

Tackling prostate cancer together



The Prostate Cancer Charity

Our sole focus is prostate cancer and the men and their families affected by this disease. We:

- fund vital research into prostate cancer
- provide information about the prostate gland and the symptoms, diagnosis and treatment of prostate cancer
- provide the only dedicated prostate cancer Helpline run by trained nursing staff – offering support to men diagnosed with prostate cancer, their families and to anyone who wants to know more about the disease
- aim to save lives by raising awareness of the disease
- campaign for improved prostate cancer services and support.



1 in 11 men in the UK will be diagnosed with prostate cancer

“Prostate cancer as an issue is gaining ground – but still too slowly. To make the progress we need in raising awareness, accelerating research and improving NHS services, the pace of change has to step up a gear. We are inviting you to join a movement for change – a movement that will, with your help, succeed.

All men in the UK must know about prostate cancer and the symptoms to look out for – knowledge that could save their lives. Many people have already joined us to build awareness and understanding across the age groups (see pages 6-7). Now is the time for all men and their families to unite to put their health first.

Every man diagnosed with prostate cancer must have access to excellent information, health care and support. The Prostate Cancer Charity is leading this challenge not only through the services it provides, but also through its determination to influence the NHS and health professionals. You can read about this work on pages 4-5.

More money – much more – must be invested in research into improved testing, diagnosis and treatment of prostate cancer. Although national research spend is rising, we must never forget that we have a historical legacy of neglect to overcome.

We invested £1.5 million in 2004/05 in high quality research, demonstrating our own commitment to this vital area of activity.

None of our work would be possible without the help of the many people who have already thrown their weight behind us. We thank all of our supporters including individuals who give donations and legacies, people prepared to volunteer their precious time, and companies and charitable trusts who want to improve men’s health.

We recognise that much more can be achieved together than apart. That is why The Prostate Cancer Charity is committed to mobilising others, locally and nationally, and to working with them in harnessing our collective efforts.

Please join us in meeting the challenges that lie ahead. Think about how, together, we can build on the initiatives and activities that are set out in this Annual Review. We look forward to hearing from you.”



John Neate
Chief Executive



Paul Forster
Chairman



£1.5 million for research

Last year we invested £1.5 million in new research to improve scientific understanding of prostate cancer and to help find new treatments for the disease.

The best research possible

For research funds from The Prostate Cancer Charity to really count, it is vital that our investment is effectively targeted. Our Research Advisory Committee, which draws together some of the UK's top cancer scientists, eminent clinicians and men with prostate cancer, ensures this happens. Based on the Committee's advice, the Charity plans to widen the scope and distribution of research grants – funding the best quality research wherever it is found across the UK.

“Every grant we make is peer reviewed – it's a process recognised world-wide as a measure of research quality,” says Malcolm Mason, a Trustee and member of our Research Advisory Committee who is Professor of Clinical Oncology at Cardiff University. “We can call on a panel of around 20 independent experts from around the world. They comment on the originality of the research, and its worth, and they assess the quality of the people applying to do it. They give each proposal a rating, so that we can judge the best quality research.”

Work at the Hammersmith Hospital, London

During the year we approved five new project grants at Imperial College's London laboratories, based at Hammersmith Hospital. The grant made to Dr Bevan and her team is featured opposite.

Dr Ali and Dr Buluwela have successfully created a system that turns off the genes that make cancer cells grow and divide. New grants will make it possible to test this system in prostate tumours.

Dr Kamalati's research aims to develop scientific tools that will make it easy to identify the different types of prostate cells. These tools will accelerate progress in research and, we hope, will help in the future diagnosis and treatment of prostate cancer.

Dr Kypta and his team have grants for two research projects. The first aims to study the role of proteins in communication between cells, asking whether certain proteins cause cancer to invade surrounding tissue. The second investigates the control system that is involved when prostate cancer cells go on to form secondary tumours around the body. The results of these studies may eventually help identify a target for new treatments.

The Palgrave Brown Foundation donated £20,000 towards Dr Ali's and Dr Buluwela's research at Hammersmith Hospital. The Charity still needs to raise £128,000 to support this important project, which could form the basis of a new way to treat advanced prostate cancer.



