

we've come a long way

a ground-breaking year in the fight against prostate cancer



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Everyone join in.

Staff at M&S stores throughout the UK raised funds and showed their support for prostate cancer awareness month in some brilliantly imaginative ways – like this conga in the park!

“This year, we committed over one million pounds to funding nine new, innovative research projects across the UK.”

John Neate

I firmly believe that by working together with the right people – with the right commitment and the right investment – prostate cancer can be beaten.

At the end of 2008, we took the lead and laid out clearly what needs to be done. The result is an ambitious new strategy, ‘Transforming the future for prostate cancer’, that sets out our vision for prostate cancer for 2020. This strategy highlights goals, with detailed targets, that cover five key areas – cutting death rates, raising awareness, enhancing action in African Caribbean communities, reducing social and geographical inequalities in access to high quality health services, and ensuring that people affected by prostate cancer have their information and support needs properly met. We now have an ambitious game plan.

I also believe that The Prostate Cancer Charity is making an increasing difference to the lives of people affected by prostate cancer. This year, we committed over one million pounds to funding nine new, innovative research projects across the UK. Investment in our Helpline – the only nurse led specialist prostate cancer Helpline in the UK – enabled us to provide an improved service to over 8,000 people who called us this past year for information and support.

A new community-based programme operating across three London boroughs is helping us to lift awareness among African Caribbean men and their families. African Caribbean men are three times more likely to develop prostate cancer than their white counterparts – so it is vital that we work closely with this community. Building on the success of our work in Scotland, we also opened a new office in Glasgow to support our campaigning activity and to give us more direct access to people affected by prostate cancer. Our many other achievements and reasons for celebration are set out in the contents of this Annual Review.

We know, however, that we still have a mountain to climb – and we know that convincing action on prostate cancer is a costly business. Thanks to the continuing generosity and commitment of all of our supporters, we increased our income to nearly £8 million in 2008/09 – in the midst of the most testing financial conditions for decades. Our challenge now is to increase this income further and to build the vital momentum of action in tackling this disease.

Together, we can – and we must – transform the lives of people affected by prostate cancer.

John Neate, Chief Executive



transforming the future, one day at a time

Prostate cancer is the most common cancer in men.
In the UK alone:

- 35,000 men are diagnosed each year;
- One man dies every hour of the disease, that's 10,000 men every year

These are stark facts.

So what are we doing about it?

The Prostate Cancer Charity is the UK's leading charity working with people affected by prostate cancer. We are fighting prostate cancer head-on, in every way we can. Through scientific research, by providing support and information for those whose lives are affected by the disease, and by lobbying and campaigning to raise the profile of prostate cancer and to tackle inequalities.

We have been working hard since our beginning in 1996 when we set out with a broad remit to improve the care and welfare of those affected by prostate cancer. We now provide the most comprehensive range of services of all the prostate cancer charities.

We need reliable tests and effective treatments. So we fund medical research, peer-reviewed by internationally-renowned scientists.

Men in the UK need to be aware of what to look for. GPs and nurses need to be more aware of the facts. So we provide information for men, their families and those in the healthcare professions about symptoms, diagnosis and treatment options.

Everyone affected by prostate cancer needs support and accurate information. We provide it through our award-winning publications, through our Helpline staffed by specialist nurses and through our outreach programme made up of a nationwide network of men who have had prostate cancer.

We raise awareness amongst men and their families and among politicians and policy-makers – putting prostate cancer higher up the health agenda, where it should be, given the significance of the disease.



A day at a time.
Michael Clancy and friends drove vintage tractors from John O'Groats to Lands End, all in aid of the Charity.





Courage and determination.
Our supporters get up to some amazing things! They are an inspiration to us.

Setting a new agenda

In 2008, our previous five-year strategic plan, 'A Cause for Action,' drew to a close. Changes have been made. Awareness has risen. While there are clearly huge challenges still in front of us, headway is being made, and there are successes we can celebrate.

No, we are not yet able to celebrate the discovery of a cure or prevention for prostate cancer. In this year alone though, we have been able to invest over a million pounds into research. Some of the most talented people on the planet are dedicating their minds and their skills to this aim, and we give them our wholehearted support and encouragement.

Importantly, we can celebrate the launch of our new strategy to take us forward through the next five years. Our strategy document, 'Transforming the future for prostate cancer', sets out five major goals the Charity believes must be achieved for people affected by prostate cancer by 2020, and the actions we will take to achieve them between now and 2014. These goals will be reached when everyone concerned – people affected by the disease, charities, health professionals, the NHS, researchers and supporters – moves in the same direction with a sense of united purpose.

By 2020...

- significantly more men will survive prostate cancer
- society will understand the key facts about prostate cancer and will act on that knowledge
- African Caribbean men and women will know more about prostate cancer and will act on that knowledge
- inequalities in access to high quality prostate cancer services will be reduced
- people affected by prostate cancer will have their information and support needs addressed effectively

Max Clifford speaks out

The new strategy was launched at a special event held at the Science Museum, London on 1st December 2008. Speakers included Max Clifford, who was diagnosed with the disease in 2007, following an annual check up. The high profile public relations consultant spoke of his personal experience of prostate cancer, as well as his support for our broad ranging and ambitious strategy to tackle issues surrounding the disease.

"My own battle with prostate cancer showed me that much needs to be done to raise awareness of the prevalence and impact of the disease and its potential signs and symptoms, so that men can seek help early. It is also critical that more is invested in research, that credible information is made available for the 35,000 men diagnosed with prostate cancer every year and that their experience of treatment improves," Clifford said.



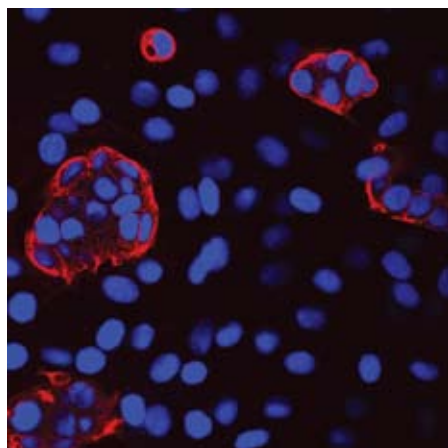
a million reasons to smile

Historically, research into prostate cancer has been woefully underfunded in comparison with other forms of cancer. Every year, requests for research funding greatly exceed the funds we have available. But there is some very good news. This year, thanks to the generosity of all our supporters, the amount we have been able to award to further research has topped the magic £1 million. That certainly is something to smile about.

Moustache-sporting fundraisers party into the night at end-of-November celebrations.



