

Annual review 2015/16



**PROSTATE
CANCER UK**

Thank you

Thank you to each and every one of you who have supported Prostate Cancer UK over the last year. Whether you've volunteered your time, donated money or joined us at a fundraising event, I'd like to say a huge thank you on behalf of everyone at Prostate Cancer UK and all men and their families whose lives have been touched by prostate cancer.

You are the reason we're here. You are the reason we can invest in ground-breaking research, campaign for better services and raise more awareness of the disease, so that all men can understand their risk of prostate cancer.

This year, we launched our ambitious new strategy – 10 years to tame prostate cancer and revealed our plan to stop prostate cancer from being a killer. We've got things off to a great start, funding the development of a risk assessment tool that should indicate the presence of aggressive prostate cancer far more accurately than the current PSA test.

And with your help, we've successfully campaigned for the fairer provision of treatment for men across the UK, while also rolling out guidelines for the best use of the existing PSA test.

With 79 active research awards and more in the pipeline, we're taking great strides towards achieving our goal. But there's so much more we can do. With your continuing support, we will stop prostate cancer being a killer and all men will have access to better treatments, better support and better diagnostic tests.

So thank you for supporting us and for spreading the word to friends, fathers, brothers and sons around the country. We couldn't have done it without you.

A handwritten signature in black ink, appearing to read 'Angela Culhane', written in a cursive style.

Angela Culhane

Chief Executive, Prostate Cancer UK

£3,800,000

– the money we've invested in research in the year to shift the science in the areas of improving diagnosis and treatment.



With your support, we funded 11 new research awards to help us develop better tests and better treatments for men.

63

Our researchers published 63 scientific papers which acknowledged our funding.



Over

1,400

research publications in 2015 built on our discoveries.



Our researchers secured over

£19m

of follow-on grants from other funders to take research we've funded closer to benefiting men with prostate cancer.

Our research

Research is a key focus in our new strategy. We aim to change the game by investing in groundbreaking research that will help us stop prostate cancer in its tracks. We're funding the development of a risk assessment tool, which will ensure men like Kevin receive an accurate diagnosis sooner, and receive the right treatment when they need it.



If there was a more accurate screening programme, I could have been saved.

“The doctor told me my PSA was 342. ‘Oh yeah,’ he said, ‘Your dad had prostate cancer too.’ You could see the fear in his eyes – I should have been told to get tested earlier.

I met the surgeon. I was expecting him to tell me he was going to sort me out. ‘It’s spread. You’ve got between two and 10 years to live, probably between three to four.’ I looked at him. My wife burst into tears. I did too. He thought someone had told us already.

By the time my kids are older, I want there to be a cheap, easy and accurate test so that, if they have got it, they can catch it early rather than waiting until they reach 50, or have symptoms already.

If there was a non-invasive national screening programme that was more accurate than the current PSA test, I could have been saved. This is why it’s so important that Prostate Cancer UK can keep investing in life-saving research, like the risk assessment tool they’re funding to improve diagnostic techniques.

Fundraisers don’t always realise how they fit into the bigger picture. They’re doing it to help their dad, their grandad, their brother, their friend, but they’re also part of this huge family who are trying to make it better for every man.”

Kevin Webber



Our **Specialist Nurses** had

11,648



conversations with men or family members on the phone, through live chat or email this year.

We spoke to over

10,000



people when we toured the country with our bus to tell Black men about their increased risk of prostate cancer.

We provided training for

5,993

health professionals to help them to improve their clinical knowledge, so they can provide the best support to men.



We translated our awareness leaflets into the top six languages other than English most commonly used in the UK to tell even more men about prostate cancer.



Over 1.1 million people visited our health information pages to find out more about prostate cancer and other prostate problems.



