

# MEN UNITED **V** PROSTATE CANCER

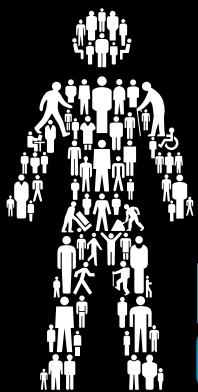


**PROSTATE  
CANCER UK**

**ANNUAL REVIEW  
2013/14**

**WE  
WANT  
YOU  
TO SIGN  
FOR  
MEN  
UNITED.**

Search **Men United** now



**PROSTATE  
CANCER UK**

**Men United v Prostate Cancer**  
**We can win this**



# MEN UNITED SOARS TO THE TOP OF THE LEAGUE

For Prostate Cancer UK, 2013-14 has been a season to remember. In January 2014 we launched Men United v Prostate Cancer. A call to arms, Men United is a movement for men and a focal point to unite against prostate cancer. Through the effort, drive, and will of everyone who makes up Men United – from blokes on the terraces to researchers in the lab – we're supporting men, finding answers, and leading change.

## Supporting men

This year, our services have helped support more men than ever before, with 50% more calls to our Specialist Nurses than last season. And we're no longer just playing at home. We've recognised the need to perform strongly in our away fixtures too, and have branched out into local communities with greater levels of one-to-one and group support, and piloted engagement events with our African/African Caribbean programme.

## Finding answers

With the continued support of our partner The Movember Foundation, we've funded £11.8 million of prostate cancer research. We've launched two Centres of Excellence in the UK, awarded 13 Project Grants and Pilot Awards (eight of which focus on telling aggressive from non-aggressive cancer), and ten Fellowships and Studentships, building a world-class team to tackle prostate cancer head on.

## Leading change

To say Men United has been successful would be the understatement of the year. Over 160,000 men and women took our online awareness test. Men United helped campaign for the availability of the latest treatments for advanced prostate cancer including abiraterone and enzalutamide, and launch our presence in Wales.

It's been another stellar year for us, and I am proud to lead such a dedicated group of people all hell-bent on making life better for men. But with all the progress we've made this year there's still a lot to do. Speak to any man with

prostate cancer and it's obvious that gender is still a major inequality in health care. Now we have a team who can turn this all around.

With the success of Men United we now have the support we need to push through changes to ensure better health services for men with prostate cancer. With this team, we will capture and channel the groundswell of frustration and anger of men and women throughout the UK to challenge the status quo and demand more for men in the years to come. Men United indeed.



**Owen Sharp**  
Chief Executive



# MEN ARE CENTRAL TO EVERYTHING WE DO

I joined Prostate Cancer UK mid-season as Chairman, having been a Trustee of the organisation since 2008. Paul Forster was always going to be a hard act to follow, but I'm happy to report that this has been another spectacular year for Prostate Cancer UK.

This year we've invested our time, money, and resources into forging a better, brighter future for men. We've channelled an unprecedented level of funding into a research programme that will help build on our understanding of prostate cancer and put in the groundwork that will lead to better treatments, tests and diagnosis.

We've brought internationally renowned scientists together to work collaboratively at our two new Centres of Excellence funded by The Movember Foundation. We've continued to invest in the men and women who will be at the forefront of our fight against

prostate cancer in the laboratory through our PhD Studentship and Fellowship programme. We've backed 25 new research awards in 2013/14, chosen with the help of our new Grants Advisory Panel, which is made up of people affected by prostate cancer.

Our services have had a record year. We've continued to be a strong base of support for the men (and their partners) affected by prostate cancer through our helpline, one-to-one support and UK-wide community support. We've made inroads into engaging with health professionals and over 1,000 people signed up as volunteers for Prostate Cancer UK.

With your support, we've helped make a difference to the lives of many men throughout the UK in 2013/14. This annual review highlights some of our many triumphs and successes we have achieved this year.



**We've invested our time, money, and resources into forging a better, brighter future for men. We've channelled an unprecedented level of funding into research.**

A handwritten signature in white ink on a black background.

**William Russell**  
Chairman



**ROYAL PATRON**  
HRH Duchess of Gloucester

**TRUSTEES AND DIRECTORS**  
**President**  
Professor Jonathan Waxman

**Vice Presidents**  
Lady Joy Bourne  
Anthony Kilmister OBE

**Chairman**  
Professor Paul Forster  
*(retired 17 October 2013)*  
William Russell  
*(appointed 17 October 2013)*

**Vice Chair**  
Ray Kelly

**Treasurer**  
Hugh Richardson  
Dr Mark Britnell  
Sharon Thorne  
Robert Humphreys  
Professor Roger Kirby  
Christopher Smith  
Dr Christopher Adams  
Laurance Racke  
David A Pretty CBE  
Professor Hing Leung  
*(retired 18 July 2013)*  
Dr Timothy Walker CB  
*(retired 18 July 2013)*  
Vanessa Vallely  
*(retired 27 March 2014)*

**SENIOR MANAGEMENT TEAM**  
**Chief Executive**  
Owen Sharp

**Director of Research**  
Dr Iain Frame

**Director of Policy and Strategy**  
Dr Sarah Cant *(maternity leave from 18 June 2013)*  
Mikis Euripides *(appointed Interim Director from 8 July 2013)*

**Director of Services**  
Heather Blake

**Director of Communications**  
Seamus O'Farrell  
*(resigned 30 June 2013)*

Vivienne Francis *(appointed Interim Director from 1 July 2013)*

**Director of Fundraising**  
Mark Bishop

**Director of Resources and Company Secretary**  
Richard Whitley  
*(resigned 31 January 2014)*

**Director of Finance and Company Secretary**  
Angela Culhane

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Birmingham B9 4AA

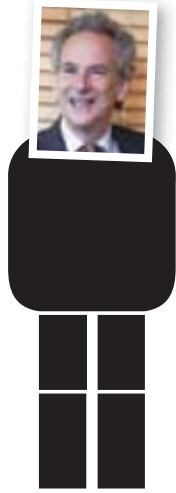
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**Wales office**  
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**COVER IMAGE**  
Millwall FC legend, Neil Harris

