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'Few charities can guarantee such good value for money. In the past year your money has gone directly to help develop better diagnosis and treatment and to supporting even more men with prostate cancer.'

Michael Cook  
*Treasurer, The Prostate Cancer Charity*



Research



Information



Support

1 in 13 men  
and their families  
will be needing our help

#### The Prostate Cancer Charity

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London W6 9HX

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

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Annual Review 2001/02

# What is prostate cancer?

*'Like most men my age, until four years ago, I didn't have much of a clue about my prostate. I certainly had no idea that prostate cancer is the most common male-only cancer. It was the difficulty of passing water and increasing impotence that finally drove me to the doctor.'*

Denis Blake, 68, retired headmaster, diagnosed with prostate cancer in 1998.

The prostate is a walnut-sized gland found just below the bladder. Nearly 10,000 men die from prostate cancer each year. Almost 22,000 men are diagnosed with the illness. Its incidence is set to double in the next 20 years.

# What is The Prostate Cancer Charity?

The Prostate Cancer Charity is helping to improve the lives of men with prostate cancer by:

- offering emotional support and information through our dedicated Helpline and network of volunteers
- pioneering an innovative specialist nurse programme
- providing high quality information through our imaginative publications and website: [www.prostate-cancer.org.uk](http://www.prostate-cancer.org.uk)
- spearheading ground-breaking research into the wide range of prostate cancer issues
- campaigning to raise awareness of prostate health.

## Key facts about prostate cancer

- 1 in 13 men will be diagnosed with prostate cancer at some time in their lives.
- In 6 out of 10 men the disease will already have spread beyond their prostate by the time of diagnosis.
- Prostate cancer will soon overtake lung cancer as the most commonly diagnosed cancer in men.

Yet

- Investment in prostate cancer – the most common male-only cancer – lags far behind that of breast cancer, which is the most common female-only cancer.

# The Charity for all men, throughout their lives

Prostate cancer is becoming one of the biggest health issues facing men – and their families – in the UK. The Prostate Cancer Charity is welcoming partners looking for a chance to make a major impact on men's lives.

**W**hy should you take ten minutes to read this review? Firstly, because it's about an issue that, in the next few years, will affect increasing numbers of men – and the women who care about their husbands, partners, fathers, sons, brothers, colleagues and friends; and secondly, because if you want to make an impact on men's health and that of their families, there is something you can do.

The next few pages show how much our still relatively young charity has achieved. Over the last three years, we have invested over £2 million in vital medical research and in the last year alone, we supported thousands of men and their families. We are also – in partnership with organisations like the Men's Health Forum and the Coalition against Prostate Cancer – placing prostate cancer where it belongs: on the national health agenda.

We have achieved so much because prostate cancer is our sole concern. Our contact with thousands of men whose lives have been touched by the disease feeds into all our work, giving us an extraordinary breadth of knowledge that underpins everything we do.

You may know that in recent years breast cancer has seen a huge rise in

investment, which has led to greater public awareness and much-improved services for women and their families. Our vision is to achieve the same results for prostate cancer. To help us, we are currently finalising our five-year strategy to establish our long-term priorities. This strategy will not only ensure we continue to respond quickly and effectively to the changing needs of men, but that we do so in a way that makes the best use of the support we receive.

But I know we can do so much more by working in collaboration with others. I count myself privileged to be part of a movement that is pioneering changes in the priority accorded to men's health. If *you* want to have a profound effect on the health of men in the UK, there are opportunities to support world-leading research, to help men with prostate cancer and to influence health policy, right now. Please join us.



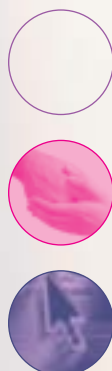
John Neate Chief Executive, The Prostate Cancer Charity



The Prostate Cancer Charity provides help for today through information and support, and hope for tomorrow through research.

**'While The Prostate Cancer Charity is in a unique position to tackle prostate cancer, we are determined to be as effective as possible by doing so in collaboration with others.'**





In 2001, we redeveloped our website with an imaginative design and interactive tools to help people affected by prostate cancer to share information and feelings. In 12 months it attracted over 170,000 visitors.

‘When John was diagnosed I felt I had nowhere to turn. The nurse who answered the Helpline really knew what she was talking about. At last, here was someone who could help us deal specifically with prostate cancer. Now I’m using my knowledge to help other people.’

**Clair Pattman, 55**, (above) whose husband John died of prostate cancer, is one of 250 volunteer networkers throughout the UK. They share their personal experiences of a condition that has changed their lives with other families coping with prostate cancer.

## Giving practical information and support

When a man learns he has prostate cancer he needs practical support and information. In 2001/02 we helped thousands of men and their families through our Helpline, website, literature, networkers and pioneering specialist nurses.

