

Looking forward

Making a real difference to the lives of men with prostate cancer, their families and friends



We would like to thank John Barrow (who is featured on the cover of this document) and his father, Mick, (who is featured on the cover of the Annual Report) for their continued support and dedication to helping us raise awareness of the most common cancer in men in the UK.



Mail

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Our Vision

A world where lives are no longer limited by prostate cancer



Our Mission

Fighting prostate cancer on every front – through research, support, information and campaigning

Contents

- 3 Message from the Chief Executive
- 4 Letter from the Chairman
- 5 2008 Highlights
- 6 Research
- 9 Campaigning
- 10 Support services
- 15 Awareness
- 17 Fundraising
- 19 2007/08 financial highlights
- 21 Thank you
- 22 Trustees, Patrons and Ambassadors
- 23 Contacts

The Prostate Cancer Charity

- Prostate cancer is the most common cancer in men in the UK. 35,000 men are diagnosed with prostate cancer every year. One man dies every hour of the disease.
- The Prostate Cancer Charity is the UK's leading charity working with people affected by prostate cancer.
- We fund research, provide support and information, and we campaign to improve the lives of men with prostate cancer.
- We were set up in 1996 with the broad remit of improving the care and welfare of those affected by prostate cancer. We now provide the most comprehensive range of services of all the prostate cancer charities.
- The majority of our income comes from individuals, companies and charitable trusts.



What a difference a year makes



I have always promoted innovation as a key part of what we do and 2008 has certainly been a year of firsts for the Charity.

Pioneering and imaginative approaches have been applied across all of our research, support, information and campaigning activities, resulting in some groundbreaking initiatives, recognition – and real progress.

Our determination, for instance, to raise awareness in African Caribbean men of their increased risk of developing prostate cancer resulted in the powerful and humorous play, *De Botty Business*, written especially for us by playwright, Benjamin Zephaniah. You can read about the very real impact of the play in this annual review.

Our Prostate Cancer Masterclass, the first of its kind for the Charity, was very well received by the 70 attendees. Held in conjunction with King's College London, the sell-out event was designed as a forum for health professionals to look at the challenges surrounding prostate cancer and how its treatment could be improved. We also broke some boundaries in fundraising. We were selected as the UK's only beneficiary for the global moustache growing phenomenon that is 'Movember'. We received more than £1m, which helped us to continue funding services such as our Helpline, answering the 25 calls it receives every day from men and women concerned about prostate cancer.

We have applied creativity, faced some challenges and made some real headway in 2008. We will not be resting on our laurels. Our six-year strategy, *'Transforming The Future For Prostate Cancer'*, is ready to launch. It sets out clear targets, as well as some hard measures for tracking progress, to ensure that we improve the experience of men living with prostate cancer. Everyone has a role to play and we need everyone affected by prostate cancer with us.

If you have any questions about the journey of the past 12 months, or want to find out how you can get involved in supporting the Charity, let us know. We'll be open, honest and responsive.

John Neate
Chief Executive, The Prostate Cancer Charity
john.neate@prostate-cancer.org.uk

Generous support

Prostate cancer is a critical men's health issue, but is still not recognised as such by most men. The scale of the disease – with one man dying every hour of prostate cancer in the UK – means that while we have achieved much, we still need to increase awareness, invest more in research, campaign for better treatment in the NHS and ensure the availability of support and reliable information to men and their families when they need it.

This report summarises the significant achievements of The Prostate Cancer Charity in the past 12 months. Highlights include granting more than £700,000 to medical research projects, strengthening our presence in Scotland and creating a unique information leaflet enabling men to keep information about their diagnosis and care in one place, which was endorsed by the British Association of Urological Surgeons (BAUS). You can read more about these, and many other achievements, in this annual review.

The Prostate Cancer Charity currently receives no significant funding from the Government. If we compare ourselves with the successful breast cancer movement, to which we aspire, the resources committed to prostate cancer are still well short of acceptable. We were however, fortunate to have been able to recruit a number of senior business leaders to form the nucleus of a new Ambassador Programme to help us achieve our goals.

There is so much more that is needed. We have invested in 11 exciting new medical research projects in the past two years, but there are many more we would like to be able to fund.

Everything we do – and every man we reach – is made possible by the generous support of individuals, companies and charitable trusts who provide our income. People and organisations like you.

Thank you for your continued support. We simply could not do any of it without you.



Professor Paul Forster
Chairman, The Prostate Cancer Charity



Highlights of the year

- Media coverage during Prostate Cancer Awareness Week grew by 48%, reaching around 57.2 million people and featuring in 318 media outlets.
- Staff at Marks & Spencers' stores raised, £50,000 for the Charity through a variety of fundraising endeavours, as part of our valuable partnership.
- A further £719,000 was invested in our growing research programme, funding five new projects.
- We staged our first Gala Dinner – The Deco-Dance – in The Bloomsbury Ballroom, in London.
- We developed a new information leaflet, endorsed by BAUS (The British Association of Urological Surgeons), which will help answer critical questions men have at the point of diagnosis.
- We responded to an average of 25 calls a day to our busy, confidential Helpline from men and their families.



