

REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 APRIL 2023



CONTENTS

REFERENCE AND ADMINISTRATIVE INFORMATION	1
TRUSTEES' ANNUAL REPORT	2
INDEPENDENT AUDITOR'S REPORT	28
CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING AN INCOME AND EXPENDITURE ACCOUNT)	32
BALANCE SHEET	33
CONSOLIDATED STATEMENT OF CASH FLOWS	34
NOTES TO THE FINANCIAL STATEMENTS	35



REFERENCE AND ADMINISTRATIVE INFORMATION

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



TRUSTEES' ANNUAL REPORT



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

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

STRATEGIC REPORT

OBJECTIVES AND ACTIVITIES

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

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

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

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

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

WHAT WE DO:

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





- **Understand, promote and advocate for men's health**
By making the community aware of the issues around men's health, we foster an environment that supports men to take action when it comes to their health and wellbeing. We work across a wide population span and tailor approaches for different groups.
- **Build evidence about what works and kick-start sustainable approaches**
Movember Europe has invested in building the evidence for innovative programmes that have real and long-term impacts on improving men's health, including how systems of treatment and care are delivered. We continually test and evaluate our approaches, share our learnings and undertake research to refine our work. Once we find something that works, we find ways to catalyse its implementation where it can be of greatest benefit, scaling up what works.
- **Mobilise men to be more informed, active and connected**
Large-scale shifts in complex social problems are best achieved through engaging people across the many environments where they live, learn, work and play. We endorse programmes that find creative and effective ways of supporting men to be proactive about their health care, and to engage with each other about their health and wellbeing.
- **Invest in biomedical, clinical and health services research in prostate cancer and testicular cancer**
A significant research base that supports long term change can only be achieved by addressing the root causes of how men's health issues, such as prostate cancer and testicular cancer, arise and the treatments that are available to manage these health issues. Through undertaking and investing in research, we are actively contributing to the search for breakthrough knowledge that accelerates improvements in targeted men's health issues. We need to find answers to the key scientific and clinical questions that will lead to men living, and not dying from prostate or testicular cancer, and living longer, healthier lives. Through investing in research, we are making a powerful global contribution to finding those answers and accelerating improvement in these health issues.

FUNDRAISING STRATEGY

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

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

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

INVESTMENT STRATEGY

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

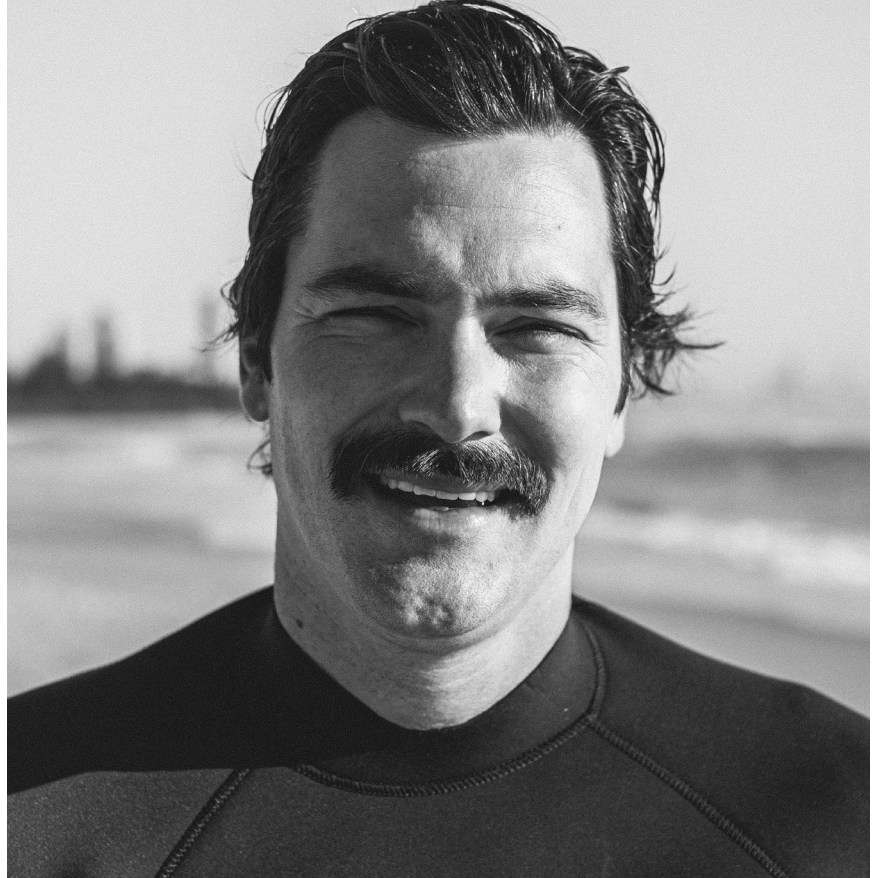
PROSTATE CANCER

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

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

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

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



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

TESTICULAR CANCER

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

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

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

Health outcomes research and initiatives that:

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

MENTAL HEALTH AND SUICIDE PREVENTION

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

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

Our programme investments include:

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

MEN'S HEALTH PROMOTION

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

The need for men to:

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



ACHIEVEMENTS AND PERFORMANCE

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

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

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



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

ACHIEVEMENTS AND PROGRESS

PROSTATE CANCER CLINICAL QUALITY

TrueNTH Global Registry

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

IRONMAN Registry

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

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

The project seeks to:

