

The Prostate Cancer Charity

# Makingconnections



Annual Review 2010/11

THE  
**PROSTATE**  
CANCER CHARITY

## → What our connections achieved in 2010/11

**1 in 5 MPs** supported the Charity's Day of Action campaign during Prostate Cancer Awareness Month

Our Specialist Nurses **spoke to over 5,000 people** on our Helpline

We met the **needs of 95% of callers** who spoke to the Specialist Nurses on our Helpline

We **funded 14 new research grants** to a total value of £1.8 million

We launched our new website, **increasing web traffic** by 35%

We **supported over 100,000 'Mo Bros' and 'Mo Sistas'** to raise £11.4 million for The Movember Foundation

Over 60% of MSPs **signed the Pledge for Prostate Cancer** in Scotland

We saw an **increase in media coverage** of prostate cancer by 50%

Our trained volunteers **reached out to over 11,000 people**

We achieved **membership of the National Cancer Research Institute** – the first men's health charity to be accepted

# Leading the connections

I am extremely proud that my official connection with The Prostate Cancer Charity began in March 2011 – and very excited to have the opportunity to lead such an important charity as Chief Executive. One of the things that has struck me most is the dedication and enthusiasm of all our people working to make life better for men affected by this disease. 2010/11 has been the most successful in the Charity's history. So, it is great to have the opportunity to build upon solid strengths in order to reach out and help thousands more men and their families; both today and into the future.

A critical aspect of our success is ensuring that each area of our work links with the rest. We provide specialist support services, invest in essential research and campaign tirelessly to push the issues surrounding the disease higher on the national healthcare agenda. We also collaborate with ever increasing numbers of medical and charitable organisations to maximise the collective impact. Our continued partnership with the Movember Foundation has been a huge factor in what has already been achieved to date and will be a big part of the significant difference that we are determined to make in the future.

There is still a very long way to go. One of the most important connections I have made in my new role is with some of the 250,000 men and their families, who have been impacted by this disease. It is clear that variations in men's experiences of care still exist – and need to be tackled firmly. I am determined to lead the charge in bringing about the improvements in men's experience of prostate cancer we absolutely need to see – striving ever harder to connect more and more men to better outcomes, wherever they live.

Thank you to everyone who has supported us so far, from donors to researchers and politicians and journalists. I hope you will join me in creating a better future for those affected by prostate cancer.



Owen Sharp, Chief Executive



## Our vision

A world where lives are no longer limited by prostate cancer

## Our mission

Fighting prostate cancer on every front – through research, support, information and campaigning

In this Annual Review, you'll find a lot of facts and figures that demonstrate just how much the Charity has been able to achieve, in the last year.

It is hugely encouraging to be able to show you how much we have done, on every level, to improve the future for men with prostate cancer. But numbers alone can never tell you about the countless people and organisations – like the Movember Foundation and the support of over 100,000 'Mo Bros' and 'Mo Sistas' – that have helped make all this happen. We are incredibly grateful, for each and every contribution they have made.

While the successes are clear, I do need to highlight the challenges that remain and how much more needs to be done. High on the list is the important need to find a better, more effective diagnostic test for prostate cancer. We still need more resources to increase the funding of our other medical research, especially into advanced disease. And at a time when all parts of the NHS are under extreme pressure, we need to step up our campaigning work to reduce the inequalities in the standards of care across the nation.

And last but not least, we need to find the resources and the ways to reach men and their partners in higher 'at risk' groups, who currently neither know the facts about prostate cancer nor are currently aware of the help we can provide.

Thanks to John Neate, who retired as Chief Executive this year, our Charity has become a truly authoritative, highly respected organisation. Now with Owen at the helm, we are determined to reach out further to achieve the challenging goals that face us if men with prostate cancer are to receive the information, treatment and support that they deserve.



