





The Prostate Cancer Charity was set up to tackle prostate cancer on every front.

- We fund high quality medical research, peer reviewed by leading international scientists.
- We provide information for men and their families about symptoms, diagnoses, and the pros and cons of different treatments.
- We offer support through our Helpline, specialist nurses, and growing, nationwide network of men who have had prostate cancer.
- We raise awareness among both younger and older men, and among policy-makers so that prostate cancer climbs the national health agenda.
- We were able to do this last year thanks to the individuals, trusts and companies who generously gave or raised nearly £3 million to cover this cost.

Well-equipped for the future

very time we decide how best to use the money we are given by individuals and organisations, you'll hear us asking two key questions. How does this benefit people affected by prostate cancer, and is this work best done alone or in partnership with others?

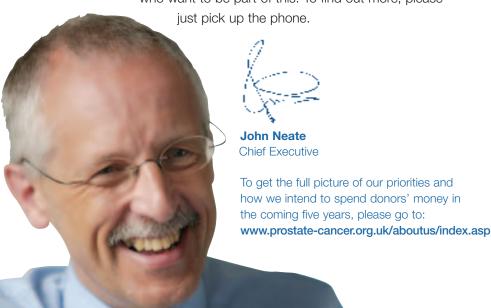
These principles have now been formalised as cornerstones of our new five-year strategy, *A Cause for Action*, which gives The Prostate Cancer Charity absolute clarity of direction.

As you will see in this *Review*, everything we do is rooted in the everyday needs of men with prostate cancer and their families. This includes how we decide which medical research to fund. Our new gold standard research strategy builds on our track record, strengthening our focus on practical outcomes for men with prostate cancer.

We warmly welcome sharing our table with other organisations, because prostate cancer is a huge, neglected issue that requires a real pulling together to tackle it.

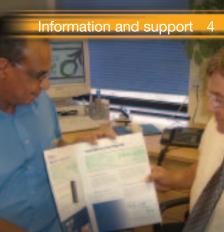
In the last year, this has included working with the Government to advise on national prostate cancer policy as part of the Prostate Cancer Advisory Group, and leading the development of a national prostate cancer website.

I believe that the period of review and planning we have been through gives our strong, vigorous and imaginative charity an added solidity from which to grow with confidence. It also points to interesting opportunities for organisations and individuals who want to be part of this. To find out more, please



Contents











The Prostate Cancer Charity has used donations to commission over £3 million of research into prostate cancer since 1996 – primarily directed at basic research into understanding how prostate cancer develops. In 2003/04 a new research strategy, conceived with input from independent scientists and men with prostate cancer, was approved by our Trustees.

Research rooted in what matters most to men

Men with experience of prostate cancer are adamant about two things. First, the need for new ways of diagnosing prostate cancer that are more reliable than the current PSA test, and which can tell doctors from the outset how aggressive the cancer is. Second, the need for new treatments with less distressing side-effects – such as possible incontinence and impotence.

The Prostate Cancer Charity's new medical research strategy builds on our considerable track record in unearthing new knowledge about prostate cancer and adds an emphasis on 'translational' research – making sure that progress in the laboratory leads to the development of better tests, treatments and diagnosis.

Until now, most of our research investment has been conducted at the Hammersmith Hospital base of Imperial College London, with limited funding of scientists in Bristol, Liverpool and North London. To ensure the continuation of Imperial College's most promising

prostate cancer research, in 2003/04 we approved a three to five year programme grant and have subsequently confirmed funding of £1.5 million. This award followed a site visit and rigorous review by independent international experts against 'gold standard' criteria, as required by our new medical research strategy. In the future, Imperial College scientists will compete for our research funds alongside scientists from across the UK.

Now that the research strategy and criteria have been approved, we are putting in place the infrastructure for this new way of working. At the same time, the race is on to raise a minimum of £1 million each year, for the next five years – so that we can begin to commission exciting new research by summer 2005.

What donors are investing in

Professor Christopher Foster's team at Liverpool University completed a three-year project looking at how genes work in allowing prostate cancer cells to spread throughout the body. This is helping to identify what makes the spread more likely and provides new targets for future study to find ways of controlling it.