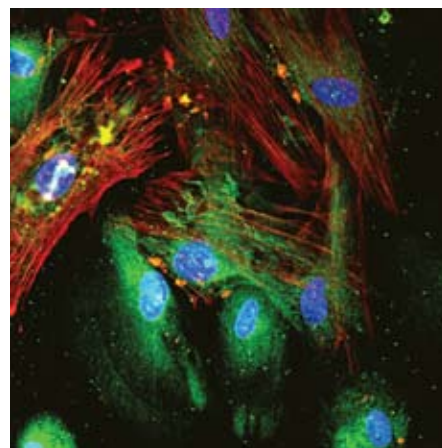




Prostate epithelial cells and fibroblast cells



Ms Silvia Ottaviani, PHD student



Prostate cancer-associated fibroblasts

Picking nine from fifty-nine

Last year we received 59 research grant applications. Of these, nine new research projects have been funded and are about to start. The total awarded is £1.053 million and we wish all of our researchers well.

Our research objectives are broad, covering basic research into the underlying causes of prostate cancer, identifying new diagnostic tests and targets for treatment, right through to studies on the realities of living with the disease. Because we cannot support every application we would like to, choosing between them means we have to be extremely well informed. We draw on specialists from all around the world to advise us, and we also have an independent Research Advisory Committee made up of scientific experts and people whose lives have been affected by prostate cancer. The Committee presents its recommendations to the Board, who consider them alongside other factors such as the level of resources available, maintaining a balance between projects with short and long-term outcomes and synergy with the Charity's wider work.

A common purpose

In selecting projects to support, we are careful to avoid needless duplication of research done elsewhere. However, cooperation between research funding organisations can and should go much further. In working towards our stated goal that by 2020, significantly more men will survive prostate cancer, we are engaging with the wider research community, both in the UK and internationally, to examine the scope for collaborative research funding. To make progress in this direction, Chief Executive John Neate has visited prostate cancer charities and researchers both in the USA and Canada.

Dr Helen Rippon, the Charity's Head of Research Management, elaborates, "We certainly know that within the prostate cancer community, there is room for greater collaboration both between funders and research disciplines. The Prostate Cancer Charity has worked vigorously to ensure that our research programme is diverse and reflects the needs of men with prostate cancer. We are working closely with a range of prostate cancer specialists, charities and organisations to address the priorities surrounding the disease."

"We are working closely with a range of prostate cancer specialists, charities and organisations to address the priorities surrounding the disease."

Dr Helen Rippon



Robin Porter

“You are, in many ways, the person least able to make a decision about what’s best for you.”

Robin Porter

Life on the Committee

Robin Porter was diagnosed with prostate cancer over three years ago at the age of 60. Having had a busy and successful career in law, he was starting to look forward to enjoying a long and relaxing life ahead of him. The diagnosis came as a shock, threatening to put an end to all that.

When Robin was presented with the various treatment options available to him, he admits he did not know what to do. Looking back, Robin says it is difficult to remain objective in that situation. “You are, in many ways, the person least able to make a decision about what’s best for you.”

Despite all the work that has gone on, there are still few hard and fast rules about the right treatment for prostate cancer. Like many in his position, Robin was tempted to opt immediately for surgery. However, he took advice from several informed sources, talked it through with his wife and weighed up the odds. Surgery may have undesired side-effects that can have real consequences for your quality of life, including in some cases, impotence and incontinence. Because his

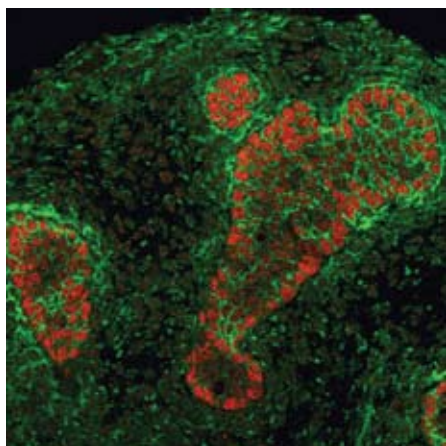
cancer appeared to be relatively slow developing, he was invited to participate in the Royal Marsden Hospital’s ‘Active Surveillance’ programme, which involves monitoring his prostate cancer through regular PSA tests, MRI scans and biopsies. Under the Active Surveillance programme, patients opt to defer radical treatments like surgery until such time as their cancer starts to behave in a way that is a cause for concern. So far, all is well – and if things should change, he will be aware of it sooner rather than later.

Robin’s experiences with prostate cancer were his motivation to apply for a place as one of the two laypeople on the Charity’s Research Advisory Committee. The Committee needs members with first-hand experience of the disease as well as scientists. As Robin discovered, the selection process involved completing a detailed written application form describing how he might contribute to the Committee, followed by an interview.

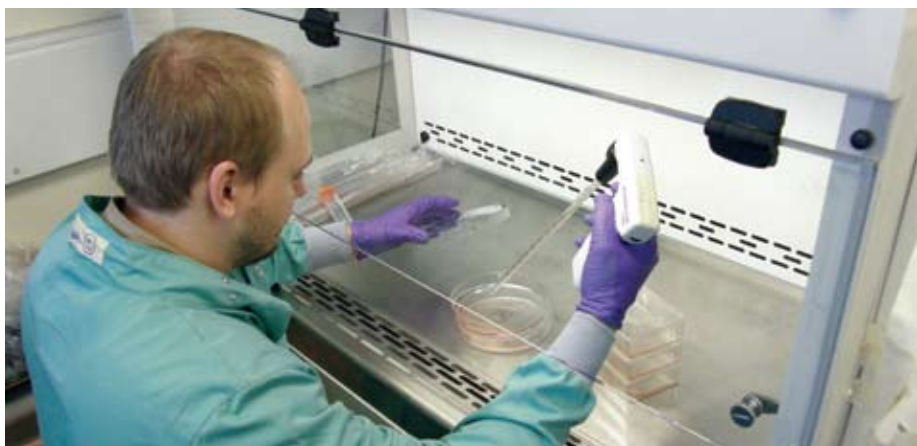
Robin was appointed to the Committee in September 2008. He has been impressed, he says, by the integrity and professional manner of the selection of research

projects to be funded. He has also been struck by the help and support he has received from the other Committee members, always willing to explain the frequently complex scientific issues to the lay members.

After the initial shock, Robin has not allowed his diagnosis to put his life on hold. Now 63, he works as a Senior Law Lecturer in London, is physically fit and enjoys cycling, skiing and spending time with his family, including his two year old grandson.



A section of rat prostate tissue



Dr Dmitry Pshchetskiy culturing prostate cells in the laboratory

Where the million will be going...

1) Why does the drug Abiraterone eventually stop working?

Dr Johann de Bono works at the Institute of Cancer Research and Royal Marsden Hospital in Sutton, Surrey and has been awarded £248,028 to uncover why the recently developed new drug Abiraterone, used to treat men with advanced prostate cancer, eventually stops working.

2) The public face of prostate cancer in the UK.

Professor Clive Seale works at the Centre for Health Sciences, Barts and the London School of Medicine and Dentistry and has been awarded £66,295 for a PhD studentship in social research. He will be researching the 'public face' of prostate cancer in the UK through studying the mass media and conducting interviews with key people and organisations.

3) Understanding prostate tumour response to bicalutamide.

