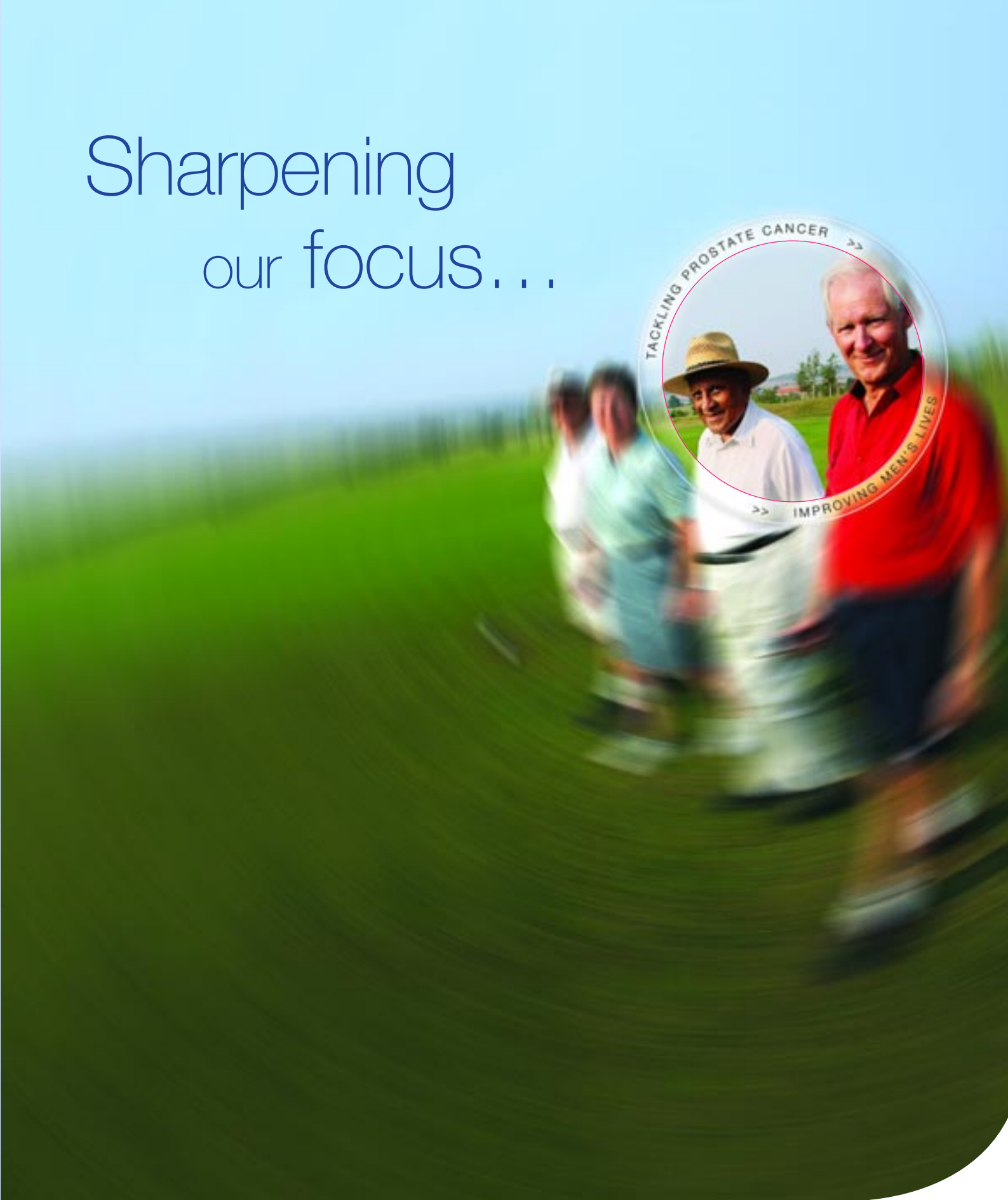


# Sharpening our focus...



Annual Review 2002/03





## A new phase

**H**ow many times have you read about prostate cancer this year? Almost certainly more often than three or four years ago. This is no accident. The Prostate Cancer Charity has been driving this urgent men's health issue up the national agenda, and in 2002/03 – a pivotal year – this effort paid off.