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



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

GLOBAL CANCER REAL EVIDENCE NETWORK

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

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

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

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

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

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

MOVEMBER CENTRES OF EXCELLENCE

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





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

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

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

TRANSLATIONAL RESEARCH AWARDS

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

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

PRECISION MEDICINE AWARDS

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

RESEARCH INNOVATION AWARDS

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

MAJOR AWARDS: EXISTING TRIALS, NEW ANSWERS

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

MAJOR AWARDS IN CURATIVE TREATMENT

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



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

RESEARCH HIGHLIGHTS FOR 2022/23

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

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

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

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



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

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

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

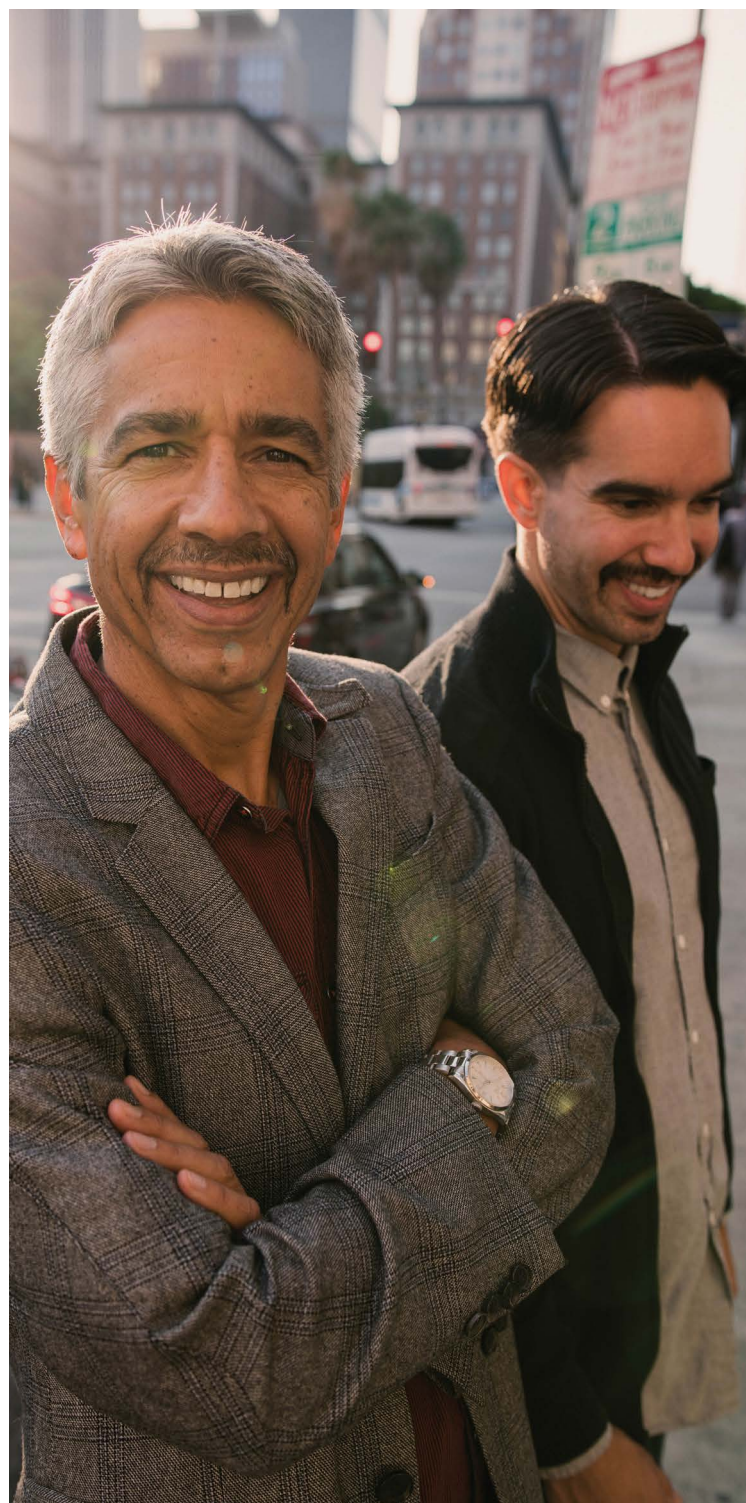
Whilst the first arm of the trial has acquired considerable data that suggest mismatch repair defector prostate cancer can be very sensitive to treatment with immune checkpoint inhibitor, the team will also commence additional arms to the trial, so that new biomarker-therapeutic combinations could be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

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

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

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

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





BIOMEDICAL RESEARCH PROJECT INFORMATION

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



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

MOVEMBER'S GLOBAL ACTION PLAN

GAP4 – Exercise and Metabolic Health in Prostate Cancer

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

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

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

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

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

GAP5 - Testicular Cancer: The TIGER Trial

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



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

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

MEN'S HEALTH PROMOTION

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

The Movember Campaign

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

UK Influencer Campaign

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

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

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

Listen and Learn website launch

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

To read the full report visit listenandlearn.movember.com

DIGITAL RESOURCES

Movember Family Man

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

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

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

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

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



Movember Conversations

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

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

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

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

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

True North Digital Health

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

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

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

Nuts & Bolts

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

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

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

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

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



SOCIAL INNOVATORS CHALLENGE (SIC)

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

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

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

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

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

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

VETERANS AND FIRST RESPONDERS MENTAL HEALTH GRANT PROGRAMME

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

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

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

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



DIGITAL SOCIAL CONNECTIONS CHALLENGE

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

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

Gamers vs Depression

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

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

Fathers Network Scotland Wellbeing app

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

Maate!