Professor Stephanie McKeown works at the School of Biomedical Sciences, University of Ulster in Coleraine and has been awarded £96,401 for a PhD studentship to uncover new combinations of drugs to improve hormone treatment.

4) How a bacterium that can cause acne might also be a cause of prostate cancer.

Dr Andrew McDowell works at the Centre for Infection & Immunity, Queen's University, Belfast and has been awarded £157,943 to research bacterial infection by a common skin bacterium associated with acne, as a cause of prostate cancer. This project is being jointly funded with the Northern Ireland Health and Social Care, Research and Development Office.

5) Investigating a mechanism used by prostate cancer to spread.

Dr Dmitry Pshchetskiy and Dr Justin Sturge work at the Department of Oncology, Imperial College London and have been awarded £123,632 for a jointly led project to investigate a novel mechanism used by prostate cancer to spread to other parts of the body.

6) A new approach to delivery of super-potent drugs to prostate tumours.

Professor Michael D. Threadgill works at the Department of Pharmacy & Pharmacology at the University of Bath and has been awarded £101,992 for a PhD studentship to investigate a new approach to delivery of super-potent drugs to prostate tumours.

7) A clinical trial of devices for intractable incontinence following prostate cancer surgery.

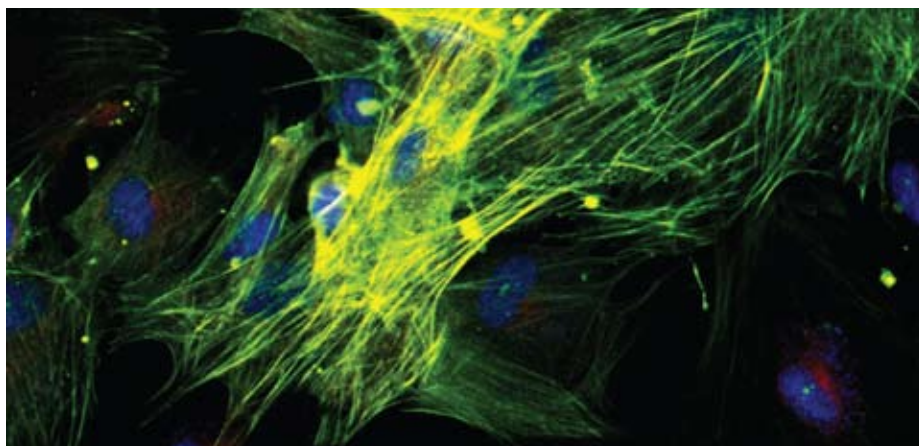
Dr Mandy Fader works at the School of Health Sciences, University of Southampton, and has been awarded £106,517 to conduct a trial of devices designed to prevent or contain persistent urinary leakage following prostate cancer surgery.

8) Studying prostate biopsies in order to refine radiotherapy treatments.

Dr Chris Parker works in the Academic Urology Unit, Institute of Cancer Research and Royal Marsden Hospital in Surrey and has been awarded £126,801 to study prostate biopsies already taken from men in two radiotherapy trials to research them further in order to refine radiotherapy treatment in the future.

9) A new technique to uncover how male hormones promote prostate cancer.

Professor David Neal works at the Cancer Research UK Cambridge Research Institute, part of the University of Cambridge and has been awarded £26,000 to uncover more about how androgens (the male hormones) promote prostate cancer by screening many possible molecular factors with a new technique.



Prostate cancer-associated fibroblasts grown in a petri dish

Three more reasons to be cheerful

Three research projects the Charity has been funding concluded this year. These projects were spread across three priority areas for our research programme: diagnosis of prostate cancer, treatment of advanced disease, and understanding the experiences of men affected by prostate cancer and their families.

1) Distinguishing between the 'tigers' and the 'pussy cats'.

Professor Mustafa Djamgoz of Imperial College London spent a year on a targeted project to study a protein called Nav1.7. He found that the levels of this protein increase when prostate cells become cancerous, and seem to be higher the more aggressive prostate cancer cells are. This may in future help doctors identify which prostate tumours are dangerous and which are not – to tell the 'tigers' from the 'pussy cats'.

2) Making hormone therapy even more effective.

Dr Robert Kypta at Hammersmith Hospital in London was awarded funding to investigate the 'Wnt' cell signalling pathway – known to be important in many other cancers. One protein was found to be particularly important – a protein known as Wnt-11, which helps prostate cancer cells survive when starved of testosterone. This research suggests that suppressing Wnt-11 may help make prostate cancer more susceptible to hormone therapy.

3) Caring for the carers.

Dr Paul Sinfield, based at Leicester University, was awarded funding for a very different type of research project. He spent 18 months carrying out social research into the experiences of families and friends caring for men with prostate cancer. The project resulted in a number of recommendations that will help organisations like ours provide more effective information, practical help and emotional support for carers.

We draw on specialists from all around the world to advise us, and we also have an independent Research Advisory Committee made up of scientific experts and people whose lives have been affected by prostate cancer.



We'd like to celebrate the hundreds of runners from across the country who helped to raise money and awareness on our behalf.

going the extra mile

Any man who thinks he may have prostate cancer is bound to be concerned. He will need plenty of support, as will his family and friends. He will also want to find out all he can. With 35,000 men newly diagnosed each year in the UK, meeting the needs for support and for accurate and appropriate information is a major task.

This is the job of our support and information services. We operate a free, confidential telephone Helpline and email service run by specialist nurses. Our telephony system, updated this year, now allows us to respond to many more calls than before.

Our volunteers, all of whom have been affected by prostate cancer, work to raise awareness of prostate cancer in the community and offer support to people affected by the disease. And this year, we've been able to grow our volunteer service considerably, with 30 new volunteers across the UK.

We also provide free, independently reviewed information to meet the needs of men with prostate cancer and their families. And via our website, e-newsletters and education events, we have been able to spread our messages about prostate cancer to thousands more nurses and other health professionals who come into daily contact with those affected by the disease.

Until we have a world where people's lives are no longer limited by prostate cancer, offering support and information will remain one of the Charity's key roles.





Robin Millman, Support and Awareness volunteer

Our volunteer programme goes UK-wide

When someone is affected by prostate cancer, being able to talk to others who have been through the same experience can be invaluable. Our volunteer-led Support Service is there to answer this need. Volunteers, all of whom have been personally affected by prostate cancer, are trained to offer one-to-one telephone support.

We also train volunteers to raise prostate cancer awareness in their communities. The service, which was successfully trialled in Scotland, has been extended further afield, with an additional 30 Support and Awareness volunteers recruited and trained in England and Scotland.

In just this year alone, our 30 new volunteers organised and gave 122 awareness talks and events, reaching 3,500 people

Robin Millman is one of The Prostate Cancer Charity trained volunteers who got involved because he was grateful for the help he received, and



Speaker: Mr Bob Meddings, Consultant Urological Surgeon, The Ayr Hospital*

is still receiving, during the course of his own prostate cancer journey. He felt compelled to try and help others. Talking about the volunteer programme, Robin says, "It's an organised and structured way in which I can pass on my experience to other men and their families. We may not be able yet to prevent prostate cancer – but so much pain and suffering caused by this disease could be avoided by early detection and treatment. And that is why I wholeheartedly support The Prostate Cancer Charity".