'Some 25,000 men will learn they have prostate cancer in the next 12 months. The effect on these men and their families can be devastating, the cost to employers and the Health Service, huge. Prostate cancer is the most commonly diagnosed cancer in men in the UK, and it needs champions if it is to attract attention, investment and commitment on a par with breast cancer.

'The Prostate Cancer Charity was set up to bring specific focus, energy and money to every aspect of prostate cancer. In the last year, we have warmly welcomed collaboration with others interested in protecting men's health.

'Together, in January 2003 – after six months of hard work paid for by The GUS Charitable Trust – we obtained a very significant Government commitment to tackle prostate cancer. During the year, major companies invited The Prostate Cancer Charity to help their employees look after their health, and 11 leading business figures generously agreed to lend us their support and expertise. I said in last year's Annual Review that we were preparing a five-year strategy. The new medical research strategy – shaped with the help of a group of independent scientists and service users – has just been approved by our Trustees. It will, I believe, take us to another level of understanding and treatment for all stages of prostate cancer.

'There are many more examples of how we are extending our reach, all of which have been achieved as a result of donations, sponsorship or our supporters' influence, for which I'd like to say thank you. I hope you have a few minutes to read about them.

'The Prostate Cancer Charity set out seven years ago to build a momentum in the UK for tackling prostate cancer. That momentum is now surging, creating more opportunities in medical research, information and support. This means that if you would like to champion this important and increasingly high-profile cause, there are many ways you can help through The Prostate Cancer Charity, nationally or in a particular region. Please, get in touch soon.'



**John Neate**  
*Chief Executive*

# ...extending our reach

One in 13 men will be diagnosed with prostate cancer. Men in the UK need to be aware of what to look for. They need a reliable test and effective treatments. They and their families need sensitive, up-to-date information and advice, and emotional support. The Prostate Cancer Charity is the organisation working on all these fronts to tackle prostate cancer. In 2002/03, we entered a new phase, extending our reach in many ways.



## Engaging Government

The Prostate Cancer Charity played a significant role in creating the Prostate Cancer Charter for Action that resulted in the Government setting up the Prostate Cancer Advisory Group. See pages 6-7.

## Reaching out to black men

African-Caribbean men are at higher risk of prostate cancer than white men. Our funded research in Bristol exploring why black men often seek help later, and what would make them act earlier, is now being taken forward by the Department of Health. See pages 2-3.

## Going in to companies

Standard Life is an example of the benefits that companies are now deriving from working with us. We are providing information and advice about prostate cancer to employees, who in turn are fundraising to help us save men's lives. See pages 6-7.

## Opening up research funding

We have reshaped our research strategy to enable us to commission a wider range of medical research projects, as more scientists turn their attention to prostate cancer. See pages 2-3.

## Telling more men

Most young men don't know where their prostate is or what it does. Our Secret Sex Gland campaign soon got them talking. See pages 4-5. We also welcomed seven partners to Prostate Cancer Awareness Week. See pages 6-7.



# The very best research

As we push prostate cancer up the national agenda, it is attracting more brilliant minds to finding what causes it and how to treat it. In 2002/03 we put in place new, transparent criteria to identify the most promising new research applications, and set about raising extra money to fund them.

## Building on excellence

A number of trusts, companies and individuals have enabled us to support a group of scientists at Hammersmith Hospital for seven years. More recently we have been funding scientists in Bristol, Liverpool and north London.

This year, to ensure we grasp new opportunities, we have scrutinised our research policy with a group of independent advisers. Trustee Malcolm Mason explains the outcome:

'We have agreed a set of strong, highly

accountable criteria for awarding research grants that will see us inviting applications from a wider range of institutions. Each will be independently reviewed, as will projects at Hammersmith. Of course, making possible more research means turning to people who care about men's health and asking them for financial support.'