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

Chai in the City

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

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



DISTINGUISHED GENTLEMAN'S RIDE SOCIAL CONNECTIONS CHALLENGE

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

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

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

SCALING WHAT WORKS

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

There are eight programmes currently receiving funding in the UK:

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



AHEAD OF THE GAME

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

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

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

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

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

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

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

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

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





FINANCIAL REVIEW

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

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

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

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



PRINCIPAL RISKS AND UNCERTAINTIES

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

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

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

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

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

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

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

Risk	Rating	Mitigation Plan
A data breach (unauthorised use of, or access to personal data collected, stored by (or on behalf of) Movember) could occur.	EXTREME	<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>
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>Movember continues to invest in media in our key markets – knowing that volume is still the main vehicle through which we drive value in our campaign, as well as focusing on attracting new supporters.</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>
Movember attracts criticism for holding large cash balances.	HIGH	<p>A long-term plan on reducing or better utilising the material cash balances is being developed alongside Movember's forward impact strategy.</p> <p>In the meantime, proactive communications – tied to some forward investment announcements in each market, and with consideration to Movember's broader communications plan around investments and programmatic impact achieved to date has also been developed and is under regular review by Movember's Board and Management team.</p>



RESERVES POLICY AND GOING CONCERN

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

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

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

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

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

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

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

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

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



FUNDRAISING POLICY

Fundraising Practices

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

Fundraising Performance

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

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

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

Supporters' Data

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

Working with Third Parties

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

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



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

Complaints

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

Protecting Vulnerable People

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

PLANS FOR THE FUTURE

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

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

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

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

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

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

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

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

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

STRUCTURE, GOVERNANCE AND MANAGEMENT

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

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

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

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



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

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

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

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

The Board's primary functions include:

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

APPOINTMENT AND TRAINING OF TRUSTEES

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

RELATED PARTIES AND RELATIONSHIPS WITH OTHER ORGANISATIONS

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

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

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

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

REMUNERATION POLICY FOR KEY MANAGEMENT PERSONNEL

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

POLICY FOR EMPLOYMENT OF DISABLED PERSONS

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



EMPLOYEE INFORMATION

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

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

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

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

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

STATEMENT OF RESPONSIBILITIES OF THE TRUSTEES

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

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

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

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

In so far as the Trustees are aware:

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



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

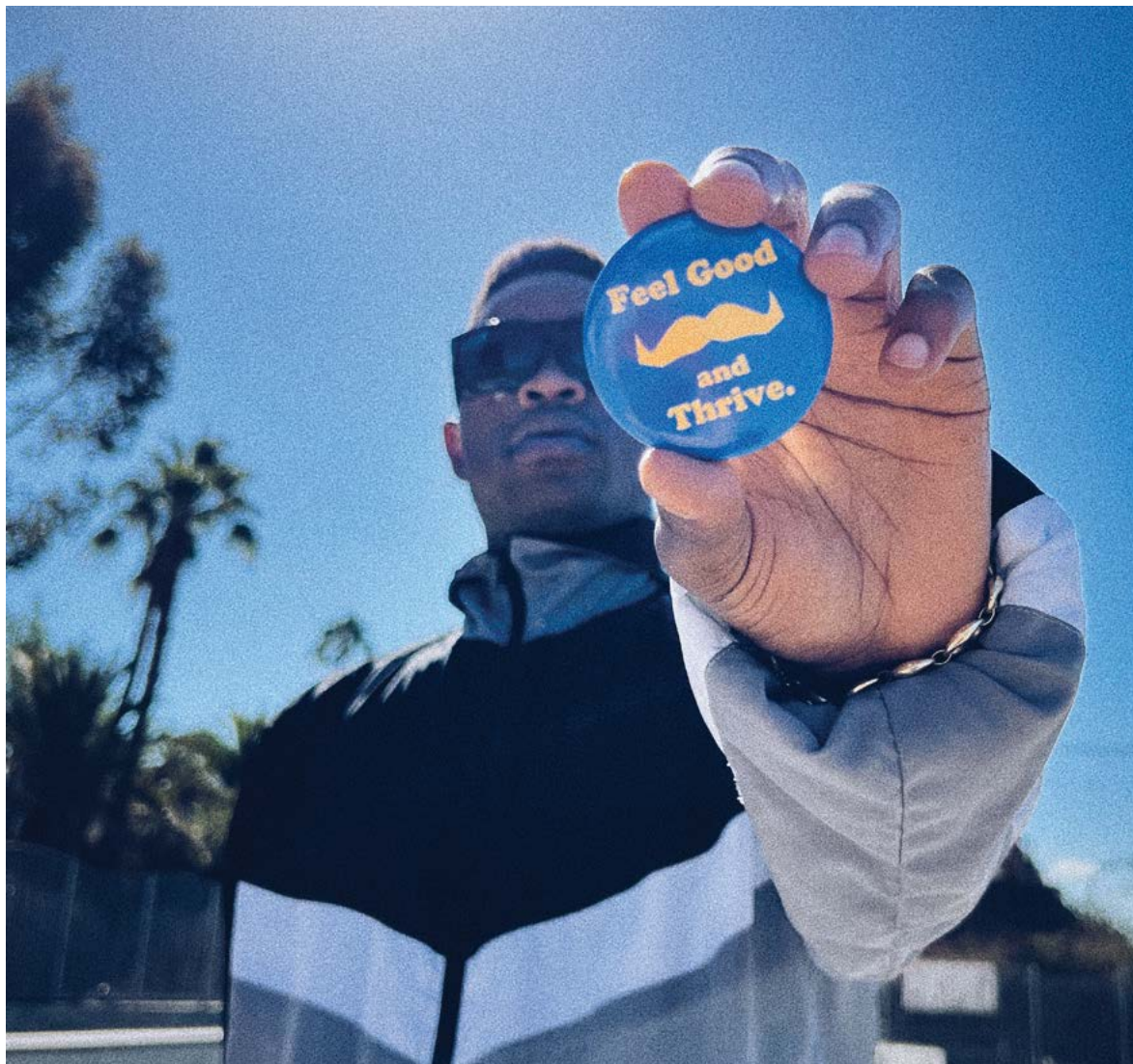
Members of the charity guarantee to contribute an amount not exceeding £1 to the assets of the charity in the event of winding up. The total number of such guarantees at 30 April 2023 was 8 (2022: 9). The trustees are members of the charity but this entitles them only to voting rights. The trustees have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

