

The Power of The Mo: Impact Report

Movember Canada 2025

INTRODUCTION

Movember Canada is committed to improving outcomes in men’s health through strategic, long-term investments in prostate cancer, testicular cancer, mental health, and health promotion. We intentionally focus our funding on critical gap areas – those often overlooked but where investment has the potential to generate the greatest impact. Our portfolio is diverse, spanning clinical research, digital health tools and culturally grounded community initiatives that are designed with men in mind. While our impact is broad and long-term , we also recognize the need to continually strengthen how we report on project outputs, their reach, and outcomes. This document supplements our Annual Report and addresses Charity Intelligence’s results reporting evaluation framework.

PROGRAMS SPENDING BREAKDOWN

Program Area	
Prostate Cancer	\$ 6,645,111
Testicular Cancer	\$ 20,000
Mental Health & Suicide Prevention	\$ 10,857,846
Health Promotion	\$ 625,415
Total Program Spending	\$ 18,148,372 **

*** Total program spending aligns with financial statements for the year ending April 30, 2025.*

UNDERSTANDING OUR PROGRAMS AND IMPACT

Movember supports a wide range of initiatives aimed at improving men’s health with targeted investments in prostate cancer, testicular cancer, mental health, and health promotion. Our work spans a variety of approaches, including research and clinical trials, community-based interventions, digital tools, and public awareness and health literacy

campaigns.

The following section offers a curated overview of select programs that reflect the diversity of our portfolio and the tangible progress being made. For each we outline:

- The program purpose.
- The scale and scope of our investment
- Key outputs and outcomes achieved, and
- Future objectives to ensure ongoing accountability and learning

While this is not a comprehensive list of all our initiatives, it represents the kinds of long-term, high impact work we fund – often in areas where few others invest. We recognize that consistent, standardized reporting is a work in progress and are committed to improving standardized annual reporting across all initiatives. This supplement is part of our broader effort to increase transparency and better communicate the real-world outcomes made possible through donor support.

To explore a more comprehensive breakdown of our funded programs, including project-level insights and regional impact, please visit:

- **Impact Page:** <https://ca.movember.com/impact>
- **Report Cards Page:** <https://ca.movember.com/report-cards>

These pages offer deeper insights into where donor dollars go and how they're driving change in men's health across Canada and globally.

PROSTATE CANCER: OUR FOCUS

We're working to change the lives of men with prostate cancer - from a disease men survive to one they can live well with. Movember's strategy is centered around improving survival, quality of life and health outcomes for men at every stage of their journey grounded in equitable access, from early detection through to advanced disease and survivorship.

Our efforts fund world-class research, support system-wide clinical improvements, and prioritize patient-reported outcomes to better reflect what matters most to men - including preserving intimacy, self-worth, and confidence. We're also investing in health equity, ensuring that all men, especially those traditionally historically and intentionally excluded communities, receive the care they deserve.

Here are a few of the ways we're making that change:

1. Prostate Cancer Health Equity

What it is:

A national grant program designed to improve equity in prostate cancer outcomes by supporting interventions for historically and intentionally excluded communities, including Black, rural, Indigenous and LGBTQIA+ people. The initiative focuses on community-based approaches that ensure people have access to information and services that are right for them.

Why it matters:

We're living in a time of amazing advancements in cancer prevention, diagnosis, and care. But the reality is that who you are and where you live dictates the quality of care you receive – and that can mean the difference between life and death.

Investment:

We invested \$5.9M CAD globally in 2024 for 18 grants, including \$2.1M CAD into six Canadian projects – 2 of which are community development grants.

Outputs / Participation:

Too early to report results; grant implementation began in FY24.

Impact / Outcomes:

Impact criteria are being developed in partnership with community organizations. Progress reports will be shared annually.

12-Month Goal:

Collect baseline data from all 18 grant recipients, with a target of reaching 5,000 men from underserved communities across Canada and globally.

3-Year Goal:

Over the next three years, Movember's six projects in Canada will work together to improve early detection and access to care for communities that have been historically and intentionally excluded. This work will include building trust in communities, genuinely partnering with communities (through truly engaging and utilizing our work with our community development grant recipients), and creating approaches that are grounded in equity and built to last beyond the funding of this current cycle.