Professor Paul Forster, Chairman



## Our strategic goals

**Goal 1:** Significantly more men will survive prostate cancer

**Goal 2:** Society will understand the key facts about prostate cancer and will act on that knowledge

**Goal 3:** African Caribbean men and women will know more about prostate cancer and will act on that knowledge

**Goal 4:** Inequalities in access to high quality prostate cancer services will be reduced

**Goal 5:** People affected by prostate cancer will have their information and support needs addressed effectively



# Linking laboratory to life

*“This year we’ve done more than ever before – in terms of the number of grants, the amount of funding and the areas we’ve reached.”*

Dr Helen Rippon

As Head of Research Management for the Charity, Helen aims to foster new ideas and new talent, to lead the way in research that covers every part of the prostate cancer journey. The ultimate gauge of success is positive results for men with prostate cancer.

Most people think of research as something that happens quietly, behind closed laboratory doors. For The Prostate Cancer Charity, nothing could be further from the truth.

Across the organisation, our aim is to involve people affected by prostate cancer more closely in shaping our work, so that we can meet their needs more effectively. This year, in response to what those people had told us, we did something we had never done before: put out a research brief to encourage proposals for a specific area – survivorship.

A workshop brought together people who are living with and beyond prostate cancer and professionals who work with men every day, to develop a list of priority research topics. Two areas topped their list as needing urgent attention: how can men be helped to make better decisions about treatment, and how can they be supported to deal with the side-effects.

The Charity set aside some of its research budget, then put the word out to the research community, and beyond. The result is a pioneering research initiative looking into how best we can support men with the long-term effects of hormone treatment. As part of this specific call, we’ve now linked up with a range of new potential researchers, who may help us carry our work forward in the future.

Another important initiative this year was our Clinical Research Training Fellowship scheme. Run jointly with the Medical Research Council, the scheme creates an opportunity to bridge the gap between ‘bench’ and ‘bedside’, by offering medical doctors the chance to get research training. Doctors can step out of and back into their medical careers smoothly; prostate cancer research gains fresh interest and talent; and the research findings can more readily be transformed into results for patients.

## Research Impact Report

In 2010 the Charity commissioned its first Impact Report, to assess the long term results that our research investment has had to date. This report examined our achievements and looked at the wider impact on knowledge production, development of high calibre research scientists, and the impact for diagnosed men. The report covers investment in research projects between 2000 and 2007, totalling approximately £4.6 million.

### Key investment highlights:

- Set up a centre of excellence at Hammersmith Hospital nurturing some of the most prominent and talented researchers in prostate cancer.
- Developed crucial treatment for early-stage prostate cancer, called interstitial brachytherapy. This quick, effective treatment has now been adopted as the national standard, paving the way for further innovative research projects.
- Invested in African Caribbean research using the findings to inform our information services for this community. The research fed into a larger programme of work, the PROCESS study, which showed that African Caribbean men living in England are three times more likely to get prostate cancer than white men, a statistic which is now commonly referred to by many researchers and other medical charities.



**£1.8 million invested**

in 14 new research projects – three in Scotland, one in Northern Ireland and nine in England

**£261,000 invested**

into survivorship research to help men cope with the side effects of hormone therapy

**10 research projects**

investigating new ways to treat prostate cancer or ways to improve current treatments

**Three new research projects**

looking at ways to improve the diagnosis of prostate cancer



# Connecting people with information and support

***“It is an intimate experience talking on the phone, and can be challenging. There is a real sense of making a difference to people.”***

**John Robertson**

John Robertson was a nurse for over 30 years. He lost both his brother and his father to cancer. Today he is a Support and Information Specialist Nurse working on the Helpline, and goes out to give awareness raising talks to groups, organisations, and businesses.

Being diagnosed with prostate cancer can be a confusing and uncertain time for men. Getting accurate information and ongoing support can make a big difference – to anyone affected by prostate cancer.

This year The Prostate Cancer Charity’s Specialist Nurses spoke to over 5,000 people on our confidential Helpline, giving them support, information and all the time they needed. Our nurses answered over 300 emails too – a growing way in which people are getting support from us. This year, we did a full evaluation of our flagship service, which found that 95% of those who contacted the Helpline felt their needs were understood and met, by nurses who were welcoming, attentive and professional. Our peer support volunteers offered help by providing a listening ear from someone who has been there, to 139 people in 2010/11.

Our trained volunteers have also created a network of seven support groups in Scotland which are run by and for men who have prostate cancer, their families and friends. This enables more face-to-face support

for many more people than we would be able to reach on our own. We hope that in the future we continue to develop successful support groups across the UK.