At Imperial College London's Hammersmith Hospital laboratories, we approved five projects in 2003/04, funding for which was confirmed in 2004/05:

- Dr Tahereh Kamalati is making antibodies to help scientists label normal and cancerous prostate cells, paving the way for new treatments and better research techniques.
- Dr Charlotte Bevan is researching the effects of androgens – the male hormones – on prostate cells and one of the pathways that causes cancer to grow.
- Dr Robert Kypta is working on two projects. The first
 is looking at Wnt proteins which carry signals between
 prostate cancer cells. The second is examining two other
 proteins sFRP1, which controls prostate cancer
 growth, and alpha-catenin, which keeps cells attached
 to each other. This may help us understand how
 cancer spreads.
- Dr Laki Buluwela and Dr Simak Ali are looking for ways to silence genes that encourage prostate cancer to grow.

Strategy – next steps

- Finalise infrastructure for funding. This includes agreeing how best to invite applications for funding to achieve greatest efficiency – for example how much funding should be distributed through established Research Collaboratives?
- Invite applications for funding. We plan to call for strong research proposals from scientists across the UK – directly or by advertising in scientific journals – by early 2005.
- Peer reviews of promising proposals. Each research proposal we select will then be rigorously reviewed by independent scientists with relevant knowledge and experience to see if it stands up to our demanding quality criteria.
- New research projects commissioned.
 By summer 2005, we expect to be disbursing £1 million on new research projects.
- If you would like to know more about our research strategy, please contact John Neate on 020 8222 7622 or Chris Hiley on 020 8222 7635.

'After I was diagnosed,
I discovered a family history
of prostate cancer. If there
was a reliable test, we could
have a screening programme
like for breast cancer. That
could help my son.'
Right: Phil Baldy and son Chris



treatment to recommend.'
Left: Richard Dawson

My priority? A test to differentiate between the 'tigers and pussycats' in prostate cancer, so doctors have a better idea of which

'The Prostate Cancer Charity's strategic research review is an excellent model I would be happy to recommend to others. The Charity is now in a strong position to make a continuing and significant contribution to prostate cancer research.'

Below: Liam O'Toole, Administrative Director, National Cancer Research Institute







While our medical research promises improvements for men with prostate cancer tomorrow, our information and support services have been growing strongly to bring practical, expert help to men who have prostate cancer and their families today. Most of these services rely entirely on donations.

How can we save men's lives?

African Caribbean men are more likely than white men to develop prostate cancer and to get it younger. Their cancer is also more likely to be picked up only when it is already advanced. Therefore, there is an urgent need to give black men the information they require to spot symptoms, go to the GP early, and be aware of their rights and options.

With three-year funding from the Department of Health, in 2003 we appointed a Community Involvement Manager, Ali Orhan, to pilot initiatives in Birmingham, Bristol, Liverpool, Leeds and Bradford to tackle this situation. 'In each area, we've joined with groups from the African Caribbean communities – like luncheon clubs, church groups, and health agencies – to establish an advisory group,' explains Ali. 'We initiate interest, then the local health agencies continue it.'

In Birmingham this has led to a health conference at West Bromwich Town Hall, with speakers from across

the black community, attended by around 150 local people. A similar day was held in Bristol, while in Liverpool the advisory group produced an information pack for black men, endorsed by footballer John Barnes.

Other activities include preparation for a women's campaign: 'Wives tell your husbands. Mothers tell your sons...' and working with the black press. Many high-profile black men have offered their support, including Paul Boateng, Linton Kwesi Johnson, David Lammy, Benjamin Zephaniah, and Bishop Desmond Tutu who says: 'There is life after prostate cancer. I'm living proof. It can be cured if discovered early. Have regular examinations and beat prostate cancer.'

Six specialist nurses in post

When you find out you have cancer, you want to know that the health professionals caring for you are specialists in your particular condition. Yet, despite prostate cancer being an enormous men's health issue, on a par with breast cancer in women, there are few prostate cancer specialist nurses dedicated to supporting men through diagnosis, treatment and after-care.

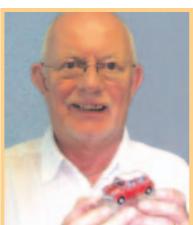
The Prostate Cancer Charity's pilot project to establish and fund six Specialist Prostate Cancer Nurses in NHS hospitals for three years aims to prove the value of such posts. In 2003/04, with £150,000 from the Mrs E M Markus Discretionary Trust, we appointed our fifth post, and with help from Standard Life set up a sixth in Falkirk.

