



MOVEMBER®

A YEAR OF GROWING
Annual Report 2023-2024



“
**THIS IS A PIVOTAL
TIME FOR MOVEMBER
- A TIME OF RAPID
GROWTH AS WE HONE
IN ON THE ROOT
CAUSES OF MEN'S
ILL HEALTH.**



Michelle Terry, CEO

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Richard Deutsch, Chair of Movember

Growth has always been at the heart of Movember. We see it proudly displayed on the faces of our global supporters every November – myself included. But the growth we’re experiencing now goes beyond moustaches; it represents the evolution of our movement and the expanding impact we’re making on men’s health.



Since taking on the role of Chair in December 2022, I’ve witnessed Movember take bold strides in a new strategic direction, led by Michelle and her passionate executive team. The creation of the Movember Institute of Men’s Health and the launch of our inaugural Real Face of Men’s Health Reports are just the beginning of a journey that will redefine how the world approaches men’s health.

I want to extend my deepest thanks to my fellow Board Members and our Member Group for their unwavering dedication to driving real, lasting change – not just for men, but for their families, communities, and society at large. Movember’s work matters – and with the mounting challenges men face today, it matters now more than ever.

Big ambitions require bold goals. They also demand bravery – the courage to ask hard questions, explore uncharted territories, and ensure that as we grow, we do so in a way that’s sustainable and true to what we already do so well. This is a responsibility I, along with the entire Board, take very seriously.

To our 300,000+ Mo supporters across the globe, thank you. Your passion and dedication fuel this movement and everything we achieve. Every November, you prove that doing good can be fun, and your efforts continue to drive our flagship fundraising campaign. But what we’re building goes beyond a single month – it’s creating year-round global impact.

Our pioneering work in prostate cancer, testicular cancer, mental health and suicide prevention will continue to lead the way. But we’re also sharpening our focus – and investment – in areas that will shape the future of men’s health. Areas like policy and advocacy, young men’s mental health, and the social and emotional wellbeing of Indigenous men and their communities.

There has never been a more critical time for action, as men around the world continue to live too many years in poor health and die too young. We must urgently accelerate the pace of change. This means partnering with communities, policymakers, and allies in health to drive progress that’s so desperately needed.

But with growth comes responsibility. As we collaborate with new partners and scale up our initiatives, we must remain laser-focused on sustainability and measurable impact. We owe this to our supporters – and more importantly, we owe it to the men whose lives we seek to improve.

I am deeply passionate about men’s health and the leadership role Movember can play on the global stage. Now more than ever, men and societies need healthier, more positive definitions of masculinity. There isn’t one single path to being a healthy man – there are many. If we are to create lasting change, we must showcase diverse, positive expressions of masculinity that empower men to live healthier lives – now and for generations to come.

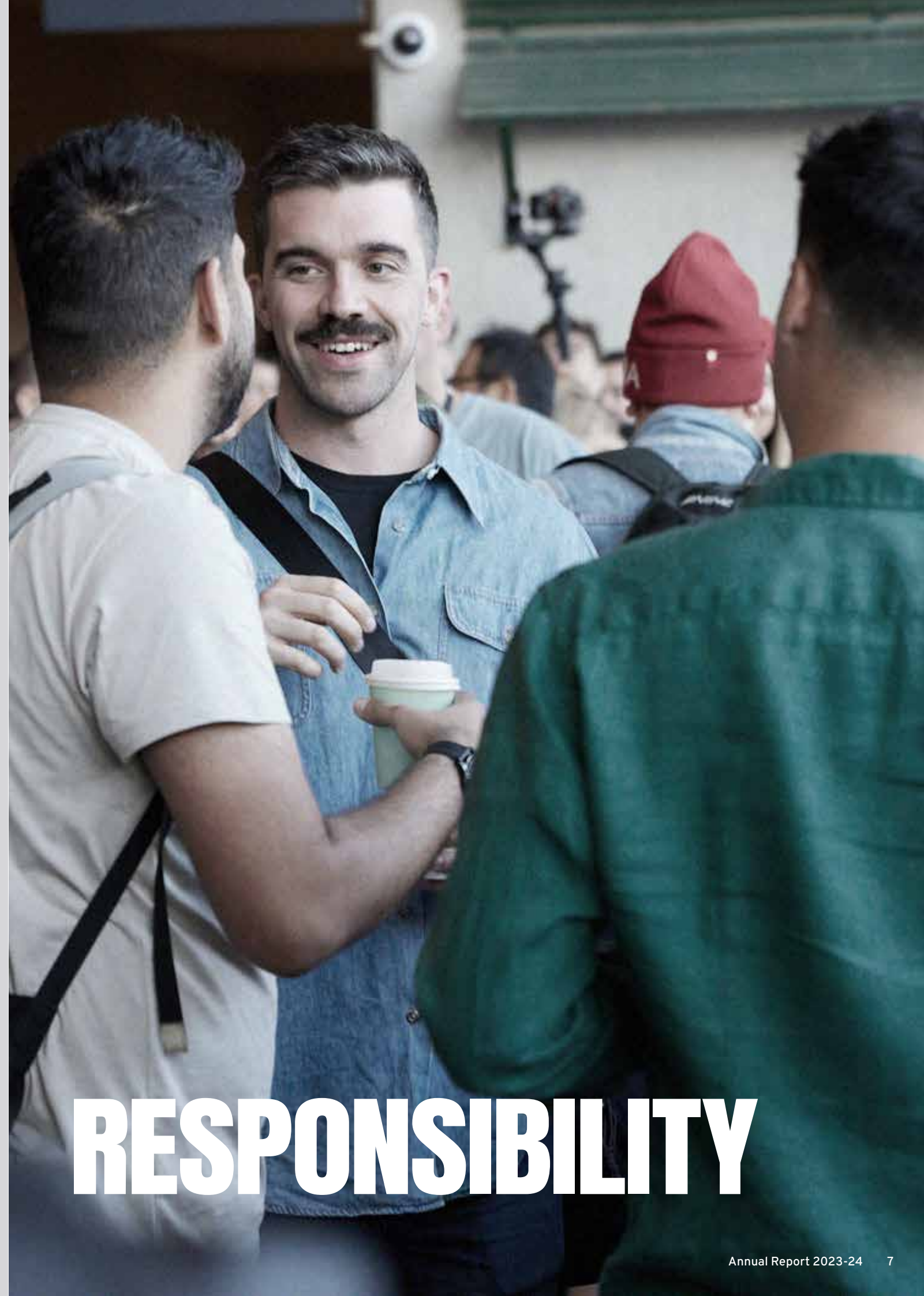
Looking ahead, Movember has identified key priority areas that will help drive this change. We’re committed to prevention over cure. We’re committed to focusing on the whole man – physically, mentally, and emotionally. And we’re committed to ensuring that health systems and societies around the world are better equipped to reach, respond, and retain men in care.

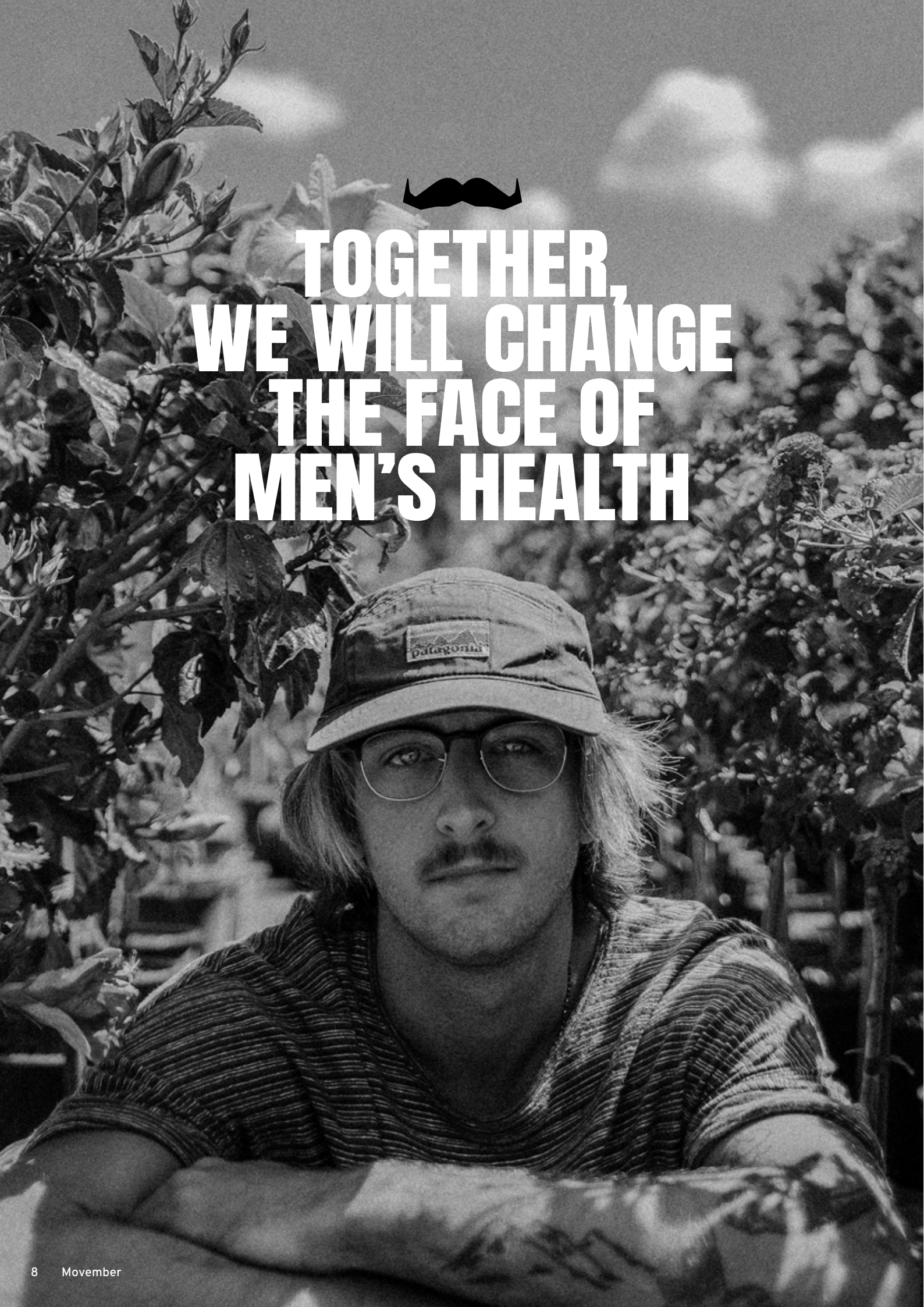
That’s a future I’m proud to build – alongside you, our Mo Community, our supporters, partners, teams, and our Member Group. Together, we are changing the face of men’s health.

Richard Deutsch
Chair of Movember

OUR GROWING

RESPONSIBILITY





TOGETHER, WE WILL CHANGE THE FACE OF MEN'S HEALTH

Michelle Terry, CEO



In 2022, we embarked on an ambitious journey to shape a new future for Movember – one that builds on the extraordinary success of our first twenty years while also strengthening our commitment to improving men's health over the next decade. What followed was the development of our *One Movember* strategy – a bold blueprint designed to make a significant and lasting impact on the state of men's health, leaving a legacy that will benefit generations of boys and men to come.

For over two decades, Movember has been driving discoveries that have – and will continue to – save lives. We've brought together the brightest minds in health (scientists, clinicians, nurses, and health experts) and funded groundbreaking research to unlock new ways to prevent, diagnose, and treat prostate and testicular cancers. We've inspired men around the world to take action to improve their mental health, and to support those around them to do the same.