Our research programme continues to look for prostate cancer breakthroughs

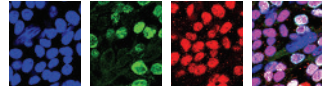


Our specialist nurses provide support for men and their families

Financial highlights

- Despite a turbulent year in the financial markets, the Charity still reported an overall surplus for the year of £395,000.
- Total income in 2007/08 was £6,053,000, an increase of £1,599,000 (36%) over 2006/07.
- Total expenditure in 2007/08 reached £5,390,000, an increase of £1,166,000 (27%) over 2006/07.
- For more information on our financial performance in 2007/08, turn to pages 19-20 or you can download our full 2007/08 Annual Report at www.prostate-cancer.org.uk

Research updates



Our aim is to encourage, support and fund research into the causes, prevention, treatment and impact of prostate cancer. Dr Stuart Griffiths, Research Services Officer, runs our research programme and has the difficult task of ensuring all the proposals we fund are of the highest quality.

"In the past, prostate cancer has not attracted the same level of research funding enjoyed by other forms of cancer. The Charity works hard to raise funds to invest in redressing this balance. This makes it all the more crucial that we use the money wisely, on high-calibre research projects of potential benefit to men with prostate cancer.

"We only fund research into prostate cancer. Across the UK, we fund the full range of research: basic, translational, clinical and psychosocial.



Funding high calibre projects to provide potential benefit to men living with prostate cancer

To find out more about our prostate cancer research programmes visit www.prostate-cancer.org.uk

"Every year we receive dozens of proposals for research funding. The proposals we receive can be scientifically complex and cover a vast range of science and types of research. So how do we judge which applications are the best ones in terms of their scientific quality and potential benefit to men with prostate cancer?"

"The first step is to consult the relevant experts – based all over the world – for their opinions. I ask them lots of questions about the proposal they have been sent, about the aims of the research and the way it would be carried out. The aims of the research may be very noble, but if the methods do not stand up to scrutiny, then these aims are unlikely to be achieved. This process is called a 'peer review' and it is the cornerstone of assessing all scientific research.

"After I have collated all these reviews, we then ask an independent Research Advisory Committee, made up of researchers and doctors with a high level of expertise in their field, as well as men with prostate cancer, to advise us on which research proposals we should fund. They use the peer reviews and their own expertise and experience to decide which projects they consider worthy of funding.

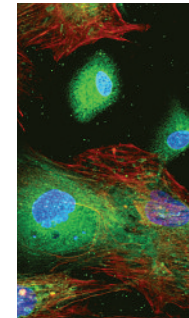
"This can be a tough call. Unfortunately, we cannot afford to fund all the research applications that we consider worthwhile. We need to make difficult choices about which projects get financial support and which don't. Not being able to fund every worthy project is the most difficult part.

"The applications which do achieve funding all adhere to key elements of the Charity's approach, which are scientific excellence and relevance to the lives of men with prostate cancer."

Research focus

2004-2007 Grant title: Targeting of histone deacetylation to androgen-regulated genes for therapeutic approaches in prostate cancer.

2007-2010 Grant title: Androgen regulation of methylation in prostate cancer.
Grant holders: Professor Simak Ali and Dr Lakjaya Buluwela.



Back in July 2004, Professor Ali and Dr Buluwela set out to identify the genes in prostate cancer cells that are controlled by androgens, which regulate healthy prostate cells allowing them to function correctly. Today, they have achieved their goal, succeeding in creating a database of all the genes affected by androgens.

"We used a piece of technology called a DNA chip that allowed us to examine nearly 30,000 genes. Of these, 318 genes were found to be 'switched on', meaning more of the protein was made by the presence of androgens.

Another 383 genes were 'switched off', meaning less of the protein was made.

"We noted that several genes switched on by androgens make proteins which are secreted from prostate cancer cells. In humans, these proteins might find their way into the blood stream and urine. In the future, this might lead to the development of a more sensitive and specific test for diagnosing prostate cancer.

"Another of the genes that we found to be controlled by androgens was the Glycine N-methyltransferase (GNMT) gene. The research highlighted GNMT as a potential marker for prostate cancer and a new molecule for further understanding the disease."

Moving on

In 2007 the two researchers put in a proposal for additional support from the Charity and successfully secured funding for a PhD student, Silvia Ottaviani, to further investigate the role of the GNMT protein.

"We believe that GNMT could affect cellular processes already known to be important in prostate cancer. GNMT is likely to be important in explaining how differences between normal prostate and prostate cancer cells arise.

"Our studies will involve making prostate cancer cells in which GNMT can be

controlled, thereby allowing investigations into how this enzyme affects prostate cancer cells. We also aim to identify which genes are affected by GNMT, particularly as part of the androgen response, so that we can go on to develop a better understanding of how androgens cause tumour growth.

"These studies will help define the importance of GNMT in prostate cancer development and progression and aid in the identification of new targets for treatment and diagnosis of this disease."

Dr Lakjaya Buluwela

Looking to the future

Our success in research is due to the people who commit their energy and talent to progressing the cause of prostate cancer research.

Dr Axel Thomson of Queen's Institute for Medical Research, Edinburgh, took time out to tell us a little about his motivations and goals. He has recently been awarded over £145,000 to investigate the role prostate stromal cells play in prostate cancer.

What interests you about this line of research?

I've been studying how the prostate forms in the embryo for several years, and this has given me a glimpse of some of the powerful control molecules that regulate the growth of the prostate. These molecules are often involved in cancer generally, and now we're looking to see what they might do in prostate cancer.

"A cure would be fantastic, but this may be unobtainable for decades."