We believe this best practice will inspire others to continue funding these nurses beyond the pilot. King's College School of Nursing and Midwifery is rigorously evaluating the project. They have carried out site visits to hospitals in Birmingham, Bradford and Hillingdon where three of the Specialist Nurses are based, and are comparing similar areas without such a post. The nurses are keeping diaries and each is recruiting 200 patients who can be surveyed. As evidence of their positive impact becomes available, we will seek acceptance from the Government that such posts should be widely established and funded by the NHS.

2003/04 in brief

- The Prostate Cancer Charity's Helpline received more than 13,000 calls, an increase of 30%.
 Our Helpline team grew to six nurses. Opening hours have been extended on Wednesdays to 9pm.
 And grants from Henry & Grete Abrahams
 Charitable Foundation and D'Oyly Carte Charitable
 Trust paid for Minicom systems and staff training to assist deaf and hard of hearing callers.
- Our website, www.prostate-cancer.org.uk
 received 3.6 million hits the majority from men,
 but also many from concerned mothers, daughters,
 and partners.
- BT worked with us to tell their current and past employees about prostate cancer. They distributed information throughout their centres, and through a tailor-made internal website.
- If you'd like us to tell your employees about prostate cancer, please call Rawan Nuseibeh on 020 8222 7645.

'After I'd recovered,
I became a volunteer
'Networker' – someone
men who've been
diagnosed can phone
if they want to hear about
prostate cancer from a
man who's been there.'
Right: Michael Hill



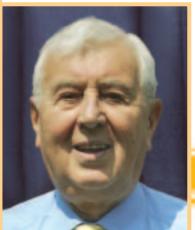
'As I've had prostate cancer, I can see that the Charity is doing an excellent job in providing authoritative information and care to men. The materials they are producing, alongside the Helpline service, are effectively helping men deal with this devastating cancer.'

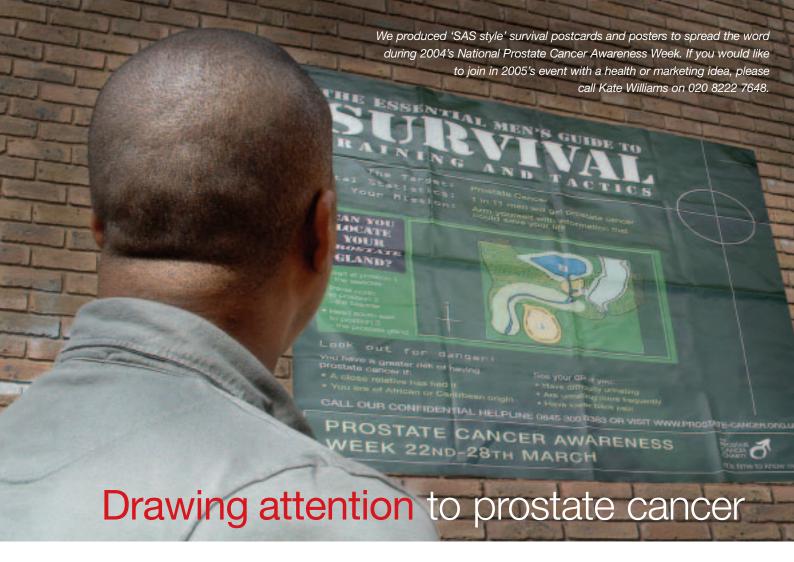
Below: Doug Ellis

Chairman, Aston Villa Football Club



'You have to choose between treatments and doctors are careful not to lead you. You need good information and good people to speak to.' Left: Martin Freeman





Only a few years ago, prostate cancer was rarely talked about in the media, and received little funding. The tide is now slowly turning, and The Prostate Cancer Charity is playing a large part in that. In 2003/04 we campaigned and raised awareness in men's workplaces, in Westminster, and amongst the public.

National Prostate Cancer Awareness Week

If you were in the UK in March 2004, you could hardly have failed to hear about prostate cancer. Capital Radio's Neil Fox and Aston Villa Football Club Chairman Doug Ellis launched our National Prostate Cancer Awareness Week. It ran from 22 to 28 March and, it seemed, lots of people wanted to join in!