The Charity’s new website has made it easier than ever to connect people to our online support and information no matter where they are. After investigation into what people want from digital support, we turned our site into a clear gateway for information on prostate cancer. Now we have more visitors spending more time on the site, downloading more information, and finding our website a quick and easy way to get the help they need.

We provided a huge range of information this year, with over 300,000 of our resources distributed across the UK. Our information resources are certified by the Information Standard and have been highly commended by the British Medical Association Patient Information Awards. People affected by prostate cancer and health professionals feed into the development and evaluation of all of our resources, so we can be sure that we are consistently addressing the needs of our audiences.

***“I was really impressed at how much time and care they took, just listening. It’s just what you need.”***

**Ross Fenton**

When Ross Fenton found out he had prostate cancer, he didn’t even know what to ask. Calling the Helpline gave him the information, and the time, he needed. Now Ross volunteers for the Charity and has made links with his local MP to help us to improve prostate cancer care and services.

**95% of callers**

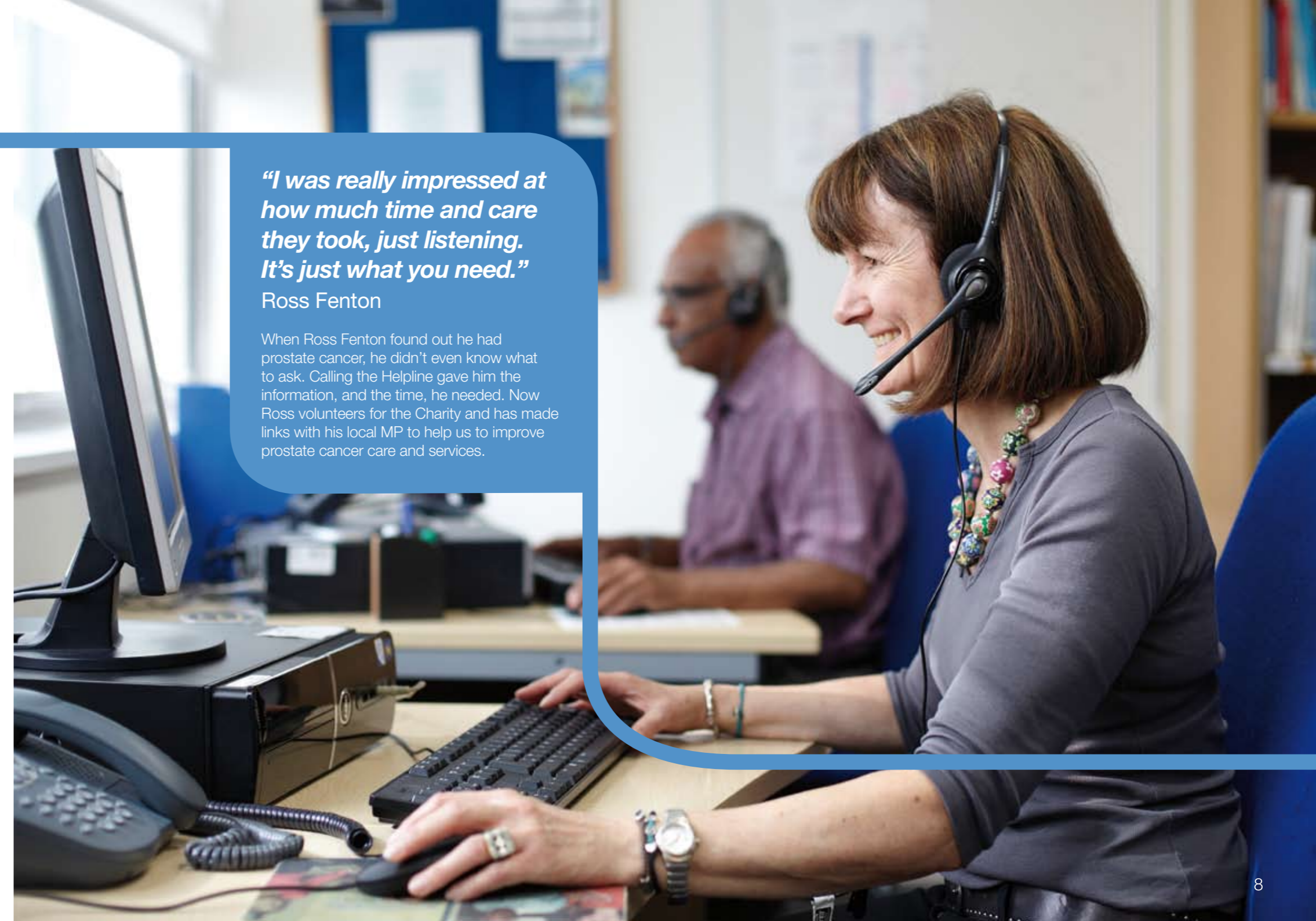
felt they were understood and had their needs met on our Helpline