Achievements in 2007/08

- Funded five new research projects to a value of £719,000. The projects, including a studentship to encourage the next generation of promising scientists, were awarded to the Institute of Cancer Research, the University of Sheffield, Imperial College London, the Edinburgh Cancer Research Centre and the Queen's Institute for Medical Research, also in Edinburgh.
- Employed a Research Services Officer to ensure the effective management and communication of the research programme.
- Became a member of the Association of Medical Research Charities, an umbrella organisation of the leading medical and

health research charities in the UK, which sets the gold standard for charities that fund medical research. Our membership shows we have excellent standards of research governance, including our rigorous international peer review of research applications.

Plans for 2008/09

- Our 'Call for Research Proposals' closed in November. Our Research Advisory Committee will identify more high quality research proposals. We are planning to commit up to £1 million for research this year.
- We are currently reviewing our research strategy, to ensure we get the best for men affected by prostate cancer.

Total funding awarded in 2007/08
£719,000

Is there anything specific that drives you to reach your goals?

I'm curious about what makes the prostate grow and how to stop it. It's possible that one day I, or my son, will develop prostate problems and I'd like to have better options than we have now.

Are there other areas of prostate cancer research that interest you?

There's a huge range of areas relevant to prostate cancer research, but scientists need to choose one to focus on in order to study it in suitably meaningful detail. The area I've chosen to focus on – how stromal cells are involved in prostate cancer – is new, unexpected, exciting and could hold a lot of potential.

What do you believe is the 'ultimate goal'?

To improve patient treatments and options. We may not need a conventional 'cure' if we can develop treatments that slow and control the disease. A cure would be fantastic, but this may be unobtainable for decades.

Venturing boldly

Historically, prostate cancer has been under-funded and awareness levels have been low.

Campaigning is key to raising the profile of prostate cancer and tackling inequalities. After making a successful contribution to the work of groups such as the Prostate Cancer Charter For Action, the Charity is now defining a path for building its own campaigns. Anna Jewell, the Charity's first Head of Policy and Campaigns, is charged with raising the political profile of prostate cancer.

"Public awareness of prostate cancer is slowly increasing, but it is still much lower than we would like. This partly explains why men's experiences of NHS care and support for prostate cancer are poorer than for people with other common cancers. When I joined the Charity earlier this year, there were already several initiatives well underway to raise the profile of the disease and the quality of care for men living with prostate cancer. For instance, we were involved in developing the NICE (National Institute for Health and Clinical Excellence) guidance for the management of prostate cancer, published in February 2008.

"We are now on the way to shaping our first independent campaign to improve prostate cancer treatment and care. But prostate cancer is too big an issue to work on alone. In 2009 and beyond, we will continue to work closely with organisations such as the Prostate Cancer Charter for Action and the Cancer Campaigning Group who share our goal of improving the experience of people affected by cancer. There is still a way to go, but the momentum is with us."

More information

If you'd like more information about our campaigns, or would like to get involved, please call 0208 222 7622 or email us on campaigns@prostate-cancer.org.uk



Achievements in 2007/08

- Made a significant contribution to the work of the **Prostate Cancer Charter For Action**, developing a campaign to improve NHS provision of Clinical Nurse Specialists for men with prostate cancer.
- Elected to sit on the Steering Group of the Cancer Campaigning Group (a coalition of national cancer-related charities, aiming to equip the voluntary sector to campaign with a unified voice for improved cancer services).

Plans for 2008/09

- The development of our first independent campaign to improve prostate cancer treatment and care.
- The launch of **Prostate Cancer Voices**, a network of people whose lives have been affected by prostate cancer. We will use their knowledge and experiences to inform the development of our support services and we will add their voice to our campaigning for improved prostate cancer services.
- Working with the Government and NHS on their plans to deliver the **Cancer Reform Strategy**. This strategy was published by the Department of Health in 2007 and sets out the Government's five-year plan to improve cancer services in England.

Here to help

Our free and confidential Helpline is the UK's only specialist nurse-led, dedicated prostate cancer support and information line.

We give reliable, up-to-date and, above all, specialist support and information. We also offer callers the opportunity to express their feelings, whether it is anger at their diagnosis or relief that someone is there to listen.

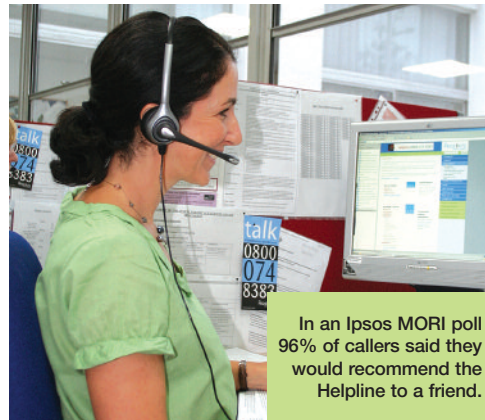
The Helpline is staffed from 10am to 4pm, Monday to Friday, as well as every Wednesday evening from 7pm to 9pm*. In 2007/08, our Helpline nurses spoke to approximately 25 callers every day, with just over 75% of calls coming from men. Some people prefer to ask their questions in writing. So, we also provide a service that enables people to write to us or email us with their message or question.

A more efficient future

One missed call to the Helpline is one too many. To help us provide an even better service in the future, we have installed new computer software, enabling the nurses to respond more quickly to unexpected busy periods, such as an increase of calls caused by a large public response to a news report. The software also allows us to plan Helpline working hours more effectively to meet the needs of callers.

