



**PROSTATE
CANCER UK**

PROSTATE CANCER UK'S IMPACT REPORT: 2025/26

MAKING AN IMPACT FOR EVERY MAN



**MISUNDERSTOOD. OVERLOOKED. HIDDEN BEHIND SHAME AND STIGMA.
FOR DECADES, THIS WAS THE STORY OF PROSTATE CANCER.**

**AND FOR TENS OF THOUSANDS OF MEN,
STORIES LIKE THESE WERE ALL TOO COMMON...**



I WAS DIAGNOSED TOO LATE FOR A CURE.



I COULDN'T GET THE RIGHT TREATMENT WHEN I NEEDED IT.



I DIDN'T KNOW WHERE TO TURN FOR HELP.

But now? We're writing a different story. The world has woken up to prostate cancer. And today, it has nowhere to hide.

At Prostate Cancer UK, we're bringing together scientists and clinical experts. Healthcare professionals and policy makers. Campaigners and community activists. Fundraisers, volunteers and dedicated supporters.

We're standing up for men. And standing together against this disease.

It's now the UK's most common cancer. But thanks to your support, we're learning more about prostate cancer every day.

Understanding how it grows and changes over time. Breaking open the science behind innovative new treatments.

And making sure these vital research advances reach the men who need them most, as quickly as possible.

It means we're giving men more time with their loved ones. Sparing many the lifechanging impact of serious side effects. And providing the expert support men need, so they can lead their lives however they choose.

We're striving for a better future. One where early diagnosis, tailored treatments and personalised support are no longer ambitions, but expectations. For every man.

This is how we're moving towards a world where no man dies of prostate cancer. It's the story of your support. And the impact we're making for men, together.

Thank you for standing with us.

UNLOCKING BREAKTHROUGHS IN DIAGNOSIS AND TREATMENT

For decades, funding for prostate cancer research fell a long way short of what was truly needed. There was so much we didn't know, so many questions unanswered. And it meant thousands of men like Nick missed out on an accurate, timely diagnosis and lifesaving treatment.

But thanks to your support, we're giving men real hope of finding prostate cancer early and getting effective treatment at the right time.

As the biggest public funder of prostate cancer research in the UK, we're at the forefront of major breakthroughs in our understanding of this complex disease. And together, we're driving forward the cutting-edge science that's not only saving lives today but ensuring future generations of men have more precious time to spend with family and friends.



"HAVING PROSTATE CANCER HAS REINFORCED MY DETERMINATION TO ENJOY EVERY DAY AS IT COMES."

It was only a few years after retiring as a chartered accountant that Nick Lambert learned of his prostate cancer diagnosis. A keen rambler, he'd been advised by a friend from his walking group to check his risk using our online [Risk Checker](#).

Nick knew his dad and uncle had been diagnosed with prostate cancer. But with no symptoms, he thought, what could there be to worry about?

After recording a high PSA level, further tests revealed Nick had an advanced form of the disease. It had spread beyond his prostate and was already incurable.

"It was a big shock to me because I felt absolutely fine and I'm otherwise fit, healthy and active," says Nick, from Newcastle, now 74.

In the past, the options would have been limited for men like Nick. But thanks to our pioneering research and advances in treatment, the outlook today is far more positive. A type of hormone therapy called enzalutamide has helped to keep Nick's cancer under control, with minimal side effects.

It's meant he can continue enjoying a well-earned retirement with his wife Alison and their three sons – Neil, Andrew and Richard.



I used to live my life on a very open-ended basis. But now I've become conscious that nothing lasts forever.

Nick Lambert, supporter

£11.9 million

Our investment in prostate cancer research in 2025/26



Nick, pictured left

A KINDER WAY TO KEEP PROSTATE CANCER IN CHECK

For many men with advanced prostate cancer, hormone therapy is a lifeline – and one of the most effective ways to keep cancer under control. But for some, the side effects of treatment make everyday life feel much harder.

Together with Cancer Research UK, we've co-funded ENHANCE – a bold new study that aims to find out whether smaller doses of these treatments could be just as effective, while having a much gentler impact on the body.

Around 1,500 men are taking part in the study, with researchers tracking how well their cancer is controlled as well as monitoring symptoms like fatigue, hot flushes and changes in blood pressure.

