

DRIVING CHANGE. SAVING LIVES.

AN INITIATIVE OF

ManUp! 



SUPPORT OUR JOURNEY TOWARDS A CANCER-FREE FUTURE!

We represent ManUp!, a community-centric organisation at the forefront of Prostate Cancer education and support across regional and rural areas within Queensland and New South Wales.

“Our mission is simple; eradicate Prostate Cancer Deaths in Australia. By educating our community about this disease and promoting annual testing for early detection, we intend to turn this mission into a reality.”

Every year, we embark on an extensive 10-month outreach campaign, visiting local communities, mine sites, and corporate organisations, to educate men and women about the crucial importance of regular Prostate Cancer testing. This proactive approach aids in detecting the disease at early, more curable stages.

HERE'S A SNAPSHOT OF OUR REACH:

- Visits to over 80 State and Regional Communities annually
- Execution of 600+ Educational Workshops
- Travelling 76,000km, often navigating rugged terrain on remote roads
- Educational engagement with 50,000 men and women annually

As a non-profit organisation, the lifeblood of our vital educational programs comes from the generous support of community members, corporate partnerships, fundraising events, and government grants. At this time, we are in search of a Vehicle Partner to provide us with a reliable vehicle, crucial for our education program. We have drafted some preliminary ideas on how we might collaborate in the enclosed sponsorship proposal (please refer to page 5). However, we remain flexible and open to your suggestions, and would welcome an opportunity to discuss this potential partnership further.

Your consideration of our proposal is deeply appreciated, and we look forward to the possibility of joining forces with you to further the cause of Prostate Cancer education and prevention.

Thank you for your time and we eagerly anticipate your response.

Sincerely,

Jill and Leah Costello ManUp!

HELP US STAY ON THE ROAD AND SAVE LIVES

To reach as many people as possible, we travel to various communities, ensuring we have the necessary resources for everyone to deliver our education series. By placing your logo on our car, you help us 'Drive Change and Save Lives.' In the past four years, 132 men took action, securing vital diagnoses, potentially saving lives.

**SHOWCASE
YOUR LOGO,
SAVE A LIFE!**

**Side Window
Signage
(\$2,500)**

**Follow
the leader
back panel
(\$5,000)**

**Your Vehicle
Logo
(\$1,000)**

**Whole door
signage
(\$5,000)**



MANUP! IN ACTION



CLERMONT
OPEN
CUT
MINE

ROLLESTON
OPEN
CUT
MINE

NEWLANDS
OPEN
CUT
MINE

COLLINSVILLE
OPEN CUT
MINE

HAIL
CREEK
OPEN
CUT
MINE

OAKY
CREEK
MINE

OAKY
NORTH
MINE



MT ISA
MINES

TOWNSVILLE
COPPER
REFINERY

BULGA
OPEN
CUT
MINE

MANGOOLA
OPEN
CUT
MINE

ULAN
SURFACE
OPERATIONS

KESTRAL
MINE

BMA
BLACKWATER
MINE

CORONADO
CURRAGH
MINE

MANUP! AUSTRALIA - DRIVING WITH PURPOSE: BRIAN'S LEGACY

ManUp! Australia was founded in 2010 by Brian and Jill Costello in response to Brian's personal journey with prostate cancer. Faced with a lack of accessible information and support, they recognized the pressing need to empower men by educating them about prostate cancer, promoting early detection, and encouraging regular testing.

Their determination drove Brian and Jill to extend their reach to rural and remote communities, where the risk of prostate cancer-related mortality is 27% higher than in major cities. In 2014, they embarked on a six-week journey, visiting 37 communities. Over time, the program expanded, and by 2017, they were able to visit up to 65 communities annually.

Tragically, Brian's battle with cancer ended in March 2018. His passing marked a profound loss, but his legacy lives on through the tireless efforts of his wife Jill and daughter, Leah, who joined ManUp! in late 2017 to ensure the continuity of the charity's vital work.

We proudly acknowledge Jill Costello's remarkable contributions to prostate cancer education. Her unwavering commitment to community health has recently been recognized with the prestigious Order of Australia medal in 2023.

ManUp! Australia remains committed to its mission, carrying forward Brian's vision of creating a world where men have the knowledge, support, and resources to overcome prostate cancer. Together, we drive with purpose, making a difference in the lives of countless individuals and communities across the nation.



**BMA BHP
HAY
POINT
TERMINAL**

**ERNEST
HENRY
MINE**

**PEABODY
WILPINJONG
MINE**

**CR MINING
GROUP**

CUMMINS

KOMATSU

**CHEVRON
PETROLEUM**

OUR ANNUAL FOOTPRINT

619

PROSTATE CANCER
SESSIONS DELIVERED
ACROSS QLD

70

MEN ARE DIAGNOSED
WITH PROSTATE CANCER
EVERY DAY IN AUSTRALIA



3,743 MED DIED
FROM PROSTATE
CANCER IN 2023

QLD HAS THE HIGHEST
INCIDENCE OF PROSTATE
CANCER THAN ANY
OTHER STATE.

250,000
AUSTRALIAN MEN
ARE LIVING WITH
PROSTATE CANCER

52

QUEENSLAND
COMMUNITIES
VISITED IN 2023

FREEMASON
LODGES
ACROSS
QLD

HUTCHINSON
BUILDERS

MEN'S
SHED
GROUPS
ACROSS
QLD

76,000+ KM
TRAVELED
IN 2023

LION'S
CLUBS
ACROSS
QLD

LOCAL
COUNCIL
AREAS
ACROSS
QLD

SESSIONS WILL
BE DELIVERED
TO MORE THAN
50,000 MEN &
WOMEN

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