



**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**



## CONTENTS

Reference and administrative information	1
Trustees' annual report	2
Independent auditor's report	27
Statement of financial activities (incorporating an income and expenditure account)	31
Balance sheet	32
Statement of cash flows	33
Notes to the financial statements	34



# REFERENCE AND ADMINISTRATIVE INFORMATION

<b>COMPANY NUMBER</b>	7275694	
<b>CHARITY NUMBER</b>	1137948 (England & Wales) SC041981 (Scotland) 20105280 (Ireland)	
<b>REGISTERED OFFICE AND OPERATIONAL ADDRESS</b>	Gensurco House 52-54 Rosebery Avenue LONDON, EC1R 4RP	
<b>TRUSTEES</b>	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)	
<b>KEY MANAGEMENT PERSONNEL</b>	Anne-Cécile Berthier (Country Director – UK & Europe)  Jack O'Connor (Country Manager – Ireland)  Michael Fischer (Country Manager – Europe – left 30 April 2021)	
<b>BANKERS</b>	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
<b>SOLICITORS</b>	Russell Cooke LLP 2 Putney Hill LONDON, SW15 6AB	
<b>AUDITOR</b>	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
<b>True North (UK)</b>	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.
<b>Prostate Cancer Clinical Quality</b>	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.
<b>Belfast-Manchester Centre of Excellence</b>	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).
<b>Centres of Excellence – London Consortium</b>	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.
<b>Translational Research Awards</b>	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.
<b>Precision Medicine Awards</b>	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.
<b>Research Innovation Awards</b>	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.
<b>Existing Trials new Answers Major Awards</b>	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.
<b>Global Action Plan</b>	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
<b>Health Promotion</b>	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.
<b>Mass media behaviour change</b>	Reach and engage younger, lower income men with mass-media content and messaging that promotes healthy masculinity and healthy behaviours.
<b>Testicular Cancer</b>	We support international and national biomedical research and survivorship initiatives of which UK men and clinicians make an important contribution.
<b>Social Innovators Challenge</b>	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.
<b>Ahead of the Game</b>	Ahead of the Game is a community-based programme that uses sport to teach athletes, parents and coaches how to talk about mental health.
<b>Movember Family Man</b>	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.
<b>Movember Conversations</b>	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.



## **MOVEMBER EUROPE REPORT AND FINANCIAL STATEMENTS - FOR THE YEAR ENDED 30 APRIL 2021 TRUSTEES' ANNUAL REPORT**

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 Hemelrijck 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 likely 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>



**MOVEMBER EUROPE  
REPORT AND FINANCIAL STATEMENTS - FOR THE YEAR ENDED 30 APRIL 2021  
TRUSTEES' ANNUAL REPORT**

## **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	<p>Movember has proactively sought ways to use our brand and voice constructively in the face of significant social, economic, and political disruptions since 2020.</p> <p>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.</p> <p>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.</p>
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	<p>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.</p> <p>Strong dialogue and partnerships with programmatic partners is maintained to understand operational constraints and workarounds.</p> <p>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.</p>



