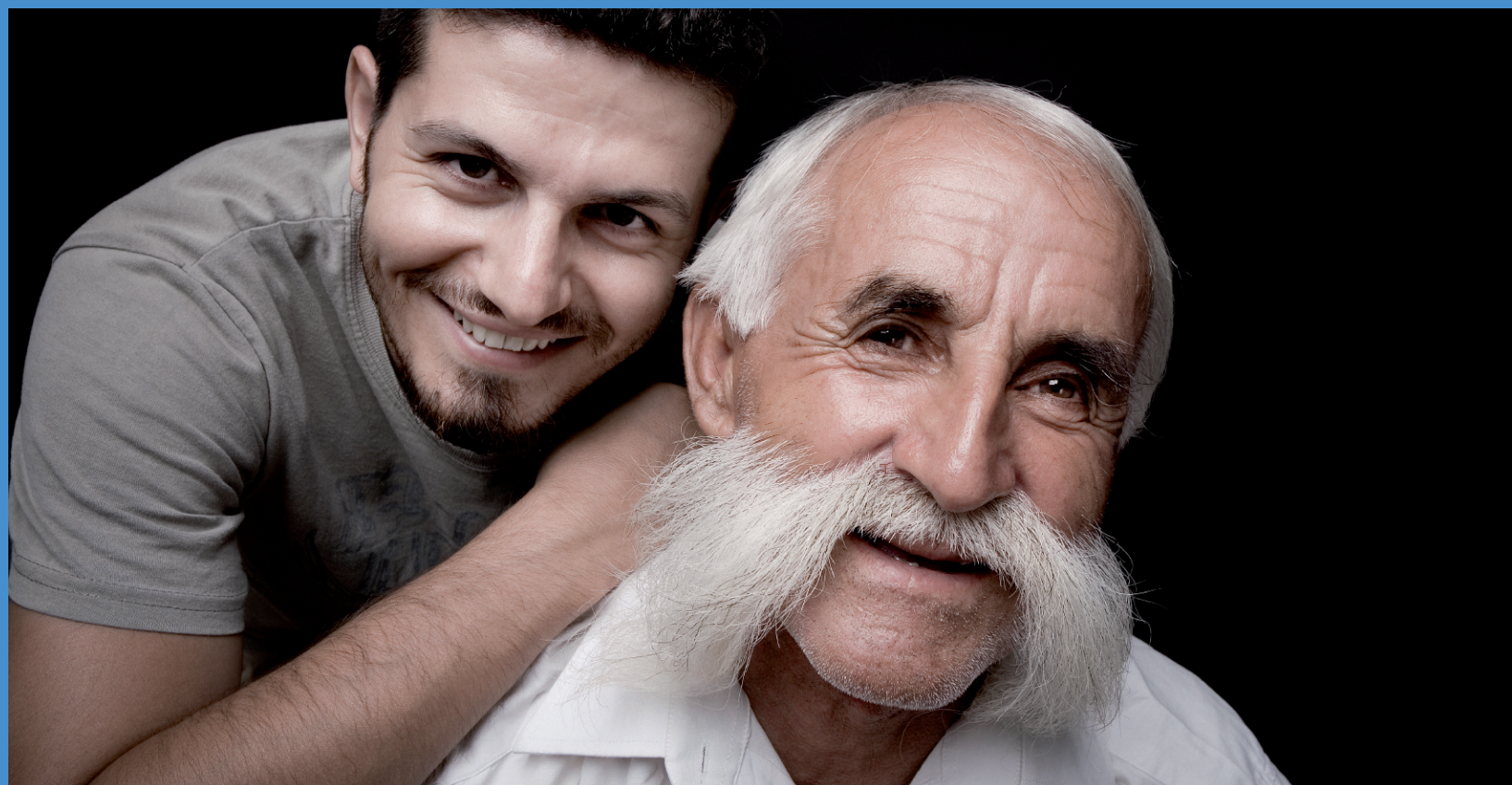


How Mo's help our work grow



A huge thank you to all the Mo Bros and Mo Sistas across the UK who raised an amazing £5 million in 2009.

These funds have helped support The Prostate Cancer Charity's vital work fighting prostate cancer on every front - through research, support, information and campaigning.

Movember is the Charity's largest fundraising event and we are enormously grateful to everyone who took part last year, raising funds and awareness of prostate cancer, the most common cancer in men in the UK.

Each year the money you raise helps us to reach out to more men with prostate cancer and their families.

The money raised through Movember helps us to fund our key areas of work. This update tells you how.

John Neate
Chief Executive



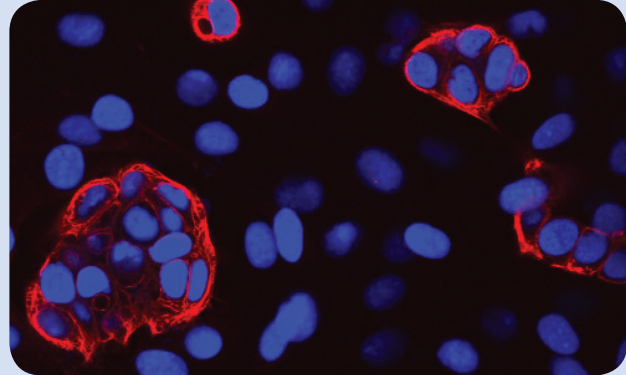
Research

With your help, the Charity funds essential and ground-breaking research into the causes of prostate cancer, improved diagnosis and new treatments. This year, we're committing to 10 research projects at a cost of nearly £1.8 million - our biggest investment into research yet! This will help to continue our efforts to redress the historical underfunding of prostate cancer research.