**E**very man diagnosed with prostate cancer faces his own personal journey. How he finds his way through depends on a host of factors including the quality of support he receives.

Our Helpline is the UK’s only dedicated prostate cancer phone line, staffed by experienced nurses. Without it callers would have nowhere to go for reliable, up-to-date, and above all specialised support and information. It also offers callers the opportunity to express their

feelings, whether it is anger at diagnosis or relief that someone is there to listen but not to judge them.

To ensure that callers get information relevant to their needs, we overhauled our literature and produced a user-friendly ‘toolkit’ of materials. This tailor-made information can range from fact sheets explaining common treatment options to an audio cassette featuring men with prostate cancer, produced with funds raised through the BT Swimathon.

## Innovation in care

*‘Some men feel highly anxious and frightened; others are philosophical. My job is to support them and their partners, to provide a sense of continuity, and counter their feelings of isolation. I deal with prostate cancer every day, I know what their concerns are and I can provide the best quality care for them. I get a lot of positive feedback but there is a desperate need for more nurses like me so men and their families all over the country can have the same level of support.’*

**Julia Cheetham** (right) The Prostate Cancer Charity Nurse Specialist, Hillingdon Hospital

*‘It’s hard discussing things like incontinence and difficulties getting an erection. Julia was never embarrassed. She made me feel she had time to listen and gave me really useful information, explaining the pros and cons of all the treatments, so I felt I had control over my own care. She was there supporting me every step of the way.’*

**Adrian Davis** diagnosed with prostate cancer two years ago.

- An average call to our Helpline lasts nine minutes. Calls increased by 75% in the past year.
- Our new Prostate Gland Owner’s Manual won a British Medical Association Patient Information Award.
- We held two open days for our 250 networkers – a fantastic opportunity to share experiences and support and encourage them.
- During Awareness Week 2002, men chatted to each other and to cancer specialists online. We aim to make expert online chats a monthly event.



Our two specialist prostate cancer nurses offer unique and invaluable care, support and information. Over the next three years we aim to appoint eight more nurses in hospitals throughout the UK at a cost of £1,350,000.





Scientists like Dr Charlotte Bevan (above) at London's Imperial College are trying to discover how some tumours evade hormone-blocking drugs and begin to re-grow. Their findings will pave the way for new treatments for men with advanced prostate cancer.

‘As a Urologist what I need is for advances in prostate cancer research to be turned in the shortest possible time into tests and treatments that I can use to help my patients. The role of The Prostate Cancer Charity is vital in making this happen.’

Mr Anup Patel, Consultant Urological Surgeon, St Mary's Hospital, London

## Focused research for practical results

Last year charitable trusts, companies and individuals supported our research effort, enabling scientists to work towards achieving practical results including the development of a new, reliable test for prostate cancer.

Men with prostate cancer need different treatments depending on whether they have a slow-growing tumour that can be safely left with little or no treatment or a fast-growing one needing aggressive therapy to halt its spread. Doctors cannot currently distinguish between them and, as a result, some men receive unnecessary treatments with unpleasant side effects.

With our support, a team at Liverpool University is hunting for markers of fast-growing tumours to unravel the survival mechanisms of cancer cells to understand how they grow and spread. Their findings

should enable doctors to tailor treatments to men with different kinds of tumours and could lead to new drugs designed to home-in on cancer cells without damaging harmless ones.

In another study, the first of its kind in the world, researchers in Bristol and London are conducting a large-scale survey to discover why black men are more likely to develop, and die from, prostate cancer. Their answers will help health educators to develop awareness-raising strategies for black men. It may also lead to screening programmes specifically targeting the black community.



- Over the past three years we have spent £2,145,000 on research.
- We support research projects in London, Bristol and Liverpool. This includes salary costs and buying vital laboratory and computer equipment.
- Turning research findings into commercially applicable products is expensive. It can cost up to £450 million to develop a new drug and will involve partnerships with pharmaceutical companies.

## A test men can trust

‘One of the biggest problems bedevilling prostate cancer is our lack of a sensitive, accurate, specific test that pinpoints whether a man really has cancer. The existing PSA (prostate specific antigen) test is unreliable because it sometimes gives false positive results while failing to spot a fifth of low-level cancers.’

I've been looking at proteins and breakdown products found in the bloodstream, to try and uncover a biological 'signature' that will enable doctors to identify for certain whether a man has prostate cancer without him having to go through additional, often rather unpleasant, tests.’

Simon Gamble (right) Research Fellow, Imperial College, London



The London Freemasons have pledged to support scientist Simon Gamble's research programme to help establish a simple blood test to detect prostate cancer.