“I want to see this saving lives”

Dr Charlotte Bevan and her team are funded by The Prostate Cancer Charity. They are working to find treatments for advanced prostate cancer that could one day help save the lives of thousands of men.

“We need effective treatments for advanced prostate cancer; the therapies we have work well, but they don’t work for very long, and after a few years patients often relapse. We need to find out why this is – what’s going on? We aim to figure out new ways to stop or control the disease by targeting particular proteins inside cancer cells.

“There’s definitely an urgency in what I do. We work right next to the cancer centre at Hammersmith Hospital; we know the clinicians; we see the patients. It brings it home to me that what I do really could make a difference in my own lifetime. So that makes me think ‘let’s get this moving, I want to see this saving lives’.

“A detailed experiment might take a week or more. We are working with molecules like DNA and proteins as well as growing human cancer cells.

We analyse the data, and then we start all over again. You have to repeat everything; it’s incredibly rigorous because you have to be absolutely certain that what you’re seeing is real.

“I couldn’t do all this without The Prostate Cancer Charity’s support. To put it in perspective: there was no prostate cancer research in this department before the Charity funded me. They’ve kick-started prostate cancer research here. It’s enabling a huge amount of work to be done.”



16,000 Helpline calls

The Prostate Cancer Charity offers specialist support and information to men with prostate cancer and their families.

Vital service

Our Helpline took 16,000 calls last year, of which 20 per cent were referred from the NHS.

For men diagnosed with prostate cancer, the Helpline's specialist nurses are a unique source of much-needed information and support. Last year, a National Audit Office report found that, compared with three other common cancers, men with prostate cancer were more than twice as likely to have had no discussion when they were diagnosed, and nearly twice as likely to have an unmet need for information.

Networkers

Our Helpline can also put callers in touch with volunteer Networkers – people with experience of prostate cancer who are often inspired to help others by the support they received.

Networker, Denis Blake (see right) says: "People can ask me anything they like... about incontinence, impotence, whatever. I tell them the truth. I don't recommend a particular treatment choice, but I tell them what happened to me, what I chose to do and how I got on."

Funding specialist nurses

We fund four specialist prostate cancer nurses. Their work is being assessed by King's College School of Nursing and Midwifery in London to provide evidence that this specialist support makes a real difference. Last year each nurse

saw, on average, over 800 men with prostate cancer and spoke on the phone to 500 more.

The Sovereign Health Care Charitable Trust offered its support for Zoe Scaife, our specialist nurse at St Luke's Hospital in Bradford, with grants totalling £11,000.

UK-wide impact

We are committed to providing local prostate cancer support and services right across the UK.

In 2004/05, we appointed our first Head of Regional Development and pilot projects will begin during 2005/06, the first in Scotland. Long-term, we want to create networks of volunteers who will campaign for service improvements in their areas and provide local support.

African Caribbean Awareness Project

There's an urgent need to raise awareness of prostate cancer among African Caribbean men in the UK, who are three times more likely to develop the disease than white men.

We work with community advisers in Birmingham, Bristol, Bradford, Liverpool and Leeds to find effective and innovative ways of getting our life-saving message across. More than 200 people attended the first annual Prostate Cancer Charity dominoes tournament in Bradford in October 2004, which was won by the Bradford community group, the Federation of African & Caribbean Elders.



“I didn’t know if I was going to live or die”

Dr Richard Ryder, 65, is a retired NHS clinical psychologist from the south west. He is one of nearly 16,000 people who called our Helpline last year.

Richard says: *“When I was told I had prostate cancer, the consultant asked me if I had any questions. Of course when you’re first told you’ve got cancer, you can’t immediately think of what to ask, but by the time I got home from hospital, I had a hundred questions – and I couldn’t get any answers.*

“All I knew was that I had prostate cancer. I didn’t know if I was going to live or die. I didn’t know whether I had days, weeks or months, or what sort of percentage chance I had of surviving. I was frightened, and in those first few days before I had time to adjust to my diagnosis, I needed someone there on the phone to give me information and support.

