



Annual Review 2009-2010

Reaching out Building momentum

THE
PROSTATE
CANCER CHARITY

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A message from our Chief Executive

I want to thank you and all our supporters for helping The Prostate Cancer Charity weather the difficult economic climate we entered at the outset of 2009/10. Your gifts, your understanding and your vision have enabled us to keep building momentum. We have been able to make our largest ever financial investment in research and to reach out to more men with prostate cancer. This has all been possible due to the substantial increase in our income.

This is not a time to rest on our laurels however, because as we go into 2010/11, the long-term consequences of the recession pose a real challenge to our work.

The radical changes to the NHS and the squeeze on the public sector mean our campaigning role must become even stronger. It is our job to ensure that prostate cancer care and treatments are not overlooked and that they continue to improve. Men across the UK – wherever they live – must be able to access the best services available.

In order to do this, it is vital that we make the Government aware of the issues that need tackling. Many MPs have already signed up to our **Pledge for prostate cancer**, which highlights the real need for change. It will remain a prominent campaign over the coming year.

Another issue the Charity will be highlighting is this; that all men over 50 and younger men at higher risk of prostate cancer should know about the PSA test, its pros and cons, and their right to ask for it. At the moment, seven out of ten men don't even know this test exists. We will work with the NHS and GPs to ensure that men are told about the test and we will raise awareness of the test with the general public.

This shows just how essential it is for us to step up our efforts to reach out and raise awareness of prostate cancer. We need to expand our impact nationwide – including our work with African Caribbean communities, health

professionals and our volunteer network. The coming merger with prostate cancer support groups in Scotland is a great step forward. The launch of our new and improved website will also be key to getting our message out.

Along with strengthening our work across the UK, one of the Charity's important priorities is to engage with the fight against prostate cancer internationally. We must do this, because prostate cancer is a global problem that requires a global solution.

This is an area of work that I have started to drive forward as Chief Executive, but to be most effective, it really needs my full attention. I will therefore be taking on a new role next year of International Relations Director.

The job will involve working closely with the Movember Foundation to promote international research collaboration. I will also be investigating why some other countries have better mortality rates than the UK, and what we can discover about the way they diagnose, treat and support men that could influence our practice and make a difference here.

It's an exciting new challenge but, of course, I will only be moving on from my role as Chief Executive once my replacement is recruited and in place early next year.

2010/11 is set to be one where the Charity moves forward and reaches out on an even bigger scale. I am relying on your continued support to make this work possible and I am so grateful to you for making a difference.

John Neate, Chief Executive



Introduction

Reaching out, building momentum

The Charity has continued to work towards the goals we aim to achieve by 2020, set out in our strategy,

Transforming the future for prostate cancer:

- **Significantly more men will survive prostate cancer**
- **Society will understand the key facts about prostate cancer and will act on that knowledge**
- **African Caribbean men and women will know more about prostate cancer and will act on that knowledge**
- **Inequalities in access to high quality prostate cancer services will be reduced**
- **People affected by prostate cancer will have their information and support needs addressed effectively**

Throughout 2009/10, we have moved closer to achieving these key goals. On every front, through research, support, information and campaigning, we are working to fight prostate cancer.

The Charity's work has been championed by thousands of people across the UK, including volunteers, MPs, health professionals, researchers, supporters and people affected by prostate cancer. Now, we must continue to build more partnerships, mobilise an even greater movement for change and invest more funds in research and expanding our services. We will not stop until we reach the day when lives are no longer limited by prostate cancer.

How soon will we get there? You can help answer that question with your support.

In 2010/11 our pledge is to continue to reach out and build momentum.

Research

Working towards our goal:

Significantly more men will survive prostate cancer

Overview and key achievements

Prostate cancer is the most common cancer in men in the UK. Yet when it comes to research, we are still emerging from a legacy of neglect. In comparison to many other cancers, we lack answers to so many aspects of this disease.

Since 1996, The Prostate Cancer Charity has worked to change this by continuously investing in the highest calibre research. In March 2010, we awarded research grants of over £1.7 million. The next challenge is reaching out internationally to find answers to critical questions more quickly.

With increased investment in research, we must prove its value. A brief has been developed for evaluating the impact of the entirety of the Charity's medical and survivorship research funding to date (nearly £10 million).

The Charity's research strategy has also been further developed, targeting those areas we feel will have most impact and setting out clear objectives for our research programme. This strategy will be approved and published in 2010/11.

36,000 men are diagnosed with prostate cancer every year in the UK and 10,000 men die every year. Our research aims to play a vital role in improving men's survival rates by 2020.

In focus: the use of high oxygen-content gas breathing to improve the outcome of prostate radiotherapy

Dr Roberto Alonzi, University College London, three year project grant of £240,721.

Many men treated for prostate cancer will have a course of radiotherapy. One of the most common forms of treatment is external beam radiotherapy, where men have multiple treatment sessions.

Dr Roberto Alonzi and his team are conducting a clinical trial to test whether the outcomes of radiotherapy for localised prostate cancer can be improved by using carbogen gas and nicotinamide (vitamin B3) to increase oxygen levels within the tumour.

"We are really pushing science forward to help individual patients. It is a really cheap, simple technique that no drug company would be interested in and we have the potential to make patients' lives better with the simple technique that is just based on science."