Despite these achievements, progress in men's health outcomes remains unacceptably slow. Men continue to die, on average, five years earlier than women, and from largely preventable causes.

We need to drive progress faster, propelling more of our research into real-world solutions and interventions that help men live healthier, longer lives.

Movember is uniquely positioned to lead this change. But the challenges we aim to solve are vast and complex. No individual, organisation, or group can solve them alone.

That's why we must inspire, connect, and mobilise a broader coalition of partners, allies, and organisations of influence to join our movement – and we must motivate millions more to take action. By amplifying our strengths and working with collective impact, we can bring about meaningful, lasting change in the lives of men and their communities.

In this first year of our new strategy, much of our focus has been on laying the foundation for accelerated impact. We've made a number of important new hires, bringing exceptional talent into Movember to lead change across key portfolios aligned with our strategic goals.

At the heart of everything we do is research and evidence-building. That's why, in November 2023, we launched the Movember Institute of Men's Health to guide and shape the research we invest in, and the evidence we generate, to champion men's health.

Under the leadership of Professor Simon Rice, we have committed a landmark \$100 million initial investment over the next five years. With guidance from our expert Global Advisory Committee, the Institute is set to rapidly scale our research and evidence-building efforts and translate them into real-world outcomes that will benefit men's health globally.

One of the first major initiatives from the Institute was a \$59.5 million investment in global Indigenous men's health. This commitment will help address the alarming health disparities experienced by Indigenous men across Australia, Aotearoa New Zealand, Canada, and the USA through holistic, community-driven approaches aimed at bolstering the social and emotional wellbeing of Indigenous men.

Our game-changing work in prostate cancer continues to evolve, with a renewed global focus on health equity. We're also advancing efforts to improve sexual health and wellbeing, ensuring that health systems are better equipped to meet and respond to men's needs. And of course, we will continue to champion, invest in, and grow our flagship annual Movember campaign, which remains central to our mission.

This is a pivotal time for Movember – a time of rapid growth as we hone in on the root causes of men's ill health. But it's also a time of unprecedented opportunity. By working together, we will drive positive behaviour change, evolve societal norms around masculinity and 'what it means to be a man,' and create environments where men can thrive – improving the systems and settings men interact with, and ultimately creating healthier men, families, and communities.

Michelle Terry
CEO




OUR PURPOSE

TO CREATE POSITIVE CHANGE,
SO MEN LIVE HEALTHIER,
LONGER LIVES.

OUR VISION

To change the face
of men's health:
A future where men,
and therefore their
communities, live
healthier and
longer lives.

OUR MISSION

We are the leaders
of the men's health
movement.

We confront, challenge,
and change individual
behaviours, systems
and gender norms
to address health
inequalities for men.

YEAR AT A GLANCE

GLOBALLY RAISED

\$137.2 million

REGISTERED PARTICIPANTS

311,249



TODD'S STORY



In March 2020, at just 45, Todd's life took an unexpected turn. What began as a routine check-up with his doctor led to a prostate cancer diagnosis just as the world was locking down for the COVID-19 pandemic.

Most men Todd's age aren't having regular check-ups. Todd wasn't considered high risk for prostate cancer and was too young to be included in regular screenings. But his GP had a gut instinct and ordered the tests. And thanks to that GP, the cancer was caught early. His treatment was effective, and more than four years later, Todd is cancer free.



My story is prostate cancer. But this is about all men's health. If something is wrong, go speak to a doctor. The stories I hear from people who got checked because of my story—that's what really motivates me to continue.



Todd knew he wanted to do more to support other men living with cancer. With the support of his local community in Kincardine, Ontario (a town of just 6,000 people) he organised a golf tournament to support the men's health programs run by Movember.

His first tournament was a huge success. With 124 golfers taking part, the event raised an incredible \$13,000. Todd described it as quite an emotional day.

Year after year, the impact of Todd's tournament has grown. Now in its fourth year, the tournament sold out in just 24 hours. To date, Todd has helped to raise more than \$77,000 to support Movember's mental health, testicular, and prostate cancer initiatives. Importantly, he's also prompted men in his community to act on health concerns.



Around the world, Mo's like Todd are leading change in men's health. Thank you, Todd, and our incredible Mo Community. You make what we do possible. You continue to inspire us to drive progress further and faster to save and improve countless men's lives.



There was a connection between everyone there. I wasn't expecting that. Cancer affects the lives of so many people in different ways. It was inspiring to hear from the other men in the room.





BUILDING A NEW ADVOCACY CAPABILITY

Lifting the profile of men’s health is a fundamental goal of the One Movember strategy. It’s a goal that requires us to build capacity and investment in advocacy so the links between healthier men and healthier communities are better understood and embraced by governments and societies.

During the first year of our strategy implementation, we have successfully amplified Movember’s voice on key men’s health issues through our political engagements across the UK, Australia and New Zealand. We will expand these efforts into Canada, Ireland and the US in the coming year.

Central to our advocacy strategy is the development of a series of groundbreaking men’s health reports, which bring together comprehensive data about the state of men’s health, with new insights about men’s experiences within the health system. These reports detail the impact of poor men’s health on others and provide effective evidence-based solutions and strategies, along with new health economics modelling, to show the cost savings that are possible when we invest in men’s health.

The reports, combined with a deep consultation with health and community organisations, have informed our key policy asks of decision makers, in an effort to improve health outcomes for men. The UK and Australian editions of the Real Face of Men’s Health report, which launched in July 2024, are powerful advocacy tools that successfully spotlight men’s experiences within health systems and provide actionable solutions for improvement.



Gautam Raju

Our Global Director of Policy and Advocacy, brings over 14 years’ of experience in leading impactful global political and advocacy initiatives. He will be spearheading Movember’s push to drive men’s health policy change worldwide.



Movember is not just raising awareness – we’re influencing health systems, forging political relationships, and advocating for policies that directly affect men’s health. We’re mobilising the sector, our community, and decision makers to ensure men’s health gets the attention it deserves.





A SNAPSHOT OF SOME OF OUR ENGAGEMENTS



Commitment to a Men's Health Strategy in the United Kingdom

UK Government Secretary of State for Health and Social Care, the Rt Hon Wes Streeting MP, with a copy of the UK Real Face of Men's Health.

Launched our Social and Emotional Wellbeing Initiatives

Yarn Circle at The Glen Centre, during the Australian launch of Movember's Indigenous Social and Emotional Wellbeing Initiatives featuring Chad Onley, Senior Case Manager at The Glen Centre, Aaron More, Program Manager The Glen Centre, Uncle Bob Morgan, Dr Mark Wenitong, Movember Indigenous Advisory Council and The Hon. Emma McBride MP, Australian.



Cross party support for investment in men's health initiatives in Australia

The Hon. Mark Butler MP, Australian Minister for Health and Aged Care, officially launching The Real Face of Men's Health Report at Australian Parliament House in Canberra.

Engaged with the New Zealand Government

Hui held at Korou Kore Marae in Ahipara, New Zealand for the Aotearoa New Zealand launch of Movember's Indigenous Social and Emotional Wellbeing Initiatives, featuring left to right: Jeremy Phillips-Yelland, Movember Director, Policy & Advocacy ANZ, Chris Henare, Te Rarawa Anga Mua Program Lead, Hūhana Lyndon, New Zealand Greens List Member of Parliament, Chris Graham, Movember Aotearoa New Zealand Indigenous Programs Manager, Gautam Raju, Movember Global Director of Policy & Advocacy.

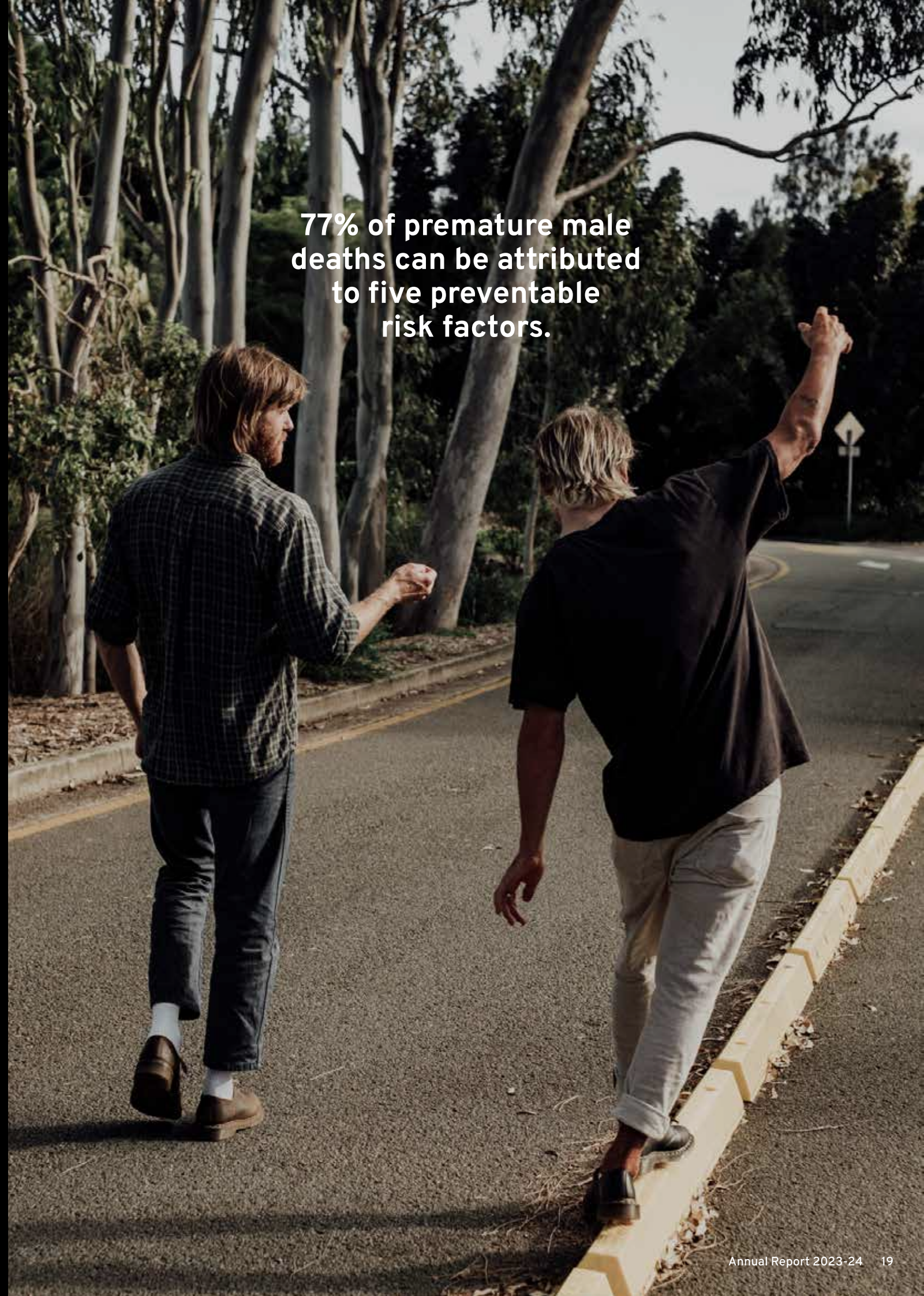




GROWING OUR IMPACT WITH THE BRIGHTEST MINDS

MEN ARE DYING TOO YOUNG,
AND MOST OF THESE DEATHS
CAN BE PREVENTED.

77% of premature male
deaths can be attributed
to five preventable
risk factors.



