

REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 APRIL 2022



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REFERENCE AND ADMINISTRATIVE INFORMATION

COMPANY NUMBER	7275694	
CHARITY NUMBER	1137948 (England & Wales) SC041981 (Scotland) 20105280 (Ireland)	
REGISTERED OFFICE AND OPERATIONAL ADDRESS	Gensurco House 52-54 Rosebery Avenue LONDON, EC1R 4RP	
TRUSTEES	Trustees, who are also directors under company law, who served during the year and up to the date of this report were as follows: Nicholas Reece (Chairperson) Kellie Johnston Simon Traynor (resigned 24 September 2021) Rob Moodie Linnsey Caya Deanna Lomas Damien Angus Cassandra Vujovich-Dunn (appointed 09 February 2022) Rochelle Webb (appointed 27 April 2022)	
KEY MANAGEMENT PERSONNEL	Anne-Cécile Berthier (Country Director – UK & Europe) Jack O'Connor (Country Manager – Ireland – left 30 November 2021) Aisling Farrell (Country Manager – Ireland – joined 11 April 2022, left 17 June 2022)	
BANKERS	JPMorgan Chase 25 Bank Street LONDON, E14 5JP Lloyds Bank 25 Gresham Street London, EC2V 7HN	Barclays Bank 1 Churchill Place LONDON, E14 5HP Santander 2 Triton Square London, NW1 3AN
SOLICITORS	Russell Cooke LLP 2 Putney Hill LONDON, SW15 6AB	
AUDITOR	Sayer Vincent LLP Chartered Accountants and Statutory Auditor Invicta House, 108-114 Golden Lane LONDON, EC1Y 0TL	



The Trustees present their report and the audited financial statements for the year ended 30 April 2022.

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

TRUSTEES' ANNUAL REPORT



STRATEGIC REPORT

OBJECTIVES AND ACTIVITIES

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

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

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

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

WHAT WE DO:

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





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

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

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

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

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

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

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

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

FUNDRAISING STRATEGY

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

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

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

INVESTMENT STRATEGY

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

PROSTATE CANCER

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

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

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

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



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

TESTICULAR CANCER

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

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

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

Health outcomes research and initiatives that:

- Lead to a better understanding of the needs of men and boys facing diagnosis, treatment and care.
- Provide practical support to men and boys when required.
- Catalyse new models of improving the health outcomes of men and boys that can scale within and across countries.
- Educating men and boys on diagnosis, treatment, and care and how to take action on their health.

MENTAL HEALTH AND SUICIDE PREVENTION

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

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

Our programme investments include:

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

MEN'S HEALTH PROMOTION

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

The need for men to:

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



ACHIEVEMENTS AND PERFORMANCE

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

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

Project	Achievements
TRUE NORTH (UK)	True North is a collaborative prostate cancer program funded and created by Movember, aimed at improving prostate cancer care for all men. The True North Survivorship Pilot Projects were designed to improve the quality of life and long-term outcomes among men with prostate cancer, their partners and families. Eight projects received funding in the UK. The project drew to a close in 2021 and the most promising initiatives are now being scaled by our men's health partner PCUK.
PROSTATE CANCER CLINICAL QUALITY	We support national and international initiatives that aim to reduce variation in treatment quality across all stages of prostate cancer. The TrueNTH Global Registry and IRONMAN Registries involve clinical sites across the UK. These programmes measure, benchmark and improve the quality of prostate cancer treatment and care.
CENTRES OF EXCELLENCE: BELFAST-MANCHESTER	Belfast-Manchester Centre of Excellence brings together an international team of experts in radiation, biomarker discovery, genetic modelling and tumour biology in the FASTMAN programme that aims to improve the effectiveness of treatment for men with high-risk, locally advanced prostate cancers and prevent disease recurrence (progression to metastatic disease).
CENTRES OF EXCELLENCE: LONDON CONSORTIUM	London Centre of Excellence has improved diagnostic tests including the better use of magnetic resonance imaging that allows more accurate detection of small volume tumours, as well as tissue- and blood-based biomarkers that can be used to identify men at high risk of aggressive disease and so allow better treatment choices based on each man's genetic information.
TRANSLATIONAL RESEARCH AWARDS	This programme is aimed at accelerating the development of diagnostic tools that will improve the outcomes for men with prostate cancer. A total of six awards have been made under this scheme.
PRECISION MEDICINE AWARDS	The primary focus of this programme is to obtain the evidence required to support novel biomarker-treatment pairings for men newly diagnosed with advanced prostate cancer. It is proposed that by developing a better understanding of the specific drivers of a man's disease, it may be possible to identify the treatment that they are most likely to respond to and improve outcomes.
RESEARCH INNOVATION AWARDS	This programme aims to support the most impactful and innovative proposals across a broad spectrum of prostate cancer research areas. Selected projects will approach research questions from a new angle to generate sufficient evidence in supporting future development of the project.
EXISTING TRIALS NEW ANSWERS MAJOR AWARDS	The Major Awards looks to utilise and interrogate existing patient samples and/or data from recently completed or ongoing prostate cancer clinical trials, or from other samples and/or data repositories. Capitalising on these existing resources, the Awards must seek to answer new and innovate research questions that could lead to significant impact in the way prostate cancer is diagnosed or treated.
MAJOR AWARDS IN CURATIVE TREATMENT	Co-funded with Prostate Cancer UK, this programme is made up of five projects exploring the potential of curing non-metastatic prostate cancer.
RESEARCH HIGHLIGHTS FOR 2021/2022	Three programmes that have made significant progress in the last 12 months. It includes a list (see table below on page 12) of all ongoing and recently closed out research projects in the UK.
GLOBAL ACTION PLAN PROGRAMMES	In addition, Movember continues to invest in our Global Action Plan (GAP) programmes. Since 2012, Movember has established seven consortia that foster international collaboration in translational research to address critical challenges in prostate and testicular cancer.
HEALTH PROMOTION	A core part of Movember Europe's health promotion work is to empower men with the awareness, knowledge, and resources to take positive action for their health through the annual Movember campaign and a campaign to reach younger men from lower socio-economic groups via influencers who appeal to this demographic.



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

ACHIEVEMENTS AND PROGRESS

TRUE NORTH UK

The True North Survivorship Pilot Projects were a set of 27 interventions designed to improve the quality of life and long-term outcomes among men with prostate cancer, their partners and families. The interventions were designed to support and guide men through the prostate cancer journey and transform the way they make decisions, receive care, manage symptoms and share lived experiences. In the UK, the programme was managed by our men's health partner Prostate Cancer UK.

Eight projects received funding and they focused on: continence management; exercise and diet; needs assessment and care planning; support for men post-radiation; support for men postsurgery; sexual wellbeing; supported self-management; and decision support. The initiative drew to a close in 2021, with the final reports received in February 2021. The most promising initiatives below are now being scaled by Prostate Cancer UK.

Supported Self-Management

Men with a diagnosis of prostate cancer report high levels of unmet needs in the months and years that follow treatment, despite regular follow up clinic attendance. Some report feeling "abandoned" by the healthcare system once their treatment is complete.

The True North Supported Self-Management and Follow Up Care project, led by the University of Southampton, worked in partnership with the University of Surrey and five NHS Trusts in England to transform follow up care.

Men who took part in the programme had access to a support worker, an online patient service that allows them to check test results, complete assessments, view their patient information and message their clinical team. They attended a four-hour workshop to develop the knowledge, skills and confidence to manage their condition. They continued to have their disease closely monitored by their clinical team but were freed from attending routine appointments unless an issue arose.

The results of the project showed that physical health outcomes for men were similar to the usual standard of care. Men receiving supported self-management reported small but significant improvements in quality of life and reductions in unmet needs compared with usual care. The new model of follow up was perceived by men and the clinical team to have improved the quality of provision for follow up.

In addition, clinicians were able to spend more time with patients with complex needs. The evaluation also stated that supported self-management was perceived to have improved the safety of follow-up care due to the robust call-recall system, PSA tracker and increased staff capacity to support men to comply with PSA testing schedules.



As of February 2021, over 3,000 men had enrolled on the SSM follow-up pathway and more than 300 supported self-management workshops had been delivered. The pathway is now provided as an example in NHS England guidance on implementation of personalised stratified follow up and supported by the NHS England plans. As of April 2020, the implementation of personalised stratified follow-up (PSFU) has been mandated for colorectal and prostate cancer as part of a national "outpatient transformation". A recent analysis by Prostate Cancer UK found that the SSM pathway had influenced the adoption of PSFU in 9 of the 13 Cancer Alliances in England. In addition, the pathway is the accepted model of follow up across Wales along with working with one of the three Cancer Networks in Scotland to implement SSM across their locality.

Maximising Sexual Wellbeing

One of the most significant side effects from prostate cancer treatment is reduced sexual function, which can have a negative impact on intimacy, relationships, and men's self-esteem. Movember supported The True North Sexual Wellbeing pilot project which was aimed at facilitating more effective communication between healthcare professionals and men who were facing sexual difficulties and to help men and their partners cope with sexual problems resulting from prostate cancer treatment.

The project was completed in December 2019 and an evaluation of the sexual health self-management resource EASSi tool showed that men experienced statistically significant increases in both their understanding of how to manage the impact of prostate cancer treatment on their sex life and their belief that

they could have a satisfying sex life following prostate cancer treatment.