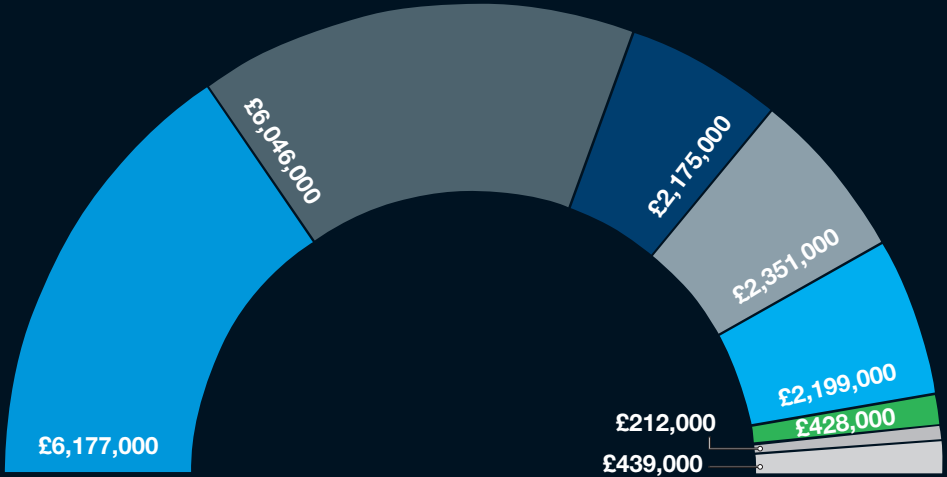
We're proud that

75p

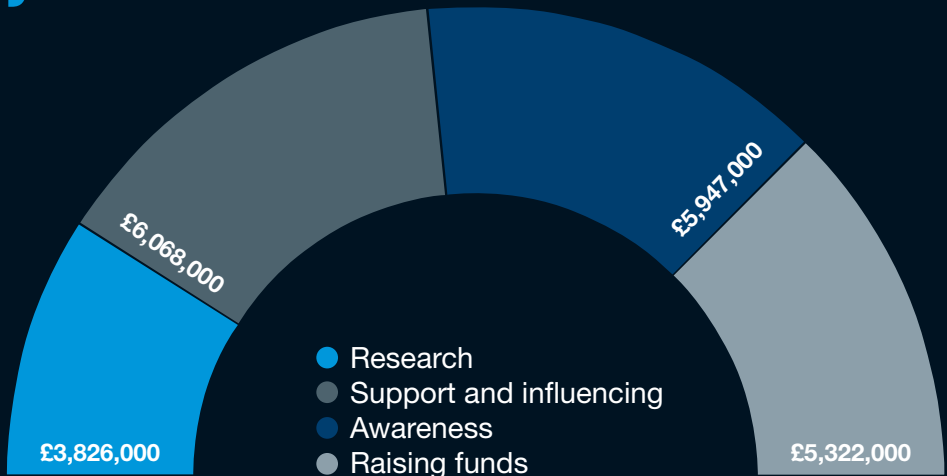
from every £1 raised goes towards helping men. The remainder goes towards making sure we are a well-run, sustainable organisation and on raising more vital funds to invest into research and support.

How **you** helped us raise money

- Individual donors and legacies
- Corporate donors
- Community and events
- Donated goods and services
- Movember Foundation
- Other donations
- Major donors and charitable trusts
- Other income



How we spent the money **you** raised



Our services

We're determined that all men can access the best treatment, care and support services. We do this by driving change in the way that care is delivered and by supporting men directly.

Just one of the ways in which we support men is through our Specialist Nurse service. Each year, they speak to thousands of men and their families on the phone, through live chat on our website or email.



The Specialist Nurses made a crucial difference for me.

“All I heard the doctor say was ‘you’ve got cancer’. It was very matter of fact. I just remember thinking, ‘oh my God, what am I going to do?’

I went home, and had to break the news to my wife and daughters, they didn’t get to hear it from an expert – it was just me, telling them everything I could remember.

Luckily, my wife found out about Prostate Cancer UK’s Specialist Nurses – they made a crucial difference for me. I spoke to Meg, one of the nurses. She didn’t try to tell me what to do and prevented me making any rash decisions that I’d regret later. She told me to gather as much information as I could, and then weigh up my options. She reminded me I didn’t need to rush – the cancer hadn’t grown overnight – and I could take the time to think things through. So I started doing my research.

Then I called again, and they talked me through my options, and discussed the advice the hospital had given me. They never told me what to do, but made sure I had everything I needed to make an informed choice. My advice to anyone in this position would be to speak to the nurses. The information and support they provide is invaluable.”

Barry Owen



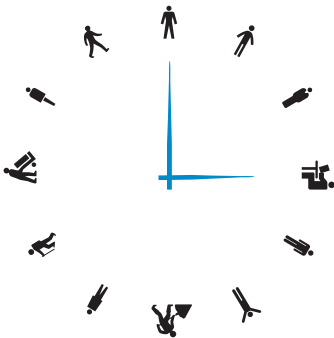
We are Men United

1,817

of you volunteered to raise awareness about prostate cancer, supported men and their families going through diagnosis and treatment for prostate cancer and helped at our events.

