

Annual review 2016/17



**PROSTATE
CANCER UK**



An introduction from our Chief Executive

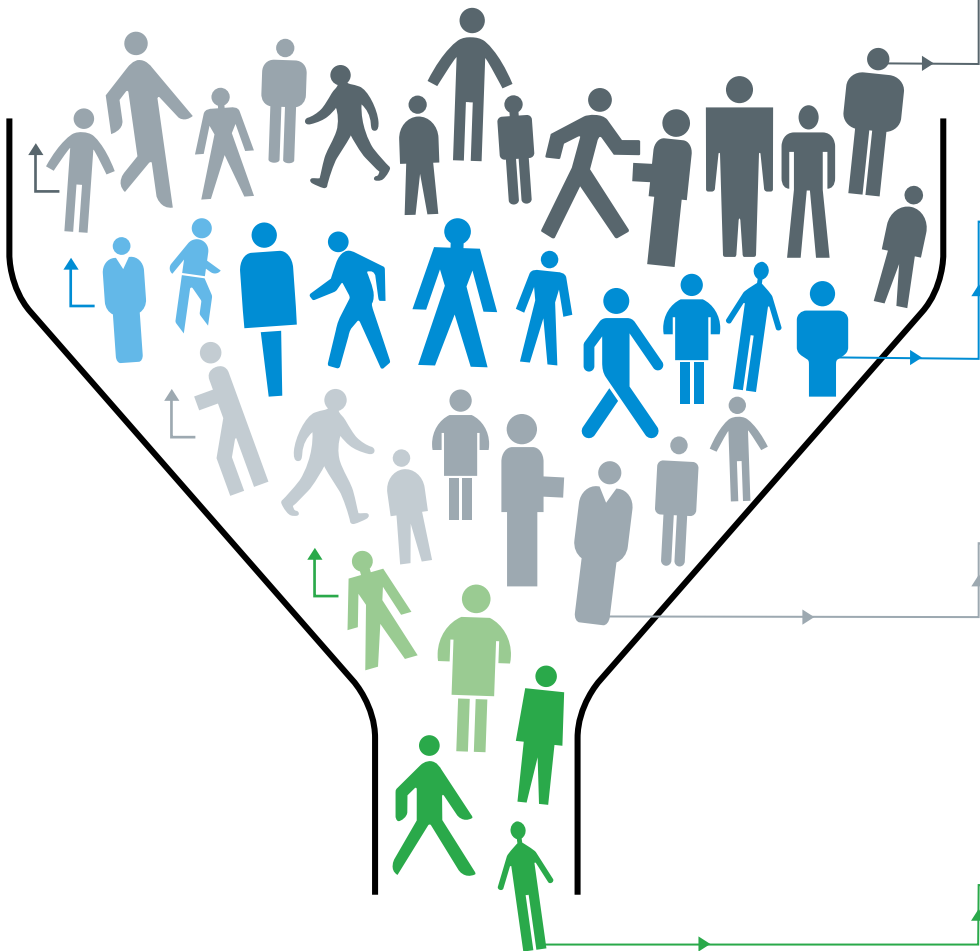
Thank you to everyone who has supported the fight against prostate cancer this year. I'm immensely proud of everything you've helped us achieve. We set ourselves the challenge of halving the number of men dying from prostate cancer in 10 years, and together we've made significant steps towards reaching that target. I'm looking forward to sharing some of these highlights with you in the following pages.

Let's continue this great work, and together, stop prostate cancer being a killer.

Angela Culhane
Chief Executive,
Prostate Cancer UK

Better diagnosis

Men need a population-wide screening programme for prostate cancer that's based on more than the PSA test alone. This is our goal. To achieve it, we're investing in improvements to the whole diagnostic pathway.



Key:  Men tested where nothing is revealed.  Men that will go on to the next test.  Men can rejoin the testing process at a later time.

The **first** test must be:

- Available to the whole population of men over the specified age within the NHS.
- Accurate enough that men with aggressive cancers aren't missed.
- Reliable enough that men at very low risk can be safely routed out of further tests.
- Cheap to run and straightforward to carry out.

We've funded the first development phase of this test already. We hope to fund the second phase of development and testing early next year.

The **second** test will:

- Look at genetic and protein biomarkers.
- Rule men out of further testing if they are reclassified as low risk.
- Help doctors determine next steps for intermediate and high risk men.
- Be more detailed, and likely more expensive.