To support the scaling phase, the health care professional training package is being promoted through Prostate Cancer UK's healthcare professional network. By December 2019, the module had been used by 103 healthcare professionals and resulted in changes in attitudes and beliefs around sexual wellbeing regarding men with prostate cancer. In addition, the online selfmanagement programme is being disseminated to men and partners through PCUK's specialist nurses and patient online forum.

PROSTATE CANCER CLINICAL QUALITY

TrueNTH Global Registry

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





IRONMAN Registry

IRONMAN is an International Registry for men with advanced prostate cancer that is currently recruiting across 107 active sites in 11 countries. In the UK, 10 hospitals are participating in the project. The IRONMAN registry collects information about a man's type of prostate cancer, their treatment, and their experiences in an effort to understand the disease and learn how to stop or slow disease progression. By collecting clinical information and blood samples periodically, the registry seeks to understand which treatment and care practices deliver the best outcomes for men with advanced prostate cancer.

The project seeks to:

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

In February 2022, preliminary findings from the first 1,865 men enrolled in the registry showed that men diagnosed with advanced prostate cancer face a range of symptoms that affect their quality of life and overall health, including fatigue, anxiety and reduced physical functioning, such as being able to take a short walk.

More information on the IRONMAN Registry can be found at ironmanregistry.org

MOVEMBER CENTRES OF EXCELLENCE

The **London Centre of Excellence** is pursuing research to improve clinical care from the diagnosis, management and treatment of prostate cancer through personalised precision medicine approaches. The programme has focused on (1) identifying risk factors for aggressive prostate cancer for targeted screening approaches, (2) developing germline and tumour biomarkers related to primary treatment resistance and/or sensitivity in locally advanced disease and (3) qualifying biomarkers to enable better treatment and outcomes for aggressive prostate cancer.

The **Belfast-Manchester Centre of Excellence** has enabled the development of a large multidisciplinary team of research experts to focus on the development of a comprehensive radiotherapy-focused research

programme through a number of linked work packages.

The establishment of the Centre has transformed prostate cancer research in Belfast and Manchester, with three thematic programmes building on from the original FASTMAN programme, including (1) development of biomarkers that can inform radiotherapy resistance, (2) improve understanding of the drivers that lead to disease relapse post-radiotherapy through comprehensive genomic, epigenomic and transcriptomic profiling on tumours that can and cannot be detected through imaging modalities, and (3) improving radiotherapy through the use of novel interventions.

The transformative nature of the two Movember Centres of Excellence have led to many significant achievements, with both Centres having prioritised the delivery of research impact to men with prostate cancer.

- The total amount of funding leveraged on the back of the initial investment reached £20.4m from a wide variety of sources in the UK and internationally.
- The Centres have already played a contributory role in knowledge sharing, with 289 publications in peer-reviewed journals and over 16,800 citations.
- The Centres have prioritised the delivery of research impact to men with prostate cancer through the activation of five high-quality, research-informed clinical trials.

The Belfast-Manchester programme was completed in June 2022 and the final report on the project is expected in September 2022. The London Programme will continue until June 2023.

TRANSLATIONAL RESEARCH AWARDS

By building on previous research that has real potential to make the leap from 'bench-to-bedside', this programme aimed to accelerate the development process of diagnostic tools that will improve the outcomes for men with prostate cancer. A total of six awards have been made under this scheme and, while the awards are either still ongoing or have been completed in recent years, they have led to the substantial research outputs, including the activation of four clinical trials, the development of five diagnostic tools, and a total of £9.6m in leveraged funding to support subsequent development of the research.

PRECISION MEDICINE AWARDS

Metastatic prostate cancer remains incurable despite recent advances in the landscape of available treatments, with many thousands of men continue to suffer and die from this disease. It has been proposed that the inter-individual



molecular heterogeneity of this disease is a significant factor, where clinicians have little idea as to which treatment will work best for which men (depending on the unique characteristics of his disease). This programme therefore aimed to support the optimisation of biomarkers to inform precision-treatment selection for men with advanced disease. Both projects funded under this programme are ongoing and will start to report research results in 2023.

RESEARCH INNOVATION AWARDS

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

MAJOR AWARDS: EXISTING TRIALS, NEW ANSWERS

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



MAJOR AWARDS IN CURATIVE TREATMENT

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

RESEARCH HIGHLIGHTS FOR 2021/22

1. Novel imaging technique that successfully discriminates indolent from clinically significant prostate cancer, offering the potential to reduce over-treatment of indolent disease and a way to detect disease progression early in men on active surveillance - 2013 Pilot Award to Ferdia Gallagher

The use of mpMRI has transformed the way in which men are diagnosed with prostate cancer in the UK. However, there still remains a significant number of men who are being over diagnosed and as a result are experiencing side effects from their treatment which could have been avoided, as well as a number of men whose prostate cancer progresses whilst on active surveillance. Therefore, there is a pressing need to differentiate more accurately indolent from clinically aggressive prostate cancer.

Dr Ferdia Gallagher and his colleagues based at the Addenbrookes Hospital and the University of Cambridge tested a novel form of imaging, known as **Hyperpolarised ¹³Carbon MRI**, which allows researchers detect subtle differences within tumours with the same grade and provided the critical information to determine which men need immediate radical treatment, as compared to men suitable for active surveillance.

With further funding secured from Cancer Research UK, the team will progress to validate this technique in a much larger group of men. Scaling up the project could allow the technology to become part of a routine scan with the potential to be rolled out across the UK within 10 years.

2. Developing a risk classifier to detect aggressive cancer early – 2019 Research Innovation Award to Colin Cooper

Prostate cancer varies between different men. For some, their cancer is aggressive and will need treating straight away. Other men's cancers are slow growing and can be left untreated, avoiding unnecessary side effects associated with treating prostate cancer. Current standard practice includes prostate biopsies to determine whether men's cancers are aggressive, which itself can be invasive and cause complications.

Professor Colin Cooper and his team are developing a prostate cancer urine test, the Prostate Urine Risk (PUR) signature, which could determine whether prostate cancer is aggressive or not – with the potential to spare some men from unnecessary biopsy.

The team has also developed a protocol that retains stability of the signatures secreted in the urine, turning the PUR test into an 'at-home' test kit and have the urine sample posted to the lab for analysis. In combination with the ability of the PUR signature to predict the aggressiveness of a cancer before a biopsy is taken, the test could potentially allow the identification of men who need a biopsy (and radical treatment) without them having to visit a GP or hospital.

3. Finding the men who will respond well to PARP inhibitor (a new drug approved for men with advanced disease in 2020) – 2013 Clinical Research Training Fellowship to Joaquin Mateo

Some men with advanced prostate cancer respond very well to PARP inhibition, but for some men no benefit is seen. The effectiveness of PARP inhibition depends on the DNA repair defects found in men's prostate cancer and they can differ from man to man. A greater understanding of how different DNA repair defects effect a man's response to PARP inhibition will enable better personalisation. By using cutting edge techniques, the researchers aimed to refine a suite of biomarkers for patient stratification.

The team found that men who have both copies of BRCA2 deleted in their prostate cancers had the best response to treatment with PARP inhibition – with an average overall survival time of 22.2 months, 7.5 months longer than men who had a mutation in either BRCA1 or BRCA2.

The team is now continuing to build on these results and ensure we can improve the PARP inhibitor treatment strategy with further Movember support (2018 Major Awards in Existing Trials New Answers).