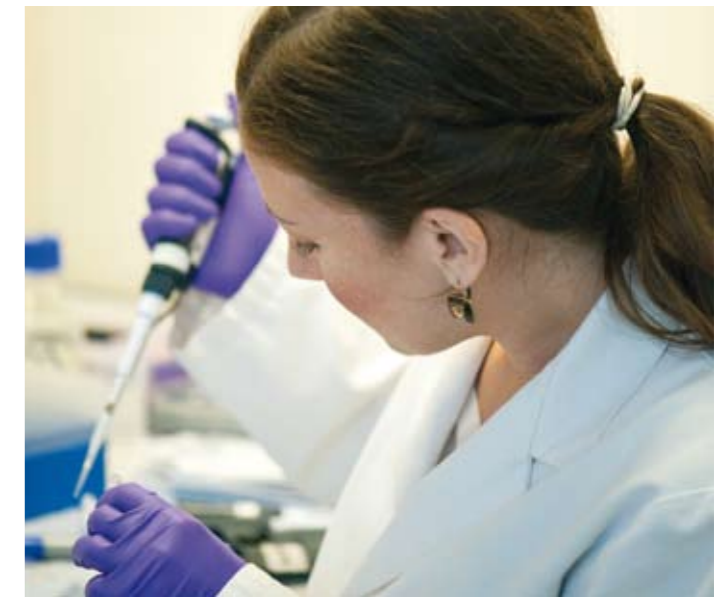
Dr Roberto Alonzi

During the trial, men undergoing radiotherapy will breathe a gas called carbogen gas, which is 98% oxygen and 2% carbon dioxide. In addition, during each radiotherapy treatment, they will take a drug called nicotinamide, which is a pro drug of vitamin B3 nicotinamide. This is essentially an ordinary vitamin. When used in combination with the other treatments, it is hoped it will vastly improve the effectiveness of radiotherapy in prostate cancer.

The project is not about developing a brand new drug at great expense. This is a very simple and cheap scientific way of improving men's treatment success. The whole course of treatment adds about £100 to the existing cost of radiotherapy.

With trials due to take place in the Netherlands and Canada, Dr Alonzi will be able to build on progress alongside other international research programmes, speeding up the results of the research.





All research images are by Mike Kirk © 2009

Professor Colin Cooper received the first of the new 'pilot' research grants, which are being introduced as a regular part of our grant round from 2010. This six-month project builds on the findings of a previous three-year study by Professor Cooper, also funded by The Prostate Cancer Charity.

In focus: can examining markers in the urine distinguish aggressive from non-aggressive prostate cancers?

Professor Colin Cooper, Male Urological Cancer Research Centre, Institute of Cancer Research, Surrey, six month grant of £47,860.

This short study is designed to form the basis of a larger clinical trial in the future, testing how molecules in urine samples can be measured to help identify aggressive prostate tumours.

We would like to thank all our Research Action Fund members for their generous and committed support of our research programme.

Rearrangements of the ETS genes and loss of the PTEN gene are key events in prostate cancer development. This project aims to discover if these genetic markers can predict how aggressive a man's prostate cancer will be and how it will respond to different treatments.

The intention is that changes in these genes can provide a classification system that could be used alongside conventional predictors of aggressive disease and tumour progression. A non-invasive urine test will potentially be used alongside the Gleason Score, Clinical Stage and PSA level to improve treatment choices for patients.

Professor Cooper and his team have had a year of considerable success. The discovery that the genes ERG, ERV-1 and PTEN may be used to analyse different types of prostate cancer and predict the survival and appropriate treatment was published in The British Journal of Cancer. Professor Cooper also led the authorship of a major review of all genetic events in human cancer that was published recently in the highly prestigious journal, Nature Reviews Cancer.

In focus: new research projects for 2010

In addition to Dr Alonzi and Professor Cooper's projects, the following researchers were granted funding in the 2009/10 grant round.

Exploiting DNA repair defects in prostate cancer for new therapies

Professor Thomas Helleday, University of Oxford, three year project grant of £248,975.

Pre-clinical models of prostate cancer

Professor Terrence Rabbitts, St James's University Hospital, Leeds, three year project grant of £245,761.

An examination of the mechanisms involved in the development of hormone resistant prostate cancer

Professor Craig Robson, University of Newcastle, three year project grant of £195,485.

A novel chemoprotective role for vitamin D in the treatment of high risk prostate cancer

Dr Paul Thompson, University of Ulster, three year project grant of £164,754.

Does more investigation and treatment of prostate cancer result in better health?

Dr Anna Gavin, Queen's University, Belfast, three year project grant £299,648. *

A gene therapy treatment for advanced prostate cancer

Dr Helen McCarthy, Queen's University, Belfast, three year PhD studentship of £95,314.

Stopping prostate cancer growing and spreading by targeting blood vessels

Professor David Bates, University of Bristol, three year PhD studentship of £98,889.

Survivorship Research Initiative

In 2010, UK-based researchers will be invited to submit research proposals that aim to benefit men affected by prostate cancer in the area of living with and beyond prostate cancer/survivorship.

Medical Research Council (MRC) Clinical Research Fellowship Training Programme

We have entered into a joint funding collaboration with the MRC and, from July 2010, we are inviting clinical research training fellowship proposals that aim to improve the lives of men affected by prostate cancer.

*One of the two grants made to Queen's University Belfast was awarded as part of a joint programme between the Charity and the Northern Ireland Public Health Agency.

A look to the future

- Work closely with the Movember Foundation in securing effective international research collaboration in key areas of interest to prostate cancer
- Launch the fifth fully competitive, peer-reviewed call for research proposals, framed clearly within the Charity's new research strategy and to a minimum value of £1.75 million, seeking opportunities for joint funding where appropriate
- Complete a review of the impact of the totality of the research funded by the Charity to date and publish key findings
- Commission high quality survivorship research and host a workshop to guide researchers in this field towards research areas of highest priority for the Charity
- Apply to become a member of the National Cancer Research Institute, having achieved the minimum requirement of an annual research spend of £1 million

Support and information

Working towards our goal:

People affected by prostate cancer will have their information and support needs addressed effectively

Overview and key achievements

Men who are diagnosed often have to make difficult decisions about their treatment. There is also the challenge of coping with treatment side-effects and the emotional impact of the disease.