As part of **Men United**, you raised an incredible

£20_m



You gave a total of

17,022

hours of your time to support us.

The Mike Gooley Trailfinders Charity marked its 18th year of supporting Prostate Cancer UK with another donation this year.



Since 2014, our Deloitte-funded Awareness Programme volunteers have handed out

135,000

pieces of literature, letting even more men know about their prostate cancer risk.



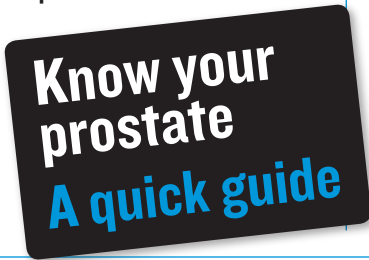
Our latest media campaign – **Ignoring prostate cancer won't beat it so join the fight** – mobilised more people to do something with Men United, our team of thousands of men and women just like you, who want to stop prostate cancer being a killer.



Our partners FirstGroup are helping us reach

1,000,000

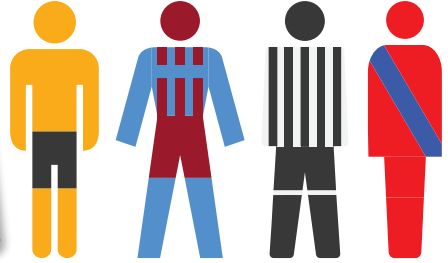
men by 2018 by funding our 'Know your prostate' leaflets.



Football fans raised nearly

£600,000

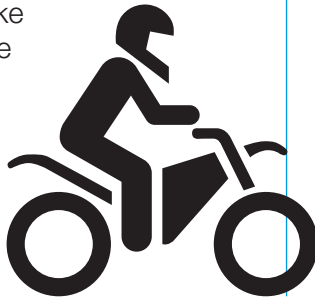
for us in the third year of our Football League partnership.



Our partners Distinguished Gentleman's Ride raised

£500,000

with their motorbike ride across Europe last summer to help men with prostate cancer.



We were thrilled to achieve the Investing in Volunteers Standard in July 2015, the UK quality standard for good practice in volunteer management.



Over

1,500 miles

– the distance Keyline staff travel each year with their annual car rally to support our fight against prostate cancer.

Our 42 Pioneers, and our individual major donors, each invested at least

£5,000

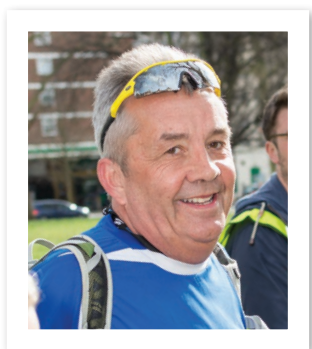
last year into our cutting-edge research to save men's lives.



Jeff Stelling's Men United March

We can only stop prostate cancer from being a killer with your help. Whether you're a corporate partner, a trust or a single supporter who has raised funds, thank you. Every penny you raise makes a difference.

In March 2016, we introduced an exciting new awareness and fundraising event, our Men United March with Jeff Stelling. Over 400 of our supporters joined in as Jeff walked 10 marathons in 10 days.



