Starting lifesaving journeys
Prostate Cancer UK and FirstGroup plc
Charity of Choice 2015-2018 Impact Report

First  PROSTATE CANCER UK
OFFICIAL CHARITY PARTNER
Thank you for delivering lifesaving journeys

To everyone at FirstGroup,

We have been blown away with the energy and enthusiasm that you all have brought to our partnership in the last three years. Not only have you beaten your fundraising target, you have raised an incredible amount of awareness that has allowed us to reach more men than we ever could alone, and ultimately, save more lives.

I meet people nearly every day who have been affected by prostate cancer. Over the last three years, it has been a pleasure to explain to men and their families that our pocket guides – full of vital information – have been generously supported by our partner FirstGroup. These guides get conversations started, and get people talking about their health. They have helped millions of men, like Joey and Gary mentioned in this report, start their lifesaving journeys and get the information they need.

I hope you read this report with great pride knowing that it is your support, your dedication and your hard work that has helped us to reach more men. I want to thank you all personally and hope you can remain close to us on the journey to reaching our goal – a world where men and their families no longer fear prostate cancer.

Angela Culhane
Chief Executive
Prostate Cancer UK
Introductions

In 2014, FirstGroup employees voted for Prostate Cancer UK as their charity of choice for a three-year partnership (April 2015 – March 2018), with the ambition of raising £1 million in fundraising, corporate donations and the commercial value of Gift in Kind advertising to support men with prostate cancer and those close to them.

It’s an incredible achievement, thank you.
Kate Broome, Director of Corporate Responsibility

Over the course of the partnership, employee-fundraising and company donations have funded the production of one million ‘Know your prostate’ pocket guides and ensured more men have access to this vital health message. FirstGroup has also donated hugely valuable advertising space throughout their bus and rail networks across the UK to promote Prostate Cancer UK’s health awareness campaigns and the support available from the charity. The partnership has exceeded all expectations due to the commitment and generosity of everyone connected to FirstGroup – and has achieved a partnership value of more than £1.5 million since April 2015.

Our partnership aimed to start lifesaving journeys for FirstGroup’s employees, customers and the wider community. Prostate cancer remains the most common cancer facing men, and the impact of a diagnosis affects an entire family. We wanted to ensure that all FirstGroup’s stakeholders understood their risk of prostate cancer, had greater awareness of the disease and had greater awareness of our services.

The purpose of this report is to summarise the key achievements of our partnership, through funds raised, awareness heightened, and lives impacted. All figures relate to the period from 1 April 2015 to the end of January 2018, with two months of the partnership remaining.

THE IMPACT

• £1.5 million donated.
• More than one million pocket guides produced.
• Thousands of pounds worth of advertisement space donated.
### Partnership aims and objectives

The partnership set out to achieve three broad aims:

<table>
<thead>
<tr>
<th>Aim</th>
<th>Objective</th>
<th>Outcome</th>
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<tbody>
<tr>
<td>1 To increase awareness of prostate cancer amongst employees and customers.</td>
<td>For Prostate Cancer UK to deliver 50 awareness talks to employees across FirstGroup.</td>
<td>46 health awareness talks were delivered over the course of the partnership.</td>
</tr>
<tr>
<td>2 To fund the production of one million ‘Know Your Prostate’ pocket leaflets.</td>
<td>For FirstGroup to raise at least £220,000 in cash to help fund one million pocket guides.</td>
<td>Employee fundraisers and company donations helped to raise over £350,000 in cash.</td>
</tr>
<tr>
<td>3 To achieve a partnership value of £1 million over three years for men affected by prostate cancer, and their partners and families, through employee events, collections and the commercial value of gifts in kind.</td>
<td>For FirstGroup to give more than £1m worth of value to the charity over three years.</td>
<td>Our total partnership value now exceeds £1.5 million, generated from employee-raised funds, company donations, and the commercial value of gifts-in-kind.</td>
</tr>
</tbody>
</table>

For FirstGroup to match at least £30,000 of employee fundraising via its Matched Funding scheme. More than £18,000 has been donated to Prostate Cancer UK through FirstGroup employee matched funding since April 2015.
Raising money

Over the course of the three years, FirstGroup colleagues have taken part in a variety of fundraising events to help beat prostate cancer once and for all. Funds have been raised through charity quizzes, cycle rides, sponsored runs, collections and cake sales across FirstGroup’s bus and rail operations.