The Prostate Cancer Charity offers men and their families the knowledge and help they need to make informed decisions and supports them through this process, which is why our support and information services are so vital.

Each year, we analyse and assess our services – from the Helpline, to the website, patient information materials, peer support and awareness activities. The findings enable us to continue developing our services and ensure they are of highest quality.

Our Prostate Cancer Voices, an amazing network of people who have first hand experience of the disease, share their views and insights with us in order to inform and improve every aspect of our work, including the services we provide, our fundraising activities and the campaigns we champion.

In focus: Helpline

Whether a man is being tested for prostate cancer, considering treatments, or is adapting to life after treatment, our Helpline nurses are available to offer vital support and information to him and his family.

One of the issues regularly discussed is hormone therapy and the side-effects that can accompany it. These include

extreme tiredness, mood swings, hot flushes, enlarged breasts and erectile dysfunction. Our Helpline nurses offer callers complete anonymity and confidentiality and provide information on managing these side-effects.

During 2009/10, over 5,000 callers spoke to a Helpline nurse, peaking in March 2010 as a direct result of Prostate Cancer Awareness Month.

“I have just spoken to one of your nurses and would like to register my thanks for their helpfulness, kindness and knowledge. It really has helped a great deal... Thank you once again for this wonderful organisation.”

Helpline caller

In focus: Prostate Cancer Voices

In October 2009, we celebrated the first successful year of Prostate Cancer Voices - having recruited over 150 people affected by prostate cancer to our unique network. Members draw on their own experience of the disease, share their views and opinions and influence and inform every aspect of our work.

Prostate Cancer Voices' feedback was invaluable when it came to redesigning our new website, set to launch late 2010. Every leaflet, factsheet and booklet we produce is also reviewed by the network, ensuring information we provide remains relevant and easy to understand.

We asked members to complete a survey on their top priorities for research. Number one on the list was the need to find a better diagnostic test, and the findings have informed our new research strategy.

Prostate Cancer Voices also responded to a survey on the practical and emotional support they receive from the NHS.





The results showed many were not getting the help they needed to manage the often life changing side-effects of their treatment. This information was used to inform our parliamentary pledge, along with our **Day of Action** during Prostate Cancer Awareness Month.

Prostate Cancer Voices inform all areas of our work and ensure that people who have experience of the disease are at the heart of all we do.

In focus: providing information

The Charity is a vital source of information for men across the UK and, in 2009/10, we saw a 400% increase in requests for our literature.

We have also now been certified as a quality provider of health and social care information by the Government's Information Standard. Launched by the Department of Health, this initiative gives the public a quick way to identify information sources that are reliable and trustworthy. This

stamp of approval follows hot on the heels of our men's health winning award from the British Medical Association for our booklet, **PSA and beyond: A guide for men concerned about prostate cancer**.

"Although I have known for a long while that I would soon start treatment, when it comes, it's a bit of a shock. However, the information that you have provided me with has enabled me to be prepared to begin the treatment and the determination to overcome any side effects."

Helpline caller

In focus: health service liaison and volunteering

Working collaboratively with our growing audience of health professionals and volunteers, we continue to raise awareness of prostate cancer and the support and information we offer.



The clinical expertise and experience of our external Health Professional Advisory group are invaluable in helping to develop our education programme and information resources. Our Education Day **The prostate cancer jigsaw: putting the pieces together** targeted at primary care staff took place in Glasgow on 14 May 2009. Hosting successful events like this is just one way we raise awareness and keep health professionals abreast of all developments in prostate cancer. Our e-newsletter, with over 500 health professionals subscribed, provides regular updates on research, support and prostate cancer care issues, alongside our speaking and exhibiting engagements at health professional conferences across the UK.

All our trained volunteers have either been diagnosed with prostate cancer or have been affected by it. During 2009/10, over 200 community awareness sessions were held in England and Scotland by our volunteers. They also offer one-to-one telephone peer support to those affected by the disease.

Volunteers like Jean Herd give talks at events, community groups and workplaces in their local community. Jean explains what motivated her to take on this new challenge:

*"Diagnosed in 2006, my husband was given some information and asked to come back to discuss a treatment plan. On reading **Cancer of the prostate**, I discovered The Prostate Cancer Charity and was keen to learn and understand more. Chris had brachytherapy in 2007. As we'd expected, he did encounter*



erectile dysfunction problems, but nothing we haven't been able to work through and there have also been some funny moments. I'm proud to represent the Charity handing out leaflets and talking to people about my own and Chris's experience and journey".

Jean Herd

A look to the future

- Pilot a new nurse-led telephone intervention to help men cope with cancer related fatigue. This has been made possible through successful application for a Knowledge Transfer Partnership grant, in partnership with the Florence Nightingale School of Nursing and Midwifery, King's College, London
- Continue to work with Government health information initiatives across the UK and build our connections with the NHS so that more men and their families know about the Charity and have access to our services
- Expand our health professional networking, marketing and education activity
- Develop a strategy for raising the profile of prostate cancer among GPs and other health professionals, ensuring more men have access to our information when they need it
- Expand our volunteer programme across the UK to offer more men peer support and increase awareness of prostate cancer

Campaigning

Working towards our goals:

Inequalities in access to high quality prostate cancer services will be reduced

People affected by prostate cancer will have their information and support needs addressed effectively

Overview and key achievements

In the UK, 250,000 men are living with prostate cancer. However, there is a lack of consistency in treatment and support services across the country. For example, the latest figures from the Office for National Statistics show that men in Barnsley are four times more likely to die of prostate cancer than those in Waltham Forest. As the leading prostate cancer charity in the UK, it is our job to highlight the completely unacceptable inequalities and inconsistencies that men and their families face, so we can bring about real improvements in the care they receive.