“The Helpline nurse I spoke to was warm and sincere and supportive – she answered my questions, she gave me the facts I wanted. She explained the alternative courses of treatment available, and their comparative merits and success rates. I can’t praise the Helpline too highly. They did a wonderful job for me.”

The cost of running the Helpline every hour is £185.

Last year the John Lewis Partnership, one of the Charity’s regular donors, gave £2,500 towards this vital area of our work.

Networker Denis Blake, 71, from Salisbury in Wiltshire was diagnosed with prostate cancer in 1998. He is one of 150 people across the UK who provide one-to-one support to men diagnosed with prostate cancer.



The confidential Helpline, 0845 300 8383, is open from 10.00 am to 4.00 pm Monday to Friday and on Wednesdays from 7.00 pm – 9.00 pm.



Raising awareness across the UK

Ignorance about the prostate gland and prostate cancer can mean that diagnosis and treatment come too late. It's vital we raise awareness of the disease and its symptoms.

Awareness Week

What does a prostate gland do and where is it? An ICM poll we commissioned, during our Prostate Cancer Awareness Week (March 21-27), revealed that most UK adults don't know these basic facts. These findings helped us gain mass media coverage across more than 100 publications, reaching millions of readers.

Throughout 2004/05, The Prostate Cancer Charity was specifically named in more than half of all print media stories about prostate cancer.

National effort

Our National Prostate Cancer Conference in November 2004 was a huge success, attracting top UK and international speakers, over 300 delegates and unprecedented media interest. The Government launched its four-year review report, *Making Progress on Prostate Cancer*, at the conference, crediting a number of our initiatives.

"I think we all felt an incredible sense of potential for the future," says Chief Executive, John Neate. "We brought together men diagnosed with the disease, health care professionals, policy makers and other prostate cancer charities, and showed that we're leading an inclusive national effort. We're particularly grateful for the generosity of pharmaceutical companies, like AstraZeneca, Novartis and Sanofi-Aventis, who gave over £30,000 in total."

Amicus partnership

One of our biggest awareness raising partnerships last year was with the trade union, Amicus, and its 1.2 million members. "Lots of men don't have a clue about prostate cancer," says Rob Miguel, Health and Safety Officer. "Working closely with The Prostate Cancer Charity, we've been able to tell our members what to look out for, and what do about it."

What matters to men with prostate cancer?

Our User Advisory Group – ten people with personal experience of prostate cancer – meets regularly and ensures we keep in touch with the needs of men and their families.

This year, it helped create the Charity's First National Survey, the results of which will be published in November 2005. We expect powerful evidence about men's experience of prostate cancer and of using NHS services.

New website

A new National Prostate Cancer Website, providing intelligent signposting to a wealth of prostate cancer information, will be launched in late 2005. The site is being jointly funded by the Department of Health and the Prostate Cancer Charter for Action, a collaboration of 22 organisations. John Neate, our Chief Executive, chairs the group which is developing this project.



“I knew I’d got a prostate – I just didn’t know much about it”

Colin Kidby, 67, from Newport Pagnell, had little idea about prostate cancer or its symptoms – until he picked up one of our information leaflets. It probably saved his life.

“I looked down the list of symptoms in the leaflet – getting up in the night, problems with going to the toilet – and mentally I ticked this, ticked that, ticked this.

“I knew I’d got a prostate – I just didn’t know much about it! So next time I saw my doctor, I got him to do a PSA blood test for me. That’s when I found out I’d got prostate cancer. I went through all the biopsy procedures and other tests. It wasn’t pleasant, but it’s got to be done.

“In the end I had radiotherapy. Now I have check ups, but basically it’s good news. I know if I hadn’t picked up one of the Charity’s leaflets, I would never have realised I had a problem.

“Now I just get on with life. I’ve had prostate cancer. It’s treated. It’s happened. I say to people: if you’ve got concerns it’s not worth being frightened, get some advice, just find out.”

An information leaflet saved Colin Kidby’s life. There are many opportunities for sponsoring the wide range of information we give to men and their families.



The Worshipful Company of Innholders is one of many donors who helped us produce the Tool Kit – a flexible information pack for men living with prostate cancer. They gave £2,000 towards the pack which can be updated and tailored to individual needs. Last year we sent Tool Kits to more than 7,000 men.