BIOMEDICAL RESEARCH PROJECT INFORMATION

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



Program Name	Principal Investigator Administering Institution	Project Title	Research Focus
2020 MAJOR AWARDS IN CURATIVE TREATMENT	Alan McWilliam <i>University of Manchester</i>	Personalisation of the risk-benefit ratio for men with prostate cancer undergoing radical radiotherapy	High risk localised PC / Improving therapy (Radiotherapy; Risk stratification)
	Bill Nailon / Duncan McLaren <i>Edinburgh Cancer Research Centre</i>	Improving radiotherapy in PROState cancer using EleCtronic population-based healthCAre data: The PROSECCA study, answering new questions in prostate cancer	High-risk localised PC / Improving therapy (Radiotherapy; using AI/ML on EMR)
	Emma Hall / Angela Pathmanathan <i>Institute of Cancer Research</i>	PACE-NODES - A randomised trial of 5 fraction prostate radiotherapy (SBRT) or 5 fraction prostate and pelvic nodal SBRT in patients with high risk localised prostate cancer	High-risk localised PC / Improving therapy (Pelvic nodal + Prostate radiotherapy)
	Young-Jie Lu / Greg Shaw <i>Queen Mary University of London</i>	Circulating tumour cells as biomarkers for treatment stratification of localised prostate cancer	High-risk localised PC / Prognostic biomarker (CTC)
	Valentine Macaulay <i>University of Oxford</i>	Investigating IGFs as drivers of treatment failure in localised prostate cancer	High-risk localised PC / New therapy (IGF inhibitor)
2016 TRAVELLING PRIZE FELLOWSHIP	Chris Armstrong <i>Queen's University Belfast</i> <i>Jul 2017 – Dec 2020</i>	YKL40 signalling as a mechanism of relapse following radiotherapy in PTEN-deficient prostate cancer	High-risk localised PC / New therapy (YKL40 inhibitor)
2014 TRANSLATION AL RESEARCH AWARD	Ananya Choudhury <i>Christie Hospital Manchester</i> <i>Feb 2016 – Jan 2021</i>	Translating companion hypoxia response-predictive biomarkers into clinical practice in prostate cancer	High-risk localised PC / Predictive biomarker (hypoxia signature)
	Dow-Mu Koh <i>Royal Marsden University</i> <i>Jul 2015 – Mar 2018</i>	Development of response and prognostic imaging biomarkers using whole body diffusion-weighted MRI for metastatic bone disease of patient with CRPC	mCRPC / Improving imaging (wb-dw MRI)
	Hayley Whitaker <i>University College of London</i> <i>Jan 2016 – Sep 2019</i>	Using imaging, blood and urinary biomarkers to improve the diagnosis of aggressive prostate cancer	Disease diagnosis / Improving imaging (mpMRI)
	Hing Leung <i>University of Glasgow</i> <i>Nov 2015 – Nov 2019</i>	Combined suppression of cholesterol bioavailability and androgen deprivation therapy to treat CRPC	mCRPC / Optimising therapy (ADT + statin)
2015 PHD STUDENTSHIP	Daniel Brewer / Claudia Buhigas <i>University of East Anglia</i> <i>Oct 2016 – Sep 2019</i>	The application of genome DNA sequencing technologies to understanding why prostate cancer is usually multifocal	Disease biology / Genomic analysis on clonal expansion
	Johann de Bono / George Seed <i>Institute of Cancer Research</i> <i>Apr 2016 – Sep 2019</i>	Integrative prostate cancer genomics to improve CRPC treatment by molecular stratification	mCRPC / Prognostic biomarker (bioinformatics)
	Robert Bristow / Ronnie Rodrigues Pereira <i>University of Manchester</i> <i>Oct 2016 – Oct 2021</i>	Non-coding RNA derived classifier as biomarkers of patient response to therapy	High-risk localised PC / Prognostic biomarker (treatment intensification vs de-intensification)
	Hector Keun / Sharmila Rhana <i>Imperial College London</i> <i>Oct 2016 – Nov 2020</i>	Systematic analysis of predictive and prognostic miRNA-mRNA networks in prostate cancer	High-risk localised PC / Prognostic biomarker (miRNA)



MOVEMBER'S GLOBAL ACTION PLAN

GAP4 – Exercise and Metabolic Health in Prostate Cancer

Through a global collaboration of participating clinical study sites, GAP4 will execute a large-scale, multi-centre, multinational pivotal clinical trial designed to test the effects of exercise on prostate cancer progression. Specifically, the GAP4 Project will determine if supervised intense exercise and psychosocial support increases patient survival compared to self-directed exercise and psychosocial support in men with metastatic prostate cancer.

The aim is for 866 men to be recruited into the trial (433 randomised to supervised exercise and 433 randomised to self-directed exercise) across approximately 30 clinical sites globally, with five sites in the UK.

Each clinical site will have a multi-disciplinary team of oncologists, exercise physiologists and study coordinators who will recruit the men and facilitate their exercise regimen.

Guy's & St Thomas' NHS Trust have been engaged to act as the local sponsor and coordinating lead site for the UK tasked with preparing all UK sites for opening. The five UK sites are:

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

Recruitment on this trial has been significantly delayed due to COVID-19 but a new trial protocol is now in place that broadens patient eligibility and allows men to take part in exercise remotely to boost recruitment.

GAP5 - Testicular Cancer: The TIGER Trial

Movember is funding the European and Australian contribution to a large, multi-national clinical trial investigating the impact of high dose chemotherapy against conventional chemotherapy on overall survival and quality of life in men who have failed first line chemotherapy for relapsing testicular cancer. This trial is a large scale, multinational effort in a particularly rare patient population. The trial is managed in the US and Canada by the Alliance for Clinical Trials in Oncology. The European and Australian contribution is organised and managed by the European Organisation for Research and Treatment of Cancer (EORTC) and the Australian and New

Zealand Urogenital and Prostate Clinical Trials Group (ANZUP) and funded by Movember. To date, 389 men and boys – 230 from the EU, 147 from the US and 12 from Australia - have been recruited to take part, with the final trial participant expected to join by August 2022. The sites participating in the TIGER trial from the UK are:

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

MEN'S HEALTH PROMOTION

Our Health Promotion strategy seeks to improve the health outcomes of vulnerable men, at scale, and contribute to the reduction in the number of men dying prematurely. Using mass media communications, we aim to create positive behaviour change in men. Movember's Health Promotion work in 2021/22 operated at two levels:

The Movember Campaign

During the 2021 Movember campaign, we continued to ask supporters to sign up and fundraise by growing a moustache, taking the 'Move' challenge, hosting an event or 'Mo-ing their own way' with an idea of their own to fundraise. Their actions not only raise funds but also equally importantly deliver on our awareness and education objectives, to raise awareness and understanding of the health risks men face and result in men taking action to remain well.

Based on the results of a 2021 research project we know that men who take part on Movember are more likely to take part in healthy behaviours including speaking to others about their wellbeing, being physically active, visiting their healthcare professional and confiding in a friend. This research was also shared with men this financial year with over 21 million people visiting the "Movember is good for you" section of the website and 2.5million people engaging with the campaign content.

These results reinforce the importance of salient, well timed health information presented throughout the month of Movember as men participate and engage with the annual campaign. Movember.com continues to be the centralised location for all health promotion content, campaigns, tools, and resources.



UK Influencer Campaign

Global research carried out by Movember early in the pandemic identified younger men from lower-income backgrounds as being among those suffering the lowest levels of wellbeing and highest levels of distress. Using insights gathered from the research, Movember partnered with six high-profile YouTubers with high number of followers from this demographic to create a content series demonstrating the importance of talking openly about mental health with friends.

Building on the success of the 2021 pilot study, an optimised YouTube content series was launched in 2022 aimed at supporting young men from lower-income backgrounds to have more meaningful conversations with a close friend.

Focusing on the subscriber base for some of the UK's leading YouTubers, a new creative approach entitled 'Come Check Me' asked creators to model shoulder-to-shoulder conversations whilst on a journey, opening up to a friend they can be themselves with, by sharing their feelings about life's pressures and demonstrating the benefits of this conversation both to them personally and their friendship.

Hosted on YouTube with supporting content on Instagram and TikTok, creators are unified in delivering on 'Come Check Me' alongside five new behaviour change messages, allowing for evaluation of desired dosage alongside a longitudinal study measuring real word behaviour change. The video series is expected to reach over 8 million men whilst building on the 650K online engagements from last year. Initial reaction to live content has shown men are connecting with the conversation and showing a positive response to changed behaviour.

DIGITAL RESOURCES

Movember Family Man

In 2021, Movember successfully launched the world's first online parenting programme designed with dads in mind and aimed at helping fathers to engage in the parenting process and improve their parenting confidence and knowledge.

The free, online course was initially designed to equip parents of children, aged between two and eight, with the practical skills to manage challenging child behaviour and increase their own parenting confidence.

However, as the product continues to evolve, the intention is to include content that helps parents of children and adolescents between the ages of 9-16 years old. The evidence-based programme, which has been vetted by a global panel of psychologists and parenting experts,

currently consists of three 15-minute interactive episodes focusing on reinforcing positive behaviour, managing misbehaviour, and managing high-risk situations. Other features include quiz exercises that helps users to reinforce learnings from the episodes, 21 content articles including how to manage tantrums and dealing with sleep problems in young children, among others. From May 2022, parents will be able to sign up to receive daily parenting tips via text message over the course of 15 days. Since September 2020, 200,000 users have visited the Family Man site – 56 per cent of whom identify as fathers. Around 90 per cent of users said Family Man increased their knowledge of positive parenting while 79 per cent said the programme increased their ability to manage their child's behaviour. More information can be found at: familyman.movember.com

Movember Conversations

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

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

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

Follow-up survey results suggest that respondents are having approximately two conversations with men using what they learned within two weeks of their experience. More information can be found at conversations.movember.com

Nuts & Bolts

A core part of Movember's mission is to ensure that no man goes through testicular cancer without the information and support they need and a community to reach out to. However, Movember research has shown that although getting a testicular cancer diagnosis is tough, men find the period following surgery more difficult. Anxiety about what type of testicular cancer they might have, isolation from being off work and alone at such a stressful time and unease about what the future might hold were common concerns. With the help of men who have lived through testicular cancer and an international panel of experts, we designed



and created a digital resource called Nuts & Bolts focused on supporting men beyond their diagnosis and communicated in a way that resonates with men. It allows users to find relevant information, get helpful advice from experts as well as hear from and talk to men who have lived experience of the disease.

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

To date, Nuts & Bolts has received over 77,000 visitors and most feedback from users has been positive. We will continue to build on this success as we aim to create the go-to global platform to support men facing a diagnosis of testicular cancer along with their family, supporters and loved ones. More information can be found at: nutsandbolts.movember.com

SOCIAL INNOVATORS CHALLENGE

Launched in 2016, the goal of the Social Innovators Challenge (SIC) project, was to improve our understanding about what engages men to build strong social connections, particularly those who are at risk of becoming socially isolated. Following an extensive review process, 13 projects were approved for funding. After a successful two-year pilot, four projects in the UK were approved for scaling or further funding.

