

# MONEY

- Total income in 2005/06 increased 20% on the previous year.
- The surplus for the year, of £1.26 million will enable us to commission a new phase of medical research in 2006/07.
- Fundraised income increased 21% to £3.727 million, while fundraising costs increased just 2%.
- Investment in direct marketing paid off, with 800 new major donors joining us, giving an average of £400 a year each.
- Running the Charity accounted for 5% of costs.
- We now have reserves to cover four and a half months' running costs for our services, should there be an unexpected dip in income.

#### Patrons:

Rt Hon Tony Blair  
 Rabbi Lionel Blue  
 Rt Hon Iain Duncan Smith  
 Mr Mike Gooley  
 Rt Hon William Hague  
 Rt Hon Michael Howard  
 Mr Geoffrey Hughes  
 Rt Hon Charles Kennedy  
 Rt Hon John Major  
 Rt Hon Baroness Pitkeathley  
 Eminence Cardinal Cormac Murphy-O'Connor  
 The Chief Rabbi Professor Sir Jonathan Sacks  
 Mr Clive Soley  
 Mr Chris Tarrant  
 The Most Reverend Desmond Tutu

#### Trustees and Directors:

Professor J Waxman (President)  
 Professor P Forster (Chairman)  
 Mr L Moffat (Vice Chairman)  
 Ms S Sayer (Vice Chairman)  
 Mr M Cook (Treasurer)  
 Mr J Wotherspoon (Treasurer Designate)  
 Mr A Blessley  
 Mr N Bowman  
 Mrs J Bridge  
 Mr I Chate  
 Mr G Duncan  
 Professor M Mason  
 Mr A Sealey  
 Dr T Walker

#### Secretary:

Ms Sue Nixon

#### Statement of Trustees

These accounts are a summary extracted from the annual accounts and certain information relating to both the Statement of Financial Activities and the Balance Sheet. These summarised accounts may not contain sufficient information to allow for a full understanding of the financial affairs of the Charity. For further information, the full annual accounts, which have been subjected to an audit, and the Trustees' annual report should be consulted. Copies of these can be obtained from The Prostate Cancer Charity, 3 Angel Walk, Hammersmith, London, W6 9HX and in electronic format on the Charity's website: [www.prostate-cancer.org.uk](http://www.prostate-cancer.org.uk).

The annual report and accounts, which contained an unqualified audit report, were approved by the Trustees on 18 July 2006 and will be submitted to the Charity Commission and Companies House following the Annual General Meeting on 18 July 2006.

**Opinion**  
 In our opinion the summary financial statements is consistent with the full annual accounts and Trustees' report of The Prostate Cancer Charity for the year ended 31 March 2006.

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

**Independent Auditor's Statement to the Trustees of The Prostate Cancer Charity**  
 We have examined the summary financial statements of The Prostate Cancer Charity. **Respective Responsibilities of Trustees and Auditors**  
 The Trustees are responsible for preparing the Annual Review in accordance with applicable law. Our responsibility is to report to you our opinion on the consistency of the summary financial statements with the Annual Review with the full annual accounts and Trustees' Report. We also read the other information contained in the Annual Review and consider the implications for our report if we become aware of any apparent misstatements or material inconsistencies with the summary financial statements.

**Basis of Opinion**  
 We conducted our work in accordance with Bulletin 1999/6 'The auditors' statement on the summary financial statement issued by the Auditing Practices Board for use in the United Kingdom.'

**Wilson Wright & Co, Chartered Accountants,**  
 Registered Auditors 5th Floor, 71 Kingway,  
 London, WC2B 6ST  
 Date: 15 August 2006

As a chartered accountant, with a background in healthcare, and as a new Trustee of The Prostate Cancer Charity, I have been hugely encouraged by the Charity's financial achievements.

Income has leapt forward in the last year, thanks to a strengthened fundraising team who understand the opportunities out there very well. This is important, not only in terms of paying for our research, information, support and awareness work in the coming year, but also because we have set ourselves a target of raising our income to £8 million by 2010/11.

To get there, we will need to develop high-return sources of income such as legacies, which are under-represented in our fundraising mix because we are still a young charity. To give us the stability we need as we grow, and the ability to plan effectively, we will also be investing in finding more people who would like to give monthly gifts to the Charity, and in securing three-year grants and sponsorship. But when you consider that we have achieved a jump in fundraising income of 21% against a 2% increase in spending on fundraising, I am confident that investment will be money well spent. Our aim for 2010/11 is for every £1 spent on fundraising to be generating £4.