INSTITUTE OF MEN'S HEALTH

In November 2023, we launched the Movember Institute of Men's Health to address the root causes of poor men's health and to tackle male premature deaths head-on. Our goal is ambitious: to improve the quality of life for millions of men worldwide and fast-track the growth of the men's health sector.

By establishing a strong presence for the Movember Institute in Australia, Canada, Ireland, New Zealand, the UK, and the USA, the Institute will:

Grow the next generation of men's health researchers and leaders

Bring together the brightest minds and leading organisations in the field

Accelerate research and translate it into practical, real-world outcomes

Improve the effectiveness and scalability of Movember's programs

Advocate for greater political investment in men's health



Professor Simon Rice

An expert in men's health, is the new Global Director of the Institute. He is supported by a Global Men's Health Advisory Committee, appointed in April 2024, with international expertise in academia, policy and government relations.



The Movember Institute of Men's Health is an initiative that will propel us faster towards our goal of improving men's health and wellbeing globally. Building on an incredible 20-year legacy, we aim to strengthen Movember as the international leader in men's health, supporting research, building partnerships, nurturing talent, and delivering results that will change and save lives.



Movember has made an initial investment of **\$100 MILLION OVER FIVE YEARS** to establish the Institute and grow its key research areas.

KEY PROGRAMS AND INITIATIVES

Healthy Masculinities Project

**\$1.5
MILLION**

We're investing \$1.5 million in a partnership with the Clinton Foundation to explore how different masculinities shape men's health outcomes over time. The findings will be used to better define, measure and advocate for healthy masculinities, and assist in shaping the design and implementation of future health programs.

Building capacity for the future

**NEXT
GEN**

The Institute will fast-track the next generation of men's health researchers and leaders to accelerate health outcomes. We're building evidence for what works in men's health, taking a multi-disciplinary approach with a strong focus on real world outcomes. We want to strengthen and grow the men's health capacity within the health sector and the community.

Influencing Change

**DRIVING
ADVOCACY**

The Institute will collect, house, and share data to give a full picture of the state of men's health. This research will drive advocacy and policy development and serve as a vital resource for the health sector. We'll focus on scalable interventions that change behaviours, systems, and norms.



Members of the Movember Board, Movember team, and Movember Community at the launch of the Institute.



Australian Federal Minister for Health and Aged Care, The Hon. Mark Butler MP, speaks at the launch of the Institute.



GROWING OUR INVESTMENT IN THE BROTHERLAND

INDIGENOUS MEN CONTINUE TO FACE HIGHER RATES OF PREVENTABLE DISEASES, MENTAL HEALTH CHALLENGES AND EARLY MORTALITY COMPARED TO THE GENERAL POPULATION.

BROTHERLAND – HONOURING THE WARRIOR WITHIN EXISTS TO CHANGE THIS.



FOCUS ON INDIGENOUS MEN

Designed and led by Indigenous leaders, we recognise the deep connection Indigenous people have with their land, sea, culture, spirituality, kin, and community, as well as the ongoing effects of history and politics. By prioritising cultural connections, we help Indigenous men grow their sense of pride, hope, and purpose.

Brotherland focuses on growing partnerships with community-run programs that reconnect men and their communities to their culture and heritage. Across Australia, Aotearoa New Zealand, Canada, and the USA, we're empowering Indigenous men to make a difference and to take control of their wellbeing.

Growing an evidence base

Movember is building an evidence base that shows how Indigenous-led organisations and programs positively impact community wellbeing.

A recent evaluation of The Glen, an Aboriginal community-controlled drug and alcohol rehabilitation centre in Australia, found the program delivered lasting positive impacts on Indigenous men's wellbeing. This includes greater feelings of belonging, self-worth, and pride in their Indigenous identity. As part of the Movember-funded Cultural Warriors Program, The Glen blends Indigenous culture with exercise, education, and counselling, offering a safe space for First Nations men to reclaim their heritage and grow their health.

Another initiative, the Work 2 Give program, gives incarcerated Indigenous men the chance to give back by crafting tiny homes, garden beds, and drums by hand. Our evaluation shows the program helps men reconnect with their communities and culture, making re-entry into the community easier and recidivism rates lower.

Empowering Indigenous communities and supporting innovation

We're growing funding and education opportunities for Indigenous communities, to empower them to create their own wellbeing programs.

In Hawaii, the Kalihi Valley Instructional Bike Exchange program offers Pacific Islander men and boys bike repair workshops, mentoring, and cultural activities. These programs help young men to grow their leadership skills, craft a positive self-identity and become leaders within their community. The program is founded on Mālama Āina, which means caring for and connecting with the land.

Over the next five years, we'll grow our funding to support fifteen initiatives across Australia, Canada and Aotearoa New Zealand. Each initiative will be led by Indigenous communities and tailored to their unique needs. These partnerships will help communities, policymakers, and health practitioners turn Indigenous knowledge and insights into real action.



Hawaii - Kalihi Valley Instructional Bike Exchange program



Honouring the warrior within' speaks to the reclaiming of the traditional role of men, acknowledging that a warrior must be a peacekeeper. Real leadership requires people to hear each other and strive to better understand each other. Men must be nurturers and providers. This is a part of our blood memory; it is a part of who we are as honourable people.



Ed Azure, Cree Traditional Knowledge Keeper from Kinosao Sipi (Norway House), Cree First Nation, Canada



Sonia Prevost-Derbecker

Proud Metis woman and Global Director, Indigenous Programs, leads an all-Indigenous team committed to the value of self-governance.



It is our rightful time to take our rightful place and our rightful responsibility to create our own change. It has been such an honour to be able to support many beautiful programs and communities to build on their natural strengths.



Sharing Indigenous stories

We're focused on helping Indigenous communities reclaim their stories, to showcase the successes of Indigenous men, boys and communities and grow their hopes for the future.

Movember partnered with Te Rarawa, a program that supports Māori fathers and youth living in remote northern areas to reframe what it means to be a Maori man. At Te Rarawa, participants get cultural support, connect with their community and reconnect with traditional wellbeing practices.

We're also aiming to shift the media focus to highlight stories of strength, resilience, and achievement among Indigenous people. We will continue to work with our partners to engage with the media on the stories that matter to them and will make a difference to their communities.



My Spirit is Home

Jackie Traverse, Artist from Ojibway, Lake St. Martin First Nation, Canada



The colours represent the four directions, a fundamental Indigenous teaching: north, south, east and west. Meanings can vary across cultures and groups... yet all are intrinsically linked by their connection to the notion of balance, relationships and harmony. The colours also represent the global Indigenous people of the world, with blue signifying the water that connects them.




**GROWING
YOUNG MEN'S
MENTAL
HEALTH**

THERE IS A LOT GOING ON FOR YOUNG MEN AROUND THE WORLD RIGHT NOW. THEY ARE CAUGHT BETWEEN SHIFTING IDEAS OF MASCULINITY AND THE PRESSURES OF FINDING THEIR PLACE IN THIS CHANGING WORLD, AMONGST MANY OTHER FACTORS. AND THIS IS PLAYING OUT WITH MORE YOUNG MEN EXPERIENCING POORER MENTAL HEALTH AROUND THE GLOBE.



FOR MORE THAN 20 YEARS, MOVEMBER HAS BEEN CHANGING THE FACE OF MEN'S HEALTH.

Now, we're re-focusing our efforts to partner with and support young men through some of the trickiest years of their lives. We want to give young men the opportunity to stay well, embrace healthy ideas of what it means to be a man, and give them the confidence to tackle life's challenges head-on. This will also reduce the chances of them turning to less healthy coping mechanisms like alcohol, drugs, and/or gambling.

We are looking to make a difference by:

Creating safer environments for young men in sports, esports, gaming and online

Delivering mental health information to young men and their support networks via these channels

Undertaking research on the big things, including the influence of gaming on mental health and ways for young men to experience healthier masculinities online

Improving how we partner with young men with lived and living experience through better youth advisory programs

To reinforce our commitment to growing this area of work, Movember has added Bonnie Rowe to the team as the Global Director of Young Men's Health. Bonnie's here to lead the charge and help young men's mental health through this period of significant change and adjustment.



Bonnie Rowe

Global Director of
Young Men's Health.



I live with four boisterous young men (9, 11, 12, and 14 years old) and I've spent my career looking at ways to help improve mental health within various social contexts. This role gives me the opportunity to grow impact in the two areas that I'm most passionate about: young men's mental health and creating mentally healthier communities. It also blends my dinner table conversations with my work, and hopefully makes the boys proud of me at the same time.



PROGRAMS AND INITIATIVES

Esports and Gaming

WE'RE REACHING OUT TO 318 MILLION ESPORTS FANS WORLDWIDE

Esports and video games are at the core of how young men interact and shape their identity. Despite their popularity, these platforms are under-regulated and under-researched when it comes to mental health. Movember is stepping up to close this gap, reaching out to 318 million esports fans worldwide.

We're starting by creating mental health guidelines for esports, teaming up with experts like Prof Stewart Vella from the Global Alliance for Mental Health and Sport (GAMEs) and Dr Dylan Poulus, a founder of Australia's first university support esports program. We are also working with BLAST as their Official Mental Health Partner at esports events this year.

We're testing and refining interventions to improve the mental health of the many millions of young men who love these spaces.

And, with the Movember Institute, we will be undertaking a multi-year international study to explore how gaming impacts young men's mental health, both positively and negatively.

Reimagining Masculinities Online

WE'RE TAKING ON 'THE MANOSPHERE' TO REDUCE THE HARM IT'S CAUSING

This initiative tackles the online experiences of young men and the ideas they encounter about masculinity. We're researching 'the Manosphere'— a mix of content and voices that (often covertly) champion male supremacy and blame women for the challenges young men face. We believe this exposure is harming young men's mental health, but more data is needed to better demonstrate this.

We're just getting started, focusing on research and building partnerships with organisations worldwide who want to work with young men to provide alternative examples of masculinities and welcome healthy expressions of it.

We're building an evidence base on young men's online experiences. This will help us better understand what information young men are seeking and what content they are receiving. Once the research is done, we'll follow the data, working with partners and young men to co-design interventions to tackle these issues.

Sports Health

WE'VE TACKLED 32,000 HEALTH NUTS ALREADY AND ARE OUT FOR MORE

Sport is a powerful way to reach and support young men. It can build resilience and create strong support networks for young men. When done right, these support systems tackle risk factors such as unhealthy views of masculinity, tolerance of violence, and unhealthy coping behaviours like drugs, alcohol, and/or gambling. Movember has a strong track record of working with community sports groups around the world. Over the past three years we have worked with our incredible partners to deliver Movember's Ahead of the Game to over 32,000 young athletes, parents and coaches across Australia, the UK and Ireland.

Movember's Ahead of the Game is a series of workshops for young people, their parents and coaches, delivered through community sports clubs. This approach has been proven to increase mental health literacy and boost confidence to seek help from formal sources in the adolescent athletes who take part.

We have an ambitious plan to grow our impact through sport. We will lay the groundwork for our Strategic Sports Health Partnerships, develop and implement mental health guidelines in community sport in Australia, Canada, the UK and beyond, and expand Movember's Ahead of the Game in our existing markets as well as moving further across Europe and into New Zealand. We've also got some exciting partnerships and pilots under development in the US looking to partner with historically divested communities.

Young Men's Health Literacy

WE'RE SPREADING THE WORD AT SCALE ...AGAIN

We get how young men communicate and connect with media, and it looks completely different to previous generations – it is all about gaming, TikTok and YouTube. This initiative aims to take advantage of this by reaching young men where they are and delivering mental health information right to their screens.