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

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

The other three projects – Boxing Futures – 'Brothers Through Boxing,' Co-operative & Mutual Solutions Ltd. - 'Ex-Cell 50+ and Food Nation – Men's Pie Club are currently in a period of further project development and have been extended over the next six to 12 months. The project teams adapted their programmes to accommodate social distancing measures during the pandemic and modified their delivery plans.

The overall goal of this funding however remains the identification of the components of their projects

that were successful during two years of piloting and modification of project plans to strengthen and target the delivery of the project and associated activities to determine whether they can be scaled for a further three years.

VETERANS AND FIRST RESPONDERS MENTAL HEALTH GRANT PROGRAMME

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

There is growing evidence that first responders (firefighters, paramedics, and police officers) and military veterans are at increased risk of poor mental health and suicide.

Although many programmes that aim to support these groups already exist, a 2019 report commissioned by Movember found a lack of publicly available evidence showing the effectiveness of such programmes. Based on the report, Movember launched the Veterans and First Responders Mental Health Grant Programme in September 2020, with the aim of identifying promising mental health or suicide prevention programmes and collaborating with those projects to demonstrate their effectiveness through rigorous programme evaluation.

The three funded projects in the UK are:

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



DIGITAL SOCIAL CONNECTIONS CHALLENGE

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

In the UK, four projects are being co-developed with Movember. Those that show promise may receive additional funding to implement, test and evaluate their projects in their respective communities.

Gamers vs Depression

This project uses online gaming as a vehicle for developing depression literacy and better social connections in adolescent males. Delivered by That Awfully Good Community Interest Company based in Colchester, Essex, the aim is for 'gaming teams' to act as a social/peer-support group where young men can openly discuss challenges outside of their immediate network in a safe and supportive manner.

Fathers Network Scotland Wellbeing app

Fathers Network Scotland, Shared Parenting Scotland and Held in our Hearts directly support men during some of the most stressful times in their lives such as those coping with family breakdown or with the loss of a child.

Their aim with this project, supported by Mr Porter's Health in Mind initiative, is to develop a wellbeing app for men in Scotland that would enable them to support many more fathers. The app will allow those in need of services to access help for themselves and also provide resources for those who are worried about a male friend or relative, directing them as quickly and easily as possible to the services nearest to them.

Maate!

This is a digital platform to help young men (particularly those not in school, employment or those who are working remotely) to maintain social connections by assisting in the organisation of free virtual group activities (such as trivia, virtual escape rooms or card games) and taking the hard work out of catching up.

Chai in the City

This project is aimed at breaking down the stigma surrounding mental health for men and boys from Punjabi communities in the UK. Through facilitated discussion groups, the project gets Punjabi men talking about their mental health, life challenges, and things they may not feel comfortable speaking about freely with their family or friends. Launched by an organisation called Taraki, the goal is to create a model that can be scaled globally and eventually tailored to communities of Punjabi men, including first generation, LGBTQ+ and disabled Punjabi men.

DISTINGUISHED GENTLEMAN'S RIDE SOCIAL CONNECTIONS CHALLENGE

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

In the UK three projects, have received funding:

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



AHEAD OF THE GAME

Movember's Ahead of The Game (AoTG) is a series of mental fitness workshops which have been proven to increase mental health literacy and boost resilience in adolescent athletes who take part. The evidence-based programme is aimed at adolescents aged between 12-18 and delivered through community sports clubs. During the one-hour workshops, participants learn how to spot the signs of anxiety, depression and low mood in themselves and others. In separate workshops, their parents and sports coaches learn how to distinguish between potential mental health problems and normal teenage behaviour.

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

As official mental fitness partner for the Rugby League World Cup 2021 which will take place in November 2022, Movember is working with delivery partner Rugby League Cares, to roll out mental fitness workshops to

8,000 teenage rugby league players, their parents, and sports coaches. Face-to-face workshops, which are delivered by current and former professional athletes, resumed in April 2021, following the lifting of lockdown restrictions in the north of England and as of May 2022, approximately 273 sessions had been delivered – equating to around 4,000 athletes, parents and coaches.

Following a successful pilot of the programme in football with academy scholars at Albion in the Community (Brighton & Hove Albion FC's official charity), Movember is working with Fulham FC Foundation to deliver AoTG workshops to 1,500 children across south-west London and Surrey through the Player Pathway Programme, Girls Development Centre, Premier League Kicks, Premier League Inspires and Pan Disability Football Clubs.

Thanks to funding provided by Public Health England in 2022, the programme has been piloted in school sport settings in St Helens in Merseyside, England. The pilot evaluation will inform Movember's approach going forward. Movember has ambitious plans to engage more delivery partners across sporting codes and take AoTG to scale within the UK market to improve the mental health literacy and resilience of young men through community sport.





FINANCIAL REVIEW

Movember Europe delivered another strong result in the year ended 30 April 2022, bringing in total income of £19.6 million. While this is lower than the £26.9m we received in FY20/21, when we were able to focus on virtual engagement with an especially captive audience during the Covid-19 pandemic, it is up on the £18m received in FY19/20, and so continues our general upward trend. This total was primarily driven by donation income from our community of Mo Bros and Sisters – through nearly 137,000 registered participants for our 2021 Movember campaign (down from 170,000 in 2020, but up from 130,000 in 2019).

Furthermore, revenue from sources outside the annual campaign continues to be significant. Income from Corporate Partners increased to £2.0m (£1.4m in

2020/21), and we saw further revenue from our Major Gifts function (£87k, compared to £131k in 2020/21). The sixth year of the partnership with the Distinguished Gentleman's Ride generated revenue of £1.3 million, up from £1.1m in 2020/21, and we also saw the first Distinguished Gentleman's Drive pilot event.

The organisation's programmatic activity continues to produce outstanding outcomes for men's health. Movember Europe spent £8.0 million on programme expenditure during the year (£7.7 million in 2020/21) resulting in a net movement in funds of £7.4 million (£15.7 million in 2020/21).

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



PRINCIPAL RISKS AND UNCERTAINTIES

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

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

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

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

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

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

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

Risk	Rating	Mitigation Plan
Dominant news and/or external events distract attention from the Movember campaign (e.g. COVID-19, political unrest, or a terrorism event) impacts negatively on campaign fundraising revenue.	HIGH	<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>
A data breach (unauthorised use of, or access to personal data collected, stored by (or on behalf of) Movember) could occur.	HIGH	<p>An annual cyber security audit is undertaken in relation to Movember's core fundraising platform.</p> <p>Movember undertakes work to continually assess the effectiveness and enhance internal training and support provided for staff working on activities that are likely to present particular privacy risks (programs involving personal health information, fundraising, HR etc).</p> <p>Access controls included in core software applications, Single Sign-on is used for access on most platforms, and reporting enabled to alert of credential breach.</p> <p>Staff off-boarding processes include removal of system log-in details to Movember systems and software.</p> <p>Movember funded programs that involve the collection, storage and use of patient data are subject to contractual privacy requirements; and defined privacy and data security processes are included in study protocols.</p>
Significant staff turnover rates negatively impact on organisational culture, employee effectiveness and require increased recruitment effort and cost.	HIGH	<p>Management has increased the number of all staff town hall meetings, Q&A sessions and confidential feedback mechanisms to share information and ensure multiple channels to respond to employee concerns and needs.</p> <p>Talent mapping and succession planning is actively undertaken to ensure continuity of organisational work and provide high impact and high potential employees with opportunities to work on activities or towards alternative roles of interest to them and value to Movember.</p> <p>In some areas of particular skills demand and market-shortages (e.g. tech), retention strategies have been implemented in relation to key roles.</p>



RESERVES POLICY AND GOING CONCERN

The unrestricted funds balance for the year ending 30 April 2022 was £41.4 million. Of this balance, £34.9 million has been designated for spend on specific programmes while the balance of £6.5m is retained for general purposes. As the majority of Movember Europe's revenue is currently derived from one annual campaign, the Movember Europe Trustees have adopted a fiscally conservative approach to risk management; the Board approved Policy requires an accumulation of a general reserves of between 9 and 12 months' coverage of costs.

The Movember Europe Trustees have elected to maintain a reserves balances equivalent to approximately 10 months of expenditure, or £6.5m, which falls within the Board approved policy.

As a result, no further action is required prior to the review of reserves that will take place at the end of the next financial year.

On March 11, 2020, the Covid-19 outbreak was declared a pandemic by the World Health Organisation. Since the first quarter of 2020, the Covid-19 pandemic has been impacting the global economic environment due to government-imposed lockdowns and social distancing requirements. Although the pandemic has had an impact of the operations and activities of Movember Europe, the organisation has been able to maintain a strong financial position and therefore the Trustees believe that the organisation will remain a going concern.

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

Programme	Within 1 year	Between 1 and 3 years	Later than 3 years	Total (million)
PROSTATE AND TESTICULAR CANCER BIOMEDICAL RESEARCH	1.1	3.9	0.1	5.1
PROSTATE AND TESTICULAR CANCER SURVIVORSHIP AND HEALTH OUTCOMES	1.8	12.8	0.9	15.5
MENTAL HEALTH & SUICIDE PREVENTION	3.9	9.1	0.1	13.1
MEN'S HEALTH PROGRAMMES AND HEALTH PROMOTION	1.2	1.0	-	2.2
	8.0	26.8	1.1	35.9

Funds dedicated to prostate and testicular cancer Biomedical research continue to support existing multi-year projects under Movember's national and global programmes.