2. Personalized Cancer Care (PRMs Initiative)

What it is:

A national grant program supporting the use of Patient-Reported Outcome Measures

(PROMs) and Patient-Reported Experience Measures (PREMs) in routine care to optimize the monitoring and management of prostate cancer. This initiative enables more personalized, patient-centered care by focusing on what matters most to each individual, whether that's minimizing side effects, preserving sexual health or enhancing quality of life throughout and after treatment.

Why it matters:

Every man's experience with prostate cancer is different. PROMs shift the clinical conversation from "what's the best treatment" to "what's the best treatment for this man?"

Investment:

AUD \$2.46M globally in 2024 for 6 grants including CAD \$799,987, into two Canadian projects.

Outputs / Participation:

Too early to report results; grant implementation began in FY25.

Impact / Outcomes:

Impact criteria are being developed alongside research teams. Movember has engaged an external, independent evaluation partner who will be working with the grant recipients to provide regular reporting. Clinical relevance will be evaluated through ongoing trials.

- Key outcomes from the PROMs grants include:
 - Individual behaviour change:
 - PRMs support more timely, tailored care, particularly for underserved populations
 - Real-world evidence shows PRMs improve outcomes that matter to men
- Systems change:
 - Healthcare delivery becomes more patient-centered and personalized through routine use of PRMs
 - Funded projects will strengthen implementation science and foster a learning community to share best practices in PCC.

Outcomes (from Implementation plan, shortened):

OUTCOME 1: INDIVIDUAL BEHAVIOUR CHANGE	OUTCOME 2: SYSTEMS CHANGE
Personalised Cancer Care Grants	
• PRMs support more timely, tailored care, particularly for underserved populations. • Real-world evidence shows PRMs improve outcomes that matter to men.	• Healthcare delivery becomes more patient-centered and personalized through routine use of PRMs. • Funded projects will strengthen implementation science and foster a learning community to share best practices in PCC.
IRONMAN EMPRO	
• ≥75% of patients complete ≥66% of PROMs during 6 mths of follow up. • A greater proportion of patients in the intervention arm will have stable or improved overall QOL, compared with the non-intervention arm at 6 months. • Patients with mCRPC more likely to report pain that leads to a clinician intervention ('hard trigger') than men with mHSPC.	• Patients on the intervention arm will have fewer hospitalizations during a 6 month follow up period than men not receiving the intervention. • Patients with mCRPC will have more soft and hard triggers than patients with mHSPC.
PRMs in Practice webinar series	
• Shared learnings across subject matter experts accelerate knowledge sharing and translation	• Priorities identified to support implementation of PCC pathways for prostate cancer within health systems

12-Month Goal:

- Announce recipients of the Personalized Cancer Care Grants publicly
- Provide active support to funded projects, including quarterly check-ins

3-Year Goal:

- Publish PROMs grant program results are published and complete knowledge translation activities across all projects. Policy advocacy and market-specific engagement support the broader adoption of personalized cancer care.

3. Sexual Health and Wellbeing Initiative

What it is:

An initiative to address the significant burden of sexual dysfunction following prostate cancer treatment. Movember's work in sexual health and wellbeing is centered around the adoption and implementation of the [Clinical Guidelines for Sexual Health and Prostate Cancer](#) – embedding specialized training for healthcare workers and developing resources to support clinicians, patients and partners. Movember is working with cancer control organizations to change clinical practice so sexual healthcare is embedded into prostate cancer care

Why it matters:

Challenges with sexual function is the main issue reported by men after prostate cancer treatment. It impacts quality of life, relationships and mental health. While best practice guidelines exist, many men are not asked about their sexual function or prepared for the changes they will experience from their treatment.

Investment:

\$6.8M globally over 3 years, starting in 2024, \$3,286,400 CAD in Canada.

Outputs / Participation:

- Sexual Health & Wellbeing Convening held in Toronto in October 2024 to unite 22 national experts to address the sexual healthcare gap in Canada
- Biomedical Convening held in April 2025 to unite 19 international experts to identify priority research areas in sexual medicine and prostate cancer
- Partnership with International Society of Sexual Medicine (ISSM) established in 2024
 - ISSM & Movember website launched with free, online resources to support clinicians delivering sexual healthcare (<https://www.issmmovember.com/>)
 - 10-part webinar series announced with first webinar held in March 2025
- From May 2024 to April 2025, approximately 88,000 people visited the True North website (truenorth.movember.com) which is Movember's dedicated platform for free, online resources for people with prostate cancer
- Clinical practice guidelines have been presented to The Division of Family Practice in the Yukon, and published in the BC Cancer publication designed to communicate to rural community Oncology Physicians in British Columbia.