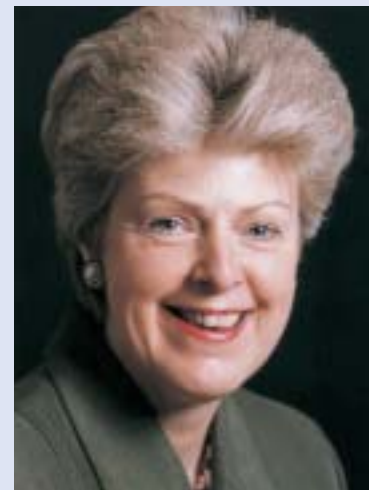
'My own father was fortunate enough to receive a great deal of family and professional support after being diagnosed with prostate cancer and throughout his subsequent treatment. However, not all men are in this position so it's good to know that organisations such as The Prostate Cancer Charity are there to support men and their families with their concerns.'

**Kylie Minogue**  
Singer



'Prostate cancer affects men from all walks of life but cultural barriers can make it harder for black and ethnic minority men to get help in the crucial early stages. Lloyds TSB Foundation is delighted to be working with The Prostate Cancer Charity to reach this wider audience.'

**Kathleen Duncan** (below) Director General, Lloyds TSB Foundation, which in 2001 donated £10,150 towards a project to make our information accessible to men from different ethnic communities.



'I feel really enthusiastic to be working with The Prostate Cancer Charity in raising awareness of this appalling disease. They're doing some brilliant things to get the key messages over to the people who need to know – even when they think they don't! I'll be right there with them fighting this major battle against prostate cancer.'

**Chris Tarrant**  
Television and radio presenter

## Joining forces to make a difference

In 2001/02 – in partnership with others – we played a driving role in placing prostate cancer on the national agenda. We are eager to develop more collaborations to raise awareness of prostate cancer and to campaign for better services.

**A**s acknowledged experts in prostate cancer offering a unique combination of research and support, our views are regularly sought by a range of partners. In 2001/02 we helped shape the agendas of two important men's health interest groups: the Men's Health Forum and the Coalition against Prostate Cancer. The challenge we all face is to encourage men to take better care of their bodies and accept responsibility for staying healthy.

This idea was taken forward in our 2002 Awareness Week during which

*Who wants to be a millionaire?* star, Chris Tarrant, urged anyone with concerns about prostate health to 'phone a friend', by contacting our confidential Helpline or chatroom. The Week took our message to millions with every day breaking new records. Our first radio advert donated by Talk Sport, for example, brought 40 calls in just five minutes. The success of our previous Awareness Week was recognised with an award for the most outstanding PR campaign of 2001 at the prestigious Public Relations Consultants Association Frontline Awards.

- A huge thank you to all our supporters who have enabled us to help many more families coping with prostate cancer.
- We were chosen to be one of Dixons' four charities of the year – a partnership that intends to raise £100,000 for each charity.
- Our new partnership with Standard Life aims to raise funds for an additional specialist nurse.
- The Department of Health quoted us in its Informed Choice initiative giving information about the PSA test. However, apart from a small grant for an Information Officer, we receive no government support.

## Working together we can achieve so much

'As one of eight charities making up the Coalition against Prostate Cancer, The Prostate Cancer Charity has been fantastic in working towards our common goals of getting a better deal for men with prostate cancer and lobbying government to make the disease a priority.

In 2002, for example, we handed out their leaflets and gave out their Helpline number at a series of roadshows in six cities throughout the UK. A lot of men – and women – are reticent to approach a stand and ask questions. With the Helpline they can do it from the privacy of their home and because it is staffed by trained nurses they can be confident that whoever answers has the clinical knowledge to back up their understanding.'

**Alan George** Co-ordinator, Coalition against Prostate Cancer



Our national Helpline received 700 calls during the 2002 Awareness Week – seven times the number who call in an average week.

# We must act now

Our Chairman Professor Jonathan Waxman divides his time between the clinic and the laboratory. Here he describes the opportunities The Prostate Cancer Charity can offer organisations and individuals interested in improving men's health and the well being of the people who care about them.

When I set up The Prostate Cancer Charity six years ago I had a clear model in mind: the successful fight of women over the past 30 years to put breast cancer on the national agenda. Today, thanks in no small part to their efforts, there is widespread awareness of breast cancer, we have a national screening programme to pick up tumours early and more effective treatments – all of which have led to the UK seeing the largest drop in breast cancer deaths in the world. The time has come to do the same thing for prostate cancer.

My work as a cancer specialist and researcher has convinced me that in order to make real inroads into prostate cancer we must fund more research and develop our support and information services to reach even more men and their families. To this end, in the next five years we plan to increase our annual income from £2 million to £10 million. Every pound of this will be spent on supporting families affected by prostate cancer, campaigning on their behalf and funding world-class research.

