

10,000 Men Charity

Main Objectives

1. To reduce Prostate Cancer deaths
2. To increase life expectancy of men with prostate Cancer
3. To reduce treatment complications

These three main objectives achieved by:

- Lobbying the Government to introduce National Screening for Prostate Cancer
- Providing recognition of those men who have made it their responsibility to help meet this objective

Rationale for the New Charity

All Prostate Support Groups (PSGs) and existing Charities address prostate cancer matters as a whole and do not differentiate between the different types of sufferers. For example, men who have advanced prostate cancer are very annoyed that they were diagnosed too late for curative treatment and as such are very much in favour of national screening for prostate cancer as this would have resulted in early diagnosis of the disease.

Those men who have had treatment believe they have been cured of the disease and as such are more inclined to be focussed on minimising and addressing treatment complications instead of lobbying for national screening. This said, several men in this group do believe in the need for national screening, simply because their early diagnosis came about by some form of screening.

Taking these two groups of men into consideration, a single group focussed solely on bringing about national screening for prostate cancer would be far more effective than a traditional PSG. However, because of the need for funds to progress the many activities this group needs to be a registered charity.

Membership Requirements

1. Men with Advanced Prostate Cancer and those closely affected
2. Complete an Application Form
3. To sign an agreement complying with the Rules of Membership
4. To complete a questionnaire providing the following details
 - Personal
 - Diagnosis
 - Initial Treatment
 - Initial Impact
5. To maintain a log of treatment and impact as time progresses
6. To have access (directly or indirectly) to the Internet for the purpose of website access and the sending and receiving of e-mails and attachments
7. Once membership has been approved, to write a letter to the persons/organisations listed below mentioning that you are a new member of the 10000 Men Charity and that as part of the time you have remaining you will become actively involved in lobbying the government and stakeholder organisations to introduce National Screening for Prostate Cancer
 - Secretary of State for Health
 - Shadow Secretary of State for Health
 - Professor, Sir Michael Richards
 - UKNSC Project Director
 - Local MP
 - Chairman of the Prostate Cancer Charity
 - Local Prostate Cancer Support organisation
8. To create, grow and maintain a circle of supporting Family, Friends and like minded people for the purpose of any wider support activities that might be required by the Fraternity.

What You Get For Membership

1. Website Space for personal profile comprising photograph and 250 words of text uploaded when you die
2. Access, influence and active involvement in a charity totally focussed on lobbying for the introduction of national screening for prostate cancer
3. Ability to help fund a focussed charity

Proposed Organisational Structure

4. A registered UK Charity
5. The proposed organisation to comprise
 - Three Trustees (Minimum)
 - One Manager (full time paid person)
 - One Administrator (part time paid staff)
 - One Treasurer (part time paid staff)
 - Experts as required (FoC)
 - One Health Professional Advisor (FoC)
 - Steering Group for strategy and execution
6. All strategic and major expenditure decisions shall be made by the Steering Group which shall comprise at least three Trustees
7. All decisions to be made by consensus. If consensus cannot be reached a vote shall be taken with a simple majority used to make the decision
8. The Charity shall be managed using the “round table” concept of all trustees being equal

Campaign Activities

1. Producing a maintaining a strategic plan
2. The main campaign activities envisaged are:
 - Lobbying the Government, stakeholder organisations and key individuals to introduce National Screening for prostate cancer
 - Prostate Cancer Adverts on TV, Radio, Newspapers, Magazines, Internet
 - Press Releases
 - Media articles
 - Petitions
 - Keeping the www.10000men.org website frequently refreshed with new material so that key words list the website on the first page of the major search engines
 - Internet Videos/Virals
 - Organising and Hosting Debates
 - Questionnaire Analysis Reports
 - Other reports

Financial Support

1. The main source of finances to fund the Charity and its objectives are envisaged from donations made at the “celebration of life” funerals of members who die of advanced prostate cancer or as consequence of having advanced prostate cancer.