Impact / Outcomes:

Primary outcome is successful guideline adoption across clinical networks and integration into survivorship care pathways. This is expected to improve outcomes for

men with prostate cancer (e.g. quality of life, mental health).

12-Month Goal:

Launch sexual health pathway in at least 2 cancer care settings across Canada.
Upskill 12 Allied Health Staff (Nurses, Radiation Therapists, Clinical Counsellors) to engage in conversations about sexual health with patients. Improve self-reported confidence and skills of these Allied Health Staff by 70%.

3-Year Goal:

Launch sexual health pathways in 5 cancer care settings across Canada.
Upskill 40 Allied Health Staff to engage in conversations about sexual health with patients, improve self-reported confidence and skills of these Allied Health Staff by 70%.

4. Clinical Quality

What it is:

A data-driven global initiative to measure and improve the quality of prostate cancer care and outcomes for people living with prostate cancer. Movember's work in clinical quality includes clinical registries which collect clinical and patient outcome data across treatment centers globally to drive continuous improvement.

Why it matters:

Without real-world data, it's difficult for clinicians and health systems to identify where care can be improved and which treatments are working best—and for whom. Analysis of registry data is also vital in order to clearly identify, and address, disparities in the diagnosis, care and outcomes for people living with prostate cancer.

Investment:

Since 2016 over \$9.6M CAD has been allocated to support clinical registries operating in Canada - the True North Global Registry (TNGR) and the International Registry for men with Advanced Prostate Cancer (IRONMAN).

Outputs / Participation:

Movember-funded clinical quality registries contain data on over 315,000 people living with prostate cancer, including over 254,000 patient reported outcome measures (PROMs) across 25 countries. In Canada 10,223 people living with prostate cancer have participated in the True North Global Registry and the IRONMAN registry across 7 treatment centers to date. In addition, 11,458 PROMs have been collected from participants in these registries.

Impact / Outcomes:

The IRONMAN registry will identify which treatments are associated with the highest rates of survival and quality of life for people living with prostate cancer. TNGR will continue to be used to compare clinical delivery and patient outcomes across participating sites and assist with the identification of where and how clinical care can be improved.

12-Month Goal:

Identification of disparities and clinical practice gaps in the provision of care for men living with prostate cancer across Canada using registry and other identified Canadian health datasets. Completion of recruitment for the TNGR and publication of a final program report outlining global and local findings from the registry.

3-Year Goal:

Establish and deliver market-specific mechanisms for quality improvement such as clinical convenings, communities of practice, and small grants within Canada. Publish a report on disparities and clinical practice gaps for men living with prostate cancer in Canada. Completion of recruitment to the IRONMAN registry and commencement of global data analysis.

5. Preventing Disease Progression Initiative**What it is:**

The Preventing Disease Progression initiative (PDP) aims to bring together some of the world's best clinical trial data and teams with a hope of determining how to prevent high-risk prostate cancer progressing to advanced, fatal disease..

Why it matters:

Halting disease progression is key to improving survival and reducing treatment burden on patients and the healthcare system.

Investment:

In 2024, Movember invested \$9.2M AUD globally as part of its research portfolio – with \$2.2M directed toward Canadian projects.

Outputs / Participation:

30 research teams across 8 countries including Canada

Impact / Outcomes:

Purpose-built database that will help researchers develop strategies for clinicians to

personalize decisions about prostate cancer care

12-Month Goal:

Launch a beta version of the database which will allow the PDP team working groups to begin using the data to answer the PDP key objectives as priority.

3-Year Goal:

Publish findings showing statistically significant reduction in disease progression in early treatment cohorts.

6. Prostate Cancer Awareness Month (PCAM) 2024

What it is:

Movember's Prostate Cancer Awareness Month (PCAM) campaign, held during September, aims to increase public understanding of prostate cancer through targeted education, storytelling, and calls to action. The initiative spans digital channels, media, and community outreach, with a focus on boosting risk awareness and encouraging early detection.

Why it matters:

Prostate cancer is the most commonly diagnosed cancer in men in Canada, yet many cases are detected too late. Awareness of risk factors – like age, family history and ancestry – is still relatively low. PCAM aims to change that by boosting awareness and driving meaningful behaviour change through high-reach, high-impact public education.