## Developing new lines of treatment

Men need different types of treatment depending on the stage their prostate cancer has reached. There is an urgent need for

'I found out that I had advanced prostate cancer after a routine health check.

'The first challenge I had to face was the fact that my prostate cancer was incurable. Then I was informed that hormone therapy could only contain the cancer for, on average, around two years. Nearly four years on, I'm still feeling well but may be coming towards the end of the original treatment. Once it becomes less effective, I'm on a slippery slope. So I'm following a complementary regime to boost my immune system in the hope that something like gene therapy will give me more time.'

**Paul Forster**

*Professor of Marketing and Communications, Nottingham Trent University, and Chair of The Prostate Cancer Charity's Business Leaders Advisory Council*





*Dr Danish Mazhar, working at the Hammersmith Hospital, is pursuing gene therapy as a treatment for prostate cancer. With the help of £43,500 given by the HA Andrews Memorial Fund, he aims to introduce artificial proteins into prostate cancer cells, so they become re-programmed in such a way that they stop growing and, ultimately, self-destruct. Early encouraging results suggest that the strategy could turn into a new experimental treatment, particularly for men for whom hormone therapies have begun to fail.*

new ways to treat men with advanced prostate cancer. Thanks to generous support from a range of donors, we are funding Dr Charlotte Bevan's research at Hammersmith Hospital.

'Testosterone fuels prostate cancer, so doctors use hormone treatments to block the testosterone receptor in prostate cells. But these therapies eventually stop working,' she explains. 'We've been searching for the mechanisms these hormone treatments use and had a breakthrough when we discovered each blocks the receptor in a different way. This should mean we can help doctors use these anti-testosterone treatments in a new way, using them in a particular sequence so that as one stops working, another can start, so men can live well for longer.'

#### How can we improve more black men's lives?

Studies have shown that black men in the US and Caribbean are at a significantly greater risk of developing prostate cancer than white men, may consult their doctor later, and possibly have a worse survival rate following diagnosis. We supported a project in Bristol to identify whether this is also true of the UK.

'Anecdotally, UK Consultants suspect a greater risk and possibly delayed diagnosis, but this needs to be confirmed, and if true the reasons behind it need to be explored,' says Mr Simon Evans, Urology Research Fellow at Bristol University. 'We may not be able to prevent more black men developing prostate cancer, but this research may point to the need to increase awareness – about what to look out for and what to do – which may result in earlier diagnosis, and possibly improved survival.'

The Department of Health is now jointly funding the study as it expands to take in large populations of black men in London.

#### The facts

- The advisory group that conceived our new research strategy included people from the Medical Research Council, the Department of Health, other research charities and cancer research collaboratives, and men with prostate cancer.
- In 2002/03, we spent £200,000 for new research projects while awaiting the outcome of our research review. In 2003/04, we have budgeted £900,000 for new projects that will meet our criteria.
- As a result of our new research strategy The Prostate Cancer Charity will soon be eligible to join the Association of Medical Research Charities.



# Information and support

Many men have little idea where their prostate is or what it does, which makes spotting potential problems difficult. If diagnosed with prostate cancer, there is a huge need for information and support. In 2002/03, we have been extending these services to reach more men.

## The Secret Sex Gland

The Prostate Cancer Charity's information and support services are targeted primarily at men over 50 and their families – the age group most likely to develop prostate cancer. This year we opened up a new front in the battle to make young men aware of their prostate, with an innovative awareness campaign, The Secret Sex Gland.

The campaign includes an online game, Journey to Planet Prostate, devised by Publicis NetWorks and Player Three. Players help Sammy Sperm through different challenges, and learn facts about their prostate gland, likely to sensitise them to future prostate cancer messages. BBC Online picked up the game, which consequently reached hundreds of thousands of people worldwide.


