



HAVIN' FUN DOIN' GOOD

2023

**IN A
NUTSHELL**



**20 YEARS
IN THE MAKING**



**CAUSE
AREAS**



IMPACT



AUDIENCE



YEAR-ROUND



**FUNDRAISING
PRODUCTS**



**THANK
YOU**



AGENDA

N A N U T S H E L L

N A N U T S H E L L

N A N U T S H E L L

BEHIND
THE MO

**BEHIND
THE MO**

BEHIND
THE MO

**WE'RE THE ONES BEHIND
THE MONTH WHERE MEN
GROW OUT THEIR MO'S.**

**BUT DIVE DEEPER AND
YOU'LL FIND A LOT MORE
THAN UPPER-LIP FOLLICLES.**



WHY WE DO IT

BEHIND
THE MO
**BEHIND
THE MO**

WE'VE SHAKEN UP MEN'S HEALTH RESEARCH

AND FUNDED OVER 1,250 MEN'S HEALTH
PROJECTS WORLDWIDE SINCE 2003

RE-WRITING OUTDATED MASCULINE STEREOTYPES





WHY WE DO IT

ON AVERAGE, MEN

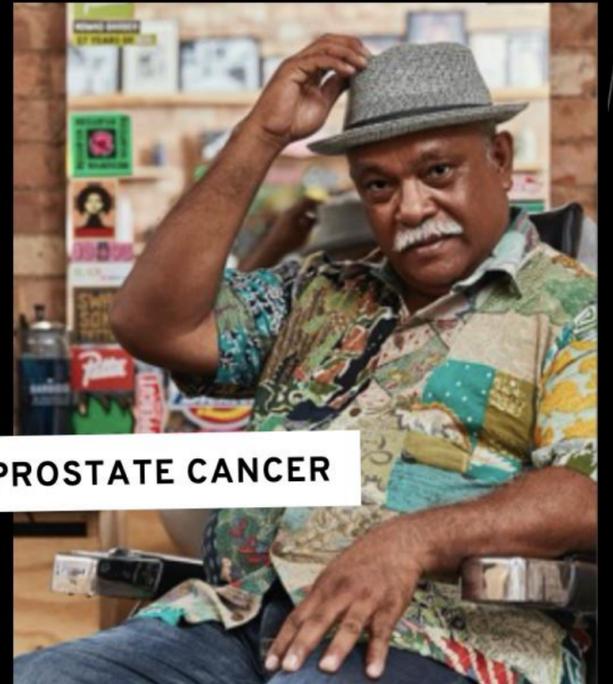
DIE 5 YEARS EARLIER

THAN WOMEN FOR PREVENTABLE REASONS



1/8 MEN

WILL BE DIAGNOSED WITH PROSTATE CANCER



TESTICULAR CANCER

IS THE MOST COMMON CANCER AMONG YOUNG MEN



ONE MAN GLOBALLY

DIES BY SUICIDE EVERY MINUTE



It's why Movember exists
and, together, something we
can fight.



20 YEARS

IN THE MARKING

20 YEARS

2003

IT STARTED WITH A CHAT

MATES HAVING A CHAT AND SEEING WHERE IT
GOES. THAT'S A PROPER GOOD CHAT.
AND THAT'S HOW MOVEMBER STARTED.

TWO FRIENDS CATCHING UP OVER DRINKS,
THINKING, WHAT WOULD HAPPEN IF THE
MOUSTACHE MADE A COMEBACK.

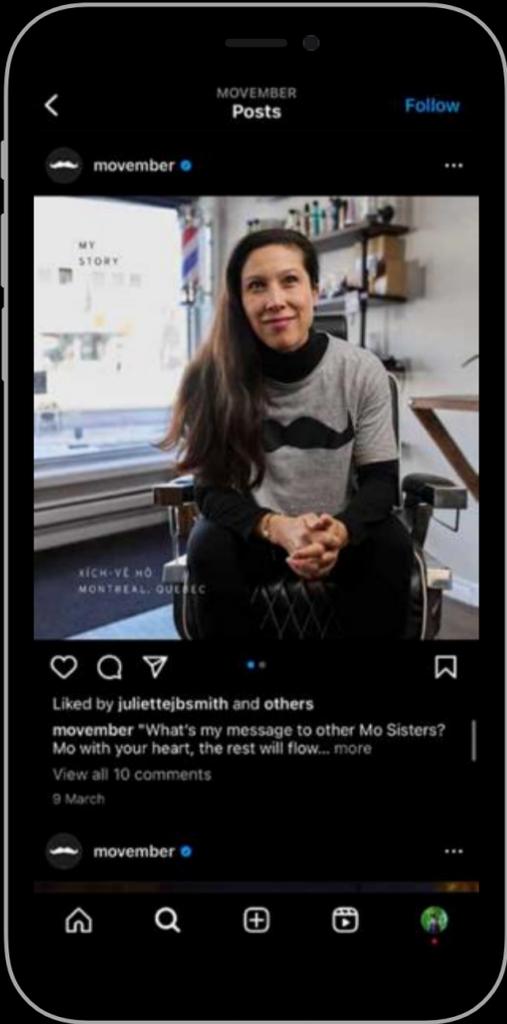




TWO DECADES LATER:

IT'S CREATED A VITAL COMMUNITY WORLDWIDE THAT'S HELPED RAISE AUD \$1 BILLION FOR MEN'S HEALTH GLOBALLY

BILLION



USE **CAUSE** CAUS

AREAS **AREAS** ARE

WAAUSLE

WHY WE DO IT



TESTICULAR CANCER

IT'S THE NUMBER 1 CANCER
AMONG YOUNG GUYS



MENTAL HEALTH AND SUICIDE PREVENTION

EVERY MINUTE OF EVERY DAY ONE
MAN DIES GLOBALLY BY SUICIDE



PROSTATE CANCER

1 IN 8 MEN WILL GET IT. WE'RE
WORKING TOWARDS A WORLD
WHERE NO MAN DIES FROM IT

MADEA



MENTAL HEALTH

AND SUICIDE

PREVENTION

Suicide is the leading cause of death in men aged between 20 and 34 in the United Kingdom

In the UK, 3 out of 4 suicides are men.



REMEMBER ALEC



ALEC

A — Ask the question

L — Listen, without judgement or distractions

E — Encourage action

C — Check in

Many thanks to R U OK? for developing the ALEC model and materials that have been used to build the above content.

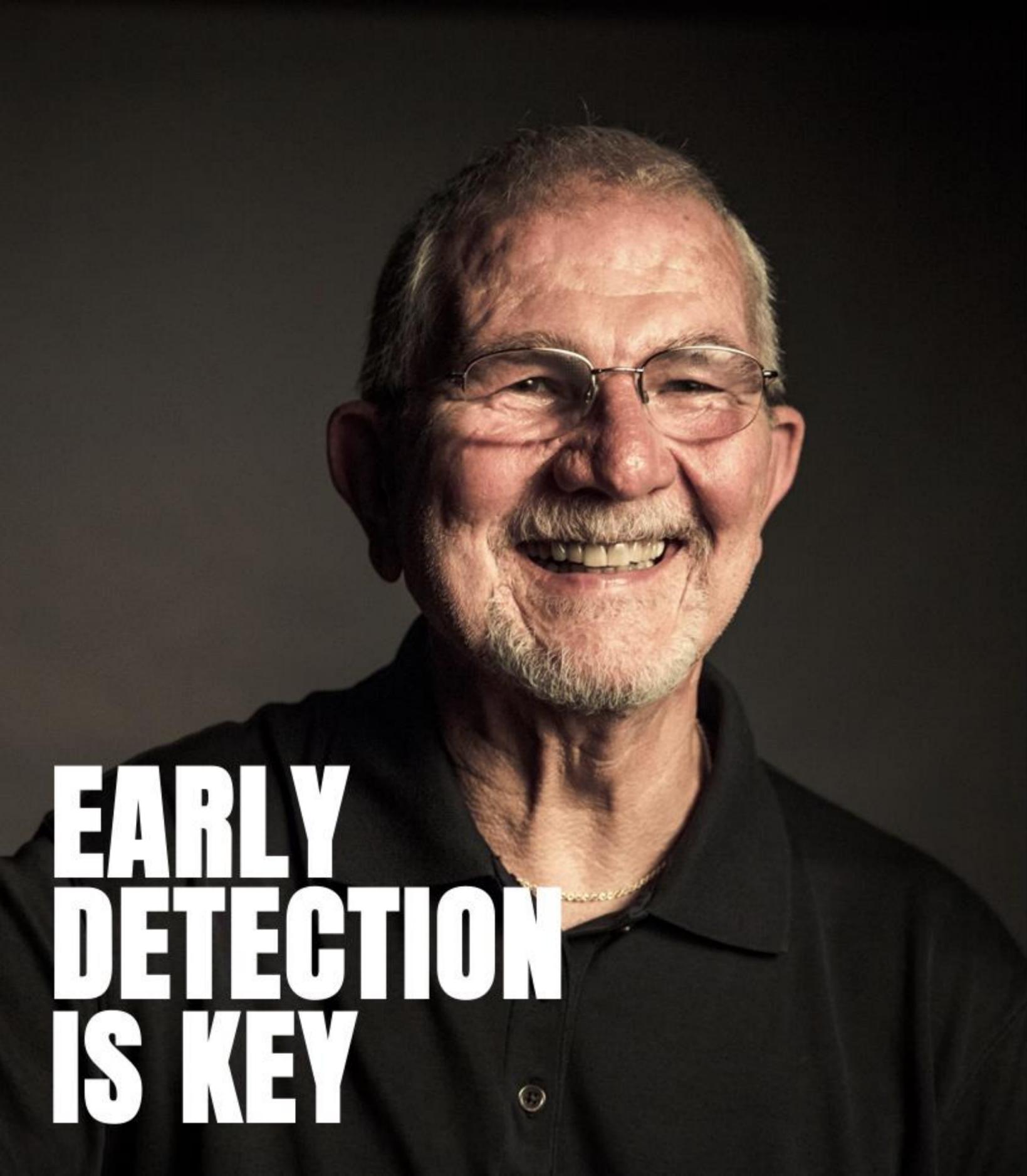


PROSTATE CANCER

In the UK, prostate cancer is the most common cancer in men.

Even when successful, treatment can take a huge toll on a man's physical and mental health. And what then?





**EARLY
DETECTION
IS KEY**

AT 50

Talk to your doctor

OR AT 45

If you're of African or
Caribbean descent,