By getting involved now, you have the chance to be part of the solution to one of today's most pressing health issues and to influence future policy on men's health as it is developed. If one area appeals particularly strongly, I can assure you that we can find you an opportunity to channel your support.

The cause is urgent. The time is right. And, with your help, I am confident that we can make the significant improvements in diagnosis and treatment that men throughout the country are relying upon.

'If present trends continue 110,000 men will develop prostate cancer in the next five years. The Prostate Cancer Charity will be there offering them practical support and care today and, through our research programme, hope for tomorrow.'



**Jonathan Waxman** *Chairman, The Prostate Cancer Charity*

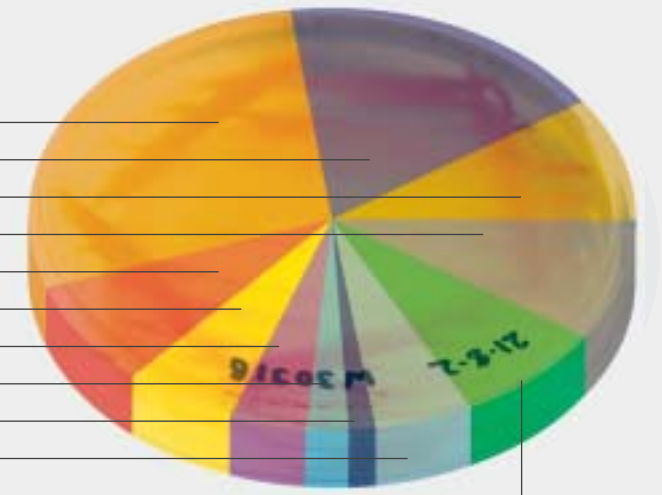


- We are strengthening our links with other organisations and exploring partnerships with other cancer charities.
- We are developing a research strategy that will be scrutinised by independent peers including clinicians, lay people and scientists.

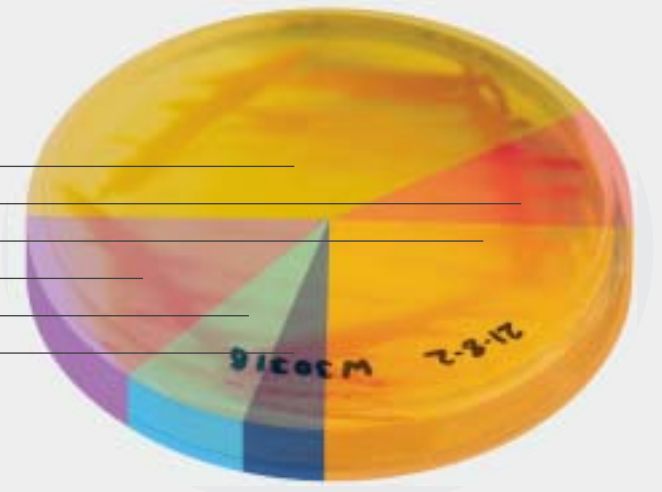
## Using your money effectively

### Summarised Financial Statements for the year ended 31 March 2002

Income	£
Community fundraising <i>includes BT Swimathon £244K</i>	560,729
Research appeal	349,570
Donations from individuals	189,000
Legacies	185,806
Charitable trusts	161,885
Corporates	117,865
In memoriam donations	81,000
Government funding	45,000
Trading income	28,000
Investment income <i>includes interest £40K</i>	105,114
Other income <i>includes gift in kind £20K</i>	161,264
<b>TOTAL</b>	<b>1,985,233</b>



Expenditure	£
Helpline, outreach and publications	636,000
Research grants	147,000 <sup>1</sup>
Fundraising	384,000
Management & Administration	210,000
Support/general office costs	108,000
Investment losses	67,246
<b>TOTAL</b>	<b>1,552,246</b>
<b>SURPLUS</b>	<b>432,987</b>



### Balance sheet at 31 March 2002


ASSETS/LIABILITIES	£'000
Investments	1,627
Current Assets	997
Total Liabilities	-1,772
<b>TOTAL NET ASSETS</b>	<b>852</b>
<b>FUNDS</b>	
General fund	472
Designated research fund	610
Restricted funds	-230 <sup>2</sup>
<b>TOTAL</b>	<b>852</b>

#### 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 25 July 2002 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 2002.

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

13 September 2002

<sup>1</sup> This figure relates only to research grants awarded during the year whereas the cash payments made in the year ended 31 March 2002 amounted to £525,000. Our grants are for periods of up to five years and accounting policy requires that when a research grant is made the full amount is shown in the accounts for that financial year although the commitments may be paid over a number of subsequent years.

<sup>2</sup> **Notes on restricted funds deficit**  
The deficit balance of restricted funds represents research commitments payable in excess of restricted income. It is anticipated that the deficit will be cleared either from future restricted income or a transfer from designated funds.