

Faster, fairer, better
Making an impact in
2023/24



**PROSTATE
CANCER UK**

This year, we have seen tremendous movement towards our ambition and that is thanks to people like you.

To truly address the scale of the most common cancer in men, our aim has been to inspire and influence people to come together across the local, national and global prostate cancer community to discover ways to save men's lives. Together, we give men the power to navigate prostate cancer, ensuring faster, fairer and better diagnosis and treatment.

We're thrilled that over a million men have completed our 30-second online risk checker and can do something about their prostate cancer risk. This was only possible because so many men have bravely told their stories and our celebrity friends, key media, sport and corporate partners have amplified our message. And having listened to Black communities, whose risk of prostate cancer is double, we are delighted to record the highest levels of Black men taking the risk checker we have ever seen.

We cannot thank our loyal and generous supporters enough – this year you've enabled us to significantly ramp up our investment in game-changing research, innovation and transformation.

We are now the biggest funder of prostate cancer research in the UK, spending £25m this year alone. This means we can continue to build and nurture a community of researchers and a network of global experts, who are achieving more for men together than they could alone.

We saw a perfect example of that in our work alongside the research consortium developing the world-leading £42m TRANSFORM screening trial launched this year. TRANSFORM is designed to save thousands of lives by providing the evidence we need for a screening programme to get more men diagnosed early when prostate cancer is most treatable. We're incredibly proud to have the convening power to deliver something so crucial and are delighted the Government have placed their faith in us and committed to contributing £16m towards the trial.

We salute our superb nurse specialists and the many healthcare professionals who are keen to make improvements for men with prostate cancer. We have embraced their thirst for knowledge, offering innovative educational programmes and backed their ideas for improvements. And we continue to talk directly to decision makers who have the power to make change happen.

As the leading UK prostate cancer charity, we play a pivotal role in the prostate cancer eco-system and know it is only by working in collaboration that we can create a world where no man dies of prostate cancer. I would like to express our gratitude to everybody who has contributed to the great strides we have made this year towards that goal and I hope you enjoy the report.



What we do

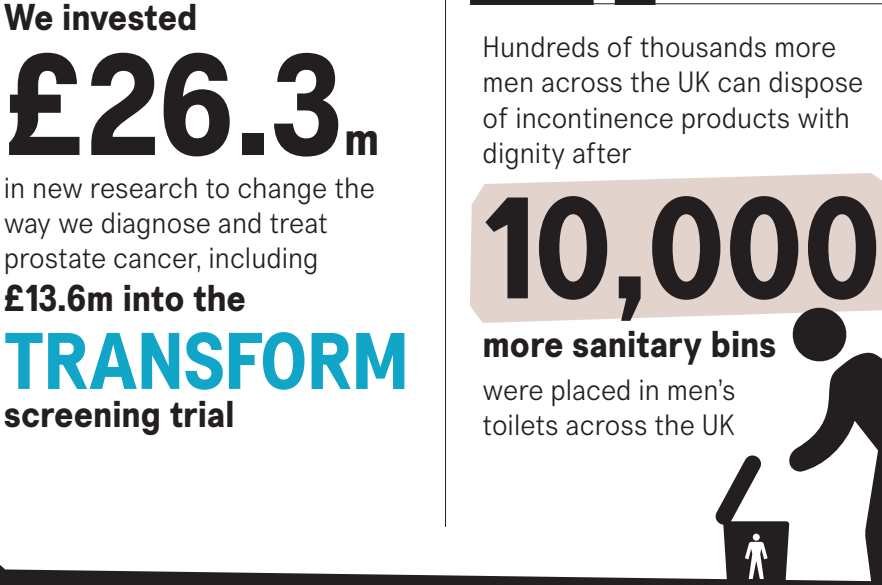
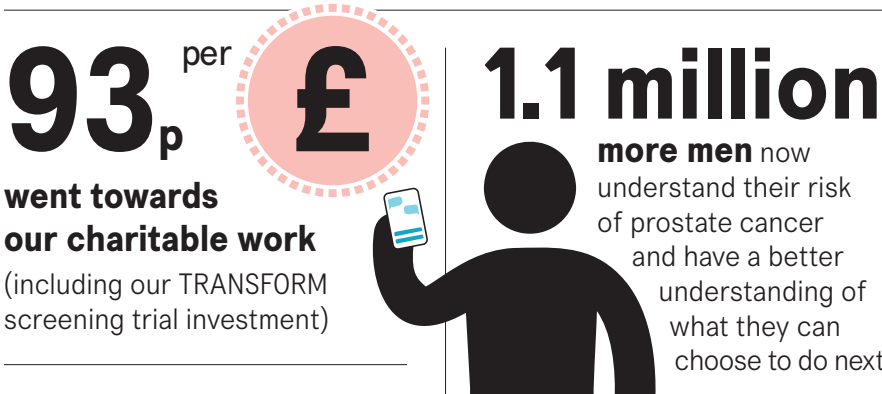
As the most common cancer in men, prostate cancer poses a real and present danger for every man. One that leaves them facing impossible choices and unclear paths, impacting the physical and emotional wellbeing of men and their families. And sadly, 12,000 of our dads, grandads, brothers and friends die each year. We believe every man's life is unique and remarkable, and we are determined not to let it end this way.