Our lobbying activities saw us briefing and preparing MPs to champion our cause in the House of Commons. Many signed up to our **Pledge for prostate cancer** in the run up to the Westminster General Election and we will continue to campaign for improvements in the coming year.

2009/10 saw our first independent campaign, **Hampered by Hormones?**, which drew attention to the lack of support for men who were considering and undergoing hormone treatment. Whilst continuing to pursue this issue, we have now also laid the foundation for our next campaign which will call for men to know about their right to have a PSA test and to be able to make an informed choice about whether or not to have the test.

We have also built on our relationship with the NHS and, as a member of their National Cancer Patient Experience Survey Advisory Group, helped to develop their 2010 survey.

In focus: Hampered by Hormones?

In June 2009, The Prostate Cancer Charity launched its first independent campaign – **Hampered by Hormones?** John Neate and the late Andy Ripley spoke at the House of Commons about the urgent need to improve the support and information given to men receiving hormone therapy, and their partners.

Our research showed that over half of the men who took part in our survey thought they had received too little information prior to treatment and too little support to help them cope with the side effects. Two thirds of partners who responded revealed they did not get enough support to help them cope with the impact hormone therapy had on them and their relationship.

These findings show that current Government guidelines on the standard of care for men with prostate cancer that should be provided, have not been implemented. Our campaign called on the Government and the NHS to make urgent improvements.

With the momentum building, nearly 23,000 copies of **Living with Hormone Therapy** were sent to health professionals and people affected by prostate cancer from June 2009 to March 2010. In England, the Government's Prostate Cancer Advisory Group recognised that the Charity's recommendation for the development of guidelines for managing the care of men on hormone therapy was a priority.

The Charity was invited to run a workshop at the Network Development Programme for Cancer Networks. Our findings were also presented to the Scottish Cancer Taskforce Living with Cancer working group.

www.prostate-cancer.org.uk/campaigning





Photograph by Tim Wainwright

In focus: diagnosis

In March 2009, the **European Randomised Study of Screening for Prostate Cancer** was published. This was the first, large-scale international research study of its kind, and the results showed that screening using the PSA test could reduce mortality by 20-30%. It recognised, however, that this was at the potential cost of over-diagnosis and over-treatment.

In light of this important research, we reviewed our policy on screening and the PSA test and concluded that as a diagnostic tool, the test is not definitive or reliable enough to be used in a national screening programme. However, the fact that seven out of ten men do not even know the PSA test exists is unacceptable.

The Prostate Cancer Charity has publicly called for urgent improvements to be made. All men over 50 and younger men at higher risk of prostate cancer should have better access to information about the PSA test so they can consider the pros and the cons and make an informed decision about whether or not to have the test. This must be on individual choice.

In 2010/11, we are determined to drive this forward by launching a new campaign to improve access to information about the PSA test and to overcome barriers to accessing it.

In focus: A Day of Action

During Prostate Cancer Awareness Month, people across the UK took action to raise awareness of the need for improvements to local support services for men with prostate cancer. We asked people to tell their story, hold an event, write a letter to their Primary Care Trust or email their MP to campaign for men in their area to receive the support they need to live successfully with the disease.

- 182 campaign supporters signed up or took part in the Day of Action 2010
- Our supporters sent over 500 emails to parliamentary candidates
- Information about the campaign reached 373 parliamentary candidates in 101 constituencies across the UK. 62 of these went on to take further action, contacting their local health care provider to review service provision in their area

In focus: Pledge for prostate cancer

In the run up to the Westminster General Election, we wanted to highlight the inequalities in prostate cancer care across the country and push for change. The Charity

wrote to all MPs and parliamentary candidates, asking them to sign up to our **Pledge for prostate cancer**. This pledge sets out five key areas which urgently need addressing.

1. Every eligible man will have the opportunity to make an informed choice about having a PSA test.
2. All men with prostate cancer will have access to a full range of 'Gold Standard' treatment options and support services.
3. Every man with prostate cancer will have a specialist nurse and access to high quality, tailored information.
4. There will be more research into the causes, diagnosis and treatment of prostate cancer.
5. Robust data will be collected and published on the use of treatments in prostate cancer and the outcomes achieved.

The Prostate Cancer Charity is the leading force in lobbying the Government for improved prostate cancer care and we are delighted that so many parliamentary candidates signed our pledge.

A look to the future

- Continue to lobby for improved prostate cancer support services
- Launch a campaign to draw attention to the need for men across the UK to have improved access to information about the PSA test. We must provide every man with an opportunity to make an informed choice about the test at appropriate points in his life
- Launch a **Pledge for prostate cancer** in Scotland and encourage more politicians to sign up to the Pledge across the UK to raise the political profile of prostate cancer
- Position the Charity in politicians' minds as the leading source of advice and influence on prostate cancer issues

With a new Government in place, public sector cuts and a changing NHS – it is vital that prostate cancer remains a top priority on the political agenda.