Getting the message out to health professionals

It is essential that we work in partnership with the doctors, nurses and other specialists whose job it is to diagnose, inform and treat people with prostate cancer. Our information services, including e-newsletters, online resources and printed literature are used widely by health professionals, both for themselves, and for the people they come into contact with. Even we were surprised though, at how popular our Prostate Cancer Education Day



Delegates at the Scotland Education event*

in Glasgow proved to be, having to turn away requests for attendance. This was the Charity's first education event in Scotland for those working in the prostate cancer field. Delegates brought a variety of experiences and practice with them. With a large proportion of delegates coming from primary care, the Charity was able to engage directly with those on 'the front line' in healthcare.

As the speakers were all experts in the prostate cancer field in Scotland, the programme was all the more relevant for the delegates. They were able to hear from speakers who understood and worked within the Scottish healthcare system and who spoke with authority about prostate cancer care in Scotland.

Each delegate was given a voting handset enabling interactive participation with the speakers; providing instant responses and opinions, and taking part in case studies.

There is clearly an appetite for this type of event and it is one we are already planning to repeat. Working with health professionals to help them understand prostate cancer – and support those affected by the disease – is a vital area of our work. We believe that it can have a major impact on the experience of people affected by prostate cancer and we have plans to grow and develop our work in this area in the coming years.

"It's an organised and structured way in which I can pass on my experience to other men and their families"

Robin Millman



Through Older and Wiser we raised awareness at the Notting Hill Carnival Splash



Suzy Mercer in consultation*

One year older, but considerably wiser

Here is a shocking fact: African Caribbean men are three times more likely to be diagnosed with prostate cancer than white men. Here's another – no-one is quite sure why. We do know that the levels of awareness within the African Caribbean community are not as high as they need to be. Research undertaken in February 2008 found that only 15% of African Caribbean men knew they were at higher risk. It is clear there is a pressing need to raise awareness of the disease among this community.

In 2007, the Charity launched a programme with the aim of training community champions from various black and minority ethnic groups within London boroughs. We called it 'Older and Wiser'.

Through 2008-09, Older and Wiser focused specifically on African Caribbean communities in the boroughs of Hackney, Lambeth and Newham.

Sarah Toule, the Older and Wiser Project Manager, explains, "The Prostate Cancer Charity wants to reach out and address the needs of African Caribbean communities and make sure that all men and their partners are aware of their increased risk of developing prostate cancer. Our Older and Wiser volunteers will be able to help us work closely with people in their own communities."

More answers for more people

It is our goal that everyone who needs information and support can get through to one of the specialist nurses when they call our Helpline. Last year, we improved our telephony systems to increase our call answering capacity. Approximately 8,000 calls were answered by our nurses in 2008/09 and our improvements allowed us to answer 95% of calls during Prostate Cancer Awareness Month and achieve an average over the year of 80% of calls answered.

And the winner is...

Our booklet, 'Prostate cancer: a guide for newly diagnosed men', is an award-winner and we are very proud of the fact. The booklet is a personal guide for men who have recently been diagnosed with prostate cancer, and is endorsed by the British Association of Urological Surgeons Section of Oncology.

The Charity picked up the Patient Information Award for Men's Health for the booklet at the British Medical Association Medical Book awards. It is one of a set of informative new booklets produced during 2008/09.

Scotland office opens its doors

With the opening of the Charity's first office base in Glasgow, we are delighted now to be able to offer dedicated support to people affected by prostate cancer in Scotland. This is an important step towards achieving our goal of reaching more people all across the four nations of the UK.

"This is a milestone in the Charity's commitment to working in Scotland", explains Suzy Mercer, Head of Scotland Operations. "Our priorities are extending our reach – so involving more people in our activities, across Scotland – and developing our campaigning work".

London Bridge isn't falling down

But if it did, help would be at hand. Bridge House Estates was set up 800 hundred years ago to maintain London Bridge. Its work has grown considerably and it now looks after Blackfriars, Southwark, Tower and the Millennium Bridge too. The maintenance of all these bridges is still the prime objective of this ancient charity, with significant surplus sums also available for charitable grants through its grant-making arm, the City Bridge Trust. Our 'Older and Wiser' project is generously supported by such a grant. The Trust agreed to donate £87,000 over three years towards the programme.

*Photographs by Rebecca Duncan

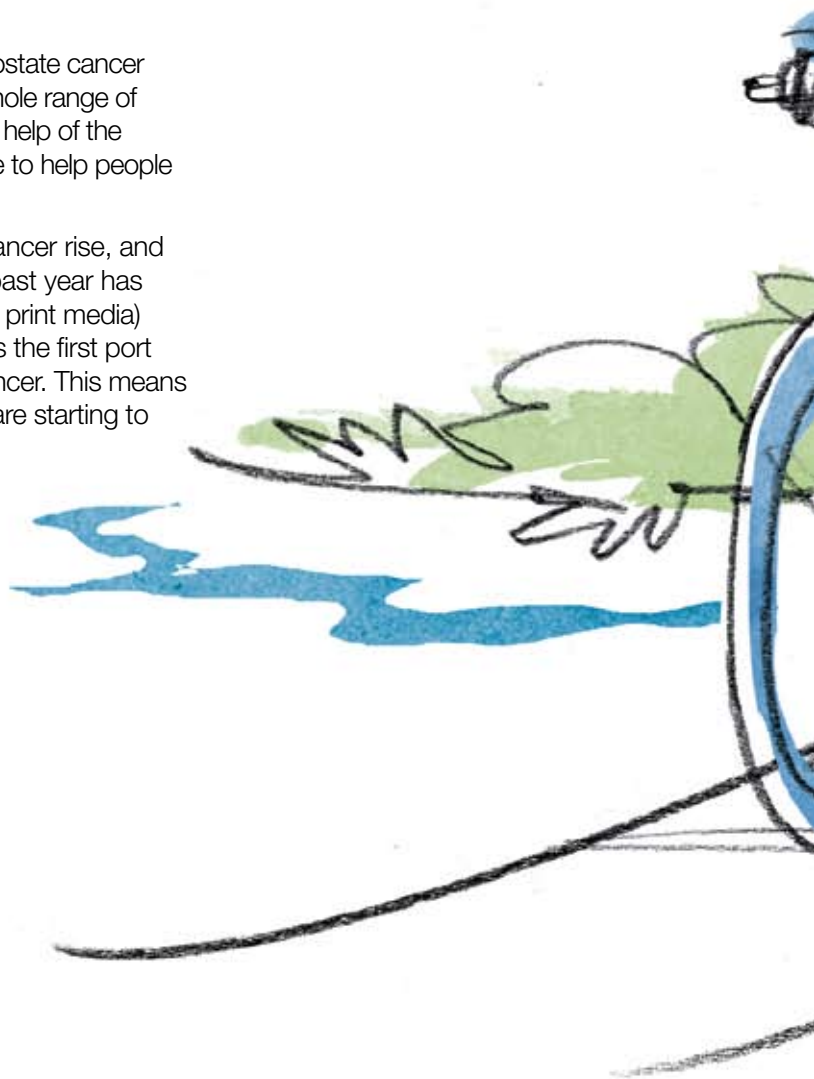
spreading the message, far and wide

It matters.

