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THE DISTINGUISHED GENTLEMAN’S RIDE

Café Racer Aficinados Pty Ltd has contracted with Movember Foundation to manage program investments using funds raised from the Distinguished Gentleman’s Ride (DGR) Campaigns. This report outlines the allocation of net proceeds from the 2016, 2017 and 2018 Campaigns.

Note: In some cases, details of final projects to be funded will not be determined until later in 2019 as a result of those projects being subject to an independent peer review process.

INVESTMENT OVERVIEW

Further to net funds of AUD $6,274,474.05 being raised through the 2018 ride, a total of AUD $14,505,342 raised from the 2016, 2017 and 2018 DGR Campaigns has been invested in men’s health programs globally. Appendix A is a list of the funded programs.

The following chapters of this report provide a brief overview of programs and projects funded by the DGR campaigns.
AUSTRALIA
The Movember Foundation allocated a total of **AUD $972,434** of the 2016 DGR Campaign proceeds to **five** projects:

<table>
<thead>
<tr>
<th>PROGRAM FOCUS</th>
<th>PROGRAM TYPE</th>
<th>PROJECT NAME</th>
<th>FUNDING AMOUNT (AUD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prostate Cancer</td>
<td>Biomed Research</td>
<td>New Concepts Grants</td>
<td>$398,738</td>
</tr>
<tr>
<td>Prostate Cancer</td>
<td>Biomed Research</td>
<td>Young Investigators Grant</td>
<td>$100,000</td>
</tr>
<tr>
<td>Prostate Cancer</td>
<td>Biomed Research</td>
<td>Expansion of proPSMA Study</td>
<td>$230,588</td>
</tr>
<tr>
<td>Prostate Cancer</td>
<td>Survivorship</td>
<td>TrueNTH Digital Self-Management</td>
<td>$97,243</td>
</tr>
<tr>
<td>Mental Health</td>
<td>Suicide Prevention</td>
<td>Australian Social Innovators Challenge</td>
<td>$145,865</td>
</tr>
</tbody>
</table>

The Movember Foundation allocated a total of **$1,087,877 AUD** of the 2017 DGR Campaign proceeds to **four** projects:

<table>
<thead>
<tr>
<th>PROGRAM FOCUS</th>
<th>PROGRAM TYPE</th>
<th>PROJECT NAME</th>
<th>FUNDING AMOUNT (AUD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prostate Cancer</td>
<td>Biomed Research</td>
<td>Clinician Scientist Award</td>
<td>$351,669</td>
</tr>
<tr>
<td>Prostate Cancer</td>
<td>Biomed Research</td>
<td>Clinical Trials Award</td>
<td>$92,372</td>
</tr>
<tr>
<td>Prostate Cancer</td>
<td>Survivorship</td>
<td>TrueNTH Sexual Health Project</td>
<td>$321,918</td>
</tr>
<tr>
<td>Mental Health</td>
<td>Health Promotion</td>
<td>Movember SpeakEasy Live Events</td>
<td>$321,918</td>
</tr>
</tbody>
</table>

The Movember Foundation allocated a total of **$1,277,977 AUD** of the 2018 DGR Campaign proceeds to **four** projects:

<table>
<thead>
<tr>
<th>PROGRAM FOCUS</th>
<th>PROGRAM TYPE</th>
<th>PROJECT NAME</th>
<th>FUNDING AMOUNT (AUD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prostate Cancer</td>
<td>Biomed Research</td>
<td>Prostate Cancer Research Alliance</td>
<td>$463,476.59</td>
</tr>
<tr>
<td>Prostate Cancer</td>
<td>Clinical Quality</td>
<td>TrueNTH Australia</td>
<td>$231,738.30</td>
</tr>
<tr>
<td>Prostate Cancer</td>
<td>Survivorship</td>
<td>TrueNTH Global Registry</td>
<td>$119,285.71</td>
</tr>
<tr>
<td>Mental Health</td>
<td>Health Promotion</td>
<td>Veterans &amp; First Responders</td>
<td>$463,476.59</td>
</tr>
</tbody>
</table>
PROSTATE CANCER BIOMEDICAL RESEARCH

The Movember Foundation and Prostate Cancer Foundation Australia (PCFA) have collaboratively supported biomedical research projects that could provide breakthroughs in prostate cancer from prevention to treatment and survivorship. Thanks to DGR funding, the Movember Foundation has funded, through PCFA, to the following research programs from the DGR Campaign proceeds:

DGR NEW CONCEPTS GRANTS

New Concept Grants aimed to fund cutting edge, innovative ideas brought forward by senior scientists currently working in the prostate cancer research field as well as those working in other areas of cancer research. The key objective of the program is to encourage and support the development of new directions in prostate cancer research brought forward by the New Concepts Grantees. The program also ensures that research into prostate cancer remains as a priority in the national agenda.

PCFA received a total of 38 applications, which were assessed by the Research Advisory Committee for the capability of the investigators as well as the quality of the proposals. The Movember Foundation allocated AUD $398,738 of the 2016 DGR Campaign proceeds to fund four DGR New Concepts Grants in 2017:

<table>
<thead>
<tr>
<th>GRANTEE</th>
<th>RESEARCH PROJECT</th>
</tr>
</thead>
<tbody>
<tr>
<td>PROF. MELISSA SOUTHEY</td>
<td>Heritable Epigenetic Risk Factors for Prostate Cancer</td>
</tr>
<tr>
<td>University of Melbourne</td>
<td>The gene or DNA change that increases the risk of prostate cancer in some families is unknown but a modification of the inherited DNA has been found for breast cancer and this project aims to identify similar DNA modifications that are risk factors for prostate cancer. Understanding the genetic causes of inherited prostate cancer will lead for new opportunities for early detection and treatment.</td>
</tr>
<tr>
<td>A. PROF. JOSE POLO</td>
<td>A predictive computational framework for targeted reprogramming of Castrate Resistant Prostate Cancer</td>
</tr>
<tr>
<td>Monash University</td>
<td>This focusses on the process of cellular reprogramming which changes the identity of cells and finds the right genes to switch on and off using a software program. Switching off the tumour genes and trying to reprogram them to healthy prostate genes can be used as a treatment</td>
</tr>
<tr>
<td>PROF. DEREK HART</td>
<td>Therapeutic vaccination for Prostate Cancer using mRNA-loaded blood dendritic cells</td>
</tr>
<tr>
<td>ANZAC Research Institute</td>
<td>This research focusses on creating a vaccine that conditions the patient’s immune system to fight the prostate cancer.</td>
</tr>
<tr>
<td>PROF. ROGER DALY</td>
<td>A new approach for characterizing stromal interactions in prostate cancer and identifying therapeutic targets</td>
</tr>
<tr>
<td>Monash University</td>
<td>Interactions between tumours and cells called cancer-associated fibroblasts drive the progression of advanced prostate cancer. This project will use a new method to analyse the chemical signals that occur during this interaction. The project aims to learn which signals instruct the tumours cells to grow and spread. Drugs can then be developed to inhibit these signals</td>
</tr>
</tbody>
</table>

These projects commenced in early 2017 with the final reports received in Q2 2018. No publication or leveraged funding has been reported as of June 2018.
DGR YOUNG INVESTIGATOR GRANT

By providing catalytic funding for early, post-doctoral researchers to further their research and attract ongoing funding, the Young Investigator Grant aims to encourage young investigators to undertake research into prostate cancer and to support those investigators as they mature toward independent scientists.

PCF A received seven applications and, following a rigorous review process, awarded Dr. Ian Johnson (University of South Australia) AUD $100,000 for his project titled “Altered endosome trafficking in prostate cancer”. The study will investigate how cancer changes the way nutrients are moved and recycled in cells, thereby presenting with the opportunity to identify biomarkers for development of more targeted drugs.

Dr. Johnson’s one-year funding commenced in early 2017 and the initial research outcome was presented at the ComBio 2017 conference in Adelaide, Australia.

CLINICAL TRIAL AWARD

The Movember Foundation - DGR Clinical Trial Award supports clinical trials initiated in Australia that have the capacity to transform the clinical management of men with prostate cancer within the course of the trial and/or immediately post completion of the trial.

The Clinical Trial Award was made to support the TheraP trial, an ANZUP Cancer Trials Group Limited/PCFA clinical trial at Peter MacCallum Cancer centre and Royal Brisbane and Women’s Hospital with Associate Professor Michael Hofman as the study chair.

The randomised Phase 2 study aims to compare treatment effect of Lu-PSMA1 against cabazitaxel chemotherapy for men with advanced prostate cancer. Outcomes of the two treatments will be assessed based on:

01 Cancer size,
02 Level of pain endured by patients,
03 Delay in time until the cancerous tissue grows again,
04 Quality of life,
05 Safety / side effects for patients, and;
06 Patient survival after the treatment.

The first of 200 patients were enrolled in February 2018 for this Australian-first nuclear medicine treatment for men with advanced prostate cancer. The recruitment continues to track ahead of schedule with 70% of the target patients (146 patients) randomised as of April 2019.