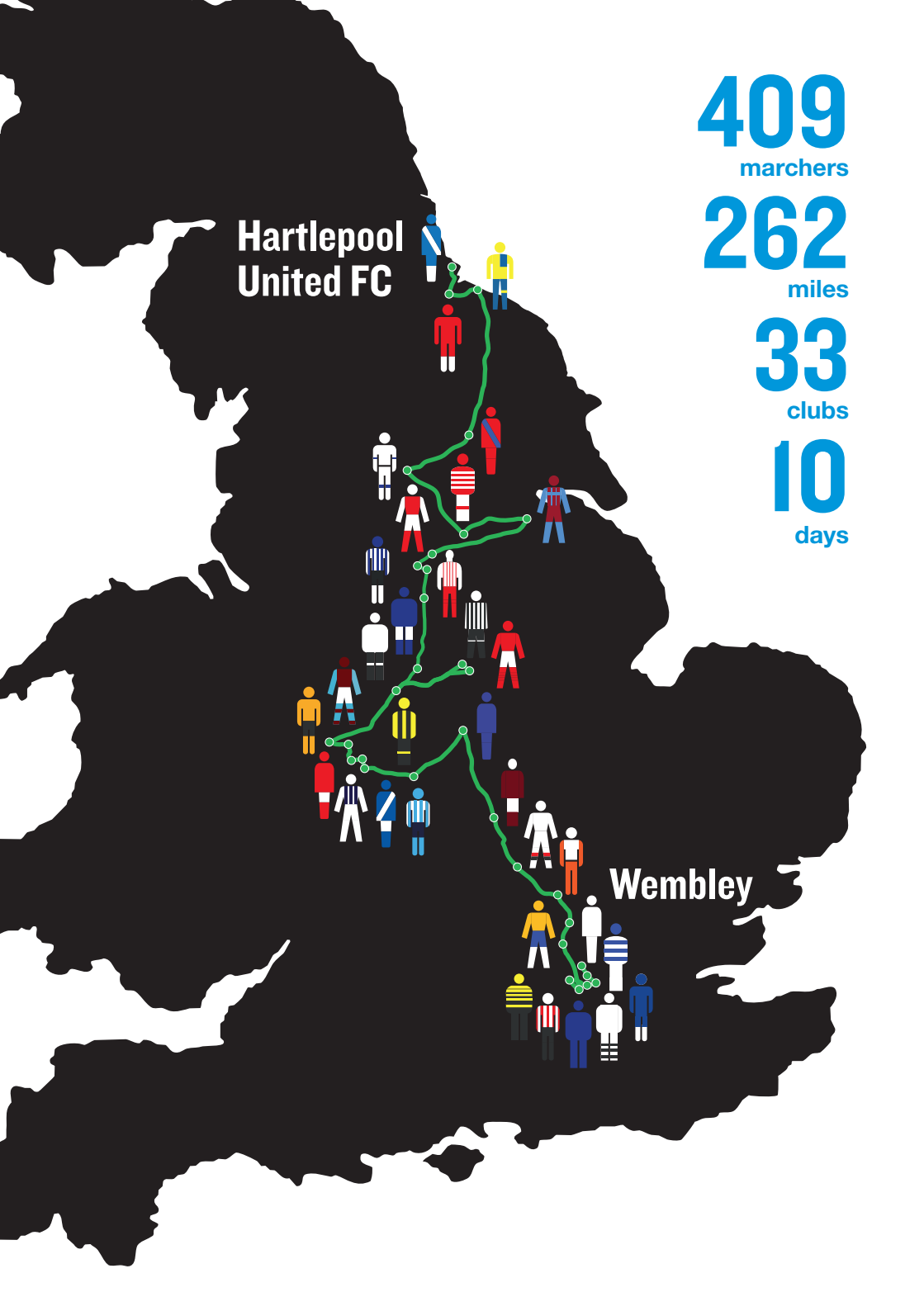
The camaraderie of the marchers was fantastic.

“The Men United March with Sky Sports presenter Jeff Stelling was an unforgettable experience. I took part to raise awareness of prostate cancer and to raise money for the great work that Prostate Cancer UK do. I wanted to give back to Prostate Cancer UK after receiving such fantastic support and advice from them when I was diagnosed with prostate cancer in August 2014.

I walked over four days and the camaraderie of the marchers was fantastic, as was the support from people en route. Seeing what it meant to Jeff and Russ Green (former Hartlepool United CEO) as they walked alongside each of the groups for 10 days, at times through difficult terrain and weather conditions, inspired everyone.

The walk will have a lasting effect on everyone who took part and will encourage us to continue to assist the charity in different ways. The awareness that this has raised has been simply brilliant. It was an experience I will never forget.”

Phill Coates



Hartlepool
United FC

Wembley

409
marchers

262
miles

33
clubs

10
days

Spreading the word

We want to tell as many men as we can about prostate cancer, and how we can support them.

We couldn't do this without our incredible volunteers, who help us campaign for better services, raise funds for better treatments and spread the word about prostate cancer by sharing their own experiences of the disease.



Volunteering kept me focused during my darkest days.