## A tailored toolkit of information

The information you need when you are diagnosed with prostate cancer depends on the stage of the disease. As treatment progresses, needs change. Our information and advice Toolkit can be tailored to give you what you need at a specific time. Its well-organised and straightforward approach is now helping some 10,000 men a year ask the right questions of their doctors and nurses, and in turn is helping health professionals inform patients and colleagues about prostate cancer. As Mr Frank Chinegwundoh, Consultant Urologist at Barts Hospital says: 'My experienced prostate cancer nurse has found it a welcome addition to the available resources and has given it to all men with a new diagnosis of prostate cancer.'

## More specialist nurses for the NHS

Our Prostate Cancer Charity Specialist Nurses support men through diagnosis and treatment, in person and on the phone. Three new posts have been created, in Hillingdon, Bradford and Birmingham, thanks to The John Ellerman Foundation, AstraZeneca and a group of local trusts. As Mary Kirkham from the Urology team at The Queen Elizabeth Hospital, Birmingham, says: 'A Prostate Cancer Charity Specialist Nurse will help us increase the standard of care for our patients.' Two further posts will start soon in Scotland and Bristol, bringing the total to six.

We recognise the need to evaluate the programme to demonstrate to the Department of Health the benefits men gain from our expert nurses. We have appointed a team



*'We've been getting lots more calls to the Helpline this year. Our 'Networkers' – 178 men and women who have experienced prostate cancer and want to support others – are helping people locally. Perhaps a man wants to talk to another man about treatment he's considering, or a woman wants to ask another woman how to tell the children.'*

Pat Cohen, Support & Information Nurse, who manages our Networker volunteers

# that works

from Kings College School of Nursing & Midwifery to help us do this.

## Can you help us?

Despite having contact with some 10,000 men with prostate cancer in 2002/03, we know we are still only reaching a fraction of the men and their families who need our help. We want to employ a researcher to talk to men in urology clinics to identify their needs, find out if they have heard about us, and if they have, why they aren't calling. To gather the views of 300 men across the country will cost £15,000.

## The facts

- Our BMA Award-winning Prostate Gland Owner's Manual has been translated into Gujarati, Urdu, Arabic and Chinese to raise awareness in these communities.
- Our Helpline is the UK's only dedicated prostate cancer phone line staffed by experienced nurses. Our team has grown to four to cope with the 10,000 calls, 1,000 emails and 400 letters we now receive each year. Another will join us in 2003/04. One third of calls come from women. Many people are referred to us by other cancer charities.
- Go to [www.prostate-cancer.org.uk](http://www.prostate-cancer.org.uk) to see how we have improved accessibility to our website, with funds from BT Swimathon.



'I was diagnosed 'by accident' with prostate cancer 12 years ago during a blood test.

'At first I knew nothing, now I must know as much as the urologist! My interest in prostate cancer is continually growing and by being involved with the Charity and also an international voluntary organisation I enjoy having an active role in raising awareness and helping others. I speak some Indian languages so The Prostate Cancer Charity provides my number to men who may want to talk about their diagnosis but find English difficult. Sometimes, when new research comes out and I want to find out about it, I call the Charity myself. People need good quality information, they need to know what their options are.'

**Dr Bhim Sayal**

*Prostate Cancer Charity Networker*



# Collaboration is vital

Improving the lives of men with prostate cancer and their families, and finding ways to prevent prostate cancer, cannot all be done by one organisation. In 2002/03 we actively sought collaboration with other research and support charities, trusts, companies and individuals.

## Trust makes possible common demands

Tackling prostate cancer requires a major and genuine commitment from the Government. Thanks to a visionary £100,000 grant from The GUS Charitable Trust, we were able to come together with 16 other charities and organisations to create a set of common demands to get a better deal for men.