**Over 5,000 people**

were supported by one of the Charity’s Specialist Nurses

**300,000 information resources**

sent out across the UK





## Partnering politicians with the cause



***“In Scotland, responsibility for health is 100% devolved to the Scottish Parliament – a very different context compared to England. The Charity has made significant progress in getting our messages across including widespread support for the Pledge for Prostate Cancer which commits MSPs to take action to reduce inequalities and improve prostate cancer services in Scotland.”***

**Alistair Haw**

As Campaigns and Media Manager, Alistair leads the vital media and campaigning work undertaken in Scotland, and works to ensure MSPs are fully engaged with the cause.

With a new government in Westminster, the Charity seized opportunities to create change for men with the disease. We called for better information to help men make decisions about testing – and it is working. The new English cancer strategy recommends that all health professionals should receive further education about the information on PSA testing they need to pass on to men, and that different options for making this information more accessible to men should be explored.

We backed a pilot prostate health clinic in London, which was well received by professionals and service users alike. Could this be a future option for passing on information? We’re talking to decision-makers about testing this and other approaches across the country over the next two years.

In Scotland, MSPs and key politicians were contacted and informed, gaining 120 new signatories for the five-point Pledge for Prostate Cancer, from across

the political spectrum. And the Charity’s ‘blue man’ badge was welcomed more warmly than ever into the parliamentary chambers, adorning lapels, in Holyrood and Westminster, winning important recognition and publicity during Prostate Cancer Awareness Month.

Our key campaign for the year was Testing Choices, which focused on ensuring men get the information they need to decide about having the PSA test. A major campaign launch, inviting MPs to meet our supporters and questions raised during Prime Minister’s Questions put the issue in the spotlight – and the pressing need for better information has now been recognised by the Department of Health in England.

**10 volunteers trained**  
to become expert campaigners to  
make links with their MPs

**1 in 5 MPs took part**  
in our Day of Action during  
Prostate Cancer Awareness Month

**120 new signatories**  
for the Charity’s Pledge for  
Prostate Cancer in Scotland



# Connecting with communities



Raising awareness in different areas of the UK, and within different communities is a big challenge, and something we are committed to.

In the UK, African Caribbean men are three times more likely to get prostate cancer than white men of the same age, so they are a crucial target group for us. Key to our achievements were connecting with the men themselves and their family and friends, community members and health professionals.

We trained 26 African Caribbean 'Community Champions', who've used their skills, networks and presence to spread awareness locally about prostate cancer. And in our first ever shared learning event, health professionals, researchers, and community workers came together to discuss how best to get the message across to a group that needs them most.

Our Community Champions are part of our 100-strong team of trained volunteers who have their own connection to prostate cancer. They raise awareness and talk about their personal experiences at events, this year reaching out to over 11,000 people.

**239 awareness events** reached over 11,000 people in the UK

**Connected with 20,000 people** through our campaign website – up 44% from 2010

***“I really enjoyed running the workshop on prostate cancer during Ethnic Minority Cancer Awareness Week. It is vital that there is a continual effort to raise awareness amongst ethnic minority groups. I gained so much – sharing information and meeting other cancer survivors. It was very empowering.”***

Anika Wilson

Anika started supporting the Charity after her father was diagnosed with prostate cancer, she is now one of our Community Champions.