In 2016 the DGR campaign contributed AUD $230,588 to the trial, with additional AUD $19,412 from the Movember campaign and AUD $1,250,000 from ANZUP/PCFA to support the trial with an overall budget of AUD $1,500,000 over a 3 years period. In 2017 the DGR campaign contributed a further AUD $92,372 to the project.

CLINICIAN SCIENTIST AWARD

From the 2017 DGR Campaign, Movember Foundation funded, through PCFA, AUD $351,669 to the Clinician Scientist Award.

The award aims to support outstanding, clinically qualified professionals with PhD in health science research to combine their clinical career with research career. The award will provide “protected research time” to ensure the best clinician scientist remain active in research and progress to establish themselves as independent clinician researchers with a clear vision and research agenda in the field of prostate cancer.

Of the three applications received, Dr Niall Corcoran’s application was recommended by the international review panel comprising world leading senior experts in basic / clinical prostate cancer research. The project, “Investigation of mechanisms of prostate cancer metastasis and treatment resistance”, aims develop methods that are able to distinguish potentially lethal and indolent tumours early in their natural history, thereby improving outcomes for men with localised prostate cancers using deep genomic sequencing.

The Awardee was notified of the grant outcome in late 2017 and is expected to commence the project in early 2018. With a projected timeline of 3 years, the project is expected to be completed by March 2021 with the first annual progress report expected by June 2019.

Who is delivering it?

PCFA, as the Movember Foundation’s Men’s Health Partner, manages these programs and provides project reports as per agreed indicators annually and at project completion.

PROSTATE CANCER RESEARCH ALLIANCE PROGRAM

The 2018 DGR Campaign proceeds of AUD $463,477 will support the Prostate Cancer Research Alliance (PCRA), which is a three-year program jointly funded by the Australian Government and the Movember Foundation with a total budget of $12 million dollars.

The initiative aims to fund three research projects that will accelerate the “bench-to-bedside” translation of prostate cancer research in the identified priority areas and create change in clinical practice in the near term.

1A radioactive molecule that specifically attaches to cells with high amounts of prostate specific membrane antigen on the surface of cancer cells when delivered into blood circulation via intravenous injection. This allows the radioactivity to be delivered mainly to the prostate cancer cells and spare most normal tissues.
The Program was launched by Minister Hunt’s announcement in October 2018 and all received proposals went through a rigorous, competitive review process by an independent, multi-disciplinary expert panel consisting of Australian and international members.

The successful research teams were confirmed in March 2019 and under the pioneering three-year-project, which is due to start mid-2019, researchers from the Peter MacCallum Cancer Centre, St Vincent’s Hospital, Sydney and the University of Melbourne will each head up Australia’s first Prostate Cancer Research Alliance (PCRA) teams.

At the Peter MacCallum Cancer Centre in Melbourne, Associate Professor Arun Azad and Professor Michael Hofman will run two trials into Lu-PSMA, a radioactive molecule that is purpose made to kill prostate cancer cells. To date, this treatment has only been studied as a “last line” of therapy after standard options have been exhausted but this new funding will enable the game-changing treatment to be used as an upfront therapy and hopefully extend the lives of men with prostate cancer.

At St Vincent’s Hospital Sydney, Associate Professor Louise Emmett will lead ENZA-P, a randomised trial which looks at whether combining Lu-PSMA technology with hormone therapy drug enzalutamide will prolong the lives of men with metastatic prostate cancer.

At the University of Melbourne, a team led by Associate Professor Niall Corcoran, will study prostate cancer prognosis and treatment, including ground-breaking new tests to identify which patients are most at risk of progressing to more advanced disease and which patients will likely respond best to different treatments.

Who is delivering it?
With oversight by Cancer Australia, the Program will be managed by Movember Foundation who will report on the research outputs as per agreed indicators, annually and at project completion.

How much DGR funding has been invested?
The Movember Foundation has allocated AUD $463,476.57 from the 2018 DGR campaign into this project.

PROSTATE CANCER SURVIVORSHIP

TRUENTH GLOBAL PILOT - DIGITAL SELF-MANAGEMENT
The TrueNTH Global Pilot of Digital Self-Management is a web-based tool that aims to empower men, and those who support them, to keep track of the symptoms and side effects of prostate cancer diagnosis and treatment. Users can access the TrueNTH Self-Management tool (“Symptom Tracker”) at any time, any place via the website to track their symptoms using a set of surveys that capture a man’s urinary, sexual, hormonal, bowel, and mental health side effects.

Once the user has completed the assessments, a customised content will provide personalised tips and recommendations on how to improve quality of life. Users can also choose to share their tips and experiences via participation in a supportive community.

The web tool also has a function that allows users to track and visualise their PSA levels overtime.

The implementation of pilot site is expected to occur in Q4 2018 with both qualitative and quantitative metrics been collected via web analytics.

Who is delivering it?
The program is being directly managed by the Movember Foundation to be delivered in Australia, Canada, UK and USA.

How much DGR funding has been invested?
The Movember Foundation has invested AUD $97,243 from the 2016 DGR Campaign proceeds to support the development of the tool.

TRUENTH DIGITAL HEALTH
In May 2018 the Movember executive leadership team and board approved the True North Digital Health Business Plan to unite the technology development and delivery for Survivorship and Clinical Quality. The goal is to empower the prostate cancer community with the awareness, knowledge and solutions to take positive action for their health and care by delivering the world’s best digital resources to improve quality of care and quality of life for those living with and beyond prostate cancer. Our goal is to reach 250K men by 2022 through 3 main channels of acquisition: Open Access (direct-to-men), Clinical Quality Registries, New Clinical Partnerships. The True North program team is currently taking it’s learning from TN USA and ePROMs pilot implementation.

2 TrueNTH USA Pilot Implementation
The True North Digital Health platform objective is to simplify and consolidate a Movember own and operated digital health platform in the True North survivorship and Clinical Quality Portfolios. Scale to reach more men, under a global open access model.

**How the project works**

These products aim to reach men both directly at home and through clinical settings (including their partners/caregivers). Through Open Access, leveraging TrueNTH pilot content and tools, TrueNTH can empower men to understand their prostate cancer journey and navigate them to important resources.

- **Assessment** – How is a man doing? After logging onto TrueNTH, men access the assessment tool and track their symptoms using a set of surveys that capture a man’s urinary, sexual, hormonal, bowel, and mental health side effects. Additionally, there is a survey about a man’s worry related to prostate cancer and how confident he is in his health care experiences.

- **Customized information and resources** - Once the man has completed his assessments, he receives customized content. What we know about the man and what he’s experiencing allows the tool to provide personalized and tailored tips and recommendations for how to improve his quality of life. Content is organized into the following topics: urinary; sexual; bowel; tired, weak and hot flashes; emotional and mental health. All True North participants can share their tips and experience providing them with a supportive community. Men will also have the ability to track and visualize their PSA levels overtime through a chart.

- **Reports** – The tool produces summaries and reports that are meaningful to the man. He can see how he’s doing compared to other men, including those specifically in his age range and who have had the same type of treatment. Experiences and recommendations from other men with prostate cancer are also shared in written and video form. A report for a man to take to his doctor’s visits is also created. This helps clinicians and healthcare providers better understand what a unique patient’s journey is and how they are doing ongoing, leading to better quality of care and opportunity to support men and their loved ones with what they’re experiencing.

**Who is delivering it?**
The program is being directly managed by the Movember Foundation to be delivered in Australia, Canada, UK and USA.

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3 TrueNTH USA Pilot Implementation
PROSTATE CANCER
CLINICAL QUALITY

TRUENTH GLOBAL REGISTRY

The TrueNTH Global Registry supports clinicians and researchers across 16 Movember countries to participate in an international project that aims to improve the physical and mental health of men with prostate cancer. By harnessing new and existing prostate cancer registries and organisations, which are systematically collecting clinical data and measuring patient reported outcomes at both baseline and 12 months post active treatment, this clinical quality initiative seeks to improve patient outcomes by reducing variation in treatment quality, identifying excellence and providing risk adjusted outcomes data to physicians.

By leveraging the International Consortium for Health Outcomes Measurement (ICHOM) standard set for localised prostate cancer, the project aims to:

- Define relevant clinical and demographic features, quality metrics, and patient outcome measures collected for men with localised prostate cancer who are managed in each of the Participating Sites

- Describe international patterns of presentation, care, and patient-reported outcomes for men diagnosed with localised prostate cancer

- Establish a secured and collaboratively governed central data repository drawn from Participating Sites and Local Data Centres who contribute patient-level data on patterns of presentation, care, quality and patient reported outcomes

- Systematically measure other key elements of care that have the potential to impact outcomes

- Compare and share outcomes between participating sites

- Analyse the variations in outcomes – to understand the key drivers that deliver the best possible outcomes

Funds raised across the DGR international community are supporting the following Local Data Centres and their participating sites:

<table>
<thead>
<tr>
<th>MOVEMBER COUNTRIES</th>
<th>PARTICIPATING RESEARCH ORGANISATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia*</td>
<td>Monash University, Alfred Health, Australian Urology Associates, the Garvan Institute of Medical Research, Queensland University of Technology</td>
</tr>
<tr>
<td>Czech Republic</td>
<td>Thomayer Hospital</td>
</tr>
<tr>
<td>Ireland</td>
<td>National Cancer Registry Ireland (IPCOR)</td>
</tr>
<tr>
<td>Italy</td>
<td>Fondazione IRCCS Istituto Nazionale dei Tumori, Pro Onlus Foundation, Ospedale San Raffaele s.r.l.</td>
</tr>
<tr>
<td>Netherlands</td>
<td>Santeon Hospital Group</td>
</tr>
<tr>
<td>Spain</td>
<td>Fundacio Institut Hospital del Mar d'Investigacions Mèdiques</td>
</tr>
<tr>
<td>USA*</td>
<td>The Regents of the University of California, Michigan Urological Surgery Improvement Collaborative (MUSIC), Beth Israel Deaconess Medical Centre, Memorial Sloan Kettering Institute for Cancer Research, Vanderbilt University Medical Centre</td>
</tr>
</tbody>
</table>

*Also see respective section in this report for country-specific updates.
By February 2019 50% of the sites in the project have successfully transferred data into the registry and the joint coordination centres are now providing each site with a monthly report in the quality of their data.

