

MOVEMBER EUROPE

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



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REFERENCE AND ADMINISTRATIVE INFORMATION

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



TRUSTEES' ANNUAL REPORT



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

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

STRATEGIC REPORT

OBJECTIVES AND ACTIVITIES

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

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

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

In 2023 Trustees approved our updated Impact Strategy.

KEY PRIORITIES IN THIS STRATEGY ARE:

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



FUNDRAISING STRATEGY

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

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

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

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

INVESTMENT STRATEGY

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

MEN'S HEALTH

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

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

PROSTATE CANCER

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

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





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

YOUNG MEN'S MENTAL HEALTH

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

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



ACHIEVEMENTS AND PERFORMANCE

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

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

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



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

PROSTATE CANCER CLINICAL QUALITY

TrueNTH Global Registry

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

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

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

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

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



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

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

For further information visit programs.movember.com

IRONMAN Registry

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

The project seeks to:

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

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

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

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

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

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





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

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

PERSONALISED ACTIVE SURVEILLANCE

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

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

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

PREVENTING DISEASE PROGRESSION

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

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

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

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

MOVEMBER CENTRES OF EXCELLENCE

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



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

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

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

TRANSLATIONAL RESEARCH AWARDS

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



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

PRECISION MEDICINE AWARDS

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

RESEARCH INNOVATION AWARDS

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

MAJOR AWARDS IN EXISTING TRIALS NEW ANSWERS

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

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

MAJOR AWARDS IN CURATIVE TREATMENT

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

MOVEMBER'S GLOBAL ACTION PLAN

GAP4 – Exercise and Metabolic Health in Prostate Cancer

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

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



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

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

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

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

GAP5 - Testicular cancer: The TIGER Trial

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

MEN'S HEALTH PROMOTION

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

The Movember Campaign

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

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

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

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

Testicular cancer awareness month

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

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



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

World Suicide Prevention Day

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

Gillette Influencer campaign

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

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

DIGITAL RESOURCES

Movember Family Man

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

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

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

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

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

More information can be found at:

familyman.movember.com

Movember Conversations

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

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

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

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

More information can be found at

conversations.movember.com



True North Digital Health

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

Nuts & Bolts

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

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

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

SOCIAL INNOVATORS CHALLENGE (SIC)

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

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

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

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

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





VETERANS AND FIRST RESPONDERS MENTAL HEALTH GRANT PROGRAMME

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

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

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

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

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

DIGITAL SOCIAL CONNECTIONS CHALLENGE

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

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

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

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

DISTINGUISHED GENTLEMAN'S RIDE SOCIAL CONNECTIONS CHALLENGE

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



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

SCALING WHAT WORKS

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

There are eight programmes currently receiving funding in the UK:

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





AHEAD OF THE GAME

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

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

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

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

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

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

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

FINANCIAL REVIEW

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

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

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

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





PRINCIPAL RISKS AND UNCERTAINTIES

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

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

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

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

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

Risk	Rating	Mitigation Plan
A data breach (unauthorised use of, or access to personal data collected, stored by (or on behalf of) Movember) could occur.	HIGH	<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>
Movember could fail to comply with legislative requirements in one or more of the 20+ jurisdictions we operate in, and this could result in a reprimanding action by a local authority.	HIGH	<p>A compliance schedule maintained by management and reviewed at least annually by the Board and its Finance, Risk & Audit Committee helps to ensure there is a common view of what Movember's global requirements are with respect to maintaining our corporate and charitable registrations and licences to operate.</p> <p>Movember has in-house legal and finance teams, who have responsibility to maintain awareness of, and compliance with our regulatory obligations in every jurisdiction we operate. Our organisation also has established relationships with local expert legal and tax advisors in each of those jurisdictions too.</p> <p>Movember's business practice is to engage cooperatively with regulators and supervisory authorities in all interactions, to provide assurance that Movember wants and intends to comply with compliance obligations rather than subvert or intentionally avoid these responsibilities.</p>



RESERVES POLICY AND GOING CONCERN

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

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

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

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





FUNDRAISING POLICY

Fundraising Practices

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

Fundraising Performance

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

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

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

Supporters' Data

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

Working with Third Parties

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

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



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

Complaints

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

Protecting Vulnerable People

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

PLANS FOR THE FUTURE

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

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

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

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

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

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

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

STRUCTURE, GOVERNANCE AND MANAGEMENT

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

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

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

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

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

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



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

The Board's primary functions include:

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

APPOINTMENT AND TRAINING OF TRUSTEES

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

RELATED PARTIES AND RELATIONSHIPS WITH OTHER ORGANISATIONS

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

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

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

REMUNERATION POLICY FOR KEY MANAGEMENT PERSONNEL

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

POLICY FOR EMPLOYMENT OF DISABLED PERSONS

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

EMPLOYEE INFORMATION

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



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

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

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

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

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

STATEMENT OF RESPONSIBILITIES OF THE TRUSTEES

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

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

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

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

In so far as the Trustees are aware:

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

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

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



AUDITOR

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

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

Richard Deutsch
Chairperson





INDEPENDENT AUDITOR'S REPORT



OPINION

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

In our opinion, the financial statements:

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

BASIS FOR OPINION

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

CONCLUSIONS RELATING TO GOING CONCERN

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

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

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

OTHER INFORMATION

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

We have nothing to report in this regard.