The Rolls Royce Occupational Health Department used the event as a launch pad for educating employees about the signs and symptoms of prostate cancer and the importance of early detection.

The campaign was publicised on the company's pay slips, on posters and via the company's internal website which had a direct link to The Prostate Cancer Charity's website. The company's Occupational Health team visited sites throughout the UK and gave presentations to almost 3,000 employees. As a result, more than 50 men went on to visit their GP.

At the Classic Car Show in London, we had a stand and gave out our *Prostate Gland Owner's Manual* to car enthusiasts. We also produced information materials for Awareness Week that had a survival guide theme with the message that being well-informed about prostate cancer is a man's best chance of survival.

Meanwhile, our press department worked to ensure that widespread coverage was achieved across national, regional and local media, with the invaluable help of over 200 volunteer 'media talkers' who have had prostate cancer themselves.

National Prostate Cancer Awareness Week 2005 will be from 21 to 27 March 2005.

Working with the Government

Last year, we reported on the setting up of the Prostate Cancer Charter for Action, of which we are a key member. A partnership of 21 voluntary and professional organisations, we are now working closely together to secure improvements from the Government in prostate cancer research, information, health and support services, and in collaborative working.

In response, the Government has now set up The Prostate Cancer Advisory Group to advise Ministers on all aspects of NHS prostate cancer policy and has asked us to be part of it.

We are working closely with the Group on a number of initiatives we are closely involved in. These include developing a National Prostate Cancer Website, chaired by our Chief Executive John Neate; an investigation into the quality and nature of information given to men recently diagnosed with prostate cancer; and exploring how to effectively raise awareness of prostate cancer among the general public.

2003/04 in brief

- Spunky Monkey, our humorous campaign aimed at making younger men aware that they have a prostate gland, where it is, and what to look out for if it goes wrong, hit the right place in 2003. In just two weeks 160,000 postcards were picked up in pubs, bars and cafes.
- We complained about companies
 who are making unsubstantiated claims
 when trying to sell herbal products to
 men in relation to prostate cancer. The
 Advertising Standards Authority upheld
 three out of four complaints.

'The Charity produces a poster that says, Waterworks trouble?

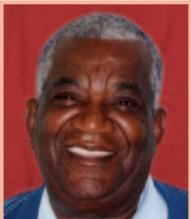
Don't call a plumber! and sends men to the Helpline.
I put it in clubs and pubs, and builders merchants – the plumbing section of course!'

Right: Geoff Cox with his wife, Jackie



'I didn't know I'm much more likely to get prostate cancer because I'm black. I spread the word now – at work and family 'dos' – in the hope that it will save someone's life.' Left: Percy Palmer 'I am pleased to hear that Ministers and others acknowledge the crucial role The Prostate Cancer Charity plays in both the political and health arenas. The Charity has successfully retained its broad focus, delivering core services and raising valuable funds for the prostate cancer community.'

Below: Rt Hon Baroness Pitkeathley Patron of The Prostate Cancer Charity







The Prostate Cancer Charity is a young charity that is maturing. Driven with energy, imagination, boldness, and a determination to deliver practical solutions to prostate cancer, it has solid financial management and is crystal clear about its direction. In 2003/04, it used supporters' money for many projects outlined in this Review. It also set out to find more people to join up.

Reading the new five-year strategy is reassuring – you can see exactly where the Charity is going and why. But it is also challenging – to get there requires a comprehensive gear-change to mobilise every last person out there with an interest in prostate cancer and men's health to get involved.

More money for the cause

The Charity has been building up to this by recruiting expert fundraising staff and investing in technology. In 2003/04, this foresight resulted in a 20% increase in fundraised income – almost £0.5 million.

Legacy donations increased by 357%. Income from companies increased by 69%. Direct marketing income was up 3%. Trust income was down 11% but followed an increase of 234% the previous year. Community fundraising was down 11% and is a key focus now.

Spending effectively for today and tomorrow

This fundraising success enabled the Charity to increase expenditure by 61%. Whilst Management and Administration costs went up less than 1%, Grants to scientists and for Specialist Prostate Cancer Nurses increased 313%. The Charity spent 33% more on information, support and raising awareness, labelled

as Helpline, outreach and publications in the accounts opposite. And investment in fundraising went up 31%. This is so the Charity can find enough new supporters to be in a position to put a minimum of £1 million into new research each year from 2005.