The Trust's Vivienne Parry explains:

'We wanted to bring together the key charities and bodies working in the field of prostate cancer to speak with one voice. The result was the Prostate Cancer Charter for Action and we've been enormously impressed by the The Prostate Cancer Charity's commitment to this collaborative process. The positive spirit shown by The Prostate Cancer Charity and all the other signatories has meant prostate cancer has risen rapidly up the political agenda and enabled a far closer and more productive relationship



'We all bought Peeballs in the pub and had a laugh in the Gents seeing who could blast theirs fastest.

'It's clever. It gets you all talking about your waterworks, and the box tells you that difficulty peeing can be a sign of a prostate problem, so you know what to look out for.'

**Robert Collins**

*Invented by Sweetapple and sold on behalf of The Prostate Cancer Charity, the Peeball is making young men notice their prostate gland, and has raised over £80,000.*





with Government, which will benefit all men.'

The Government subsequently launched The Prostate Cancer Advisory Group in January 2003, of which our Chief Executive, John Neate, is a member.

#### **A new way of working with companies**

An imaginative initiative with Standard Life shows the joint benefits that can derive from working together with companies with significant male workforces. The company has 'adopted' us for a year and its employees are working together to raise funds for a Prostate Cancer Charity Specialist Nurse. At the same time, we have produced a leaflet together about prostate cancer for staff, and placed stories in the company's magazine which reaches some two million customers.

#### **More people are fundraising locally**

As more families affected by prostate cancer determine to improve the situation for people like themselves, local fundraising is springing up around the UK.

Our 2003 London Marathon team of over 70 runners raised £110,000, including £40,000 raised by Edinburgh businessman Iain McLaren: 'I called the Charity's Helpline when I was diagnosed. And I think friends and colleagues were generous in sponsoring me to run for the Charity in the Marathon because they saw the personal connection, and because many are in their 50s, so prostate cancer is looming as an issue. I hope to help make more good information available that encourages men to get early attention if they need it.'

*'Most common cancer – not common knowledge' was the theme of Prostate Cancer Awareness Week 2003, launched by Chris Tarrant. We were joined for the first time by seven other charities and support groups, including the Association of Prostate Patients in London and Essex (APPLE). Sam Chaplain from APPLE got involved because: 'Too many men dismiss prostate cancer, so this seemed a good way of getting more people to take action.' Wide coverage in the national press resulted in an extra 850 calls to our Helpline.*

### The facts

- Our new annual, national fundraising event, Fishathon, promises to be the biggest fishing competition ever and significant prizes have been donated for the 2003 final, on 27 September.
- Our individual supporters gave £502,000 to postal appeals in 2002/03 to underpin our research, information and support.
- If you'd like to run a Marathon for The Prostate Cancer Charity, or discuss any other type of local fundraising, please contact Lesley McGinty on 020 8222 7632 or at [lesley@prostate-cancer.org.uk](mailto:lesley@prostate-cancer.org.uk)

# We use money carefully

As prostate cancer and the huge impact it has on men's health becomes better known, it is uplifting to find so many organisations and individuals who want to help. We are grateful to everyone who has supported us in 2002/03 and are committed to using your money carefully.

'The Prostate Cancer Charity's success in bringing prostate cancer to the fore in the UK means we are now moving into a new phase in challenging the disease. As awareness rises, more men and women are asking for our help, and more scientists are seeking funding for innovative research projects. We must equip ourselves to match this vigorous new climate we have helped to create.

'I am delighted to report that our investment in strengthening our fundraising team is paying off. Trust income is up 234%, corporate income 125%, and direct marketing income 82%. Only legacy income is down – by 36% – and this valuable area of support will be a focus for new activity. Overall, our income has grown 28%, and we are aiming for a further 25% growth in 2003/04.

'We need such growth to be able to invest strongly in medical research, now that our new research strategy is in

place. In 2002/03 we invested only £200,000 in new research because we were awaiting the outcome of this review. (The costs of current research projects were debited in the years in which those three- or five-year projects were approved.)

'In 2003/04 we will invest £900,000 in new research. Much of this money will come from extra fundraising. We will also be taking around £200,000 from reserves, which we were retaining until the new research strategy was ready. This will bring free reserves to around £350,000, in line with our reserves policy.