## 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
				<b>28.0</b>

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](http://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 (£)
<b>Income from:</b>							
Donations and legacies	2	25,238,674	-	<b>25,238,674</b>	16,684,280	-	16,684,280
Other trading and charitable activities	3	991,422	564,356	<b>1,555,778</b>	832,141	420,896	1,253,037
Investments		56,598	-	<b>56,598</b>	112,664	-	112,664
<b>Total income</b>		26,286,694	564,356	<b>26,851,050</b>	17,629,085	420,896	18,049,981
<b>Expenditure on:</b>							
Raising funds	4	3,211,913	-	<b>3,211,913</b>	3,448,949	-	3,448,949
Charitable activities							
Programme expenditure	4	7,334,316	368,323	<b>7,702,639</b>	10,967,733	492,708	11,460,441
<b>Total expenditure</b>		10,546,229	368,323	<b>10,914,552</b>	14,416,682	492,708	14,909,390
<b>Net income for the year</b>	6	15,740,465	196,033	<b>15,936,499</b>	3,212,403	(71,812)	3,140,591
Transfers between funds		(48,164)	48,164	-	(47,573)	47,573	-
<b>Net income before other recognised gains and losses</b>		15,692,301	244,197	<b>15,936,499</b>	3,164,830	(24,239)	3,140,591
Other gains / (losses)		(252,667)	-	<b>(252,667)</b>	247,242	-	247,242
<b>Net movement in funds</b>		15,439,634	244,197	<b>15,683,831</b>	3,412,072	(24,239)	3,387,833
<b>Reconciliation of funds:</b>							
Total funds brought forward		19,040,384	302,115	<b>19,342,499</b>	15,628,312	326,354	15,954,666
<b>Total funds carried forward</b>		34,480,018	546,312	<b>35,026,330</b>	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 (£)
<b>Fixed assets:</b>					
Tangible assets	11	<b>118,398</b>	214,847	<b>118,398</b>	214,847
Investments	12	<b>2,500,000</b>	-	<b>2,500,001</b>	1
		<b>2,618,398</b>	214,847	<b>2,618,399</b>	214,848
<b>Current assets:</b>					
Debtors	15	<b>3,071,568</b>	1,857,846	<b>3,353,022</b>	2,417,569
Short term deposits		<b>11,934,949</b>	5,914,451	<b>11,934,949</b>	5,914,451
Cash at bank and in hand		<b>30,128,838</b>	24,866,331	<b>27,783,029</b>	23,073,358
		<b>45,135,356</b>	32,638,627	<b>43,071,000</b>	31,405,378
<b>Liabilities:</b>					
Creditors: amounts falling due within one year	16	<b>12,656,498</b>	13,409,299	<b>12,639,038</b>	13,658,743
<b>Net current assets</b>		<b>32,478,858</b>	19,229,329	<b>30,431,962</b>	17,746,635
<b>Total assets less current liabilities</b>		<b>35,097,255</b>	19,444,176	<b>33,050,361</b>	17,961,483
Creditors: amounts falling due after one year	17	<b>(70,926)</b>	(101,677)	<b>(70,926)</b>	(101,677)
<b>Total net assets</b>		<b>35,026,330</b>	19,342,499	<b>32,979,435</b>	17,859,807
<b>Funds:</b>					
	19a				
Restricted income funds		<b>546,312</b>	302,115	<b>546,312</b>	302,115
Unrestricted income funds:					
Designated funds		<b>27,486,463</b>	11,720,568	<b>25,773,575</b>	10,919,321
General funds		<b>6,993,555</b>	7,319,816	<b>6,659,548</b>	6,638,371
Total unrestricted funds		<b>34,480,018</b>	19,040,384	<b>32,433,123</b>	17,557,692
<b>Total funds</b>		<b>35,026,330</b>	19,342,499	<b>32,979,435</b>	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 (£)
<b>Cash flows from operating activities</b>			
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)
<b>Net cash provided by operating activities</b>		<b>13,986,677</b>	<b>1,589,292</b>
<b>Cash flows from investing activities:</b>			
Dividends, interest and rents from investments		56,598	112,664
Purchase of fixed assets		(12,723)	(29,632)
Purchase of investments		(2,500,000)	-
<b>Net cash (used in)/provided by investing activities</b>		<b>(2,456,125)</b>	<b>83,032</b>
<b>Cash flows from financing activities:</b>			
Amounts (invested)/released in short term deposits		(6,020,498)	2,208,417
<b>Net cash (used in)/provided by financing activities</b>		<b>(6,020,498)</b>	<b>2,208,417</b>
<b>Change in cash and cash equivalents in the year</b>		<b>5,510,053</b>	<b>3,880,740</b>
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
<b>Cash and cash equivalents at the end of the year</b>	a	<b>30,128,838</b>	<b>24,866,331</b>

## 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
<b>a Total cash and cash equivalents</b>	24,866,331	5,510,053	(247,546)	<b>30,128,838</b>



# 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**

	<b>Unrestricted (£)</b>	<b>2021 Total (£)</b>	<b>Unrestricted (£)</b>	<b>2020 Total (£)</b>
Donations and Legacies	23,442,345	<b>23,442,345</b>	15,706,664	15,706,664
Gift Aid claimed on donations	1,796,329	<b>1,796,329</b>	977,616	977,616
	25,238,674	<b>25,238,674</b>	16,684,280	16,684,280