OPINIONS ON OTHER MATTERS PRESCRIBED BY THE COMPANIES ACT 2006

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

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



MATTERS ON WHICH WE ARE REQUIRED TO REPORT BY EXCEPTION

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

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

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

RESPONSIBILITIES OF TRUSTEES

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

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

AUDITOR'S RESPONSIBILITIES FOR THE AUDIT OF THE FINANCIAL STATEMENTS

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

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

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

CAPABILITY OF THE AUDIT IN DETECTING IRREGULARITIES

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

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



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

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

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

This description forms part of our auditor's report.

USE OF OUR REPORT

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

Noelia Serrano

(Senior statutory auditor)

12 September 2024

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

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





CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES

INCORPORATING AN INCOME AND EXPENDITURE ACCOUNT

For the year ended 30 April 2024

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

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



BALANCE SHEETS

COMPANY NO. 07275694

As at 30 April 2024

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

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

Richard Deutsch
Chairperson



CONSOLIDATED STATEMENT OF CASH FLOWS

For the year ended 30 April 2024

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

Analysis of cash and cash equivalents and of net debt

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



NOTES TO THE FINANCIAL STATEMENTS

MOVEMBER EUROPE FOR THE YEAR ENDED 30 APRIL 2024



1 ACCOUNTING POLICIES

(a) Statutory information

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

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

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

(b) Basis of preparation

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

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

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

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

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

(c) Public benefit entity

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

(d) Going concern

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

(e) Income

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

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





1 ACCOUNTING POLICIES (CONTINUED)

(f) Interest receivable

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

(g) Fund accounting

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

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

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

(h) Expenditure and irrecoverable VAT

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

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

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

(i) Grants payable

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

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

(j) Allocation of support costs

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

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

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

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

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

(k) Operating leases

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

(l) Tangible fixed assets

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

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

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

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

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



1 ACCOUNTING POLICIES (CONTINUED)

(m) Investments

Investments in subsidiaries are at cost.

(n) Debtors and other receivables

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

(o) Short term deposits

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

(p) Cash at bank and in hand

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

(q) Creditors and provisions

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

(r) Financial instruments

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

(s) Foreign exchange

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

(t) Pensions

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





2 INCOME FROM DONATIONS AND LEGACIES

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

3 INCOME FROM OTHER TRADING AND CHARITABLE ACTIVITIES

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





4A ANALYSIS OF EXPENDITURE (CURRENT YEAR)

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

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



4B ANALYSIS OF EXPENDITURE (PRIOR YEAR)

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

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

5 MEN'S HEALTH PARTNER DISTRIBUTIONS & PROGRAMME DELIVERY

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



6 NET INCOME FOR THE YEAR

This is stated after charging / (crediting):

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

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

Staff costs were as follows:

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

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

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

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



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

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

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

8 STAFF NUMBERS

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

9 RELATED PARTY TRANSACTIONS

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

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

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

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

10 TAXATION

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



11 TANGIBLE FIXED ASSETS

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

All of the above assets are used for charitable purposes.





12A SUBSIDIARY UNDERTAKINGS

MOVEMBER EUROPE TRADING LIMITED

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

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

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

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

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





12A SUBSIDIARY UNDERTAKINGS (CONTINUED)

MOVEMBER FOUNDATION E.V. - RESULTS OF OPERATIONS

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

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

12B BRANCHES - MOVEMBER IRELAND - RESULTS OF OPERATIONS

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

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



13 PARENT CHARITY

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

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

14 DEBTORS AND OTHER RECEIVABLES

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

15 CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

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

16 CREDITORS: AMOUNTS FALLING DUE AFTER ONE YEAR

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



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

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

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

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

18A MOVEMENTS IN FUNDS (CURRENT YEAR)

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

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



18B MOVEMENTS IN FUNDS (PRIOR YEAR)

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

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

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

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

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

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

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



PURPOSES OF DESIGNATED FUNDS

Men's Health Programme.

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

19 OPERATING LEASE COMMITMENTS PAYABLE AS A LESSEE

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

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

20 CONTINGENT LIABILITY

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

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

21 PARENT COMPANY

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

22 LEGAL STATUS OF THE CHARITY

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