AUDITOR

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

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

Richard Deutsch
Chairperson





INDEPENDENT AUDITOR'S REPORT



OPINION

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

In our opinion, the financial statements:

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

BASIS FOR OPINION

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

CONCLUSIONS RELATING TO GOING CONCERN

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

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

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

OTHER INFORMATION

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

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

We have nothing to report in this regard.

OPINIONS ON OTHER MATTERS PRESCRIBED BY THE COMPANIES ACT 2006

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

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



MATTERS ON WHICH WE ARE REQUIRED TO REPORT BY EXCEPTION

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

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

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

RESPONSIBILITIES OF TRUSTEES

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

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

AUDITOR'S RESPONSIBILITIES FOR THE AUDIT OF THE FINANCIAL STATEMENTS

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

Our objectives are to obtain reasonable assurance

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

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

CAPABILITY OF THE AUDIT IN DETECTING IRREGULARITIES

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

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



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

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

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

This description forms part of our auditor's report.

USE OF OUR REPORT

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

Noelia Serrano

(Senior statutory auditor)

7 September 2023

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

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





CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES

INCORPORATING AN INCOME AND EXPENDITURE ACCOUNT

For the year ended 30 April 2023

	Notes	Unrestricted (£)	Restricted (£)	2023 Total (£)	Unrestricted (£)	Restricted (£)	2022 Total (£)
INCOME FROM:							
DONATIONS AND LEGACIES	2	19,033,666	-	19,033,666	17,445,404	-	17,445,404
OTHER TRADING AND CHARITABLE ACTIVITIES	3	1,606,980	338,156	1,945,136	1,261,420	857,552	2,118,972
INVESTMENT INCOME		517,592	-	517,592	58,558	-	58,558
TOTAL INCOME		21,158,238	338,156	21,496,394	18,765,382	857,552	19,622,934
EXPENDITURE ON:							
RAISING FUNDS	4	3,704,146	-	3,704,146	3,469,678	-	3,469,678
CHARITABLE ACTIVITIES							
PROGRAMME EXPENDITURE	4	10,904,482	583,953	11,488,435	7,809,849	446,432	8,256,281
TOTAL EXPENDITURE		14,608,628	583,953	15,192,581	11,279,527	446,432	11,725,959
NET INCOME FOR THE YEAR	6	6,549,610	(245,797)	6,303,813	7,485,855	411,120	7,896,975
TRANSFERS BETWEEN FUNDS		(40,739)	40,739	-	-	-	-
NET INCOME BEFORE OTHER RECOGNISED GAINS AND LOSSES		6,508,871	(205,058)	6,303,813	7,485,855	411,120	7,896,975
OTHER GAINS / (LOSSES)	6	952,435	-	952,435	(568,637)	-	(568,637)
NET MOVEMENT IN FUNDS		7,461,306	(205,058)	7,256,248	6,917,218	411,120	7,328,338
RECONCILIATION OF FUNDS:							
TOTAL FUNDS BROUGHT FORWARD		41,397,236	957,432	42,354,668	34,480,018	546,312	35,026,330
TOTAL FUNDS CARRIED FORWARD		48,858,542	752,374	49,610,916	41,397,236	957,432	42,354,668

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



BALANCE SHEETS

COMPANY NO. 7275694

As at 30 April 2023

		The Group		The Charity	
	Notes	2023 (£)	2022 (£)	2023 (£)	2022 (£)
NON-CURRENT ASSETS:					
TANGIBLE ASSETS	11	36,365	27,400	36,365	27,400
INVESTMENTS	12	-	-	1	
		36,365	27,400	36,366	27,401
CURRENT ASSETS:					
DEBTORS	14	2,892,453	2,134,867	4,031,152	3,247,812
SHORT TERM DEPOSITS		19,899,723	17,664,868	19,899,723	17,664,868
CASH AT BANK AND IN HAND		35,640,502	31,920,460	31,998,498	28,545,361
		58,432,678	51,720,195	55,929,373	49,458,042
LIABILITIES:					
CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR	15	(8,665,087)	(9,199,801)	(8,616,043)	(9,131,699)
NET CURRENT ASSETS		49,767,591	42,520,394	47,313,330	40,326,343
TOTAL ASSETS LESS CURRENT LIABILITIES		49,803,956	42,547,793	47,349,696	40,353,744
CREDITORS: AMOUNTS FALLING DUE AFTER ONE YEAR	16	(193,040)	(193,126)	(193,040)	(193,126)
TOTAL NET ASSETS		49,610,916	42,354,668	47,156,656	40,160,618
FUNDS:	18a				
RESTRICTED INCOME FUNDS		752,374	957,432	752,374	957,432
UNRESTRICTED INCOME FUNDS:					
DESIGNATED FUNDS		41,110,634	34,921,236	38,170,261	33,292,238
GENERAL FUNDS		7,531,303	7,170,651	8,048,151	6,512,006
TRANSLATION OF FOREIGN OPERATIONS		216,605	(694,651)	185,870	(601,058)
TOTAL UNRESTRICTED FUNDS		48,858,542	41,397,236	46,404,282	39,203,186
TOTAL FUNDS		49,610,916	42,354,668	47,156,656	40,160,618