We've previously teamed up with influencers and organisations, leading to successful campaigns with YouTube creators in the UK and Europe. To date, we've laid the groundwork with our Influencer initiative, teaming up with over thirty YouTube creators between 2021 and 2023.

We're looking to again spread mental health information at scale—reaching young men consistently and authentically.

To do this, we are set to refine and grow our approach over the course of the next year. We're creating a plan that pulls together three key research streams: an evidence review of young men's health information needs; a media landscape review; and a study partnering with young men, learning about their lived experience and the needs that are not being met with current health information online.

Movember's Ahead of the Game is a series of workshops for young people, their parents and coaches, delivered through community sports clubs. This approach has been proven to increase mental health literacy and boost confidence to seek help from formal sources in the adolescent athletes who take part.

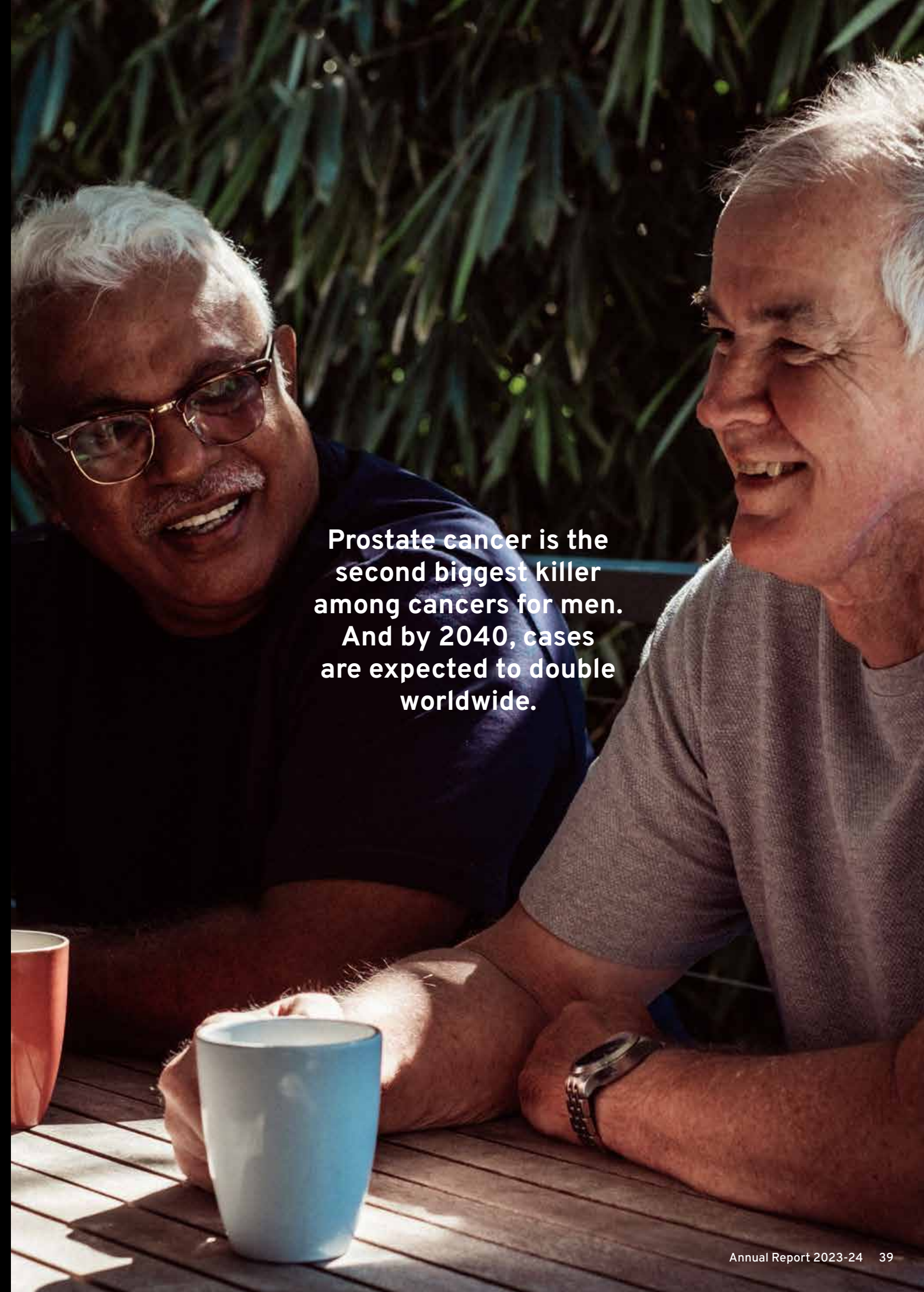


TALK
MORE
PLAY
BETTER



GROWING OUR COLLECTIVE IMPACT IN PROSTATE CANCER

AND LIFE BEYOND
TREATMENT



Prostate cancer is the second biggest killer among cancers for men. And by 2040, cases are expected to double worldwide.



Most men with prostate cancer experience side effects that last well beyond their cancer journey and impact their physical and mental health. At Movember, it's about more than just cancer. We're focused on improving the lives of men by personalising care delivery, increasing survival and growing the quality of life of men and their partners.

We are making a difference by:

Investing in prostate cancer research that personalises care delivery, improves quality of life, reduces inequities and disparities, and prevents prostate cancer progression

Collecting patient-reported outcome measures (PROMs) and quality of care data worldwide to understand outcomes, identify disparities across populations and drive improvements in care delivery

Supporting the adoption of sexual health guidelines for prostate cancer

Bringing together global experts to address the gaps and barriers that exist in prostate cancer care

Giving men and their families the facts, support and resources to navigate prostate cancer treatment



Sarah Weller

Global Director, Prostate Cancer, has spent much of her career interacting directly with cancer patients and their families.



I have always been drawn to improve the lives of people impacted by cancer. With Movember, I see how we can work outside of and with the system to drive change on a global scale. There is much we can do, through partnerships, asking the right questions and using the right data, and being a catalyst to drive solutions that give men impacted by prostate cancer a better life.



OUR PROGRAMS

Personalised Active Surveillance pathways

PERSONALISING TREATMENTS

Movember is leading the charge for a new risk adapted framework to make Active Surveillance, a treatment option for low-grade prostate cancer that involves close monitoring and testing, more personalised. We want to reduce unnecessary tests and treatment for men with lower-risk prostate cancer and make sure those who need it get the best care possible, at the right time. To achieve this, we're bringing together a Global Collaborative Program in Active Surveillance that includes 29 research teams from countries including Australia, Canada, the US, and the UK to reach a global consensus and test this risk adapted Active Surveillance framework.

Preventing Disease Progression

REDUCING FATAL DISEASE

We're growing our investment in the Preventing Disease Progression initiative to explore the role of biological markers ("biomarkers") in treatment strategies. Thirty research teams from Australia, North America and Europe have joined our effort, collaborating on the development of a database containing biomarker and treatment data from some of the world's most impactful prostate cancer trials. By combining this information, we hope to discover why some prostate cancers progress to fatal disease and use the information to improve prostate cancer outcomes for all men.

Improving clinical quality

PATIENT-REPORTED OUTCOMES

Movember is focused on making sure men get the right care, at the right time, in a way that works for them. Movember supports four clinical registries across the UK, Europe, North America, Australia and New Zealand, which capture data about diagnosis, treatment and Patient Reported Outcome Measures (PROMs). Together, this data is used to monitor, benchmark and drive improvements in cancer care and patient quality of life.

So far, we've collected clinical data from almost 250,000 men as well as 219,000 PROMs, and have published 146 research papers to increase understanding of which treatments have the best outcomes.

We've also teamed up with Cancer Australia, the Australian Government's agency to support Australians affected by cancer, on a \$22.5 million, three-year initiative to improve the collection and benchmarking of PROMs, and patient reported experience measures (PREMs). The initiative will include 10 different cancer types to further improve outcomes for people living with cancer.

Reducing inequities and disparities

ADVANCING HEALTH EQUITY

Research clearly shows that treatment outcomes can vary based on your race, where you live, sexual orientation, socio-economic status and many other factors. Movember is working to improve prostate cancer health equity and outcomes by investing \$5.6m AUD globally in research projects that improve health knowledge and outcomes for under recognised communities in US, Canada, UK, Ireland and Australia.

Implementing gold standard sexual health care

FOCUS ON COUNTRY SPECIFIC SOLUTIONS

Sexual function challenges are the main issue reported by men after prostate cancer treatments and this impacts quality of life, relationships and mental health. To improve the care men receive Movember funded the creation of Clinical Guidelines for Sexual health and Prostate Cancer (2022) and we are now committed to supporting the implementation of the guideline recommendations globally.

We are doing this by convening experts, healthcare providers and people living with prostate cancer to grow country-specific solutions in US, Canada, UK, Ireland, Australia and New Zealand. Movember hosted the UK Sexual Health Convening in January 2024 and over the next year will facilitate many others. By focusing on country-specific solutions to implement the sexual health guideline recommendations, we aim to build upon existing resources to improve the standard of care men and their partners receive.

Personalising Cancer Care

PATIENT CENTRED PATHWAYS

Every experience of prostate cancer is unique and clinicians rely on patients to provide information to personalise their care and improve outcomes. Movember is taking action by supporting the development and implementation of personalised, patient-centred pathways through research, PROMs grants in Canada, Australia and UK, and convening experts from across the world in a What Works Well Network to identify solutions that support implementation.


**GROWING
OUR
IMPACT
GLOBALLY**

THE STORY OF
OUR US TEAM.

Thanks to the dedication of our Mos, we've built a solid foundation of awareness for Movember in the United States. Now, we're taking that momentum and using it to grow a real impact in men's health.

We want people in the U.S. to know that Movember isn't just something that happens for one month a year. We're here for men year-round, and to make that clear, we're focusing on the communities that need our support the most. By investing in key partnerships, we're ensuring we're there when it counts—making our impact in the U.S. bigger and better.

A great example of this is our upcoming partnership with Opendorse, a platform that helps elite college athletes build and monetise their name and image. These athletes are not only dealing with the normal challenges of college life, but the extra pressures of competing at an elite level and building their profile as a sportsperson. Together with Opendorse, we're developing a mental health literacy program to help these athletes spot the signs of mental ill health and access the

support they need. The hope is that we not only support their mental health, but also help create healthy role models for generations to come. The program is set to launch during the upcoming financial year.

We're also growing our health equity grants. These grants target underserved communities in the U.S., ensuring that men (particularly men of colour) who face a higher risk of prostate cancer have equal access to life-saving treatment. We've put the call out to researchers working on programs that tackle these inequities, and we're excited to kick off new partnerships in the year ahead.



Tim Gnanewaran

US Country Director



I've been a Mo supporter since 2011. When Movember reached out to me to take on the role of US Country Director, I realised it was a perfect match for my interests and skills. The work that Movember does is incredible and as I got to know the people behind it, I found out how equally incredible Movember's people and culture are. I'm excited to drive our next phase of growth.





OUR GROWING TEAM

To achieve our vision, we're growing our team with a focus on diverse perspectives and capabilities to find new and better ways to work together and create impact.

Our team live our values and guide everything we do.

OUR VALUES

CHANGE THE GAME

CHANGE AGENT

We challenge, learn, adapt to lead extraordinary change.

BETTER TOGETHER

We believe in the value of one and the power of many.

ACCOUNTABLE

We're aligned, transparent and take ownership.

MAKE US UNIQUELY MOVEMBER

CHANGE

We have fun, doin' good.