## **3 INCOME FROM OTHER TRADING AND CHARITABLE ACTIVITIES**

	<b>Unrestricted (£)</b>	<b>Restricted (£)</b>	<b>2021 Total (£)</b>	<b>Unrestricted (£)</b>	<b>Restricted (£)</b>	<b>2020 Total (£)</b>
Sale of goods	(4,350)	-	<b>(4,350)</b>	127,478	-	127,478
Campaign Partner contributions	970,139	564,356	<b>1,534,495</b>	677,268	420,896	1,098,164
Other	25,633	-	<b>25,633</b>	27,395	-	27,395
	991,422	564,356	<b>1,555,778</b>	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	<b>3,442,316</b>	3,802,637
Administration	30,170	56,484	-	(19,605)	<b>67,050</b>	152,989
Campaign costs and events	219,196	219,248	-	73	<b>438,516</b>	599,513
Contractors fees	153,197	270,145	-	66,340	<b>489,681</b>	723,001
Entertainment	937	1,568	-	1,187	<b>3,693</b>	15,623
Bank charges	295,540	24,252	-	37,806	<b>357,599</b>	298,991
Insurance	11,647	19,207	-	12,296	<b>43,150</b>	53,061
Legal and professional	16,211	24,446	38,548	13,096	<b>92,301</b>	110,013
IT	49,517	79,129	-	69,848	<b>198,493</b>	229,945
Marketing	856,033	913,482	-	80,353	<b>1,849,867</b>	1,514,969
Depreciation	-	-	-	104,050	<b>104,050</b>	112,300
Travel	617	2,479	-	(176)	<b>2,919</b>	226,532
Men's health partner distributions & programme delivery (Note 5)	-	3,480,415	-	-	<b>3,480,415</b>	6,757,158
Website development and management	26,689	41,432	-	20,621	<b>88,742</b>	113,488
Building and utilities	27,449	72,020	-	156,290	<b>255,759</b>	199,168
	<b>2,906,601</b>	<b>6,970,455</b>	<b>38,548</b>	<b>998,948</b>	<b>10,914,552</b>	<b>14,909,390</b>
Support costs	293,969	704,980	-	(998,948)	-	-
Governance costs	11,344	27,204	(38,548)	-	-	-
<b>Total expenditure 2021</b>	<b>3,211,913</b>	<b>7,702,639</b>	<b>-</b>	<b>-</b>	<b>10,914,552</b>	
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	<b>3,802,637</b>
Administration	63,828	90,403	-	(1,242)	<b>152,989</b>
Campaign costs and events	297,905	299,349	-	2,259	<b>599,513</b>
Contractors fees	255,317	351,668	-	116,016	<b>723,001</b>
Entertainment	5,555	5,435	-	4,633	<b>15,623</b>
Bank charges	258,620	23,932	-	16,439	<b>298,991</b>
Insurance	15,549	22,552	-	14,960	<b>53,061</b>
Legal and professional	23,612	35,883	23,788	26,731	<b>110,013</b>
IT	58,756	91,509	-	79,680	<b>229,945</b>
Marketing	689,123	742,442	-	83,405	<b>1,514,969</b>
Depreciation	-	-	-	112,300	<b>112,300</b>
Travel	81,243	115,621	-	29,669	<b>226,532</b>
Men's health partner distributions & programme delivery (Note 5)	-	6,757,158	-	-	<b>6,757,158</b>
Website development and management	35,971	52,173	-	25,345	<b>113,488</b>
Building and utilities	24,171	35,058	-	139,938	<b>199,168</b>
	3,170,851	10,536,353	23,788	1,178,398	<b>14,909,390</b>
Support costs	272,596	905,802	-	(1,178,398)	-
Governance costs	5,503	18,285	(23,788)	-	-
<b>Total expenditure 2020</b>	<b>3,448,949</b>	<b>11,460,441</b>	<b>-</b>	<b>-</b>	<b>14,909,390</b>