We have a good idea about what this test could be and how it might work. We hope to fund a clinical trial to test this idea – potentially together with the clinical trial of the first-line test – next year.

The **third** test will:

- Be a multiparametric (mp)MRI scan for high risk men.
- Give a clear picture of whether there is cancer present.
- Involve referral to the urology department of local hospital.
- Show where in the prostate the cancer is located.

We've been involved in the research that showed how mpMRI before biopsy could improve diagnosis right from the start. Now we're working with clinicians and health service providers to ensure that this test is made available at a high quality across the UK.

The **fourth** test:

- Is a prostate biopsy.
- Will be able to give a clear idea of both how aggressive and how advanced the cancer is, and what treatment should be recommended.
- Is far more accurate than a standard 'random' TRUS (trans-rectal ultrasound) biopsy thanks to the addition of mpMRI.
- Will be targeted to the cancer by eye, or – in specialist centres – by special imaging software.



Errol was diagnosed with prostate cancer in 2010 and is now a passionate advocate for our Stronger Knowing More campaign.

We're stronger knowing more

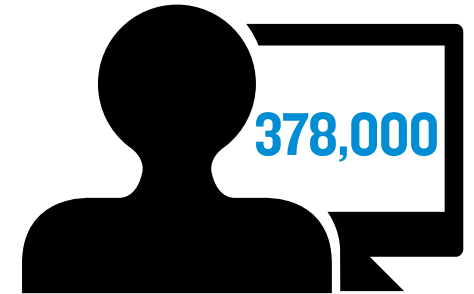
Stronger Knowing More is a campaign aiming to raise awareness of a black man's increased risk of prostate cancer. Most black men aren't aware they face an increased risk. So we want to make sure all black men know their risk and what to do about it. We've called on the support of celebrities like Linford Christie, Benjamin Zephaniah and Rudolph Walker, as well as men affected by prostate cancer, to help us.

So far, we've delivered two waves of outdoor advertising across select boroughs in London and Birmingham. The first wave of advertising attracted over 23,000 page views to strongerknowingmore.org and the second brought in nearly 30,000 page views.

In the first wave of our campaign we reached an estimated

8.8m people

through media coverage in publications such as MailOnline and Daily Mirror, as well as a range of regional coverage.



We reached 378,000 people through Facebook posts and adverts, and generated over 13,300 click-throughs to our website.

Our Specialist Nurses have also reported an increase in contacts from black men during the time our campaign has been running. Since the campaign launched, there's been a

33% increase

in the number of contacts to the Specialist Nurses from black men compared to last year.

Better treatment

Getting precise about treating prostate cancer

Precision medicine means finding out what drives each man's cancer, and giving him the right drug to stop it. We've known for at least two or three years now how important this is likely to be for the future of prostate cancer research. That's why it formed such a large part of our research strategy. Unfortunately it wasn't as simple as just being able to set up a trial to test a variety of new drugs and see which men they worked for.

In fact, over the course of several meetings with leading prostate cancer researchers, we realised that we'd need to start several steps earlier, to first find out what

genetic changes were driving the disease in different men. From there, we could identify available drugs to combat these changes, test these in pre-clinical models, and then eventually they'd be ready for clinical trials. As you can imagine, to do this step for each potential genetic change/drug combination would take an extremely long time – far longer than we've given ourselves to stop prostate cancer being a killer. So we put a call out to the research community to come up with a solution to achieve maximum impact in minimum time.

The result was an application from a consortium of researchers, whose expertise ranges from

molecular analysis to pre-clinical testing, clinical trialing and statistics. They have come up with a superbly elegant, but complex, research proposal that brings laboratory science and clinical research together within the framework of an existing clinical trial.

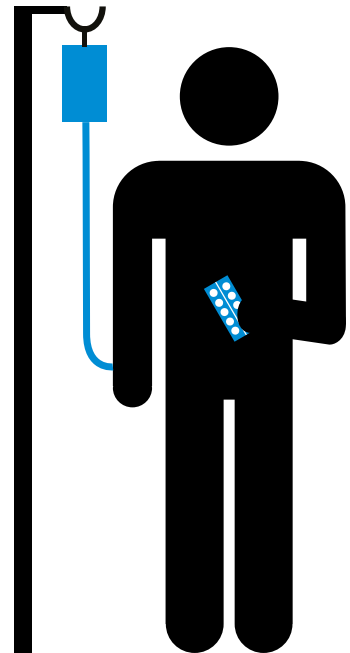
The researchers' ambition is that once the discovery phase of the project is complete, all men recruited to the trial will have the genetic changes in their cancer mapped. The vast majority will then be selected for a targeted treatment based on those changes. They hope that the improvement in survival for these targeted treatments will be marked enough to ensure a swift change in clinical practice as each trial arm reports. This means that eventually thousands of men could benefit directly from this research.