**we are** **MEN UNITED**



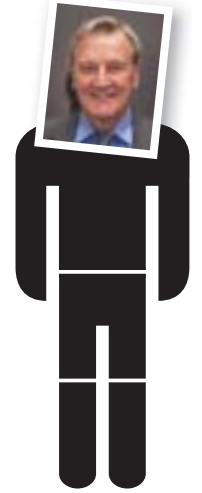
**FOUNDER**  
Jonathan Waxman  
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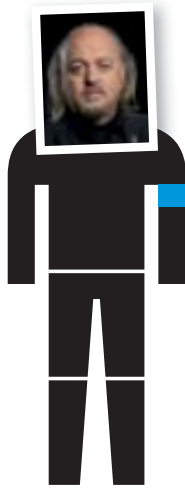
**STAFF**  
Iain Frame  
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**RESEARCHER**  
Flavia Fioretti  
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**SUPPORTER**  
Mike Gooley  
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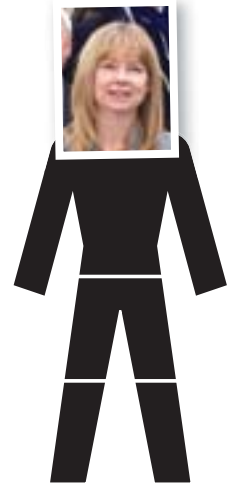
**CAPTAIN**  
Bill Bailey  
Page 13



**PARTNER**  
Claire Burton  
Page 16



**VOLUNTEER**  
Chris Eglington  
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**CAMPAIGNER**  
Susan Childs  
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**MP**  
David Burrowes  
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**SPECIALIST NURSE**  
Debbie McCrae  
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**FUNDRAISER**  
William Kilgannon  
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# The road to 2014

Since we were founded, over 20 years ago, we've grown and changed almost beyond recognition. Here's a snapshot of what's happened between then and now.



## 1996

Professor Jonathan Waxman founded The Prostate Cancer Charity from a small room in Hammersmith Hospital back in 1991. Five years on the charity had five members of staff and was running a helpline one day per week.

£76,000

## 2003

We launched our five-year strategy, 'A cause for action'. The Government asked us to be part of their new Prostate Cancer Advisory Group – a collaboration between charities, patients, academics and doctors to advise health authorities on prostate cancer research and policy.

This year we also rolled out our British Medical Association award-winning Toolkit, 'A Practical Guide to Prostate Cancer' across the UK.

£9.1million

## 2005

We rebranded and launched our 2020 Goals.



## 2008

NICE published the first clinical guidelines for prostate cancer.

## 1998

Prostate Cancer becomes the most common cancer in men in the UK.

## 1993/4

Prostate UK was set up by Anthony Kilmister OBE, and Prostate Cancer Research Foundation by Sir Clive and Lady Bourne. The first ever international research forum took place at Cambridge University in 1994.

## 2002

Docetaxel chemotherapy was approved for use on the NHS.

## 2000

First National Prostate Cancer Awareness Week.

## 1999

The National Institute for Clinical Excellence (NICE) was set up.

## 2007

Movember launched its first UK campaign and 6,000 participants raised £1.2 million. We begin our long-term partnership with Movember.

We launched our first research strategy and joined The Association of Medical Research Charities – an umbrella organisation for medical research charities.

We worked with 85 volunteers, and started a formal volunteer training programme. We also held the UK's first Prostate Cancer Masterclass for health professionals, and helped the Government to deliver their Cancer Reform Strategy.

£13.8million 37,441



National spend on prostate cancer research



Number of men diagnosed in the UK







## 2010

We became the first men's health charity to gain membership to the National Cancer Research Institute, and all 129 new MSPs signed our 'Pledge for Prostate Cancer' in Scotland.

We also launched a new website, which helped us increase web traffic, literature orders and publication downloads.



## 2011

Elsewhere, the charities Prostate UK and Prostate Cancer Research Foundation merged to become Prostate Action.

 £17million  41,736



**PROSTATE  
CANCER UK**



## 2013/14

### Here we are today!

We've moved home – our London office is now based in London Bridge – and we have offices in Belfast, Birmingham, Cardiff, Glasgow, Newcastle and Stockport with 23 Movember and Royal Mail funded health and social care professionals in post, and 60 community support services commissioned around the country.

Our new look is paying off! Awareness of our brand has significantly increased – we have moved up 20 places to 36th in the Charity Brand Index, ahead of a number of charities who are much bigger than us in terms of income. And traffic to our website has increased 83% from last year – that's 1.28m people visiting the site 1.98m times.

We have 1,944 volunteers working with us, and by the end of March 2014, over 100,000 people had signed up to our Men United v Prostate cancer campaign, with more than 160,000 men and women taking our online awareness test.

## 2009

First National Prostate Cancer Awareness month.



## 2012

This was a big year for us! We merged with Prostate Action, to become Prostate Cancer UK and launched our new identity through announcing our exciting partnership with Royal Mail. We gave ourselves a brand new look and feel, and launched our Manifesto – a clear statement of who we are and what we stand for.

We cemented our partnership with The Movember Foundation and became the Official Charity Partner of The Football League. We launched an ambitious new research strategy and successfully campaigned to make abiraterone available on the NHS all over the UK.



# Q&A with Dr Iain Frame



Dr Iain Frame is our first Director of Research and is overseeing the implementation of our ambitious new research strategy.

**Q** What would you say are the highlights of this year?

Working with an international expert panel to award not one, but two Movember Centres of Excellence in Belfast-Manchester and London was a real highlight. It made it clear that we're really playing in an international arena now.

Another big highlight was awarding our first ever Career Development Fellowships. It's great to give the support the future leaders of prostate cancer research need to establish their own laboratories and build their teams to continue the fight against this truly horrible disease.

**Q** And have there been any 'big win' results?

Just because it can take years for the impact of a research grant to become clear doesn't mean we can't talk about the success of our funding. We've had a few great results this year.

Professor Charlotte Bevan at Imperial College London published promising early results of laboratory tests on a potential new drug to treat hormone resistant prostate cancer.

Dr Hayley Whitaker at the Cambridge Research Institute identified a new protein biomarker. This might one day help us tell the difference between aggressive prostate cancers and slow-growing, 'harmless' cancers.