Approved by the trustees on 5 September 2023 and signed on their behalf by

Richard Deutsch
Chairperson



CONSOLIDATED STATEMENT OF CASH FLOWS

For the year ended 30 April 2023

	Notes	2023 (£)	2022 (£)
CASH FLOWS FROM OPERATING ACTIVITIES			
NET INCOME FOR THE REPORTING PERIOD (AS PER THE STATEMENT OF FINANCIAL ACTIVITIES)		6,303,813	7,896,975
DEPRECIATION CHARGES		35,503	97,740
INVESTMENT INCOME		(517,592)	(58,558)
(INCREASE)/DECREASE IN DEBTORS		(757,585)	936,701
(DECREASE) IN CREDITORS		(534,800)	(3,334,497)
NET CASH PROVIDED BY OPERATING ACTIVITIES		4,529,339	5,538,361
CASH FLOWS FROM INVESTING ACTIVITIES:			
INVESTMENT INCOME		517,592	58,558
PURCHASE OF FIXED ASSETS		(44,331)	(6,789)
PROCEEDS FROM SALE OF INVESTMENTS		-	2,500,000
NET CASH PROVIDED BY INVESTING ACTIVITIES		473,261	2,551,769
CASH FLOWS FROM FINANCING ACTIVITIES:			
AMOUNTS (INVESTED) IN SHORT TERM DEPOSITS		(2,234,855)	(5,729,919)
NET CASH (USED IN) FINANCING ACTIVITIES		(2,234,855)	(5,729,919)
CHANGE IN CASH AND CASH EQUIVALENTS IN THE YEAR		2,767,745	2,360,211
CASH AND CASH EQUIVALENTS AT THE BEGINNING OF THE YEAR		31,920,460	30,128,838
CHANGE IN CASH AND CASH EQUIVALENTS DUE TO EXCHANGE RATE MOVEMENTS		952,297	(568,589)
CASH AND CASH EQUIVALENTS AT THE END OF THE YEAR	^a	35,640,502	31,920,460

Analysis of cash and cash equivalents and of net debt

	At 1 May 2022 (£)	Cash flows (£)	Other non-cash changes (£)	At 30 April 2023 (£)
CASH AT BANK AND IN HAND	31,920,460	2,767,745	952,297	35,640,502
^a TOTAL CASH AND CASH EQUIVALENTS	31,920,460	2,767,745	952,297	35,640,502



NOTES TO THE FINANCIAL STATEMENTS

MOVEMBER EUROPE FOR THE YEAR ENDED 30 APRIL 2023



1 ACCOUNTING POLICIES

(a) Statutory information

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

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

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

(b) Basis of preparation

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

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

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

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

financial statements are detailed within the relevant accounting policy below.

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

(c) Public benefit entity

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

(d) Going concern

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

(e) Income

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

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

(f) Interest receivable

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

(g) Fund accounting

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

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

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



1 ACCOUNTING POLICIES (CONTINUED)

(h) Expenditure and irrecoverable VAT

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

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

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

(i) Grants payable

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

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

(j) Allocation of support costs

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

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

- Cost of fundraising 24% (2022: 30%)
- Programme expenditure 76% (2022: 70%)

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

(k) Operating leases

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

(l) Tangible fixed assets

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

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

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

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

(m) Investments

Investments in subsidiaries are at cost.

(n) Debtors

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



1 ACCOUNTING POLICIES (CONTINUED)

(o) Short term deposits

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

(p) Cash at bank and in hand

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

(q) Creditors and provisions

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

(r) Financial instruments

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

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

(s) Foreign exchange

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

(t) Pensions

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

2 INCOME FROM DONATIONS AND LEGACIES

	2023		2022	
	Unrestricted (£)	Total (£)	Unrestricted (£)	Total (£)
DONATIONS AND LEGACIES	18,020,924	18,020,924	16,467,542	16,467,542
GIFT AID CLAIMED ON DONATIONS	1,012,742	1,012,742	977,862	977,862
	19,033,666	19,033,666	17,445,404	17,445,404

3 INCOME FROM OTHER TRADING AND CHARITABLE ACTIVITIES

	2023			2022		
	Unrestricted (£)	Restricted (£)	Total (£)	Unrestricted (£)	Restricted (£)	Total (£)
SALE OF GOODS	26,890	-	26,890	25,280	-	25,280
CAMPAIGN PARTNER CONTRIBUTIONS	1,551,617	338,156	1,889,773	1,210,022	857,552	2,067,574
OTHER	28,473	-	28,473	26,118	-	26,118
	1,606,980	338,156	1,945,136	1,261,420	857,552	2,118,972



4A ANALYSIS OF EXPENDITURE (CURRENT YEAR)