We're over the moon that with the support of an extremely generous anonymous donor, The Movember Foundation, The Distinguished Gentlemen's Ride, and The Mike Gooley Trailfinders Charity, we've finally been able to fund this first project in what we hope will become the Prostate Cancer UK Precision Medicine Programme.



We're confident that the design of this project means that over the next few years, the results of this research will fundamentally change the way that advanced prostate cancer is treated in the UK.

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Hayley's story

Hayley Yarnley lost her dad to prostate cancer around Christmas 2016. Here, she tells us about him, and his remarkable belief in the power of research to change the future for men with prostate cancer.

"My dad's name was Bernard Francis McDermott, but people called him Bernie. He looked for fun and happiness everywhere. He loved adventure. His best mate was my mum and they went on all their adventures together.

My dad was 59 when he was diagnosed with advanced prostate cancer. He was heartbroken, but he chose to live life and carry on. He grabbed life by both hands and shook it until it was empty.



Mum and Dad

On Saturday 11 December 2016, Dad was admitted to hospital for the first time in six years of cancer.

We were sure he'd be home in time for Christmas; he even wrote me a Christmas list, because he always did the shopping and cooking at Christmas. But in the time he was in hospital, the cancer spread even further, and he died the following Saturday, 19 December.



Dad and Rory

My dad would be over the moon about this new research Prostate Cancer UK are funding. He knew that research would make a difference. He'd say: "There'll be a cure one day. There'll be a time when they can stop it. It's not about me, it won't happen in my lifetime, but it's for [Bernie's grandson] Rory. As for me, I'm so thankful for this research. I'm grateful to the researchers and I'm so grateful to the people who donate this money. It means so much to daughters like me, who've been with their dads through this journey. It's a hard, old path. And to know that thousands of men out there, like my dad, will be directly impacted by this research is an incredible feeling."

Improving access to treatment

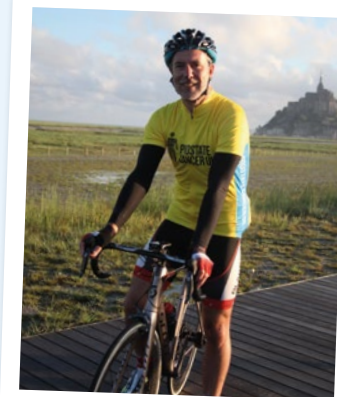
This year, our campaigners won huge success in Wales, when they pushed for docetaxel – a type of chemotherapy that extends life expectancy when it's given alongside hormone therapy – to be made available to men at this earlier stage of the disease. This brought Wales into line with England and Scotland, and we have now sought and received confirmation that men in Northern Ireland can access this treatment too.

Improving treatment in primary care

Our prostate masterclasses are run by highly-respected experts from around the country. They give health professionals working in primary care the opportunity to hear from experts in the field, and hopefully pick up some new knowledge and skills that they can incorporate into their routine general practice. This year, a total of 918 health professionals attended our face to face training – a significant increase from 637 in 2015/16.

Gary's story

Gary Evans took part in our Grand Départ Classic cycle ride, and raised £4,228.87. During the event, he told us: "Before I was diagnosed, I had real trouble getting a GP to do a PSA test for me, because I didn't have any symptoms. Since then some other family members and friends have had the same problem."



Setting off on the Grand Départ

We wanted to show Gary how we're working with health professionals to improve knowledge and treatment of men with and at risk of prostate cancer in primary care. He came along to one of our masterclasses in Rochdale last year. After the event, he said: "It's been a real eye opener. It was fantastic to see so many people in the health care profession here. Some of their questions, and the answers that came back, are truly amazing. I'm extremely pleased that the money I raised is being used to fund this sort of work, and maybe if more people raise money, there'll be more brilliant events like this."

Better support

Our Specialist Nurses are the first port of call

People phoned, emailed or used LiveChat to contact our Specialist Nurses 13,087 times this year. That's 12 per cent more than in 2015/16.