COURAGEOUSLY KIND

We're respectful and inclusive, always.

REMARKABLE

We strive to be better, different and to exceed expectations.

Meet some of our growing team...



Bonnie oversees Movember's investments in young men's mental health initiatives across Australasia, North America, and Europe. She was previously the Director of Mental Health and Alcohol and Other Drugs Strategy and Policy for the Victorian Department of Health. She also led Deloitte Australia's mental health capability and was a Fellow for the World Economic Forum, focusing on disruptive technologies in mental health. She has wide-ranging experience in programs, policy, and evaluation in mental health, sport, and social policy, working across state and federal Australian governments.

Bonnie Rowe

Global Director, Young Men's Mental Health



Simon oversees the Movember Institute of Men's Health which exists to accelerate men's health knowledge and catalyse the sector. He is an Honorary Professorial Fellow at the University of Melbourne, and a recognised world-leader in men's health research, with over 300 scientific papers under his belt. Simon served as Editor-in-Chief of Australian Psychologist (2020-2023), advised on the world's largest longitudinal men's health study – Ten to Men and consulted to major sports organizations including the International Olympic Committee's Expert Consensus Group on Elite Athlete Mental Health. Prior to joining Movember, Simon worked as a Senior Clinical Psychologist, founded and led the Young Men's Mental Health Program at the Centre for Youth Mental Health, as well as co-founding the influential Elite Sport and Mental Health Research Program at Orygen, Melbourne.

Dr. Simon Rice

Global Director, Movember Institute of Men's Health



Sarah leads Movember's initiatives in prostate cancer, to reduce the number of men dying from prostate cancer and improve quality of life. She has spent 20 years working in cancer settings across Australia and Canada within care delivery (Clinical Exercise Physiologist), survivorship, health systems leadership, and research. Sarah holds a Masters of Science (Rehabilitation Science) with a thesis focused on prostate cancer behaviour change. In her previous roles, Sarah led the creation and successful scaling of supportive care programs, implemented behaviour change initiatives, integrated exercise services into telehealth, developed global exercise guidelines for bone metastases and helped create and implement British Columbia's 10-year Cancer Plan.

Sarah Weller

Global Director, Prostate Cancer



With over 14 years' of experience, Gautam has led global campaigns on youth policy, health, democracy, and digital rights. Recently, Gautam spearheaded a UN campaign against COVID-19 misinformation, reaching over 1 billion people worldwide. Gautam has also worked with Oxfam International, where he mobilised 2.5 million supporters with a global digital strategy; co-founded OurSay.org, a platform focused on democratic participation and worked in public policy for Teach For Australia. Gautam holds a Master's in International Development.

Gautam Raju

Global Director, Policy & Advocacy



As US Country Director for Movember, Tim Ganeswaran leads the U.S. team in initiatives focused on mental health, prostate cancer, and testicular cancer. He oversees strategy, marketing, program impact, fundraising, and financial performance, all while shaping Movember's global strategies. Tim brings over 15 years' of experience across healthcare and technology, with a diverse background in product development, consulting, sales, and digital transformation. He holds an MBA from UCLA Anderson and a BS in Electrical Engineering from the University of Washington, which have been the foundation for his career in healthcare and technology.

Tim Ganeswaran

US Country Director



“
**BIG AMBITION
REQUIRES
BOLD GOALS**

Richard Deutsch,
Chair of Movember





OUR FINANCIALS

YEAR ENDED
30 APRIL 2024

The Movember Foundation delivered a robust result in the year ended 30 April 2024 and proudly raised \$137.2 million.

Our global donation income increased by \$9.0 million driven by increases in all markets except Canada.

Our partnership with the Distinguished Gentleman's Ride entered its eighth year with rides around the world generating revenue of \$12.1 million (2023: \$9.3 million). The Distinguished Gentleman's Drive continued to grow in its third year, generating revenue of \$0.7 million (2023: \$0.5 million).

Interest income on our cash balances increased significantly during the financial year with the rise of interest rates globally. As a result, the interest income contributed \$9.3 million in the financial year, (2023: \$4.6 million).

During the year, the Foundation expended \$92.1 million (2023: \$77.1 million) in our key investment areas of Prostate and Testicular Cancer bio-medical research, survivorship and health outcomes; Mental Health and Suicide Prevention; and Men's Health programs and Health Promotion including awareness and education. While some programmatic activities faced delays, they have now resumed, and new programs have been launched to support the Foundation's new impact strategy. This strategy marks a shift from a disease-centric model to a comprehensive approach focused on holistic men's health.

FUNDRAISING AND ADMINISTRATION COSTS

The work that Movember carries out and the health benefits achieved for men cannot happen without the associated costs of fundraising and administration.

From each dollar raised, we spend 16.0 cents on fundraising (2023: 15.8 cents), staying in the same range as the prior year. The relatively small increase of fundraising costs was driven by the global inflationary pressures on prices that have not all been offset by our fundraising revenue increase year on year.

We strive to minimise administration costs and have kept those in line with last year, 5.6 cents (2023: 5.6 cents) through global efficiencies and resource sharing. Our shared cost structures ensure we avoid duplicating functions such as finance, human resources, legal and technology across the world while making the necessary investments in technology and our people to keep pace with the global economy. We aim to spend every dollar wisely and achieve maximum value from every investment decision made.

FUNDS RETAINED

To ensure the long-term continuity of the organisation, the Board has adopted a general reserves policy of holding funds for 9 to 12 months' operating costs for the year ahead. This policy is reviewed annually, with consideration of our income diversification levels and the external operating environment.

The general reserves remained largely the same in dollar value in the current year with no additional funds required, thereby increasing the value of the funds available to be invested in Men's Health programs.

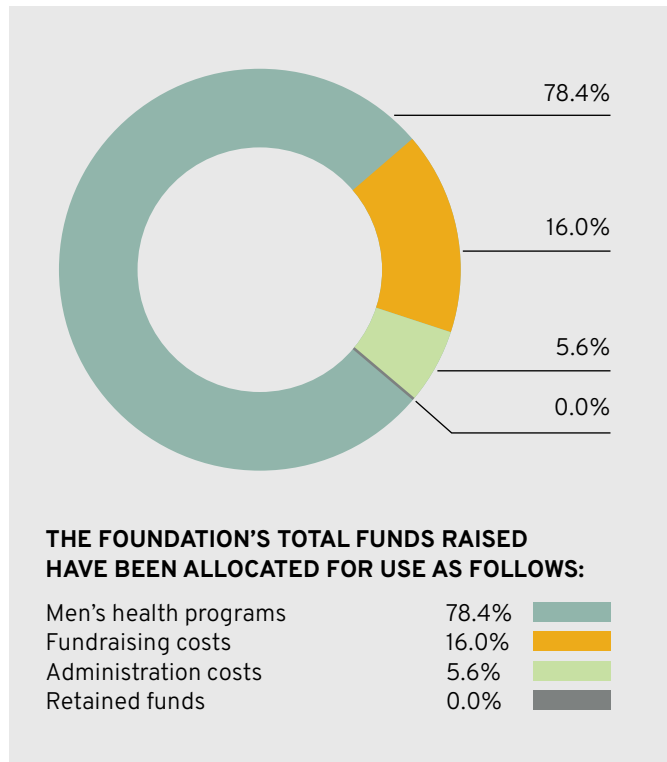
FUNDS RAISED AND REGISTERED PARTICIPANTS 2023-24 CAMPAIGN RAISED THROUGH TO APRIL 2024

	Funds raised in \$AUD millions	Registered participants	Year of first fundraising campaign
Australia	31.0	65,848	2004
Canada	28.4	51,054	2007
UK	36.7	102,842	2007
USA	25.0	33,781	2007
Mainland Europe Countries	6.7	26,431	2011
Ireland	4.7	12,186	2008
New Zealand	3.7	15,097	2006
Asia	0.4	782	2012
Rest of World	0.6	3,228	2012
Total	137.2	311,249	

PROGRAMS INVESTMENTS

For every dollar raised in the year to 30 April 2024, 78.4 cents can be invested in men’s health programs that will benefit men worldwide. In dollar terms, this was equivalent to net funds of AUD \$107.6 million. Movember continues to invest its net funds into programs that support prostate cancer, testicular cancer, cancer survivorship, suicide prevention and mental health. These investments are made via our Men’s Health Partners and through our own direct global collaborative programs and our awareness and education programs. New programs have also been launched to support the Foundation’s new impact strategy.

Refer to earlier pages of this annual report for further details of our program investments and our impact strategy, as well as the ‘projects we fund’ section of the Movember website.



CASH AND FINANCIAL ASSETS

At 30 April 2024, Movember held the following in cash and financial related assets:

Cash and cash equivalents	\$169m
Term deposits, bonds and investments	\$146m
Total	\$315m

The majority (\$247 million/78%) of these cash and financial assets are held for investment in men’s health programs and the balance of \$68 million/22% is retained to fund ongoing operating costs.

The cash and financial assets will be used as follows:

Payments for programs being carried out by Men’s Health Partners	\$10m
Restricted reserves for current Movember managed programs	\$237m
Retained for working capital/ operating costs	\$68m
Total	\$315m

Movember invests only in world class programs that are aligned with our strategic goals, and only where it is demonstrated that we can have the greatest impact on men’s health. We undertake a rigorous approach to program investment that involves a peer reviewed process, due diligence on selected implementation partners and the establishment of independent governance committees. All Men’s Health Partners and implementation partners for Movember managed programs are held accountable for driving outcomes that ensure current and future funding achieves significant results.

These rigorous investment processes together with the linking of partner payments to milestone achievements are key to ensuring that Movember’s accumulated cash and financial assets are both invested wisely and spent on a timely basis. The majority of the above listed amounts will be spent on programmatic work within the next three years.

After meeting the above noted program commitments, the balance of \$68 million has been retained in a general reserve to provide working capital and ensure that the organisation has adequate funds for investment in future fundraising activities. As the majority of Movember’s revenue is currently derived from one annual campaign, the Board has adopted a fiscally conservative general reserves policy that ensures 9 to 12 months’ coverage of costs.

Movember manages its cash holdings within a conservative treasury policy adopted by the Foundation’s global board. Financial institutions are selected with reference to external credit ratings (at least an A rating) and cash investments are spread across institutions globally. During the current year, Movember also acquired a diverse group of longer-term investments totalling \$5 million.