WE ARE PROSTATE CANCER UK.

We give men the power to navigate prostate cancer by investing in world-leading research. Together, we shape the health landscape, empower men to understand their risk and what to do about it, and provide support to inform them – whatever they choose to do next.



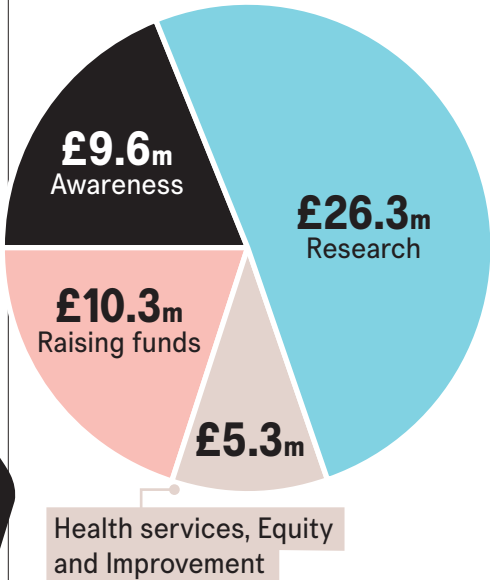
DELIVERING IMPACT IN NUMBERS



Our Specialist Nurses were there to listen, answer questions and support people navigating prostate cancer more than

14,000 times

How we invested in 2023/24 (£m)



We believe a world where no man dies of prostate cancer is possible – with your support.

Towards early diagnosis and better treatment

We want all men with prostate cancer to get diagnosed early when the disease is most treatable and be offered treatments that effectively target their cancer without lifechanging side effects.

We relentlessly focus on early diagnosis and better treatment because we know the huge difference both interventions can make. Our exceptional national and global community of prostate cancer researchers delivers transformative impact for men through our unparalleled programme of funding.

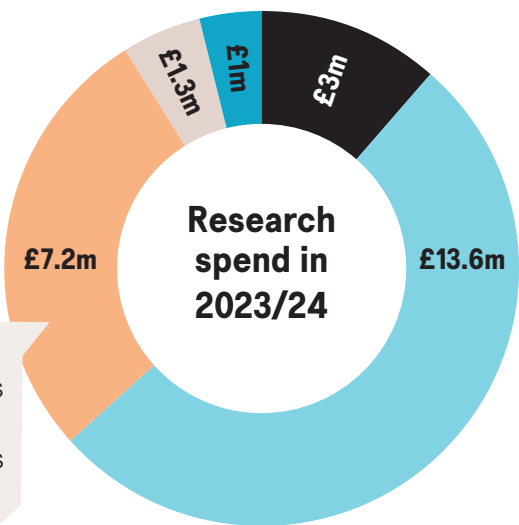
Tripling the power of every £ invested in our world-leading research

We are extremely proud to be the biggest single UK investor in prostate cancer research, thanks to loyal supporters like you. In 2023/24 we cemented that position, investing over £26m this year alone.

And **for every £1 our supporters donate, our researchers use it to attract £3 more to back the best research proposals.** The unique and world-leading £42m TRANSFORM trial we launched this year is a great example.

We support innovative brilliance from the brightest minds in early-stage and translational research – and we turn results into real world change for men.

- TRANSFORM trial
- Transformational Impact Awards
- Research Impact Awards
- Career Acceleration Fellowships
- Staff and support costs



A trial to deliver the evidence we need to bring in prostate cancer screening once and for all

We estimate that the UK could reduce prostate cancer deaths by 40% if we had an effective screening programme using modern methods of diagnosing the disease.

For years we've been laying the groundwork to design this groundbreaking trial, within the NHS, that will deliver clear evidence and definitive results. We've used our unrivalled convening power and influence.

And we've built the necessary support and understanding in the health and policy landscape.