Because we receive almost no statutory income, we will be looking at other ways of securing statutory funds, such as selling information services to the NHS.

Being effective also means keeping costs down, and I have been impressed at the leanness of the operation here. Out of 40 staff, only seven are administrative. It is a tight ship.

We spent less in 2005/06 than the previous year for two reasons. In 2004/05, we took the full financial commitment of a major, five-year research award to Hammersmith Hospital, which was not repeated this year. Also, we were building up resources for a new round of research projects for the next financial year – applications for grants totalling some £750,000 will be invited shortly.

If you have any questions about the financial picture, please do ask us for a copy of our full accounts, or you can find them online at [www.prostate-cancer.org.uk/who/accounts.asp](http://www.prostate-cancer.org.uk/who/accounts.asp)

Meanwhile, a big thank you if you have been part of making this happen.



John Wotherspoon, Treasurer

#### Income

Community fundraising	£927,000
Direct marketing	£898,000
Charitable trusts	£396,000
Companies	£118,000
Legacies	£482,000
Major gifts	£17,000
Grant from Department of Health	£30,000
Income from other voluntary organisations and Department of Health for joint website project	£49,000
General donations	£47,000
In memoriam donations	£102,000
Donated services	£349,000
Christmas card sales	£14,000
Other sales	£6,000
Sponsorship, conference and Awareness Week	£52,000
Conference and delegate fees	£12,000
Gift aid tax recoverable	£277,000
Investment income and interest	£97,000
<b>Total</b>	<b>£3,873,000</b>

#### Expenditure

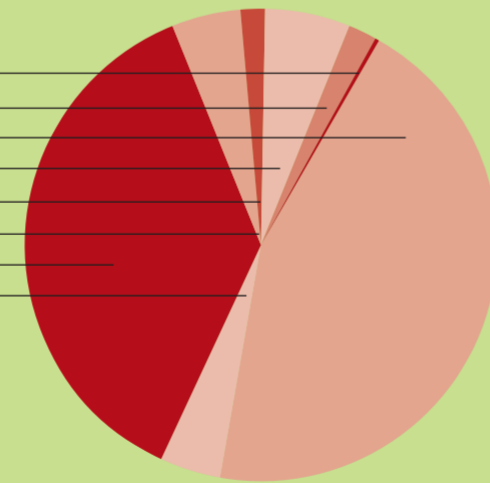
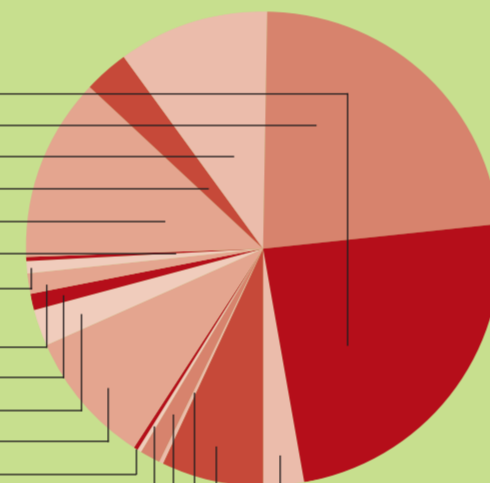
Research grants <sup>1</sup>	£10,000
Specialist prostate cancer nurse programme <sup>2</sup>	£58,000
Helpline, information and awareness	£1,276,000
Regional development	£165,000
Joint website project <sup>3</sup>	£51,000
Governance	£133,000
Fundraising costs	£1,069,000
Other <sup>4</sup>	£116,000
<b>Total</b>	<b>£2,878,000</b>
Investment gains	£265,000
Surplus after investment gains	£1,260,000

#### Balance sheet as at 31 March 2006

<b>Assets/liabilities</b>	
Fixed assets	£35,000
Investments	£1,782,000
Current assets	£1,662,000
Total liabilities	- £1,304,000
<b>Total net assets</b>	<b>£2,175,000</b>
<b>Funds</b>	
General fund	£945,000
Designated research funds	£1,175,000
Restricted funds	£55,000
<b>Total</b>	<b>£2,175,000</b>