CONSOLIDATED STATEMENT OF SURPLUS OR DEFICIT AND OTHER COMPREHENSIVE INCOME FOR THE YEAR ENDED 30 APRIL 2024

	Notes	2024	2023
		\$	\$
REVENUE			
Revenue from contracts with customers and income		136,921,743	127,615,361
Program expenditures	1	(92,149,446)	(77,114,153)
Fundraising expenditure		(21,901,829)	(20,217,880)
Administration expenditure		(7,404,023)	(6,781,870)
Finance cost		(319,385)	(376,230)
Loss on financial assets at fair value through profit or loss		(993,361)	(1,063,248)
Surplus	2	14,153,699	22,061,980
Other comprehensive income			
<i>Items that are or may be reclassified to surplus or deficit</i>			
Exchange differences on translation of foreign operations		446,282	10,404,544
Total comprehensive surplus for the year		14,599,981	32,466,524

CONSOLIDATED STATEMENT OF FINANCIAL POSITION
AS AT 30 APRIL 2024

	Notes	2024	2023
		\$	\$
ASSETS			
Current assets			
Cash and cash equivalents	3	169,436,065	173,444,079
Other financial assets	3	124,250,591	125,004,682
Trade and other receivables		7,770,694	9,493,903
Total current assets		301,457,350	307,942,664
Non-current assets			
Other financial assets	3	21,625,646	4,343,713
Plant and equipment		1,472,962	1,458,153
Right-of-use asset		7,468,976	8,921,049
Total non-current assets		30,567,584	14,722,915
Total assets		332,024,934	322,665,579
LIABILITIES			
Current liabilities			
Trade and other payables	4	23,652,226	27,260,854
Provisions		2,398,694	2,182,470
Lease liabilities		1,657,466	1,933,414
Total current liabilities		27,708,386	31,376,738
Non-current liabilities			
Trade and other payables	4	133,478	246,501
Provisions		615,163	536,896
Lease liabilities		7,066,381	8,603,899
Total non-current liabilities		7,815,022	9,387,296
Total liabilities		35,523,408	40,764,034
Net assets		296,501,526	281,901,545
EQUITY			
Restricted reserves for programs		237,110,622	222,740,936
Retained surplus (unrestricted reserves)		38,398,260	38,614,247
Foreign currency translation reserve		20,992,644	20,546,362
Total equity		296,501,526	281,901,545

NOTE 1: MEN'S HEALTH PROGRAM INVESTMENT

	2024	2023
	\$	\$
PROGRAMS EXPENDITURE		
Prostate and Testicular Cancer Biomedical Research	6,100,602	5,591,876
Prostate and Testicular Cancer Survivorship and Health Outcomes	21,444,659	20,961,798
Mental Health & Suicide Prevention	34,351,578	25,403,108
Men's Health Programs and Health Promotion	30,252,607	25,157,371
Total	92,149,446	77,114,153

NOTE 2: NET SURPLUS

In the year to 30 April 2024, a net surplus after operating expense for the period of \$14,153,699 (2023: \$22,061,980) was recorded. The net surplus resulted from a timing gap between raising funds and the associated programs expenditure outflows which will occur in future years.

NOTE 3: CASH AND INVESTMENTS

	2024	2023
	\$	\$
Cash at bank and on hand	113,565,085	110,779,535
Short term deposits	55,870,980	62,664,544
	169,436,065	173,444,079
Current term deposits and bonds	124,250,591	125,004,682
Non-current term deposits and bonds	16,703,507	3,278,297
Financial assets at fair value through profit or loss (FVTPL)	4,922,139	1,065,416
	21,625,646	4,343,713
Total cash and investments	315,312,302	302,792,474

Cash and investment assets are held primarily for investment in men's health programs and to fund ongoing operating costs. Cash and investment assets held as at 30 April 2024 have been retained for use as follows:

	2024	2023
	\$	\$
Grant distributions awarded to men's health partners	10,151,758	16,426,022
Restricted for Movember managed programs	237,110,622	222,740,936
Retained for working capital / operating costs	68,049,922	63,625,516
Total cash assets and investments	315,312,302	302,792,474

OUR FINANCIALS

NOTE 4: TRADE AND OTHER PAYABLES

	2024	2023
CURRENT	\$	\$
Trade payables	1,717,499	1,438,444
Accrued expenses	8,392,930	7,359,519
Deferred revenue	1,617,349	1,186,864
Other payables	1,772,690	850,005
Distributions Payable	10,151,758	16,426,022
	23,652,226	27,260,854
NON-CURRENT		
Other payables	133,478	246,501
Total	23,785,704	27,507,355

NOTE 5: BASIS OF PREPARATION

These summary financial statements have been prepared on an accruals basis under the historical cost convention and have been prepared in accordance with the measurement, recognition and presentation requirements of applicable Australian Accounting Standards and accounting policies as set out in the audited financial report of the Movember Foundation Trust upon which an unqualified audit report was issued on 13 September 2024.

TRUSTEE'S DECLARATION

These summary financial statements have been derived from the audited financial report of the Movember Foundation Trust for the year ended 30 April 2024 in accordance with accounting policies described in Note 1 to the audited financial report. The summary financial statements should be read in conjunction with the audited financial report, available upon request at our registered office at Level 4, 21-31 Goodwood Street, Richmond VIC 3121.

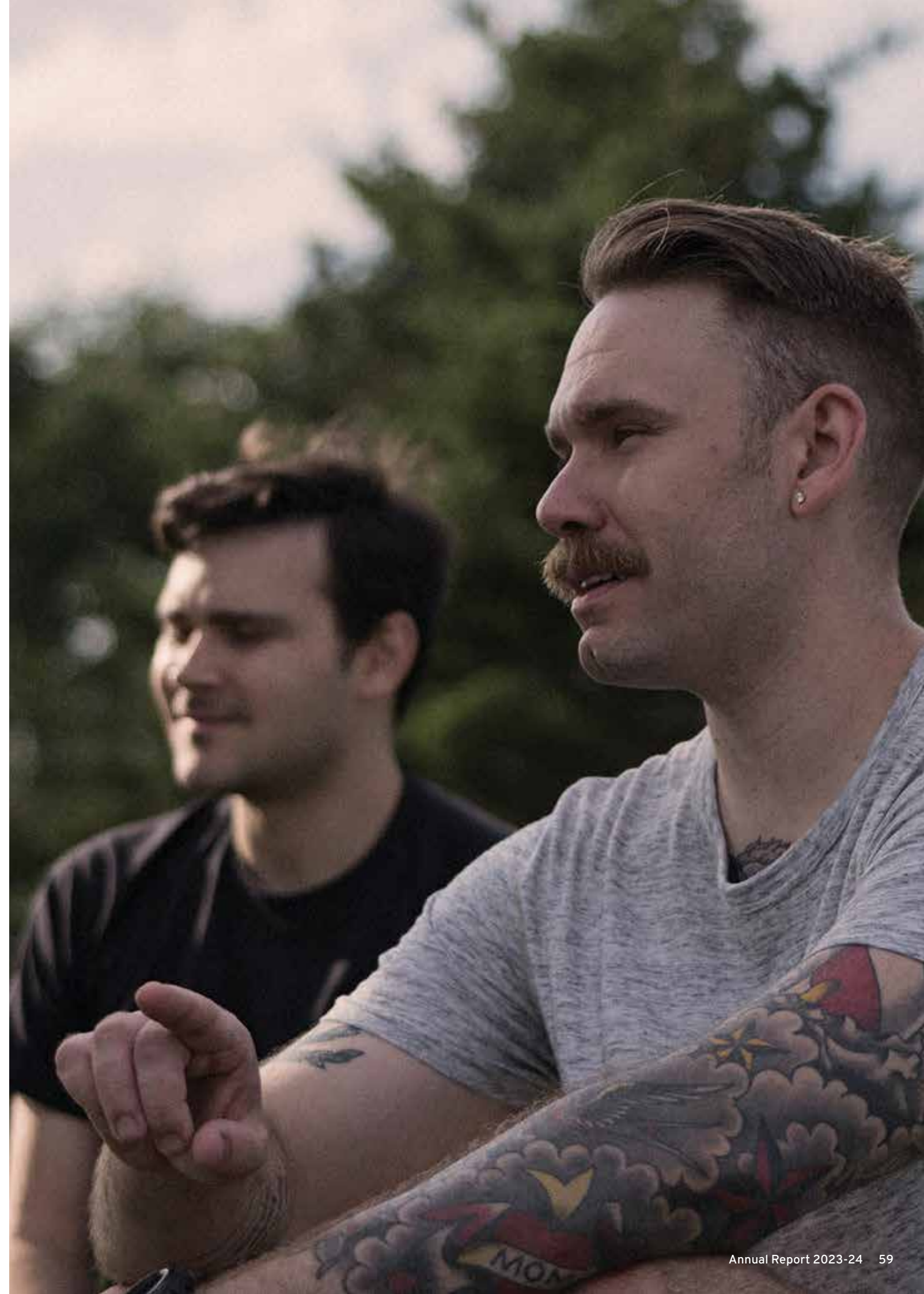
In the Trustee company directors' opinion:

- a. The summary financial statements:
 - i. are consistent with the audited financial report of the Movember Foundation Trust for the year ended 30 April 2024;
 - ii. presents fairly the Foundation's financial position as at 30 April 2024 and its performance for the financial year ended on that date.
- b. There are reasonable grounds to believe that the Foundation will be able to pay its debts as and when they become due and payable.

This declaration is made in accordance with the resolution of the directors.



Richard Deutsch
Chairman





Independent Auditor's Report

To the Trustee of The Movember Foundation Trust

Report on the Summary Financial statements

Opinion

We report on the **Summary Financial Statements** of The Movember Foundation Trust (the **Group**) as at and for the year ended 30 April 2024. The Summary Financial Statements are derived from the audited financial report of the **Group** (the Audited Financial Report).

In our opinion, the accompanying Summary Financial Statements of the Movember Foundation Trust are consistent, in all material respects, with the Audited Financial Report, in accordance with the basis of preparation described in Note 5 to the Summary Financial Statements.

The **Summary Financial Statements** comprise:

- Summary consolidated statement of financial position as at 30 April 2024;
- Summary consolidated statement of surplus or deficit and other comprehensive income for the year then ended 30 April 2024;
- Related notes.

The Summary Financial Statements are contained in The Movember Foundation Annual report on pages 55 to 58.

The **Group** consists of The Movember Foundation Trust (the Trust) and the entities it controlled at the yearend or from time to time during the financial year.

Scope of the Summary Financial Statements

The Summary Financial Statements do not contain all the disclosures required by *Australian Accounting Standards – Simplified Disclosure Requirements* applied in the preparation of the Audited Financial Report. Reading the Summary Financial Statements and this Auditor's Report thereon, therefore, is not a substitute for reading the Audited Financial Report and our auditor's report thereon. The Summary Financial Statements and the Audited Financial Report do not reflect the effects of events that occurred subsequent to the date of our auditor's report on the Audited Financial Report.

The Audited Financial Report and our auditor's report thereon

We expressed an unmodified audit opinion on the Audited Financial Report in our auditor's report dated 13 September 2024.

Emphasis of matter – basis of preparation and restriction on use and distribution

We draw attention to Note 5 to the Summary Financial Statements, which describes the basis of preparation.

The Summary Financial Statements have been prepared to assist the Trustee of The Movember

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Foundation Trust for the purpose of presenting the Movember Foundation Annual Report 2024. As a result, the Summary Financial Statements and this Auditor's Report may not be suitable for another purpose. Our opinion is not modified in respect of this matter.

This Auditor's Report is intended solely for the Trustee of The Movember Foundation Trust and should not be used by or distributed to parties other than the Trustee of The Movember Foundation Trust. We disclaim any assumption of responsibility for any reliance on this Auditor's Report, or on the Summary Financial Statements to which it relates, to any person other than the Trustee of The Movember Foundation Trust or for any other purpose than that for which it was prepared.

Other Information

Other Information is financial and non-financial information in The Movember Foundation's Annual Report 2024 which is provided in addition to the Summary Financial Statements and this Auditor's Report. The Trustee is responsible for the Other Information.

Our opinion on the Summary Financial Statements does not cover the Other Information and, accordingly, we do not express an audit opinion or any form of assurance conclusion thereon.

In connection with our audit of the Summary Financial Statements, our responsibility is to read the Other Information. In doing so, we consider whether the Other Information is materially inconsistent with the Summary Financial Statements, or our knowledge obtained in the audit, or otherwise appears to be materially misstated.

We are required to report if we conclude that there is a material misstatement of this Other Information and based on the work we have performed on the Other Information that we obtained prior to the date of this Auditor's Report we have nothing to report.