They said: "The peace of mind I have as a result of the call is absolutely phenomenal... I actually feel like I have a future, now the Specialist Nurse has explained things to me, and before the call I wasn't sure what that future looked like."

"I was really desperate. I really did feel like I was fighting a lone battle... the nurse reassured me that what I'm suffering is quite normal and that there's reason to feel optimistic for the future."

"If you can understand something, then at least it isn't quite so frightening. And then you know how to deal with it."

Our health information is easier than ever to access

This year, we've introduced new ways to make our health information easier to access and understand. We had over 1.3 million unique visitors to the health information pages of our website, and distributed 507,000 printed publications.

"I find docs and oncologists don't always have enough time to give you all the information you need, so getting more information from a good source like yours is invaluable."

"About 95 per cent of the facts that we needed came directly from you, there was nowhere else to turn to... a heartfelt thank you."



Kevin's story

One supporter who knows just how important it is that we get prostate cancer diagnosis right – and as soon as possible – is dad of three, Kevin Webber.

"People don't like talking about anything below the waist, especially men. They'd rather ignore it, not go to the doctor and hope it goes away. But if I hadn't acted quickly, my prognosis with advanced prostate cancer would be even shorter.



Training in my kit for the Marathon De Sables

"At 49, with a wife and three children, I was given just two years to live. When you get diagnosed initially, your world implodes – and



Such a lift to greet supporters at this year's March for Men

that's when you need good support around you. I was lucky insofar as I found Prostate Cancer UK's online community forum straightaway, which has been amazing in helping me. I like to think that my experiences help others on there too now.



I believe that I have a duty to create the best memories I can.

"After my diagnosis, I was looking for a way to prove – to myself and others – that I could still do things. I ran a few marathons, did some longer races, and



Kevin celebrates completing the Marathon De Sables in the Sahara Desert.

then my wife encouraged me to pursue my dream of entering the 2016 Marathon De Sables, a six day ultramarathon covering over 150km through the blazing heat of the Sahara Desert. In the time that I have left, I believe that I have a duty to create the best memories I can for my family and friends, whilst doing all I can to raise awareness and money for Prostate Cancer UK. This is so that

my sons, brother, nephew, friends, colleagues, and your sons, fathers, brothers, you, and the ladies who support you in any way do not have to go through, or witness, a man dying of this indiscriminate disease.

"In 2017 I ran the Marathon De Sables again and joined Jeff Stelling as he walked 15 marathons in 15 days for Prostate

Cancer UK. In 2018 I've planned my craziest challenge yet. I aim to complete the Likeys Yukon 6633 Ultra Marathon. It's non-stop for 350 miles, pulling a sledge across the Arctic in temperatures below -50°C . Two weeks later I'll travel back to the Sahara to compete in the Marathon Des Sables for a third time. That's another 250km, carrying all your supplies for the week on your back in temperatures exceeding 50°C – it really will be one extreme to the other! I don't believe that someone with T4 cancer has ever done this before, and whilst my health may mean that I don't make either start line or that I'm unable to finish, I do believe that everyone should push themselves in life, and never give up unless the task becomes literally impossible.

"So far, together with my colleagues at the Royal Bank of Scotland and NatWest, I've

raised over £200,000 for Prostate Cancer UK, but most of all, I hope I've showed that a grim diagnosis doesn't mean you have to mope around being miserable."



I was lucky insofar as I found Prostate Cancer UK's online community forum straightaway, which has been amazing in helping me. I like to think that my experiences help others on there too.



Jeff Stelling and me on Jeff's March for Men



Receiving my medal after the Stoke to Creve march

Better prevention

The final part of our four point plan is to improve prostate cancer prevention. This is, unsurprisingly, the toughest nut to crack. This is because we need to approach it from several angles. First, there's understanding what causes prostate cancer in the first place. Without this, we can't ever hope to prevent it. Next there's preventing prostate cancer progression; finding out what triggers a localised