	Charitable activities				2023	2022
	Raising funds (£)	Programme expenditure (£)	Governance costs (£)	Support costs (£)	Total (£)	Total (£)
STAFF COSTS (NOTE 7)	1,310,865	3,033,269	-	540,726	4,884,860	4,340,801
ADMINISTRATION	24,905	67,783	-	16,453	109,141	99,424
CAMPAIGN COSTS AND EVENTS	453,748	453,827	-	58	907,633	645,244
CONTRACTORS FEES	165,050	320,790	-	112,335	598,175	589,330
ENTERTAINMENT	3,456	5,976	-	8,196	17,628	8,845
BANK CHARGES	249,160	30,361	-	23,763	303,284	320,162
INSURANCE	10,373	26,195	-	15,701	52,269	57,129
LEGAL AND PROFESSIONAL	9,877	21,582	47,618	9,733	88,810	94,532
IT	99,180	214,897	-	125,064	439,141	322,296
MARKETING	964,968	1,032,304	-	39,410	2,036,682	1,705,651
DEPRECIATION	-	-	-	35,503	35,503	97,740
TRAVEL	71,373	166,574	-	18,059	256,006	40,187
MEN'S HEALTH PARTNER DISTRIBUTIONS & PROGRAMME DELIVERY (NOTE 5)	-	5,027,173	-	-	5,027,173	2,967,939
WEBSITE DEVELOPMENT AND MANAGEMENT	33,491	70,522	-	27,102	131,115	114,569
BUILDING AND UTILITIES	20,499	126,427	-	158,235	305,161	322,110
	3,416,945	10,597,680	47,618	1,130,338	15,192,581	11,725,959
SUPPORT COSTS	275,591	854,747	-	(1,130,338)	-	-
GOVERNANCE COSTS	11,610	36,008	(47,618)	-	-	-
TOTAL EXPENDITURE 2023	3,704,146	11,488,435	-	-	15,192,581	
TOTAL EXPENDITURE 2022	3,469,678	8,256,281	-	-		11,725,959

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



4B ANALYSIS OF EXPENDITURE (PRIOR YEAR)

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

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

5 MEN'S HEALTH PARTNER DISTRIBUTIONS & PROGRAMME DELIVERY

	2023 (£)	2022 (£)
UK HEALTH PARTNERS (INCLUDING PROSTATE CANCER UK)	1,418,537	317,833
OTHER EUROPEAN HEALTH PARTNERS	1,580,562	1,334,862
MOVEMBER GLOBAL PROGRAMMES	2,028,074	1,315,244
	5,027,173	2,967,939



6 NET INCOME FOR THE YEAR

This is stated after charging / (crediting):

	2023 (£)	2022 (£)
DEPRECIATION	35,503	97,740
OPERATING LEASE RENTALS:		
PROPERTY	109,172	124,369
OTHER	766	829
AUDITOR'S REMUNERATION (EXCLUDING VAT):		
AUDIT	22,500	19,500
OTHER SERVICES	2,300	2,100
OTHER GAINS / (LOSSES)		
REALISED AND UNREALISED GAINS OR (LOSSES)	41,179	(46,725)
FOREIGN CURRENCY TRANSLATION GAINS OR (LOSSES)	911,256	(521,912)
FOREIGN EXCHANGE GAINS OR LOSSES	952,435	(568,637)

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

Staff costs were as follows:

	2023 (£)	2022 (£)
SALARIES AND WAGES	1,942,970	1,452,017
REDUNDANCY AND TERMINATION COSTS	4,619	6,095
SOCIAL SECURITY COSTS	213,757	158,416
EMPLOYER'S CONTRIBUTION TO DEFINED CONTRIBUTION PENSION SCHEMES	61,446	47,648
RECHARGED STAFF COSTS FROM PARENT ENTITY	2,615,961	2,659,445
OTHER FORMS OF EMPLOYEE BENEFITS	46,107	17,180
	4,884,860	4,340,801

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

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

	2023 (No.)	2022 (No.)
£60,000 - £69,999	5	3
£70,000 - £79,999	1	-
£80,000 - £89,999	-	-
£90,000 - £99,999	-	1
£100,000 - £109,999	1	-



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

The total employee benefits (including pension contributions and employer's national insurance) of the key management personnel were £266,090 (2022: £171,219).

Trustees' expenses represents the payment or reimbursement of travel and subsistence costs incurred by members relating to attendance at meetings of the trustees. There were nil such costs (2022: £nil).

8 STAFF NUMBERS

The average number of employees (head count based on number of staff employed) during the year was 52 (2022: 47).

9 RELATED PARTY TRANSACTIONS

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

Trustees of Movember Europe serve in a voluntary capacity and are not remunerated for their duties as a trustee. One Trustee, Nicholas Reece, is remunerated as the Chairperson of Movember Group Pty Limited. The total of his remuneration was £23,924 (2022: £42,457). Nicholas Reece resigned from the Board as the Chairperson and as a director on the 22/11/2022.

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

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

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

Current Year	Expenses reallocated to the charity (£)	Expenses reallocated from the charity (£)	Donation to parent charity (£)	Balance owed to/ (from) charity at the year end (£)
MOVEMBER FOUNDATION	5,533,135	2,751,050	-	724,704
MOVEMBER FOUNDATION E.V (MOVEMBER GERMANY)	1,070,593	79,453	-	2,833
MOVEMBER EUROPE TRADING LTD	22,340	139,412	1,704,254	1,717,124
MOVEMBER USA	93,801	35,055	-	-
MOVEMBER CANADA	931	51,364	-	46,091
MOVEMBER FOUNDATION NEW ZEALAND	-	453	-	453
Prior Year	Expenses reallocated to the charity (£)	Expenses reallocated from the charity (£)	Donation to parent charity (£)	Balance owed to/ (from) charity at the year end (£)
MOVEMBER FOUNDATION	6,445,288	3,715,554	-	160,594
MOVEMBER FOUNDATION E.V (MOVEMBER GERMANY)	104,791	50,784	-	10,518
MOVEMBER EUROPE TRADING LTD	813,694	924,509	1,780,208	1,798,770
MOVEMBER USA	233,910	270,694	-	(5,168)
MOVEMBER CANADA	7,332	53,627	-	-
MOVEMBER FOUNDATION NEW ZEALAND	17,019	413	-	-



