#### ANTHONY NOLAN ANNUAL REVIEW





#### www.anthonynolan.org

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COMPANY REGISTRATION NUMBER: 02379280

**REGISTERED OFFICE** 

**Royal Free Hospital** Pond Street Hampstead London NW3 2QG

ADMINISTRATIVE ADDRESS

2 Heathgate Place 75-87 Agincourt Road Hampstead London NW3 2NU

TELEPHONE 0303 303 0303

SENIOR MANAGEMENT TEAM CHIEF EXECUTIVE Henny Braund

**BOARD OF TRUSTEES** CHAIRMAN Simon Dyson MBE

COMMUNICATIONS & MARKETING TRUSTEES Fran Burke Lionel Cashin Professor John Goldman Mr Peter Harrison lan Krieger Dr Colin Rickard Professor K Michael Spyer Paul Stanley Mr Brian Turner CBE

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Richard Davidson

**FINANCE & RESOURCES** 

FUNDRAISING DIRECTOR

SCIENTIFIC DIRECTOR Professor J Alejandro Madrigal

DEPUTY LABORATORY DIRECTOR

OUR GOAL IS TO SAVE THE LIVES **OPLEWITH** DCANCER

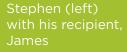


#### PHOTOGRAPHY BY Alex Griffiths

Albion Leeds Marrow Group Peter Zarko-Flynn

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# AN EXTRAORDINARY JOURNEY

It all starts with spit, or a little bit of blood. And thanks to the generosity of our donors, the great minds in our labs, and the selflessness of our supporters, it can end with someone's life being saved.

We've been saving the lives of people with blood cancer by matching them to remarkable individuals willing to donate their blood stem cells since we first set up our register back in 1974. And since then we've helped more and more people every year.

This last year was no different. We met even more incredible individuals. We broke yet more ground in the field of science. We sent a comedian around the country. We inspired young men to give a spit. We got on our bike, laced up our trainers, literally climbed mountains. All to save the lives of people with blood cancer.

2011 was, quite simply, fantastic. Let us take you on a life-changing journey, from the people who make it possible, to someone who makes all the hard work worthwhile.

# WELCOME FROMSIMON ANDHENNY

Every day, we bring people together to take part in a life-changing journey. It starts with a truly amazing act of altruism from our donors and, thanks to some remarkable people, ends with someone being given a chance to live. We're delighted to be guiding you through it.



Our own journey began in 1974 in the basement of Westminster Hospital, where the world's first bone marrow donor register was created, inspired by Shirley Nolan's tireless work. Since then we've gone from strength to strength, helping 10,000 people on the road to recovery from blood cancer and rebuilding their lives.

This year has been our best yet and, as you'll discover, there have been plenty of highlights. We launched a service to provide expert advice and guidance to transplant centres across the UK. Our cord blood collection programme grew to include more hospitals, and we began our most ambitious mission to date – creating the single UK register, in collaboration with NHS Blood and Transplant. Most importantly, though, we gave 933 people the chance of life.

None of this would be possible without so many special people.

This is a huge thank you to every one who has been part of the journey this year. The extraordinary donors and mothers who gave their cord, with whom it all begins. Our fantastic fundraisers who generously give their time and money so that it all can happen. Our committed staff and volunteers across the charity whose innovation and dedication means the journey's outcome is evermore successful. And everyone else who supported our work this year – you have all played a vital role in the incredible path that leads to a life being saved.

We know we have much to do, and there are still so many people who need our help. But with your continued support and tireless efforts, we can help even more be part of a lifesaving journey.

CHAIRMAN

CHAIRMAN Simon Dyson, MBE

CHIEF EXECUTIVE Henny Braund

# WHAT WE DO AND HOW WE DO IT

#### WHAT IS BLOOD CANCER?

Blood cancers, such as leukaemia and lymphoma, and other blood disorders such as sickle cell anaemia, are life-threatening conditions that stop a person's immune system from working properly.

When an individual's immune system is badly damaged, they can die from an infection that their body would normally fight off.

Sadly, every 20 minutes someone in the UK finds out they have a blood cancer. For many, a blood stem cell transplant is their only hope. And that's why we're here.

#### WHAT HAPPENS IN A BLOOD STEM CELL TRANSPLANT?

The donor's blood stem cells will repopulate the bone marrow of the patient and will produce new healthy blood cells. This will help the patient fight cancer and kickstart their immune system.

All this can only happen if we can find a donor whose tissue type matches that of the patient. And there are millions of variations.

But against the odds, every day we give two people with blood cancer the chance of a future by matching them with a stem cell donor. Before we get started, why not get to know us a little better? Simply put, we are a pioneering charity that helps to save the lives of people with blood cancer.

#### SO HOW DO WE DO THAT?

Our register is at the very centre of all our vital work. Without it, and the remarkable individuals who sign up, we simply couldn't save the lives that we do.

We use our register to find potential donors whose stem cells are a suitable match for people in desperate need of transplants.

Since we created our register back in 1974, we've given more than 10,000 people the chance of life. We're very proud of that.