And Professor Ros Eeles at the Institute of Cancer Research showed that having a mutation in one of the genes responsible for fixing broken DNA means that prostate cancer patients with a family history of the disease





are more likely to develop aggressive disease. She'll be following up this research in another project we funded this year, and as part of the London Movember Centre of Excellence.

**Q** **How do men make a difference to the research we fund?**

We're always careful to put money into projects that will make a difference to men. To help us make these decisions, we've set up a Grants Advisory Panel – a group of lay men and women affected by prostate cancer, who read through our research applications and decide how important each one is from the patients' perspective.

A strong recommendation from them can mean the difference between getting a grant or not. It means we can be sure we're funding research that matters to men.

**Q** **It sounds like this has been a big year for prostate cancer research. Where will you go from here?**

Yes, it's been immense! But there are still major questions we want to address next year. We want to make it easier for GPs to assess a man's risk of getting prostate cancer, and whether that cancer is likely to be aggressive. We also want to continue to invest in research that will translate exciting findings from the laboratory into real benefits for men.



**“We're really pleased to support Prostate Cancer UK by funding one of their PhD Students, and to play our part in improving men's chances of surviving prostate cancer. Men deserve it. Our motto at Hoover Candy is 'generation future', and we are proud to invest in the future of men's health.**

**David Lunt - Trustee, The Hoover Foundation**

# MEET THE TEAM

## MEN UNITED



**FLAVIA FIORETTI**

## Flavia Fioretti, PhD student

Flavia Fioretti is about to start the second year of her PhD Studentship, funded by The Movember Foundation, in Professor Charlotte Bevan's lab at Imperial College London.

"My research aims to develop a new treatment for advanced prostate cancer that has become resistant to hormone therapy. We also want to find a new way to deliver this treatment directly to the prostate, and avoid affecting hormone levels in the rest of the body, which we hope will reduce side effects.

I haven't had any 'Eureka!' moments yet, but it's very early days – so far I've been learning scientific skills and gathering data. I'm now writing my first year report, and it's exciting to see all the results together. You think, 'Wow! This is really working; this could go somewhere. I want to stay in research and eventually have my own team.'

It's been really great to work with Prostate Cancer UK for my PhD, because as scientists we live in the lab – it's our world, but working with the charity helps you see your work in perspective and really reminds you of why you're doing it – to one day benefit men with prostate cancer."

**SPOTLIGHT ON:**

# MOVEMBER

## CENTRES OF EXCELLENCE

For the last six years, the amazing efforts of the UK Mo Bros and Mo Sistas have contributed significantly to our research initiatives and have supported men by investing in our services.

This year, our partnership with The Movember Foundation stepped up a level as we jointly established the UK's first Centres of Excellence for prostate cancer research.

The Movember Centres of Excellence, based in London and across Belfast and Manchester, are a major investment for future generations of men. These centres are designed to make collaboration easier. They bring together teams from different areas of research and different institutes to inspire new discoveries, develop unexpected insights and do pioneering prostate cancer research.

We plan to accelerate the shift from laboratory discoveries to actual benefits seen at the bedside of men with prostate cancer.

But what does this actually mean for men? Lead for the London Movember Centre of Excellence, Professor Johann de Bono, says his team "is well positioned to have a major impact on the diagnosis and treatment of prostate cancer."

Within the next 20 years he thinks "we will be routinely analysing each man's prostate cancer to deliver personalised and more precise treatments for each patient. This will mean both less treatment for men with non-aggressive disease and better treatments for those with locally advanced high risk disease. Overall, we'll see improved survival and quality of life for men with aggressive prostate cancer."

Professor Joe O'Sullivan, Co-lead of the Belfast-Manchester Movember Centre of Excellence, is equally enthused. "We've got experts from melanoma, lung cancer and lymphoma moving into the prostate cancer field and working with established prostate cancer researchers, who can guide that expertise. We're thinking outside the box to apply new insight."

Both the Movember Centre of Excellence grants were awarded on 13 February 2013. Keep your eye out next season for more updates on this exciting venture.



**I am very proud to be a Patron and supporter of this truly worthwhile cause.**

**Mike Gooley CBE - Chairman, Trailfinders**

Mike and Fiona Gooley have supported Prostate Cancer UK since 1997. In that time they've donated over £1.8 million through the Mike Gooley Trailfinders Charity, which has helped us to build up our research portfolio by funding cutting edge research projects and PhD Studentships, supporting a new generation of prostate cancer researchers.

Mike and Fiona Gooley have funded research in Professor Charlotte Bevan's

lab into how the androgen receptor promotes prostate cancer growth.

Since then Professor Bevan has received numerous grants, including from Prostate Cancer UK, to continue her research on androgen receptor signalling. She is now Head of Prostate Cancer Research at Imperial College London and one of the expert scientists working together as part of the London Movember Centre of Excellence.



# BECOME A PIONEER



Becoming a Pioneer is much more than a commitment to donate. It's a commitment to be part of a powerful network of leaders driving a movement for change.

Professor Mark Emberton  
Founder Pioneer

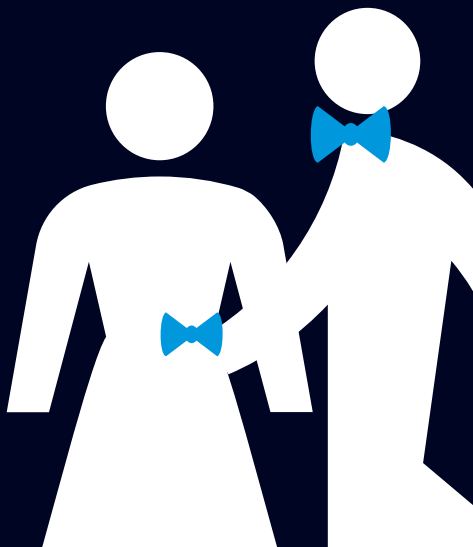
The Pioneers are an exceptional group of supporters, who invest in ground-breaking prostate cancer research by donating at least £5,000 per year for a minimum of three years.

This year, we recruited 38 Pioneers, who've donated a total of £250,000, and pledged a further £500,000.

To find out more about becoming a pioneer, please contact [pioneers@prostatecanceruk.org](mailto:pioneers@prostatecanceruk.org)

## PROSTATE CANCER UK'S GALA DINNER

In 2013, 290 of our most influential supporters helped us raise **£277,786**.