23,000 supporters

We depend on more than 23,000 supporters who contribute more than 95 per cent of our income. Last year they helped us raise over £3 million.



David Hillier was diagnosed with advanced prostate cancer at the exceptionally young age of only 37. Three years on, he is one of our most successful individual fundraisers. He has raised over £200,000 for our research, support and awareness work.

What's your challenge?

There are many ways you can work with us to raise funds. Our thanks go to the thousands of men, women and children who give so much time and commitment to our work.

Ron Pattenden sailed the entire coast of the UK in a 13ft laser dinghy. And our biggest team ever of 150 ran in the Great North Run in Newcastle upon Tyne – including energetic employees from Leamington Spa accountants, The Graham Fulford Partnership.

At the Flora London Marathon, our team of nearly 100 intrepid runners raised over £100,000.

A clear match

Sean Derrig is National Franchise Manager for Snap-on Tools, who chose us for their Charity of the Year in 2005:

“Our customers are almost exclusively male and it struck us that we could really do

something to help. We're asking all our 420 mobile tool dealers to speak to our 150,000 customers about the disease. Anything we can do to put the word on the street is a good thing, and we aim to raise at least £40,000 next year.

“It lets us give something back to the community, using the platform we have to do something really positive. And – because The Prostate Cancer Charity is still relatively small – our money will make an incredible difference. We could fund a year's work by a specialist prostate cancer nurse. That's really motivating for everyone here. I'd recommend working with them to anyone.”

Snap-on Tools provided a £5,000 prize for our Real Man Test during Awareness Week 2005. The general knowledge test – including a prostate cancer fact – appeared on half a million beer mats in a thousand pubs in UK cities.



Could your company work with us? Please call Denise Bailey on 020 8222 7640 to see how you can help us, and put the word out to your staff and customers at the same time.





Professor Jonathan Waxman saw a desperate need for improved prostate cancer research and for heightened awareness. He responded to that need by founding The Prostate Cancer Charity in 1996. His leadership of the Charity, and his ability to generate support for its work, have played a critical role in transforming the prostate cancer landscape in the UK. In acknowledgment of that, the Charity's Board was united in electing Jonathan Waxman as the Charity's first President and in offering him life-long membership of the Board.

Professor Jonathan Waxman, Founder and President

Patrons

Rabbi Lionel Blue
 Rt Hon Iain Duncan Smith
 Mr Mike Gooley
 Rt Hon William Hague
 Rt Hon Sir Edward Heath
 Mr Geoffrey Hughes
 Rt Hon Charles Kennedy
 Rt Hon John Major
 Rt Hon Baroness Pitkeathley
 Eminence Cardinal Cormac Murphy-O'Connor
 The Chief Rabbi Professor Sir Jonathan Sacks
 Mr Clive Soley
 Mr Chris Tarrant
 The Most Reverend Desmond Tutu

The Rt Hon Sir Edward Heath died on 17 July 2005. We are grateful for his commitment and work as our Patron. We also sadly note the death of the Right Hon Callaghan of Cardiff, a previous Patron of the Charity, on 26 March 2005.

Trustees and Directors

Professor J Waxman (President) *elected March 2005 (previously Chairman)*
 Professor P Forster (Chairman) *elected March 2005*

Mr L Moffat (Vice Chairman) *elected March 2005*
 Ms S Sayer (Vice Chairman) *elected March 2005*
 Mr M Cook (Treasurer)
 Mr J Azis
 Mr D Body
 Mr N Bowman
 Mrs J Bridge
 Mr G Duncan *resigned as Vice Chairman, December 2004*
 Professor M Mason
 Mr J Rose *resigned October 2004*

To find out how you can help us
 and we can help you, please call:

- Trusts: David Buglar 020 8222 7655
- Companies: Denise Bailey 020 8222 7640
- Legacies and Major Gifts: Elaine Bennett 020 8222 7622
- Making a regular monthly gift: Lena Moore 020 8222 7634
- Community Fundraising: Lesley McGinty 020 8222 7632

Our sole focus is prostate cancer
 and the men and their families
 affected by this disease.

