funds (£)
Tangible fixed assets	214,847	-	-	214,847
Net current assets	7,206,646	11,720,568	302,115	19,229,329
Long term liabilities	(101,677)	-	-	(101,677)
Net assets at 30 April 2020	7,319,816	11,720,568	302,115	19,342,499

19A MOVEMENTS IN FUNDS (CURRENT YEAR)

	At 1 May 2020 (£)	Income & gains (£)	Expenditure & losses (£)	Transfers (£)	At 30 April 2021 (£)
Restricted funds:					
Fero	-	86,381	(86,381)	-	-
L'Oréal	224,014	-	(224,014)	-	-
Mr Porter	16,250	57,853	-	236	74,339
Harlequins	61,851	19,588	(47,928)	47,928	81,439
Gillette	-	390,534	-	-	390,534
Rugby League World Cup	-	10,000	(10,000)	-	-
Total restricted funds	302,115	564,356	(368,323)	48,164	546,312
Unrestricted funds:					
Designated funds:					
Men's Health Programme(s)	11,720,568	18,603,555	(2,837,660)	-	27,486,463
Total designated funds	11,720,568	18,603,555	(2,837,660)	-	27,486,463
General funds	7,319,816	7,683,139	(7,961,236)	(48,164)	6,993,555
Total unrestricted funds	19,040,384	26,286,694	(10,798,896)	(48,164)	34,480,018
Total funds	19,342,499	26,851,050	(11,167,219)	-	35,026,330

The narrative to explain the purpose of each fund is given at the foot of the note below.



19B MOVEMENTS IN FUNDS (PRIOR YEAR)

	At 1 May 2019 (£)	Income & gains (£)	Expenditure & losses (£)	Transfers (£)	At 30 April 2020 (£)
Restricted funds:					
Fero	85,924	87,654	(221,151)	47,573	-
Big Hearts	21,500	-	(21,500)	-	-
L'Oréal	218,930	252,641	(247,557)	-	224,014
Mr Porter	-	16,250	-	-	16,250
Harlequins	-	61,851	-	-	61,851
Rugby League World Cup	-	2,500	(2,500)	-	-
Total restricted funds	326,354	420,896	(492,708)	47,573	302,115
Unrestricted funds:					
Designated funds:					
Men's Health Programme(s)	9,953,763	3,844,665	(2,077,860)	-	11,720,568
Total designated funds	9,953,763	3,844,665	(2,077,860)	-	11,720,568
General funds	5,674,549	13,784,420	(12,091,580)	(47,573)	7,319,816
Total unrestricted funds	15,628,312	17,629,085	(14,169,440)	(47,573)	19,040,384
Total funds	15,954,666	18,049,981	(14,662,148)	-	19,342,499

The funds received from Fero are to be utilised within Spain to assist with the funding of the IRONMAN project.

The IRONMAN project is an international, population-based registry of 5,000 men with advanced prostate cancer across ten countries. It seeks to understand clinical outcomes associated with management of advanced prostate cancer and understand the biological and clinical diversity of the disease.

The funds received from Gillette will be used for the delivery of our Veterans and First Responders project, aimed at improving the mental health and wellbeing and preventing suicide of first responders and veterans.

The funds received from L'Oréal will go towards Biomedical research into Prostate and/or Testicular Cancer.

The Mr Porter Health in Mind fund, powered by Movember, will go towards men's Mental Health initiatives, in accordance with Movember's mental health strategy.

The funds received from Harlequins and the Rugby League World Cup will be used for delivery of Ahead of the Game, a Movember project aimed at improving youth mental health through community organised sport by engaging with the whole community around the local sports club.

The transfers from general funds to restricted funds, in relation to Mr Porter and Harlequins, represent the recognition of funds received in prior years. The transfer from general funds to restricted funds in FY20, in relation to FERO, represents Movember's contribution to the IRONMAN project in Spain.

PURPOSES OF DESIGNATED FUNDS

Men's Health Programme.

This represents funds which the trustees intend to fund all of Movember's men's health programmes.



20 OPERATING LEASE COMMITMENTS PAYABLE AS A LESSEE

The group's total future minimum lease payments under non-cancellable operating leases is as follows for each of the following periods:

	Property		Equipment	
	2021 (£)	2020 (£)	2021 (£)	2020 (£)
Less than one year	279,294	264,518	1,784	1,784
One to five years	65,475	327,375	892	2,676
Over five years	-	-	-	-
	344,769	591,893	2,676	4,460

21 PARENT COMPANY

The sole member and ultimate parent undertaking is the Movember Foundation, an Australian charitable organisation.

22 LEGAL STATUS OF THE CHARITY

The charity is a company limited by guarantee and has no share capital. The liability of each member in the event of winding up is limited to £1.