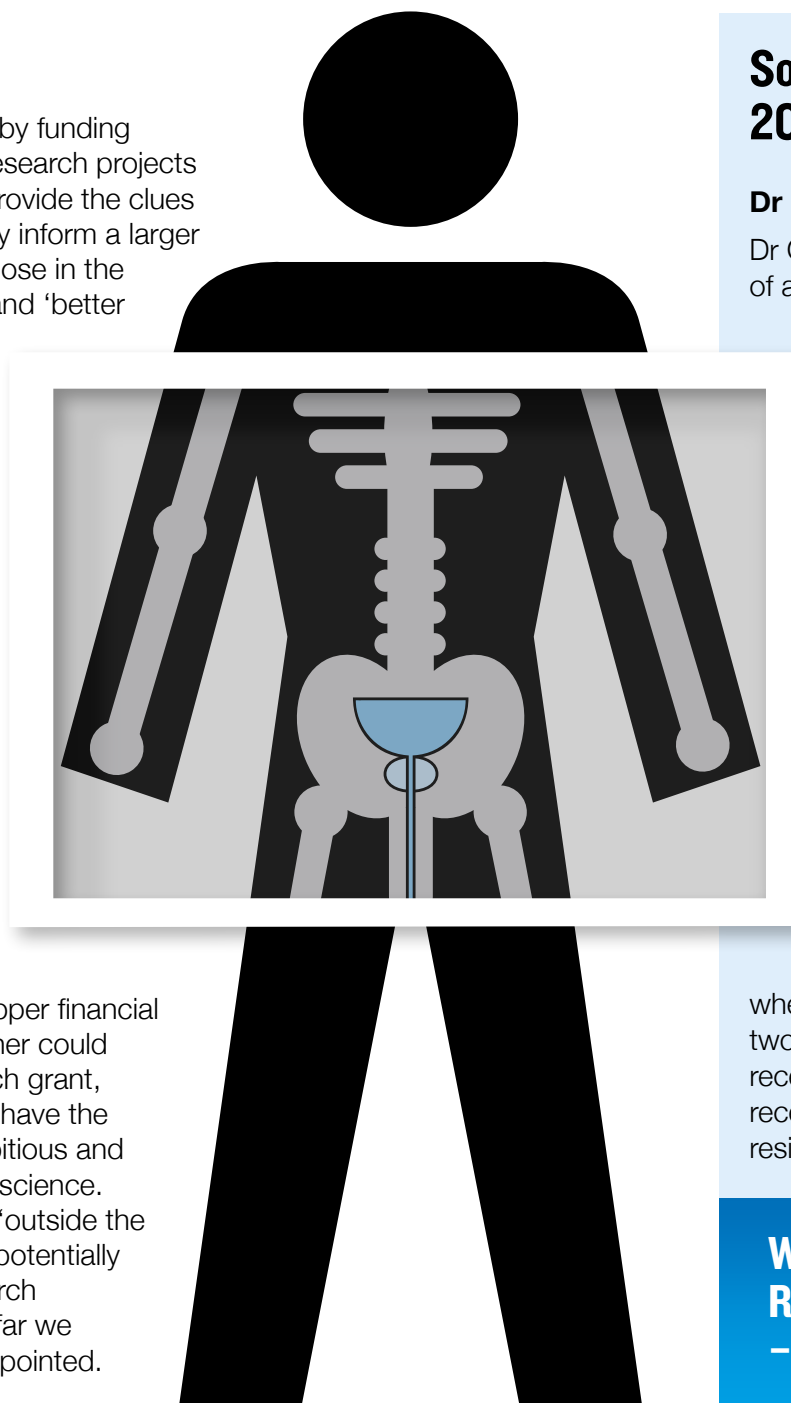
We wanted to see 'outside the box' thinking and potentially life-changing research proposals, and so far we haven't been disappointed.

prostate cancer to suddenly start to grow and spread. Finally, we need to prevent prostate cancer coming back after a first treatment. In many cases men can be treated apparently successfully for a localised prostate cancer that then comes back, sometimes years later, and often with fatal consequences.

We're tackling this by funding several individual research projects that we hope will provide the clues we need to one day inform a larger scale project like those in the 'better treatment' and 'better diagnosis' arms of our strategy.

We're doing this through our new Research Innovation Awards, which challenge the prostate cancer research community to start approaching the problems facing men with prostate cancer in new and exciting ways.

We removed the upper financial limit that a researcher could apply for within each grant, so that they would have the freedom to be ambitious and inventive with their science. We wanted to see 'outside the box' thinking, and potentially life-changing research proposals, and so far we haven't been disappointed.