As our supporters grow, so does our **impact**

Leading the way

“The influence of The Prostate Cancer Charity is constantly growing. Using its resources skilfully – money, paid staff and volunteers – it has reinforced its position as the leading charity focused on prostate cancer.

The Charity’s ability to do more in tackling the major challenges of prostate cancer depends critically on increasing its income. In 2004/05, overall income rose by six per cent and fundraised income by seven per cent – a solid achievement, despite the major impact of the Tsunami Appeal.

Income from community fundraising increased by 12 per cent, direct marketing by 25 per cent and trusts by 23 per cent. Legacy income – an unpredictable source – was down by 28 per cent and is a focus for development. Corporate income regrettably dipped by 67 per cent due to turnover of key staff. This is now expected to grow substantially.

During the year, the Charity’s Board and staff have worked to maintain tight control on costs and invested more in our fundraising efforts to secure future growth.

Maximising our impact

Research is a key priority. A major new, peer-reviewed research grant worth over £1.5 million was made to Hammersmith Hospital in 2004/05. This had a significant impact on the Charity’s reserves, but still left the Charity with a little over three months’ buffer – in accordance with our reserves policy.

We are enormously grateful for the support of our many donors – individuals and organisations. I am happy to reassure you that these donations are being put to good use and that vigorous efforts are constantly being made to maximise spend on our charitable objects and to challenge the need to incur new costs. If you are not yet a donor, I do hope that you will be encouraged to join the growing ranks of our supporters.

I believe strongly in the importance of charities being transparent and accountable. If you have any questions on The Prostate Cancer Charity’s accounts, please contact Andrew Grimshaw, Head of Finance on 020 8222 7622.”

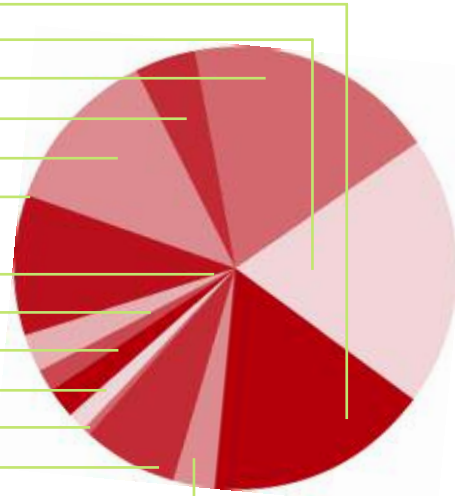
Michael Cook
Treasurer



Summarised Financial Statements for the Year Ended 31 March 2005

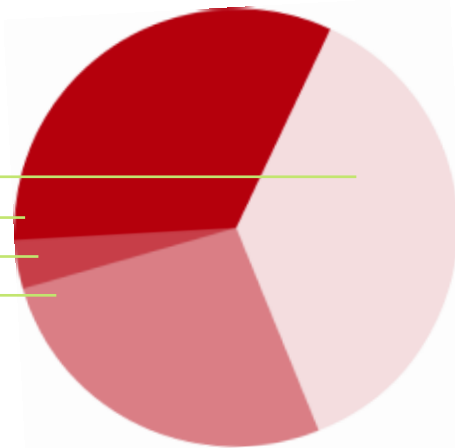
Income

Community fundraising	£533,000
Direct marketing	£642,000
Charitable trusts	£588,000
Companies	£147,000
Legacies	£392,000
Major gifts	£333,000
Grant from Department of Health and other voluntary organisations	£85,000
General donations	£54,000
In memoriam donations	£79,000
Donated services	£39,000
Christmas card sales	£15,000
Gift aid tax recoverable	£233,000
Investment income and interest	£90,000
Total	£3,230,000



Expenditure

Grants ¹	£1,466,000
Helpline, outreach and publications ²	£1,299,000
Management and Administration	£142,000
Fundraising ³	£1,045,000
Total	£3,952,000
Investment gains	£112,000
Deficit after investment gains⁴	- £610,000



Balance sheet as at 31 March 2005

Assets/liabilities

Fixed assets	£77,000
Investments	£1,836,000
Current assets	£1,061,000
Total liabilities	- £2,059,000
Total net assets	£915,000

Funds

General fund	£713,000
Designated research funds	£978,000
Restricted funds ⁵	- £776,000
Total	£915,000

¹This represents new research grants to Imperial College (Hammersmith Hospital) of £1,554,000, offset by under spends on previous completed grants of £201,000 and a grant for a Specialist Prostate Cancer Nurse in Scotland of £110,000.