Funds assigned to Prostate and Testicular Cancer Survivorship and Health Outcomes will support ongoing clinical quality and survivorship projects such as the IRONMAN Registry, TrueNTH Global Registry and Nuts and Bolts into years 5, 6 and 7. The Global Cancer Real World Evidence Network (RWE) was launched and seeks to unify existing Movember funded programmes across the globe and create a network that can support accelerated impact across biomedical research, clinical quality and survivorship. We will continue with and expand our clinical partnerships over the coming years.

Funding for Mental Health and Suicide Prevention programmes is being utilised across a broad range of prevention and early intervention programmes. Existing projects will continue to work with their contracted partners through to completion. New projects will work closely with new partners to achieve their programme goals and utilise existing partner expertise as and when applicable.

Funding for Men's Health Promotion focuses on the continuation and expansion of an existing programme of mass media behaviour change. In the UK our programme collaborates with influencers that engage young men. Based on the positive evaluation results from our initial pilot, we expect to scale and grow this work over the next two years. Movember also intends to develop and launch in Ireland to produce a documentary targeting health behaviour change.



FUNDRAISING POLICY

Fundraising Practices

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

Fundraising Performance

After the exceptional results of the Movember Campaign in 2020, due to the specific COVID-19 circumstances, our Fundraising revenue is back at its pre-pandemic level. The number of Mo Bros and Mo Sisters taking part into our Movember campaign and raising funds to support men's health in our 2021 campaign is up on 2019, following the growth trend we've seen in the last 5 years. This performance is attributed to a mixture of carefully planned investment in media to raise awareness of Movember's brand and campaign; efforts to retain and keep our supporters engaged across the year; and a focus on helping our Campaign participants raise vital funds for men's health.

In the last few years we've made a specific effort in diversifying our fundraising activities beyond our flagship peer to peer campaign in order to secure a sustainable long-term source of revenue. In 2021 we have trialled different models of peer to peer physical challenge events to attract new supporters or offer to our existing supporters other ways to support our work throughout the year. These trials saw a good level of engagement with a decent return on investment and we are working at scaling some of them in the next few years.

Supporters' Data

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

Working with Third Parties

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

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



Complaints

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

Protecting Vulnerable People

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

PLANS FOR THE FUTURE

Our ambition for the next three years remains to continue to place our cause and our supporters at the heart of all our fundraising and marketing activities, increasing our focus on mental health and suicide prevention, and to expand the ways in which the public can interact and support our organisation, during and outside our flagship campaign in November. As part of this expansion of fundraising activities, we will continue to offer to our community the possibility to support Movember at other times of the year through their participation in different challenge events.

We are in the process of developing a new impact strategy, which will inform and guide Movember's programme investments during 2023 and beyond.

Movember will continue to invest in Prostate and Testicular Cancer biomedical research with our existing partners and Prostate Cancer UK. We will continue to expand our Prostate and Testicular Cancer Survivorship and Clinical Quality work through existing and new partnerships.

With an increased focus on mental health and suicide prevention, Movember will leverage the results of evidence building efforts over the past decade to continue to develop and implement new programmes addressing key at-risk populations of men. Movember's Mental Health programmes are funded over multiple years, enabling the achievement of sustained growth, reach and impact, through an evidence-based behaviour change framework.

STRUCTURE, GOVERNANCE AND MANAGEMENT

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

The Articles provide that the business of Movember Europe is to be managed by the Board of Trustees ("Board"). During the 2021/22 year the Board was advised by the following sub-committees:

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

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

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

Seven Board meetings were held in the 2021/22 financial year. The Finance, Risk and Audit Committee met four times, the People & Culture Committee met twice, the Programs Strategy & Investment Committee met three times, the Global Men's Health Advisory Committee met three times, the Global Scientific Committee met three times and the Global Prostate Cancer Outcomes Committee met twice.

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



The Board's primary functions include:

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

APPOINTMENT AND TRAINING OF TRUSTEES

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

RELATED PARTIES AND RELATIONSHIPS WITH OTHER ORGANISATIONS

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

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

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

REMUNERATION POLICY FOR KEY MANAGEMENT PERSONNEL

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

POLICY FOR EMPLOYMENT OF DISABLED PERSONS

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

EMPLOYEE INFORMATION

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

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



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

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

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

STATEMENT OF RESPONSIBILITIES OF THE TRUSTEES

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

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

- Select suitable accounting policies and then apply them consistently.
- Observe the methods and principles in the Charities SORP.
- Make judgements and estimates that are reasonable and prudent.
- State whether applicable UK Accounting Standards and statements of recommended practice have been

followed, subject to any material departures disclosed and explained in the financial statements.

- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

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

In so far as the Trustees are aware:

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

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

Members of the charity guarantee to contribute an amount not exceeding £1 to the assets of the charity in the event of winding up. The total number of such guarantees at 30 April 2021 was 10 (2020: 8). The trustees are members of the charity but this entitles them only to voting rights. The trustees have no beneficial interest in the charity.

AUDITOR

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

The Trustees' annual report which includes the strategic report has been approved by the Trustees on 8 September 2022 and signed on their behalf by

Nicholas Reece
Chairperson



INDEPENDENT AUDITOR'S REPORT



OPINION

We have audited the financial statements of Movember Europe (the 'parent charitable company') and its subsidiaries (the 'group') for the year ended 30 April 2022 which comprise the consolidated statement of financial activities, the group and parent charitable company balance sheets, the consolidated statement of cash flows and the notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- Give a true and fair view of the state of the group's and of the parent charitable company's affairs as at 30 April 2022 and of the group's incoming resources and application of resources, including its income and expenditure, for the year then ended
- Have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice
- Have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulations 6 and 8 of the Charities Accounts (Scotland) Regulation 2006 (as amended)

BASIS FOR OPINION

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

CONCLUSIONS RELATING TO GOING CONCERN

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

Based on the work we have performed, we have not identified any material uncertainties relating to events

or conditions that, individually or collectively, may cast significant doubt on Movember Europe's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

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

OTHER INFORMATION

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

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

OPINIONS ON OTHER MATTERS PRESCRIBED BY THE COMPANIES ACT 2006

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

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

MATTERS ON WHICH WE ARE REQUIRED TO REPORT BY EXCEPTION

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



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

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

RESPONSIBILITIES OF TRUSTEES

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

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

AUDITOR'S RESPONSIBILITIES FOR THE AUDIT OF THE FINANCIAL STATEMENTS

We have been appointed as auditor under section 44(1) (c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with regulations made under those Acts.

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

the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

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

CAPABILITY OF THE AUDIT IN DETECTING IRREGULARITIES

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

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



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

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

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

This description forms part of our auditor's report.

USE OF OUR REPORT

This report is made solely to the charitable company's members as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and section 44(1) (c) of the Charities and Trustee Investment (Scotland) Act 2005. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Noelia Serrano

(Senior statutory auditor)

23 September 2022

for and on behalf of Sayer Vincent LLP, Statutory Auditor
Invicta House, 108-114 Golden Lane, LONDON, EC1Y 0TL

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





CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES

INCORPORATING AN INCOME AND EXPENDITURE ACCOUNT

For the year ended 30 April 2022

	Notes	Unrestricted (£)	Restricted (£)	2022 Total (£)	Unrestricted (£)	Restricted (£)	2021 Total (£)
INCOME FROM:							
DONATIONS AND LEGACIES	2	17,445,404	-	17,445,404	25,238,674	-	25,238,674
OTHER TRADING AND CHARITABLE ACTIVITIES	3	1,261,420	857,552	2,118,972	991,422	564,356	1,555,778
INVESTMENTS		58,558	-	58,558	56,598	-	56,598
TOTAL INCOME		18,765,382	857,552	19,622,934	26,286,694	564,356	26,851,050
EXPENDITURE ON:							
RAISING FUNDS	4	3,469,678	-	3,469,678	3,211,913	-	3,211,913
CHARITABLE ACTIVITIES							
PROGRAMME EXPENDITURE	4	7,809,849	446,432	8,256,281	7,334,316	368,323	7,702,639
TOTAL EXPENDITURE		11,279,527	446,432	11,725,959	10,546,229	368,323	10,914,552
NET INCOME FOR THE YEAR	6	7,485,855	411,120	7,896,975	15,740,465	196,033	15,936,499
TRANSFERS BETWEEN FUNDS		-	-	-	(48,164)	48,164	-
NET INCOME BEFORE OTHER RECOGNISED GAINS AND LOSSES		7,485,855	411,120	7,896,975	15,692,301	244,197	15,936,499
OTHER (LOSSES)		(568,637)	-	(568,637)	(252,667)	-	(252,667)
NET MOVEMENT IN FUNDS		6,917,218	411,120	7,328,338	15,439,634	244,197	15,683,831
RECONCILIATION OF FUNDS:							
TOTAL FUNDS BROUGHT FORWARD		34,480,018	546,312	35,026,330	19,040,384	302,115	19,342,499
TOTAL FUNDS CARRIED FORWARD		41,397,236	957,432	42,354,668	34,480,018	546,312	35,026,330

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. All income, expenditure and gains in the prior year relate to unrestricted funds. Movements in funds are disclosed in Note 19 to the financial statements.