Working with African Caribbean communities

Working towards our goal:

African Caribbean men and women will know more about prostate cancer and act on this knowledge

Overview and key achievements

In the UK, African Caribbean men are three times more likely to develop prostate cancer than white men of the same age but many people are unaware of this risk.

The Charity has worked to raise awareness in this community and to improve health professionals' understanding of the issues surrounding prostate cancer in African Caribbean men. One of our support and information specialist nurses is working in areas with a significant African Caribbean population, including the West Midlands, Greater Manchester and Liverpool, bringing vital information about the disease to community groups and health professionals locally.

The support of our African Caribbean volunteers allows us to reach out to the community on their own terms and helps provide valuable insight into how to drive our messages forward. Our **Older and Wiser** project has trained volunteers to become Community Champions in the London boroughs of Newham, Lambeth and Hackney. They have been active in distributing factsheets and giving talks at local community groups and events. Working with all our volunteers and evaluating the project, will help us develop a strategy to increase awareness and provide support for the African Caribbean community across the UK.

"I promised God that if I survived, I would do my best to put something back into the community and try to educate other men. Black men in particular are ignorant about the disease. They don't want to talk about things like that."

Denton Wilson, Community Champion

In focus: King's College Literature Review

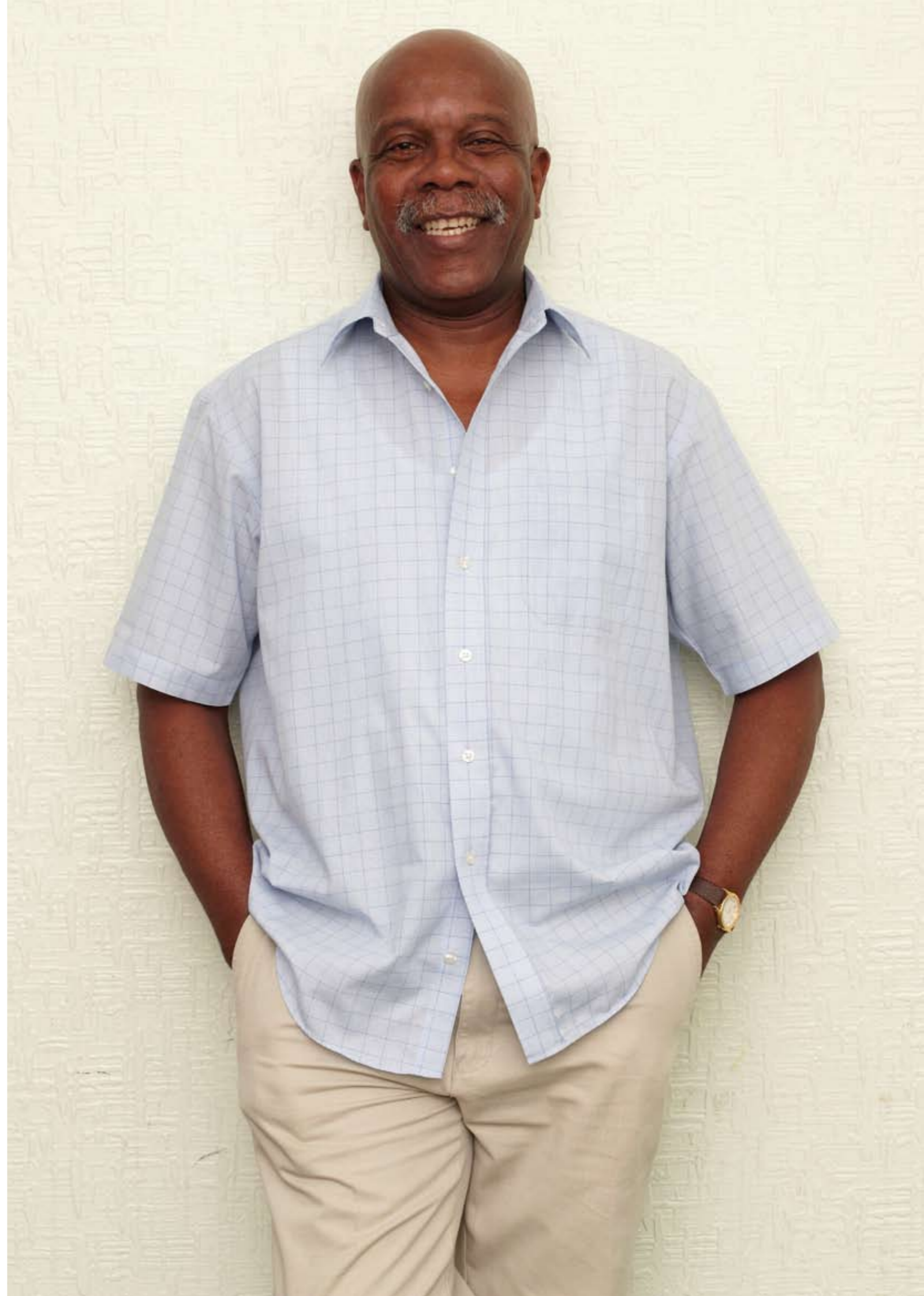
The Charity funded a study to explore perceptions of prostate cancer in African Caribbean men and to examine the effectiveness of interventions to aid early presentation, treatment decision-making and adoption of healthy behaviour. The literature review, which was carried out by King's College, London, revealed that men's perceptions of health issues, prostate cancer risk and healthcare services all impacted on whether they accessed services and at what stage prostate cancer was diagnosed. The Charity will be building on this learning when developing future services.

