



# MOVEMBER

# EUROPE

REPORT AND FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 APRIL 2025



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REFERENCE AND ADMINISTRATIVE INFORMATION

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

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

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

## STRATEGIC REPORT

### OBJECTIVES AND ACTIVITIES

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

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

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

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

#### 1. Lift the profile of men's health

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

#### 2. Strengthen men's health literacy

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

#### 3. Promote gender responsive healthcare for men

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

#### 4. Improve young men's mental health

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

#### 5. Improve prostate cancer mortality and quality of life

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



PROGRAMMATIC ACHIEVEMENTS  
AND PERFORMANCE

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



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

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

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

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

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





# MEN'S HEALTH PROMOTION

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

## THE MOVEMBER CAMPAIGN

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

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

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

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

## TESTICULAR CANCER AWARENESS MONTH (TCAM)

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

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

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



## DIGITAL RESOURCES

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

[familyman.movember.com](https://familyman.movember.com)

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

[conversations.movember.com](https://conversations.movember.com)

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

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

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

[nutsandbolts.movember.com](https://nutsandbolts.movember.com)



## THE REAL FACE OF MEN'S HEALTH

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

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

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

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





## YOUNG MEN'S HEALTH IN A DIGITAL WORLD

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

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

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

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

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

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

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

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

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

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

### Paris Olympics Pilot (Generation Paris 2024)

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

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

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

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



## MOVEMBER LEVEL UP: MENTAL HEALTH IN ESPORTS

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

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

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

## PROSTATE CANCER: CLINICAL QUALITY, PERSONALISED CARE AND HEALTH EQUITY

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

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

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

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

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

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

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

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

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







## LEGACY PROGRAMS

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

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

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

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

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

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

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

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

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

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



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

Three projects completed delivery during the financial year:

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

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

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

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

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



## FINANCIAL REVIEW

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

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

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

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



PRINCIPAL RISKS AND UNCERTAINTIES

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

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

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

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

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

RESERVES POLICY AND GOING CONCERN

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

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

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

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





## FUNDRAISING POLICY

### Fundraising Practices

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

### Fundraising Performance

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

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

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

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

### Supporters' Data

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

### Working with Third Parties

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

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

### Complaints

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

### Protecting Vulnerable People

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





## PLANS FOR THE FUTURE

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

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

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

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

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

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

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

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

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

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

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

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





## STRUCTURE, GOVERNANCE AND MANAGEMENT

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

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

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

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

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

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

The Board's primary functions include:

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

## APPOINTMENT AND TRAINING OF TRUSTEES

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

## RELATED PARTIES AND RELATIONSHIPS WITH OTHER ORGANISATIONS

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

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

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

## REMUNERATION POLICY FOR KEY MANAGEMENT PERSONNEL

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

## POLICY FOR EMPLOYMENT OF DISABLED PERSONS

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



## EMPLOYEE INFORMATION

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

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

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

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

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

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

## STATEMENT OF RESPONSIBILITIES OF THE TRUSTEES

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

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

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

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

In so far as the Trustees are aware:

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

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

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

## AUDITOR

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

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



Linnsey Caya  
Chairperson





# INDEPENDENT AUDITOR'S REPORT

## OPINION

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

In our opinion, the financial statements:

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

## BASIS FOR OPINION

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

## CONCLUSIONS RELATING TO GOING CONCERN

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

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

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

## OTHER INFORMATION

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

We have nothing to report in this regard.

## OPINIONS ON OTHER MATTERS PRESCRIBED BY THE COMPANIES ACT 2006

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

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

## MATTERS ON WHICH WE ARE REQUIRED TO REPORT BY EXCEPTION

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

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

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

## RESPONSIBILITIES OF TRUSTEES

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

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

## AUDITOR'S RESPONSIBILITIES FOR THE AUDIT OF THE FINANCIAL STATEMENTS

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

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

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

## CAPABILITY OF THE AUDIT IN DETECTING IRREGULARITIES

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

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

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

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

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



USE OF OUR REPORT

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

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

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

CONSOLIDATED  
STATEMENT OF  
FINANCIAL ACTIVITIES

(INCORPORATING AN INCOME AND EXPENDITURE ACCOUNT)

For the year ended 30 April 2025

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

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

BALANCE SHEET

COMPANY NO. 7275694  
As at 30 April 2025

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

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



Linnsey Caya  
Chairperson

CONSOLIDATED STATEMENT OF CASH FLOWS

For the year ended 30 April 2025

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

Analysis of cash and cash equivalents and of net debt

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



# NOTES TO THE FINANCIAL STATEMENTS

MOVEMBER EUROPE FOR  
THE YEAR ENDED 30 APRIL 2025



## 1 ACCOUNTING POLICIES

### a) Statutory information

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

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

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

### b) Basis of preparation

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

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

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

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

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

### c) Public benefit entity

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

### d) Going concern

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



**e) Income**

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

**f) Interest receivable**

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

**g) Fund accounting**

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

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

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

**h) Expenditure and irrecoverable VAT**

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

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

**i) Grants payable**

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

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

**j) Allocation of support costs**

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

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

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

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

**k) Operating leases**

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

**l) Tangible fixed assets**

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

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

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

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

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

**m) Investments**

Investments in subsidiaries are at cost.

**n) Debtors and other receivables**

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

**o) Short term deposits**

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

**p) Cash at bank and in hand**

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

**q) Creditors and provisions**

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





r) Financial instruments

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

s) Foreign exchange

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

t) Pensions

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

u) Comparative periods

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

2 INCOME FROM DONATIONS AND LEGACIES

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

3 INCOME FROM OTHER TRADING AND CHARITABLE ACTIVITIES

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

4A ANALYSIS OF EXPENDITURE (CURRENT YEAR)

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

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

4B ANALYSIS OF EXPENDITURE (PRIOR YEAR)

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

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

5 MEN’S HEALTH PARTNER DISTRIBUTIONS & PROGRAMME DELIVERY

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

6 NET INCOME FOR THE YEAR

This is stated after charging / (crediting):

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



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

Staff costs were as follows:

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

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

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

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

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

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

8 STAFF NUMBERS

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

9 RELATED PARTY TRANSACTIONS

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

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

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

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

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

10 TAXATION

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

11 TANGIBLE FIXED ASSETS

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

All of the above assets are used for charitable purposes.

12 INVESTMENTS

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

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





13A SUBSIDIARY UNDERTAKINGS

MOVEMBER EUROPE TRADING LIMITED

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

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

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

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

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

13A CONTROLLED ENTITY UNDERTAKINGS

MOVEMBER FOUNDATION E.V. - RESULTS OF OPERATIONS

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

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

13B BRANCHES - MOVEMBER IRELAND - RESULTS OF OPERATIONS

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

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

14 PARENT CHARITY

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

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

15 DEBTORS AND OTHER RECEIVABLES

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

16 CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

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

17 CREDITORS: AMOUNTS FALLING DUE AFTER ONE YEAR

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

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

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

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

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

19A MOVEMENTS IN FUNDS (CURRENT YEAR)

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

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



19B MOVEMENTS IN FUNDS (PRIOR YEAR)

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

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

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

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

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

PURPOSES OF DESIGNATED FUNDS

Men's Health Programme.

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

20 OPERATING LEASE COMMITMENTS PAYABLE AS A LESSEE

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

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

21 OPERATING LEASE COMMITMENTS RECEIVABLE AS A LESSOR

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

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

CONTINGENT LIABILITY

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

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

23 PARENT COMPANY

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

24 LEGAL STATUS OF THE CHARITY

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



**MOVEMBER<sup>®</sup>**