#### Notes:

- <sup>1</sup>This represents the management costs of the research programme
- <sup>2</sup>This represents the costs of running the Specialist Prostate Cancer Nurse Programme and the associated academic evaluation
- <sup>3</sup>This represents the costs of running the joint website project, UK Prostate Link
- <sup>4</sup>Includes costs of policy development and user involvement



## THE PROSTATE CANCER CHARITY

The Prostate Cancer Charity  
 3 Angel Walk, Hammersmith, London W6 9HX  
 Registered Charity Number: 1005541  
 Company Number: 2653887

Helpline: 0800 074 8383  
 Tel: 020 8222 7622  
[www.prostate-cancer.org.uk](http://www.prostate-cancer.org.uk)

The Prostate Cancer Charity is an independently managed and governed organisation and in no way do corporate partners influence our recommendations or policies.

# ARE

# WE

# REALLY

# EFFECTIVE?

ANNUAL REVIEW 2005/2006

THE PROSTATE CANCER CHARITY

## Are we really effective? What you will find in this Annual Review, I hope, is a resounding 'yes'.

You'll find hard facts and figures about what we're achieving with charitable grants, donations from individuals, and support from companies. And you'll see what they mean in real life for men with prostate cancer and their families.

Our expertise in supporting men through the distress of diagnosis, and providing clear information about different treatments, for example, has been recognised by Guy's and St Thomas' NHS Foundation Trust, which has invited us to create a shared specialist prostate cancer nurse post. It has also been tapped into by many general cancer charities, leading to referrals to our Helpline.

The Prostate Cancer Charity is also striving to help the young men who will develop prostate cancer in the future. You can read how our *Real Man* Campaign – to make people aware of prostate cancer symptoms – succeeded in having a much greater impact than you might expect possible from our limited resources.

This magnifying effect is a feature of The Prostate Cancer Charity. We believe fiercely that powering a collaborative effort is the key to tackling prostate cancer's major challenges. Together we are achieving progress on a scale that none of us could manage alone. Will you join us?



John Neate, Chief Executive  
john.neate@prostate-cancer.org.uk



### The Prostate Cancer Charity

One in 11 men in the UK will be diagnosed with prostate cancer. It is *the* men's health issue. The Prostate Cancer Charity:

- funds medical research, peer-reviewed by internationally-renowned scientists
- provides information for men and their families about symptoms, diagnosis and treatment options
- offers support through our Helpline, specialist nurses and a nationwide network of men who have had prostate cancer
- raises awareness among men and among politicians and policy-makers so that prostate cancer climbs the health agenda.

We were able to do this in 2005/06 thanks to the individuals, trusts and companies who generously gave or raised over £3.7 million.

## RESEARCH

Four teams of Imperial College scientists at Hammersmith Hospital continue to have their progress regularly reviewed by other scientists after they were awarded £1.6 million by the Charity in 2004.

Careful investment in fundraising, and 800 generous people who have contributed to our Research Action Fund, enabled us to set aside a further £750,000 for research.

In 2006/07, we aim to offer PhD bursaries to create a body of new scientists to specialise in prostate cancer. We need £113,000 for each three-year bursary.

The Prostate Cancer Charity's Chief Executive, John Neate, is joining the Board of the National Cancer Research Institute.

Prostate cancer requires scientific attention. And huge amounts of it. We've been tackling the need for more research in two ways:

- We've been focusing political attention on the disease, by creating a powerful lobbying voice with other organisations as part of the Prostate Cancer Charter for Action.
- We're funding significant research ourselves to make a difference to men's lives in the future.

Peer reviews confirm high quality of research

An independent Research Advisory Committee has carried out an annual review of progress in five of our research projects:

Dr Robert Kypta, working on two projects, was described by the committee as "a highly research active and imaginative scientist" and commended for collaborative working with other groups.

Dr Charlotte Bevan's team was congratulated and recommended to present its research work on androgen receptors in the United States.

Dr Simak Ali's and Dr Laki Buluwela's team was found to be making encouraging progress in exploring a strategy for turning off genes that cause prostate cancer.

Dr Tahereh Kamalati's project was acknowledged as being technically very difficult but worth the risk because, if successful, it could provide a set of tools for making prostate cancer cells easier to see, and improve diagnostic and treatment techniques.