'We have recently been comparing costs to those of other charities. We were pleased to find that our fundraising costs came out about average, but we will be taking action to improve our costs overall. We also introduced performance-related pay, which has brought benefits to staff and Charity alike, including training opportunities to support staff in meeting their objectives.

'It is a time of great energy here. It is also a time of great hope. Thank you if you are helping us. If you would like to start, we look forward to welcoming you to the cause this year.'

**Michael Cook**  
*Treasurer*



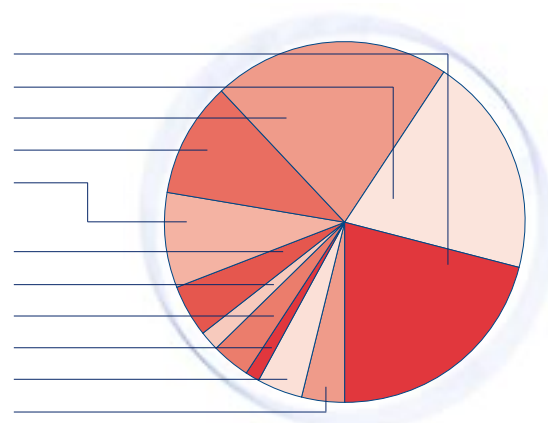


# Hold us accountable

Summarised Financial Statements for the year ended 31 March 2003

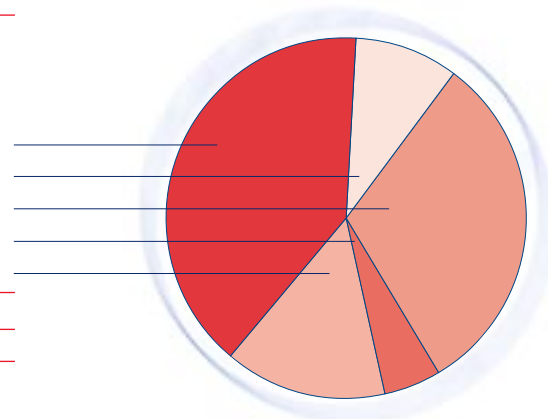
## Income

	£
Community fundraising	533,000
Direct marketing	502,000
Charitable trusts	541,000
Companies	263,000
Research appeal (Donations received towards ongoing appeal for improved research facilities)	217,000
Legacies	119,000
Grant from Department of Health	45,000
In memoriam donations	88,000
Christmas card sales	32,000
Gift aid tax recoverable	104,000
Investment income	98,000
<b>Total</b>	<b>2,542,000</b>



## Expenditure

	£
Helpline, outreach and publications	854,000
Grants	200,000
Fundraising	671,000
Management & administration	110,000
Investment losses (1)	313,000
<b>Total</b>	<b>2,148,000</b>
<b>Surplus</b>	<b>394,000</b>



## Balance sheet at 31 March 2003

	£
<b>Assets/liabilities</b>	
Fixed assets	28,000
Investments	1,345,000
Current assets	1,390,000
Total liabilities	-1,517,000
<b>Total net assets</b>	<b>1,246,000</b>
<b>Funds</b>	
General fund	550,000
Designated research fund (2)	405,000
Restricted funds (3)	291,000
<b>Total</b>	<b>1,246,000</b>

(1) Like all charities, trusts and companies with money invested in the stock market, we suffered losses on our investments. However, our decision two years ago to put a proportion of our money in high-interest cash deposits, rather than in stocks and shares, has limited our losses in comparison to many other organisations. As the stormy waters of the stock market subside, we will review this policy to ensure our funds are both safe and earning us money.

(2) Designated funds are monies earmarked by the Trustees for a specific future purpose.

(3) Restricted funds are monies specified by the donor to be used for particular restricted purposes.

## Statement of Trustees

These accounts are a summary extracted from the annual accounts and certain information relating to both the Statement of Financial Activities and the Balance Sheet.