10 TAXATION

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

11 TANGIBLE FIXED ASSETS

The group and the charity	Leasehold improvements (£)	Fixtures and fittings (£)	IT equipment (£)	Total (£)
COST				
AT THE START OF THE YEAR	410,915	66,775	222,834	700,524
ADDITIONS IN YEAR	-	-	44,331	44,331
DISPOSALS IN YEAR	-	-	-	-
GAIN ON FOREIGN EXCHANGE	-	183	656	839
AT THE END OF THE YEAR	410,915	66,958	267,821	745,694
DEPRECIATION				
AT THE START OF THE YEAR	395,568	65,731	211,825	673,124
CHARGE FOR THE YEAR	15,347	768	19,389	35,503
ELIMINATED ON DISPOSAL	-	-	-	-
GAIN ON FOREIGN EXCHANGE	-	183	518	701
AT THE END OF THE YEAR	410,915	66,682	231,732	709,329
NET BOOK VALUE				
AT THE END OF THE YEAR	-	276	36,089	36,365
AT THE START OF THE YEAR	15,347	1,044	11,009	27,400

All of the above assets are used for charitable purposes.



12A SUBSIDIARY UNDERTAKINGS

MOVEMBER EUROPE TRADING LIMITED

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

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

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

	2023 (£)	2022(£)
TURNOVER	1,800,428	1,942,202
PROGRAMME EXPENDITURE	(41,687)	(54,984)
ADMINISTRATIVE EXPENSES	(27,069)	(40,811)
FUNDRAISING	(47,577)	(53,345)
PROFIT ON ORDINARY ACTIVITIES BEFORE INTEREST AND TAXATION	1,684,095	1,793,062
GAIN / (LOSS) ON FOREIGN EXCHANGE	20,159	(12,854)
PROFIT ON ORDINARY ACTIVITIES BEFORE TAXATION	1,704,254	1,780,208
TAXATION ON PROFIT ON ORDINARY ACTIVITIES	-	-
GIFT AID TO PARENT	(1,704,254)	(1,780,208)
PROFIT FOR THE FINANCIAL YEAR	-	-
THE AGGREGATE OF THE ASSETS, LIABILITIES AND RESERVES WAS:		
ASSETS	1,723,752	1,803,588
LIABILITIES	(1,723,751)	(1,803,587)
SHARE CAPITAL	1	1

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



12A SUBSIDIARY UNDERTAKINGS (CONTINUED)

MOVEMBER FOUNDATION E.V. - RESULTS OF OPERATIONS

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

	2023 (€)	2022 (€)
TURNOVER	786,390	805,448
ADMINISTRATIVE EXPENSES	(68,129)	(77,164)
FUNDRAISING COSTS	(146,684)	(117,944)
MEN'S HEALTH PROGRAMMES	(418,687)	(346,271)
PROFIT ON ORDINARY ACTIVITIES BEFORE INTEREST AND TAXATION	152,890	264,070
(LOSS) ON FOREIGN EXCHANGE	-	(2,146)
PROFIT ON ORDINARY ACTIVITIES BEFORE TAXATION	152,890	261,924
TAXATION ON PROFIT ON ORDINARY ACTIVITIES	-	-
PROFIT FOR THE FINANCIAL YEAR	152,890	261,924
THE AGGREGATE OF THE ASSETS, LIABILITIES AND RESERVES WAS:		
ASSETS	2,819,433	2,703,413
LIABILITIES	(51,106)	(87,977)
RESERVES	2,768,327	2,615,436

12B BRANCHES - MOVEMBER IRELAND - RESULTS OF OPERATIONS

Movember Europe was registered as a charity in Ireland (charity no. 20105280) on 22 March 2018. The activities are not carried out within a separate entity but are instead treated as a branch of the charity. The results of the Ireland operations for the year ended 30 April 2023 were as follows, stated using the presentational currency of Euros:

	2023 (€)	2022 (€)
REVENUE	2,236,708	2,687,944
TOTAL COSTS	(1,798,957)	(1,505,215)
NET INCOME BEFORE OTHER RECOGNISED GAINS AND LOSSES	437,751	1,182,728
GAIN / (LOSS) ON FOREIGN EXCHANGE	28,173	(6,033)
NET MOVEMENT IN FUNDS	465,924	1,176,696
THE AGGREGATE OF THE ASSETS, LIABILITIES AND RESERVES WAS:		
ASSETS	8,164,776	7,833,340
LIABILITIES	(461,576)	(596,064)
RESERVES	7,703,200	7,237,276



13 PARENT CHARITY

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

	2023 (£)	2022 (£)
GROSS INCOME	20,717,401	18,776,491
RESULT FOR THE YEAR	6,152,555	7,626,537

14 DEBTORS

	The group		The charity	
	2023 (£)	2022 (£)	2023 (£)	2022 (£)
TRADE DEBTORS	558,964	754,973	-	83,889
OTHER DEBTORS	70,016	68,252	68,833	67,133
GIFT AID RECEIVABLE	1,012,741	900,934	1,012,741	900,934
AMOUNTS DUE FROM GROUP UNDERTAKINGS	813,060	181,322	2,518,536	1,969,882
PREPAYMENTS	121,077	118,581	121,077	118,581
ACCRUED INCOME	316,595	110,805	309,965	107,394
	2,892,453	2,134,867	4,031,152	3,247,812

15 CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	The group		The charity	
	2023 (£)	2022 (£)	2023 (£)	2022 (£)
MEN'S HEALTH PARTNER GRANT DISTRIBUTIONS PAYABLE	7,298,498	8,026,081	7,298,498	8,026,081
TRADE CREDITORS	10,932	358,089	10,017	358,089
TAXATION AND SOCIAL SECURITY	127,763	150,112	93,072	92,245
OTHER CREDITORS	229,605	158,964	229,603	158,964
AMOUNTS DUE TO GROUP ENTITIES	-	4,926	-	4,861
ACCRUALS	998,289	501,630	984,853	491,459
	8,665,087	9,199,801	8,616,043	9,131,699

