



MOVEMBER

WORKPLACE CASE STUDIES

GET INSPIRED TO DO GOOD



GET COMPETITIVE

Like KPMG who created more than 18 teams to get each office motivated and organized.



SHAVE DOWN

Get your workplace together for a shave down to kick-off the month.



EXECUTIVE COMPETITION

The executives at Kijiji organized an incentive fundraising challenge that increased staff participation by 250%



GO BIG OR GO HOME

Ford Motor Company packed out a month of mousatchioed activity by recreating iconic Mo photos. Hosting internal Mo awards, weekly guest speakers and a global Ford Motor challenge



MOVE FOR NOVEMBER

Havas Health took on an astronomical Move challenge and collectively ran the circumference of the moon in 30 days.



MO'S AROUND TOWN

The City of Calgary's transit team spread the men's health message by putting big Mo's on city transit vehicles





LOOK GOOD, MO STRONG

BGIS created a branded Movember corporate logo to include on all their promo and communication material.



RALLY MO SISTERS

Like Pepsi did by creating a company wide Move challenge and handing out month-end awards for top Mo Sister



WRAP UP IN STYLE

Host an end of month Movember Party like Twin Lions Contracting did in Vancouver. Invite your suppliers, clients, and celebrate your hairy efforts.



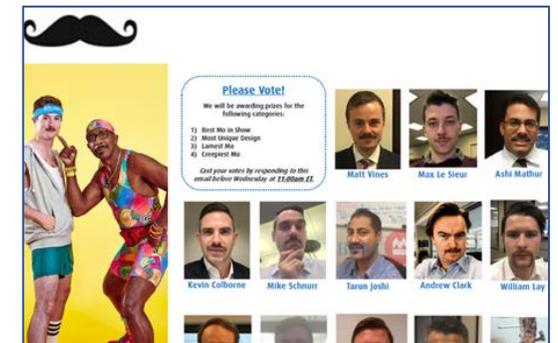
MENTAL HEALTH FOCUS

ATB Bank's CEO hosted a company wide talk on mental health with a Movember HQ Rep which had over 300 ppl in attendance



SHARE WHY YOU MO

The team at Ledcor recorded a simple video where teammates shared their personal motivations for participating in Movember. The video was circulated across the company.



KEEP THE MO-MENTUM GOING

Like BMO Capital Markets who send out fun weekly email updates with fundraising totals, upcoming events and moustache progress pics.

ENERGY SECTOR EXAMPLES



Baytex Energy – Oil Rig Rumble Champs

A passionate bunch of Baytex Energy employees *drilled deep* for men’s health and rallied their whole Calgary office to get engaged in Movember. The group got creative with a Movember waffle breakfast, Masters Golf fantasy pool, fitness workouts, men’s health webinar and auctioned off Calgary Flames tickets.

Company CEO & CFO got on board and pledged a matching donation to recognize their employees ‘hairy’ efforts. This all led to an impressive \$107,000 team total with 53 Mo Bros and 16 Mo Sisters on the team that took home the 2021 Oil Rig Rumble trophy.



Gibson Energy – Friendly Competition

Led by team captain, Alan Furman, and executive VP sponsor, Omar Saif, 76 Gibson employees joined together in the name of men’s health and along the way raised over \$72,000. Utilizing the Movember website and mobile app, Gibson employees were able to login, upload photos, track the amazing progress of their colleagues and leave messages of support & encouragement.

In 2021, they expanded their campaign to multiple worksites, which helped spread the men’s health message and sparked some friendly competition (and a whole lot of bragging rights for the winning company team).



PEPSI X MOVEMBER



Move Challenge and Employee Wellness



PLANNING

- Empowered internal Movember champions across the country and divisions to rally support from coast-to-coast.
- Created branded Pepsi X Movember logo
- Secured high value prizes and incentives to encourage participation

PEPSI MOVEMBER MOVE CHALLENGE

- Challenged employees to take the Movember 60km Move challenge
- Participants tracked fitness using strava app – which automatically syncs to Movember.com

EMPLOYEE WELLNESS SERIES:

- Planned weekly events to keep men's health top of mind:
 - Movember 3rd – Movember Launch w Movember HQ Speaker
 - Movember 5th – Employee yoga
 - Movember 12th – Psychologist talk on building resilience
 - Movember 19th – HITT training session w certified trainer
 - Movember 26th – Nutritionist lunch and learn – build a health base

2020 Results:

- 86 employees (20% increase)
- raised +\$30,000 (67% increase)

“Movember is an excellent organization that is always innovating their tools for the everyday changing environment.

This past campaign we focused on utilizing their new resources that focused on situations that are always the hardest to talk about – identifying friends who may be struggling more than usual during this pandemic, using the ALEC method as well as helping fathers correct misbehavior, while reinforcing love and care through the Family Man tool.”