Who is delivering it?
The Movember Foundation is directly funding and overseeing the project. Monash University and University of California Los Angeles (UCLA) are the joint coordinating centres.

How much DGR funding has been invested?
Thanks to the DGR, Movember has been able to invest a total of AUD $53,695 from the 2017 DGR campaign and AUD $119,285.71 from the 2018 DGR campaign to support this project.

MEN’S HEALTH & MENTAL HEALTH & SUICIDE PREVENTION

SOCIAL INNOVATORS CHALLENGE PROGRAM

The Social Innovators Challenge is a $5.6 million AUD, 2.5-year initiative focusing on strengthening and building the social connections of men that is delivered in three key markets, Australia, Canada and the UK. Based on Movember funded research by beyondblue, we know that a reduction in the quality of social connectedness can significantly impact on the health of men leading to social isolation and loneliness which have been identified as risk factors for suicide, depression and anxiety. People who are satisfied with their relationships and social connections are more likely to experience good mental health and wellbeing in general. We know that men will be engaged if you build programs and services that understand and are tailored towards their needs; that utilise a “go to where men are” approach; and build on their strengths rather than focus on deficits. Therefore, a program was launched that looked for real world solutions that were shaped from the male perspective and co-developed with men.

The goal of the initiative is to increase our understanding about what will engage men in healthier behaviour patterns, build positive relationships, and increase levels of social connections through the development, piloting and evaluation of innovative initiatives explicitly aimed at restoring and strengthening the social connections of men, particularly those who are at greater risk of becoming socially isolated. Ultimately, we are looking to build our knowledge/understanding of what works for which groups of men, in what contexts, to increase their perceptions of social connection and decrease loneliness of men.

Funding from the 2016 DGR Campaign continued support of the implementation activities of the following 5 projects. An evaluation is being carried out by a third party evaluation team (Propel Centre for Population Health & First Person Consulting) to determine if the projects have achieved their objectives and those that are successful will move to Phase 3 – to be scaled or adapted into long term projects. Business plans are due at the end of August which will be reviewed by October so that subsequent funding decisions can be made by year end.

Australian project sites include:
• Dad’s Group Inc. – ‘DGI Connect’
• Orygen - ‘Entourage’
• Queensland University of Technology - ‘Well Played!’
• Soldier On - ‘Vet Connect’
• Waves of Wellness Foundation - ‘WOW Sand n’ Surf’

Who is delivering it?
The Movember Foundation is managing the program and providing support for the five projects that are being implemented to the end of August 2019. Projects will culminate in proposals for scaling in Phase 3.

How much DGR funding has been invested?
Thanks to the DGR, Movember has been able to invest AUD $145,865 into Stage 2 of the program.

MEN’S HEALTH PROMOTION – MOVEMBER SPEAKEASY PROGRAM

The SpeakEasy program for 2018/19, is a new program, delivered in full by the DGR funds from 2017. It seeks to increase a man’s capability to reach out to other men (to give or receive support) and also to help men become more aware of their risks and identify problems. These events, and supporting assets, aim to enable men to take action, in the context of a strong social network.

This program of work is about continuing to encourage men to seek help and be backed by their friends, family and community. The funds from DGR 2017 allowed us to build and deliver in 2018/19 a program plan that is a staged, or phased, approach to ensure we are testing our assumptions, move on with what works, generating evidence of efficacy and looking to scale.

The longer-term vision for the program is to be scaling what works and delivering these events across the main six Movember Foundation markets to maximise our reach and impact in a sustainable way to tens of thousands of men around the world.
Program Phase One (Build and Test)
This program plan for 2018/19 includes:

- Building and then testing content, format, methods and event positioning/messaging to build greater reach and impact into any future approach
- Testing our assumption that men will turn up to these events, running them in Australia in September, October and November of 2018
- Going to where men are in Australia, with events across 2018/19 in both corporate and community settings (est. 12-18 of these being delivered)
- Holding an event in one or two other markets to test for cultural variation in the uptake and responses
- Evaluating the events to establish what works for men in connecting and taking action

How the project works
There are three parts within this program plan:

01 Increase Movember Foundation hosted events in Australia, October 2018
- Build on the success of the 2017 events with more events in October 2018
- Proposed locations = Sydney, Melbourne, Tasmania, Perth, regional WA (e.g. mine site), Brisbane, Adelaide.
- Supported by Triple M nationally as media partner

02 Overseas events in October 2018
- Test the appeal and international applicability
- Two events planned, either in NZ, CAN or Europe

03 Going to where men are - Australian events across the year
- Aiming for 15 to 20 events delivered across the year, starting from July 2018
- Locations to be sourced through the Movember community, DGR and other partners (e.g. Triple M, sporting codes etc)
- Events hosted by community groups and corporates at facilities that they provide or organise, with Movember moderating the discussion

What’s in it for Men if this project succeeds?
SpeakEasy events are facilitated workshops that aim to normalise everyday challenges and encourage attendees to be more open in dealing with them. Designed for men but also sometimes involving women, the events build skills that foster better social connection, helping friends and family to support each other through active listening. They help attendees to ‘SpeakEasy’ and that can only be a good thing.

If this project is a success, attendees will be educated of the frequency of life’s challenges, to increase knowledge and awareness of what those around the are going through, to change attitudes and their willingness to reach out and share. We will also build capacity of attendees to more effectively support their friends, family and community as well as increase their social connections and confidence and willingness to talk, especially when times are tough.

KPIs are built in three key areas: those attending live events, those attending workplace events, and those exposed to the live events through other channels including media. KPIs are focused on process indicators and outcome indicators, plus measurement of media pick up and campaign/brand related impact.

Status Update & Early Results
The program is now well underway with Australia’s hosted events complete and evaluation being finalised. Attendance at the hosted events doubled in 2018, which exceeded targets set.

Early reporting from the evaluation work showcases “the fact that the SpeakEasy is influencing behaviour changes despite being a minor intervention (i.e. two hour session) it is a major success.”

All interviewees were keen on seeing more SpeakEasy type events being run throughout the year. For many people, the main suggestion for improvement was simply to hold more events and get more people involved.

“People ask ‘How are you going?’ Most people say, ‘yeah yeah all good’. I used to just say ‘yeah’. If someone asks me now I’m open, say how I’m feeling (a close friend died from cancer). So that was really powerful to get that from it, from the event. Often when you share your stuff they open as well.”

“A brilliant way for people to be open and honest and to gain a better and immediate insight into my friends that were present at the event. Fantastic event guys I would love to come again.”

The program moves now to the second and third parts as we deliver events across this 2019 group into environments where men are (communities, workplaces, sports groups etc.) and testing the appeal and effectiveness in several overseas locations.

On completion of all three parts of this phase of the program, a final evaluation report will be prepared and recommendations for next phase and future funding requirements made end of 2019.
Who is delivering it?
The Movember Foundation is directly managing the program

How much DGR funding has been invested?
Thanks to DGR, the Movember Foundation has invested AUD $321,918 from the 2017 DGR campaign proceeds to support the program, which has an overall approved budget of $645,652

MEN’S HEALTH, MENTAL HEALTH & SUICIDE PREVENTION: VETERANS AND FIRST RESPONDERS

The Movember Foundation recognizes the need to focus on prevention and early intervention projects specifically designed for military veterans and first responders in five key markets of Australia, Canada, New Zealand, Ireland, and the UK. We are seeking to deepen our impact with this important population, and therefore are entering into a comprehensive research and design phase to ensure that the interventions target appropriate gaps in existing provision, complement other existing programs, and are truly meeting the needs of this important population.