To attend the stand out event of 2015, please email [specialevents@prostatecanceruk.org](mailto:specialevents@prostatecanceruk.org)

## Health and Social Care Professionals Programme

We're proud to offer funding and training opportunities to support health professionals develop their careers.

Bursaries

Master Classes

Webinars

Study days

Conferences



This bursary will add value to my professional practice and enable me to provide increased support and guidance.

Marva Patterson,  
Urology Oncology Clinical  
Nurse Specialist

# \* \* \* \* FROM THE PRESS ROOM \* \* \* \*

## MEN UNITED V PROSTATE CANCER

We can win this! That was the message from Bill Bailey on 24 January as he was unveiled as captain of Men United – a unique team launched by Prostate Cancer UK in a press conference at The Football League HQ. Men and women signing up to Men United joined a growing movement taking action for men's health.

So far, we've signed over 100 celebrities to Men United, including Sir Michael Parkinson, Damian Lewis and Michael Owen. We've also spread the word in more than 700 pieces of media coverage across print, broadcast and online. From January to late-March, the total estimated reach of the coverage was 186 million.

**We can win this!**



## DADS V PROSTATE CANCER

On Father's Day 2013 some big names in the world of entertainment joined Men United. Ray Winstone. Charles Dance. John Simm. Neil Stuke. Tamzin Outhwaite. Not just British acting heavyweights, these were the stars of our short film 'Father's Day'.

Thousands tuned into ITV4 to watch this compelling mini-drama with a twist, which landed a dramatic punch about prostate cancer.

This was the cherry on top of a week long partnership with ITV called 'Stand By Your Man', where ITV asked viewers to pledge their support, to increase awareness around prostate cancer in the run up to Father's Day. The Stand by Your Man partnership reached an estimated 45 million people.

Watch this powerful drama at [prostatecanceruk.org/fathersdayfilm](http://prostatecanceruk.org/fathersdayfilm)





## FOOTBALL V PROSTATE CANCER

We've been the Official Charity Partner of The Football League since June 2012. This partnership offered us a route into all 72 clubs across the country, with managers wearing our Man of Men Badge and gaining us both local and national media coverage during Men United matchdays. Sky Sports News also covered the start of the inaugural Football League London to Amsterdam bike ride.

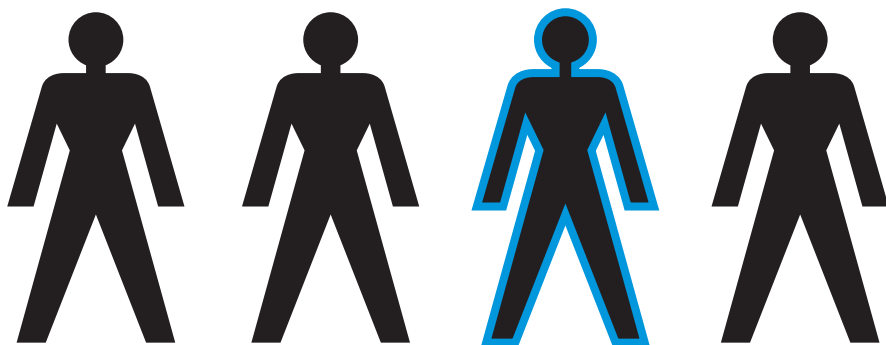
Our pioneering partnership with Millwall Football Club has kept us front and centre at The Den throughout the 2013/14 season. Lion's fans, staff, players and management have backed our campaign with gusto all year – we've really felt part of the Millwall team. A real highlight

of this partnership was getting to know the Kilgannon family, whose effort and enthusiasm for both Millwall and Men United is truly inspiring. Brian, a man with advanced prostate cancer, got in touch with us after hearing about the partnership in summer 2013.

He, his wife, Loretta, and their son, William have been real Men United champions, repeatedly sharing their story with the fans, national newspapers and the BBC as well as supporting our appeals.



\* \* \* \* \*



## BLACK MEN V PROSTATE CANCER

In October 2013 we went public with a worrying new statistic we had uncovered: one in four Black men will be diagnosed with prostate cancer at some point in their lifetime – double the risk faced by all men in the UK. This new stat made national headlines and was covered by The Voice and The Gleaner. This valuable coverage helped us raise awareness of prostate cancer in this community and make public this unequal risk. We've been working closely with the Black community, developing partnerships and collaborations to help us raise awareness of prostate cancer risk in Black men, and have won an Ebony Business Recognition Award for this work. In early 2014 we launched a pilot grant scheme to fund awareness-raising in Black communities.

## THE TIMES V PROSTATE CANCER

The Times Christmas Appeal ran from November 2013 to January 2014 and included 15 stories across the newspaper, with 39 articles in print and online.

Topics covered ranged from diagnosis, treatment, warning signs and the risks of prostate cancer, to diet and lifestyle, our specialist nurse telephone service and a spotlight on risk in Black men. This opportunity helped us to raise both money and awareness of the disease in a national newspaper with a daily circulation of 400,000.

Through this appeal, we reached almost 22 million Times readers, who made 1,729 donations totalling £86,000.



# ARE YOU READY FOR A NEW CHALLENGE?



Jump on your saddle and pedal 50k, 100k or 100 miles along the spectacular Jurassic coastline on our flagship cycling event, the Jurassic Classic, or choose from one of 19 running or eight other cycle events.

Last year 1,100 cyclists took up the challenge and raised over £100,000 to support our life-saving work.

**Where's your next adventure?**  
[prostatecanceruk.org/get-involved](http://prostatecanceruk.org/get-involved)

# CORPORATE SIGNINGS FOR MEN UNITED



## MEET THE TEAM

### MEN UNITED



CLAIRE BURTON

### Deloitte

Last year, Deloitte's 14,000 employees chose Prostate Cancer UK as one of their three new Charity Partners. The three year partnership involves both fundraising and pro-bono support. Claire is Head of Corporate Responsibility at Deloitte.

"Deloitte has pledged to help reduce the number of men lost to prostate cancer every year by supporting the implementation of an awareness programme that aims to reach 300,000 men who are at high risk of developing the disease and who live in the hardest to reach communities across the UK.