Prostate cancer affects almost as many men as breast cancer affects women. While the public's awareness of breast cancer is high, for prostate cancer there is still a long way to go. The breast cancer movement has achieved great things for women and shows what can be done when people work together determinedly. While we greatly admire this work, it is high time prostate cancer became equally prominent and just as talked about. That way, we can get results.

Based on the theme of injustice, we launched our first-ever prostate cancer awareness month under the banner, 'It Matters'. Through a whole range of imaginative and high-profile initiatives and events, and with the help of the Charity's spokespeople and celebrity supporters, we were able to help people understand exactly why prostate cancer matters.

Throughout the year we have seen awareness of prostate cancer rise, and with it, our impact and authority with decision makers. The past year has seen a 20% rise in media coverage (60% increase in national print media) and The Prostate Cancer Charity strengthening its position as the first port of call for authoritative responses to enquiries on prostate cancer. This means we have the ear of the media, and politicians and the public are starting to realize that prostate cancer really does matter.



Seven heroic cyclists spent a portion of prostate cancer awareness month journeying through Vietnam and Cambodia, while raising an astonishing £47,000 for the Charity.





Max Clifford



Neil Fox



Jon, Dan and Peter Snow

Now it matters for a whole month

We look forward to the day when prostate cancer will not matter at all, because it has been defeated. Until that day comes, when there is a way to prevent it or a simple and safe cure has been found, it matters enormously to everyone whose lives are affected by the disease.

Our awareness campaign, 'It Matters', set out to bring this issue into the open, making prostate cancer better known and its importance recognised by influential decision makers.

Last year, we extended the run of our annual campaign from a week to the whole of March 2009. Moving to a month proved very successful in raising the issue up the political and public agenda.

The results are now in, and our first prostate cancer awareness month was officially the most successful campaign yet.

There was a 40% rise in media coverage, across print, broadcast and online media, compared with the awareness week in 2008 – with the Charity's spokespeople, network of Media Talkers and celebrity supporters appearing on everything from GMTV to This Morning and in the Financial Times to the South Shields Gazette. Our media evaluation showed that 70% of men over 50 would have seen at least one piece of coverage about prostate cancer and the Charity.

We also strengthened relationships with celebrity supporters including Neil Fox and rugby legend, Andy Ripley, and brought on board new supporters, such as Max Clifford, Peter, Dan and Jon Snow and Rudolph Walker. They have all helped generate interest in our activities by attending events, backing campaigns and giving interviews to the media.

It matters to the Snows

The TV dynasty of presenter Peter Snow, his son Dan, and cousin, Channel 4 News anchorman, Jon, gamely stripped down to their M&S underwear to help raise awareness about prostate cancer.

The trio was selected to highlight the fact that a man's chances of developing the disease are two and a half times greater if a close relative such as a father or brother is diagnosed.

Pictures of the scantily clad presenters appeared in M&S stores around the country. M&S also generously donated 10% from the sale of its Autograph range of men's underwear to the Charity for the first two weeks of March.

Jon Snow said, "Although prostate cancer mainly affects men over 50, all generations need to be aware, which is why we were all so happy to be involved." He added, "It was great fun to work with Peter and Dan, not something we have ever done before in all of our years of broadcasting."

"Although prostate cancer mainly affects men over 50, all generations need to be aware, which is why we were all so happy to be involved."

Jon Snow



The Real Man Cup

It matters to Mark Bright

Unlike prostate cancer, football is not a matter of life and death. It is much more important than that! 34 teams battled hard to win in the 2009 Real Man Cup at Goals Soccer Centre Wembley on 14th March. The close-fought final needed extra time before The Liberties managed to score past Scyzoryki London to win the game 1-0.

The Real Man Cup not only raised money through entry fees and sponsorship, but was an opportunity to get important messages across to a great many men about prostate cancer.

Ex-Crystal Palace star, Mark Bright, presented a special Man of the Match trophy to Kevin Abbe, who scored the winning goal.

"It's great to see so many men giving up their Saturday for a kickabout with a difference," said Mark. "The football skills on display were excellent and the teams were all in great spirits. The Real Man Cup is in a league of its own and has helped make prostate cancer matter this awareness month."



Mark Owen and Paul Forster at Artists 11

It matters to Artists 11

Take 11 internationally renowned urban artists, 11 canvases measuring 175 x 60 cm, the length and breadth of an average man, and one alarming statistic: 1 in 11 men will get prostate cancer in England – and you have the makings of a unique, fascinating and thought-provoking art exhibition.

The exhibition, featuring work by Gerald Laing – whose brilliant anatomical piece, *The Black Spot*, pinpoints the prostate's location exactly – provided an opportunity for us to reach younger people, and a reason to talk about a subject that isn't often discussed.

'Take That' star Mark Owen joined 250 people at a preview held at The Old Truman Brewery in London's East End to view the specially-commissioned works by artists Dan Baldwin, Eine, Pure Evil, Andrew McAttee, Mr Jago, Nick Walker, Xenz, D*Face, Pete Fowler and Gerald Laing.

The collection was put up for auction as part of the Bonhams Urban Artists Auction, raising £21,000 with further sales to follow to private buyers.

Mark Owen said, "I'm a big fan of quite a few of these artists, and am really impressed that all 11 of them made and donated new and original work for Artists 11. By using urban art, this is helping The Prostate Cancer Charity get the message across to young men, in a way that's not embarrassing."

Making friends and influencing people

While raising awareness of prostate cancer among the public is one of the Charity's chief stated aims, we can achieve even more when we influence the country's key decision makers. This is why we work closely with Government to ensure that its promises on cancer care are met. During the last year, we expanded our Policy and Campaigns team which has meant we have been able to work with Government in the areas where improvements are most needed in prostate cancer care.

In England, we worked closely with the Government in its delivery of the Cancer Reform Strategy. Launched in December 2007, the strategy outlines the Government's five year plan for cancer care. We advised the Government on their plans for improving early diagnosis and detection of cancer, tackling cancer inequalities around incidence, mortality and quality of care and improving the way the Government monitors the experience of cancer patients.

The Charity also responded to the Scottish Government's equivalent of the Cancer Reform Strategy, to help develop 'Better Cancer Care', the Government's five-year strategy for cancer services.



Celebrity campaigner, Andy Ripley



The Charity consulting with people affected by prostate cancer

Working together to give better access

The Government's Prostate Cancer Risk Management Programme provides advice to GPs on how to counsel men who request a PSA test. The test can indicate the possible onset of prostate cancer before there are any symptoms. The Charity has been working with the NHS to improve the quality of the Programme, in partnership with the Prostate Cancer Charter for Action – a collaboration of charities and professional associations. The group seeks to speak with a common voice on prostate cancer issues.