Funding from the 2018 DGR is going towards both undertaking this research and implementing priority initiatives that address critical gaps

Who is delivering it?
The Movember Foundation is managing the research and implementation phases of the project

How much DGR funding has been invested?
Thanks to the DGR, Movember has been able to contribute AUD $463,476.59 from the 2018 campaign towards the research and development of tailored programming for military veterans and first responders.
CANADA
The Movember Foundation allocated a total of **CAD $137,708** of the 2016 DGR Campaign proceeds to **two** projects in Canada:

<table>
<thead>
<tr>
<th>PROGRAM FOCUS</th>
<th>PROGRAM TYPE</th>
<th>PROJECTS NAME</th>
<th>FUNDING AMOUNT (CAD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prostate Cancer</td>
<td>Biomed Research</td>
<td>Translation Acceleration Grants</td>
<td>$110,166</td>
</tr>
<tr>
<td>Mental Health</td>
<td>Suicide Prevention</td>
<td>Social Innovator's Challenge Program</td>
<td>$27,542</td>
</tr>
</tbody>
</table>

The Movember Foundation allocated a total of **CAN $235,104** of the 2017 DGR Campaign proceeds to **three** projects in Canada:

<table>
<thead>
<tr>
<th>PROGRAM FOCUS</th>
<th>PROGRAM TYPE</th>
<th>PROJECT NAME</th>
<th>FUNDING AMOUNT (CAD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prostate Cancer</td>
<td>Biomed Research</td>
<td>Translation Acceleration Grants</td>
<td>$94,042</td>
</tr>
<tr>
<td>Mental Health</td>
<td>Health Promotion</td>
<td>Movember SpeakEasy Live Events</td>
<td>$70,531</td>
</tr>
<tr>
<td>Prostate Cancer</td>
<td>Survivorship</td>
<td>TrueNTH Sexual Health Project</td>
<td>$70,531</td>
</tr>
</tbody>
</table>

The Movember Foundation allocated a total of **CAN $299,639** of the 2018 DGR Campaign proceeds to **three** projects in Canada:

<table>
<thead>
<tr>
<th>PROGRAM FOCUS</th>
<th>PROGRAM TYPE</th>
<th>PROJECT NAME</th>
<th>FUNDING AMOUNT (CAD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prostate Cancer</td>
<td>Biomed Research</td>
<td>Translation Acceleration Grants</td>
<td>$89,891.63</td>
</tr>
<tr>
<td>Prostate Cancer</td>
<td>Survivorship</td>
<td>TrueNTH Digital Health</td>
<td>$89,891.63</td>
</tr>
<tr>
<td>Mental Health</td>
<td>Health Promotion</td>
<td>Veterans &amp; First Responders</td>
<td>$119,855.51</td>
</tr>
</tbody>
</table>
PROSTATE CANCER
BIOメディカル RESEARCH

TRANSLATION ACCELERATION GRANTS (TAG)

The Movember Foundation has an established
partnership with Prostate Cancer Canada (PCC) to
support a range of biomedical research projects that
could provide breakthroughs in prostate cancer from
prevention to treatment and survivorship, including the
Translation Acceleration Grant (TAG) program.

The Translation Acceleration Grant (TAG), launched
annually, aims to support teams of investigators
studying novel approaches related to a specific
research question.

From the 2016 DGR Campaign, Movember
Foundation has allocated CAD $110,166 to the
Translation Acceleration Grant: Novel Therapeutics
for Aggressive Disease (TAG 2), which explores
therapeutics and treatment options for metastatic and
castrate-resistant prostate cancer with the potential to
enter clinical trials within 5 years from the beginning
of the funding period.

Of the 12 applications received, the research project
“Therapeutic protein inhibitors of SEMA3C in treatment
of advanced prostate cancer”, led by Dr. Christopher
Ong form the Vancouver Prostate Centre, was selected
by the review panel. Recognising that the otherwise
well-controlled cell signalling cascade is often distorted
and altered in cancerous cells, Dr Ong’s team has
identified SEMA3C as a master key that is responsible
for these altered signalling pathways.

The overarching project aim is therefore to develop a
therapeutic inhibitor of SEMA3C and it is expected that
the project will take a very promising new therapeutic
discovery through pre-clinical validation, manufacturing
and first-in-man studies to treat advanced, metastatic
castration resistant prostate cancer.

The project, which commenced in late 2014, was
completed in September 2017 with a SEMA3C inhibitor
of therapeutic potential to enter clinical trial. Thus far,
Dr Ong’s team has successfully leveraged $7.5 million
(CAD) of funding from the 2016 Terry Fox Foundation
Frontier Grant.

From the 2017 DGR Campaign, Movember Foundation
has allocated CAD $94,042 to the Translation
Acceleration Grant: Validation of Predictive Markers
(TAG 7).

The award aims to support teams of investigators
studying novel approaches to validate a specific
research question. The TAG7 program, which will be
partially funded by the 2017 DGR Campaign proceeds,
will fund projects that validate existing putative markers
in patient samples either retrospectively or within a
clinical trial. The assays, which may be bio specimen or
image-based markers or other appropriate tests, should
have a focus on optimising, applying and validating
emerging approaches of existing biomarkers and
not to focus exclusively on the identification of new
biomarkers. The end goal is clinical validation of the
approach and more accurate and personalized selection
of treatments for patients with prostate cancer.

PCC received a total of 16 applications, which were
assessed by the Peer Review Panel for the capability of
the investigators as well as the quality of the proposals.
The grant outcome was announced in September 2018
that revealed three fundable projects:

<table>
<thead>
<tr>
<th>GRANTEE</th>
<th>RESEARCH PROJECT</th>
</tr>
</thead>
<tbody>
<tr>
<td>KIM CHI</td>
<td>Clinical utility of ctDNA for prognostic and predictive biomarkers for advanced prostate cancer</td>
</tr>
<tr>
<td>BC Cancer Agency 2018-2121</td>
<td>The project will let to a clinical trial where patients with advanced prostate cancer progressing after abiraterone treatment will be randomized to either have their next treatment selected by standard clinical decision making, or have their treatment guided by ctDNA levels. The project will also evaluate specific gene alterations and how they influence response to next generation hormonal therapy or chemotherapy. Collectively, the project will help to establish whether ctDNA can be used to guide treatment decisions and advance our understanding of how genomic alterations in prostate cancer evolve and influence response and resistance.</td>
</tr>
</tbody>
</table>
These projects commenced in October 2018 with the first annual progress report expected by November 2019.

From the 2018 DGR Campaign, the Movember Foundation has allocated CAD $89,892 to the Translation Acceleration Grant: Improving Patient Outcomes and Treatment Planning with Advanced Imaging (TAG 8).

Advances in imaging modalities has increased our ability to detect low volume prostate cancer metastases, however, large-scale clinical trials with embedded health economic analysis are essential to generate clinical evidence that will lead to change in prostate cancer management.

The TAG 8 program therefore aims to explore how advance imaging, such as PET, CT and multi-parametric MRI, can support appropriate treatment for men with advanced prostate cancer to result in better outcomes. By soliciting proposals from group-designed clinical trials that evaluate patient outcomes following image-guided treatment planning, the program will have the greatest potential to demonstrate the value of incorporating advanced imaging modalities into disease management in Canada and abroad.

The program is expected to be launched in May 2019 with an Expression of Interest submission from the research community, followed by Proposal Team planning and the submission of final research proposal by July 2019. The proposals will be peer-reviewed with the grant outcome announced by September 2019. The earliest Program start date will be October 2019.

Who is delivering it?
PCC, as the Movember Foundation’s Men’s Health Partner, manages these programs and provides project reports as per agreed indicators annually and at project completion.

How much DGR funding has been invested?
Movember Foundation has provided a total of CAD $294,100 from the 2016, 2017 and 2018 DGR Campaign proceeds to support three TAG Programs (TAG 2, TAG 7 and TAG 8).
PROSTATE CANCER SURVIVORSHIP

TRUENTH SEXUAL HEALTH PROJECT
Thanks to the DGR, Movember has been able to invest CAD $70,531 from the 2017 DGR Campaign proceeds into this project, details of which are noted above. The sexual health and rehabilitation pilot project in Canada provides patients and couples with personalized guidance and support in coping with sexual problems after prostate cancer treatment. The pilot will be concluding in April 2019 with having reached 65 patients and 17 partners.

TRUENTH DIGITAL HEALTH

TrueNTH Digital Health for Canada will launch in Q4 2019 with localized information and signposting, further details of which are noted above.

How much has been invested?
Thanks to the DGR, Movember has been able to invest CAD $89,891.63 from the 2018 DGR Campaign proceeds into this project.

MEN’S HEALTH, MENTAL HEALTH & SUICIDE PREVENTION

CANADIAN SOCIAL INNOVATORS CHALLENGE PROGRAM

The Social Innovators Challenge is a CAD $5.2 million, 2.5-year initiative focusing on strengthening and building the social connections of men that is delivered in three key markets: Australia, Canada and the UK.

For the detail program description, see the program overview under the Social Innovators Program. Funding from the 2016 DGR is going towards continued support of the implementation activities of the following 3 projects. As part of Phase 2 activities, project teams are required to participate in a Knowledge Community that provides cross site networking opportunities, builds capacity, and allows for sharing of project learnings and development of contribution to best practice. An evaluation is being carried out in parallel to project activities by a third party evaluation team (Propel Centre for Population Health & First Person Consulting) to determine if the projects have achieved their objectives and those that are successful will move to Phase 3 – to be scaled or adapted into long term projects.

Canadian project sites include:
• Canadian Families & Corrections Network - ‘Dad HERO Project’
• McGill University - ‘Homebase’
• University of British Columbia - ‘Apocalypse Made Easy’

Who is delivering it?
The Movember Foundation is managing the program and the three projects are continuing implementation activities into 2019. Thereafter, these will culminate in submission of project business plans for scaling.