We've ensured the trial includes Black men who have double the risk of developing prostate cancer and have not been adequately represented in previous trials. TRANSFORM is so named because it will transform diagnosis in the UK and, due to its size, quality and the involvement of the NHS, could lead to change globally too.



We're incredibly proud to be the only UK organisation able to pull off a trial of this scale and ambition. The trial has already attracted additional funding from generous key players, with **£16m from the NIHR/NHS, £1.5m from Movember and £1m from The Freddie Green and Family Charitable Foundation.**

Turning impactful research results into real world change. Fast.

We don't just deliver excellent research and stop there. We're constantly pushing to turn results into impact for men. Now and in the future.

From promising research to life-changing impact

Through our unique Transformational Impact Awards, we provide significant funding that helps scientists turn promising discoveries into life-changing improvements for men.

Professor Charlotte Bevan and her team at Imperial College London are among those benefiting from our funding. We've invested £1.6m to support their research, which will help us better understand how treating the prostate can affect cancer that's spread to other parts of the body – when it becomes harder to treat.

By studying blood samples and cancer cells from men before and after treatment, Prof Bevan hopes to find new and better ways to treat prostate cancer that has spread.



"This is a big project requiring a team of experts based in the UK, Europe, and the US, and we are thrilled that the scale of Prostate Cancer UK's vision is going to make it happen."

Dr Damien Leach, part of the research team at Imperial College London

Using our influence to drive innovation

We've also established strong relationships with key partners in Government and the NHS. And our growing influence means we can quickly translate ground-breaking research into better outcomes for men.

Here's just one example. We invested in early research that showed multi-parametric MRI (mpMRI) scans could improve diagnosis, which led to a government-funded trial. We then pushed to get scanners into hospitals, significantly improving how men are diagnosed in the UK today.

And now, men across the world could get more accurate MRI scans too. Thanks to a £350k grant supported by The John Black Charitable Foundation, researchers have been able to identify simple, low-cost changes to equipment and processes that have tripled the number of medical centres that are able to offer the highest quality scans.

Men across the world could get more accurate MRI scans thanks to simple tweaks our researchers identified.

Increase in number of medical centres delivering high quality scans

Up from **32%**
to **97%**

Shaping the health landscape here and now

We work to change systems from the inside so that men navigating prostate cancer today have a faster, fairer and better experience within the health system. We do this by supporting and collaborating with leading health professionals and decision makers.

Enabling health professionals to lead change locally

We support and educate thousands of brilliant health professionals from the UK and across the world so they can better help men with tests, treatment and recovery. This year, **10,000 health professionals enhanced their prostate cancer expertise with our courses and webinars.**



Our award-winning Clinical Champions programme supports health professionals to bring in improvements for men

We recruit diverse health professionals and empower them to bring in improvements for men with or at risk of prostate cancer. We've supported over 80 Champions so far. Every year, in their surgeries and hospitals, their innovations make a real difference to thousands of men and are shared and replicated by others.

This year alone, over 10,000 men have been helped by real-world improvements brought in by our most recently graduating Champions.



Our Clinical Champions cohort who graduated in 2023

In south east London, where there are high numbers of Black men who have a higher risk of developing prostate cancer, our Clinical Champion, GP Esther Appleby, developed a text-message service linking to our online risk checker that led to:

6,255 men
choosing to have a
PSA blood test

35 men
being diagnosed
with prostate cancer
who might otherwise
have faced delays

Influencing at every level to shape the health debate and make the system better and fairer

We've further deepened our impactful relationships with government and health leaders, building trust and sharing our expertise so we can shape the health debate and make the system better and fairer for men with prostate cancer.

Our election manifesto

Some men, particularly Black men, have a much higher risk of getting prostate cancer. And far too many are dying needlessly, simply because they haven't been told about their increased risk and what they can do about it.

In the lead up to the general election, we launched our manifesto. We set out how the next Government could save lives by proactively telling men at highest risk of prostate cancer about their risk and the tests available. This is particularly important for Black men, who often face inequity in the health system as well as an unequal risk of prostate cancer. Through party conferences, parliamentary select committees, reports and in face-to-face meetings, we urged MPs to rethink diagnosis for these men, talking to key players at different levels of government.



Our Director of Health Services, Equity and Improvement addressing MPs on the Health and Social Care Committee this year

Progress towards equity for men dealing with incontinence after treatment

Engaging politicians and shaping policy is a vital part of **Boys Need Bins and Dispose with Dignity**, our campaigns to get sanitary bins in all men's toilets across the UK by law. We want all men experiencing incontinence, a common side effect of prostate cancer treatment, to be able to dispose of incontinence products with dignity when out and about.