BALANCE SHEETS

as at 30 April 2022

			The Group		The Charity
	Notes	2022 (£)	2021 (£)	2022 (£)	2021 (£)
FIXED ASSETS:					
TANGIBLE ASSETS	11	27,400	118,398	27,400	118,398
INVESTMENTS	12	-	2,500,000	1	2,500,001
		27,400	2,618,398	27,401	2,618,399
CURRENT ASSETS:					
DEBTORS	15	2,134,867	3,071,568	3,247,812	3,353,022
SHORT TERM DEPOSITS		17,664,868	11,934,949	17,664,868	11,934,949
CASH AT BANK AND IN HAND		31,920,460	30,128,838	28,545,361	27,783,029
		51,720,195	45,135,356	49,458,042	43,071,000
LIABILITIES:					
CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR	16	(9,199,801)	(12,656,498)	(9,131,699)	(12,639,038)
NET CURRENT ASSETS		42,520,394	32,478,858	40,326,343	30,431,962
TOTAL ASSETS LESS CURRENT LIABILITIES		42,547,793	35,097,255	40,353,744	33,050,361
CREDITORS: AMOUNTS FALLING DUE AFTER ONE YEAR	17	(193,126)	(70,926)	(193,126)	(70,926)
TOTAL NET ASSETS		42,354,668	35,026,330	40,160,618	32,979,435
FUNDS:					
	19a				
RESTRICTED INCOME FUNDS		957,432	546,312	957,432	546,312
UNRESTRICTED INCOME FUNDS:					
DESIGNATED FUNDS		34,921,236	27,486,463	33,292,238	25,773,575
GENERAL FUNDS		6,476,000	6,993,555	5,910,948	6,659,548
TOTAL UNRESTRICTED FUNDS		41,397,236	34,480,018	39,203,186	32,433,123
TOTAL FUNDS		42,354,668	35,026,330	40,160,618	32,979,435

Approved by the trustees on 8 September 2022 and signed on their behalf by

Nicholas Reece
Chairperson



CONSOLIDATED STATEMENT OF CASH FLOWS

For the year ended 30 April 2022

	Notes	2022 (£)	2021 (£)
CASH FLOWS FROM OPERATING ACTIVITIES			
NET INCOME FOR THE REPORTING PERIOD (AS PER THE STATEMENT OF FINANCIAL ACTIVITIES)		7,896,975	15,936,499
DEPRECIATION CHARGES		97,740	104,050
DIVIDENDS, INTEREST AND RENT FROM INVESTMENTS		(58,558)	(56,598)
DECREASE/(INCREASE) IN DEBTORS		936,701	(1,213,722)
(DECREASE) IN CREDITORS		(3,334,497)	(783,552)
NET CASH PROVIDED BY OPERATING ACTIVITIES		5,538,361	13,986,677
CASH FLOWS FROM INVESTING ACTIVITIES:			
DIVIDENDS, INTEREST AND RENTS FROM INVESTMENTS		58,558	56,598
PURCHASE OF FIXED ASSETS		(6,789)	(12,723)
PROCEEDS FROM SALE OF INVESTMENTS		2,500,000	-
PURCHASE OF INVESTMENTS		-	(2,500,000)
NET CASH PROVIDED BY/(USED IN) INVESTING ACTIVITIES		2,551,769	(2,456,125)
CASH FLOWS FROM FINANCING ACTIVITIES:			
AMOUNTS (INVESTED) IN SHORT TERM DEPOSITS		(5,729,919)	(6,020,498)
NET CASH (USED IN) FINANCING ACTIVITIES		(5,729,919)	(6,020,498)
CHANGE IN CASH AND CASH EQUIVALENTS IN THE YEAR		2,360,211	5,510,053
CASH AND CASH EQUIVALENTS AT THE BEGINNING OF THE YEAR		30,128,838	24,866,331
CHANGE IN CASH AND CASH EQUIVALENTS DUE TO EXCHANGE RATE MOVEMENTS		(568,589)	(247,546)
CASH AND CASH EQUIVALENTS AT THE END OF THE YEAR		31,920,460	30,128,838

Analysis of cash and cash equivalents and of net debt

	At 1 May 2021 (£)	Cash flows (£)	Other non-cash changes (£)	At 30 April 2022 (£)
CASH AT BANK AND IN HAND	30,128,838	2,360,211	(568,589)	31,920,460
TOTAL CASH AND CASH EQUIVALENTS	30,128,838	2,360,211	(568,589)	31,920,460



NOTES TO THE FINANCIAL STATEMENTS

MOVEMBER EUROPE FOR THE YEAR ENDED 30 APRIL 2022



1 ACCOUNTING POLICIES

(a) Statutory information

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

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

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

(b) Basis of preparation

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

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

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

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

financial statements are detailed within the relevant accounting policy below.

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

(c) Public benefit entity

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

(d) Going concern

The Trustees consider that, despite the global challenges resulting from the Covid-19 pandemic, there are no material uncertainties about the charity's ability to continue as a going concern.

(e) Income

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

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

(f) Donations of gifts, services and facilities

Donated professional services and donated facilities are recognised as income when the charity has control over the item or received the service, any conditions associated with the donation have been met, the receipt of economic benefit from the use by the charity of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), volunteer time is not recognised so refer to the trustees' annual report for more information about their contribution.

On receipt, donated gifts, professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

(g) Interest receivable

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



1 ACCOUNTING POLICIES (CONTINUED)

(h) Fund accounting

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

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

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

(i) Expenditure and irrecoverable VAT

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

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

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

(j) Grants payable

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

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

(k) Allocation of support costs

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

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

- | | |
|-------------------------|-----|
| ▪ Cost of fundraising | 30% |
| ▪ Programme expenditure | 70% |

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

(l) Operating leases

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

(m) Tangible fixed assets

Items of equipment are capitalised where the purchase price exceeds £1,000. Depreciation costs are allocated to activities on the basis of the use of the related assets in those activities. Assets are reviewed for impairment if circumstances indicate their carrying value may exceed their net realisable value and value in use. Major components are treated as a separate asset where they have significantly different patterns of consumption of economic benefits and are depreciated separately over its useful life.

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

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

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

(n) Investments

Investments in subsidiaries are at cost.

Fixed asset investments include cash balances that are invested in term deposits with a maturity of longer than 12 months.

(o) Debtors

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



1 ACCOUNTING POLICIES (CONTINUED)

(p) Short term deposits

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

(q) Cash at bank and in hand

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

(r) Creditors and provisions

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

(s) Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial

instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

(t) Foreign exchange

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

(u) Pensions

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

2 INCOME FROM DONATIONS AND LEGACIES

	Unrestricted (£)	2022 Total (£)	Unrestricted (£)	2021 Total (£)
DONATIONS AND LEGACIES	16,467,542	16,467,542	23,442,345	23,442,345
GIFT AID CLAIMED ON DONATIONS	977,862	977,862	1,796,329	1,796,329
	17,445,404	17,445,404	25,238,674	25,238,674

3 INCOME FROM OTHER TRADING AND CHARITABLE ACTIVITIES

	Unrestricted (£)	Restricted (£)	2022 Total (£)	Unrestricted (£)	Restricted (£)	2021 Total (£)
SALE OF GOODS	25,280	-	25,280	(4,350)	-	(4,350)
CAMPAIGN PARTNER CONTRIBUTIONS	1,210,022	857,552	2,067,574	970,139	564,356	1,534,495
OTHER	26,118	-	26,118	25,633	-	25,633
	1,261,420	857,552	2,118,972	991,422	564,356	1,555,778



4A ANALYSIS OF EXPENDITURE (CURRENT YEAR)

	Charitable activities				2022	2021
	Raising funds (£)	Programme expenditure (£)	Governance costs (£)	Support costs (£)	Total (£)	Total (£)
STAFF COSTS (NOTE 7)	1,295,468	2,373,603	-	671,729	4,340,801	3,442,316
ADMINISTRATION	30,144	64,161	-	5,118	99,424	67,050
CAMPAIGN COSTS AND EVENTS	321,664	322,496	-	1,084	645,244	438,516
CONTRACTORS FEES	181,864	281,306	-	126,160	589,330	489,681
ENTERTAINMENT	1,557	3,469	-	3,820	8,845	3,693
BANK CHARGES	225,395	20,855	-	73,912	320,162	357,599
INSURANCE	13,005	24,315	-	19,809	57,129	43,150
LEGAL AND PROFESSIONAL	14,385	24,784	38,864	16,498	94,532	92,301
IT	78,880	137,635	-	105,781	322,296	198,493
MARKETING	803,804	846,386	-	55,462	1,705,651	1,849,867
DEPRECIATION	-	-	-	97,740	97,740	104,050
TRAVEL	11,576	26,274	-	2,337	40,187	2,919
MEN'S HEALTH PARTNER DISTRIBUTIONS & PROGRAMME DELIVERY (NOTE 5)	-	2,967,939	-	-	2,967,939	3,480,415
WEBSITE DEVELOPMENT AND MANAGEMENT	31,706	53,924	-	28,938	114,569	88,742
BUILDING AND UTILITIES	36,577	101,029	-	184,504	322,110	255,759
	3,046,026	7,248,178	38,864	1,392,891	11,725,959	10,914,552
SUPPORT COSTS	412,152	980,738	-	(1,392,891)	-	-
GOVERNANCE COSTS	11,500	27,365	(38,864)	-	-	-
TOTAL EXPENDITURE 2022	3,469,678	8,256,281	-	-	11,725,959	
TOTAL EXPENDITURE 2021	3,211,913	7,702,639	-	-		10,914,552

Of the total expenditure, £11,279,527 was unrestricted (2021: £10,546,229) and £446,432 was restricted (2021: £368,323).