-Reid Stewart, Pepsico Canada Team Captain



CIBC X MOVEMBER



Mental Health + Corporate Support

MENTAL HEALTH PANEL

- Three senior executives from CIBC's capital markets group opened up about their own mental health
- Panel moderated by Movember HQ staff

CORPORATE SUPPORT

- Movember campaign is championed by 3 senior members of Capital Markets group
- In addition, CIBC's Community Investment team supports with planning, coordination - including creating branded weekly communications shared company-wide to raise awareness and support
- Corporate donation provided each year to support employees' efforts

MO AWARDS

- A month end "Mo Awards" is a fun staff social organized to celebrate the enthusiastic supporters and most notable moustaches from an impactful month
- Top fundraiser receives the CIBC "Movember Jacket" – a brown, corduroy sports jacket, with a yellow moustache liner. The winner keeps it for a year and has their with the names of past winners engraved on the inside)

"Every year I fundraise to raise awareness for Movember. It's an opportunity for our team to have fun while helping to build a support network for those impacted by prostate cancer. And as a survivor, I know about the importance of being surrounded by people who will be there for you in a time like that."

[\(read article on cibc.com\)](#)

-Roman Dubczak, Head of Global Investment Banking, CIBC

**Time to get started,
it's never too early...
to grow a moustache that's curly or
burly.**

The countdown is on! There are just a few weeks to go until it's time to Mo.

[Movember's work](#) in mental health and suicide prevention, prostate cancer and testicular cancer has never been more important, so say goodbye to clean-shaven faces and get ready to raise vital funds & awareness in support of men's health in a year unlike any other in Movember's history.

[Register with Team CIBC before November 1st](#) for a chance to win our early bird prize: a Fitbit Charge 4 fitness and Activity Tracker.



TOP FUNDRAISER

THANK YOU FOR CHANGING THE FACE OF MEN'S HEALTH

Thank you Mo Bros and Mo Sistas for coming together, with shared purpose to change the face of men's health. Together, we raised an incredible \$334,087 to support initiatives that promote men's health such as, research for prostate and testicular



BHP X MOVEMBER

BHP

Move Challenge and Employee Wellness

PLANNING

- Empowered internal Movember champions across the country and divisions to rally support from coast-to-coast. Champions who completed their challenge received prizes, additional matching donations, etc.
- Created branded BHP X Movember logo

BHP MOVEMBER MOVE CHALLENGE

- Challenged employees to take the Movember 60km Move challenge
- Participants tracked fitness using strava app - which automatically syncs to Movember.com

ACTIVATION

- **Complete Schedule:** created physical pamphlets handed out to all staff at mandatory October Safety meeting which highlighted Movember campaign details and how to get involved:
 - October 15th - Movember Speaker (Movember Health Talk for entire staff)
 - October 30th - Shave off gala (drinks, good and shave down)
 - Movember 12th - Movember trivia
 - Movember 19th - Polar Bear Run - 3km morning run around site (in shorts) during Saskatchewan winter
 - Movember 26th - Craft night
 - ** Included QR code to drive employees to team sign-up page
 - ** Silent Auction Baskets
- **Culminating Event - Hockey Game:** hosted month end Movember hockey game for BHP employees to take on contractor team
 - Free tickets for staff to view event with door prizes and raffles
 - Annual event with trophy

Join the BHP MOVEMBER.



RECRUITMENT EXAMPLE - BHP

History of Movember and BHP's corporate sponsorship

What is Movember?

Movember, the month formerly known as 'November', is a moustache-growing charity event that raises awareness and funds and men's health.

Movember participants, known as "Mo Bros" and "Mo Sistas", sign up on Movember.com and then choose to participate by growing a moustache. Move by walking or running 60 kilometers throughout the month, or Host a Mo-ment by gathering friends.

How can I support Movember?

To change the face of men's health, you can either get involved, donate, or partner up with the foundation. If you choose to get involved, you can [Grow](#) a moustache, [Move](#) by running or walking 60 kilometers throughout the month, or [Host](#) a Mo-ment by gathering friends. If you'd like to [partner with us](#), please get in touch at info.ca@movember.com to speak with our team. Or, if you'd like to [donate](#), get behind a friend by donating to their Mo Space, or make a donation directly to the Movember Foundation.

BHP's Commitment to Movember:

BHP has been a leading worldwide corporate sponsor of the Movember foundation for a number of years. Our pledge is to provide support to all of our employees in addressing and preventing men's mental health issues as well as to promote awareness and education for the health issues that are causing men to die too young.



BHP

MOvember 2019



Use the QR code above to access the BHP Team Jansen MOvember page.

For further information contact your Supervisor, Contractor leadership group, (CLG) representative or the BHP Jansen Occupational Health Centre (OHC).



2019 BHP Potash MOvember events



Kick Off:

Raffle-October 14, 2019—50/50 ticket sales begin. Tickets can be purchased from SEC or ABS on site and from Mark Kahovec, HSE (Saskatoon Office). The tickets will sell for \$1.00/ticket or 12 for \$10.00. The final draw will be on November 27th at the BHP Charity Classic hockey game in LeRoy.

Guest Speaker -Mitch Hermansen Western Canada Lead Movember Foundation.