Chief Executive, John Neate, does not believe though, that the revised Programme adequately addresses the problem. One of this year's priorities will be to ensure that men have much more consistent and structured opportunities to make an informed decision about having a PSA test.

Stakeholders brave the snow to air their views

The Charity works closely with other organisations with an involvement in the wider cancer field. The National Cancer Survivorship Initiative (NCSI) is one such group. They asked for our help in identifying new research needed to inform understanding of the experience, care, support and information needs of men with prostate cancer. To answer this, we held an event for stakeholders including the Prostate Cancer Charter for Action, our Prostate Cancer Voices network, researchers, men affected by prostate cancer, healthcare professionals and other charities.

The event went ahead in London in February despite the very heavy snow. A shortlist of new research areas was identified, such as the psychosexual needs of men with prostate cancer, support needs of men from black and minority ethnic groups (and their partners) and understanding the long term impact of treatment side effects to aid informed treatment decision making.

A report has been submitted to the NCSI Research Workstream (chaired by The Prostate Cancer Charity's Chief Executive) which has been tasked with identifying priorities for a new survivorship research programme.

Campaigning in collaboration

The Government's Cancer Reform Strategy set a clear direction for cancer services with the stated aim that by 2012 our cancer services would become among the best in the world. We are a member of the Cancer Campaigning Group (CCG) Steering Group, and helped to develop the CCG's Annual Cancer Check, which monitors the progress of the Cancer Reform Strategy, keeping it on track.

As a member of The Prostate Cancer Charter for Action – a coalition of charities with an interest in prostate cancer – we continued to lobby for improvements in the experiences of men affected by prostate cancer. This year the Charter launched an important 'Countdown to Equality' campaign to reduce the number of men dying from prostate cancer and to improve the experience of those who develop it.



Bob Bonthron shares his experience

Voices that deserve to be heard

We are grateful to the doctors and scientists who use their expertise to diagnose and find treatments for prostate cancer. But the experts who know what it is like to live with the disease on a daily basis are the men who have it, and their families. As a charity, we must ensure that what we do is informed by these experts.

Our aim is to put people affected by prostate cancer at the heart of all we do. Prostate Cancer Voices is a newly-created network of people affected by prostate cancer – people willing to speak out. Hearing their views means we can direct our efforts effectively to meet the needs of men living with the disease. Prostate Cancer Voices also gives people affected by prostate cancer a way to tell us about gaps in service provision and problems with the quality of care.

“I was treated so well when I was diagnosed with the disease that I wanted to help others. It makes me feel that I’m hitting back at the cancer.”

Mick Barrow

In the first six months of the initiative, we recruited 60 members to this network who have helped to shape the Charity’s work. Voices members have already responded to surveys, taken part in focus groups and reviewed the Charity’s information materials. They also comment about current issues facing those living with the disease. When key decisions are to be taken, our Voices can add their knowledge and experience to the debate.

We were particularly keen to listen to the voices of people affected by prostate cancer in Scotland, to gauge the differences in experiences. In February, we held two discussion days in Inverness and Glasgow. Men and their partners discussed the support they received from healthcare professionals, experiences of hormone therapy, and suggested approaches to raising awareness of prostate cancer. Their stories have helped to shape our understanding of the needs of people affected by prostate cancer in Scotland, and will be used to inform our future work.

The first Prostate Cancer Voices large-scale survey has focused on hormone therapy, a common treatment for prostate cancer. The side effects can seriously affect quality of life, and can include fatigue, hot flushes, weight gain and a loss of libido.

Anna Jewell, the Charity’s Head of Policy and Campaigns, explains, “We wanted to find out whether men are receiving appropriate information before they begin treatment so that they are prepared for its side effects, as well as whether they receive appropriate support whilst undergoing treatment. Voices offers an excellent way for us to find out about this first hand.”

“I was treated so well when I was diagnosed with the disease that I wanted to help others. It makes me feel that I’m hitting back at the cancer” Mick Barrow.

on target to beat all records

Thanks to the generosity of an untold number of supporters together with the huge efforts of the fundraising team, the Charity's events and activities this year generated almost £8 million to invest in the fight against prostate cancer. This is substantially more than has been achieved in any other year, and all in the midst of a very difficult financial climate.

Great teamwork.

Iceland Group Plc held a charity golf event which raised a monumental £135,000 for us to invest. Thank you!





London Movember Gala Parté



M&S staff in fancy dress

Movember – the word on everyone’s lips.

Movember (the month formerly known as November) is a fantastic fun-filled event that lasts throughout November each year. It is organised by The Movember Foundation – a charitable organisation that works across the world for men’s health issues. The Foundation promotes similar events across the globe. However, the need to fight prostate cancer in the UK is so great that the Movember Foundation decided to dedicate all their efforts in this country to this one key area. We are delighted they selected us as their exclusive UK partner for a second year.

Over 16,000 men (or Mo Bros) and their female supporters (Mo Sistas) got involved this time, raising £2.5 million for The Prostate Cancer Charity.

At the start of Movember, guys register with a clean shaven face. The Mo Bros then have the remainder of the month to grow and groom their moustache. Getting friends and family to sponsor their Mo cultivation is a great way to raise money – and as every man who has ever adorned his upper lip knows, a moustache is a talking point – one which Mo Bros can use to raise awareness about prostate cancer at the same time.

The event culminated in three extravagant Movember Gala Partés in Edinburgh, London and Cornwall, where the glamorous and groomed Mo-sporting males competed for the chance to take home the prestigious Man of Movember title.

While growing a Mo is best left to the guys, Mo Sistas form an important part of Movember by recruiting Mo Bros, helping to raise funds and attending the highly anticipated Gala Partés.

We can’t wait for Movember 2009 to do it all again!

On course to raise £9,000

Ben Monro-Davies organised a golf day at Sunningdale Golf Club and raised nearly £9,000. Here’s his story:

“Since Dad was diagnosed, The Prostate Cancer Charity has been an enormous help to me and the family in finding out about the disease, speaking to other sufferers and helping ensure he gets the right treatment. On the back of this experience, as an obsessive golfer, I decided to organise a golf day at Sunningdale for the Charity. With the

support of former England Rugby player, Andy Ripley, as guest speaker, 19 teams turned up on 10th March at Sunningdale and helped raise almost £9,000. Everyone left having had a good day, and more importantly, knowing a lot more about this awful disease. If you are a golfer, have a charity golf day – its well worth it. Golfers tend to be over 50, grumpy old men – the most relevant group for prostate cancer – so it couldn’t be a more captive audience!”