Top five reasons why people called the Helpline in 2007/08

- Treatment options
- PSA testing
- Side effects of treatment
- Signs and symptoms
- Other tests and investigations



Online support

Our message board offers a comprehensive online resource for people with prostate cancer and their friends and families. With entries on everything from diagnosis to diet and lifestyle, the site also enables people who have personal experiences of prostate cancer to share them. These stories can provide support to anyone currently undergoing treatment. To join the message board, visit www.prostate-cancer.org.uk/forums

If you have any suggestions on how we could improve our website, please let us know. Just email our Information Manager, Debbie Clayton, at debbie.clayton@prostate-cancer.org.uk or call her on 0208 222 7622.

Focus	Topic	Posts	Last Post	Monitored
Prostate Cancer				
Diagnosis	Share your experiences of being diagnosed and your knowledge of testing	650	21/01/08	Active
Treatment	Share all aspects of being treated for prostate cancer	1194	11/21/08	Active
Prostate cancer (prostate gland)	Discuss the impact of guidelines for how prostate cancer should be managed in the NHS and at home	6	4/1	Active
Life with Prostate Cancer	Share how you manage the diagnosis, treatment etc.	354	27/10/08	Active
Family and Friends	A place where the family and friends of those with prostate cancer can talk about their experiences and share support and advice.	414	4/20/08	Active
Diets and Lifestyle				
Diets and Lifestyle	Share any diets or lifestyle food, drink and lifestyle changes.	180	15/04	Active

A Helpline nurse's story

Support and Information Specialist Nurse, Suresh Rambaran, has worked on our Helpline for nearly five years. In that time, he has answered hundreds of calls from men and their families concerned about prostate cancer.

"No two calls on the Helpline are ever the same. When you answer a call, you never really know what kind of questions or situation you'll be faced with.

"Many men describe feeling at a loss for words when told they have prostate cancer, left unable to take in anything their doctor is saying. Some tell me they feel frightened about the future and it is my role to help these men, and often their families too, make sense of their diagnosis.

"Recently I spoke to a man who had been diagnosed just a few days earlier. At the time, he hadn't been given much information about the treatment options open to him or

what he could expect from living with the disease in the meantime. We were able to talk through his situation together. As well as giving him more information, I offered him some practical support on the questions he could ask his doctors, to stop him feeling so powerless.

"He told me how reassuring it had been to be able to talk to someone at length about how he was feeling, instead of just being given sheets of information to look at.

"By ensuring men and their families have access to the support and information they need, we are helping to empower men to take control of their lives and make the right treatment decisions for them."



Someone to talk to

Stephen Barton is one caller who knows the benefit of the Helpline. Diagnosed with locally advanced prostate cancer in February 2003, Stephen has made regular calls to the Helpline.

"I first called the Helpline three months after I was diagnosed and several times since then, right up to this year. One time, that first year, following hormone therapy, I was expecting my PSA level to have dropped. When it didn't, I was really worried. I called the Helpline and they said they did not think the results sounded right. They advised me to get them double-checked. I did, and to my relief, the lab had made a mistake.

Being told that you have prostate cancer is a lot to take in, so talking to people who understand

the disease and can give you good information really helps. I have especially appreciated the way the Helpline staff understand the difficulty of making the right decision when given choices over treatment. I have found it really useful to talk through my options with someone from the Helpline before seeing the consultant at the hospital.

Helpline staff have played an important role in helping me to live with prostate cancer."



Volunteering service in West and Central Scotland

With the help of a three-year grant from The Big Lottery Fund and some inspirational volunteers like Peter McAlear, we have expanded our support network for people affected by prostate cancer in Scotland.

"When I was first diagnosed with prostate cancer in June 1999, there were no support services in Scotland, so I started my own group in Glasgow. When The Prostate Cancer Charity launched its Scottish service, I jumped at the chance of getting involved.

"I was trained as a volunteer and now man stalls at events and give talks to raise awareness of the disease, while continuing to give one-to-one support sessions to people affected by prostate cancer.

"The one-to-one sessions can be challenging. Some men want answers and ask lots of questions, others find it hard to open up. One chap I ran a session with, couldn't bring himself to talk about the disease, so I relayed my own experience and, gently probing what his feelings were, he gradually became more relaxed and we were able to talk at length about his worries.

"The Charity knows how important it is for men affected by prostate cancer and their families to

be able to speak to someone who has personal experience of the disease. I can talk openly and honestly about the physical and emotional effects of prostate cancer. Knowing that I've been through it, and have come out the other side, gives them hope.

Our one-to-one support network in Scotland is growing.



"It's great to know that you're helping men and their families come to terms with their diagnosis. I am now part of a 24-strong team of fully trained volunteers spreading the word and offering support to people who need it."

More visitors to our website

2007/08: 413,266
2006/07: 336,102

This is a significant increase of 22% since last year which goes to show that more and more people are using the Internet to get the facts about prostate cancer.

A recent Ipsos MORI poll showed that 97% of website visitors were satisfied with the trustworthiness of the information on the website and 96% were satisfied with the range of information available.

www.prostate-cancer.org.uk

Looking ahead

We are absolutely delighted that the volunteer programme in Scotland has been met with such enthusiasm from volunteers like Peter McAlear and users alike. It has proved itself to be an effective way to raise awareness and help families whose lives have been affected by prostate cancer. Over the next year, we will

build on this success to roll out the volunteer programme across the UK.