Scotland

The ‘First Mountain Men’ based at First Glasgow’s Blantyre depot took on the challenge of climbing Ben Nevis. The team of seven completed the demanding challenge in 12 hours and raised £4,400.

Colleagues in the Aberdeen offices and at First Glasgow have hosted numerous Brew and Bake events over the last three years. Glasgow’s Caledonia depot holds the record for most raised from a single Brew and Bake sale – more than £700.

North East

First York took on a courageous cycling challenge in May 2016 when a team of 23 colleagues took on the ‘Coast to Coast’. The team cycled for over three days from Blackpool to Scarborough – covering 170 miles and raising an incredible £7,680.

North West

Colleagues at Transpennine Express took part in a range of fundraising activities including collections on-board trains and at rail stations. Many also joined Jeff Stelling’s March for Men as he walked from Burnley to Huddersfield.

Huddersfield local-hero Felix the Cat has also joined the fight against prostate cancer by generously donating almost £35,000 of royalties through the sale of her book, Felix The Railway Cat.

Nineteen ‘Rail Riders’ from Transpennine Express cycled from Leeds to Manchester as part of Challenge Cancer 2015.

South East

Colleagues from FirstGroup’s London office joined Prostate Cancer UK volunteers in September 2017 to collect funds and raise awareness amongst customers travelling through Paddington Station. The team raised £500 through this station bucket collection.

East of England

The Punks of First Bus helped raise awareness by producing a punk-cover of The Wheels on the Bus. The rockers from First Eastern Counties helped raise vital awareness and funds locally to support our work.

First Ipswich helped raise awareness and funds through their Pedal for Prostate Cancer UK event in 2015. The team, of 45 colleagues, cycled non-stop for 24 hours and raised over £1,500.

Wales

More than 70 riders took part in First Cymru’s community cycle ride in June 2016. The event was supported by local depots, friends, and family, helping to raise over £1,500.

South West

FirstGroup graduates encouraged 20 colleagues, family members and friends of Great Western Railway to take part in the Bath Half Marathon in March 2017 raising an incredible £8,200.
How much money has been raised?

<table>
<thead>
<tr>
<th>Period</th>
<th>Employee-raised funds and corporate donations (incl. match funding)</th>
<th>Payroll Giving</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 2015 – March 2016</td>
<td>£145,173</td>
<td>£1,184</td>
</tr>
<tr>
<td>April 2016 – March 2017</td>
<td>£94,329</td>
<td>£3,705</td>
</tr>
<tr>
<td>April 2017 – February 2018</td>
<td>£115,857</td>
<td>£2,738</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>£355,359</strong></td>
<td><strong>£7,627</strong></td>
</tr>
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</table>

How we made it happen

It’s been incredible to see the passion and creativity of FirstGroup colleagues getting behind Prostate Cancer UK. Employees in all areas of the business have supported our work by hosting depot and station Open Days, raising funds in offices, stations and depots, donating via Payroll Giving and encouraging customer donations. Colleagues have taken on ultra-physical challenges as well as taking part in treks, cycles and runs.

Brew and Bake

Once again proving that cake is the way to a person's heart, our Brew and Bake events helped to bring people together and get behind the fundraising cause. Events were organised at corporate offices, and at Great Western Railway, Hull Trains and TransPennine Express, and First Bus depots across the country from Aberdeen to Swansea and Essex.

Since the launch of the partnership, hundreds of FirstGroup colleagues have taken part in a Brew and Bake in aid of Prostate Cancer UK. In 2017, the introduction of themed events helped to raise more than £5,000 alone. A Valentine’s Day Brew and Bake and a Halloween special maintained momentum with hungry employees, all whilst raising vital funds to beat the most common cancer amongst men.

Brew and Bake was promoted to all UK employees, with toolkits including posters, cake labels, bunting and selfie squares for promoting the event on social media.

Brew and Bake gets everyone involved – it brings office staff, drivers and engineers together.