**26 African Caribbean** Community Champions trained

## Prostate Cancer Awareness Month

March saw huge public support for the Charity's Prostate Cancer Awareness Month, generating record levels of media coverage – across all national newspapers, alongside significant coverage in broadcast and online media throughout the UK.

Our campaign website saw a 44% uplift in visitors compared to the previous year and our presence on social media sites helped us to spread rumours of a 'Blue Army' descending on central London, as part of a carefully orchestrated publicity stunt, which certainly got people talking.

Footballing heroes Jamie Redknapp and Les Ferdinand MBE, television presenters Adrian Chiles and Ben Shepherd, and sporting legends Jason Leonard OBE and Jimmy White MBE all put their stamp on a pair of pants sold in Marks & Spencer's stores throughout the month.

### Key highlights:

- 735 pieces of media coverage, a 60% uplift from the previous year – the most the Charity has ever generated from a single campaign.
- More participation from our valued supporters resulting in 27% more money raised.
- Television coverage from ITV's Daybreak, This Morning and LK Today.
- Keyline Builders Merchants, BlackRock and Betfair ramped up their support with innovative fundraising and awareness activities including a Betfair promotional film featuring Sir Alex Ferguson CBE.



***“A reception in the Scottish Parliament marked the formal merger of The Prostate Cancer Charity with a network of prostate cancer support groups in Scotland. This strengthens our presence in communities across Scotland and ensures that we have direct contact with people affected by prostate cancer.”***

Ann MacEwan

Ann is the Charity's Support Group Development Officer, with responsibility for support groups across the UK



# Finding funds for the cause

In June 2010, the Charity was devastated by the death of Andy Ripley, rugby legend and keen supporter of our cause. The whole rugby world came together to commemorate Andy's life, and to take up the mantle for prostate cancer awareness.

In fact, sport, in all its shapes and sizes, continued to offer us opportunities for spreading the word about prostate cancer, and getting funds to fight it. Perhaps our biggest sports connection is with cycling thanks to our partnership with The Tour of Britain. As the UK's leading pro cycling event, the Tour is watched by over 1 million viewers. And 4,500 enthusiasts followed in the tyre tracks of the professionals by riding The Prostate Cancer Charity Tour Ride in Stoke, Devon or London raising over half a million pounds of invaluable support for the work of the Charity.

In Scotland, the Rangers Charity Foundation hosted events, provided coverage in match-day programmes, raised over £25,000 and got our message out to men of all ages and backgrounds. We are delighted the Foundation has agreed to keep on supporting us for another season.

Following a behind the scenes tour of Lord's Cricket Ground, key supporters joined The Rt Hon Sir John Major KG CH, President of the Charity's Research Action Fund, and researchers funded by the Charity for dinner. Attendees were invited to become Research Action Fund Patrons by committing to funding a single research project and have already raised over £300,000, dedicated to a new three-year research project conducted by Dr Charlotte Bevan.



***"I wish my dad could have seen me take a leap for mankind."***

Claire Spencer

Claire is one of thousands of women who found their own way to support the Charity, for the sake of the men in their life. Since her dad passed away last year, Claire has worked tirelessly as an Ambassador for the Charity, raising funds and awareness.



On every front, from sporting fields to special events, women supported the men they care about – sons and fathers, partners and friends – by finding their own ways to raise funds for our work. Among countless special individual contributions, Baroness Royall of Blaisdon hosted a successful breakfast at the House of Lords in memory of her husband, Stuart Hercock, who sadly died from prostate cancer in May 2010.



Over the past 12 months, as the beneficiary partner of Movember, we have been able to make huge strides in our activities – and reaching men – thanks to funds raised by 'Mo Bros' and 'Mo Sistas' across the UK.

The money raised by every last 'Hulk Hogan' or 'Tom Selleck' goes to providing support where it is needed most, funding critical research, and putting the cause on the agenda for those with influence.