A new phase in research begins

We had planned to invite applications for new research funding in the 2005/06 financial year, but delayed this to build up sufficient reserves. We now anticipate advertising for research proposals in the autumn of 2006, for peer review and grant award by end of March 2007.



### Clear evidence emerges of gaps in support

Some 1,200 men took part in our survey researching their experiences of the NHS before and after diagnosis, and the support and information they were given.

John Finch (pictured with his wife Elsie) was among them. John visited his doctor for a PSA blood test, and was mistakenly told on the phone that everything was fine by a GP receptionist. Two years later the error was spotted:

"I went to see a consultant for more tests," says John. Like 25% of men surveyed, John was alone when told he had prostate cancer.

"I took the Charity's 'Tool Kit' along with me – it's excellent. It includes a questionnaire to help you remember what you need answers to. The consultant wasn't very forthcoming, so I had to find out from the Tool Kit and the internet what his written answers meant. That's how I found out I have the most aggressive form of prostate cancer. I took part in the survey because I was let down, and I don't want that to happen to other men."

The survey found:

- 38% of men were not given access to a specialist nurse to discuss diagnosis
- 43% were not given written information about prostate cancer and treatments
- 19% were not made aware of side effects of different treatments, which can include impotence and incontinence.

We are feeding this research into our advice to Government on how to improve support and information for men with prostate cancer.

# INFORMATION & SUPPORT

14,000 people phoned The Prostate Cancer Charity Helpline between April 2005 and March 2006, while there was a threefold increase in email enquiries.

There are around 22,000 visitors each month to our website and it is the first site to come up on the search engine Google when you type in 'prostate cancer'. It has now been redesigned to be more accessible and comprehensive.

Two more specialist prostate cancer nurses are to be recruited to our Helpline, bringing the total to eight.

An evaluation of our hospital-based specialist prostate cancer nurses is in its final stage. Findings will be presented at our National Conference in November 2006.

We have produced a British Sign Language Guide to the Prostate Gland on VHS and DVD to help deaf men, who can find it hard to access health information and support.

The Prostate Cancer Charity's Dr Chris Hiley has joined the National Institute for Health and Clinical Excellence (NICE) Guideline Development Group for Prostate Cancer.

**Support and information for men with prostate cancer lags far behind the standard of services for women with breast cancer. We must improve this. Here is what we're doing:**

With other charities, and by influencing best practice in the NHS, we are pushing hard for Government investment in this area. By the end of this Parliament, we aim to see support and information quality nearing that for breast cancer.

We are also spending nearly £1 million on providing a myriad of support and information directly to men concerned about prostate cancer, and their families.

**Livery company funds a specialist nurse**

The Worshipful Company of Innholders, a livery company in the City of London, has donated money to The Prostate Cancer Charity for several years. Confident of our effectiveness, they have now agreed to support a specialist prostate cancer nurse, Ingrid Spickett, to help staff our Helpline over three years. "Ingrid impressed all she met when she joined members of the Livery for lunch in January," said Commander Hugh Evans, Chairman of the Patronage Committee.

**Guy's and St Thomas' turn to us**

Another new specialist nurse is to be sponsored by a philanthropist who prefers to remain anonymous. The post will be shared between The Prostate Cancer Charity's Helpline and the Urology Clinic at Guy's Hospital, with benefits to both.

Declan Cahill, Consultant Urologist at Guy's, explains: "As doctors and nurses, we use The Prostate Cancer Charity a lot for information and support for our patients. We respect them and agree with them on so many things.

"So when we realised that we needed to offer patients a more robust counselling service and someone who could advocate independently on their behalf, they were the people we turned to. To do this work, you have to be really good, and they are.

"The Charity will benefit from the nurse specialist being in a hospital part-time, and bringing back what's happening in the NHS. And we'll benefit from really strong counselling skills. It's a win-win situation." The partnership will be evaluated, and may prove to be a model for a wider roll-out.

**Scotland links up to support men with prostate cancer**

With the delegate list filled to capacity, and another 100 hopefuls on the waiting list, we

knew our first Scotland Forum on prostate cancer, sponsored by Oncura, had hit on something important. Men with prostate cancer, healthcare professionals, support groups, other charities, and researchers came together in Glasgow to learn, share ideas and network.

This is just one aspect of an initiative to get across powerful messages about prostate cancer in Scotland.