October 15- 07:00 a.m. Discovery Lodge Theatre

October 15- 7:00 p.m. Discovery Lodge Theatre or PM Complex at 7pm

October 16- 07:00 a.m. Discovery Lodge Theatre

Silent Auction Baskets. Available to bid on October 30th. See them on display at JDL.

Join the BHP
MOVement.

Shave Off:

October 30, 2019—Join us in the atrium from 4 to 8 pm and begin your fundraising for Movember by getting a hot shave.

Trivia Nights:

How well do you know local, national and international events?

Join us in the Bronco Lounge on November XX & XX as we play a few electrifying games of Jeopardy® and see who this years smartest person/team is.

Refreshments and snacks provided.

Craft night:

Get your craft on.

Come out to the Bronco Lounge on November 6- & 13th to make your MO, take a picture and enter it for a chance to win great prizes.

Craft supplies provided

Movespring:

See one of our recreation coordinators to participate in the BHP Movespring MOvember challenge.

Hockey Game:

November 27, 2019—Our second annual BHP Charity Classic hockey game will be held at the LeRoy arena. BHP vs. the Contractors.

Join us again this year as the contractors challenge to maintain control of the coveted champion cup.

This year will feature a full 60 minute game, with three periods.

We will have some of our pee-wee players. demonstrate their skating and stick -handling skills to start the night off.

Transportation to and from Discovery Lodge, for the game will be provided by BHP.

Doors open at 6:30. Get a free ticket for door prizes.

50/50 Raffle tickets will be Available throughout the game

STOP MEN DYING
TOO YOUNG

Things to note:

- Co-branded imagery + logo
- Laid out full plans for month
- Kick-off planned
- Shavedown event

- Silent Auction
- Raffle fundraising
- QR Code to join team
- Events for everyone to join

INTERNAL COMMS EXAMPLE - BMO CAPITAL MARKETS

BMO Capital Markets



Movember Week 3

Congrats team!
B'Mo Capital Markets has raised **\$66,819**

Top 5 Teams in Canada
We are currently the #3 team in Canada!
Track our progress [HERE](#)

Team	Funds Raised
Sherway Mo Team	\$119,110
Team Mo CIBC	\$72,352
B'MO Capital Markets	\$66,819
Edelevess Tavern Schnurrbarte	\$39,007
Tenaquip	\$26,610

Movember Challenges

Beard vs Moustache

It's bigger than...
The Blue Jays vs The Cubs
The Rangers vs the Maple Leafs
Trump vs Trudeau

It's... **The Battle of the Beard vs Moustache!**
North vs South
Lunn vs Chapin



Let us know who you think has the best facial hair!
Vote Now! Make a donation [here](#) and include in the comment who your vote is for: Lunn or Chapin



Mining vs M&A

The rivalry is heating up! So far, the M&A team has raised **\$7,880** and the Mining team has raised **\$2,310**.

However, there are still plenty of ideas in store for both groups' fundraising efforts. It's anyone's game...and we hear there are some *interesting* consequences for the losing team...

May the best Mo win!

Mo Spotlight

ANOOP DOGRA
Director, Global Structured Products



"Prostate cancer will change your life. Men need to go into treatment knowing that things will be different. But it's important to stay positive, this disease is a lot more common than people think it is. When you start talking about it, you find out that a lot of people have had it or know people who have had it, you don't have to go through this in isolation. Life goes on and you will adapt.

I'm a big advocate for men having a PSA test done at 40. If it hadn't been for that simple blood test, I would have had no way of knowing I had cancer. I had no symptoms or risk factors.

Taking the PSA test saved my life. Literally."

- Anoop Dogra

Week 3 Hall of Fame



Jeremy Dietrich Charles Morison Manny Dhillon Anoop Dogra
Jeremy Kamenshik Shane McAdam Andrew Clark Rizwan Awan

EVENTS

Recaps



Thank you to everyone who attended our Whiskey Tasting and Manicures for Mo. Both events were a huge success in raising money for our campaign, as well as awareness for our cause!

Upcoming

Mo Wrap Party
Celebrate the hard work and success of the 2017 B'MO Member Campaign! Prizes will be rewarded for several categories. Snacks and drinks to be provided.
Date: Thursday November 30th

Archery with Chris Taves
SOLD OUT!
Date: Wednesday November 22nd
Time: 5:45pm - 8:30pm
Place: Stryke Target Range - 736 Dundas St. East

Men's Health Lunch + Learn
Featuring Pat Cronin and presented by Mitch Hermansen from Movember

Includes:

- Senior Executive Challenge
- Departmental Challenge
- External Leaderboard
- Personal story (Prostate Cancer)
- Mo Hall of Fame
- Photos of events
- Listing of upcoming events
- Each event is sponsored by an executive



KPMG OTTAWA Mo Awards

Mo awards, beers in the board room, raffle award announcement, took photos of team to help with recruitment the following year.



NEED SUPPORT?

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

info.ca@movember.com
1-855-4GROWMO