16 CREDITORS: AMOUNTS FALLING DUE AFTER ONE YEAR

	The group		The charity	
	2023 (£)	2022 (£)	2023 (£)	2022 (£)
LEASE LIABILITIES	123,152	63,238	123,152	63,238
OTHER LIABILITIES	69,888	129,888	69,888	129,888
	193,040	193,126	193,040	193,126



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

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

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

	General unrestricted (£)	Translation of foreign operations (£)	Designated funds (£)	Restricted funds (£)	Total funds (£)
TANGIBLE FIXED ASSETS	27,400	-	-	-	27,400
NET CURRENT ASSETS	7,336,377	(694,651)	34,921,236	957,432	42,520,394
LONG TERM LIABILITIES	(193,126)	-	-	-	(193,126)
NET ASSETS AT 30 APRIL 2022	7,170,651	(694,651)	34,921,236	957,432	42,354,668

18A MOVEMENTS IN FUNDS (CURRENT YEAR)

	At 1 May 2022 (£)	Income & gains (£)	Expenditure & losses (£)	Transfers (£)	At 30 April 2023 (£)
RESTRICTED FUNDS:					
L'ORÉAL 2022	312,987	-	-	-	312,987
MR PORTER	128,252	78,250	-	40,739	247,241
HARLEQUINS	19,581	-	-	-	19,581
GILLETTE	387,712	-	(387,712)	-	-
FARMSTRONG SCOTLAND	50,000	72,061	(116,148)	-	5,913
ST HELENS COUNCIL	58,900	-	(53,900)	-	5,000
L'ORÉAL 2023	-	187,345	(25,693)	-	161,652
MUCKLE COMMUNITY FUND	-	500	(500)	-	-
TOTAL RESTRICTED FUNDS	957,432	338,156	(583,953)	40,739	752,374
UNRESTRICTED FUNDS:					
DESIGNATED FUNDS:					
MEN'S HEALTH PROGRAMME(S)	34,921,236	11,480,947	(5,250,810)	(40,739)	41,110,634
TOTAL DESIGNATED FUNDS	34,921,236	11,480,947	(5,250,810)	(40,739)	41,110,634
GENERAL FUNDS	7,170,651	9,718,471	(9,357,819)	-	7,531,303
TRANSLATION OF FOREIGN OPERATIONS					
	(694,651)	911,256	-	-	216,605
TOTAL UNRESTRICTED FUNDS	41,397,236	22,110,674	(14,608,629)	(40,739)	48,858,542
TOTAL FUNDS	42,354,668	22,448,830	(15,192,582)	-	49,610,916

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



18B MOVEMENTS IN FUNDS (PRIOR YEAR)

	At 1 May 2021 (£)	Income & gains (£)	Expenditure & losses (£)	Transfers (£)	At 30 April 2022 (£)
RESTRICTED FUNDS:					
L'ORÉAL	-	312,987	-	-	312,987
MR PORTER	74,339	79,521	(25,608)	-	128,252
HARLEQUINS	81,439	-	(61,858)	-	19,581
GILLETTE	390,534	348,644	(351,466)	-	387,712
ROYAL HIGHLAND AND AGRICULTURAL SOCIETY	-	50,000	-	-	50,000
ST HELENS COUNCIL	-	58,900	-	-	58,900
ANDREW EVANS	-	7,500	(7,500)	-	-
TOTAL RESTRICTED FUNDS	546,312	857,552	(446,432)	-	957,432
UNRESTRICTED FUNDS:					
DESIGNATED FUNDS:					
MEN'S HEALTH PROGRAMME(S)	27,486,463	8,686,749	(1,251,976)	-	34,921,236
TOTAL DESIGNATED FUNDS	27,486,463	8,686,749	(1,251,976)	-	34,921,236
GENERAL FUNDS	7,166,294	10,600,545	(10,596,188)	-	7,170,651
TRANSLATION OF FOREIGN OPERATIONS	(172,739)	(521,912)	-	-	(694,651)
TOTAL UNRESTRICTED FUNDS	34,480,018	18,765,382	(11,848,164)	-	41,397,236
TOTAL FUNDS	35,026,330	19,622,934	(12,294,596)	-	42,354,668

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

The Mr Porter Health in Mind fund, powered by Movember, will go towards men's Mental Health initiatives, in accordance with Movember's mental health strategy. The first project funded was Father's Network Scotland, to develop a Mental Health & Wellbeing App for Men in Scotland. The second project to be funded will be Family Man. The Family Man product vision is to be the first globally recognised parenting program built with fathers in mind, leading to an increase in father engagement, improved parenting confidence and child behaviour.

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

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

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

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

The funds received from the Muckle Community Fund have gone towards the Men's Pie Club project, run by Food Nation, as part of our Social Innovators Challenge. This is an investment in projects aimed at strengthening social connections for men.



PURPOSES OF DESIGNATED FUNDS

Men's Health Programme.

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

19 OPERATING LEASE COMMITMENTS PAYABLE AS A LESSEE

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

	Property		Equipment	
	2023 (£)	2022 (£)	2023 (£)	2022 (£)
LESS THAN ONE YEAR	281,404	279,158	-	892
ONE TO FIVE YEARS	892,843	1,047,600	-	-
OVER FIVE YEARS	-	-	-	-
	1,174,247	1,326,758	-	892

20 PARENT COMPANY

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

21 LEGAL STATUS OF THE CHARITY

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



MOVEMBER EUROPE
NOTES TO THE FINANCIAL STATEMENTS