4B ANALYSIS OF EXPENDITURE (PRIOR YEAR)

	Charitable activities				2021
	Raising funds (£)	Programme expenditure (£)	Governance costs (£)	Support costs (£)	Total (£)
STAFF COSTS (NOTE 7)	1,219,399	1,766,148	-	456,769	3,442,316
ADMINISTRATION	30,170	56,484	-	(19,605)	67,050
CAMPAIGN COSTS AND EVENTS	219,196	219,248	-	73	438,516
CONTRACTORS FEES	153,197	270,145	-	66,340	489,681
ENTERTAINMENT	937	1,568	-	1,187	3,693
BANK CHARGES	295,540	24,252	-	37,806	357,599
INSURANCE	11,647	19,207	-	12,296	43,150
LEGAL AND PROFESSIONAL	16,211	24,446	38,548	13,096	92,301
IT	49,517	79,129	-	69,848	198,493
MARKETING	856,033	913,482	-	80,353	1,849,867
DEPRECIATION	-	-	-	104,050	104,050
TRAVEL	617	2,479	-	(176)	2,919
MEN'S HEALTH PARTNER DISTRIBUTIONS & PROGRAMME DELIVERY (NOTE 5)	-	3,480,415	-	-	3,480,415
WEBSITE DEVELOPMENT AND MANAGEMENT	26,689	41,432	-	20,621	88,742
BUILDING AND UTILITIES	27,449	72,020	-	156,290	255,759
	2,906,601	6,970,455	38,548	998,948	10,914,552
SUPPORT COSTS	293,969	704,980	-	(998,948)	-
GOVERNANCE COSTS	11,344	27,204	(38,548)	-	-
TOTAL EXPENDITURE 2021	3,211,913	7,702,639	-	-	10,914,552

5 MEN'S HEALTH PARTNER DISTRIBUTIONS & PROGRAMME DELIVERY

	2022 (£)	2021 (£)
PROSTATE CANCER UK	317,833	602,315
OTHER EUROPEAN HEALTH PARTNERS	1,334,862	2,076,106
MOVEMBER GLOBAL PROGRAMMES	1,315,244	801,995
	2,967,939	3,480,415

Movember's organisational strategy has led to a strengthened investment in Mental Health and Suicide Prevention. Investment in Prostate Cancer research programmes was significantly impacted by Covid-19 restrictions in place across the UK and Europe.



6 NET INCOME FOR THE YEAR

This is stated after charging / (crediting):

	2022 (£)	2021 (£)
DEPRECIATION	97,740	104,050
OPERATING LEASE RENTALS:		
PROPERTY	124,369	109,053
OTHER	829	829
AUDITOR'S REMUNERATION (EXCLUDING VAT):		
AUDIT	19,500	18,550
OTHER SERVICES	2,100	2,000
FOREIGN EXCHANGE GAINS OR LOSSES	(568,637)	(252,667)

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

Staff costs were as follows:

	2022 (£)	2021 (£)
SALARIES AND WAGES	1,452,017	1,244,033
REDUNDANCY AND TERMINATION COSTS	6,095	43,364
SOCIAL SECURITY COSTS	158,416	133,181
EMPLOYER'S CONTRIBUTION TO DEFINED CONTRIBUTION PENSION SCHEMES	47,648	42,646
RECHARGED STAFF COSTS FROM PARENT ENTITY	2,659,445	1,965,659
OTHER FORMS OF EMPLOYEE BENEFITS	17,180	13,433
	4,340,801	3,442,316

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

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

	2022 (No.)	2021 (No.)
£60,000 - £69,999	3	4
£70,000 - £79,999	-	-
£80,000 - £89,999	-	-
£90,000 - £99,999	1	1



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

The total employee benefits (including pension contributions and employer's national insurance) of the key management personnel were £171,219 (2021: £274,039).

Trustees' expenses represents the payment or reimbursement of travel and subsistence costs incurred by members relating to attendance at meetings of the trustees. There were nil such costs (2021: £nil).

8 STAFF NUMBERS

The average number of employees (head count based on number of staff employed) during the year was 47 (2021: 49).

9 RELATED PARTY TRANSACTIONS

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

Trustees of Movember Europe serve in a voluntary capacity and are not remunerated for their duties as a trustee. One Trustee, Nicholas Reece, is remunerated as the Chairperson of Movember Group Pty Limited. The total of his remuneration was £42,457 (2021: £48,386).

There were no balances outstanding at year end. Remuneration of trustees in an executive capacity is permitted by the Charity's governing document.

Decisions regarding the remuneration of the above are made by the other members of the trustee board with no input from the affected individuals.

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

Current Year	Expenses reallocated to the charity (£)	Expenses reallocated from the charity (£)	Donation to parent charity (£)	Balance owed to/ (from) charity at the year end (£)
MOVEMBER FOUNDATION	6,445,288	3,715,554	-	160,594
MOVEMBER FOUNDATION E.V (MOVEMBER GERMANY)	104,791	50,784	-	10,518
MOVEMBER EUROPE TRADING LTD	813,694	924,509	1,780,208	1,798,770
MOVEMBER USA	233,910	270,694	-	(5,168)
MOVEMBER CANADA	7,332	53,627	-	-
MOVEMBER FOUNDATION NEW ZEALAND	17,019	413	-	-
Prior Year	Expenses reallocated to the charity (£)	Expenses reallocated from the charity (£)	Donation to parent charity (£)	Balance owed to/ (from) charity at the year end (£)
MOVEMBER FOUNDATION	4,573,551	4,183,165	-	332,881
MOVEMBER FOUNDATION E.V (MOVEMBER GERMANY)	354,143	62,535	-	(8,094)
MOVEMBER EUROPE TRADING LTD	133,356	190,293	833,579	869,473
MOVEMBER USA	215,492	139,620	-	(64,278)
MOVEMBER CANADA	5,091	254,703	-	80,122
MOVEMBER FOUNDATION NEW ZEALAND	14,872	18,710	-	988



10 TAXATION

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

11 TANGIBLE FIXED ASSETS

The group and the charity	Leasehold improvements (£)	Fixtures and fittings (£)	Computer equipment (£)	Total (£)
COST				
AT THE START OF THE YEAR	410,915	66,894	216,413	694,222
ADDITIONS IN YEAR	-	-	6,789	6,789
DISPOSALS IN YEAR	-	-	-	-
LOSS ON FOREIGN EXCHANGE	-	(119)	(368)	(487)
AT THE END OF THE YEAR	410,915	66,775	222,834	700,524
DEPRECIATION				
AT THE START OF THE YEAR	312,613	65,074	198,137	575,824
CHARGE FOR THE YEAR	82,955	776	14,009	97,740
ELIMINATED ON DISPOSAL	-	-	-	-
LOSS ON FOREIGN EXCHANGE	-	(119)	(321)	(440)
AT THE END OF THE YEAR	395,568	65,731	211,825	673,124
NET BOOK VALUE				
AT THE END OF THE YEAR	15,347	1,044	11,009	27,400
AT THE START OF THE YEAR	98,302	1,820	18,276	118,398

All of the above assets are used for charitable purposes.

12 INVESTMENTS

Investments are represented by bank term deposits with maturities of greater than one year.



13A SUBSIDIARY UNDERTAKINGS

MOVEMBER EUROPE TRADING LIMITED

The charity owns the whole of the issued ordinary share capital of Movember Europe Trading Limited, a company registered in England. The company number is 7275694. The registered office address is Gensurco House, 52-54 Rosebery Avenue, London, England, EC1R 4RP.