If you'd like to get involved, please call Caroline Mark, Volunteer Development Manager, on 0208 222 7622 or email her on caroline.mark@prostate-cancer.org.uk

Knowledge is power

It's often been said that 'knowledge is power', and our information services are designed to give more power to those affected by prostate cancer and to the health professionals who provide their care.

By providing clear, reliable information, we help people affected by prostate cancer gain control of their situation and help them to ask the right questions.

Recent developments

We have produced a brand new booklet entitled, 'Prostate cancer: a guide for newly diagnosed men'. This is a personal guide to diagnosis and treatment and includes space for men to record details of their care and treatment options. The booklet, which has been endorsed by the British Association of Urological Surgeons (BAUS), is unique in enabling men to keep information about their diagnosis and care in one place. It provides an excellent starting point for helping men deal with their diagnosis.

We have also recruited a new Information Officer to increase our capacity to produce new information materials. As well as carrying out a rolling programme for updating our existing publications, we have also produced three brand new fact sheets for our 'Tool Kit' – a folder of information on diagnosis, treatment and lifestyle issues that can be tailored to a man's individual needs. Further fact sheets can be added to the 'Tool Kit' at any time to support men throughout their prostate cancer journey.

Two new initiatives designed to improve access to information in the NHS were launched – Information Prescriptions and the National Cancer Information Pathways programme.

Both programmes aim to ensure that people with a medical condition get the high quality information they need at the right time. The Charity's own publications have been included in a pilot of the Information Pathways programme and we will continue working over the next year to make sure that the needs of men with prostate cancer are being met.



Keeping health professionals in the loop

The past year has seen us launch a new section on our website to update health professionals on the latest prostate cancer news, informing them of education programmes and providing links to other sources of useful information. To complement this, we have developed a new e-newsletter for health professionals, highlighting the latest developments in prostate cancer, which has been warmly received.

More information

Information on the diagnosis, treatment and impact of living with prostate cancer is available to order free of charge by calling our Helpline on 0800 074 8383. It can also be found on our website www.prostate-cancer.org.uk where you can download or print our publications.

"I personally found all the information I received very helpful and reassuring. It helped me ask the right questions, even now that I am in the 'after treatment' monitoring stage." A Tool Kit user

A meeting of minds

We developed a Prostate Cancer Masterclass entitled, 'The Whole Journey Counts: Choices and Dilemmas', in conjunction with King's College, London. The event was designed for health professionals with a specialist interest in caring for men with prostate cancer and was the first of its kind in the UK.

The Masterclass was well attended and deemed a huge success, providing a forum for delegates to talk about the challenges surrounding prostate cancer care and how it could be improved.

Ann Keen MP, Parliamentary Under Secretary for Health Services, addressed the delegates saying, "I congratulate The Prostate Cancer Charity and King's College on gathering such an impressive group who all play a crucial role in the care and support of men with prostate cancer."

Keynote lectures, workshops and discussion forums created the perfect environment for sharing information. Screening, research developments, treatment options and therapies, informed decision-making and the essential role of nurses in care provision were all covered in detail.

There was a specific focus on living with hormone therapy treatment and we thank John and Ann Essex for sharing their experiences of dealing with prostate cancer and the everyday effects of hormone therapy.

"What an excellent experience. Two days full of excellent lectures."



England rugby star Andy Ripley

Men's Health Radiotherapist

The Masterclass closed with a moving contribution from rugby legend and keen supporter of the Charity, Andy Ripley. Andy, who was diagnosed with prostate cancer in 2005, used his speech

to acknowledge the professionalism of specialist nurses and radiographers, thanking them for the role they play in the care of all men with prostate cancer. A fitting end to a superb event.

If you are a health professional and want to find out more about the Charity, please call Georgia Diebel, Health Services Liaison Manager, on 0208 222 7622 or email her on georgia.diebel@prostate-cancer.org.uk

Achievements in 2007/08

- Expanded our volunteer service in Scotland so even more men with prostate cancer can benefit from social support.
- Recruited a new Information Officer to increase our capacity to produce new information materials.
- Contributed to key initiatives designed to improve access to information.
- Developed the UK's first ever Masterclass where health professionals with an interest in prostate cancer could meet and share ideas and best practice.
- Launched a new section on our website to update health professionals.

Plans for 2008/09

- We will roll out our volunteer service across the UK to give as many men as possible access to good information and social support.
- We will be introducing new information materials in a range of formats, including leaflets, online and audio materials, so service users can choose how they access our information.
- We will develop the Masterclass as a main part of the Charity's education programme for health professionals.

Raising awareness of prostate cancer

When you consider 70% of adults in the UK don't know what the prostate does*, it's easy to see that more still needs to be done to raise awareness of the disease.

Our aims for raising awareness are simple: we want people to know where the prostate gland is and what it does, what men should do if they are worried about prostate problems and where they can get support. The methods we use range from information stands and events to coverage on radio, TV and in newspapers.

Prostate Cancer Awareness Week 2008

One of the biggest and clearest ways of getting our message across is through Prostate Cancer Awareness Week. Under the banner, 'Real Men

Do Something About It', this year's Prostate Cancer Awareness Week was our biggest yet. Print, broadcast and online coverage was very significant, with at least 318 mentions of the event compared with 214 in 2007. Thousands of individuals and groups across the UK joined together to help raise awareness of prostate cancer and raise vital funds for the Charity.

Report back

In 2007, men in six London boroughs took part in our survey of prostate cancer awareness amongst black and minority ethnic communities. The survey, part of our 'Older and Wiser' project, will support our continuing awareness-raising work in local communities. We would like to thank the City Bridge Trust for their three-year grant for this project.