Outside of awareness raising, we've also used our skills and expertise to review Prostate Cancer UK's financial processes and reduce its costs. Our analytics team is using a mapping tool to gather data from across the country to map the locations where men are most at risk in the UK. This analysis will help Prostate Cancer UK target their advertising and campaigns at those parts of the country where men are most at risk.

In addition we are also proud supporters of Men United v Prostate Cancer. A small group of volunteers from our Manchester office have already become speaker volunteers and, together with Prostate Cancer UK's existing volunteers, have delivered awareness talks within their communities.

This year we raised £643,000 for our three National Charity Partners, in addition to donating £300,000 worth of pro bono support. Next year, our fundraising targets will become even more ambitious as we ramp up our activity and donate more pro bono support to further strengthen Prostate Cancer UK's capabilities."



# MEET THE TEAM

## MEN UNITED



CHRIS EGLINGTON

## Our volunteers

Our volunteers are an integral part of our army on the ground. Chris, 68, was diagnosed with prostate cancer in 2005.

“I found Prostate Cancer UK online. A year later and I was attending training to be a speaker and a one-to-one support volunteer. I wanted to be there for someone else because I’d had that complete daze and shock of being diagnosed and I know that information can be cloudy and complicated. So to have the chance to share my experiences to help others was extremely rewarding – I wish I’d had it when I was diagnosed!

I also trained to speak to groups about prostate cancer. I spoke to lots of contacts and groups I know; anywhere where there’d be men of the right age group.

Last year I carried out a talk at a village church. I could see that one chap was getting a bit uncomfortable. I spoke to him afterwards in private and said to him, ‘go and see your doctor’. A few months later I was contacting the vicar and she told me that the man I’d spoken to had been to the doctor and was diagnosed with prostate cancer and awaiting treatment. It made my talk feel so much more worthwhile, that what I’d said had made him go to the doctor.”

# Reaching men in new ways

**We have a team of 11 Specialist Nurses who are trained to offer up-to-date, reliable and balanced information on all aspects of prostate disease. The nurses provide support via telephone, email and now an online ‘Live-Chat’ service.**



**Your nurses are so good and their care and advice have given me hope.**

**Contact our Specialist Nurses by:**

- phone: 0800 074 8383\*
- email: [prostatecanceruk.org/emailnurse](mailto:prostatecanceruk.org/emailnurse)
- live chat: [prostatecanceruk.org/livechat](http://prostatecanceruk.org/livechat)

\*Opening times: Mon to Fri 9-6pm, Wed 10-8pm





# >> MEN UNITED AWAY DAYS >>



## WALES

We partnered with Tenovus and The Movember Foundation to provide a mobile health service dubbed the 'ManVan'. This converted, 38ft American-style motorhome brings one-to-one counselling, couples' counselling, group support and welfare rights advice to men who live in deprived or hard-to-reach areas in Wales.



In February we held an event at the Senedd, where our volunteers spoke to Welsh Assembly Members about their experiences of accessing information, advice and support in Wales.

## SCOTLAND

We're working with KA Leisure to bring free physical activity programmes to men undergoing prostate cancer treatment in North Ayrshire. Physical activity can alleviate symptoms of fatigue and aid recovery.



206 MPs and 128 MSPs, including the Deputy Chief Medical Officer for Scotland, signed up to support our Quality Checklist – a standard of care we think every man in the UK should expect to receive.

We signed Scotmid Co-operative as a new corporate partner, and within six months they'd smashed their fundraising target of £150,000 for the year!



## NORTH EAST

In September, our supporters were among 54,000 runners sweeping through the heart of Newcastle's City Centre as part of the Bupa Great North Run. Our runners raised £170,000.



We awarded one of our first ever Career Development Fellowships to Dr Kelly Coffey at Newcastle University. Over the next five years, Kelly will establish her own prostate cancer research lab, investigating potential new drug targets for advanced prostate cancer.

## NORTH WEST

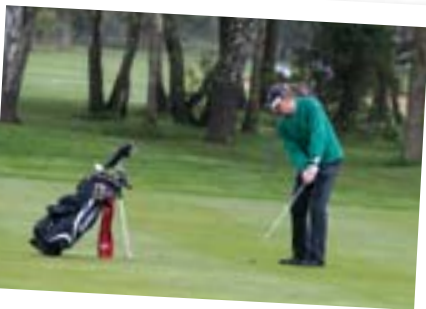
We're working with Cheshire and Wirral Links Healthy Living Centre to promote their Pro-Active service, which provides healthy eating advice, exercise and training programmes, and relaxation sessions to men living with prostate cancer in the North West.



## MIDLANDS

We created survivorship conferences, where men who have been or are going through treatment can get information and support on life beyond prostate cancer. Peter Robinson attended one of these conferences: "I thought the conference speakers were excellent. Overall this was a day well spent with quality presentations, leaving me refreshed and thoughtful."

Over 160 members of Moor Hall Golf Club raised £5,460 in a charity golf day organised by member David Hadley-Smith. David was diagnosed with prostate cancer last year and understood the importance of raising awareness. Since encouraging other members to visit the GP, five more have been diagnosed. He said: "I was diagnosed with prostate cancer last year when it was found purely by chance. I'm trying to encourage everyone to be aware of this disease".



## LONDON AND THE SOUTH EAST

In March, our campaigners went to Westminster to meet their MPs. Susan Childs was one of our volunteers: "My dad sadly passed away from prostate cancer in 2012. It came as a massive shock to both him and us. I am absolutely determined to make sure that no more men die from lack of knowledge or care. This is why I started volunteering and went to parliament to speak to my MP about the Quality Checklist."



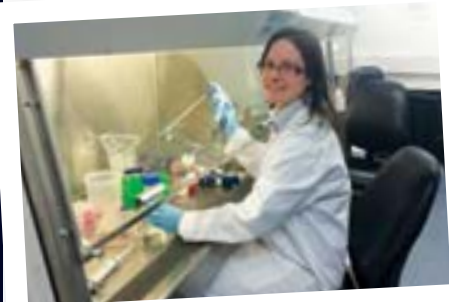
We're working with Age UK Bexley to offer a 'Men in Sheds' scheme to men affected by prostate cancer in Bexley, Kent. Men in Sheds gives men affected by prostate cancer an allotment to take care of. By connecting with other men with prostate cancer, being active and 'giving back' to the local community, men can improve their health and wellbeing.