Responsibilities of the Trustee for the Summary Financial Statements

The Trustee is responsible for the preparation of the Summary Financial Statements in accordance with the basis of preparation described in Note 5 to the Summary Financial Statements, including their derivation from the Audited Financial Report of the Group as at and for the year ended 30 April 2024.

Auditor's responsibilities for the Summary Financial Statements

Our responsibility is to express an opinion on whether the Summary Financial Statements are consistent, in all material respects, with the Audited Financial Report based on our procedures, which were conducted in accordance with *Australian Auditing Standard ASA 810 Engagements to Report on Summary Financial Statements*.

KPMG

KPMG

Kate Rowswell

Partner

Melbourne

28 October 2024



ETHICS, SUSTAINABILITY & GOVERNANCE

MOVEMBER EXISTS TO CREATE LASTING
POSITIVE CHANGE FOR MEN, THEIR
FAMILIES, AND THEIR COMMUNITIES.





ESG FRAMEWORK

Movember exists to create lasting positive change for men, their families, and their communities. Our mission to “change the face of men’s health” is deeply intertwined with ethical, sustainable, and responsible practices that guide our investments and our impact.

Movember’s ESG framework is rooted in the pillars of “people, planet, and processes.” This holistic approach informs the delivery of our Impact Strategy, creating a ripple effect that will transform men’s health – and the world around us – for the better.



PEOPLE

Our people are our greatest asset – the driving force behind everything we do. We are committed to safeguarding their wellbeing and fostering inclusive environments where everyone can contribute to and share in our progress, regardless of who they are or where they come from.

Through equitable recruitment and employment practices, we aspire to build a workforce that reflects the rich diversity of the communities we serve. Our **2023-2026 Safeguarding Action Plan** puts employee and volunteer wellbeing at the forefront, from onboarding to daily operations. This includes 24-hour access to an Employee Assistance Program (EAP) for all Movember staff and their families and dedicated **SafeTALK** training for mental health. To date, 15-20% of staff in each of our global offices have completed this training, learning to identify individuals at risk of suicide and connect them with appropriate support.

Since flexibility is key to maintaining a happy and productive workforce, Movember offers hybrid work arrangements tailored to individual roles and circumstances, and **Early Finish Fridays** that allow staff to recharge and focus on personal priorities. Over 85% of our team reports that this initiative has positively impacted their wellbeing since being introduced in 2022. It has also boosted workplace efficiency.

Inclusivity is fundamental to our culture. This is why we provide structured training on inclusive behaviours and unconscious bias, ensuring every team member feels valued and empowered. This includes inclusive recruitment training for managers to mitigate bias in the hiring process. Our commitment to gender pay equity has led to outcomes that exceed industry benchmarks, including those set by Australia’s Workplace Gender Equality Agency – reflecting our dedication to fairness across all aspects of employment. We will continue championing diversity of gender, ethnicity, experience, and perspectives within the workplace.

The Movember team proudly embraces cultural awareness and celebrates the knowledge, wisdom, and culture of First Nations and Indigenous peoples globally. Our Reconciliation Plan in Australia reflects our deep respect for Indigenous communities in shaping local health and wellbeing outcomes. We’re currently working with Indigenous and First Nations communities and organisations across Australia, Canada, Aotearoa New Zealand, and the USA, on a range of community-led initiatives, and have AUD 59.5 million to support these initiatives over the next 3-5 years; aiming to improve the social and emotional wellbeing of Indigenous men and their communities.



PLANET

The health of our planet is directly connected to human wellbeing, and Movember is actively taking steps to reduce our environmental footprint. Across our global offices, sustainability is a priority: we use pre-loved furniture where possible, partner with the greenest utility providers available, and ensure all offices are equipped with landfill and recycling facilities. To encourage active, low-emission transport, each office also features end-of-trip shower and storage amenities.

We work with a third party to ensure our Merch store also follows sustainable practices, offering products made from natural materials and shipped in plastic-free packaging. Every choice we make, big or small, aims to preserve the planet for future generations.



PROCESSES

Strong governance is the backbone of our organisation, ensuring we act with the utmost transparency and accountability for our supporters. Movember’s governance framework underpins how we manage risk, ensure regulatory compliance, and protect the privacy and security of our data. We have an easily accessible governance page on our website where detailed information about our Board and its corporate governance practices can be found, as well as our financial reporting. We do this so our supporters and partners can see the steps we are taking to protect and maximise the impact of the funds entrusted to us, whilst also ensuring the sustainability of our organisation against our long-term goals and unforeseen operating conditions.

We adhere to the **National Institute of Standards and Technology (NIST) Cybersecurity Framework** and maintain ISO 27001 certification for the Prostate Cancer Outcomes Registry in Australia and New Zealand, ensuring the highest standards of privacy and data protection throughout our work. Led by our Chief Technology Officer, Movember’s information security and cyber-resilience initiatives focus on proactive and responsive security measures. We also provide ongoing organisation-wide training on privacy and cybersecurity, fostering a culture of shared responsibility. In an increasingly complex, digital-first environment, this approach strengthens our resilience and safeguards our mission.

Equally integral to our success is diversity. Our **Board and Advisory Groups** are structured to reflect the communities we serve, bringing diverse skills, experiences, and perspectives into decision-making processes. Our robust risk management and compliance frameworks ensure we operate ethically and sustainably in over 20 countries. Work that is overseen by our Chief Operations Officer, Chief Financial Officer & General Counsel.

Diversity to us means a range of skills and experience, as well as personal attributes such as age, geographic representation, cultural background, gender, and interests that come together to change the face of men’s health. Each year, our Board dedicates time to review the mix of skills and attributes that best serve Movember’s needs, exploring opportunities to further enhance diversity.



OUR GOVERNANCE



The Movember Foundation is a charity registered with the Australian Charities and Not-for-profits Commission.

As a charity operating across the globe, we must comply with a range of regulatory and governance obligations. Movember takes these obligations very seriously, and our governance framework has been designed to reflect our commitment to best-practice levels of transparency, accountability, and governance.

GLOBAL BOARD OF DIRECTORS

The Board is the custodian of Movember's purpose and ensures that organisational strategies are developed and delivered to fulfil Movember's mission.

The Board is accountable for Movember's performance; directors consider every Mo, donor, partner and the men that Movember serves as key stakeholders to whom that accountability is owed.

The Board's primary functions include:

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

Our Board is skills-based, with Directors bringing a wide range of collective expertise and experience to their roles.

There are two Directors roles reserved for Founder Representative Directors. This ensures that the perspective of Movember's Founders on Movember's mission and founding principles are represented at the Board table.

BOARD COMMITTEES

The Board has established the following committees to assist it in discharging its responsibilities with reference to particular areas of specialist expertise.

From time to time the Board may establish any committee or advisory group it considers necessary, but has convened the following committees on a standing basis:

The Finance, Risk & Audit Committee

The Finance, Risk and Audit Committee's purpose is to assist the Board in fulfilling its responsibilities regarding oversight of the quality, adequacy and integrity of Movember's finance, audit (internal and external) and risk and compliance management practices.

People & Culture Committee

The People & Culture Committee's purpose is to assist the Board in fulfilling responsibilities regarding oversight of matters relating to the composition, succession planning and performance of the Board, matters relating to the appointment and performance of the CEO, workplace health and safety, culture and strategic workforce issues.

Programs Strategy & Investment Committee

The Board's Programs Strategy & Investment Committee's purpose is to assist the Board in fulfilling its responsibilities regarding oversight of matters relating to Movember's health programs strategy and portfolio management, and the monitoring and evaluation of outcomes from the implementation of that strategy and portfolio.

The Programs Strategy & Investment Committee also receives detailed advice from the following specialist advisory committees:

- Global Men's Health Advisory Committee
- Global Cancer Advisory Committee

GLOBAL BOARD OF DIRECTORS AS AT 30 APRIL 2024

Richard Deutsch CHAIR, AU

Richard is a Non-Executive Director of Bendigo & Adelaide Bank Limited and Chair of the Board Audit Committee. He is a Non-Executive Director of AUB Group Limited and a member of the Audit & Risk Committee. Richard is the Chair of the Stephenson Mansell Group, a Champions of Change Coalition Convenor and Advisor to CEOs and Boards.

Richard brings extensive experience delivering complex audit and advisory services to Australia's leading public, private, government and not-for-profit organisations for more than 30 years, including more than 25 years working with PwC, and serving as the Chief Executive Officer of Deloitte Australia from 2018 to 2021.

Richard is passionate about supporting organisations that have a positive impact in the community. He is a former Chairman of OzHarvest and a former Director of Adara Group, a charitable organisation focusing on international development in emerging economies.

Damien Angus Non-Executive Director, AU

A healthcare strategy consultant with over 20 years' experience, Damien specialises in working with governments and businesses to develop and implement their strategies to meet their health and care needs. A long-time Movember supporter (he grew his first Mo in 2008), Damien brings previous not-for-profit board experience as well as expertise gained from earning a PhD in Physiology and an MBA.

OUR GOVERNANCE

Linnsey Caya
Non-Executive Director, USA

With over 20 years' experience providing legal and strategic counsel for public and private companies across a variety of sectors, Linnsey brings her expertise in corporate governance, government affairs, risk management, human resources, and international commercial transactions to Movember. She also has extensive experience supporting not-for-profit enterprises through her work with the Boardriders Foundation (formerly the Quiksilver Foundation) and the Beckstrand Cancer Foundation, which supports families experiencing financial strain due to a cancer diagnosis.

Rob Moodie
Non-Executive Director, AU

Rob trained as a medical doctor, working as a clinician in rural Australia and in Africa before moving into public health, focusing on HIV/AIDS for the Victorian Department of Health, the World Health Organisation, the Burnet Centre and the Joint UN Program on AIDS (UNAIDS). He is currently Professor of Public Health at the Melbourne School of Population and Global Health. Rob has worked for numerous not-for-profit organisations including Save the Children Fund and Médecins Sans Frontières. He has a keen interest in the prevention of non-communicable diseases, health promotion and health inequalities. Rob has chaired the National Preventative Health Taskforce and the Federal Minister's Men's Health Reference Group – the only Federal body that has ever existed focusing on men's health.

Deanna Lomas
Non-Executive Director, AU

Deanna has 20 years' experience in operations and transformation in Australia, UK, Asia and Africa, which has included holding a number of commercial and operations executive roles in mining, oil, gas, FMCG and retail. Deanna has also supported several not-for-profits including volunteering for 15 years at the Make-A-Wish Foundation, and she is currently a mentor for Kilfinan Australia, a cause-focused on building not-for-profit leadership capability.

Travis Garone
Non-Executive Director, AU
(Founder Representative Director)

Travis is a Creative and Brand Consultant with over 30 years' experience and has been named in the Qantas Most Influential Australians List. While being a co-founder and brand creator of Movember, Travis has also founded several highly successful companies, from his global creative agency Urchin, to cult street wear and skate brand Doomsday. Travis has performed many roles across famous brands such as YETI, Tony Hawk, DC, Quiksilver, Roxy, Fosters, CUB, Corona, Carlsberg, Asahi, Kronenbourg 1664, Millers, F1 and the World Surfing Tour. Travis has both a strategic, business and creative mind and has been working on special projects with market leading brands his entire career.

Cassandra Vujovich-Dunn
Non-Executive Director, AU
(Founder Representative Director)

Cass is an epidemiologist and public health researcher. She holds a doctorate in Epidemiology and a Master of International Public Health. She brings 15 years' experience in community based social and health programs. She has worked for several non-profit organisations, including co-founding the Waves of Wellness Foundation in 2016.