Bringing the house down

African Caribbean men are three times more likely to develop prostate cancer than white men*. As part of the Charity's drive to raise awareness of the increased risk in this community, we joined forces with the playwright and novelist, Benjamin Zephaniah, to produce an original play, capable of getting the message across in a humorous and engaging way.

The resulting play, *De Botty Business*, was a real triumph. Focusing on the story of one man facing the prospect of being tested for prostate cancer, the play explores the taboos, myths and cultural fears surrounding the disease in African Caribbean men.

The play – the first of its kind for the Charity – premiered at the Hackney Empire in front of 800 people, before embarking on a tour of Bristol, Birmingham, Leeds and Liverpool. Community venues were specifically chosen for their associations with the African Caribbean community and to bring in an audience who

Our play – *De Botty Business* – helped tackle many prostate cancer myths



would not normally visit the theatre. A special thank you must go to the Lloyds TSB Foundation and Kato Enterprises Ltd for their support of this groundbreaking play. Their donations enabled us to recruit professional actors and to send the play on tour.

“The most important thing I have learned about prostate cancer is not to remain ignorant about it.”

Benjamin Zephaniah

Nearly 1,200 people watched the play, with a big majority coming from the African Caribbean community. By talking about prostate cancer in a humorous way, *De Botty Business* helped us dispel common myths associated with the disease so that many more African Caribbean men are now aware of the facts behind the taboo. We surveyed audiences and 93% of people said they knew more about prostate cancer as a result of watching the play.

Achievements in 2007/08

- Ran another highly successful Prostate Cancer Awareness Week.
- Premiered and toured a play, *De Botty Business*, written by Benjamin Zephaniah, to raise awareness of prostate cancer amongst African Caribbean men.

Plans for 2008/09

- We are aiming to launch our first Prostate Cancer Awareness Month to further increase awareness of the disease.
- We will continue to build greater awareness in local communities and among people at greater risk from prostate cancer.

Boosting vital funds

The Incredible Shrinking Man

Mike Hare is one of the hundreds of people each year who take part in running events across the UK to help raise vital funds and awareness on our behalf. Here, he explains why he supports The Prostate Cancer Charity.



Mike has run 100's of miles to raise awareness of prostate cancer

“Over the past few years, I lost three very close friends to prostate cancer. At the time, it was a disease I knew very little about other than that it had taken my friends from me.

“Four years ago, I was 28 stone and was involved in a serious car accident. I remember waiting to be cut free from the wreckage, thinking that something needed to change. After the accident, I began to eat healthily and started to exercise.

“After shedding 15 stone at the age of 53, my doctor suggested I take part in a running event to maintain my new fitness levels – that was a Great North Run and a London and Edinburgh Marathon ago.

“It is an amazing feeling to cross the finish line. Knowing that I am honouring the memory of

my friends with every step, makes it even more poignant.

“I'm shocked by how ignorant men are about prostate cancer, especially as it is the most common cancer affecting men. The Prostate Cancer Charity is determined to get the disease into the public consciousness and I'm 100% behind them. If men understood as much about prostate cancer as women know about breast cancer, we would be on a winning streak.”

‘Movember’

Last year we were chosen as the official and only UK beneficiary of ‘Movember’, a global fundraising movement that focuses on men's health issues. Our supporters' participation in this month-long, sponsored moustache-growing event raised a total of £1,157,000.

Over 6,000 ‘Mo Bros’ countrywide braved their friends' laughter as they grew extravagant moustaches throughout November 2007. Importantly, the question repeated everywhere, “Why are you growing a moustache?!”, helped get men in their 20s and 30s talking and thinking about the disease.

To find out more about ‘Movember’ go to www.movember.com



One of this year's Mo Bros shows off his facial creation.

Growing partnership

Following on from the launch of our hugely successful partnership last year, the Charity joined forces once again with Marks & Spencer. The high street retailer engaged staff and customers alike in supporting Prostate Cancer Awareness Week 2008.

Marks & Spencer developed an exclusive range of products, including cufflinks, socks and underwear, some of which were modelled by television personality, Andi Peters. Pin badges also went on sale in store, as well as online.

The partnership is a really valuable opportunity for the Charity to raise awareness and spread the word about prostate cancer. As well as offering customers tailor-made products, 1.5 million leaflets offering information about the disease were distributed throughout Marks & Spencers' 510 stores across the UK.

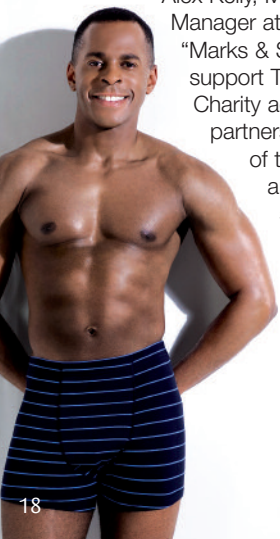
Employees also got in on the action and were hugely supportive of the partnership. Staff raised more than £50,000 through a series of sponsored activities, from head shaves to fashion shows.

The total funds raised from the partnership exceeded £200,000, which was a fantastic achievement and almost double the amount raised in the previous year.

Alex Kelly, Menswear Marketing Manager at Marks & Spencer, said: "Marks & Spencer was proud to support The Prostate Cancer Charity again in 2008. This partnership helps raise awareness of this disease across the UK and our customers can be safe in the knowledge that by buying a blue, Real Man pin badge, they can help to make a big difference."