## NORTHERN IRELAND

In March, we attended the Alliance party conference and signed up Naomi Long MP and David Ford MLA to Men United. We're looking forward to building on these beginnings next year.



One of the PhD students who joined our fight against prostate cancer last year is Grace Cole. Grace is working with Dr Helen McCarthy at Queens University, Belfast, trying to develop a new system to deliver a DNA vaccine that works by 'tricking' the body's immune system into attacking prostate cancer cells.





# CAMPAIGNING

# FOR MEN UNITED

## MPs v Prostate Cancer

MPs from across the political divide took on a team of Men United all-stars in a closely fought football match at Millwall FC earlier this year. The MPs pledged to donate £100 for every goal scored by either side, so a final score of 6-5 to the UK Parliamentary Football Club netted a cool £1,100 for Prostate Cancer UK.

There's been plenty of action off the pitch too. We set up our Policy and Campaigns Forum in March 2013 to bring men and women affected by prostate cancer together with clinicians and staff to help us prioritise what evidence we gather and what we campaign on.

The forum has met four times so far, and as a result, we've launched a study into the Clinical Nurse Specialist workforce, pushed the Scottish Government to run a Cancer Patient Experience Survey, and researched the mental wellbeing of men with prostate cancer. We've also initiated research projects into age-related variations in access to services and prostatitis.



## Men United v NICE on enzalutamide

Treatment options are limited for men with advanced prostate cancer, so as new options become available, it's essential that they are accessible to all men who need them.

This grudge match over the availability of enzalutamide to all men in England and Wales got off to a confused start, as The National Institute of Health and Care Excellence (NICE) announced a first draft recommendation that looked set to approve the drug without restriction. But then the goal-posts moved, and NICE stated that only men who hadn't previously been treated with abiraterone should be able to access enzalutamide.

Worse still, based on the same evidence, the Scottish Medicines Consortium had recently made enzalutamide available to men in Scotland without any restriction around prior use of abiraterone. Once again men in the UK had unequal access to prostate cancer care.

So we called on Men United, who rallied in their thousands. As well as massive media coverage, this campaign collected 12,456 petition signatures, which our volunteers presented to NICE's chairman after protesting outside their headquarters.

A few days later, the final decision was announced – without a restriction around the previous use of abiraterone. It was a victory for Men United, but we're still working to find out what this really means for men.



**The verdict is in on enzalutamide.**

So did NICE listen to us?  
@ProstateUK





# MEET THE TEAM

## MEN UNITED



DAVID BURROWES

## David Burrowes, MP

Engaging with Members of Parliament (MPs) and Members of the Scottish Parliament (MSPs) is an important way for us to change the status quo and give men a voice in decisions made by parliament. One MP we've worked a lot with over the last year is David Burrowes. He tells us why he supports Prostate Cancer UK and how he feels we've made a difference to men by working together:

"I first encountered Prostate Cancer UK through my neighbour, who has prostate cancer. It's a cause really worthy of support, because prostate cancer affects so many men in the UK. I believe much can be achieved through greater awareness and earlier diagnosis and treatment.

I've supported as many Prostate Cancer UK campaigns as I could – locally and nationally, including campaigns at Westminster, at their Movember event and at Party Conferences. And of course, by taking part in the charity football match – MPs v Men United All stars!

There's too much inequality when it comes to accessing information, support and treatment for prostate cancer. It varies across areas and demographically. So it's important that all of us Members of Parliament get on board with spreading the message to communities everywhere that they need to take prostate cancer seriously.

I was really pleased to be able to write to my local Clinical Commissioning Group, and work with them to implement Prostate Cancer UK's Quality Checklist. I think GPs in my constituency in Enfield are now better equipped to deal with prostate cancer."



# MEET THE TEAM

## MEN UNITED



**DEBBIE McCRAE**

## Debbie McCrae

Debbie McCrae, a Specialist Nurse at Victoria Hospital in Fife, Scotland, is the first point of contact for men who've been referred by their GP or Cancer Referral Unit.

"I offer these patients a 30-minute consultation at the prostate biopsy clinic. When I first meet them we go through basic information such as where the prostate is, what PSA is and what their PSA score means. It's important that they understand why they're here and why they've been referred.

The great thing about these chats is that I can build a relationship with every individual and they know I'm always here. It's that continuity and trust that's so important, at what can be a really anxious time. Since November 2013 I've seen 283 patients at the biopsy clinic (up until the end of March 2014) and I've spoken to 249 of them over the phone after our meetings. These conversations can be about anything; test results, bleeding after biopsy or just wanting a chat.

The feedback has been brilliant, especially from men who've noticed the change in service. Since then, we've recently opened a results clinic, reducing the time men have to wait for results and ensuring they see the same person as before. Time with patients has increased from a five-minute chat to a 30-minute consultation, which is great."

**Royal Mail have raised funds for 34 specialist nurses like Debbie around the UK in their two-year partnership with Prostate Cancer UK.**







## Golf Day in One

Organise your own stress-free charity golf day with Prostate Cancer UK's Golf Day in One pack. Including helpful fundraising tips, inspiring quotes from fellow golfers, what not to miss and a guide to keeping track of your income and expenditure.

To find out more, or to order your pack, go to [prostatecanceruk.org/golf](http://prostatecanceruk.org/golf)

**“ I survived prostate cancer.  
You can help more men survive too.**



Every day, people are doing extraordinary things to support us – sky diving, mountain climbing, marathon running to name a few.

Gifts in Will are lesser known but equally important in supporting our work.

Last year we received over £1 million from supporters like you who left us a gift in their Will.

**For more information about leaving us a gift in your Will, please email [legacies@prostatecanceruk.org](mailto:legacies@prostatecanceruk.org)**





# MEN UNITED AWARDS 2013

Celebrating another year of fighting for men's health



**LIVING LEGEND**

**VALERIE THORNTON** is one of our volunteers. She lost her husband Brian to prostate cancer at the age of 68. He had no symptoms, but was diagnosed with a very aggressive form of the disease.

"When Brian passed away, I lost my way of life. If we had caught this in time, he may have survived. I've left a gift in my Will to Prostate Cancer UK to stop this happening to other men. We may not see a cure in my lifetime, and it was too late for Brian, but I want to do something positive in his memory."