Earlier in the year, businessmen nominated us to benefit from their Trades House of Glasgow 400th Anniversary Ball and Tall Ships Event, generating £23,000 to fund 2,500 prostate cancer information Tool Kits and other support. The Big Lottery Fund has also just awarded us £153,000 to fund a development worker for three years to encourage older men in Scotland to learn about prostate cancer and access the information and support available.

We need to regularly update and reprint our Tool Kit – an information pack on diagnosis, treatment options and lifestyle issues for men with prostate cancer. We need £49,000. Can you help?



## The Prostate Cancer Charity Helpline 0800 074 8383

John Essex (pictured) is one of 14,000 people who called The Prostate Cancer Charity Helpline last year. Like many, he was distressed – in his case, about side effects of a hormone therapy for prostate cancer.

"The hormones had given me these breasts. I'm fit, slim and like most keen cyclists wear lycra. They stuck out and bobbed about when I ran. It upset my whole identity, including my sexuality.

"I wanted to have surgery to have them removed, so my oncologist organised some counselling to find out if I was really sure. But they'd never come across anyone with this, so didn't really know what to do.

"Then I found The Prostate Cancer Charity Helpline. I spoke to Georgia, one of the specialist nurses, and she said, 'We haven't got much written information on this, but I'll research it for you.' She came back with the experience of a runner in the USA, who'd had the operation for the same reason. I made my decision and when I came round from the operation, I was grinning!

"The Prostate Cancer Charity did everything they possibly could for me."

*"As doctors and nurses we use The Prostate Cancer Charity a lot for information and support for our patients. We respect them and agree with them on so many things."*

Declan Cahill, Consultant Urologist,  
Guy's and St Thomas' NHS  
Foundation Trust.

# AWARENESS

Prostate Cancer Awareness Week swept across the UK in March 2006, with the help of companies, community organisations and individuals who worked with us.

The Week saw a fourfold increase in information pack requests, while 750,000 drinks mats, posters and 'z-card' guides to prostate cancer were distributed to pubs and clubs.

Ricky Gervais created a funny, award-winning radio ad about how easy it is to have a quick examination for prostate problems. Could it have a place on your intranet or website? Go to [www.prostate-cancer.org.uk/news/features/ricky.asp](http://www.prostate-cancer.org.uk/news/features/ricky.asp) to hear it.

We funded 80 talks and workshops to reach African Caribbean men, who are three times more likely to develop prostate cancer than white men.

11 companies, including Novartis, sanofi aventis and AstraZeneca, helped provide the funds to make a major success of our National Conference in November 2005, attended by 400 people concerned about prostate cancer.

Prostate cancer is the most common cancer diagnosed in men in the UK. It needs to be talked about. Shouted about. Jumped up and down about. Until every man is aware of it and knows what to look out for.

The Prostate Cancer Charity's work to raise awareness has made a quantum leap this year.

## Real Men know all about it

A major new advertising campaign, 'Real Men Know All About It', was launched to get men – and the women in their lives – to find out more about prostate cancer and to be proactive in dealing with it. The campaign was created free of charge by advertising agency Publicis. It included a raft of striking advertising and information materials which were quickly taken up by radio and printed media – again free of charge.

Standard Life sponsored the printing of 600,000 drinks mats, which put the prostate cancer message under the noses of men and women in pubs and workplaces.

Smartbox, which operates an exclusive channel on pub TVs, converted our Real Man press ad into an animated 30 second TV advert and donated over seven hours of screen time, in over 500 venues.



Lamp-posts in busy traffic and shopping locations were adorned with large Real Man posters thanks to StreetBroadcast who donated the space.

Debbie Bowles' father died of prostate cancer two years ago, and this year she persuaded her employer, Ford Motor Company in Dagenham, to carry our Real Man message on one of their 40 foot trailers which deliver parts around the UK.

Hundreds of people affected by prostate cancer helped us generate a huge media impact. The Prostate Cancer Charity was mentioned in 179 national and regional media articles during Awareness Week, making many thousands more people aware of prostate cancer – and that there is a charity dedicated to helping anyone worried about it.

Prostate Cancer Awareness Week 2007 will take place from 19th – 25th March. If you would like to join us, please contact the Charity's Events Manager on 020 8222 7622.

## Getting closer to men who need us

Calls to our Helpline from African Caribbean men rose by 96% this year. The overall proportion of black men calling is still low, but this rise shows that our efforts to take the message to African Caribbean community groups are making a very practical difference.