Investment:

\$734,000 in paid media during PCAM 2024

Outputs / Participation:

Campaign reached 914,007 across Movember's platforms (337,615 in Canada)

Impact / Outcomes:

The impact of our PCAM campaign in 2024 was not formally evaluated. Prior evaluation of our PCAM materials from 2023, showed:

- Men exposed to the campaign were **significantly more likely** to speak with a doctor about prostate cancer risk within a week of seeing the campaign (vs. control group)
- Among those who spoke to a doctor, **80–90% reported going on to get a PSA test**

- Campaign had the greatest impact on men who had **not previously discussed** their prostate cancer risk with a doctor
- Overall awareness of prostate cancer risk increased across the target audience after exposure to campaign messaging

12-Month Goal:

To be confirmed – a strategic analysis is currently underway to define the future state and investment approach for PCAM.

3-Year Goal:

Establish PCAM as a leading awareness campaign in Canada for prostate cancer and achieve a measurable increase in early-stage diagnoses among Canadian men

TESTICULAR CANCER: OUR FOCUS

Movember is committed to being there for men with testicular cancer from diagnosis through to long-term recovery. This includes raising awareness through bold, behaviour-change campaigns, providing digital tools and survivorship resources tailored to young men, and investing in research to address the lesser-known long-term impacts of treatment. We know that testicular cancer often hits men early – right when identity and confidence are still being formed – which is why we design support that’s not just clinical, but human. Our focus is on ensuring no man walks this path alone, and that every survivor has access to the knowledge, care, and peer connection they need to move forward.

Here are a few programs the ways we’re making that change:

1. Movember Nuts and Bolts ([website](#))

What it is:

A free, online resource designed to support young men through the mental and physical impacts of testicular cancer– from diagnosis to treatment to survivorship. The content has been co-created with both experts and young men themselves, covering the topics that matter most to men with credibility and relevance.

Why it matters:

Testicular cancer is the most common cancer in young men, but stigma and lack of tailored resources prevent many from seeking support early or navigating survivorship

with confidence. This program provides a comprehensive support system that empowers patients with reliable information, peer mentorship, and practical tools to navigate their journey with confidence and resilience.

Investment:

Ongoing; part of the Movember Institute of Men's Health.

Outputs / Participation:

- 6,127 page views
- 83,358 campaign impressions

Impact / Outcomes:

Testicular cancer patients report high satisfaction with the tool and improved understanding of diagnosis and recovery pathways. In a 2024 user survey (n=198):

- **89%** of men reported feeling more confident navigating their testicular cancer journey after using the tool.
- **94%** of Nuts & Bolts users felt they learned something from visiting the site
- **86%** of men who used the Nuts & Bolts website said they felt like they belong to a bigger group of men on a similar journey to them after visiting

12-Month & 3 Year Goal:

To be confirmed – a strategic analysis is currently underway to define the future state and investment approach for Nuts & Bolts.

2. Know Thy Nuts Campaign

What it is:

A bold, irreverent, and research-informed behaviour change campaign encouraging men aged 18–35 to know their testicular cancer risk, get to know what's normal for their nuts and know what to do if they notice something out of the ordinary. Held during Testicular Cancer Awareness Month in April.

Why it matters:

Early detection is key. Men who detect testicular cancer early have a 95%+ survival rate. But many young men don't know they're at risk—or know what they can do to be proactive about their health.

Investment:

Ongoing - budget varies year to year by media plan.

\$33,000 invested in FY2024.

Outputs / Participation:

- 1,625,086 campaign impressions
- 19,989 website visitors
- Campaign shared via movember.com, social media, email, partnerships and media

Impact / Outcomes:

Surveys placed on the Movember website found:

- 67% of respondents more aware of their testicular cancer risk (n=315)
- 72% feeling confident in knowing how to check their nuts, and (n=388)
- 77% more likely to see a doctor if they found something unusual (n=52)

12-Month & 3 Year Goal:

To be confirmed – a strategic analysis is currently underway to define the future state and investment approach for Know Thy Nuts campaign.

MENTAL HEALTH AND SUICIDE PREVENTION: OUR FOCUS

Movember is on a mission to reduce the rate of male suicide by creating mentally healthy communities, workplaces, and support systems built with and for men. Central to this mission is the development of programs and services that are specifically designed with men in mind – programs that reflect how men engage, communicate, and seek help. We prioritize prevention and early intervention – especially for groups at heightened risk like fathers, frontline workers, and men from underserved populations.