In focus: Notting Hill Carnival

The Prostate Cancer Charity was successful in being named the official charity at the Notting Hill Carnival in 2009. This allowed us to display our banners at prime locations throughout the carnival. Several costume bands displayed our banners on their floats and information leaflets were included in 1,000 goody bags. With over 1 million people attending the carnival, it was a wonderful opportunity to raise awareness and the Charity's profile among the African Caribbean audience.

A look to the future

- Expand our volunteer network, including our volunteers based within African Caribbean communities across the UK
- Develop a strategy for the Charity's work with African Caribbean communities
- Introduce more targeted awareness campaigns for African Caribbean communities



Fundraising and awareness

Working towards our goals:

Significantly more men will survive prostate cancer

Society will understand the key facts about prostate cancer and will act on that knowledge

Inequalities in access to high quality prostate cancer services will be reduced

African Caribbean men and women will know more about prostate cancer and act on this knowledge

People affected by prostate cancer will have their information and support needs addressed effectively

Overview and key achievements

Our success in reaching all of our goals is dependent on our fundraising. It was a huge achievement to maintain our income in some areas and increase it in others, during the current financial climate. This reflects the growing public belief that our cause merits greater attention.

2009/10 was the third year of our partnership with the Movember Foundation and the most successful yet. The Movember campaign generated nearly £6 million as well as giving us the opportunity to reach out to men who have not previously known about prostate cancer.

Our partnerships with organisations such as Marks & Spencer, Keyline Builder's Merchants Ltd, Alliance Healthcare, and Sharp Electronics have enabled us to reach out to employees and the public, while raising vital funds. The Charity has also benefitted from the support of a number of pharmaceutical companies. This has enabled us to develop our Health Professional Liaison Programme. We have also received generous support from a number

of charitable trusts including The Mike Gooley Trailfinders Charity, The Milly Apthorp Charitable Trust, and The Headley Trust amongst others.

Income from individual supporters has continued to grow encouragingly. We saw a steady rise in regular gifts which help us to plan future projects. From trekking up Ben Nevis to blue cake sales, individual supporters have found their own way to get behind the cause. A mention must go to Lorna Ponti and her Lunch4Life committee, who raised a remarkable £35,000 with their Soirée Pour La Vie gala dinner. We are also very grateful to those people who were kind enough to remember the Charity in their Will; without such generosity we would not be able to continue our vital work.

Our message has reached sports enthusiasts via our sponsorship of The Tour of Britain and events like Rugby Rocks. The groundwork laid in 2009/10 has also paved the way for a new partnership with The Professional Cricketers Association. Our success in the sporting arena can be attributed to the hard work of our great ambassador, Andy Ripley, who sadly lost his fight to prostate cancer in June 2010.

"I am delighted to be part of The Prostate Cancer Charity's Christmas celebrations. The festive season is a special time of year and has the power to bring people together."

Rudolph Walker, Eastenders actor

The Charity organised a number of events throughout the year, one supported by the former Prime Minister's wife, Sarah Brown and another by our Patron, The Rt Hon Sir John Major KG CH. We also held our first ever carol concert, with TV presenter, Clive Anderson, as host and The Bath Male Choir leading the singing. During the service, many attendees went up on stage to hang written thoughts and prayers on our Christmas tree, remembering loved ones affected by prostate cancer.





In focus: Movember

A key contribution to our financial success was Movember, the moustache-growing, men's health campaign. This was the third year in which The Prostate Cancer Charity benefited as the exclusive charity partner of the Movember Foundation in the UK. Not only did the campaign generate almost £6 million income in 2009/10, but it has also been hugely successful in raising the profile of prostate cancer in a much younger age group – men and women in their twenties and thirties.

We are immensely proud to be part of the fastest growing fundraising activity in the world, with over 45,000 men and women participating in the UK.

In focus: don't let prostate cancer hide

This year's Prostate Cancer Awareness Month highlighted prostate cancer as a hidden cancer. It might be the most common cancer in men, but not enough people talk about it. Many do not even know what the prostate gland is or does. The month aimed to change this by encouraging people to start talking more openly about the disease.

Over 1,200 companies and individuals organised information stands, put up posters and organised **Do Blue** events to raise money. Contributing to the success of the awareness month was our partnership with Marks & Spencer. Their employees became our ambassadors up and down the country, handing out information leaflets, selling our trolley tokens and pens and really raising the profile of prostate cancer. Posters were also displayed in doctors' surgeries, public washrooms, and in shopping centres across the county.

Individuals also joined the **Day of Action** and lobbied their MPs to expose the need for improvement in the support available for men with prostate cancer.

In focus: The Tour of Britain: Unite ByCycling

In 2009/10, we became the official charity partner of The Tour of Britain – the UK's leading professional road cycle race. Cycling has a strong following among men over 40, so the partnership is a great opportunity to reach out to men across the UK and raise awareness of prostate cancer.

ITV4's broadcast of the event led to prominent exposure on television. Awareness of the Charity was also promoted with our first ever television advert. We gave 2,000 cycling fans the opportunity to ride a simulated stage of the course in both Stoke-on-Trent and London, generating in excess of £250,000.

In focus: pioneering projects

COUPLES was an innovative arts project which explored how prostate cancer affects relationships. A collaboration between Dr Daniel Kelly, Reader in Cancer and Palliative Care at Middlesex University, and Tim Wainwright, acclaimed photographer, it examined the hidden aspects of the disease – the things that happen between hospital visits and the conversations held behind closed doors when life is at its toughest.

Funded by the Jeremy Gambrell Award, established in memory of a former Trustee of the Charity, COUPLES illustrated how the burden of prostate cancer is not just borne by men, but has an impact on everyone around them.