## Research Action Fund Patrons

raised over £300,000 to fund a three-year research project

## Over £1 million raised

by M&S through our five-year partnership

## Supported over 100,000

'Mo Bros' and 'Mo Sistas' to raise £11.4 million

## Keyline Builders Merchants

raised over £75,000 on their 'Monte Carlo or bust!' charity rally

## Punch Taverns

raised £55,000 during the 2010 Football World Cup

## BlackRock Dynamo's

male asset managers were the top fundraising team during Movember



# Money matters

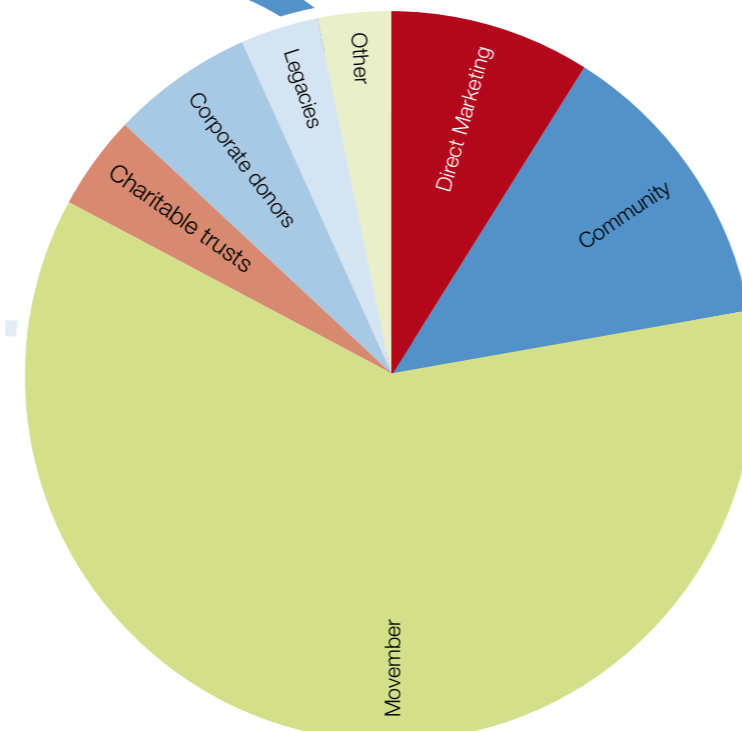
## Income

We have had yet another successful year with income rising by £7.4 million or 65%, to £18.8 million. The 2010 Movember campaign raised a spectacular £11.4 million, or 61% of this total. Other income sources raised £7.4 million, up 32% on last year with community fundraising growing by over £0.8 million, and trusts and corporate partners each by over £0.3 million.

The Charity remains entirely dependant on the extreme generosity of all the individuals, trusts and corporate partners and we do not underestimate the impact on our supporters in these times of economic uncertainty.

**This financial summary is taken from our audited Annual Report and Accounts for the year ended 31<sup>st</sup> March 2011. These are available from our website ([www.prostate-cancer.org.uk](http://www.prostate-cancer.org.uk)) and from our Head Office.**

Movember	£11,408,000
Community	£2,494,000
Direct Marketing	£1,687,000
Corporate donors	£1,197,000
Charitable trusts	£795,000
Legacies	£644,000
Other	£593,000



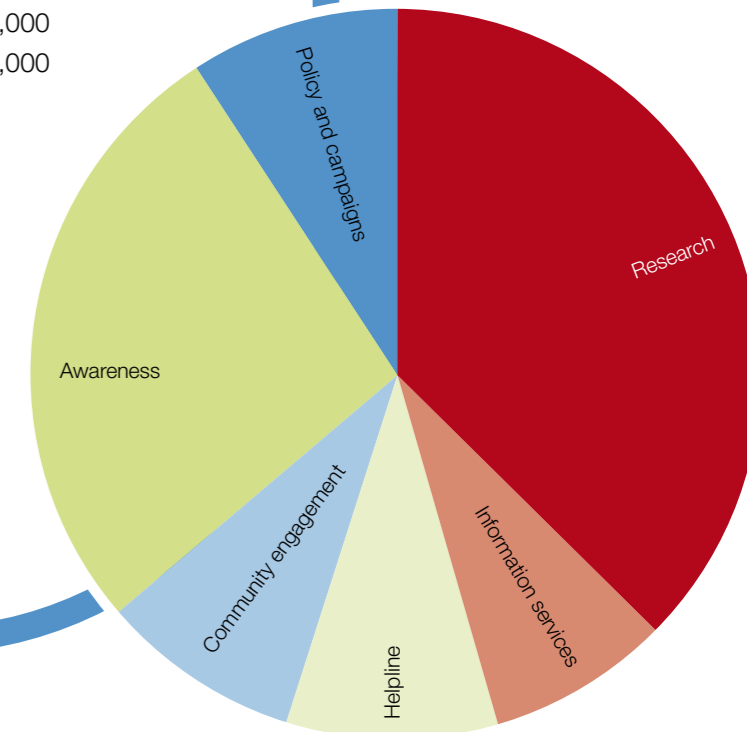
We were able to further expand our charitable work funded by income growth. Charitable spending grew by £2.5 million or 45% on last year, including an additional £1.3 million investment in research, £0.4 million in awareness, £0.3 million in policy and campaigns and around £0.2 million in both information services and the Helpline.