Our leaflet specifically created for African Caribbean men and their families reached some 13,000 people at local community events, carnivals, conferences, exhibitions, workshops and training days.

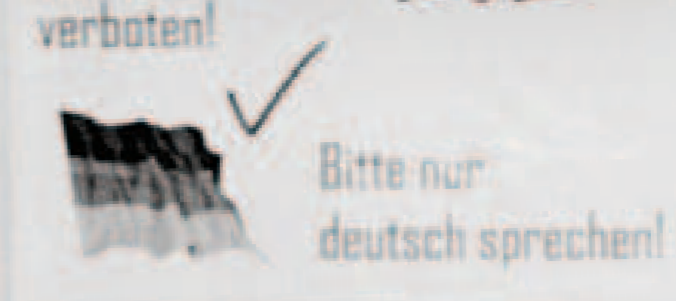
In Birmingham, we appointed an outreach worker for six months, building good working relationships with health agencies across the West Midlands and getting the issue of prostate cancer talked about in hard-to-reach communities.

Poet, novelist and playwright Benjamin Zephaniah (below, second right, pictured with cast members and far right, Ali Orhan, the Charity's Community Involvement Manager), has written a play to raise awareness of prostate cancer. Developed with £24,000 from The Lloyds TSB Foundation for England & Wales, it will tour Bradford, Liverpool, Birmingham, Leeds and Bristol.

If you'd like to sponsor the play in Manchester and London, please contact Kate Billingham on 020 8222 7658.



nundzwanzig  
weiundzwanzig...  
reißig  
nunddreißig...  
erzig  
infzig  
echzig  
ebzig  
chtzig  
eunzig  
hundert



## Q. When can a radio ad save your life?

A. When it's written by Ricky Gervais to make you laugh and have a check up for prostate problems.

Simon Luetkemeier (pictured), a French and German teacher from Nottinghamshire, heard about the ad on Radio 4's PM programme. It was a feature on the kerfuffle around the now famous 'squish' noise in the ad depicting a digital rectal examination at a GP surgery.

"The irony is that if the ad hadn't been controversial, I wouldn't have heard about it. The message was that 'a digital rectal examination is quick, easy and very useful.' I'd been experiencing some common symptoms and I thought, if it's that simple, I'll go and have it done.

"It takes less than a minute. The GP could feel that my prostate was enlarged. That led to a PSA test, which in turn led to me being referred to a consultant. I had a scan and a biopsy, which showed cancer. But I was lucky. It hadn't spread. The prognosis is very good.

"If I hadn't heard that ad, I would have put off going to the doctor's. It may well have saved my life."

“As part of our continued support of The Prostate Cancer Charity, we were pleased to provide funding for the printing of the Real Man drinks mats for Awareness Week. We believe it's very important that men know all about their health.”

Karen Frost, Community Investment Manager, Standard Life

# FUNDRAISING

- 99% of The Prostate Cancer Charity's work in 2005/06 was paid for by donations, sponsorship, charitable grants and legacies.
- Only 1% of our work to tackle prostate cancer was covered by Government funding.
- For the first time, people giving monthly and single donations through our direct marketing programme together contributed over £1 million, including Gift Aid.
- Fundraising events in communities across the UK raised £927,000, an increase of 74% on the previous year.
- Many companies, such as Coors Brewers, chose to work with us because supporting men's health brings their own brands to life and is important to their staff and customers.
- A prostate cancer specialist nurse on our Helpline is now being funded by a legacy. To find out what a gift in your Will could make happen, please contact Gaynor Buxton on 020 8222 7627.

Rugby players, florists, chief executives, parents, accountants, teachers, sales assistants, marketing directors, call centre staff, shopkeepers, solicitors, lorry drivers... The Prostate Cancer Charity has become the natural home for people from all walks of life in the UK who want to do something about prostate cancer.

As we receive virtually no government funding, it is donations and legacies, fundraising activities, grants and sponsorship that carry our work forward and help thousands of men with prostate cancer and their families. It may sound like a cliché, but none of this could have happened without you.