or have a family history

TESTICULAR CANCER

Testicular cancer is the
#1 cancer among young guys.

Treatment can lead to long-term side effects that impact quality of life. Movember's focus is getting guys back to living life fully.



KNOW

THY

NUTS



TESTICULAR CANCER

What is it?

Our annual testicular cancer awareness campaign encouraging guys everywhere to get to know their nuts.

TESTICULAR
CANCER IS THE
#1 CANCER AMONG
YOUNG GUYS



**HOW'S YOUR
PAIR HANGIN'?**

 **MOVEMBER®**

Why does it exist?

**62% of guys aged
18-34 don't know how to
self-examine their nuts.**

Know Thy Nuts serves as a giant 'check your nuts!' megaphone, prompting guys to take action for their health, and to do it regularly.

IMPACT

IMPACT

IMPACT

IMPACT



**HAVIN'
FUN
DOIN'
GOOD**



**THE
MOVEMBER
GENERATION**



FUNDRAISING

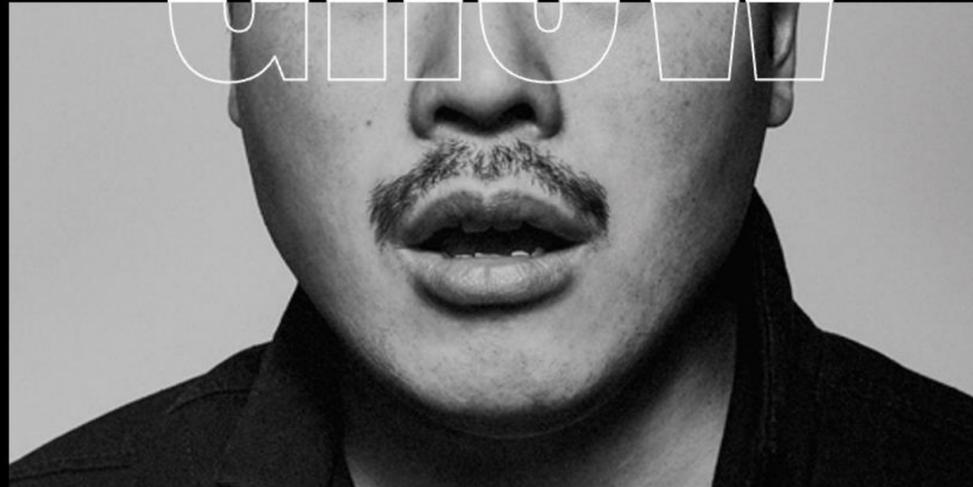
FUNDRAISING

FUNDRAISING

THANK YOU



GROW



THE MOST IMPORTANT MOVE
YOU'LL EVER GROW

MOVE



RUN OR WALK 60KM FOR THE
60 MEN LOST TO SUICIDE EACH
HOUR WORLDWIDE.



HOST



**IT'S ALL ABOUT
HAVING A GOOD TIME
FOR A GOOD CAUSE.**



GO YOUR OWN WAY



**CHOOSE YOUR OWN ADVENTURE.
THEN SEE HOW FAR YOU CAN
TAKE IT.**

United we mo.