How much DGR funding has been invested?
Thanks to the DGR, Movember has been able to contribute CAD $27,542 towards continued Phase 2 activities in Canada from the 2016 campaign.

MEN’S HEALTH PROMOTION - MOVEMBER SPEAKEASY PROGRAM

Thanks to the DGR, Movember has been able to invest CAD $70,531 from the 2017 DGR Campaign proceeds into this project, details of which are noted above.

MEN’S HEALTH, MENTAL HEALTH & SUICIDE PREVENTION: VETERANS AND FIRST RESPONDERS

Thanks to the DGR, Movember has been able to contribute CAD $84,976 from the 2018 campaign towards the research and development of tailored programming for military veterans and first responders, as detailed above.
NEW ZEALAND
The Movember Foundation allocated a total of **NZD $101,643** of the 2016 DGR Campaign proceeds to **two** projects in New Zealand:

<table>
<thead>
<tr>
<th>PROGRAM FOCUS</th>
<th>PROGRAM TYPE</th>
<th>PROJECT NAME</th>
<th>FUNDING AMOUNT (NZD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prostate Cancer</td>
<td>Clinical Quality</td>
<td>Prostate Cancer Outcomes – Registry Australia and New Zealand (PCOR-ANZ)</td>
<td>$71,150</td>
</tr>
<tr>
<td>Mental Health</td>
<td>Suicide Prevention</td>
<td>Go to Where Boys and Men Are – Young Men</td>
<td>$30,493</td>
</tr>
</tbody>
</table>

The Movember Foundation allocated a total of **NZD $114,608** of the 2017 DGR Campaign proceeds to **two** projects in New Zealand:

<table>
<thead>
<tr>
<th>PROGRAM FOCUS</th>
<th>PROGRAM TYPE</th>
<th>PROJECT NAME</th>
<th>FUNDING AMOUNT (NZD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prostate Cancer</td>
<td>Clinical Quality</td>
<td>Prostate Cancer Outcomes – Registry Australia and New Zealand (PCOR-ANZ)</td>
<td>$57,304</td>
</tr>
<tr>
<td>Mental Health</td>
<td>Health Promotion</td>
<td>Movember SpeakEasy Live Events</td>
<td>$57,304</td>
</tr>
</tbody>
</table>

The Movember Foundation allocated a total of **NZD $119,061** of the 2018 DGR Campaign proceeds to **two** projects in New Zealand:

<table>
<thead>
<tr>
<th>PROGRAM FOCUS</th>
<th>PROGRAM TYPE</th>
<th>PROJECT NAME</th>
<th>FUNDING AMOUNT (NZD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prostate Cancer</td>
<td>Clinical Quality</td>
<td>Prostate Cancer Outcomes – Registry Australia and New Zealand (PCOR-ANZ)</td>
<td>$71,436.49</td>
</tr>
<tr>
<td>Mental Health</td>
<td>Health Promotion</td>
<td>Veterans &amp; First Responders</td>
<td>$ 47,624.33</td>
</tr>
</tbody>
</table>
PROSTATE CANCER
CLINICAL QUALITY

PROSTATE CANCER OUTCOMES REGISTRY - ANZ

The Prostate Cancer Outcomes Registry Australia and New Zealand (PCOR-ANZ) aims to provide a population understanding of clinical and patient reported health outcome data for men diagnosed with prostate cancer across Australia and New Zealand. The objective is to capture the data for 90% of newly diagnosed prostate cancer cases in Australia and New Zealand.

Clinicians and hospitals contributing data to the New Zealand Registry will receive regular, risk-adjusted reports on their patient’s health outcomes as compared to other clinicians and hospitals in Australia and New Zealand. This will support improvement in clinical practice and patient outcomes overtime.

Reducing variation in treatment quality and identifying excellence in treatment will result in a significant reduction in the number of men experiencing lifelong adverse side effects from prostate cancer treatment.

The registry will also produce a publicly available annual report of patient reported outcomes linked to treatment.

The 2018 Annual Report was released on the 28th February 2019. The third Annual Report is due for release in October 2019.

Who is delivering it?
The Movember Foundation is overseeing the program, with delivery provided through the Centre for Health Outcomes Measurement New Zealand.

How much DGR funding has been invested?
Thanks to the DGR, the Movember Foundation has invested NZD $71,150 from the 2016 campaign, NZD $57,304 from the 2017 campaign and NZD $71,436.49 from the 2018 campaign into this project.

MEN’S HEALTH, MENTAL HEALTH & SUICIDE PREVENTION

GO TO WHERE BOYS AND MEN ARE PROGRAM - YOUNG MEN

This program focuses on prevention, early intervention and health promotion as well as seeking to invest in scaling the most promising approaches that the Movember Foundation has funded in New Zealand and elsewhere since 2007.

The program will:

- Establish partnerships to deliver tailored interventions, tools and resources for young men
- Engage families, friends and communities to achieve these outcomes
- Delivery campaigns, resources and messages that lead to men and boys staying mentally healthy and taking action early
- Strengthen the community response for men and boys during tough times

As part of our approach for boys and young men globally we will be scaling one of our most promising projects, Ahead of the Game. This mental health project is delivered through sport and targets young men, coaches and parents. We used funding from DGR to apply learnings from Ahead of the Game to scale and develop Rugby New Zealand’s existing program ‘Headfirst’. Over the course of this partnership we will be improving the mental health and wellbeing of thousands of young rugby players whilst creating a supportive community environment for them during tough times.

Who is delivering it?
Rugby New Zealand will be delivering this project in partnership with the Movember Foundation and the Mental Health Foundation of New Zealand.

How much DGR funding has been invested?
The Movember Foundation has invested NZD $30,493 into this project.

MEN’S HEALTH PROMOTION “LIVE EVENTS”

Thanks to the DGR, Movember has been able to invest NZD $57,304 from the 2017 DGR Campaign proceeds into this project, details of which are noted above.

MEN’S HEALTH, MENTAL HEALTH & SUICIDE PREVENTION: VETERANS AND FIRST RESPONDERS

Thanks to the DGR, Movember has been able to invest NZD $47,624.33 from the 2018 DGR Campaign proceeds into this project, details of which are noted above.
SINGAPORE
The Movember Foundation allocated a total of **AUD $7,853** of the 2017 DGR Campaign proceeds to **one** project in Singapore:

<table>
<thead>
<tr>
<th>PROGRAM FOCUS</th>
<th>PROGRAM TYPE</th>
<th>PROJECT NAME</th>
<th>FUNDING AMOUNT (AUD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prostate Cancer</td>
<td>Survivorship</td>
<td>Prostate Cancer Specialist Nurses</td>
<td>$7,853</td>
</tr>
</tbody>
</table>

**PROSTATE CANCER SURVIVORSHIP**

**PROSTATE CANCER SPECIALIST NURSES**

The purpose of the program is to ensure that prostate cancer patients in healthcare settings are provided with appropriate resources to ensure timely delivery of care, enhance the delivery of optimum care and address their psychosocial needs through community outreach to improve quality of life: Education, Support Groups and Intervention. We aim to achieve this by developing and promoting a prostate cancer Specialist Nurse (hospital-based) that can facilitate optimum care for prostate cancer patients. Through the collaboration between Singapore Cancer Society and the local hospitals, a prostate cancer Specialist Nurse (identified by the respective hospitals) will provide the full continuum of care for prostate cancer patients.

**Who is delivery it?**

Singapore Cancer Society, as Movember Foundation’s Men’s Health Partner, manages this project and provides project reports as per agreed indicators annually and at project completion.

**How much DGR funding has been invested?**

The Movember Foundation has invested **AUD $7,853** of the 2017 DGR Campaign proceeds in Singapore to this Project.
UNITED KINGDOM
The Movember Foundation has allocated approximately a total of **GBP £407,361** and **EUR €90,719** of the 2016 DGR Campaign proceeds to **two** projects in the United Kingdom:

<table>
<thead>
<tr>
<th>PROGRAM FOCUS</th>
<th>PROGRAM TYPE</th>
<th>PROJECT NAME</th>
<th>FUNDING AMOUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prostate Cancer</td>
<td>Biomed Research</td>
<td>Precision Medicine</td>
<td>£366,625 &amp; €90,719</td>
</tr>
<tr>
<td>Mental Health</td>
<td>Suicide Prevention</td>
<td>Social Innovators Challenge Program</td>
<td>£40,736</td>
</tr>
</tbody>
</table>

The Movember Foundation has allocated approximately a total of **GBP £449,376** and **EUR €350,048** of the 2017 DGR Campaign proceeds to **two** projects in the United Kingdom:

<table>
<thead>
<tr>
<th>PROGRAM FOCUS</th>
<th>PROGRAM TYPE</th>
<th>PROJECT NAME</th>
<th>FUNDING AMOUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prostate Cancer</td>
<td>Clinical Quality</td>
<td>I Ron MAN - International Registry for Men with Advanced Prostate Cancer</td>
<td>£314,563 &amp; €350,048</td>
</tr>
<tr>
<td>Mental Health</td>
<td>Health Promotion</td>
<td>Live Events</td>
<td>£134,813</td>
</tr>
</tbody>
</table>

The Movember Foundation has allocated approximately a total of **GBP £731,296** of the 2018 DGR Campaign proceeds to **three** projects in the United Kingdom:

<table>
<thead>
<tr>
<th>PROGRAM FOCUS</th>
<th>PROGRAM TYPE</th>
<th>PROJECT NAME</th>
<th>FUNDING AMOUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prostate Cancer</td>
<td>Clinical Quality</td>
<td>I Ron MAN - International Registry for Men with Advanced Prostate Cancer</td>
<td>£219,388.92</td>
</tr>
<tr>
<td>Prostate Cancer</td>
<td>Survivorship</td>
<td>TrueNTH Digital Health</td>
<td>£134,813</td>
</tr>
<tr>
<td>Mental Health</td>
<td>Health Promotion</td>
<td>Veterans &amp; First Responders</td>
<td>£292,518.56</td>
</tr>
</tbody>
</table>
PROSTATE CANCER BIOMEDICAL RESEARCH

PRECISION MEDICINE AWARD

The Movember Foundation has established partnership with Prostate Cancer UK (PCUK) to support a range of biomedical research projects that could provide breakthroughs in prostate cancer from prevention to treatment and survivorship.