Using photography and in-depth interviews with 12 couples across the UK, all available at www.prostatecouples.com, it offers a glimpse into living with prostate cancer; the challenges, the uncertainties, the moments of sadness and hope.

COUPLES culminated in an event in London where the 12 couples' words were adapted into a theatre performance, bringing to life how men and their families cope with all aspects of prostate cancer. Readings and images combined to create a powerful and poignant piece of theatre which resonated with all who attended. A DVD of the event has been produced and will act as a powerful education and support resource.

In focus: media and PR

Prostate cancer as a cause has remained firmly on the agenda, and has seen a surge in media interest. There was a 148% increase in media coverage in total, and the Charity now regularly reaches more than half of all men over 50 every quarter, more than twice, with its messages. There was also a 200% increase in the amount of comments issued in response to the news and research agendas, almost 80% of which were used by the national media. Senior health journalists at BBC Online and the Daily Mail praised the responses of the Charity's Media and PR Team as one of the most incisive and intelligent in the sector.

March 2010 saw the most coverage the Charity has ever had in one month, with more than 400 pieces of coverage about Prostate Cancer Awareness Month appearing in outlets from GMTV to the Daily Telegraph and the London Evening Standard. A host of 'Media Talkers', people across

the UK who share their experiences of the disease to raise awareness, featured in the national and regional media.

A look to the future

- Increase awareness and funds through new partnerships including Pirtek, Black Rock, Man Group, Punch Taverns, NCC Group, The Professional Cricketers Association, Rangers FC and Rugby Associations
- Use all the Charity's communication channels and activities (including fundraising, media, marketing, services and campaigning) to achieve the greatest impact in raising awareness
- Carry out a brand review, which will lead to the development of an integrated communications and awareness strategy
- Launch our new website to reach out to a wider audience
- Explore and capitalise upon new media channels and generate creative and fresh content
- Implement our first media and PR strategy, which makes a clear response to the Charity's five key goals
- Credible relationships with celebrities will continue to be developed, and they will continue to be recruited against the Charity's strategic goals to ensure they are aligned with key priorities and can promote the cause in a meaningful way

Treasurer's message

The Charity's accounts for 2009/10 show we've had another extremely successful year, with income up 46% on the previous year. We're extremely grateful for the efforts and contributions of everyone who helped to make this possible.

Income

Total income in 2009/10 reached £11,441,000, an increase of £3,620,000 (46%) over 2008/09. This continues the strong growth trend seen in the prior year (which increased by 29%), even allowing for the impact of the recession on several income streams. In particular we are appreciative of the support of Movember which accounted for a substantial £5,846,000 (51%) of our total income. Local community fundraising, corporate partnerships and legacies income streams also proved highly successful.

Expenditure

Expenditure in 2009/10 reached £9,072,000, an increase of £1,929,000 (27%) over 2008/09. Expenditure consisted largely of a £1,150,000 (26%) increase in charitable activities: including £486,000 to promote awareness of prostate cancer, £500,000 on research and £137,000 on policy and campaigning work. An additional £755,000 (23%) was allocated to generating voluntary income, which has reaped very strong returns.

Surplus

Excluding any movement in investment values, the Charity achieved an overall surplus for the year of £2,369,000, compared to £678,000 in 2008/09. This surplus will be used to fund further growth in charitable activity in 2010/11.

Balance sheet

Turning to the Balance Sheet:

Fixed Assets

After two successive difficult years, the total value of

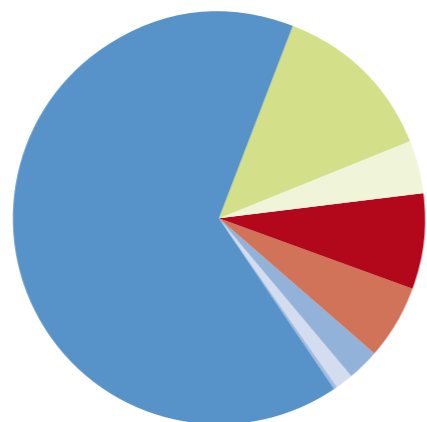
investments held by the Charity rose by £491,000 (33%) from £1,487,000 at 31st March 2009 to £1,979,000 at 31st March 2010. However, market conditions remain volatile in 2010/11. Our major investments continued to be held with CCLA.

Reserves

The level of free reserves at the balance sheet date was £5,424,000 at April 2010. These reserves represent 5.1 months of unrestricted expenditure at 2010/11 levels. This healthy position primarily reflects the fact that the Movember fundraising campaign occurs relatively late in the financial year, coupled with our prudent approach to spending in the current turbulent economic climate. However, given the further growth of the Charity, reserve levels are projected to return to policy levels of three months by October 2010.

Income 2009/10

Community fundraising	£7,499,000
Direct marketing	£1,484,000
Charitable trusts	£466,000
Corporate donors	£872,000
Legacies	£653,000
Other voluntary income, including donated services	£297,000
Trading company sales	£148,000
Investment income	£22,000
Total	£11,441,000



Thank you

Our supporters have given their time, energy and commitment to our work and we are immensely grateful. A special mention in particular must go to the following:

Supporters:

- 4PS
- A E H Salvesen's Charitable Trust
- Alfred Dunhill Ltd
- Alliance Healthcare Limited
- Clive Anderson
- Bath Male Choir
- Matthew Bennett
- Bristol City Council, Retail Licensed Trade Association
- Sarah Brown
- The City Bridge Trust
- George Collie
- Coolabi Plc
- Alistair Cope
- The Daneway Charitable Trust
- The Derek Butler Trust
- Falkirk Tryst Golf Club
- The George John and Sheilah Livanos Charitable Trust
- GlaxoSmithKline UK Ltd
- The Go-Ahead Group Plc
- Goodrich Actuation Systems
- Greenwoods Menswear Ltd
- The H B Allen Charitable Trust
- Barry Hawgood
- Haydock Park Golf Club
- The Headley Trust
- Health & Social Care Research & Development Division of the Public Health Agency
- Heart 106
- Heineken UK Head Office
- The Hetherington Partnership
- Mark Holloway and Peter Clayton
- Iceland Foods Limited
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- Vince Jones
- Keyline Builder's Merchants
- Andy Kingman and Simon Potter
- Michael Leather
- The Rt Hon Sir John Major KG CH
- Man Group Plc

- Marks & Spencer Plc
- The Margaret Murdoch Charitable Trust
- Anna Marshall
- The Mike Gooley Trailfinders Charity
- The Milly Apthorp Charitable Trust
- Morgan Est Plc
- The Movember Foundation
- Allister Murphy
- Tim Myers
- Nexen Petroleum UK Ltd
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- Jenny O'Grady
- The Palgrave Brown Foundation
- Peacock Charitable Trust
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- Andi Peters
- David Pirnie
- Gemma Plowright
- The Priory Foundation
- Rapha Condor Sharp
- The Research Action Fund
- Rotary Club of Bedford Park
- Rowing for Prostate
- Royal Mail
- Sanofi-Aventis
- Sharp Electronics (UK) Ltd
- Pauline Sibbit
- The Simon Gibson Charitable Trust
- Sir Samuel Scott of Yews Trust
- The Souter Charitable Trust
- The Sovereign Health Care Charitable Trust
- The Steel Charitable Trust
- David Suddens
- Survey Sampling International
- Sydney and Phyllis Goldberg Memorial Charitable Trust
- Takeda UK Ltd
- Tei Ltd
- Tesco Stores Plc
- The Tour of Britain
- United House
- Voluntary Action Fund
- Rudolph Walker
- Welwyn Garden City Golf Club
- Douglas William Wetherell
- Nigel Wray

We would like to thank our Trustees, Patrons and Ambassadors who have given their energy, commitment and tireless support.

Trustees:

- Professor Jonathan Waxman (President)
- Professor Paul Forster (Chairman)
- Ms Su Sayer OBE (Vice Chair)
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- Gladstone Small
- Garvis Snook
- Claire Spencer
- Mike Tye
- Geoff Unwin

Special thanks also go to The Prostate Cancer Charity's Awareness and Support Volunteers, The Health Professional Advisory Group, Clinical Expert Reviewers and everyone involved in the COUPLES project.

Portrait photographs by Shara Henderson

Statement of Trustees

These financial highlights are extracted from the annual accounts and certain information relating to both the statement of Financial Activities and the Balance Sheet. These highlights 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, First Floor, Cambridge House, 100 Cambridge Grove, London W6 0LE and in electronic format on the Charity's website: www.prostate-cancer.org.uk. The annual report and accounts, which contained an unqualified audit report, were approved by the Trustees on 20th July 2010 and will be submitted to the Charity Commission and Companies House.

Professor Paul Forster, Chairman for and on behalf of the Trustees

A message from our Chairman

“Our outstanding supporters have enabled us to take on bigger goals.”

Professor Paul Forster

As you've read through this annual review, you may have been surprised by the sheer scale of our work this year. In all our key areas of research, information and support, campaigning, working with African Caribbean Communities, fundraising and awareness – the Charity has been building momentum and reaching out to more people.

These advances have been made possible thanks to our continued financial growth, in spite of the difficult climate. Many thousands of you have contributed to this, including around 45,000 of you as Mo Bros and Mo Sistas in the Movember campaign – which raised the amazing sum of nearly £6 million. Our partnership with the Movember Foundation is very important to us and we really appreciate its support.

High profile events like Movember and The Tour of Britain are crucial when it comes to raising awareness, as shown by the 400% increase we had in requests for information literature last year. This is progress, yet when I look at womens' awareness of and engagement with the breast cancer cause, and the subsequent support and resources available, I know we have a long way to go. In 2010/11, one of our great challenges will be to reach out further and engage with men from all regions and nations of the UK.

It's vital that momentum continues to build, because despite our success, the key statistics have not improved: 36,000 men are diagnosed with prostate cancer and 10,000 men die from the disease every year.

Which leads me to our next big challenge – research. The crucial questions are still unanswered. How do we more effectively test for and diagnose prostate cancer? How do

we distinguish aggressive tumours from indolent ones? How will we treat advanced disease more effectively? This year, the Charity has made its biggest ever annual commitment to research, investing more than £1.7 million. Each study will help us move ever closer to the day when men's lives are no longer limited by prostate cancer.

My own experience of living with this disease for 11 years, has convinced me we never need take anything as a given. I'm now more determined than ever that the Charity continues to explore new territory and break new ground.

I'm incredibly grateful to you and all our supporters for your loyalty throughout 2009/10. I hope you will help us to continue to reach out and build momentum in 2010/11.



Professor Paul Forster, Chairman





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Free and confidential Helpline

0800 074 8383*

Mon - Fri 10am - 4pm, Wed 7pm - 9pm

www.prostate-cancer.org.uk

*Calls are free of charge from UK landlines. Mobile phone charges may vary. Calls may be monitored for training purposes. Confidentiality is maintained between callers and The Prostate Cancer Charity. A charity registered in England and Wales (1005541) and in Scotland (SC039332). A company limited by guarantee Reg No: 2653887 (England and Wales)