Some highlights from the 2016/17 awards include:

Dr Richard Clarkson, Cardiff University

Dr Clarkson and his team will test the ability of a new drug developed in their lab to kill prostate cancer stem cells. They believe these are responsible for driving cancer spread even after surgery or radiotherapy in men with high-risk localised prostate cancers.

Professor Colin Cooper and Dr Daniel Brewer, University of East Anglia

This project aims to identify whether bacterial infections in the urinary tract could in fact cause prostate cancer. If that is the case, timely antibiotic treatments might eventually have potential to prevent the disease.

Dr Nigel Mongan, University of Nottingham

The researchers will investigate whether new drugs that block the activity of two proteins that work with the androgen receptor, rather than targeting the androgen receptor itself, can solve the problem of resistance to hormone therapy.

We'll be announcing our 2017/18 Research Innovation Awards soon – watch this space.

We couldn't do it without you

We're in awe of the thousands of people who have gone above and beyond, giving their time and money to help raise the funds that are making all this progress possible. Here are just a few snapshots of how you have made it an incredible year of support.

1. PubAid

Hundreds of pubs and pub goers across the UK raised over £45,000 for us this year as part of PubAid's World's Biggest Pub Quiz. The Rose of Lancaster, Oldham, raised over £10,000 for us this year.



2. Jag Rally

The Jaguar XK Club Round Britain Coastal Drive raised over £71,000 in 2016/17, fuelling future research for Prostate Cancer UK.



3. Gala Dinner

This year, generous guests bid, pledged and danced their way to raise an incredible £225,000 in a single evening.



4. Golf Day

Bill Elliott and Ray Clemence were among those practising their swing at our Golf Day and raised £39,520 in the process.



5. Grand Départ Classic

Ambitious cyclists covering the first leg of the Tour de France ahead of the pros this year raised a fantastic £115,000.



6. Jeff's March

Over 600 supporters joined Jeff as he completed a mammoth 15 marathons in 15 days, raising £390,000 in the process.

March for Men

In 2017 we called on all our supporters to pull on their walking boots, round up their friends, and join us at our new March for Men walking events – and you didn't disappoint! Almost 3,000 people joined us at one of these events and more than 100 people organised their own march to help men affected by the disease. We raised an incredible £1 million and we're already looking forward to smashing that total this year to help bring us one step closer to stopping prostate cancer being a killer.



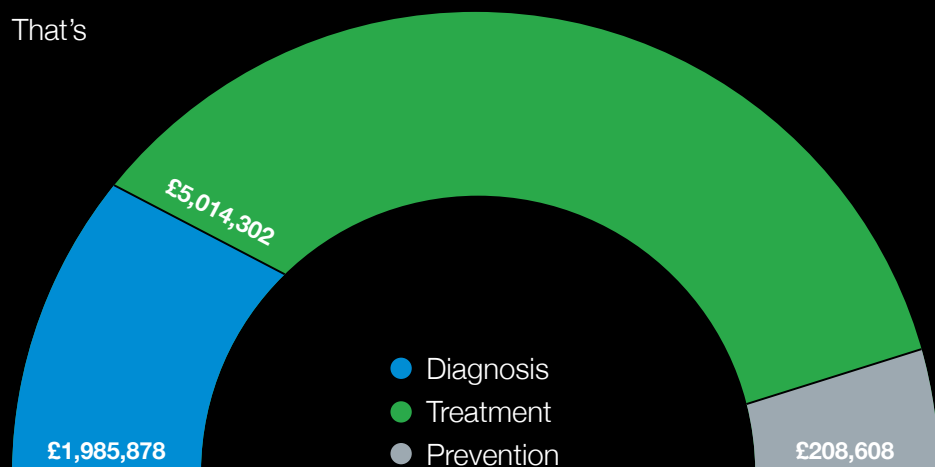
Key facts and figures

In 2016/17

78p

from every £1 was spent on charitable activity. That includes **£7,208,788** on research awards.

That's



Our researchers then used our grants to leverage an extra

£9,859,087



in follow-on grants from other funders to take their research closer to benefiting men with prostate cancer.



We are funding Dr Gerhardt Attard, from the Institute of Cancer Research, to focus on research to improve treatments for advanced prostate cancer.

Thank you

Thank you to everyone who has fundraised or donated to us over the last year. Thank you to the Trusts and Foundations that have supported our work and to everyone who's raised money through a wide range of events. We're hugely grateful for the support of our Pioneers, an exceptional group of individuals committed to investing in cutting edge research to save men's lives. And we're proud to work with such dedicated and committed corporate partners.