Jean Fraser, from First Glasgow’s Caledonia depot who raised more than £650 at the Halloween Brew and Bake event.

First Bradford swapped buses for buns in February 2017 and raised £600.
HELPING BEAT PROSTATE CANCER
Graduate Challenge

Each year of the partnership, new FirstGroup graduates were set a challenge as part of their learning and development programme. The graduate teams were tasked to come up with a plan of action to raise funds and awareness, collaborating with colleagues across the country and raising as much cash as possible over a six-month period.

The 2016 intake of Graduates took on the Bath Half marathon, organised collections on-board buses and trains, and held a charity football tournament at Huddersfield Town FC’s John Smith’s Stadium.

Over the three years of partnership, the graduates have raised over £20,000 and helped to distribute hundreds of pocket guides.

Jade Watson took part in the Graduate Challenge which “encouraged me to step outside of my comfort zone and approach people from various aspects of the business. The Challenge allowed me to develop my team work and project planning skills, whilst doing something fantastic for a great cause. I would encourage everyone to get involved with a charity and to see what a difference they can make.”

Movember

Prostate Cancer UK is one of the major beneficiaries of The Movember Foundation, an annual global moustache growing campaign every November.

Most notably, employees from First York supported the campaign and raised more than £1,500 by ditching their razors and growing a ‘mo’. The team encouraged customers to do the same by fitting 50 of their buses with their very own ‘bus-taches’. To recognise those who were supporting the cause, any customer with a Movember-style moustache was offered free bus travel!
Company donations

FirstGroup has been hugely generous in their organisational support to Prostate Cancer UK throughout the partnership. Over £270,000 has been donated since April 2015 through company initiatives and customer promotions. This includes donations linked to employee participation – such as £5 donated for each nomination to their employee recognition Be First Awards.

To encourage employees to fundraise and to support their efforts, FirstGroup has also matched up to £200 of funds raised per employee per year. More than £18,000 has been donated via FirstGroup’s Matched Funding scheme since the partnership began and given a huge boost to employee fundraising. FirstGroup has also generously donated £10,000 each year in lieu of sending paper-based Christmas cards.

The Group’s operating companies have been vital in ensuring the partnership’s success and to generate engagement locally. Alongside their other charitable commitments, the operating companies have provided access to raise awareness by hosting health information stands at Open Days and raise vital funding in the fight against prostate cancer.

Great Western Railway (GWR)

Great Western Railway donated more than £29,000 in 2015 following an auction of old power car name plates. Throughout the partnership, GWR employees have taken on fundraising challenges including sponsored runs and bike rides, collections, cake sales and dress down days. More recently, GWR donated more than £5,000 of proceeds from sales of on-board coffee.

TransPennine Express (TPE)

In July 2016 to mark the farewell of the Class 170 trains, TPE ran two special charter trains in areas of track normally not used for passenger trains. More than £16,000 was raised for Prostate Cancer UK and The Railway Children, through a combination of tickets to travel on the service, an on-board raffle, and catering trolley takings. TPE has also run customer promotions to highlight new initiatives, by donating an amount for each customer who used their print-at-home ticketing service.
Joey Stephens, 59, father of two, was working as a Supervisor at Bristol Temple Meads station when he was diagnosed with advanced prostate cancer in late 2014.

Unfortunately, after seeing a specialist, he was told the cancer had spread and he underwent a radical prostatectomy – the removal of the prostate – followed by radiotherapy and hormone therapy treatment. The side effects of the treatment left him impotent and incontinent. This was incredibly challenging for him and his wife to deal with.

Joey felt there was little advice available to him on his choice of treatment, and felt the best information was provided by Prostate Cancer UK leaflets. During our partnership, Joey regularly championed the charity by speaking about his personal experience and raising vital funds to ensure more men survive prostate cancer.

“ If I can prevent just one man suffering with prostate cancer like I have, it would make me very happy.
Gary’s story

In September 2016, at 61 years old, Gary was given the news that no man wants to hear: “You’ve got prostate cancer.”

“To say I was devastated would be an understatement. My first reaction was that I felt fine! I had no symptoms and had always been in good health and very active. I also had no family history of prostate cancer or any other risk factor. My GP did the test again as I just couldn’t believe the result, but the second one came back the same.”