For men like Jonathan Edwards (pictured), the impact has been lifechanging. After doctors recommended reducing his dosage, Jonathan's cancer remained stable and he finally felt like himself again – able to travel, think clearly and enjoy day-to-day life.



Professor Ananya Choudhury, ENHANCE project lead, The University of Manchester

By making treatment more tolerable, we hope more men will be able to stay on therapy for longer and gain the full benefit.

THE RIGHT TREATMENT AT THE RIGHT TIME

With your support, we're finally cracking one of the big questions in prostate cancer research: which treatments will help which men the most?

The STRATOSPHERE project, funded in partnership with Movember, has been at the heart of this progress. Scientists have used blood and cell samples to uncover the hidden clues inside each man's cancer – leading us to smarter, more personalised care.

With the use of AI, we can predict who will benefit most from hormone therapy before their cancer spreads. And for these men, treatment could reduce their risk of dying from prostate cancer by half.

Thanks to your support, we're now funding further research into these tools – and bringing them a step closer to routine use in the NHS.

Our six-year partnership with The John Black Charitable Foundation has played a pivotal role in prostate cancer research, ensuring better outcomes for men and their families. By co-funding the PRIME trial, we've shown that a streamlined MRI scan can improve diagnosis and strengthen clinical practice. The Foundation's exceptional commitment of over £1.5 million to support our TRANSFORM screening trial and STAMPEDE Life study is also helping predict which men are most likely to benefit from certain treatments. "We greatly value our partnership with Prostate Cancer UK," said David Taglight, the Foundation's Chair. "Their robust peer-review systems and proven research leadership give us the assurance we need when investing in work that advances prostate cancer research."



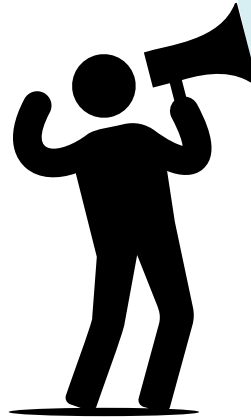
SHAPING A BETTER FUTURE FOR EVERY MAN

In a landmark year for men's health, we've made a powerful case for progress on prostate cancer.

With growing momentum behind our campaigns for change, we've led the calls for a health system that works for every man – raising public awareness of shocking health inequities, influencing policy makers at the heart of government and empowering healthcare professionals through our education and improvement programmes.

It's all about building a faster, fairer, better system. One that makes sure every man has the best chance of finding prostate cancer early, getting the right treatment and accessing high-quality support.

We've shared our lifesaving message far and wide this year – from helping to shape the UK's first Men's Health Strategy to a significant step forward on our path to a prostate cancer screening programme.



SECURING ACCESS TO LIFESAVING TREATMENT FOR MORE MEN

Together we achieved something truly extraordinary this year: more men in England can now access a lifesaving prostate cancer treatment called abiraterone on the NHS.

It's a momentous breakthrough that finally ends a shocking healthcare scandal that saw thousands of men denied access to the drug for far too long.

Our three-year campaign was the catalyst for change, bringing together healthcare professionals, politicians, media partners and a dedicated community of passionate supporters.

Our tireless campaigning cleared the bureaucratic blockage, securing a landmark victory that will save the lives of 720 men with high-risk prostate cancer in the next year alone.

I channelled my anger into campaigning, so we could overturn this great injustice.

Giles Turner, supporter

3,000

The number of men whose lives will be saved over the next five years, thanks to our campaign



EXERCISE AS MEDICINE: HELPING MEN LIVE WELL

Regular exercise and a healthy, active lifestyle can have a transformative impact on men who are living with prostate cancer – supporting their physical mobility and mental wellbeing as well as reducing the impact of treatment side effects.

So how can we help men build physical activity into their daily routines? This year we developed a 12-week exercise and education programme, specially designed to improve men's health and fitness after a prostate cancer diagnosis.

We piloted the programme in Guildford and Fareham, with men who took part reporting better strength and endurance (79%), benefits to their mood and emotional wellbeing (64%) and an overall improvement in their quality of life (57%).

“WE NEED TO TALK ABOUT BLACK MEN’S RISK, SO THE NEXT GENERATION CAN PROTECT THEMSELVES.”

“I didn’t know how badly Black men were affected, or how to get a test,” says Joe Appiah MBE. “I didn’t think about prostate cancer at all.”