#### **BUT WE CAN STILL DO MORE**

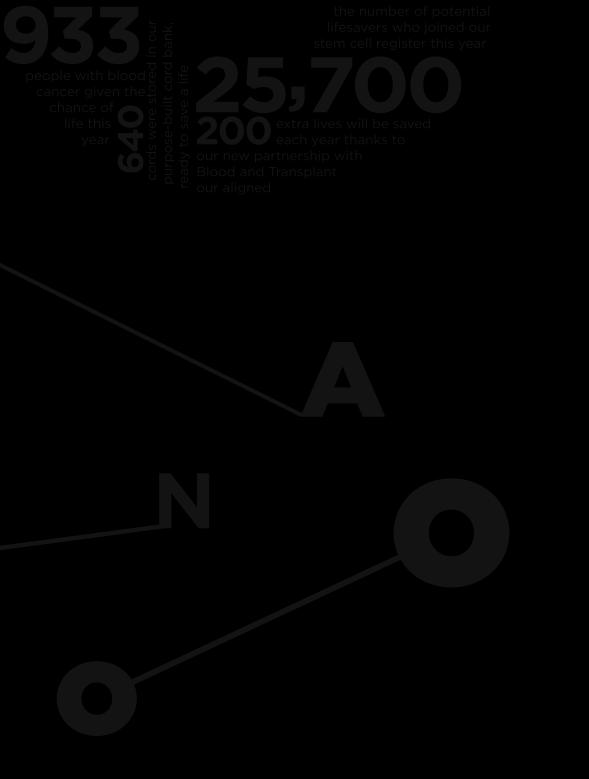
We want to be able to provide a lifesaving transplant to every person with blood cancer who needs our help.

We want to make sure people with blood cancer have the best possible chance of survival following a transplant.

We want to make it as straightforward as possible for people to join the register and become potential lifesavers.

We want to save more lives. To do that, we urgently need more people to join our register.

And that's why we desperately need more funds. It costs around any one of whom could save a life. With more funds, we can find the chance of a future. £100 to add, tissue type and support each new potential donor – more amazing donors and give more people with blood cancer





The number of people with blood cancer that we gave the chance of life to this year

## FINDING THAT PERFECT MATCH

Right now, 1,600 people in the UK are in desperate need of a blood stem cell transplant. We work flat out to help save as many of them as we can. But we're only able to because of our incredible donors.

They're the heart of everything we do. We maintain our own register of adult donors, every one of them willing to give their stem cells to save the life of stranger. And thanks to some very special mums, we also run a cord blood programme so that we can have a readily available bank of these lifesaving cells.

Through our innovation, donors can now join the register simply by spitting in a plastic tube, and an unwanted umbilical cord can become a lifeline. What's often discarded, we can save lives with.

We're proud of what we do. But more than that, we're proud of our magnificent donors whose kindness never fails to amaze us.

## CREATING A SINGLE REGISTER

This year we embarked on one of our most ambitious missions to date – creating the single UK register.

When our charity set up its register in 1974, it was the first of its kind. And its success has inspired the creation of others all over the world, like the NHS's register right here in the UK.

Following recommendations by the UK Stem Cell Strategic Forum and with funding from the Department of Health, we've been working with NHS Blood and Transplant (NHSBT) to create a single UK registry, run by us. It's taken a lot of meticulous planning, extra hours and gallons of coffee, but the difference it will make will be life-changing.

People will still be able to register and donate through either Anthony Nolan or NHSBT. But we'll be the single point of access for search requests from UK transplant centres for both donors and umbilical cord blood.

**2000** The number of extra lives we expect to save each year following recommendations from the Stem Cell Strategic Forum

If someone is in desperate need of a transplant, time really is against them. But with a single register the process of finding a suitable match will be much quicker and more efficient, giving people with blood cancer an even better chance of life.



'A man with leukaemia said, "What you're doing is such a tremendous thing." I knew then I'd made the right decision.'

Charlie, stem cell donor



'I remember the moment two student representatives approached us during dinner in my halls of residence. I heard the words 'Ieukaemia' and 'saving a life' and didn't think twice. My friends and I all signed up to the register on the spot.

'It never occurred to me that I could be a perfect match for someone. But three years later, I got that call. I donated via blood rather than marrow. The injections left me a little sore with aching bones, but it was no more than I'd experience after a hard game of rugby.

'I was lying in bed in the hospital's oncology department when a man suffering from leukaemia turned to me and said, "What you're doing is such a tremendous thing." I knew then I'd made the right decision.

'We can all do something to help. We can all encourage everyone to get involved.'

## CORD BLOOD

**1,597** The number of mums who donated their umbilical cord to us this year

640 The number of cord units stored in our purpose-built cord bank this year, ready to save a life Cord blood is the blood that remains in the placenta and umbilical cord after birth. This is often discarded as clinical waste, but the stem cells inside can be used to save the lives of people with blood cancer.

This blood is an excellent resource because once it's collected, it's immediately available for transplant. We're determined to make sure these lifelines are not thrown away, which is why we launched our cord blood programme in 2008. And why we're working hard to expand it.