It makes such a difference to have legends like Valerie on our team.



**YOUNG PLAYER OF THE YEAR**

**WILLIAM KILGALLON**, 11 year old Millwall super fan and one of the youngest members of Men United, has been supporting us since his dad, Brian, contacted the charity in the summer of 2013.

From proudly sporting the 'Man of Men' badge wherever he goes and helping us sell more badges, to collecting 10,000 pennies as part of Prostate Cancer UK's 10,000 Challenge and capturing unmissable match day moments on his camera for us, William's been a key player for Men United.

We know how proud his family is of him and it's a privilege to have William on our team.



**TOP FUNDRAISER**

**MIKE WILLGOSS** got in contact with us in 2009 following treatment for prostate cancer. To raise money and awareness he helped produce a calendar with his local football club, Lowestoft Town FC, and raised an impressive £12,500.

Through an incredible effort and whole host of events including bucket collections, football tournaments, Movember fundraising and contacting local businesses, Mike has so far raised over £35,000 towards his ambitious target of funding a year of prostate cancer research – roughly £52,000.

We wouldn't be where we are today without people like Mike.

# FROM THE TERRACES...



## Matty John

Just want you to know this charity is doing some of the most amazing work possible, and for that I'm so grateful.

## Jennifer Kendall

It's such a fantastic charity. I'm just glad I can help some more families like mine support their dad, Granddad, son or whoever it might be.

## Robert

I have just seen your 'Men United Campaign' on television and I would like to applaud you for funding a campaign which encourages men to unite and support each other in a good cause, as has been done for women and breast cancer for many years. I will be donating and I hope you will run this advert for a long time.



**Luther Blissett**  
@LBliss8

I've played for some great teams, now I'm signing for the biggest so far. It's #MenUnited v prostate cancer



**Ken Hom**  
@ChefKenHom

As a prostate cancer survivor I'm joining #MenUnited to fight as a team for people not as lucky as I've been



**David Schneider**  
@davidschneider

Calling all men. If you have a moment, take the #MenUnited test for @ProstateUK



**Daniel Sencier**

I'm still going strong nearly 4 years after diagnosis and will always be grateful to the charity for their human touch and great support.



**Laurie McCall**

This morning my dad had another scary psa test result... My dad was in despair as was I, we needed information and fast... I called the specialist nurses line and spoke with John. He was amazing and stripped away a lot of the anxiety by providing clear answers to my many questions which my dads doctors could not... What a terrific service, support and provision of important information.





# GOALS FOR NEXT YEAR

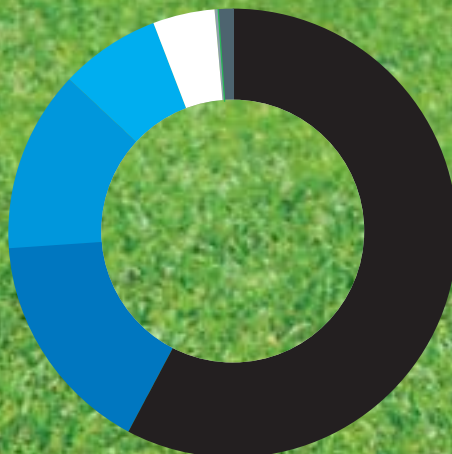


How did we fund all this amazing work? With your continued help and support we raised 34% more money than last year, a cool £12.9m. On top of this, stellar performers as always, The Movember Foundation donated £17.8m to the team's coffers.

Our ambition to improve the lives of men knows no bounds, so next year, we aim to raise an extra £15m. We'll be getting to know our supporters inside and out. We will develop new activities and products to encourage people to get onside, like our summer fundraiser Man v BBQ or our Golf Day in a box concept – engaging men with activities they already enjoy.

To keep growing and extend our reach across the UK, we are investing in recruiting new donors through our direct marketing and raffle programmes.

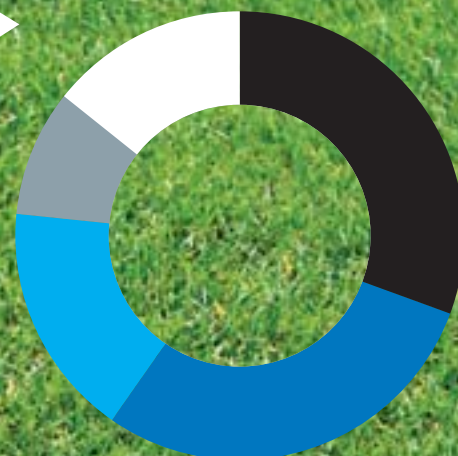
## ◀ 2013/14 INCOME



- **MOVEMBER:** £17,765,000
- **INDIVIDUALS & LEGACIES:** £4,940,000
- **COMMUNITY EVENTS:** £4,035,000
- **CORPORATE DONORS:** £2,200,000
- **MAJOR DONORS & CHARITABLE TRUSTS:** £942,000
- **SPECIAL EVENTS:** £411,000
- **STATUTORY INCOME:** £54,000
- **DONATED GOODS/SERVICES:** £10,000
- **OTHER DONATIONS:** £340,000

## 2013/14 EXPENDITURE ▶

- **RESEARCH:** £12,603,000
- **SERVICES:** £12,078,000
- **AWARENESS:** £6,902,000
- **POLICY & STRATEGY:** £3,805,000
- **OTHER COSTS:** £5,765,000



## GET ONSIDE!

**If you heard that 1 in 8 men will get prostate cancer in their life time what would you do?**

Last year over 52,000 people opened a letter from us with that message, and 45,000 of them were inspired to join Men United, our team taking action on men's health.