Like so many men, Joe had no symptoms and led a healthy, active lifestyle. In fact, he’d enjoyed a successful career as an athlete, winning World and European sprint hurdles titles and holding multiple indoor and outdoor world records.

Joe was diagnosed with prostate cancer at the age of 50 after a friend encouraged him to ask his GP about having a PSA blood test. As many as 1 in 4 Black men like Joe will get the disease – and without symptoms, many find out when it’s already too late for a cure.

“Before I had prostate cancer, I didn’t know Black men were at higher risk,” says Joe (pictured left).

“After I was diagnosed, I found out two of my uncles died from prostate cancer, but no one talked about it. It’s a taboo.”

“If I’d waited a year down the line, until I got symptoms, things would have been very different. We need to take ownership and talk about it openly, so the next generation can protect themselves.”

BRINGING AN END TO SHOCKING HEALTH INEQUITIES

It’s now the most common cancer in the UK – and 1 in 8 of our dads, brothers, grandads, sons and mates will get it. But if you’re Black, your risk of prostate cancer is double that of other men. And your odds of finding it at a more advanced stage are higher too.

It’s time to end inequities in our health system that are putting Black men’s lives at risk. That’s why we’ve led calls for the Government to overhaul outdated prostate cancer guidelines –

a simple step that would empower GPs to talk to Black men about their risk from the age of 45.

Underpinning our commitment to a faster, fairer, better health system is our new Black Health Equity strategy, which focuses on raising awareness, removing barriers and creating inclusive support services.

33,848

The number of Black men who learned about their higher risk using our online Risk Checker in 2025/26



Our partnership with the iconic MOBO Awards saw us sponsor the Best Male Act category as the event celebrated its 30th anniversary.

By joining forces with the MOBOs for a second year, we were able to reach tens of thousands of people in the arena and millions of viewers at home with our lifesaving message.

Matt Green, the ‘rapping scientist’, and high-profile celebrities, like musician Nile Rodgers and soul singer Omar, also shared their experiences with prostate cancer and emphasised the importance of knowing your risk.



INVESTING FOR IMPACT

How we raised funds:

- £22.9m Individual donations
- £14.0m Events and community fundraising
- £3.8m Income from partnerships
- £3.4m Philanthropic gifts
- £2.6m Investments
- £0.9m Grants and other income
- £0.3m Merchandise sales

TOTAL INCOME
£48M



How we invested for impact:

- £11.9m Funding pioneering research
- £10.7m Raising lifesaving awareness
- £7.4m Funding our health improvement programmes and support services
- £11.9m Raising more funds to continue our work

TOTAL EXPENDITURE
£42M

Over the last three years, **75p in every £1** we've raised has been spent on our charitable activities - making an impact for men and their loved ones. We're extremely grateful to all our funders, partners and supporters, whose generosity has made all of this lifesaving work possible.

FUNDING OUR PIONEERING RESEARCH

16 new research grants we awarded in 2025/26

68 active research projects we're currently funding (as at 31 March 2026)



It's a special feeling when your team discover something new that makes a difference. Thousands of patients now have treatment that benefits them, which they would otherwise not have had.

Professor Noel Clarke,
The University of Manchester

Thanks to the funding from Prostate Cancer UK, we have brought this treatment one step closer to clinical trials.

Professor Simon Mackay,
University of Strathclyde



86% of research projects we've funded have moved at least one stage further along the path from lab to clinic, bringing lifechanging improvements in diagnosis and treatment another step closer to men

RAISING LIFESAVING AWARENESS

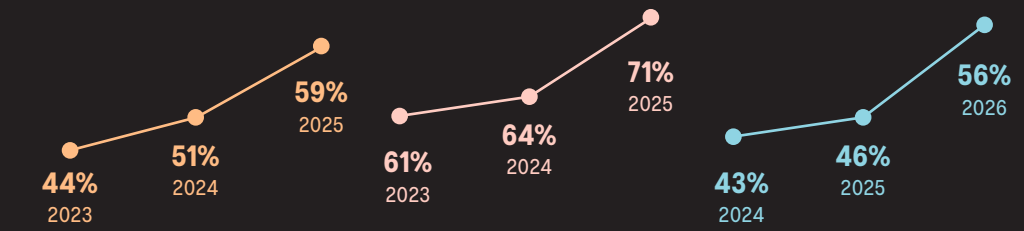
Thanks to our attention-grabbing campaigns, public awareness of prostate cancer risk factors is growing. Today, many more people know that their age, ethnicity and family history of the disease can increase their risk.