A key element in improving treatment of prostate cancer will be to move away from a blunt, one-size-fits-all approach to selecting treatments for advanced disease to one where treatments are selected rationally based on the characteristics of a man’s particular cancer. Large-scale, multi-arm precision medicine trials are already up and running for other cancers and look set to make precision care the standard way of treating those cancers. Although we are beginning to see the first steps towards this in prostate cancer, it still lags behind other cancers.

Precision Medicine projects funded with the support of DGR seek to close this gap as quickly as possible because selecting treatments that are matched to a man’s prostate cancer will give him more chance of surviving the disease for longer. Personalised care will also reduce the number of men wasting time on, and suffering debilitating side effects from treatments that will never work for them and instead focus on giving the treatments with the greatest chance of success. Following an independent peer review process, it is proposed to fund in 2017 a large-scale multi-arm multi-stage precision medicine trial.

Dr Attard’s research team aim to accelerate the development of precision treatment in order to improve outcomes for men newly diagnosed with advanced prostate cancer. The team will utilise the already established multi-centre, UK-wide consortium (STRATOSPHere) to support a broad programme of biomarker-focused research with relevant expertise, including prostate cancer pathology, genomics, transcriptomics, and optimisation of models to enable pre-clinical testing of biomarker-treatment pairings. Through collaborative works between multiple academic and industry partners, the team aims to drive the acquisition of evidence to support novel biomarker-treatment pairings in hormone-naïve prostate cancer; and eventually facilitates the introduction of precision medicine into clinical practice.

Who is delivering it?
PCUK, as The Movember Foundation’s Men’s Health Partner, manages these projects and provides project reports as per agreed indicators annually and at project completion.

How much DGR funding has been invested?
Movember Foundation has invested a total of £366,625 and €90,719 from the 2016 DGR Campaign proceeds into this project, with additional £511,000 funding from the Movember Foundation Campaign proceeds.

PROSTATE CANCER CLINICAL QUALITY

IRONMAN- AN INTERNATIONAL REGISTRY FOR MEN WITH ADVANCED PROSTATE CANCER

The International Registry for Men with Advanced Prostate Cancer (IRONMAN) aims to create an international, population-based registry of 5,000 men with advanced prostate cancer across ten countries. It seeks to understand clinical outcomes associated with management of advanced prostate cancer and understand the biological clinical diversity of the disease.

Operating across nine countries¹, the IRONMAN project, aims to:

- describe real world practice patterns for six new treatments internationally
- identify treatment sequences or combinations associated with optimal survival and patient-reported outcomes
- assess whether treatments are associated with toxicities and co-morbidities
- develop prospective blood biobank for clinical and biological characterization of disease subtypes
- create international partnership to work together to identify unmet needs in advanced prostate cancer

IRONMAN commenced in January 2017. Funds raised from the DGR 2017 in the United Kingdom and Europe have been allocated to support the implementation of the project in the UK and across Europe.

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¹ Australia, Brazil, Canada, Ireland, South Africa, Sweden, Switzerland, United Kingdom USA and Spain
Recruitment of all 5,000 patients is expected to be achieved by end of 2022. Six countries have completed ethical approval processes and are actively recruiting. 609 patients have been recruited to the study as at February 28th 2019.

Who is delivering it?
Movember Foundation is directly funding and overseeing the project. The Prostate Cancer Clinical Trials Consortium (PCCTC) is the global data coordination centre for the project.

How much DGR funding has been invested?
Movember Foundation has invested a total of £314,563 and €350,048 from the 2017 DGR Campaign in the United Kingdom and parts of Europe to support this project. In 2018, an additional £219,388.92 from the DGR campaign was invested in this project.

PROSTATE CANCER SURVIVORSHIP

TRUENTH DIGITAL HEALTH
Thanks to the DGR, Movember has been able to invest GBP £134,813 from the 2017 DGR Campaign proceeds into this project details of which are noted above.

MEN’S HEALTH, MENTAL HEALTH & SUICIDE PREVENTION

UK SOCIAL INNOVATORS CHALLENGE PROGRAM
The Social Innovators Challenge is a £2.58 million, 2.5-year initiative focusing on strengthening and building the social connections of men that is delivered in three key markets, Australia, Canada and the UK.

For the detail program description, see the Program Overview under the Australian Social Innovators Program.

Funding from the 2016 DGR contributed to continued support of the implementation activities of the following 4 projects. As part of Phase 2 activities, project teams are required to participate in a Knowledge Community that provides cross site networking opportunities, builds capacity, and allows for sharing of project learnings and development of /contribution to best practice. The 2018 meeting was held in July in Glasgow. Mikey Stojcevski, from DGR, and DGR Ride Hosts from Edinburgh and Glasgow participated in the networking event to kick off the meeting which provided an opportunity to learn about the projects first hand and speak to the project leads.

An evaluation is being carried out by a third party evaluation team (Propel Centre for Population Health & First Person Consulting) to determine if the projects have achieved their objectives and those that are successful will move to Phase 3 – to be scaled or adapted into long term projects.

The UK project sites include:
- Boxing Futures - ‘Brothers Through Boxing’
- Co-operative & Mutual Solutions Ltd - ‘Ex-Cell 50+’
- Food Nation - ‘Men’s Pie Club’
- Scottish Association for Mental Health - ‘The Changing Room’

Who is delivering it?
The Movember Foundation is managing the program and supporting an external Program Evaluation team and the four projects that are continuing implementation activities in 2018.

How much DGR funding has been invested?
Thanks to the DGR, Movember Foundation has been able to contribute £40,736 funding towards continued project implementation, evaluation and knowledge sharing activities in the UK from the 2016 campaign.

MEN’S HEALTH PROMOTION “LIVE EVENTS”
Thanks to the DGR, Movember has been able to invest £134,813 from the 2017 DGR Campaign proceeds into this project, details of which are noted above.

MEN’S HEALTH, MENTAL HEALTH & SUICIDE PREVENTION: VETERANS AND FIRST RESPONDERS

Thanks to the DGR, Movember has been able to invest GBP £292,518.56 from the 2018 DGR Campaign proceeds into this project, details of which are noted above.
UNITED STATES OF AMERICA
The Movember Foundation allocated a total of **USD $858,790** of the 2016 DGR Campaign proceeds to **three** projects in the United States:

<table>
<thead>
<tr>
<th>PROGRAM FOCUS</th>
<th>PROGRAM TYPE</th>
<th>PROJECT NAME</th>
<th>FUNDING AMOUNT (USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prostate Cancer</td>
<td>Biomed Research</td>
<td>Movember Foundation - DGR Challenge Award</td>
<td>$687,032</td>
</tr>
<tr>
<td>Prostate Cancer</td>
<td>Survivorship</td>
<td>USA TrueNTH Program</td>
<td>$85,879</td>
</tr>
<tr>
<td>Mental Health</td>
<td>Suicide Prevention</td>
<td>Making Connections Program</td>
<td>$85,879</td>
</tr>
</tbody>
</table>

The Movember Foundation allocated a total of **USD $1,002,335** of the 2017 DGR Campaign proceeds to **three** projects in the United States:

<table>
<thead>
<tr>
<th>PROGRAM FOCUS</th>
<th>PROGRAM TYPE</th>
<th>PROJECT NAME</th>
<th>FUNDING AMOUNT (USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prostate Cancer</td>
<td>Biomed Research</td>
<td>Movember Foundation - DGR Challenge Award</td>
<td>$503,205</td>
</tr>
<tr>
<td>Prostate Cancer</td>
<td>Survivorship</td>
<td>TrueNTH Sexual Health Project</td>
<td>$193,540</td>
</tr>
<tr>
<td>Mental Health</td>
<td>Suicide Prevention</td>
<td>Making Connections Program</td>
<td>$305,590</td>
</tr>
</tbody>
</table>