Our research projects include Dr Andrew McDowell's pioneering study into propionibacterium acnes (P-acnes). This bacterium is associated with acne and causes the inflammatory response that initiates acne. However, scientists are aware that it can also result in other infections in the body. Now, Dr McDowell is taking this expertise to the field of prostate cancer research.

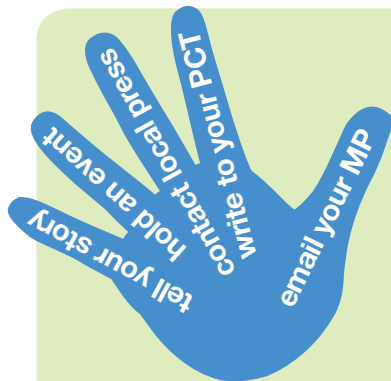
P-acnes is the most common bacterium found in prostate tissue and we need to

establish exactly how it affects the prostate. Dr McDowell and his team are working to verify whether this bacterium persists as a chronic, inflammatory infection in the prostate, and looking at how P-acnes could stimulate dangerous changes that might lead to cancer development in prostate cells. Their findings could have a huge impact on the way we diagnose and treat prostate cancer.



The funding of this pioneering project is possible because of the funds you helped raise in 2009.

Campaigning



For the first time, in 2010 the Charity organised a Day of Action to push for better access to support services across the UK for men experiencing life-changing side effects following prostate cancer treatment. On a single day in March (during our awareness month) campaigners sent an amazing 550 emails and letters to their local parliamentarians or candidates and to healthcare providers telling them that too many men living with prostate cancer are not getting the support they need. The day was a

major success, raising awareness of this issue with parliamentarians and healthcare providers and urging them to improve their local services for men with prostate cancer.

With the help of Movember, we're increasing our vital campaigning work. Later this year, we'll be launching a new drive to make sure that all men are made aware of the PSA blood test - which can provide an early indication of prostate cancer - and have the opportunity to make an informed decision about having it.

Prostate cancer key facts

- Prostate cancer is the most common cancer in men
- 1 man dies every hour from prostate cancer
- 36,000 men are diagnosed with prostate cancer every year
- 10,000 men die every year from prostate cancer

Awareness raising

Raising awareness of prostate cancer is a key challenge - far too few men understand what the prostate gland does, the signs and symptoms of the disease, their risk of prostate cancer and what they can do about it. The Charity works hard to change this. With the help of Movember funds, we were able to run a highly successful national Prostate Cancer Awareness Month in March 2010 and to drive very high levels of media coverage of prostate cancer.

In addition, the Charity trains volunteers across the UK to raise awareness and provide one to one support to men with, or worried about, prostate cancer. Vivien Pipe's husband Derek was 59 when he was diagnosed with an aggressive form of prostate cancer, and shockingly, he died only nine months later. Vivien became a volunteer in 2009.



"I give talks to various organisations to raise awareness. I am also a peer support volunteer, speaking to people who are in a similar position to myself whose husbands have been diagnosed or have sadly died. I think the fact that you are not 'in it' alone, that there are other people who can help you and who have shared your experience can help enormously."

Information and support

We continue to provide vital information and support for men with prostate cancer and their families via our website, our printed information and our confidential Helpline. Our Helpline is the UK's only dedicated prostate cancer phone and email service, staffed by specialist nurses. This means that anyone who calls us (including concerned men, family and friends) receives expert support and information. Last year, we spoke with over 5,000 callers to the Helpline and send out over 330,000 pieces of information - allowing us to help more men and their families than ever before.

Also, this year we are providing a brand new initiative to reach out to more people

at a local level, particularly within the African Caribbean community.

A Drop-in-Clinic, for people concerned about prostate cancer, will be opened this September in Newham, London. Newham is one of the most diverse London boroughs, including a high proportion of African Caribbean men - three times more likely to develop prostate cancer than white men of the same age.

This pioneering new initiative will be led by a team of specialist nurses. They will provide crucial consultation, diagnostic and information services in a community setting, open to all and easily accessible. We hope this will encourage men who are unlikely to seek out their GP or hospital, to visit the Drop-in-Clinic and get valuable advice.

"I saw a sign on a shop saying 'grow a mo and help a bro' and it just caught my imagination. One person every hour dies of prostate cancer, but people don't seem to talk about it."

Chris Hall, who lives in Oxford.

Thank you Mo Bros and Mo Sistas

With the funds you raise, The Prostate Cancer Charity is able to reach out to more men with prostate cancer and their families, than ever before - providing them with essential information and support. We're also making headway in research and campaigning to raise the profile of the disease which kills one man every hour in the UK.

Join us again this year to help us achieve a world where lives are no longer limited by prostate cancer.

After Gift Aid and costs of the campaign, £4,895,000 was available to spend on charitable activities following the 2009 Movember campaign. This has been allocated as follows:

- **Research £1,468,000**
- **Information and support £1,517,000**
- **Awareness raising £1,566,000**
- **Campaigning £344,000**

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 campaign to improve the lives of men with prostate cancer.

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Free and confidential Helpline

0800 074 8383*

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

*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.

www.prostate-cancer.org.uk

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