Having little knowledge about prostate cancer, Gary sought information through Prostate Cancer UK. He received an information pack including a FirstGroup-funded pocket guide, which Gary found particularly useful and gave him information he never knew.

After discussing his treatment options, Gary opted for an operation to remove the whole prostate. He is now living a healthy life, having overcome the disease, and is enjoying spending time with his family.

Gifts in Kind

Thanks to the generosity of FirstGroup, we have been able to benefit from advertisement space across the FirstGroup network, including awareness messages on First Bus vehicles and on the First Rail network. This support has dramatically increased the reach of our messages and help to further our awareness-raising efforts, as well as contributing to our strategic objectives.

This has included a range of bus billboard and digital billboard posters, bus street liners and railway station gate adverts. The campaigns have aimed to highlight the significance of prostate cancer and what commuters can do to put a stop to it. The donation of the advertising space has contributed hugely to our major awareness and fundraising campaigns. From April 2015 until January 2018, gifts in kind with a commercial value of more than £1.1 million have been donated.
Raising awareness of prostate cancer

A huge part of our partnership with FirstGroup has been focused on raising awareness of the disease and ensuring that more men understand their risks. Since the launch of the partnership, Prostate Cancer UK volunteers have been able to deliver 46 talks in FirstGroup depots and offices across the UK and help start lifesaving journeys. FirstGroup has also generously donated in excess of £1.1 million in advertisement space to support our health awareness campaigns.

Pocket Guides

More than one million pocket guides have been produced with the funds raised by FirstGroup. Our pocket guides are our most popular publication and provide a quick and easy way for people to find out about the prostate, the signs and symptoms and the risk factors for prostate cancer.

From April 2015 until January 2018, we had distributed nearly 970,000 pocket guides to individuals across the UK. We are on track to have distributed more than one million by the end of the partnership. These guides have been distributed in FirstGroup offices, stations and depots as well as football clubs, golf clubs, rotary clubs, prisons, gyms, supermarkets, GP surgeries, hospitals and community health centres across the UK.

The impact of these guides can be life-changing and can often be the information needed for men to start a conversation with their GP. When surveyed, 96 per cent of users said they knew more about signs and symptoms of prostate cancer and prostate problems and 69 per cent said that the information helped them realise that they may have prostate cancer.

There is a lot of ignorance out there and many people are suffering when they need not to. The guides are simple to understand and not laden down with medical terms.

Pocket Guide Survey Response 2016/17
The high-profile nature of the partnership has meant that we have been able to generate 94 pieces of press and media coverage since April 2015. This has included one piece of coverage in The Times (September 2017) and 39 pieces in regional press.

This has generated a readership of more than 5.8 million since April 2015 with an average equivalent value of £89,758. There were also two radio pieces, both with BBC Radio.

<table>
<thead>
<tr>
<th>Amount of coverage</th>
<th>Readership</th>
<th>Average (£)</th>
</tr>
</thead>
<tbody>
<tr>
<td>UK nationals</td>
<td>1</td>
<td>450,064</td>
</tr>
<tr>
<td>Key regionals</td>
<td>14</td>
<td>609,902</td>
</tr>
<tr>
<td>Other regionals</td>
<td>25</td>
<td>2,636,494</td>
</tr>
<tr>
<td>Magazines</td>
<td>20</td>
<td>591,900</td>
</tr>
<tr>
<td>(consumer and trade)</td>
<td>32</td>
<td>1,579,669</td>
</tr>
<tr>
<td>Total</td>
<td>92</td>
<td>5,868,029</td>
</tr>
</tbody>
</table>
We are incredibly proud of our three-year partnership with FirstGroup and thank you for helping us start thousands of lifesaving journeys.

Keep in touch with us on social media for further opportunities to get involved.

Like us on Facebook

Facebook prostatecanceruk

Follow us on Twitter

Twitter @ProstateUK

Call our Specialist Nurses from Monday - Friday 9am-6pm, Wednesday 10am-8pm.

*Calls are recorded for training purposes only. Confidentiality is maintained between callers and Prostate Cancer UK.