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

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

	2022 (£)	2021 (£)
TURNOVER	1,942,202	1,036,288
PROGRAMME EXPENDITURE	(54,984)	(75,965)
ADMINISTRATIVE EXPENSES	(40,811)	(29,061)
FUNDRAISING	(53,345)	(81,027)
PROFIT ON ORDINARY ACTIVITIES BEFORE INTEREST AND TAXATION	1,793,062	850,235
(LOSS) ON FOREIGN EXCHANGE	(12,854)	(16,656)
PROFIT ON ORDINARY ACTIVITIES BEFORE TAXATION	1,780,208	833,579
TAXATION ON PROFIT ON ORDINARY ACTIVITIES	-	-
GIFT AID TO PARENT	(1,780,208)	(833,579)
PROFIT FOR THE FINANCIAL YEAR	-	-
THE AGGREGATE OF THE ASSETS, LIABILITIES AND RESERVES WAS:		
ASSETS	1,803,588	875,219
LIABILITIES	(1,803,587)	(875,218)
RESERVES	1	1

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



13A SUBSIDIARY UNDERTAKINGS (CONTINUED)

MOVEMBER FOUNDATION E.V. - RESULTS OF OPERATIONS

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

	2022 (€)	2021 (€)
TURNOVER	805,448	1,139,482
ADMINISTRATIVE EXPENSES	(77,164)	(61,659)
FUNDRAISING COSTS	(117,944)	(108,343)
MEN'S HEALTH PROGRAMMES	(346,271)	(310,227)
PROFIT ON ORDINARY ACTIVITIES BEFORE INTEREST AND TAXATION	264,070	659,252
(LOSS) ON FOREIGN EXCHANGE	(2,146)	(4,634)
PROFIT ON ORDINARY ACTIVITIES BEFORE TAXATION	261,924	654,618
TAXATION ON PROFIT ON ORDINARY ACTIVITIES	-	-
PROFIT FOR THE FINANCIAL YEAR	261,924	654,618
THE AGGREGATE OF THE ASSETS, LIABILITIES AND RESERVES WAS:		
ASSETS	2,703,413	2,377,113
LIABILITIES	(87,977)	(23,601)
RESERVES	2,615,436	2,353,512

13B BRANCHES - MOVEMBER IRELAND - RESULTS OF OPERATIONS

Movember Europe was registered as a charity in Ireland (charity no. 20105280) on 22 March 2018. The activities are not carried out within a separate entity but are instead treated as a branch of the charity. The results of the Ireland operations for the year ended 30 April 2022 were as follows:

	2022 (€)	2021 (€)
REVENUE	2,687,944	4,946,947
TOTAL COSTS	(1,505,215)	(760,204)
NET INCOME BEFORE OTHER RECOGNISED GAINS AND LOSSES	1,182,728	4,186,743
(LOSS) / GAIN ON FOREIGN EXCHANGE	(6,033)	3,872
NET MOVEMENT IN FUNDS	1,176,696	4,190,614
THE AGGREGATE OF THE ASSETS, LIABILITIES AND RESERVES WAS:		
ASSETS	7,833,340	6,572,496
LIABILITIES	(596,064)	(490,409)
RESERVES	7,237,276	6,082,087



14 PARENT CHARITY

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

	2022 (£)	2021 (£)
GROSS INCOME	18,776,491	25,633,481
RESULT FOR THE YEAR	7,626,537	15,146,172

15 DEBTORS

	2022 (£)	The group 2021 (£)	2022 (£)	The charity 2021 (£)
TRADE DEBTORS	754,973	580,764	83,889	-
OTHER DEBTORS	68,252	63,859	67,133	63,133
GIFT AID RECEIVABLE	900,934	1,749,542	900,934	1,749,542
AMOUNTS DUE FROM GROUP UNDERTAKINGS	181,322	419,940	1,969,882	1,283,464
PREPAYMENTS	118,581	93,377	118,581	93,377
ACCRUED INCOME	110,805	164,086	107,394	163,505
	2,134,867	3,071,568	3,247,812	3,353,022

16 CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2022 (£)	The group 2021 (£)	2022 (£)	The charity 2021 (£)
MEN'S HEALTH PARTNER GRANT DISTRIBUTIONS PAYABLE	8,026,081	11,316,180	8,026,081	11,316,180
TRADE CREDITORS	358,089	268,379	358,089	266,615
TAXATION AND SOCIAL SECURITY	150,112	157,129	92,245	142,248
OTHER CREDITORS	158,964	173,970	158,964	173,970
AMOUNTS DUE TO GROUP ENTITIES	4,926	63,487	4,861	72,300
ACCRUALS	501,630	677,352	491,459	667,725
	9,199,801	12,656,498	9,131,699	12,639,038

17 CREDITORS: AMOUNTS FALLING DUE AFTER ONE YEAR

	2022 (£)	The group 2021 (£)	2022 (£)	The charity 2021 (£)
LEASE LIABILITIES	63,238	70,926	63,238	70,926
OTHER LIABILITIES	129,888	-	129,888	-
	193,126	70,926	193,126	70,926



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

	General unrestricted (£)	Designated funds (£)	Restricted funds (£)	Total funds (£)
TANGIBLE FIXED ASSETS	27,400	-	-	27,400
INVESTMENTS	-	-	-	-
NET CURRENT ASSETS	6,641,726	34,921,236	957,432	42,520,394
LONG TERM LIABILITIES	(193,126)	-	-	(193,126)
NET ASSETS AT 30 APRIL 2022	6,476,000	34,921,236	957,432	42,354,668

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

	General unrestricted (£)	Designated funds (£)	Restricted funds (£)	Total funds (£)
TANGIBLE FIXED ASSETS	118,398	-	-	118,398
INVESTMENTS	2,500,000	-	-	2,500,000
NET CURRENT ASSETS	4,446,083	27,486,463	546,312	32,478,858
LONG TERM LIABILITIES	(70,926)	-	-	(70,926)
NET ASSETS AT 30 APRIL 2021	6,993,555	27,486,463	546,312	35,026,330

19A MOVEMENTS IN FUNDS (CURRENT YEAR)

	At 1 May 2021 (£)	Income & gains (£)	Expenditure & losses (£)	Transfers (£)	At 30 April 2022 (£)
RESTRICTED FUNDS:					
L'ORÉAL	-	312,987	-	-	312,987
MR PORTER	74,339	79,521	(25,608)	-	128,252
HARLEQUINS	81,439	-	(61,858)	-	19,581
GILLETTE	390,534	348,644	(351,466)	-	387,712
ROYAL HIGHLAND AND AGRICULTURAL SOCIETY OF SCOTLAND	-	50,000	-	-	50,000
ST HELENS COUNCIL	-	58,900	-	-	58,900
ANDREW EVANS	-	7,500	(7,500)	-	-
TOTAL RESTRICTED FUNDS	546,312	857,552	(446,432)	-	957,432
UNRESTRICTED FUNDS:					
DESIGNATED FUNDS:					
MEN'S HEALTH PROGRAMME(S)	27,486,463	8,686,749	(1,251,976)	-	34,921,236
TOTAL DESIGNATED FUNDS	27,486,463	8,686,749	(1,251,976)	-	34,921,236
GENERAL FUNDS	6,993,555	10,078,633	(10,596,188)	-	6,476,000
TOTAL UNRESTRICTED FUNDS	34,480,018	18,765,382	(11,848,164)	-	41,397,236
TOTAL FUNDS	35,026,330	19,622,934	(12,294,596)	-	42,354,668

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



19B MOVEMENTS IN FUNDS (PRIOR YEAR)

	At 1 May 2020 (£)	Income & gains (£)	Expenditure & losses (£)	Transfers (£)	At 30 April 2021 (£)
RESTRICTED FUNDS:					
FERO	-	86,381	(86,381)	-	-
L'ORÉAL	224,014	-	(224,014)	-	-
MR PORTER	16,250	57,853	-	236	74,339
HARLEQUINS	61,851	19,588	(47,928)	47,928	81,439
GILLETTE	-	390,534	-	-	390,534
RUGBY LEAGUE WORLD CUP	-	10,000	(10,000)	-	-
TOTAL RESTRICTED FUNDS	302,115	564,356	(368,323)	48,164	546,312
UNRESTRICTED FUNDS:					
DESIGNATED FUNDS:					
MEN'S HEALTH PROGRAMME(S)	11,720,568	18,603,555	(2,837,660)	-	27,486,463
TOTAL DESIGNATED FUNDS	11,720,568	18,603,555	(2,837,660)	-	27,486,463
GENERAL FUNDS	7,319,816	7,683,139	(7,961,236)	(48,164)	6,993,555
TOTAL UNRESTRICTED FUNDS	19,040,384	26,286,694	(10,798,896)	(48,164)	34,480,018
TOTAL FUNDS	19,342,499	26,851,050	(11,167,219)	-	35,026,330

The funds received from L'Oréal will go towards the world-first Men in Mind project from Movember, a three year international academic research programme lead by Dr Zac Seidler, Research Fellow at Orygen and Centre for Youth Mental Health, University of Melbourne

The Mr Porter Health in Mind fund, powered by Movember, will go towards men's Mental Health initiatives, in accordance with Movember's mental health strategy. The first project funded was Father's Network Scotland, to develop a Mental Health & Wellbeing App for Men in Scotland

The funds received from Harlequins and Andrew Evans will be used for delivery of Ahead of the Game, a Movember project aimed at improving youth mental health through community organised sport by engaging with the whole community around the local sports club.

The funds received from Gillette will be used for the delivery of our Veterans and First Responders project, aimed at improving the mental health and wellbeing and preventing suicide of first responders and veterans.

The funds received from the Royal Highland and Agricultural Society of Scotland will be used for the Farmstrong Scotland program. Farmstrong is an early intervention wellbeing programme that takes the science of wellbeing to rural communities.

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

PURPOSES OF DESIGNATED FUNDS

Men's Health Programme.

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



20 OPERATING LEASE COMMITMENTS PAYABLE AS A LESSEE

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

	2022 (£)	Property 2021 (£)	2022 (£)	Equipment 2021 (£)
LESS THAN ONE YEAR	279,158	279,294	892	1,784
ONE TO FIVE YEARS	1,047,600	65,475	-	892
OVER FIVE YEARS	-	-	-	-
	1,326,758	344,769	892	2,676

21 PARENT COMPANY

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

22 LEGAL STATUS OF THE CHARITY

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