These summarised accounts may not contain sufficient information to allow for a full understanding of the financial affairs of the Charity. For further information, the full annual accounts, which have been subjected to an audit, and the Trustees' annual report should be consulted. Copies of these can be obtained from The Prostate Cancer Charity, 3 Angel Walk, Hammersmith, London, W6 9HX.

The annual report and accounts, which contained an unqualified audit report, were approved by the Trustees on 16 July 2003 and will be submitted to the Charity Commission and Companies House following the Annual General Meeting.

Jonathan Waxman, Chairman  
For and on behalf of the Trustees

**Independent Auditors' Statement to the Trustees of The Prostate Cancer Charity**  
We have examined the summarised financial statements of The Prostate Cancer Charity.

## Respective Responsibilities of Trustees and Auditors

The Trustees are responsible for preparing the Annual Review in accordance with applicable law. Our responsibility is to report to you our opinion on the consistency of the summarised financial statements within the Annual Review with the full financial statements and Trustees' Report. We also read the other information contained in the Annual Review and consider the implications for our report if we become aware of any apparent misstatements or material inconsistencies with the summarised financial statements.

## Opinion

In our opinion the summarised financial statements are consistent with the full financial statements and Trustees' Report of The Prostate Cancer Charity for the year ended 31 March 2003.

Wilson Wright & Co, Chartered Accountants, Registered Auditors  
5th Floor, 71 Kingsway, London, WC2B 6ST

29 August 2003



'When I founded The Prostate Cancer Charity seven years ago, prostate cancer was nowhere on the national health agenda and men were embarrassed to talk about it. Over time this has changed, and the Charity has been largely responsible for this new climate.

'It has been a very good year for the Charity and our supporters. We have increased the information and support we are offering and more men who need our expertise are getting it. We have consolidated our research programme and I have great hopes that some of the coming extra investment in research will have major repercussions for men with prostate cancer in the shape of better diagnostic tests and treatments.'

**Professor Jonathan Waxman**

*Founder and Chairman*

**Patrons**

Rabbi Lionel Blue OBE  
Rt Hon Lord Callaghan of Cardiff KG  
Rt Hon Iain Duncan Smith  
Mr Mike Gooley  
Rt Hon William Hague  
Rt Hon Sir Edward Heath KG MBE  
Mr Geoffrey Hughes  
Rt Hon Charles Kennedy  
Rt Hon John Major CH  
Rt Hon Baroness Pitkeathley OBE  
Mr Clive Soley  
Mr Chris Tarrant

**Business Leaders Advisory Council**

Members include:  
Dr Neville Bain, Hogg Robinson plc  
Mr Tom Fitzpatrick, Management Synergy Ltd  
Mr Paul Forster, BLAC group Chairman  
Mr Peter Jacobs, Allied Domecq plc  
Mr Ken Keir, Honda  
Mr Jim Martin, N Brown Group plc  
Mr Mike Tye, Whitbread  
Mr Geoff Unwin, UBM plc  
Professor Bob Worcester, Mori

**Trustees and Directors**

The Charity is overseen by its Board of Trustees – volunteers drawn from a variety of areas that can benefit the Charity. In 2002/3 we strengthened this body with the appointment of two new Trustees, both women: Su Sayer, Chief Executive of United Response, and Jude Bridge, Head of External Marketing at Marks & Spencer. We are currently recruiting service users to the Board.

Professor J Waxman (Chairman)  
Mr G Duncan (Vice Chairman)  
Mr M Cook (Treasurer)  
Mr J Azis  
Mr D Body  
Mr N Bowman  
Mrs J Bridge  
Professor M Mason  
Mr L Moffat  
Mr J Rose  
Ms S Sayer

**The Prostate Cancer Charity**

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Fax: 020 8222 7639

[www.prostate-cancer.org.uk](http://www.prostate-cancer.org.uk)

Registered Charity Number: 1005541