The Movember Foundation allocated a total of **USD $1,522,566** of the 2018 DGR Campaign proceeds to **five** projects in the United States:

<table>
<thead>
<tr>
<th>PROGRAM FOCUS</th>
<th>PROGRAM TYPE</th>
<th>PROJECT NAME</th>
<th>FUNDING AMOUNT (USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prostate Cancer</td>
<td>Biomed Research</td>
<td>Movember Foundation - DGR Challenge Award</td>
<td>$422,067.07</td>
</tr>
<tr>
<td>Prostate Cancer</td>
<td>Survivorship</td>
<td>TrueNTH Digital Health</td>
<td>$422,067.07</td>
</tr>
<tr>
<td>Prostate Cancer</td>
<td>Clinical Quality</td>
<td>TrueNTH Global Registry</td>
<td>$57,837.91</td>
</tr>
<tr>
<td>Prostate Cancer</td>
<td>Clinical Quality</td>
<td>IRONMAN - International Registry for Men with Advanced Prostate Cancer</td>
<td>$57,837.91</td>
</tr>
<tr>
<td>Mental Health</td>
<td>Suicide Prevention</td>
<td>Making Connections Program</td>
<td>$562,756.10</td>
</tr>
</tbody>
</table>
PROSTATE CANCER BIOMEDICAL RESEARCH

MOVEMBER FOUNDATION - DGR CHALLENGE AWARD

The Movember Foundation-DGR Challenge Award funds large-scale, transformational prostate cancer research projects with a focus on “first in field” discoveries with a high probability of near-term patient benefit – reduction of death and suffering due to recurrent advanced prostate cancer.

Selection of the Award recipient was made through a rigorous programmatic and peer-reviewed process that included a panel of globally regarded prostate cancer clinicians, researchers and patient representatives.

From the 2016 DGR Campaign, Movember Foundation has allocated USD $687,032 to support Dr. Douglas McNeel’s 2017 Movember Foundation – DGR Challenge Award.

Treatment strategies that effectively activate the immune system to target cancer will provide a promising new therapeutic opportunity for men with prostate cancer. Dr McNeel’s project, titled “Broadening T-cell activation with PD-1 blockade to treat advanced, metastatic prostate cancer”, will launch a clinical trial testing the combination of two therapeutic prostate cancer vaccines plus the checkpoint immunotherapy anti-PD1 as an effective new therapy for prostate cancer patients. Dr McNeel’s project commenced in August 2017 with the first-year progress report to be provided by PCF in May 2019.

From the 2017 DGR Campaign, Movember Foundation has allocated USD $503,205 to support Dr Susan Halabi’s 2018 Movember Foundation – DGR Challenge Award.

Metastatic prostate cancer is an incurable disease with the metastatic hormone sensitive prostate cancer (mHSPC) representing a disproportionately understudied area as compared to the more aggressive castration-resistant disease.

The landscape in mHSPC underwent a major shift when two major clinical trials showed a significant overall survival benefit for concurrent administration of androgen deprivation therapy (ADT) plus docetaxel. It has also been demonstrated that men with mHSPC have increased overall survival benefit when treated with ADT plus abiraterone acetate. However, thus far, clinicians do not know which agent would be more beneficial for a patient. By identifying intermediate clinical trial endpoints that are can reliably predict overall survival in men with mHSPC, Dr Halabi’s and team aims to develop prognosis models of clinical outcomes and shorten time taken to conduct clinical trials, thereby accelerating treatment discovery for men with mHSPC.

Dr Halabi’s project commenced in August 2018 with the first-year progress reported due in May 2020. A further USD $442,067 has been allocated to a Movember Foundation-DGR Challenge Award that will be awarded later in 2019.

Who is delivering it?
Prostate Cancer Foundation (PCF), as Movember Foundation’s Men’s Health Partner, manages these projects and provides project reports as per agreed indicators annually and at project completion.

How much DGR funding has been invested?
Movember Foundation has provided a total of USD $1,190,237 from the 2016 and 2017 DGR Campaign proceeds to support two Movember Foundation – DGR Challenge Awards. It is anticipated that the 2018 DGR Campaign proceeds of USD $442,067 will go towards another Challenge Award.

PROSTATE CANCER SURVIVORSHIP

TRUENTH USA PROGRAM

The aim of the TrueNTH USA program is to improve the physical and mental well-being of men living with and beyond prostate cancer, together with their partners, caregivers and families.

TrueNTH USA is a national collaborative network established among 15 leading institutions to design and implement solutions via an open website that delivers solutions through a holistic program. These solutions, if successful, will then be sustainably scaled across the USA.

TrueNTH USA has a number of prostate cancer care programs for men, their loved ones, and healthcare providers to provide a consistent online experience:

Men are directed to TrueNTH USA and/or recruited

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5 Program progress reported as of Jan 2019.
to studies during their clinic visit by their recruiting Network Institution.

Who is delivering it?
Movember Foundation manages this program in collaboration with 15 leading institutions across the USA.

How much DGR funding has been invested?
DGR Campaign has invested USD $85,879 into this program from the 2016 DGR campaign, which has an overall approved budget of USD $12,126,000.

TRUENTH SEXUAL HEALTH PROJECT
Thanks to the DGR, Movember has been able to invest USD $193,540 from the 2017 DGR Campaign proceeds into this project, details of which are noted above.

TRUENTH DIGITAL HEALTH
Thanks to the DGR, Movember has been able to invest USD $422,067.07 from the 2018 DGR Campaign proceeds into this project, details of which are noted above.

PROSTATE CANCER CLINICAL QUALITY

TRUENTH GLOBAL REGISTRY
Thanks to the DGR, Movember has been able to invest USD $57,837.91 from the 2018 DGR Campaign proceeds into this project, details of which are noted above.

IRONMAN- AN INTERNATIONAL REGISTRY FOR MEN WITH ADVANCED PROSTATE CANCER
Thanks to the DGR, Movember has been able to invest USD $57,837.91 from the 2018 DGR Campaign proceeds into this project, details of which are noted above.

<table>
<thead>
<tr>
<th>PROGRAM COMPONENT</th>
<th>PURPOSE</th>
<th>STATUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Information &amp; introduction to TrueNTH</td>
<td>To provide general information on prostate cancer and the purpose of TrueNTH</td>
<td>The website has been launched and is available to all men living with a diagnosis of PCa at us.truenth.org</td>
</tr>
<tr>
<td>Symptom Tracker</td>
<td>To supporting self-management of patient reported outcomes</td>
<td>The tool has been launched at 6 of 12 sites with implementation progress at 6 of 12 sites.</td>
</tr>
<tr>
<td>Decision Support</td>
<td>To prepare men for the process of selecting a treatment path</td>
<td>The support was launched as part of the TrueNTH USA experience online to registered user at University of Washington. Five sites are recruiting with three sites pending to commence.</td>
</tr>
<tr>
<td>Community of Wellness</td>
<td>To Promote positive lifestyle changes through exercise and diet</td>
<td>The study has enrolled 207 men (of 200 goal).</td>
</tr>
<tr>
<td>Sexual Recover</td>
<td>To provide support for sexual rehabilitation for men and their partners</td>
<td>The study has launched at all 6 sites and has almost achieved the targeted enrolment of 140 couples. The team is currently analyzing the data</td>
</tr>
<tr>
<td>Care Plan &amp; Navigation</td>
<td>To assist navigation of survivorship issues for men receiving Androgen Deprivation Therapy</td>
<td>Although there was significant delay, the study has now launched and is recruiting at Duke. Pending recruitment in 5 other sites.</td>
</tr>
</tbody>
</table>
MEN’S HEALTH, MENTAL HEALTH & SUICIDE PREVENTION

MAKING CONNECTIONS PROGRAM

Making Connections is a 5-year, USD $11 million national initiative that focuses on identifying and developing innovative and promising approaches to improve men’s mental health and wellbeing. These approaches emphasize community-wide, primary prevention strategies to enhance communities’ social, physical, and economic environments. At the centre of this work is a network of diverse communities in rural, urban, and suburban locations across the U.S. that are both contributing to the body of knowledge and evidence around improving mental health and wellbeing outcomes for men and boys.

This program builds on the detailed landscape report on the state of mental health for American men and boys, which identified the primary themes that are core concepts in the initiative’s work. The need to focus specifically on men and boys’ mental health is emerging. Too often, male socialization is at odds with mental wellbeing, isolating men from their families and discouraging expression of needs or emotions. Disconnection and isolation—from community, peers, family, children, and culture—are major factors that undermine men’s mental health. Restoring and strengthening these social connections is essential for building intergenerational wellbeing and resilience.

Currently in Phase 3, 11 specific project sites have received funding in the amount of $200,000 to continue implementing the actionable, community-level prevention plans developed in Phase One to improve mental health and wellbeing, with particular emphasis on improving outcomes within high-need populations, including boys and men of colour, military members, veterans, and their families. With the support of the DGR, 11 sites are continuing program implementation activities and 2 additional sites will be leveraging smaller grant investments in the form of Community of Practice Awards to achieve important progress at the local level and learn valuable aspects of improving mental wellbeing among men/boys.