If you are interested, there is helpful detail in the full accounts, where you can also look at the Charity's reserves – currently around four months' 'survival money' in the event of unforeseeable emergencies.

Please ask

As a volunteer myself, I strongly believe that charities owe it to the people who so generously give money to be transparent and accountable. The Prostate Cancer Charity is committed to living up to those expectations. If you have any questions about the accounts, please contact Andrew Grimshaw on 020 8222 7622.

M 2d.

Michael Cook Treasurer

'I was amazed by the quality of the people at The Prostate Cancer Charity. They are so genuine and quite exceptional at what they do. And because the Charity is not too big, it's light on its feet and you feel every penny you give is an effective contribution.'

Mike Gooley, The Mike Gooley Trailfinders Charity

More join our cause for action

We've been making every penny spent on fundraising worth its weight in gold. Our fundraising staff have visited companies and trusts, asking them to help with specific initiatives, and the response has been wonderful. We have also been heartened by how many individuals have given donations, taken out monthly direct debits to support us, and raised money in so many ways.

Men get the message at the chemist

In a joint initiative funded by AstraZeneca, every customer over 50 was given our *Prostate Gland Owner's Manual* when they collected a prescription from LloydsPharmacy. A free, special information pack was available in stores. And the in-store radio station played a prostate cancer message. Over 500,000 pieces of information were given out to men like John Cullin, pictured top right.

If you are interested in running an initiative like this, please contact Joel Rose on 020 8222 7648.

Challenges of a lifetime

Taking on a personal challenge for prostate cancer is a popular way of raising money. Mike Kempster walked 1,100 miles from Lands End to John O'Groats, in memory of his father, and is on target to raise £11,000. Reaching skyward, Chris Mack trekked for 13 days to the base of Mount Everest and climbed the nearby Kala Pattar to raise almost £10,000.

If you would like to take on the challenge of a lifetime, contact Lesley McGinty on 020 8222 7632 or Kate Sloan on 020 8222 7630.

Shoeshine gets it across

After recovering from prostate cancer, John Fraser in the Isle of Wight wanted to do something to make other men aware of it, and raise money to help tackle the disease. His solution? To shine shoes for a donation, and while doing so to tell his customers over 50-years-old about prostate cancer. John has so far raised £2,500.



Armed forces come to the rescue

We have enjoyed great support from the Armed Forces recently, which began when soldiers from the Royal School of Military Engineering (above left) ran 100 miles to raise nearly £5,000. This led to their Regiment adopting us as their charity, which has gone on to raise both more money and awareness.

Max Coleman and friends Tom and Niko (above right) cycled 140 miles in sweltering heat to raise £400 for The Prostate Cancer Charity.

So many generous people

Around 14,500 people gave a donation to The Prostate Cancer Charity last year. Some 3,000 chose to give on a monthly basis. This provides a reliable, foreseeable stream of income that enables us to plan which projects we can expand and which new ideas we can pursue. Thank you.

Legacies are really effective

Men who have experienced prostate cancer, and the women in their lives, often feel determined to help others who will come after them. Edmund Rouvier, a regular caller to our Helpline, decided the best way to do this was to leave a gift in his Will to The Prostate Cancer Charity. Giving this way enabled him to leave a significant gift of £200,000 from the sale of his house.

If you would like to find out what leaving a small or bigger gift in your Will could achieve one day, please contact Eric Dale on 020 8222 7627.

Hold us accountable

Summarised Financial Statements for the year ended 31 March 2004

Income	£
Community fundraising	476,000
Direct marketing	515,000
Charitable trusts	480,000
Companies	444,000
Research appeal ¹	40,000
Legacies	544,000
Grant from Dept of Health	127,000
General donations	50,000
In Memoriam donations	99,000
Christmas card sales	28,000
Gift aid tax recoverable	137,000
Investment income	98,000
Total	3,038,000

Expenditure	£
Helpline, outreach and publications ²	1,136,000
Grants ³	827,000
Fundraising ⁴	877,000
Management and Administration	111,000
Total	2,951,000
Investment gains	192,000
Surplus	279,000

£

597 000

Balance sheet as at 31 March 2004

Assets/liabilities

Total net assets	1,525,000
Total liabilities	-1,255,000
Current assets	1,338,000
Investments	1,409,000
Fixed assets	33,000

Funds

Conoral fund

Total	1,525,000
Restricted funds ⁶	60,000
Designated research funds ⁵	868,000
acriciai faria	007,000

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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.