YOUR M&S

Andi Peters models some of the exclusive pants.



Highlights

Gala dinner

The Deco Dance took place on 25th October 2007 at the Bloomsbury Ballroom in London, raising just over £50,000.

Compered by Clive Anderson, the gala dinner included a world premiere from Royal Ballet dancers, Edward Watson and Leanne Benjamin. Fifteen Events, founded by Jamie Oliver, provided an organic dinner using 'prostate-friendly' ingredients.

The Real Man Cup

The Prostate Cancer Charity's annual five-a-side football tournament took place on Saturday 8th March 2008 at the Goals Football Centre in Beckenham, with 45 teams playing for the Real Man Cup 2008. Once again, football legend, John Barnes, supported the event, which raised £20,000.

Snap-on Tools

Snap-on Tools successfully held their second "Gissa Quid" fundraising campaign in September and October 2007. Customers, franchisees, suppliers and staff donated £40,000 to add to the £10,000 given by Snap-on Tools to kick-start the campaign.

London Marathon

156 runners took part in this year's London Marathon in aid of The Prostate Cancer Charity. At the time of writing, over £231,000 has already been raised, and money is still coming in.

We would like to thank all the companies, organisations and individuals who generously gave their support in 2007/08.

Treasurer's message

The Charity's accounts for 2007/08 show exceptional growth in income of £1,599,000, an increase of 36% over the previous year.

For the first time, these figures show separately, the income arising from Prostate Cancer Trading Limited, the Charity's trading subsidiary which was set up in April 2007.

Investment income rose by £46,000, an increase of 39% over the last year, mainly as a result of an increase in interest bearing deposits, arising from the exceptional increase in income.

The main factor contributing to the unprecedented growth in income was 'Movember', a new fundraising project, which raised £1,157,000. With 'Movember' now into a second year here in the UK, we hope to have even greater success for the future.

Excluding 'Movember's' contribution to income, there was an increase of £442,000, up 10% on last year, on a like for like basis.

And finally on income, of the total sums raised, 85% was unrestricted income, an increase of 10% over the previous year.

Expenditure

Total expenditure rose from £4,224,000 in the previous year to £5,390,000, an increase of £1,166,000 (28%). This was largely due to additional spend in both the cost of charitable activities (£2,468,000 to £2,990,000) and generating funds (from £1,553,000 to £2,134,000).

Governance costs rose from £172,000 to £219,000, an increase of £47,000 (or 27%), but still remained at 4% of total overall expenditure for the year.

The Charity spent £719,000 on new research projects in 2007/08. This increases the number of grants funded by the Charity in line with its strategy of spreading and widening research.

Statistics on fundraising income versus cost of generating funds

	£'000 2007/8	£'000 2006/07	% Increase	£'000 Variance
Fundraising income	5859	4320	36%	1539
Cost of generating funds	2134	1553	37%	581
Net contribution	3725	2767	35%	958
ROI	2.75	2.78		

Surplus

The closing surplus at the year end amounted to £663,000 compared to £230,000 at the beginning of the year. But when unrealised losses on investments are included, the surplus was £395,000 at the year end.

Balance sheet

Turning to the Balance Sheet, the significant movements were:

Fixed Assets

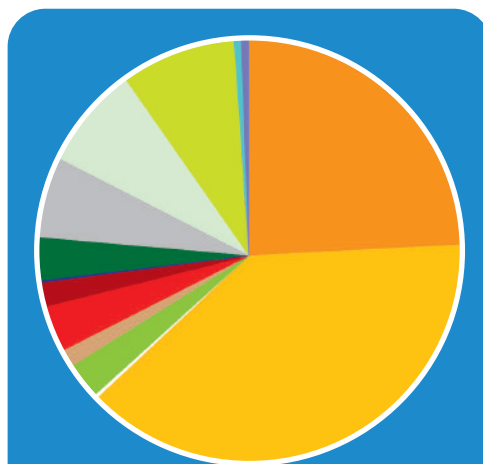
There was a reduction of £206,000 resulting from share disposals of £9,000 and unrealised losses on investments of £268,000 as a result of volatility in the financial markets, offset by a net increase of £71,000 in lease improvements on the Charity's premises.

Cash deposits

These increased by £1,065,000, as a result of exceptional growth in funds generated.

Reserves

Free reserves stood at £2,558,000 at the year end which represented four and a half months of unrestricted expenditure against the Charity's stated policy of three months. So the Charity started the new financial year, 2008/09, in a very healthy position.



Income

Direct fundraising	£1,462,000
Community fundraising	£2,347,000
Other incoming resources	£30,000
Investment and interest	£164,000
Trading	£82,000
Donated services	£220,000
In memory	£118,000
General donations	£6,000
Major gifts	£203,000
Legacies	£356,000
Corporate donors	£499,000
Charitable trusts	£502,000
Events	£28,000
Gala dinner	£36,000
TOTAL	£6,053,000

We would like to thank all our supporters for their generous and continued commitment to our work. A special thank you, in particular, is due to the following supporters:

Adint Charitable Trust	Nigel Wray
A E H Salvesen's Charitable Trust	Novartis Pharmaceuticals UK Limited
Alfred Dunhill	Peter Hoskin
Andi Peters	Peyton
Andor Charitable Trust	P H Wainman
Andy Ripley	Publicis
Astra Zeneca UK Ltd	Rod Stewart Chronicle
Beam Global Distribution (UK) Ltd	ROK plc
Benjamin Finimore	Rotary Club of Mapperley - Nottingham
Benjamin Zephaniah	Rotary Club of Tilehouse
Big Lottery Fund	Rotary Club of Uxbridge
Bob Hoad & The Brighton Ball	Sally Judge
Burberry	sanofi aventis
C C Lewis	ShareGift, The Orr Mackintosh Foundation
City Bridge Trust	Simon Gibson Charitable Trust
Clive Anderson	Simon Moores
Dafydd Huws	Sir Samuel Scott of Yews Charitable Trust
CIM Investment Management Ltd	Smith Charitable Trust
DLM Charitable Trust	Snap-on Tools
Eel Pie Club	Sovereign Health Care Charitable Trust
Experian	Standard Chartered
figleaves	Tesco Stores Limited
G Le Pard	The Alan Potter Memorial Golf Day committee
HB Allen Charitable Trust	The C L Hill Trust
Heathland School	The Daneway Charitable Trust
HSBC	The Grocers' Charity
Inman Charity	The Henry Lumley Charitable Trust
International Sports Management Ltd	The Peacock Charitable Trust
Jane Gambrell	The Philip and Marjorie Robinson Charitable Trust
Jason Gardiner	The Priority Foundation
JWT	The Royal Ballet
Kathleen Potter	The Samuel Sebba Charitable Trust
Kato Enterprises Ltd	The Sydney and Phyllis Goldberg Memorial Charitable Trust
Lead Yacht Underwriters Ltd	The Worshipful Company of Innholders
Lewis Family Charitable Trust	Thomas Allen
Lloyds TSB Foundation for England and Wales	Toby Charitable Trust
Lord Austin Trust	Trailfinders Charity
Marathon Oil UK Ltd	Vivienne Wallace
Marks & Spencer Head Office	Who Wants To Be A Millionaire
Metro Voices	William Morris Agency
Mike Hare	Wyeth Pharmaceuticals
Movember	
Mrs Margaret King Will Trust – Charitable Fund	

Trustees, Patrons and Ambassadors

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 (Vice Chairman)
 Mr Leslie Moffat (Vice Chairman)*
 Mr John Wotherspoon (Treasurer)
 Mr Grant Duncan
 Mr Neil Bowman (resigned 13/12/07)
 Mrs Jude Bridge
 Mr Andrew Blessley
 Mr Ian Chate
 Dr Timothy Walker CB
 Mr Athelston Sealy OBE*
 Professor Malcolm Mason (resigned 19/07/07)
 Mr Michael Price (co-opted 06/02/08)*
 Mr William Russell (co-opted 06/02/08)*

Patrons:

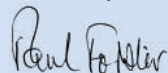
Rt Hon Gordon Brown MP, the Prime Minister
 Sir Menzies Campbell
 Mr Tony Blair
 The Rt Hon Iain Duncan Smith MP
 Mr Mike Gooley CBE
 The Rt Hon William Hague MP
 The Rt Hon Michael Howard QC MP
 The Rt Hon Charles Kennedy MP
 Sir John Major KG CH
 Eminence Cardinal Cormac Murphy-O'Connor
 The Rt Hon Baroness Pitkeathley OBE
 The Chief Rabbi Sir Jonathan Sacks
 Lord Clive Soley
 The Most Reverend Archbishop Desmond Tutu
 Rabbi Lionel Blue OBE
 Mr Geoffrey Hughes

*Participates in the Charity's Ambassador programme.

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 24th July 2008 and will be submitted to the Charity Commission and Companies House following the Annual General Meeting on 24th July 2008.



Professor Paul Forster
 Chairman for and on behalf of the Trustees

Ambassadors:

Our Ambassadors are influential supporters, across a wide range of industries and regional areas, who help the Charity forge fundraising relationships and raise awareness of prostate cancer.

Mr David Allen	Mr Ken Keir
Ms Gillian Camm	Mr Jim Martin
Mr Steve Coxshall	Mr Garvis Snook
Mr Neil Fox	Mr Mike Tye
Mr David Hillier	Mr Geoff Unwin
Mr Peter Jacobs	

Ambassadorial Advisor:

Mr Leslie Bishop

Contact us

Different ways you can get more information and support.

Helpline

Providing information and support, whatever your needs. Contact our confidential Helpline and our specialist nurses can help you.

helpline@prostate-cancer.org.uk
Freephone 0800 074 8383

Opening times
 10am-4pm Monday-Friday (7pm-9pm Wednesday)

Calls are free of charge from UK landlines.
 Mobile phone charges may vary.

Supporter care

To make a donation please contact our support care line.

020 8222 7666
supportercare@prostate-cancer.org.uk

Email

info@prostate-cancer.org.uk

Online

www.prostate-cancer.org.uk

Mail

The Prostate Cancer Charity
First Floor
Cambridge House
100 Cambridge Grove
Hammersmith
London W6 0LE

One-to-one support

Delivered by men and women personally affected by prostate cancer, our one-to-one support could be just what you need. All volunteers have been trained to listen and offer support on a one-to-one basis, by phone or in person.

To find out more please phone **0800 074 8383**.

Scotland

For more information on our services in Scotland please phone **0141 314 0050**.

Or mail:

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Unit F 22-24 Festival Business Centre
150 Brand Street
Glasgow G51 1DW
scotland@prostate-cancer.org.uk