**Want to join our team?**  
[prostatecanceruk.org/get-involved](http://prostatecanceruk.org/get-involved)

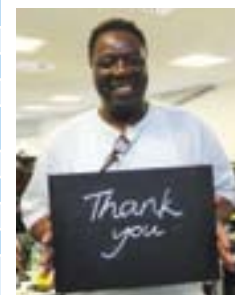




# THANK YOU FOR BEING ON OUR TEAM

Thank you to all of Men United who've donated their time, effort or money. **We couldn't do it without you.**

OUR PATRONS	John Caudwell Hadyn Cunningham Tony Elliot Prof Mark Emberton FRCS Baron Evans of Watford Douglas Flint CBE Alastair Gibbons Timothy Hailstone Sir Maurice Hatter Duncan Heath Sir Julian Horn-Smith Julian Howard Nathan Kirsh The Stanley and Zea Lewis Foundation Sir Stuart Lipton Stewart Matthewson Russell Morgan Brian Moss OBE New York Metz Foundation Jim and Caroline O'Neill John Paynter David A Pretty CBE Laurance Racke The Cecil Rosen Foundation Ivor Spiro David Sullivan Michael Tabor Sharon Thorne John Tilney The Zochonis Charitable Trust	Geoff Douglass Craig Doyle Charlie Druce Chris Eglinton Bill Elliott Winston Ellis Christine and Terry Emerson Balthazar Fabricius Les Ferdinand MBE Neil Fox Wayne Francis Adrian Goldsmith Mark Goodier Don Goodman Robert Griffith Humphreys Stephen Harland Bob Harris Bridie Heath John Heyworth Tony Higginson Ken Hom OBE Carl Humphries David Ingram Matthew James Martha Kearney Brian, Loretta and William Kilgannon Andy Kingman Lindsay Knight David Kurk David Kynaston Stuart Laing Denis Law CBE Damian Lewis OBE Nigel Lewis-Baker Damien Lower Rosemary Macaire Fred MacAulay Maureen McCann Andrew Mallett Sione Marshall David Mason Sir William and Lady McAlpine Keith McCarron Child Aslam Merchant Peter Moffat Jo Munday Cyril Nri Phil Ormsher Colin Outwaite Tamzin Outwaite Michael Owen Sir Michael Parkinson CBE Vijay Patel Oliver Pawle Kazia Pelka Robin and Shirley Porter Bob Pow Robert Powell David Prosser Jeff Randall Keith Rashleigh Timothy Rice Alex Roch Baroness Jan Royall Martin Sadowski Dominic Salmon Marta Sanz Tim Sargeant David Schneider Annie Scott	Tim Scott Richard Seed John Simm Gladstone Small Jeff Smith Jeff Stelling John Stiles Nobby Stiles MBE Neil Stuke Mike Summerbee Simon Taylor-Davies Mr Ray Thompson Harold Tillman Martin Trainer Kostas Triantafyllidis Ruth Triggs Michael Tupper Eileen Turner Mike Tye Rudolph Walker OBE Trevor Walker Tommy Walsh Stuart Watson Roger Weatherby Mike and Joy Wilgoss Miranda Williams Ray Winstone Oliver Yates	TRUSTS & FOUNDATIONS	Lloyds TSB Foundation for England and Wales Manchester Out with Prostate Cancer Manning Gottlieb MBN Events Medical Research Council The Metro Centre Ltd Metro Walnut Mike Gooley Trailfinders Charity National Grid plc New Look Retailers Ltd Newnorth Print Ltd Nexen Petroleum UK Ltd Northern Ireland Commercial Cattle Club Orchardleigh Golf Club Pelicans Group Persimmon Homes (West Scotland) Professional Development UK Prostate Cancer Support Group Gibraltar Public Health Agency of Northern Ireland Radyr Golf Club RNIB Royal College of Surgeons Shared Intelligence Speedcrete Stonewall Troika Systems Ltd Vanilla Print Solutions Wolfstone Translation Ltd Xcalibre Fulfillment Solutions Z-card Ltd			
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OUR PIONEERS	William Aldwinckle Thomas Allen David Ashforth John Stuart Bloor CBE Lady Joy Bourne Sir Martin and Lady Broughton Sir Adrian Cadbury	James Collard Jane Collins Tony Cottee Jon Culshaw Chris Cusiter Charles Dance OBE Peter Daresbury Mel and Marian Davis Michel De Carvalho Bruno Deschamps	David Burrowes MP Roy Bustin Hazel Byford Chris Carter Joe Carter Mick Channon Pam Chaplin Aase Christensen Andy Clarke Ray Clemence MBE James Collard Jane Collins Tony Cottee Jon Culshaw Chris Cusiter Charles Dance OBE Peter Daresbury Mel and Marian Davis Michel De Carvalho Bruno Deschamps	ORGANISATIONS	21:12 Communications Academy of Medical Sciences Age UK Altonwood Ltd Ballys Adventures Bridgepoint Advisors UK Ltd British Medical Association British Travel Awards The Chief Scientist Office of the Scottish Government Circle Printers Coast House Productions College of Radiographers Community and Health Learning Foundation Farleigh Golf Club Finchley Golf Club Goals Soccer Centres Lazard Asset Management The Lesbian and Gay Foundation			








# MEN UNITED

## 2014/15 FIXTURES

### OCT

- Thur - 2  QUALITY CHECKLIST LAUNCH IN NORTHERN IRELAND (Belfast)
- Sun - 12  ROYAL PARKS HALF MARATHON (London)
- Various  VOLUNTEER NETWORKING DAYS (Nationwide)

### NOV

- Throughout  MOVEMBER (Worldwide)

### DEC

- Wed - 3  CAROLS BY CANDLELIGHT (London/Glasgow)

### JAN

- Throughout  MEN UNITED 2015 CAMPAIGN (Nationwide)
- Throughout  SPRING RAFFLE (Nationwide)

### FEB

- Thur - 12  MEN UNITED SPORTS QUIZ – GALA EVENT (London)

### MAR

- Sun - 1  CAPITAL ONE CUP FINAL (London)
- Throughout  MEN UNITED MATCH DAYS (Nationwide)

### APR

- Wed - 8  BLUE SKIES FORUM (Cambridge)
- Sun - 26  VIRGIN MONEY LONDON MARATHON (London)
- Thur - 30  MEN UNITED GOLF DAY (Surrey)

### MAY

- 23 - 25  FOOTBALL LEAGUE PLAY OFFS (London)
- Sat - 30  FA CUP FINAL (London)

### JUN

- TBC  SAXON CLASSIC (Suffolk)
- TBC  WESTMINSTER AND HOLYROOD CAMPAIGNING DAYS (London/Edinburgh)
- 12 - 14  LONDON TO AMSTERDAM CHALLENGE (across Europe)
- Sunday - 21  FATHER'S DAY (Nationwide)