847,178

men took our online Risk Checker in 2025/26, exceeding our target of 750,000

81%

of men who took the Risk Checker in 2025/26 found out they were at higher risk of prostate cancer



% of the public who say they've heard Black men over 45 are at higher risk of prostate cancer

% of the public who say they've heard men with a family history of prostate cancer are at higher risk

% of men aged 45+ who are aware the PSA blood test is the first step to find prostate cancer

INVESTING IN OUR SUPPORT SERVICES

13,319 queries answered by our Specialist Nurse and Risk Information services

527 calls handled by our One-to-One Peer Support service volunteers, up from 490 in 24/25 and 245 in 23/24

1.3 million people found reliable health information on our website

3 out of 4 people said they understood their situation better after speaking to a specialist nurse

OPENING THE DOOR TO PROSTATE CANCER SCREENING

This year we took a major step forward on our path to prostate cancer screening. One that opens the door to a future where every man is invited for routine tests.

The UK National Screening Committee's decision to recommend screening for some men with rare genetic variations is a lifesaving step in the right direction that paves the way to the UK's first screening programme for

REACHING RECORD NUMBERS OF MEN WITH PADDY POWER

Paddy Power took their partnership to new heights with their biggest ever campaign at the World Darts Championship, drawing millions of eyeballs and a £1.25 million donation to support our lifesaving research. Backed by Olympic legend Sir Chris Hoy, the EVEN BIGGER 180 campaign and its 'Darts of Destiny' challenge inspired 180,000 men to check their risk and understand their options.

prostate cancer. But we know it's only a tiny fraction of the men we need to save. Routine screening will remain out of reach for the vast majority.

That's why we're driving forward the vital research that will help us build an even stronger case – and finally unlock safe, accurate screening for all men.



Prof Hashim Ahmed,
TRANSFORM co-lead

TRANSFORMING DIAGNOSIS FOR GOOD

So how will we get there? Our groundbreaking research trial – TRANSFORM – is the final piece of the puzzle.

After years of preparation, the first men stepped forward to take part this year. They've helped us gather crucial new evidence that could lead us to screening and bring an end to the 'postcode lottery' of late diagnosis.

These men are among the 16,000 taking part in the trial's first stage, which will find the most promising screening methods to take forward to a much larger second phase – where thousands more men, including all eligible Black men aged 45 to 74, will be invited to join the trial.

Led by six of the world's leading prostate cancer researchers, TRANSFORM is our best chance of unlocking a screening programme for all men. And as this once-in-a-generation trial takes another significant step forward, we're moving ever closer to a world where early diagnosis is no longer left to chance.



Early diagnosis would save thousands of lives every year. TRANSFORM is the research that will get us there.

Dr Matt Hobbs, Director of Research



With thanks to TRANSFORM's Founding Partners:



We were honoured to receive a £1 million gift for TRANSFORM from the estate of William David Cockburn and his husband, Tony. David, who survived prostate cancer and was grateful for the support he received during his recovery, had long held an interest in advancing research. The executors of his trust kindly chose to benefit us, recognising the impact this investment could make.

“WHEN I NEEDED INFORMATION, SUPPORT AND REASSURANCE, I TURNED TO THE NURSES.”

It was the news that no one can ever fully prepare for. And for Gary and Cynthia Davis, it came completely out of the blue.

A retired wildlife photographer, Gary was in his early 60s. He'd asked his GP for a PSA blood test after a chance conversation with friends on the golf course.

But with no symptoms, finding out he had prostate cancer still came as a huge shock to them both.

For Cynthia, the most important thing was to understand her husband's diagnosis and give him the support he needed.

“I called the specialist nurses at Prostate Cancer UK when I needed to speak to someone knowledgeable,” says Cynthia. “It was somewhere I could turn to for information, support and reassurance when my husband was going through his treatment.”

Talking to our expert nurses gave Cynthia everything she needed in moments of difficulty and distress.



They were calm, compassionate and really heard what I had to say. Most importantly, they had time to stop and listen.