#### Energetic effort

In their third year of support, Snap-on Tools engaged 400 franchisees, raising £35,000 through the 'gissaquid campaign'. They encouraged

customers to donate £1, uniting their network under a common purpose that was highly relevant to their predominantly male audience. **If your company would like to support us, call Denise Bailey on 0208 222 7640.**

Maureen Dickson persuaded 100 people to do a 10km 'Dawn Walk' along Brighton seafront to meet the sunrise at 6am. Waitrose, Sainsbury's and The Metropole Hilton donated refreshments. Inspired by its success, Maureen is repeating the event in September.

Tilehouse Rotary Club in Hitchin are planning their own Dawn Walk, to add to the £13,000 they have raised to date. They also have a team of nine who ran the Milton Keynes half marathon for us – a great example of a committed Rotary Club. We are hoping the Dawn Walk will catch on across the country. **If you would like to organise one, please contact [events@prostate-cancer.org.uk](mailto:events@prostate-cancer.org.uk).**

David Hillier, Chief Economist at Barclays Capital, was diagnosed with prostate cancer at 37. Last year, with the help of friends and business colleagues, he raised an astounding quarter of a million pounds in a



challenging New York bike ride. And he's still at it: "I'm going to raise as much money as possible for The Prostate Cancer Charity – one of the few organisations that gives men of all ages access to information on the disease, along with help in coping with diagnosis."

Friends of former England Rugby Union player Andy Ripley, who has prostate cancer, rowed for 24 hours to raise £2,000.

*"We nominated The Prostate Cancer Charity as beneficiary of our annual staff quiz, raising £10,000. We have a strong interest in our employees' health and wellbeing, and were able to raise awareness about the signs and symptoms of prostate cancer through a light-hearted event."*

Euan Harkness, Barclays Capital

Calling all runners. You can now register through The Prostate Cancer Charity for a guaranteed place in all five World Marathon Majors – New York, London, Berlin, Chicago and Boston – or in just one or two if you prefer. You can, of course, also run for us if you have secured your own place.

For more info, see [www.prostate-cancer.org.uk/involved/events.asp](http://www.prostate-cancer.org.uk/involved/events.asp) or contact Gemma Cornwell on 020 8222 7630.

#### What difference could you make in 2007?

Since I first got involved with The Prostate Cancer Charity four years ago, the Charity has helped transform the lives of people affected by prostate cancer. And it has done this with money kindly donated by many wonderful individuals and organisations. But there is still so much to do. Here are just some opportunities for connecting with our cause.



- We want to increase our funding of research to at least £1 million per year within two years. *Donations to our Research Action Fund will help us to achieve our target.*
- To attract the best calibre doctors into prostate cancer research, we also need to create Research Fellowships. *We will need £180,000 to fully fund each three-year grant.*
- We're already making links in the South West to create a regional web of support, information and joined-up services there. Now we need to appoint a specialist worker. *We need £190,000 to run the full programme for three years.*
- *£42,000 would fully fund an Information Officer* and the production of information focused on the particular needs of men with advanced prostate cancer.
- Our National Conference is the leading event of its kind, drawing together all those in the prostate cancer 'community' – health professionals, men with prostate cancer, policy makers, trade unions, business leaders and the media. *Sponsorship opportunities start at £1,500.*
- Prostate Cancer Awareness Week is making a bigger impact every year. *There is an opportunity to sponsor the whole event or part of it.*

To find out more or just have an informal chat, please contact Elaine Bennett, Director of Fundraising, at [supportercare@prostate-cancer.org.uk](mailto:supportercare@prostate-cancer.org.uk) or on 020 8222 7666.

*Paul Forster*

Professor Paul Forster, Chairman

## We have to do something about this

Phillex Moitt first started to support The Prostate Cancer Charity after hearing an appeal on the radio several years ago. "What was coming out was how many men this affects, but how low the profile of the disease is. And behind all those statistics people are suffering. I thought, we have to do something about this, so I started to support the Charity.

"When I became Mayor of Braunstone (Leicestershire) in 2005, The Prostate Cancer Charity was the automatic choice for my official charity. We raised over £6,000 through a charity football match, sponsored walks, an African Caribbean dinner dance, and various other events. I also shook a tin outside the supermarket.

"But just as important to me was getting the message out about prostate cancer, which was why I did newspaper and radio interviews as well as an information day.

"The Charity gave us so much support. Every time my assistant phoned up for materials, they'd arrive within 24 hours. They even managed to provide us with a 10 foot banner quickly. I would recommend them to anyone."