We fund programs aimed toward strengthening social connection, emotional resilience, and mental health literacy, while tackling stigma and isolation head-on.

To ensure our efforts contribute to lasting change and quantifiable demonstration of improved outcomes, we invest in third-party evaluations and applied research to build robust evidence of what works to improve men's mental health wellbeing, in which contexts, and why.

From grassroots peer-led initiatives to large-scale digital tools and national awareness campaigns, we are driving a cultural shift in how men experience, talk about, and seek help for their mental health. We also recognize the critical importance of mobilizing this knowledge – sharing insights and learnings widely to extend the reach and amplify the impact of our work. Our goal is both bold and urgent: to stop men from dying too young.

Here are a few examples of the mental health initiatives we are currently funding:

1. Social Innovators Challenge (SIC)

What it is:

A three-phased funding initiative to develop, pilot, scale and evaluate innovative ideas about what engages men to build strong social connections, particularly men who are at risk of becoming socially isolated. Previously funded Movember research in men's social connectedness highlighted men's dissatisfaction with the quantity and quality of their friendships. The study also identified the importance of strong social support networks for men to reduce loneliness and isolation--two risk factors associated with depression, anxiety, and suicide. The SIC was launched in 2015 in Australia, Canada & the UK to identify creative solutions to strengthen social connections and build relationships and a sense of belonging.

Why it matters: Social connections are a vital protective factor for mental and physical health. They provide emotional support, a sense of belonging, and practical assistance—helping individuals navigate life's challenges. For men, in particular, strong social networks can reduce feelings of loneliness and isolation, which are closely linked to increased risks of depression, anxiety, and suicide. Research shows that men often lose social connections as they move through key life stages—such as becoming a father, changing jobs, or retiring—especially in their middle years. This loss can lead to a decline in mental wellbeing if not addressed. Strengthening social connections helps build emotional resilience, encourages help-seeking behavior, and fosters environments where men feel safe to share and be supported. That's why initiatives like the Social Innovators Challenge (SIC) are so important: they aim to reverse this trend by creating new, engaging ways for men to connect and maintain meaningful relationships throughout their lives

Investment: \$10M globally/\$2.42 M CAD

Impact: 25 Development grants, 12 pilot projects and 5 scaled interventions with evaluation over 9 years.

Learnings:

- Important considerations when designing and implementing programs for men.
- What strategies work to retain men's engagement in programs.
- Common mechanisms in programming that drive change meaningful action for change.

12-Month Goal:

Finalize program delivery and evaluation within the next 12 months. Partners will be supported to continue their programming in a self-sustaining manner beyond Movember's direct involvement.

3-Year Goal:

No direct Movember-led activity planned; however, it is anticipated that the knowledge generated through SIC will continue to inform innovation in men's mental health programming across the country.

2. SIC Funded Project: Canadian Families and Corrections Network - Dad HERO (Helping Everyone Realize Opportunities)**What it is:**

DadHERO is an 8-week parenting course to help incarcerated dads deepen their understanding of childrearing and make the most of their connection to their children, despite being physically separated from them.

Why it matters:

More than half of men in Canadian prisons are fathers and at least 450,000 children have a parent who is incarcerated. Research shows that strong family relationships not only help people cope better with being in prison, it can help when it comes to reintegrating into society and lowers their chances of going back into prison. It also decreases the risk that their children will follow their parent's footsteps into crime.

Investment 2016 - 2025:

Phase 1 Development CAD 24,836

Phase 2 Piloting CAD 200,000

Phase 3 Scaling CAD 750,000

Outputs / Participation:

As a legacy project, since 2020, DadHERO has been in Phase 3 Scaling.

- 1,778 sessions have been delivered across 26 correctional institutions (federal and provincial) covering every province in Canada
- 1,126 incarcerated fathers participated in the program

Impact / Outcomes:

- +21% increase in self-reported life satisfaction across n=842 participants.
- Qualitative impact: "This program helped me believe I can be the dad I never had."

- 88% reported improved relationship confidence with their children
- Secured accreditation with the Correctional Service of Canada's Prior Learning Assessment and Recognition (PLAR) in Ontario and the Prairie Provinces.

12-Month Goal:

Funding continues to December 2026 to complete DadHERO curriculum for Indigenous fathers.

3-Year Goal:

Long-term goal: to expand the accreditation of the DadHERO program to other provinces.