Gifts in Wills are an extremely important source of funding for us. Unfortunately, their very nature means that these people are no longer with us to thank in person. We are nevertheless extremely grateful to everyone whose gift is helping to fund a legacy of hope.

Alastair Gibbons
Amalur Foundation
Angela Milne
Ascot Charitable Trust
Aslam Merchant
Bill Smail
Brian and Jill Moss Charitable Trust
Bruno Deschamps
Burton
CAF Grant Fund
Carlsberg UK
Caroline Jowett-Ive
Cecil Rosen Foundation
Charles Tyrwhitt
Chris Field
Constance Travis Charitable Trust
Daneway Charitable Trust
David A. Pretty CBE
David Sullivan
Donald Forrester Trust
Douglas Flint
Duncan Heath
EBM Charitable Trust
FirstGroup
Gareth Hughes
Garfield Weston Foundation

Geopost
Gerry Pack
Hadyn Cunningham
Holbeck Charitable Trust
Hugh Orange
Iceland
Ivor Spiro
Jacamo
Janssen-Cilag
Jemima Jowett-Ive
Jim O'Neill
Joe Burns
John Bloor
John Caudwell
John Emberson
Jonathan Abrahams
Julian Howard
Ken Hydon
Kenney and Jayne Jones
Keyline
Lady Joy Bourne
Laurance Racke
Law Firm Services Limited
Lloyd Pinder (The Big Brash Ball)
London Conversations
Lord and Lady Broughton

Lord and Lady Hatter
Lord David Evans
Marathonbet
Mark Hawwa and The Distinguished Gentleman's Ride
Marshalls
MBN Events
Michael Tabor
Millichamp & Hall
Moondance Foundation
Moss Bros
Nathan Kirsh
Natwest Markets
Nigel Gee
Paddy Power Betfair
Pam Chaplin
Patrick and Helena Frost Foundation
Paul Thompson
Peacock Charitable Trust
Pentel Stationery
Peter and Karin Swann
Philip King Charitable Trust
Philip, Julie, and all the members of the Jaguar E-type Club and Jaguar XK Club
PPG Architectural Coatings UK
Professor Mark Emberton
PubAid
Quintessentially Foundation
Ralph Aldwinckle
Ron Wahid
Roy Thompson Charitable Trust
Scott Eredine Charitable Trust
Sealey Tool
Selfish Mother
Severfield
ShareGift – The Orr
Mackintosh Foundation
Sharon Thorne
Sir Peter Thompson
Sir Samuel Scott of Yews Trust
Srixon Sports Europe

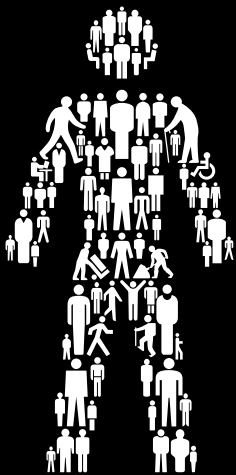
Stewart Matthewson
Stockport Charitable Trust
Ted Clucas
Thales
The 3Ts Charitable Trust
The Anthony and Pat Charitable Foundation
The Barry Family Foundation
The British Mortgage Awards
The Hoover Foundation
The J.P. Moulton Charitable Foundation
The Kidani Memorial Trust
The Louis and Valerie Freedman Charitable Settlement
The May Gibson Charitable Trust
The Mike Gooley Trailfinders Charity
The Movember Foundation
The Patrick Rowland Foundation
The Pipeline Industries Guild
The Sandhu Charitable Foundation
The Schroder Foundation
The Simon Gibson Charitable Trust
The Sovereign Health Care Charitable Trust
The Stanley and Zea Lewis Family Foundation
The Swire Charitable Trust
The Thornton Foundation
The W A Handley Charity Trust
The William Allen Young Charitable Trust
Thomas Duggan
Tim Hailstone
TM Lewin
Tom Allen
Tom and Sheila Springer Charity
Tom Curtin
Tony McGovern
Tracy Fletcher
Two Fingers Brewery
United Kingdom Air Cargo Club



HELP US STOP ONE MAN BEING KILLED EVERY 45 MINUTES

We need your help to fund research
to beat prostate cancer

prostatecanceruk.org



**PROSTATE
CANCER UK**