An external evaluation team from the University of South Florida has been contracted to design a multi-level framework for project and programmatic level evaluation. The evaluation is focusing on 2 central questions:

• How do communities create successful and scalable community change to improve mental health and wellbeing for men and boys?
• What are the barriers and facilitators to successful implementation of community-based prevention initiatives across different sites?

Making Connections sites include:

• Canton/Farmington Valley Health District
• Nebraska Association of Local Health Directors
• San Diego/United Women of East African Support Team
• Albuquerque/Apex-New Mexico Department of Health
• Boston Local Initiatives Support Corporation
• Chicago/Sinai Health System
• Florence/Hope Health Inc.
• Tacoma Pierce County Health Department
• Oklahoma/ Southern Plains Tribal Health Council
• Honolulu/Kokua Kalihi Valley
• New Orleans Health Department
• Houston/Department of Health and Human Services
• Kankakee Community College

The Making Connections initiative aims to change the paradigm of men and boys’ mental health amongst policymakers, funders, practitioners, and communities by reframing the thinking around mental health to focus upstream, emphasizing mental health strategies that promote prevention and resilience as a complement to treatment and services and recognize the importance of designing programs that meet men and boys where they are in order to engage, support, and improve their mental health & wellbeing.

Who is delivering it?
Movember Foundation has contracted with the Prevention Institute to manage and deliver this program across the USA.

How much DGR funding has been invested?
Movember Foundation has allocated USD $85,879 from the 2016 DGR campaign, USD $305,590 from the 2017 DGR campaign, and USD $ 562,756 from the 2018 DGR campaign toward the implementation phase of the program.
REST OF WORLD
The Movember Foundation has allocated a total of **€305,444** of the 2016 DGR Campaign proceeds to two international projects:

<table>
<thead>
<tr>
<th>PROGRAM FOCUS</th>
<th>PROGRAM TYPE</th>
<th>PROJECT NAME</th>
<th>FUNDING AMOUNT (EUR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prostate Cancer</td>
<td>Clinical Quality</td>
<td>TrueNTH Global Registry</td>
<td>€222,690</td>
</tr>
<tr>
<td>Prostate Cancer</td>
<td>Survivorship</td>
<td>IRONMAN – International Registry for Men with Advanced Prostate Cancer</td>
<td>€82,754</td>
</tr>
</tbody>
</table>

The Movember Foundation has allocated a total of **€370,301, AUD $53,695 and USD $115,732** of the 2017 DGR Campaign proceeds to two international projects:

<table>
<thead>
<tr>
<th>PROGRAM FOCUS</th>
<th>PROGRAM TYPE</th>
<th>PROJECT NAME</th>
<th>FUNDING AMOUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prostate Cancer</td>
<td>Clinical Quality</td>
<td>TrueNTH Global Registry</td>
<td>EUR €370,301 &amp; AUD $53,695</td>
</tr>
<tr>
<td>Prostate Cancer</td>
<td>Survivorship</td>
<td>IRONMAN - International Registry for Men with Advanced Prostate Cancer</td>
<td>USD $115,732</td>
</tr>
</tbody>
</table>

The Movember Foundation has allocated a total of **€980,720** of the 2018 DGR Campaign proceeds to four international projects:

<table>
<thead>
<tr>
<th>PROGRAM FOCUS</th>
<th>PROGRAM TYPE</th>
<th>PROJECT NAME</th>
<th>FUNDING AMOUNT (EUR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prostate Cancer</td>
<td>Clinical Quality</td>
<td>TrueNTH Global Registry</td>
<td>€800,000.00</td>
</tr>
<tr>
<td>Prostate Cancer</td>
<td>Survivorship</td>
<td>IRONMAN – International Registry for Men with Advanced Prostate Cancer</td>
<td>€161,261.41</td>
</tr>
<tr>
<td>Prostate Cancer</td>
<td>Survivorship</td>
<td>TrueNTH Digital Health</td>
<td>€11,675.45</td>
</tr>
<tr>
<td>Mental Health</td>
<td>Health Promotion</td>
<td>Veterans &amp; First Responders</td>
<td>€7,783.63</td>
</tr>
</tbody>
</table>
PROSTATE CANCER
CLINICAL QUALITY

IRONMAN- INTERNATIONAL REGISTRY FOR MEN WITH ADVANCED PROSTATE CANCER

Details of this project are as noted above. Funding across the DGR countries in 2016 and 2017 has supported Brazil, South Africa, Switzerland, and Sweden participating in this project.

Who is delivering it?
Movember Foundation is directly funding and overseeing the project. The Prostate Cancer Clinical Trials Consortium (PCCTC) is the data coordination centre for the project.

How much DGR funding has been invested?
Movember Foundation has allocated €82,754 of the 2016 DGR Campaign proceeds to the project, USD $115,732 from the 2017 Campaign proceeds and €161,261.41 from the 2018 DGR campaign.

TRUENTH GLOBAL REGISTRY

Thanks to the DGR, Movember has been able to invest €222,690 from the 2016 DGR campaign, €370,301 plus AUD $53,695 from the 2017 DGR campaign and €800,000 from the 2018 DGR campaign into this project, details of which are noted above.

PROSTATE CANCER SURVIVORSHIP

TRUENTH DIGITAL HEALTH

Thanks to the DGR, Movember has been able to invest USD €11,675.45 from the 2018 DGR Campaign proceeds into this project details of which are noted above.

MENTAL HEALTH & SUICIDE PREVENTION

VETERANS & FIRST RESPONDERS

Thanks to the DGR, Movember has been able to invest EUR €7,783.63 from the 2018 DGR Campaign proceeds into this project, details of which are noted above.
# APPENDIX A. DGR PROGRAM LIST

<table>
<thead>
<tr>
<th>MOVEMBER COUNTRY</th>
<th>PROGRAM FOCUS</th>
<th>PROGRAM TYPE</th>
<th>PROGRAM NAME [DGR CAMPAIGN]</th>
<th>FUNDING AMOUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Prostate Cancer</td>
<td>Biomed Research</td>
<td>Young Investigators Grant [2016]</td>
<td>AUD $100k</td>
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<tr>
<td></td>
<td>Prostate Cancer</td>
<td>Biomed Research</td>
<td>Clinical Trial Awards [2016]</td>
<td>AUD $231k</td>
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<tr>
<td></td>
<td>Prostate Cancer</td>
<td>Biomed Research</td>
<td>Clinical Trial Awards [2017]</td>
<td>AUD $92k</td>
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<td>Prostate Cancer</td>
<td>Biomed Research</td>
<td>Clinician Scientist Award [2017]</td>
<td>AUD $352k</td>
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<td>Prostate Cancer</td>
<td>Survivorship</td>
<td>TrueNTH Global Pilot Digital Self-Management [2016]</td>
<td>AUD $97k</td>
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<tr>
<td></td>
<td>Prostate Cancer</td>
<td>Survivorship</td>
<td>TrueNTH Sexual Health Project [2017]</td>
<td>AUD $322k</td>
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<tr>
<td></td>
<td>Prostate Cancer</td>
<td>Survivorship</td>
<td>TrueNTH Australia [2018]</td>
<td>AUD $231k</td>
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<tr>
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<td>Prostate Cancer</td>
<td>Clinical Quality</td>
<td>TrueNTH Global Registry [2018]</td>
<td>AUD $119k</td>
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<tr>
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<td>Mental Health</td>
<td>Suicide Prevention</td>
<td>Australian Social Innovators Challenge [2016]</td>
<td>AUD $146k</td>
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<tr>
<td></td>
<td>Mental Health</td>
<td>Health Promotion</td>
<td>Live Events [2017]</td>
<td>AUD $322k</td>
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<tr>
<td></td>
<td>Mental Health</td>
<td>Health Promotion</td>
<td>Veterans &amp; First Responders [2018]</td>
<td>AUD $463k</td>
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<tr>
<td>CANADA</td>
<td>Prostate Cancer</td>
<td>Biomed Research</td>
<td>Translation Acceleration Grants [2016]</td>
<td>CAD $110k</td>
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<td>TrueNTH Sexual Health Project [2017]</td>
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<td>Veterans &amp; First Responders [2018]</td>
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<td>Clinical Quality/Outcome</td>
<td>Registry/Program</td>
<td>Funding Details</td>
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<tr>
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<td>Zealand (PCOR-ANZ)</td>
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<td>Suicide Prevention</td>
<td>Go to Where Boys and Men Are – Young Men</td>
<td>[2016] NZD $30k</td>
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<td>Veterans &amp; First Responders</td>
<td>[2018] NZD $47k</td>
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<td><strong>SINGAPORE</strong></td>
<td>Prostate Cancer</td>
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<td>Prostate Cancer</td>
<td>Specialist Nurses</td>
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<td><strong>UNITED KINGDOM</strong></td>
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<td>Biomed Research</td>
<td>Precision Medicine</td>
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<td>for Men with Advanced</td>
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<td>DGR Challenge Award</td>
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<td>Prostate Cancer</td>
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<td>USA TrueNTH Program</td>
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<td>Making Connections Program</td>
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<td><strong>REST OF WORLD</strong></td>
<td>Prostate Cancer</td>
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<td>TrueNTH Global Registry</td>
<td>[2016] EUR €223k</td>
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