3. VFR Funded Project – Blueprint - First Responder Resiliency Program

What it is:

A retreat-based program offering 34 hours of skill development to BC firefighters and police who are looking to strengthen their domestic, organizational, and operational stress competence and capacity at any stage of their career.

Why it Matters:

First responders are regularly exposed to violence, crime, catastrophic accidents, disasters and public health crises. Over time, repeat exposures to these situations affects their mental health. In Canada, data on workplace injuries, and its impact on first responders show an increasing level of need for health and wellbeing solutions, especially for men.

Investment 2021 – 2026

\$527,650 CAD

Outputs / Participation:

- FRRP is co-designed with first responders offering group-based peer support; it provides an opportunity for participants to resolve events from their past that are impacting their current functioning at work, in their family and within their social circle/community.
- 28 retreat sessions were delivered (14 to Firefighters/14 to Police Officers) each session had 8 participants for a total of 224
- For evaluation, there was high retention and post-program follow-up compliance

Impact / Outcomes:

- Measures of depressive symptoms significantly reduced from baseline to two weeks post project ($p < 0.001$). A strong effect of the program on depression was achieved.
- Post-traumatic stress scores also reduced from baseline to 2 weeks post project ($<.0001$) and were sustained at six months post-project
- Generalized Anxiety and Distress scores reduced significantly from baseline to 2 weeks post project ($<.0001$) and were sustained at six months post project.
- Receiving emotional support increased significantly from baseline to 2 weeks post project ($<.0001$) and sustained at six months post-project completion.
- SROI: \$7.32 return per \$1 invested, per independent analysis.
- Qualitative impact: “It was an invaluable retreat for me and really allowed me to focus on my mental health and gave me the safe space to start healing”.

Funding continues to January 2026 supporting knowledge translation activities such as manualizing the training and facilitator guides (in English and French); and submitting

12-Month Goal:

Complete program delivery and final evaluation activities, with a focus on ensuring sustainability. Partners are expected to continue delivering the program independently beyond Movember’s funding period.

3-Year Goal:

Key findings and evaluation results will be compiled and published in academic journals and sector-facing platforms. The aim is for this evidence to be utilized by other first responder programs across Canada, contributing to broader sector impact.

4. Real Faces of Men’s Health Campaign

What it is:

The Real Face of Men’s Health (RFMH), published in June 2025, launched Movember Canada’s national policy and advocacy push. Combining research and lived experience, the report confronts stigma, exposes structural gaps, and calls for a National Men’s Health Strategy. It blends data, stories, and strategy to shift public perception and drive political action.

Why it matters:

Canadian men face worse health outcomes across the board – yet stigma, outdated norms, and policy blind spots keep the crisis hidden. RFMH makes the case for change

by linking evidence with emotion. Movember is committed to helping government build a gender-responsive framework that better supports men's health, saves lives, and strengthens communities.

Investment:

Funded through Movember Canada's global advocacy portfolio, this marks our first national campaign focused on systems change - spanning research, storytelling, media, and government engagement. While exact costs are folded into broader advocacy and marketing budgets, it represents a major strategic priority.

Outputs / Participation:

- 3,000+ Canadians engaged in research study
- Produced comprehensive landscape review of the state of men's health and impact on communities, workplaces, and economy – key findings include:
 - More than two in five (44%) men living in Canada will die prematurely, before the age of 75
 - In 2023 alone, poor men's health cost Canada an estimated \$12.4 billion
 - 1 in 10 men will wait +2 years before seeking help for a health issue
- Dozens of stories collected across regions and identities, now used in campaigns, advocacy meetings, and media

Impact / Outcomes:

- Helped spark policy discussions across country and at federal level
 - 503 media stories across print, online, podcasts, radio, TV formats
 - +105M potential impressions across earned media
 - 9,416 engagements across Movember social channels
 - 6,216 email opens regarding report and findings
- Launch event co-hosted with UBC in Vancouver: 143 attendees, including researchers, government staffers, and public health leaders
- Report findings shared directly with 20+ cross-partisan federal MPs and senior public servants, in only two months of campaigning, which has already resulted in soft commitments for support
- Contributed to high-level conversations with key health decision-makers at both federal and provincial levels. This is only the very beginning of the work.