Gary and Cynthia, pictured

SUPPORTING MEN AND THEIR FAMILIES, RIGHT HERE, RIGHT NOW

More than half a million men in the UK are living with or beyond prostate cancer. But no man is an island – every diagnosis has a ripple effect through networks of friends and family. That's millions of people like Cynthia and Gary, looking for information, support and reassurance.

Thanks to you, we're reaching the people who need us – providing the right kind of support at the right time. For some, it's a call with one of our

specialist nurses, who understand what they're going through. For others, it's one-to-one peer support, where they can discuss their experiences with someone who's been there before. Some are simply searching for clear, easy-to-read information they can digest in their own time.

Whatever they need and whenever they need it, we're here for them.

86%

of people surveyed understood their situation better after speaking to a volunteer

92%

of people who used our Risk Information service said they got the answers they needed



BUPA LENDS ITS MIGHT TO THE CAUSE

Our partnership with international healthcare giant Bupa has helped us get our lifesaving message to even more men this year.

We've collaborated on a series of videos challenging taboos around sex and men's health as well as empowering men to understand their risk of prostate cancer by promoting the importance of early diagnosis. Bupa and the Cromwell Hospital have kindly sponsored our March for Men event and made a generous donation of £100,000 to help us continue raising awareness and funding lifechanging research.

GIVING MORE MEN HOPE OF A LIFESAVING EARLY DIAGNOSIS

Finding prostate cancer early is the key to saving lives. But without symptoms in the initial stages, it's easy to miss. That's why it's so important that every man knows his risk of prostate cancer and what he can choose to do next.

Thanks to your support this year, we've driven powerful risk awareness campaigns to make sure this lifesaving message reaches even more men.

With the backing of high-profile supporters like Sir Chris Hoy, we've kept prostate cancer in the media spotlight – driving unprecedented awareness of the disease and encouraging more than 800,000 men to take our 30-second Risk Checker.

Our quick and easy online tool helped 680,000 of these men learn about their higher risk of prostate cancer and the potentially lifesaving next steps they can take.

Sir Chris Hoy, pictured

HERE TO HELP, WHENEVER IT'S NEEDED

Our health information and support services are often a lifeline for men and their loved ones – whether they're finding out about their prostate cancer risk, adjusting to the reality of a new diagnosis or seeking support to help them navigate the disease.

This year our team of experienced specialist nurses and Risk Information service responded to more than 13,000 individual enquiries – picking up the phone, answering emails and using our WhatsApp and Live Chat services.

Over the last 12 months we've introduced a new programme of in-house hormone therapy classes, delivered a series of webinar events and offered professional support to men experiencing sexual side effects after treatment.

Meanwhile, our One-to-One Peer Support service connected more

than 350 men with trained volunteers – people who've been through a similar experience and are ready to lend a listening ear.

800,000

information booklets provided for men and their loved ones

2,000

people welcomed into our online community, the Prostate Health Hub



We're immensely grateful to The IMP Trust for their continued support of our One-to-One Peer Support service, enabling hundreds of people to connect with others who've had similar experiences with prostate cancer.

Thanks to the Trust's steadfast commitment, we've strengthened this vital service by expanding our volunteer team, raising awareness and extending our reach to support people when they need it most. We're building on these strong foundations with further support from the Trust, helping us grow the service over the next three years – so that no man has to navigate his journey alone.

THANK YOU

We're grateful for the incredible contribution of our many partners, funders, supporters and volunteers this year. Their collaboration and generosity has helped us reach millions of men, while raising vital funds to drive forward our work. We'd like to say a very special thank you to the following organisations and individuals – who've each helped us make a big impact for men and families affected by prostate cancer.

- Alastair Lukies CBE
Andrew Pitt
Angela Milne
Basil Samuel Charitable Trust
Bob Willis Fund
Bothwell Charitable Trust
Brand Fusion
Bupa
Cecil Pilkington Charitable Trust
Charles Tyrwhitt
Cockburn Shaw Legacy
Cromwell Hospital
David Pretty CBE
Doncaster Rovers FC
Douglas Cooke
Essity UK
Florian Charitable Trust
Flutter Entertainment plc
Forgefix
Garfield Weston Foundation
Gary Hoffman CBE
Genesys Legacy Project Ltd
Gerry Pack
HowDidiDo Media Ltd
Iceland Foods Charitable Foundation
Jane and James Kessler
Jim Finnie
John Bloor OBE
John Brownless