Fun in store at M&S

The staff at M&S took Prostate Cancer Awareness Month to heart – giving away around 1.5 million prostate cancer information leaflets to inform customers and staff about the disease. Not only did they sell 84,000 trolley tokens and blue man pin badges for us, but M&S staff also held a truly wild and wonderful collection of fundraising events, helping to generate more than £240,000 in total for the Charity. Cake sales, exercise bike marathons, even a conga in the park! Great ideas, great fun and greatly appreciated.



Vietnam to Cambodia cyclists

Seven saddle-sore superheros

A sponsored cycle ride is a great way to raise money, have some fun and perhaps make new friends along the way. For prostate cancer awareness month, seven intrepid cyclists took the idea a little further – all the way from Vietnam to Cambodia. Their epic 500km ride took them from Ho Chi Minh City through the rice-paddies and waterways of the beautiful Mekong Delta to the finish line in Angkor Wat. The seven cyclists have raised an incredible £47,000 for the Charity's work.

"I have no doubt this experience has changed my outlook and awareness with regard to the need for charitable donations and I've already signed up for a cycling challenge in India next year." – Paul Withey

An audience with Sir John Major

Prostate cancer has no respect for status or position. It can affect the lives of everyone. Sir John Major shared his experiences of the disease within his own family, with an invited audience of key supporters. The intimate dinner was held at the Dorchester in September 2008, just as the economy was going into meltdown. Guests were also privileged to hear Sir John's perception of this situation as an economist exclusively involved in world politics.

Valuing our supporters reaps rewards

Our supporters are not only remarkably generous; many of them express a keen interest in the Charity's work- especially the various research projects we fund. So for our Research Action Fund update we included a progress report from one of the Charity's lead researchers, along with a personal letter from our Chief Executive, John Neate.

The appeal brought an excellent response from our supporters, and was also very well received by the Institute of Fundraising, a professional body for UK fundraising. In fact the Institute shortlisted the appeal for a National Award. A feather in the cap for us, as a relatively small charity among much larger organisations like Oxfam and NSPCC, with correspondingly bigger budgets.

Nisha Motwani, Head of Individual Giving, led a team of three to develop the campaign, supported by partner agency, Blue Frog. Nisha said: "The Charity was delighted to receive this nomination in recognition of all the



Sir John Major sharing his experiences

hard work put towards the appeal. To be recognised by the Institute of Fundraising was a great achievement, helping to raise the profile of the Charity. Even more importantly, it reassures us our approach is the right one, making sure that we communicate to our supporters that they are valued by the Charity and their support will help us move towards a world where lives are no longer limited by prostate cancer.'

Ambassadors speak out for us

We are exceptionally grateful for the help we receive from our Ambassadors – influential supporters from a wide range of industries, media and regions. The Ambassador programme has attracted some very notable names, including Mike Tye, Managing Director of The Spirit Group, and Winston Churchill, grandson of our former Prime Minister. Our Ambassadors play a key role in helping the Charity extend its influence to a far greater range of people and organisations than we could otherwise reach, in the fight against prostate cancer.

The Charity's accounts for 2008/09 show we've had another very successful year, with income up 29% on the previous year. We're extremely grateful for the efforts and contributions of everyone who helped to make this possible.

Income 2008/09

Total income in 2008/09 reached £7,821,000, an increase of £1,768,000 (29%) over 2007/08. This continues the strong growth trend seen in the prior year (which increased by 36%), even allowing for the impact of the recession on several income streams. In particular we are appreciative of the support of Movember which accounted for a substantial £2,397,000 of our total income. Local community fundraising has also proved highly successful.

Expenditure 2008/09

Expenditure in 2008/09 reached £7,143,000, an increase of £1,753,000 (33%) over 2007/08. Expenditure consisted largely of a £1,423,000 increase in charitable activities: £451,000 to promote awareness of prostate cancer, £415,000 on research, £208,000 on the community engagement programme, £154,000 on policy and campaigning work, £104,000 on the Helpline and £91,000 on information services. £502,000 was allocated to generating voluntary income, which has reaped very strong returns.

Surplus

The closing surplus at the year end amounted to £678,000 compared to £663,000 at the beginning of the year. The surplus falls to £227,000 once unrealised losses on our investments are taken into account (compared to £395,000 in 2007/08).

Balance sheet

Turning to the Balance Sheet, the significant movements were:

Fixed Assets

The total value of our investments fell by 4% from £1,544,000 to £1,487,000. Our major investments were switched from CAF to CCLA in the year. However, the volatility in the financial markets led to unrealised losses of £451,000 in the year. The value of our fixed assets (lease improvements to buildings, fixtures and fittings and computer hardware and software) increased by £25,000.

Cash Deposits

These increased by £201,000, from £2,387,000 in March 2008 to £2,588,000 in March 2009. This was primarily due to the surplus of income over expenditure for the 2008/09 financial year.

Creditors

Our long term liabilities (over one year) nearly doubled, moving from £762,000 in March 2008 to £1,414,000 in March 2009. This £652,000 is entirely attributable to additional research spend by the Charity, with our commitments now standing at £1,987,000.