“My dad was diagnosed with prostate cancer in 2004. It came as a massive shock – we didn't know anything about prostate cancer. Sadly he passed away in 2012. Volunteering gave me the chance to turn something so devastating into something more positive. It kept me focused during my darkest days.

I've been to Parliament, the Conservative party conference, cheered on runners and handed out medals. I've also hosted an information stand where we spoke to hundreds of men. I felt fantastic afterwards, it was so rewarding. I have now decided that I am ready to give talks about prostate cancer, and I will be training for this soon.

Volunteering has given me so much confidence and a sense of wellbeing. When I look back over the last 18 months, I can't believe what I have achieved volunteering for Prostate Cancer UK.”

Susan Childs



Our partnership with Deloitte

We're delighted to have the support of all of our corporate partners who champion our cause and raise vital funds and awareness. Over the last three years, we've built a fantastic relationship with Deloitte, who have helped us reach hundreds of thousands of men through our awareness programme and offered us *pro bono* support. In addition, thousands of Deloitte staff have raised money for us with their breathtaking challenges.

“Our partnership with Prostate Cancer UK has been a perfect opportunity for us to meet the core objectives of our corporate responsibility programme, delivering sustainable social change, while also broadening the skills of many of our people at Deloitte.

Over the last three years, we have helped Prostate Cancer UK reach 350,000 men by funding an awareness programme. We've also provided *pro bono* support to help the organisation improve efficiency, processes and reach more people with their essential messages about men's health.

Deloitte colleagues embraced our joint partnership with Prostate Cancer UK and our two other chosen charities Alzheimer's Society and Mind, with over 3,500 of them lending their support to help fundraise, volunteer and raise awareness. The efforts of all of our people have surpassed our expectations, raising over £2.6 million to be split between the three charities, and volunteering almost 30,000 hours of their time.

Incredibly, last summer 239 members of staff, from across the UK, tackled one of four challenges across four continents in a bid to raise £1 million for our charity partners – including trekking through the Borneo Jungle and climbing Mount Kilimanjaro.

Together, we have created a positive social impact of which we can all be proud. Not only has our partnership with Prostate Cancer UK engaged our people and our clients, it has raised awareness and also helped thousands of men who may be at risk or need support.”

Jess Reddy

Charitable Giving Lead, Deloitte LLP



Together, we have created a positive social impact of which we can all be proud.

You've taken us one step closer to taming prostate cancer.

Thank you to...

Academy of
Medical Sciences

Ade Akinbiyi

Adrian Goldsmith

Alan McInally

Alan Smith

Alastair Gibbons

Alastair Campbell

Alistair McGowan

Alistair Morrison

Andi Peters

**All of our
volunteers**

Andrew Ball

Angus McCaffery

Archie Gemmill

Ashley Taylor Dawson

Aslam Merchant

Azzy Asghar

Barbara Windsor

Baron Evans of Watford

Ben Mills

Ben Rowlings

Ben Shires

Benjamin Zephaniah

Bernard Hines

Best Practice Award

Panel members

Bianca Westwood

Bill Kennedy

Bill Smith

Bim and Pardeep

Sandhu

Bloomberg LP

Brian Godfrey

Brian Moss OBE

(deceased) and Jill Moss

British Travel Awards

British Travel Hall of Fame

Bruno Deschamps

CAF Trust

Carlsberg

Caroline Jowett-Ive

Charles Tyrwhitt

Charlie Nicholas

Childwick Trust

Chris Field

Chris Kamara

Chris Powell

Christopher Adams
(deceased)

Christopher Allen

Clarice Champion

Clinical Reference Group
and advisory group

Colin Jackson

College of

Radiographers

Coral Samuel

Charitable Trust

Dale Newton

Dame Diana Rigg

Dame Mary Archer

Damian Lewis

Daryl Pollard

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David Prutton

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Dennis Wise

Derek Redmond

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**Experts who have
reviewed applications**

**for funding and
contributed to our
working groups**

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John Hardman

John Paynter

John Stokes

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The Hugh Fraser Foundation
The Kidani Memorial Trust
The Morton Charitable Trust
The Movember Foundation
The Norman Family Charitable Trust
The Patrick and Helena
Frost Foundation
The Philip King Charitable Trust
The Publican Awards
The PwC Foundation
The Simon Gibson
Charitable Trust
The Smith Charitable Trust

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Help us stop prostate cancer being a killer.
menunited.org



**PROSTATE
CANCER UK**