Fundraising costs were up by £1.6 million against 2009/10 and the Charity's return on investment (ratio of income to fundraising costs) rose from 3.5:1 to 3.9:1.

Not all the extra funds raised in 2010/11 were spent, as the Charity ended with a surplus of £5.7 million for the year. This is primarily because the majority of the Charity's income occurs in the last months of the financial year, particularly Movember, and it would not be prudent to make spending commitments before we are certain of this income. However, the Charity will use these funds to finance further, significant growth in spending on its charitable activities in 2011/12.

## Expenditure

Information services	£661,000
Community engagement	£714,000
Policy and campaigns	£734,000
Helpline	£749,000
Research	£2,994,000
Awareness	£2,164,000



# Thank you

Our supporters have given their time, energy and commitment to our work and we are immensely grateful. A special mention in particular must go to the following:

## Organisations

A E H Salvesen's Charitable Trust  
AES Kilroot  
Alan Potter Memorial Golf Day  
Alfred Dunhill Ltd  
Alliance Healthcare Management Services Ltd  
Andor Charitable Trust  
AstraZeneca UK Ltd  
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Barclays Corporate Birmingham  
Bath Male Choir  
Betfair  
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Greenwoods Menswear Ltd

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Herbert and Peter Blagrove Charitable Trust  
Iceland Foods Ltd  
Just For Men  
Keyline Builders Merchants  
Lochinver House School  
Logica  
London Borough of Newham  
Lowestoft Town Football Club  
Man Group plc  
Marks & Spencer plc  
Millbrook Golf Club  
Movember Foundation UK  
NCC Group  
NFU Mutual  
Olton Golf Club  
Peacock Charitable Trust  
Pentel Stationery Ltd  
Pirtek UK

Prologis  
Prostate Cancer Support Scotland  
Provincial Grand Lodge of Ross and Cromarty  
Purley Downs Golf Club  
Rangers Charity Foundation  
Rapha Condor Sharp  
Robert Luff Foundation Limited  
Rockmount Golf Club  
Rotary Club of Bedford Castle  
Rotary Club of Bedford Park  
Rotary Club of St Albans Priory  
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We would like to thank our Trustees, Patrons, Ambassadors and supporters who have given their energy, commitment and support. Special thanks also go to our Awareness and Support Volunteers, The Health Professional Advisory Group and Clinical Expert Reviewers.



## The Prostate Cancer Charity

### London

Cambridge House  
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London W6 0LE

Email: [info@prostate-cancer.org.uk](mailto:info@prostate-cancer.org.uk)  
Telephone: 020 8222 7622

### Glasgow

Unit F22-24 Festival Business Centre  
150 Brand Street  
Glasgow G51 1DH

Email: [scotland@prostate-cancer.org.uk](mailto:scotland@prostate-cancer.org.uk)  
Telephone: 0141 314 0050



Confidential Helpline

**0800 074 8383\***

Mon - Fri 10am - 4pm, Wed 7pm - 9pm



THE  
**PROSTATE**  
CANCER CHARITY

\* Calls are occasionally recorded for training purposes only. Confidentiality is maintained between callers and The Prostate Cancer Charity.  
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