We are delighted that the Government announced this year that it is:

reviewing the code of practice and guidance regarding provision of disposal facilities in workplace toilets, to ensure they meet the needs of both women and men.

60 councils have brought in changes and 10,000 more sanitary bins were placed in toilets as a result of campaigning with our partners phs Group, including at all MOTO service stations and Wetherspoons pubs. This simple yet powerful step gives men the confidence and dignity they rightfully deserve.



Giving men the power to navigate prostate cancer faster, fairer, better

The earlier prostate cancer is found, the easier it is to treat. And the first step is for men to understand their risk and what they can do about it. Our 30-second online risk checker tool is quick and easy to use – any time, any where. Such as on the bus or on a tea break. It empowers all men in a simple and effective way.

Informing and empowering the men at highest risk to save lives

This year we saw 1.1 million people completing our risk checker – double the number from last year. Most importantly, 80% of those were men at highest risk. This included Black men, who have double the risk of developing prostate cancer. It also included men from priority areas of the UK, such as Scotland and the West Midlands, where our research has shown men have a higher risk of being diagnosed at a late stage when the cancer has spread.

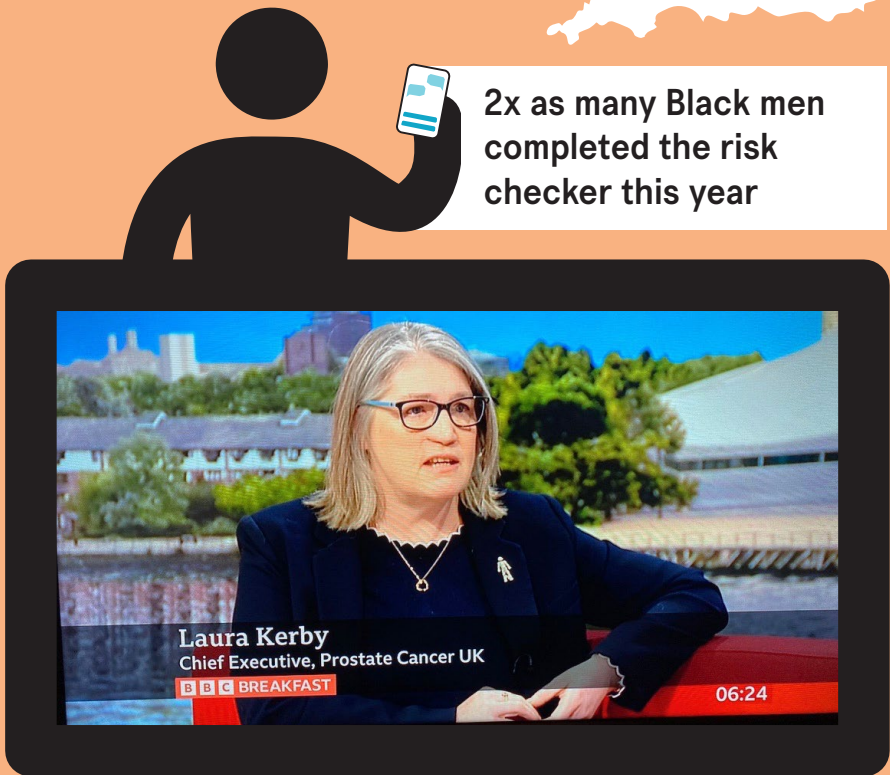
To empower the men at highest risk, we've been working with the Black community, testing and targeting our advertising campaigns and working with health professionals.

Through our carefully targeted advertising campaigns and the great relationships we've built over years with the media and brave celebrities sharing their stories, we're getting lifesaving messages to millions of men across the UK.

In our priority areas there has been an 8% rise in the number of men being treated for prostate cancer compared to a 5% rise elsewhere.



2x as many Black men completed the risk checker this year



In January our CEO was on the BBC Breakfast red sofa, inspiring nearly **3,000 risk checks in just two hours**. We're proud to have secured coverage on BBC Breakfast 13 times in two years, making us the most prominent UK charity to regularly feature.

Being there to support men, whatever they choose to do

Once men understand their risk of prostate cancer, we offer them the information and support they need to choose what to do next and throughout their prostate cancer journey. Actively listening to people navigating prostate cancer and prostate problems enables us to offer new services to meet important needs.

70%

of men completing our risk checker this year said they'd **choose to talk to their GP about a PSA blood test**. We offer a script to help them have that conversation – vital if GPs are unwilling to do the test, for example with Black men, who can get prostate cancer from a younger age.

20%

of men completing our risk checker this year said they would seek more information about prostate cancer. We provide award-winning health information and this year over **1.2 million people viewed our online health information 2.5 million times**.