The annual report and accounts, which contained an unqualified audit report, were approved by the Trustees on 20 July 2004 and will be submitted to the Charity Commission and Companies House following the Annual General Meeting on 20 July 2004.



Professor Jonathan Waxman, Chairman For and on behalf of the Trustees

Independent Auditors' Statement to the Trustees of The Prostate Cancer Charity
We have examined the summarised 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 summarised financial statements within the Annual Review with the full financial statements 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 summarised financial statements.

Opinion

In our opinion the summarised financial statements are consistent with the full financial statements and Trustees' Report of The Prostate Cancer Charity for the year ended 31 March 2004.

Wilson Wright & Co, Chartered Accountants, Registered Auditors 5th Floor, 71 Kingsway, London, WC2B 6ST

3 September 2004

¹ These were donations received for a specific appeal to improve prostate cancer research facilities at Imperial College's Hammersmith Hospital labs. They formed part of a £343,000 grant which is included in the 'Grants' expenditure total (3).

² This means money spent on information and support services, raising awareness of prostate cancer and the Charity.
³ This covers the grant mentioned in (1) above, medical research grant extensions approved

in 2003/04 and three-year grants for specialist prostate cancer nurses. The full-year financial impact is taken in the year in which these grants are made.

 $^{^4}$ This reflects our investment in fundraising staff and systems to increase income significantly in line with our strategy.

⁵ This is money earmarked by the Trustees for a specific future purpose.

⁶ This is money earmarked by the donor for a specific purpose.

Playing a leading role



The Prostate Cancer Charity is the largest and most comprehensive UK charity focused solely on prostate cancer. We are playing a leading role in making change happen, and I am delighted that the Government is now part of that change. Their commitment to prostate cancer over the last year is to be congratulated.

However if we are to be in the position, as rapidly as possible, where prostate cancer is receiving the same attention and funding as breast cancer is today, we all need to work closely together to achieve our goals. This is what, I believe, will make the greatest difference to improving life for men with prostate cancer and their families.

Professor Jonathan Waxman Founder and Chairman

Patrons

Rabbi Lionel Blue

Rt Hon Lord Callaghan of Cardiff

Rt Hon Iain Duncan Smith

Mr Mike Gooley

Rt Hon William Hague

Rt Hon Sir Edward Heath

Mr Geoffrey Hughes

Rt Hon Charles Kennedy

Rt Hon John Major

His Eminence Cardinal Cormac

Murphy-O'Connor

Rt Hon Baroness Pitkeathley

The Chief Rabbi Professor

Jonathan Sacks

Mr Clive Soley

Mr Chris Tarrant

The Most Reverend Desmond Tutu

Business Leaders Advisory Council

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Mike Tye – Whitbread

Geoff Unwin - UBM plc

Bob Worcester - Mori

Paul Forster - BLAC group Chairman

Jim Martin - N Brown Group plc

Simon Marquis - ZenithOptimedia

Leslie Bishop - Independent Consultant

Trustees and Directors

The Charity is overseen by its Board of Trustees – volunteers drawn from a variety of areas that can benefit the Charity. In 2003/04, we strengthened the Board by appointing Paul Forster, Professor of Marketing and Communications, Nottingham Trent University – a man diagnosed with prostate cancer.

Professor J Waxman (Chairman)

Mr G Duncan (Vice Chairman)

Mr M Cook (Treasurer)

Mr J Azis

Mr D Body

Mr N Bowman

Mrs J Bridge

Professor P Forster

Professor M Mason

Mr L Moffat

Mr J Rose

Ms S Sayer

To find out how you can help us and we can help you, please call:

- Trusts: Joy Bourne, 020 8222 7658
- Companies: Joel Rose, 020 8222 7640
- Legacies: Eric Dale, 020 8222 7627
- Setting up a regular monthly gift: Gemma Cornwell, 020 8222 7631
- Community fundraising: Lesley McGinty, 020 8222 7632

The Prostate Cancer Charity

3 Angel Walk, Hammersmith, London W6 9HX Helpline: 0845 300 8383 Tel: 020 8222 7622

www.prostate-cancer.org.uk Registered Charity Number 1005541