## 5 MEN'S HEALTH PARTNER DISTRIBUTIONS & PROGRAMME DELIVERY

	2021 (£)	2020 (£)
Prostate Cancer UK	<b>602,315</b>	5,236,066
Other European health partners	<b>2,076,106</b>	1,385,814
Movember Global Programmes	<b>801,995</b>	135,279
	<b>3,480,415</b>	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 (£)
<b>Current year</b>				
Movember Foundation	4,573,551	4,183,165	-	<b>332,881</b>
Movember Foundation e.V (Movember Germany)	354,143	62,535	-	<b>(8,094)</b>
Movember Europe Trading Ltd	133,356	190,293	833,579	<b>869,473</b>
Movember USA	215,492	139,620	-	<b>(64,278)</b>
Movember Canada	5,091	254,703	-	<b>80,122</b>
Movember Foundation New Zealand	14,872	18,710	-	<b>988</b>
<b>Prior year</b>				
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 (£)
<b>Cost</b>				
At the start of the year	410,915	66,905	210,738	<b>688,558</b>
Additions in year	-	-	12,723	<b>12,723</b>
Disposals in year	-	-	(7,020)	<b>(7,020)</b>
Loss on foreign exchange	-	(11)	(28)	<b>(39)</b>
At the end of the year	410,915	66,894	216,413	<b>694,222</b>
<b>Depreciation</b>				
At the start of the year	229,658	64,267	179,786	<b>473,711</b>
Charge for the year	82,955	820	20,274	<b>104,050</b>
Eliminated on disposal	-	-	(1,880)	<b>(1,880)</b>
Loss on foreign exchange	-	(13)	(44)	<b>(57)</b>
At the end of the year	312,613	65,074	198,137	<b>575,824</b>
<b>Net book value</b>				
<b>At the end of the year</b>	98,302	1,820	18,276	<b>118,398</b>
At the start of the year	181,257	2,639	30,951	<b>214,847</b>

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)
<b>Profit on ordinary activities before interest and taxation</b>	<b>850,235</b>	<b>855,785</b>
(Loss) / gain on foreign exchange	(16,656)	1,399
<b>Profit on ordinary activities before taxation</b>	<b>833,579</b>	<b>857,184</b>
Taxation on profit on ordinary activities	-	-
Gift aid to parent	(833,579)	(857,184)
<b>Profit for the financial year</b>	<b>-</b>	<b>-</b>
The aggregate of the assets, liabilities and reserves was:		
Assets	875,219	866,755
Liabilities	(875,218)	(866,754)
<b>Reserves</b>	<b>1</b>	<b>1</b>

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)
<b>Profit on ordinary activities before interest and taxation</b>	<b>659,252</b>	<b>459,431</b>
(Loss) on foreign exchange	(4,634)	(827)
<b>Profit on ordinary activities before taxation</b>	<b>654,618</b>	<b>458,604</b>
Taxation on profit on ordinary activities	-	-
<b>Profit for the financial year</b>	<b>654,618</b>	<b>458,604</b>
The aggregate of the assets, liabilities and reserves was:		
Assets	2,377,113	1,718,996
Liabilities	(23,601)	(20,102)
<b>Reserves</b>	<b>2,353,512</b>	<b>1,698,894</b>

**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)
<b>Net Income before other recognised gains and losses</b>	<b>4,186,743</b>	<b>1,018,225</b>
Gain / (loss) on foreign exchange	3,872	(1,033)
<b>Net movement in funds</b>	<b>4,190,614</b>	<b>1,017,192</b>
The aggregate of the assets, liabilities and reserves was:		
Assets	6,572,496	2,220,701
Liabilities	(490,409)	(329,092)
<b>Reserves</b>	<b>6,082,087</b>	<b>1,891,609</b>



## 14 PARENT CHARITY

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

	2021 (£)	2020 (£)
Gross income	<b>25,633,481</b>	17,211,575
Result for the year	<b>15,146,172</b>	2,861,453

## 15 DEBTORS

	The group		The charity	
	2021 (£)	2020 (£)	2021 (£)	2020 (£)
Trade debtors	<b>580,764</b>	282,873	-	7,200
Other debtors	<b>63,859</b>	63,398	<b>63,133</b>	63,398
Gift aid receivable	<b>1,749,542</b>	979,921	<b>1,749,542</b>	979,921
Amounts due from group undertakings	<b>419,940</b>	366,354	<b>1,283,464</b>	1,201,851
Prepayments	<b>93,377</b>	83,363	<b>93,377</b>	83,363
Accrued income	<b>164,086</b>	81,937	<b>163,505</b>	81,837
	<b>3,071,568</b>	1,857,846	<b>3,353,022</b>	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	<b>11,316,180</b>	12,825,265	<b>11,316,180</b>	12,825,265
Trade creditors	<b>268,379</b>	194,988	<b>266,615</b>	194,988
Taxation and social security	<b>157,129</b>	112,883	<b>142,248</b>	98,839
Other creditors	<b>173,970</b>	217,980	<b>173,970</b>	211,109
Amounts due to group entities	<b>63,487</b>	-	<b>72,300</b>	279,298
Accruals	<b>677,352</b>	58,183	<b>667,725</b>	49,243
	<b>12,656,498</b>	13,409,299	<b>12,639,038</b>	13,658,743