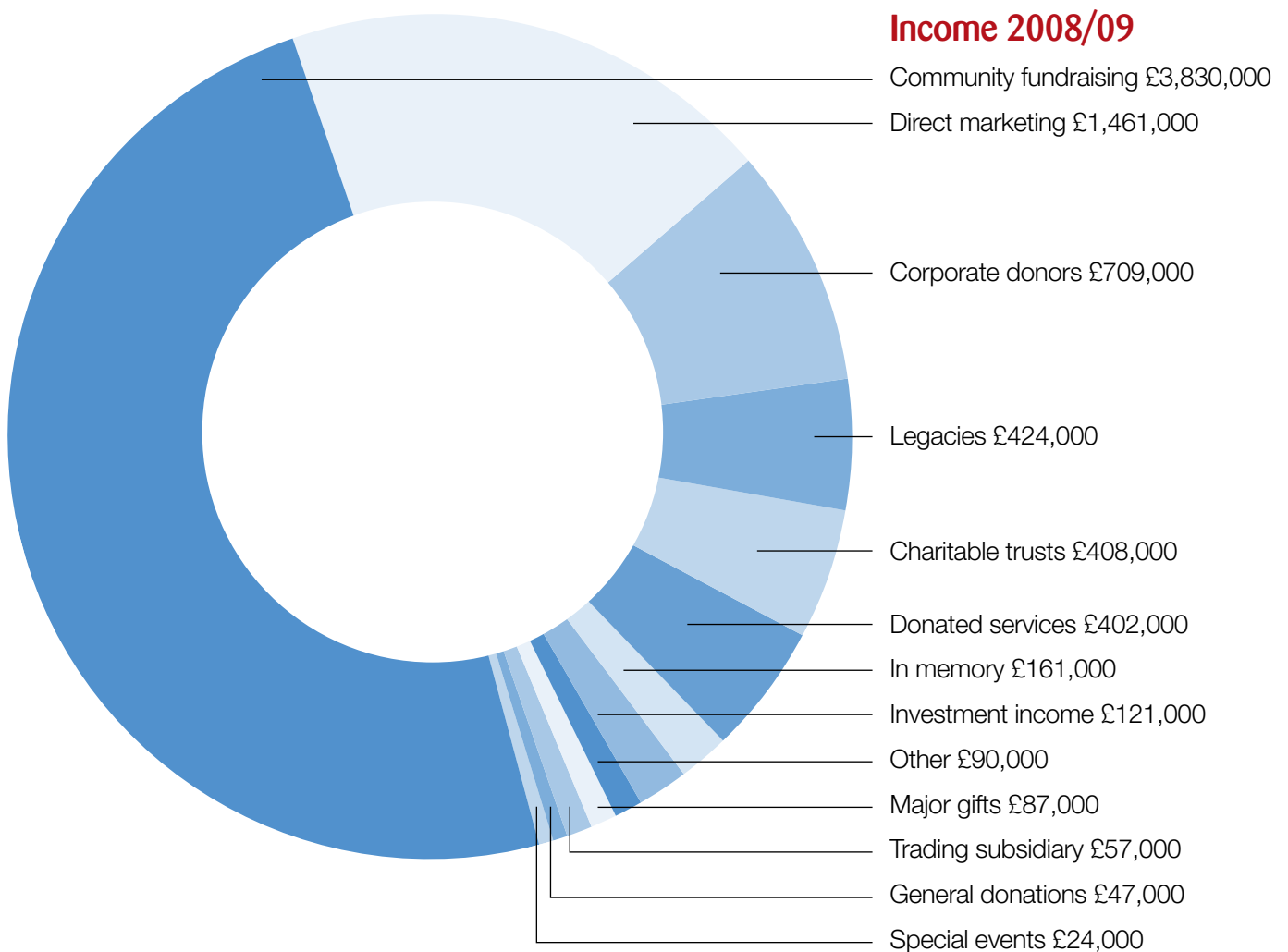
Reserves

Free reserves stood at £2,813,000 at the year end which represented 5.2 months of unrestricted expenditure against the Charity's stated policy of three months. This is primarily as a result of income from the Movember fundraising campaign being received late in the financial year, coupled with a prudent approach to spending in the current turbulent economic climate. We anticipate that reserves levels will return to normal during the coming year.

“Thanks to the continuing generosity and commitment of all of our supporters, we increased our income to nearly £8 million in 2008/09.”

John Neate

Income 2008/09



thanks and trustees

We would like to thank all our supporters for their generous and continued commitment to our work. A special thank you, in particular, is due to the following supporters:

Alfred Dunhill Ltd	Gerald Laing
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Alliance of Manchester	Bill Lewis
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Mark Bright	The Mike Gooley
Bury Golf Club	Trailfinders Charity
David Callaway	Morrison & Foerster LLP
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Hilary Hughes	James Stapleton
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Scott Jardine	Paul Withey
John Jones	Worshipful Company of Innholders
Jon Snow	Nigel Wray
Kier Partnership Homes	Xenz
The King Cullimore Charitable Trust	
Andy Kingman	

We would like to thank our Trustees, Patrons and Ambassadors who have given their energy, commitment and tireless support.

Trustees:

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Mr Michael Price (co-opted 13.03.08, appointed 24.07.08)
Mr William Russell (co-opted 13.03.08, appointed 24.07.08)
Mr John Anderson (co-opted 18.12.08, appointed 26.03.09)

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Mr Tony Blair
The Rt Hon Iain Duncan Smith MP
Mr Mike Gooley CBE
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The Rt Hon Michael Howard QC MP
The Rt Hon Charles Kennedy MP

*Participates in the Charity's Ambassador programme.

Sir John Major KG CH

Eminence Cardinal Cormac Murphy-O'Connor
The Rt Hon Baroness Pitkeathley OBE
The Chief Rabbi Sir Jonathan Sacks
Lord Clive Soley
The Most Reverend Archbishop Desmond Tutu
Rabbi Lionel Blue OBE
Mr Geoffrey Hughes

Ambassadors:

Our Ambassadors are influential supporters, across a wide range of industries and regional areas, who help the Charity forge fundraising relationships and raise awareness of prostate cancer.

Mr David Allen
Mr Leslie Bishop
Mr Winston Churchill
Mr Neil Fox
Mr David Hillier
Mr Peter Jacobs
Mr Ken Keir OBE
Mr Ron Leagus
Mr Jim Martin
Mr Kevin Megson
Mr Garvis Snook
Ms Claire Spencer
Mr Mike Tye
Mr Geoff Unwin

Statement of Trustees

These financial highlights are extracted from the annual accounts and certain information relating to both the statement of Financial Activities and the Balance Sheet. These highlights 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, First Floor, Cambridge House, 100 Cambridge Grove, London W6 0LE 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 23rd July 2009 and will be submitted to the Charity Commission and Companies House.



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

“With your help, we remain confident that we can sustain our expanding work over the next 12 months.”

Professor Paul Forster

This review describes some of the remarkable achievements that we can celebrate this year, at a time when all charities are under pressure from the economic situation. I am very proud to be a part of this dedicated team of staff and volunteers who make it all happen, through their hard work, imagination, enthusiasm and creativity. Together, these people make a genuine difference to the lives of the many thousands of people affected by prostate cancer.

We are continuing to increase the variety and ambition of our events and initiatives for 2009/10, aimed at enabling us to raise the profile of, and support for, the prostate cancer cause, which has for so long been neglected. Here are just some of our new initiatives:

- Our Tour of Britain cycling partnership began this year with eight stages and a finale in London watched by huge crowds. A key part of our involvement has been the creation of the first ever mass participation rides to cover the actual Tour of Britain route. It has given us a fantastic opportunity to raise awareness and to fundraise, and has been the subject of the Charity's first ever TV ad
- The 'Hampered by hormones?' campaign has now been launched, in which we are asking the public to help us push for essential improvements in the care and NHS provision for men receiving hormone therapy
- Last year we funded in excess of £1 million of world class medical research, and we're hoping to expand our research programme still further this year
- Prostate Cancer Awareness Month next March will focus on an ambitious concept – to reveal the many aspects of *the hidden cancer*
- We already provide first-class information for people affected by prostate cancer, but we're aiming to further improve and supplement our publications, while looking at new interactive ways people can receive support from the Charity
- And last, but by no means least, the Movember campaign grows in value and impact at an incredible rate, for which we are truly grateful to the Movember Foundation and to all the Mo Bros and Mo Sistas who make it all happen each November

These are just a few of the things we are doing. None of which we could attempt without the generosity of the individuals, companies and charitable trusts who provide our income. Thank you for your continued support.

With your help, we remain confident that we can sustain our expanding work over the next 12 months. Please join us on this journey as we work towards achieving the important goals we have set.

Professor Paul Forster, Chairman





Free and confidential Helpline

0800 074 8383*

Mon - Fri 10am - 4pm, Wed 7pm - 9pm

*Calls are free of charge from UK landlines. Mobile phone charges may vary. Calls may be monitored for training purposes. Confidentiality is maintained between callers and The Prostate Cancer Charity.

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