Rochelle Webb
Non-Executive Director, USA

Rochelle has over 20 years of global marketing experience working with Fortune 500 brands and start-ups. Her category experience span across, Technology, Financial Services, Gaming, Fashion, and Consumer Product. Rochelle has held several board seats and has made an impact in the marketing and advertising industry, academia, environmental, and Health & Wellness focused non-profits. Rochelle is also a professor of Entrepreneurship and Marketing at Loyola Marymount University in Los Angeles.

FINANCE, RISK & AUDIT COMMITTEE

Deanna Lomas
CHAIR
Non-Executive Director,

Richard Deutsch
Chair of The Board

David Bryant
Committee Member

PEOPLE AND CULTURE COMMITTEE

Linnsey Caya
CHAIR
Non-Executive Director

Rochelle Webb
Non-Executive Director

Moana Weir
Committee Member

PROGRAMS STRATEGY & INVESTMENT COMMITTEE

Damien Angus
Non-Executive Director

Rob Moodie
Non-Executive Director

Cassandra Vujovich-Dunn
Non-Executive Director

Travis Garone
Non-Executive Director

GLOBAL CANCER ADVISORY COMMITTEE

Caroline Moore
CHAIR
NIHR Research Professor & Head of Urology University College London, UK

Andrew Matthew
Associate Professor, Department of Surgery and Psychiatry, University of Toronto, CA

Benjamin (Ben) Reade
Movember Ambassador & Patient Advocate, AU

Brandon Mahal
Assistant Professor & Assistant Director of Community Outreach and Engagement, University of Miami Health System, USA

Brian Rivers
Director, Cancer Health Equity Institute, USA

Cassandra Vujovich-Dunn
Movember Board Director, CA

Christopher (Chris) Sweeney
Director, South Australian immunoGENomics Cancer Institute, University of Adelaide, Australia

Colleen Nelson
Professor, School of Biomedical Science, Queensland University of Technology, AU

Damien Angus
Movember Board Director, AU

Jessica Corner
Professor Dame & Pro-Vice-Chancellor (Research and Knowledge Exchange), University of Nottingham, UK

Margaret (Marg) Fitch
Head of Oncology Nursing, Odette Cancer Centre, CA

Neil Fleshner
Chair & Professor of Urology, University of Toronto, CA

Westley (Wes) Sholes
Patient advocate, USA

GLOBAL MEN'S HEALTH ADVISORY COMMITTEE

Jaelea Skehan OAM
CHAIR
Director of Everymind, Co-joint Associate Lecturer at the College of Health, Medicine and Wellbeing at the University of Newcastle, and affiliated researcher with the Hunter Medical Research Institute, New South Wales, and the Manna Institute (AUS)

Kathryn Page
Senior Manager, People Advisory – Digital, Data and Analytics at NAB, AU

Matt Englar-Carlson
Professor and Department Chair in Counseling and the Director of the Center for Boys and Men at California State University, Fullerton (USA)

GLOBAL MEN'S HEALTH ADVISORY COMMITTEE (Con't)

Derek Griffith
Founding Co-Director of the Racial Justice Institute, Founder and Director of the Center for Men's Health Equity, Member of the Lombardi Comprehensive Cancer Center, and Professor of Health Management & Policy and Oncology at Georgetown University (USA)

Jacqui Macdonald
Associate Professor in Psychology, Deakin University, Victoria (AUS)

Steven Roberts
Professor of Education and Social Justice and Head of School of Education, Culture and Society, Faculty of Education, Monash University. Victoria (AUS)

William Roberts FRSPH
Chief Executive of the Royal Society for Public Health, London (UK)

Peter Levesque
Past President of the Institute for Knowledge Mobilization, Ottawa (CAN)

Travis Garone
Movember Board

Professor Rob Moodie
Movember Board, Professor of Public Health at the Melbourne School of Population and Global Health, The University of Melbourne, Victoria (AUS)

Paul Villanti
Executive Director, Programs

EXECUTIVE LEADERSHIP TEAM

Michelle Terry
Chief Executive Officer

Paul Villanti
Executive Director, Programs

Korey Allchin
Chief Growth Officer

Caroline Quinn
Chief Operating Officer

Jeremy Macvean
Chief Marketing Officer

Graham Link
Chief Information Officer

Fiona Lund
Chief People Officer

Charlie Read
Chief Financial Officer

POLICIES THAT MAKE UP OUR GOVERNANCE FRAMEWORK

The detail of Movember's governance framework and the policies that it comprises are available on our website. Every Director and Officer at Movember is committed to working within the letter and spirit of our governance framework.

MEETINGS

Six Board meetings were held in the 2023-24 financial year. The Finance, Risk and Audit Committee met four times, the People & Culture Committee met three times, and the Programs Strategy & Investment Committee met three times during the financial year.

STRUCTURE

Australia

The Movember Foundation is an Australian based not-for-profit, unincorporated trust, Australian Business Number 48 894 537 905 which is run by The Movember Group Pty Ltd as Trustee (ACN 119 012 243). There are nine shares issued in the Movember Group Pty Ltd – held by nine members: Travis Garone, Adam Garone, Justin Coghlan, Andrew Gibbins, Anthony Power, Jacinta Phelan, Sandy Goodman, Cassandra Dunn and Nathan Appo. In addition to being shareholding Members, Travis Garone and Cassandra Dunn are appointed to the Board as Founder Representative Directors.

The Movember Foundation has been granted Deductible Gift Recipient status in Australia, and as such, all donors are entitled to a tax receipt and a full tax deduction for their donations. During the 2021–22 financial year, the Movember Group Pty Ltd as trustee for the Movember Foundation ran the Movember campaign in Australia, and in New Zealand, South Africa, Hong Kong, and Singapore.

Movember Foundation uses intellectual property under an exclusive licence agreement with Movember IP Pty Ltd. The licence includes the right to use the 'Movember' and associated trademarks. Movember IP Pty Ltd is owned by four shareholders – the original Founders of Movember Foundation: Travis Garone, Luke Slattery, Adam Garone and Justin Coghlan.

USA

Movember Foundation is a registered US entity (EIN 77-0714052) and runs the Movember campaign in the US. Movember Foundation is a not-for-profit organisation that is exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code and contributions to Movember in the US are deductible under section 170 of the Code. The Movember Group Pty Ltd as trustee for the Movember Foundation is the sole member of the Movember Foundation.

Europe

Movember Europe runs the Movember campaign in the UK and Europe. Movember Europe is a company limited by guarantee in England and Wales (company no. 7275694). It is a registered charity in England and Wales (charity no. 1137948), in Scotland (charity no. SC041981) and in Ireland (charity no. 20105280). The Movember Group Pty Ltd as Trustee for the Movember Foundation is the sole member of Movember Europe. Movember Europe Trading Limited is a company limited by share capital (company number 7604578) and is used for the trading activities associated with the UK campaign. Movember Foundation e.V. is a registered association in Germany.

Canada

Movember Canada runs the Movember campaign in Canada. Movember Canada is a not-for-profit corporation (company no. 767531-3) and is a registered charity (charity no. 84821 5604 RR0001). The Movember Group Pty Ltd as Trustee for the Movember Foundation is the sole member of Movember Canada.





OUR PARTNERS

Thank you to our partners for standing with us in our mission to empower men to live healthier, longer lives. Your support is essential in driving real change.

Collective action is at the heart of our progress. And together, we're not just raising awareness; we're building a movement by pooling our resources and expertise to break down barriers and spark crucial conversations about men's health.

With your generosity, each year we continue to grow our knowledge, reach and impact, helping to spread the vital messages that get men talking about their health.

OFFICIAL PARTNERS

Amazon
ARB
Brutal Truth
Coles
Edmonton Oilers
Entertainment Group
Every Man Jack
FreeNow
Gillette
Howdens
Just for Men
Lamborghini
L'Oréal Men Expert
lululemon
NordVPN
POLITIX
Pringles
Supplement King
Swysh
Total Tools
VIVA Energy (Coles Express)

SUPPORTING PARTNERS

Absolute Translations
AC3
Accenture
Bicycle London
Converge International
Creative Natives
DDB Australia
Eg+ Worldwide
Experion
Future Advocacy
Hatched Media
Mantel Group
Mastercard
Ntegrity
People's Postcode Lottery
Revolut
The Producers
Trova Talent
UM Canada
UM US

IMPACT & RESEARCH PARTNERS

ACT Health Directorate
Active Partnerships National Organisation
African Advocacy Foundation

Australian and New Zealand Urogenital and Prostate Cancer Trials Group (ANZUP)
Australian Football League (AFL)
Australian Medical Association
Australian Men's Health Forum
Australian Men's Shed Association
BBC Studios
Beyond Equality
Black Men's Health UK
Bumble
CALM
Canadian Cancer Society
Cancer Australia
Cancer Institute NSW
Centre for Health Outcomes Measures New Zealand
Centre for Male Health - Western Sydney University
Clinton Foundation
Corrections Services Canada
Creative Natives

Cross Cancer Institute/ Alberta Health Services
CVS Health
Dad's Alliance - Thrive By Five
Deadly Choices
Deadly Inspiring Youth Doing Good
Deakin University
Department of Health and Aged Care
Diverting Hate
Eastern Health
Edith Cowan University - Perth
Equimundo - Center for Masculinities and Social Justice
European Organisation for Research and Treatment (EORTC)
Everymind
Flinders University
Gaelic Athletic Association
Gaelic Players Association
Ghent University Hospital
Global Action on Men's Health
Guys St Thomas - London
HealthLumen
Healthy Male
Imperial College London
Institute for Strategic Dialogue

Institute for Urban Indigenous Health
International Society for Sexual Medicine (ISSM)
IRCCS (Fondazione)
Irish Cancer Society
Jame's Place
Jean Hailes
John Hopkins University
Kalihi Valley Instructional Bike Exchange
LadBible
LGBT Foundation
London School for Economics
Luminate
Macquarie University Hospital
Mates in Construction
McMaster University
MD Anderson Cancer Center
Memorial Sloan Kettering Cancer Center
Men and Boys Coalition
Men's Health Forum
Mental Health Foundation New Zealand
Menzies Institute for Medical Research
Monash University
New Zealand Rugby
Oak Foundation
OncoZert
Opendorse
Ospedale (San Raffaele)
Prince of Wales, Hong Kong
Princess Margaret Cancer Centre
Prostate Cancer Clinical Trials Consortium (PCCTC)
Prostate Cancer UK
PROSUD Onlus Foundation
Queensland University of Technology
Regents of the University of California, San Francisco (UCSF)
Regents of the University of Michigan (MUSIC)
Relationships Australia
Royal Melbourne Hospital, University of Melbourne
Royal Society for Public Health
Rugby League Cares
Scottish Action for Mental Health (SAMH)
Southern Adelaide Local Health Network Incorporated

Southern Cross University
Southampton University
Sport For Development Coalition
Suicide & Co
Suicide Prevention Australia
Te Rarawa
The Centre for Emotional Health
The Fathering Project
The George Institute for Global Health
The Glen
The Good Side
The Man Cave
The Men's Table
The MESSAGE Project - The George Institute for Global Health & Imperial College London
The Royal Society for Public Health
The Royal Society of Medicine
The Urology Foundation
Thomayer Hospital
Thorne Harbour Health
Top End Health Service
UK Active
UK Sport
University College Dublin (UCD)
University Health Network (UHN)
University of Alberta
University of British Columbia
University of Southampton
NHS Foundation Trust
University of Wollongong
University of York
Vanderbilt (VUMC)
Walter and Eliza Hall Institute
Weill Cornell
Welcoming Australia
Youth Sport Trust




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