



**MOVEMBER®**

YOUR EMERGENCY SERVICES
FUNDRAISING GUIDE

HEROES IN UNIFORM



It's been another big year for humanity, and the world continues to change. But a lot of things stay the same: men's health is still in crisis. Men are still dying too young. It doesn't have to be like this. Mental health and suicide prevention, prostate cancer and testicular cancer – we're taking them all on. With your help.

We're stoked to have you with us this Movember – champions of the mighty Mo, inspiring innovators and fired-up change agents.

As you and your colleagues Mo through the month, your mission is to raise much-needed funds and awareness to help fuel our innovative men's health projects.

Movember is proud to fund new and innovative evidence-based programs and resources tailored to Emergency Service workers. Funds raised in Movember will help fuel these programs, and others like them, making a real impact in the lives of real men – men you know, love and work alongside.

This guide has everything you need to get started, but don't hesitate to get in touch if you have any questions or need a helping hand.

From the entire crew at Movember, thanks for getting involved, and Mo on.

SAFETY FIRST

In light of the ongoing pandemic, and as we gear up for Movember, there are a few important things to keep in mind.

Physical distancing restrictions vary from place to place. As you start to plan your events, please always adhere to your governing health body's COVID-19 advice.

These pages are packed with ideas and suggestions, but it's up to you to interpret them in a way that's safe, fun and in line with official advice in your local area. That might mean putting a virtual spin on your trivia night or holding a Shave Down shindig via Zoom.

Whatever you do, it'll be awesome, so get creative, keep safety in mind and go hard this Movember.



**LET'S CHANGE
THE FACE OF
MEN'S HEALTH**

Men's health is in crisis.
And it's impacting men of all ages
and professions across the world.

6 YEARS

Globally, men die nearly 6 years
earlier than women.

Suicide is the leading cause of death
in UK men aged

20-34

#1

Prostate cancer is the most diagnosed
cancer in men in the UK.

YOUNG MEN

Testicular cancer is the most common
cancer in young men.



UK'S
EMERGENCY
SERVICES

1 IN 4

Have contemplated suicide due
to stress and strained mental health.

MORE THAN HALF

Have sought medical help due to stress
and strained mental health.

The good news is, you have the power
to help change this.



Movember is the leading charity changing the face of men's health.

We address some of the biggest health issues faced by men: mental health and suicide prevention, prostate cancer and testicular cancer.

In the month formerly known as November, Mo Bros and Mo Sisters across the world – more than 6 million since 2003 – Grow, Move, Host and take on Mo Your Own Way to raise much-needed funds. With the money raised, Movember finds and funds the most innovative, impactful research in addition to creating cutting-edge health programmes that make a real difference in the lives of men around the world.

**WHAT
WE DO**

If you can't Grow a Mo,
fear not - there's more than
one way to get involved in
the movement.



GROW A MO

Upper lip at the ready?
Great news, because this
year your moustache
means more than ever.
Even if you can't grow
a showstopper, don't
worry - the worst
moustaches start the
best conversations.



MAKE A MOVE

Commit to running or
walking 60kms over the
month. That's 60kms for the
60 men we lose to suicide,
each hour, every hour
across the world. Do it as
a small team or go solo.



HOST A MO-MENT

Rally a crew and do
something fun. Host a virtual
quiz night, a dodgeball
tournament or a station
Shave Down - get creative.
Hosting is all about having a
good time for a good cause.



HOW TO GET INVOLVED



MO YOUR OWN WAY

Mo Your Own Way means
you make the rules. Tackle
an epic physical challenge
with colleagues, whether
it's cycling or walking from
station to station, creating a
circuits challenge or running
a marathon. Maybe it's a
test of physical endurance
or some other wildcard idea.
Mo Your Own Way means you
make the rules.



Here's how Mo Bro Ross Haggerty from Police Scotland makes Movember a huge success each year.

TALK IT UP

Ross gets out and about across the country, speaking at stations far and wide about how men can better look after their health, and about the work Movember is doing to stop men dying too young.

MOVE IT, MOVE IT

Time to bump up that heart rate for the sake of men's health. Ross rallies his colleagues to Move for Movember, taking part in Glasgow's annual MoRunning event.

LOCAL RAFFLE

A quick and easy fundraising-booster, raffles are the perfect cherry on top of Movember fundraising efforts. Ross recruits local businesses to donate great prizes, and sells tickets in the community in support of men's health.

HERO HALL OF FAME

We've got all the info you need to raise eyebrows and awareness in your services.

Sign up at movember.com for access to all these awesome resources.

EMERGENCY SERVICES TOOLKIT

Teeming with men's health information to share with your colleagues, including:

Fundraising tips and event ideas

Health awareness videos

Social media assets

Ready-to-go posts and images for your staff newsletter and intranet

Digital posters

Key men's health talking points.

A close-up photograph of a wooden workbench. On the left, a small glass jar with a black lid is open, containing a thick, white, creamy substance. A large, dark-handled knife with a textured blade lies diagonally across the center of the workbench. In the foreground, the handle of a hammer is visible, resting on the wood. The lighting is dramatic, highlighting the textures of the wood, the cream, and the tools.

YOUR STACHE STASH

Buckle up, things are about to get heated. Join the online Movember Emergency Services Challenge – a chance to battle it out to be first of the first responders.

Mo hard, seize every opportunity to start important conversations, and have a damn good time while you're at it. Only the fiercest fundraisers can take home the glory.

01

Sign up at [movember.com](https://www.movember.com) and create your department's team.

02

Join the [Police UK](#), [Ambulance UK](#), [Fire and Rescue UK](#) or [NHS UK challenges](#).

03

Choose a Captain, and get them to email natalie.aspinall@movember.com for resources and tips to take your team to the next level.

04

You're changing the face of men's health. Enjoy the ride.



THE EMERGENCY SERVICES CHALLENGE



CONTACT US

If you've got questions,
we've got answers.
We're always here to help.

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