Kevin Mellor
KnightBuild LTD
Ladbrokes Coral Trust
Lady Joy Bourne
Lady Judy McGeechan
Laing O'Rourke
League Managers Association
Malcolm Strong
Mark Bevan CVO DL
Marks and Spencer
Mark Taylor
Matchroom Sport Foundation
MIVA Foundation
MOBO Awards
Morson Group
Movember
Muriel and Gershon Coren Charitable Foundation
National Institute for Health and Care Research
National Philanthropic Trust
Nick Ferrari
Order of Friars Minor Provincial Curia
Paddy Power
Paul Thompson
Peacock Charitable Trust
Peter Bahamas
Peter Varney
phs Group
Professional Darts Corporation
Professional Golfers Association

Professor Jonathan Waxman OBE
Professor Roger Kirby
Prostate United
Ralph and Elizabeth Aldwinckle
Roger Wiltshire
Rontec Roadside Retail
Ross Burbeary
ShareGift
Sir Ian McGeechan OBE
Snap-on Tools
Stelios Philanthropic Foundation
Stephen Gilpin
Tarsem Dhaliwal OBE
The 3Ts Charitable Trust
The A and R Woolf Charitable Trust
The Barry Family Foundation
The Beare83 Foundation
The Betting and Gaming Council
The Borrowers Charitable Trust
The Constance Travis Charitable Trust
The Du Brow Charity
The Elizabeth and Prince Zaiger Trust
The Exilarch's Foundation
The February Foundation
The Fieldrose Charitable Trust
The Frank Brake Charitable Trust
The Freddie Green and Family Charitable Foundation
The Freemasons of Ireland Victoria Jubilee
Benevolent & Welfare Fund



DECADES OF SUPPORT FROM ICELAND

The Iceland Foods Charitable Foundation (IFCF) has been supporting our work for nearly 20 years, contributing over £1.5 million to back our research and health equity initiatives – as well as sponsoring our Christmas Carols by Candlelight event.

This year, Iceland Foods CEO Tarsem Dhaliwal became an official ambassador, championing our lifesaving risk awareness work. Tarsem and his son Paul spoke candidly about their family's experience of prostate cancer as well as bringing together other retailers to drive a powerful social media campaign reaching men and their families.



BREAKING THE TABOO WITH TENA MEN

Thousands of men experiencing urinary problems after prostate cancer surgery have benefited from practical support and comprehensive information, thanks to our ongoing partnership with TENA Men.

As well as donating 15,000 packs of incontinence pads, TENA have helped us equip pharmacists with the knowledge and confidence to advise men on specialist products. Meanwhile, their £99,000 gift is powering lifechanging research and our combined social media campaigns are challenging the stigma around male incontinence.



THE NEXT 10 YEARS

In the past, prostate cancer was a misunderstood disease. Men's options were limited, their support hard to reach, their time with loved ones cruelly cut short.

Today, things are different. Public awareness has rocketed. Methods of testing have improved. Treatments are getting better.

We've taken huge strides forward – particularly in the way we diagnose and treat prostate cancer. We've driven forward research and campaigns that have cemented advances in MRI scanning and new biopsy methods. And we've sharpened our focus to reach men at highest risk of prostate cancer with our lifesaving message.

But despite the progress we've made, the next 10 years will present even greater challenges. More men will be diagnosed with prostate cancer. More men will experience shocking inequities. More men will rely on treatment and support to navigate this complex disease. And by 2040, more than 1 million men will be living with or beyond prostate cancer.

We must be ready for this challenge. So this year, we'll embark on an ambitious new strategy, setting out how we'll rise to the challenges of the decade ahead and build a better future for men. A future where a prostate cancer diagnosis has no bearing on a man's quality of life.

Getting there won't be easy – and your support will be more important than ever. So we're asking you to stand with us.

However you choose to support us, you'll be playing your part in a powerful movement for men's health.

Together, we'll give men the better future they deserve.
Find out more at prostatecanceruk.org



Laura Kerby
Chief Executive,
Prostate Cancer UK





PROSTATE CANCER UK

 **prostatecanceruk.org**

 **@Prostate Cancer UK**

 **@ProstateCancerUK**

 **@ProstateCancerUK**