10%

of men completing our risk checker this year said they now feel fully informed about their risk and don't need to do anything.



This year our kind, patient, expert Specialist Nurses gave support and information to people facing prostate cancer and prostate problems over **14,000 times**, covering:

- Risk of prostate cancer and what to do next – we're developing a new service so people can speak to a dedicated person about this.
- Navigating treatment and what comes next – this includes our specialist service to support people having sexual problems after prostate cancer treatment.
- Finding a path through a diagnosis of prostate cancer or other prostate problems, and understanding tests and results.
- When times get tough – we offer caring and practical support and signpost people to expert services, such as mental health support and support at the end of life if needed.

People can speak to our nurses in the ways that work best for them. Whether on the phone, through Live Chat on our website, by email or by WhatsApp.

71% increase in people using Live Chat to speak to our Specialist Nurses.

"I find it easier to chat online, I'd cry if I called. I could collect my thoughts."

"It was fantastically reassuring to speak to two chaps who had the operation and radiotherapy. It enabled me to make a decision on my treatment."

After speaking to one of our one-to-one peer support volunteers who had been on a similar prostate cancer journey, **97% of people** felt supported and informed.



Let's keep striving together so we can give more men the power to navigate prostate cancer by:



Transforming how we diagnose and treat prostate cancer, giving men more time and a better quality of life. We can achieve this by maintaining our position as the largest and most credible funder of prostate cancer research in the UK, attracting the brightest talent and most innovative, high-impact proposals.



Leaving no man behind by recruiting thousands of men from diverse backgrounds across the country into the TRANSFORM trial. This will enable us to build the evidence we need to make a national screening programme a reality.



Continuing to motivate the best minds to work together and share knowledge by connecting our prostate cancer research and healthcare professional community locally, nationally and globally, through our impactful programmes.



Improving the experience of men facing prostate cancer today and tomorrow – campaigning for faster, fairer and better diagnosis and treatment, influencing policy makers and driving healthcare system change politically and clinically.



Helping millions of men to understand their risk and what to do about it – saving many more lives. We want to ensure no man dies of prostate cancer because he did not know his risk factors or that he's entitled to a PSA blood test from his GP if he chooses.



Ensuring all men get the best, personalised support and care from us every step of the way.



Inspiring and leading our prostate cancer community to tell the world about the change we can make to men's lives today and in the future. Relentlessly pursuing the millions of pounds per year we need to fundraise to sustainably deliver our lifesaving work.

Please join us and continue to support us so we can work to make our ambitious vision a reality.
Together we can create a world where no man dies of prostate cancer.

Thank you

A huge thank you to our generous supporters who together have helped bring in £43.8m to fund the huge strides we've made this year for men. In particular, we'd like to thank the following supporters:

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| Our Patron HRH The Duchess of Gloucester, LG, GCVO, DStJ, CD | Gordon Brothers Foundation | Skipton Building Society |
| Our donors who wish to remain anonymous | Gordon Gilby | ShareGift |
| Our volunteers and Hubs | ICAP | Stephen Gilpin |
| All those who honoured someone with an engraving on our Memorial Sculpture | Iceland Foods Charitable Foundation | TENA Men |
| Accurascale | James Weir Foundation | The 3Ts Charitable Trust |
| AE Spink Ltd | John Bloor OBE | The Albert Gubay Charitable Foundation |
| Amazon UK | Ken & Karen Edis | The Doris Field Charitable Trust |
| Angela Milne | Kevin Webber | The Elizabeth and Prince Zaiger Trust |
| Barry Family Foundation | Keyline Civils Specialist | The Eric Wright Charitable Trust |
| Basil Samuel Charitable Trust | Kwik Fit | The Freemasons of Ireland Victoria Jubilee Benevolent and Welfare Fund |
| Betfred | Ladbrokes Coral Trust | The Freddie Green and Family Charitable Foundation |
| Bill Smail | Lady Joy Bourne | The IMP Trust |
| Borrows Charitable Trust | Lazard Asset Management | The John Black Charitable Foundation |
| Bothwell Charitable Trust | Lord Mayor's Appeal Charity | The Joseph and Lilian Sully Foundation |
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| David Sullivan | Orbital Fasteners | The Simon Gibson Charitable Trust |
| Dorothy Mary Twiggins Charitable Trust | Order of Friars Minor Provincial Curia | The Trevor Catchpole Foundation |
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| Florian Charitable Trust | Professor Jonathan Waxman | |
| Flutter | Professor Roger Kirby | |
| Gerry Pack | Queens Park Rangers FC | |
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