12-Month Goal:

- Host national advocacy event in Ottawa on Nov 4, 2025.
- Secure federal commitment to develop a National Men's Health Strategy and launch consultations to shape policy and investment priorities

3-Year Goal:

- Achieve cross-jurisdictional uptake and begin implementation of Canada's first National Men's Health Strategy, supported by dedicated federal investment and provincial partnerships.
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5. Work 2 Give (W2G) Correctional Services - Indigenous Cultural and Skill Development Initiative

What it is:

Work to Give in partnership with Movember, True North Aid and Correctional Service Canada, the initiative supports incarcerated Indigenous males by offering culturally grounded programming rooted in Indigenous teachings that promotes wholistic healing—spiritual, emotional, mental, and physical, while developing construction and trade skills. Participants craft practical and ceremonial items such as furniture, drums, single living dwelling units, that are donated to Indigenous communities; sometimes the communities they come from. This process fosters identity, purpose, and reciprocity, as participants contribute to community-identified needs and strengthen ties with the communities they may have impacted.

Why it matters:

Indigenous men often face systemic barriers to mental wellness, including isolation, intergenerational trauma, and limited access to culturally safe support. This program uses traditional knowledge and peer mentorship to support healing, identity, and empowerment – creating safe spaces where participants feel accepted and encouraged to lead.

Investment:

- \$670,495.36 CAD from December to November 2024
- Recent Movember investments in partnership with True North Aid for the next 3-years, from December 2024 to March 2028 of \$900,000 CAD commitment to the program

Outputs / Participation:

- Over 100 Indigenous men engaged to date
- Program expanded from 1 federal institution to 5 federal institutions in Ontario (Bath, Beaver Creek, Collins Bay, Joyceville, Warkworth)
- Partnerships with 8 Ontario First Nations and 1 Inuit community residential facility

- Over 200 items (e.g., furniture, ceremonial objects) created and gifted to Indigenous communities

Impact / Outcomes:

- Independent evaluation shows tangible improvements in mental health and wellbeing of participants
- Evaluation interviews highlight feelings of hope, purpose, and identity reclamation
- Trade skills development tied directly to aspirations for post-release employment
- Reported recidivism among participants:
 - 97.8% did not re-offend while on conditional release
 - 100% remained offence-free post-warrant expiry
- Strengthened community bonds and cultural continuity through gifting and community gratitude
- Additional infrastructure and equipment for First Nations communities to facilitate cultural and social activities
- Indigenous men involved in the program reclaim who they are beyond the mistakes they have made

12-Month Goal:

- Create 75+ new cultural and community-use items
- Collaboration with new and existing First Nation community partners
- W2G participants connected virtually to donation events
- Retrofit donated structure for fit-for-purpose for a First Nation community single living dwelling village
- CSC Creation of impact film to recruit participants and generate future opportunities

3-Year Goal:

- Identify and support a Movember community empowerment project. W2G will collaborate and contribute to building Items of need.
- Increase First Nations community infrastructure/ equipment to support cultural and social activities
- With appropriate and adequate vetting, inmates may help with product installation in the community
- Build resilience particularly in the face of resolving problems in adjusting to non-incarcerated life, in good ways
- Reintegration into the community and with good support, leading to reduced recidivism

KEY ACHIEVEMENTS:

Over the past five years, Movember Canada has delivered meaningful progress across research, health systems change, digital innovation, and community impact. While some of our initiatives are still in early phases, others have already led to new standards of care, national awareness, and long-term improvements in men's health outcomes. This section highlights just a few of the breakthroughs and real-world wins our supporters have helped make possible – demonstrating not only the breadth of our work, but the measurable difference it's making in the lives of men and their families.

Prostate Cancer

- PSMA PET imaging now standard of care in 3 provinces
- 240,000+ men enrolled in global quality registry
- First-ever global sexual health guidelines for prostate cancer survivors
- Pioneered PROMs and PREMs in clinical settings

Testicular Cancer

- 8M+ Canadians reached through Know Thy Nuts campaign
- New survivorship tools in use across major cancer centers
- Young men accessing culturally appropriate digital support tools

Mental Health

- Dad Hero reaches 1,200+ incarcerated fathers
- 500,000+ men used Movember Conversations simulator
- First responder retreat program validated with strong ROI and impact and scaled to additional global markets.
- National media campaign advancing policy and cultural change

CONCLUSION – THE ROAD AHEAD:

Men's health is changing - because of you. Every story in this report is a reminder that progress is possible when we work together. We'll keep pushing forward, measuring our impact, learning from what works, and staying transparent about where we're headed. Thank you for being part of this movement. Together, we will change the face of men's health.