²This means money spent on information and support services and on raising awareness of prostate cancer and the Charity.

³This reflects our investment in fundraising staff and systems to increase income significantly in line with our strategy.

⁴This deficit is due to the major investment in research (see 1 above), achieved while retaining the agreed minimum reserves.

⁵The award of the new research grant (see 1 above) creates a negative balance on the restricted reserves. This is offset by an equivalent amount in the designated research funds, created by the Trustees.

Statement of Trustees

These accounts are a summary extracted from the annual accounts and certain information relating to both the Statement of Financial Activities and the Balance Sheet. These summarised accounts may not contain sufficient information to allow for a full understanding of the financial affairs of the Charity. For further information, the full annual accounts, which have been subjected to an audit, and the Trustees' annual report should be consulted. Copies of these can be obtained from The Prostate Cancer Charity, 3 Angel Walk, Hammersmith, London, W6 9HX and in electronic format on the Charity's website: www.prostate-cancer.org.uk.

The annual report and accounts, which contained an unqualified audit report, were approved by the Trustees on 19 July 2005 and will be submitted to the Charity Commission and Companies House following the Annual General Meeting on 19 July 2005.

Professor Paul Forster, Chairman
For and on behalf of the Trustees

Independent Auditors' Statement to the Trustees of The Prostate Cancer Charity

We have examined the summarised financial statements of The Prostate Cancer Charity.

Respective Responsibilities of Trustees and Auditors

The Trustees are responsible for preparing the Annual Review in accordance with applicable law. Our responsibility is to report to you our opinion on the consistency of the summarised financial statements within the Annual Review with the full financial statements and Trustees' Report. We also read the other information contained in the Annual Review and consider the implications for our report if we become aware of any apparent misstatements or material inconsistencies with the summarised financial statements.

Opinion

In our opinion the summarised financial statements are consistent with the full financial statements and Trustees' Report of The Prostate Cancer Charity for the year ended 31 March 2005.

Wilson Wright & Co, Chartered Accountants, Registered Auditors
5th Floor, 71 Kingsway, London, WC2B 6ST

20 September 2005

The Prostate Cancer Charity

£1.5 million for research

Last year we invested over £1.5 million in new research to improve scientific understanding of prostate cancer and to help find new treatments for the disease.

16,000 Helpline calls

We offer specialist support and information to men with prostate cancer and their families.

Raising awareness across the UK

For thousands of men, lack of knowledge about the prostate gland, and prostate cancer, means diagnosis and treatment come too late. A vital part of our mission is to raise awareness of the disease and its symptoms.

23,000 supporters

We depend on more than 23,000 supporters who contribute more than 95 per cent of our income. Last year they helped us raise over £3 million in voluntary income.

Can we help?

The symptoms of an enlarged prostate are:

- needing to urinate more often, especially at night
- difficulty passing urine
- a weak flow
- a feeling that your bladder has not emptied properly.

But this does not necessarily mean prostate cancer. Many men develop a benign prostate condition as they grow older. It is, however, important to get symptoms checked out. Prostate cancer, particularly in its early stages, can often be successfully treated.

If you want to find out more about the symptoms, or are worried that you have them, you can talk confidentially to one of our specialist nurses on our national Helpline, open from 10.00 am to 4.00 pm Monday to Friday and on Wednesdays, from 7.00 pm – 9.00 pm.

Our Helpline number is **0845 300 8383**.

Our Minicom number is **0845 300 8484**.

The Prostate Cancer Charity

3 Angel Walk

Hammersmith

London W6 9HX

Tel: 020 8222 7622

www.prostate-cancer.org.uk

Registered Charity Number 1005541