## 17 CREDITORS: AMOUNTS FALLING DUE AFTER ONE YEAR

	The group		The charity	
	2021 (£)	2020 (£)	2021 (£)	2020 (£)
Lease liabilities	<b>70,926</b>	101,677	<b>70,926</b>	101,677
	<b>70,926</b>	101,677	<b>70,926</b>	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)
<b>Net assets at 30 April 2021</b>	<b>6,993,555</b>	<b>27,486,463</b>	<b>546,312</b>	<b>35,026,330</b>

## 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)
<b>Net assets at 30 April 2020</b>	<b>7,319,816</b>	<b>11,720,568</b>	<b>302,115</b>	<b>19,342,499</b>

## 19A MOVEMENTS IN FUNDS (CURRENT YEAR)

	At 1 May 2020 (£)	Income & gains (£)	Expenditure & losses (£)	Transfers (£)	At 30 April 2021 (£)
<b>Restricted funds:</b>					
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)	-	-
<b>Total restricted funds</b>	<b>302,115</b>	<b>564,356</b>	<b>(368,323)</b>	<b>48,164</b>	<b>546,312</b>
<b>Unrestricted funds:</b>					
Designated funds:					
Men's Health Programme(s)	11,720,568	18,603,555	(2,837,660)	-	27,486,463
<b>Total designated funds</b>	<b>11,720,568</b>	<b>18,603,555</b>	<b>(2,837,660)</b>	<b>-</b>	<b>27,486,463</b>
<b>General funds</b>	<b>7,319,816</b>	<b>7,683,139</b>	<b>(7,961,236)</b>	<b>(48,164)</b>	<b>6,993,555</b>
<b>Total unrestricted funds</b>	<b>19,040,384</b>	<b>26,286,694</b>	<b>(10,798,896)</b>	<b>(48,164)</b>	<b>34,480,018</b>
<b>Total funds</b>	<b>19,342,499</b>	<b>26,851,050</b>	<b>(11,167,219)</b>	<b>-</b>	<b>35,026,330</b>

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 (£)
<b>Restricted funds:</b>					
Fero	85,924	87,654	(221,151)	47,573	-
Big Hearts	21,500	-	(21,500)	-	-
L'Oréal	218,930	252,641	(247,557)	-	<b>224,014</b>
Mr Porter	-	16,250	-	-	<b>16,250</b>
Harlequins	-	61,851	-	-	<b>61,851</b>
Rugby League World Cup	-	2,500	(2,500)	-	-
<b>Total restricted funds</b>	<b>326,354</b>	<b>420,896</b>	<b>(492,708)</b>	<b>47,573</b>	<b>302,115</b>
<b>Unrestricted funds:</b>					
Designated funds:					
Men's Health Programme(s)	9,953,763	3,844,665	(2,077,860)	-	<b>11,720,568</b>
<b>Total designated funds</b>	<b>9,953,763</b>	<b>3,844,665</b>	<b>(2,077,860)</b>	<b>-</b>	<b>11,720,568</b>
<b>General funds</b>	<b>5,674,549</b>	<b>13,784,420</b>	<b>(12,091,580)</b>	<b>(47,573)</b>	<b>7,319,816</b>
<b>Total unrestricted funds</b>	<b>15,628,312</b>	<b>17,629,085</b>	<b>(14,169,440)</b>	<b>(47,573)</b>	<b>19,040,384</b>
<b>Total funds</b>	<b>15,954,666</b>	<b>18,049,981</b>	<b>(14,662,148)</b>	<b>-</b>	<b>19,342,499</b>

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	<b>279,294</b>	264,518	<b>1,784</b>	1,784
One to five years	<b>65,475</b>	327,375	<b>892</b>	2,676
Over five years	-	-	-	-
	<b>344,769</b>	591,893	<b>2,676</b>	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.