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 kept trend 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 sponsorships. 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 seamless 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

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

John Wooton, Treasurer

ANNUAL REVIEW 2005/2006

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

Tel: 020 8322 7522
Fax: 020 8322 7523
Email: info@prostate-cancer.org.uk
www.prostate-cancer.org.uk

The Prostate Cancer Charity is an independently managed and governed organisation and is not, to our knowledge, subject to any requirement under any legislation for the publication of financial statements.
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 pool. 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.

This is the only way to make a difference to men’s health agenda.

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’re backing 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 scientific 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 research in five of our research projects:

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

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

Dr Taleen Kamalini’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.

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.

Clear evidence emerges of gaps in support

Some 1,300 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

• 45% were not given written information about prostate cancer and treatments

• 15% 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.
nurses, and she said, ‘We haven’t got much
Helpline. I spoke to Georgia, one of the specialist
“Then I found The Prostate Cancer Charity
across anyone with this, so didn’t really know
What to do.
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 hosiers,
a livery company in the City of London,
have 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 us
so much 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 nurses
specialist being in a hospital part-time,
and bringing back what’s happening in the
NHS. And we’ll benefit from really strong
counseling 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 Ball
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 £130,000 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.

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 the effects of a hormone therapy
for prostate cancer.

“The hormones had given me these breasts. I’m
fit, slim and the most keen cyclists wear lycra.
They stuck out and bobbed about when I ran. It
didn’t fit, slim and like most keen cyclists wear lycra.
I’m alert to changes in my body, so I felt
upset my whole identity, including my sexuality.

“I wanted to have surgery to have them removed,
but didn’t know 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.”

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.

“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.

“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.

“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 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 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 network of lamp-posts in busy traffic and shopping locations, was 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 messages 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 95% 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.

Prostate Cancer Awareness Week 2007

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 Ludwinski (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 careful’. 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.”

Karen Frost, Community Investment Manager, Standard 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

To order a copy of the Report, please contact Kate Billingham on 020 8222 7658.

If you’d like to sponsor the play in Manchester and London, please contact Kate Billingham on 020 8222 7658.
We have to do something about this

Philip Mont 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, and how few knew the profile of the disease was. 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 obvious choice for my official charity. We raised over £5,000 through a charity football match, sponsored walks, an African Caribbean dinner dance, and various other events. I also shopped a tin outside the supermarket.

“But just as important to me was getting the message out about prostate cancer, which was why I did numerous 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.”

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 £327,000, an increase of 9% 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 Hotline is now being funded by a legacy. To find out what a gift in your Will could make happen, please contact Gaynor Bouton on 020 8222 7627.

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 Harlison, Barclays Capital

Rugby players, flirtats, 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 450 franchisees, raising £85,000 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 Mepilock Hilton donated refreshments. Inspired by its success, Maureen is repeating the event in September.

Tilehouse Rotary Club in Hitchin are planning the Dawn Walk for the Charity – one of the few organisations that have happened without you.

Sound like a cliché, but none of this could have happened without you.

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/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: there 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 achieve our target.

• To attract the best calibre doctors into prostate cancer research, we also need to create Research Fellowships. We will need £150,000 to fund each three-year grant.

• We’re already making links in the South West to create a regional web of support, information and joint up services there. Now we need to appoint a specialist worker. We need £100,000 to run the full programme for three years.

• £420,000 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 Elaina Bennett, Director of Fundraising, at supportercare@prostate-cancer.org.uk or on 020 8222 7666.

Professor Paul Forster, Chairman