We've been delighted with the number of mums who've got involved since we collected our first cord blood unit at King's College Hospital three years ago. Such is the response that this year we recruited 14 new members of staff so we can run our collection service around the clock at King's, Leicester Royal Infirmary and Leicester General Hospital.

In 2011 we collected a grand total of 1,597 cord blood units. 640 are now stored as clinically suitable for transplant in our purpose-built bank in Nottingham – the first of its kind – ready to help save lives. And 623 have been despatched for research so that we can continue to find ways to improve the outcome of transplants.

Our aim is to collect 15,000 clinically suitable cord blood units. That means we have a lot of work to do. But if this past year is anything to go by, we will reach that goal.

## A MOTHER'S JOURNEY

'It's such a beautiful thing to have donated and know that it could save someone's life.'

Winifred, cord blood donor, with Sophie



'I found out about Anthony Nolan's cord blood collection programme at antenatal classes. I thought, "Why not donate and help someone in need?"

'Once I was in labour with Sophie, the nurse was notified and she came to collect the cord blood. I watched her do it - it was so easy and quick. I had wondered whether the baby would be affected, but she was out of the way being cleaned. It only took a few moments and there was no pain.

'More mums really ought to be encouraged to donate. It's such a beautiful thing to have donated and know that it could save someone's life.'





## BREAKING NEW GROUND

Here comes the science bit.

Our researchers operate behind the scenes so that we can do what we do even better.

Sadly, not every transplant is successful. But our team works hard to increase the understanding of the complex science involved in blood stem cell transplants. In doing so, we aim to improve the chances of survival for all the people who receive one.

We regularly discover new things. And when we do, we like to share it. That's why this year we published a huge number of scientific papers, and launched a service through which transplant centres can come to us for advice.

Through our pioneering research, we aim to help everyone make it through this journey. We know it will take time, and there will be set backs. But during this past year, we took some big steps towards that goal.

The number of published papers written by our research team

## A FIRST-CLASS SERVICE

'GIAS is a fantastic service that'll help save many lives that would otherwise have been lost.'

Dr Bronwen Shaw, Consultant in Blood and Marrow Transplantation, Royal Marsden Hospital



We like to think we're good at what we do, but we're still always looking to improve. That's why this year we launched the Graft Identification Advisory Service (GIAS).

For someone with blood cancer, a stem cell transplant is just the first step on a long journey to beating the disease and rebuilding their life. And we want to do all we can so that they have the best possible start.

Through GIAS, we make sure the best donor is selected for each patient by giving transplant centres across the UK help and advice on donor and cord blood unit selection. This service also makes the process from requesting a donor to transplanting the cells in the patient much quicker – vital when time is in such short supply.

After a successful pilot project with the Royal Marsden Hospital, London, we now provide GIAS to another five hospitals, giving more people with blood cancer even more hope for a better future.

#### **5** The number of hospitals that receive our Graft Identification Service



### PAPERWORK TO GET EXCITED ABOUT

This year saw our research team have another standout year, even going back to the very beginnings of human history.

We published a tremendous 31 papers this year as we continue to play a vital role in the scientific community's understanding of blood cancer and advances in its treatment. Our world-renowned researchers also presented their findings in 30 national and international meetings.

The team at the Anthony Nolan Research Institute also collaborated on a particularly prestigious project with scientists at Stanford University in the USA. The joint study examined how modern humans interbred with Neanderthals and other closely related humanoid species around 65,000 years ago. Through this investigation we revealed how some of the variants we have today came in to being, and further improved our understanding of the role of tissue types in transplantation. As the old saying goes, learn from the past, prepare for the future.

Imagine how many lives we could save if we were able to predict the future. Well, with the genotype prediction project we launched this year, that's what we're hoping to do.

When someone joins the register, we do preliminary analysis of the DNA in their saliva. If they come up as a possible match, we contact them for something called 'confirmatory typing', a more detailed tissue type analysis that confirms whether they are indeed suitable. But this is an expensive and time-consuming process, and very often someone who looks like a good match at first turns out not to be.

So by creating a mathematical algorithm, we hope to predict whether they're a good match using just the information gathered through the initial testing. We can then narrow down the group of potential donors we contact for more detailed analysis. This will mean we find better matches a lot quicker, and save vital funds along the way.

This was made possible by our huge drive to recruit 10,000 more young men, and the NHSBT who provided detailed information on another 10,000. Our scientists are already examining these tissue types as they look for the patterns that will allow them to create that magical equation and make lifesaving predictions. And there's not a crystal ball in sight.

MAKING LIFESAVING PREDICTIONS





#### SPREADING THE WORD

We love meeting new people. In fact, it's the only way we can continue our vital work.

Each year, around 7,000 people leave our register having reached the upper age limit, with another 3,000 removed due to other reasons. That means we have to find 10,000 new people to replace them. That's not easy.

But simply replacing them isn't enough for us. We want to make sure the number of potential donors continues to reach new levels so that we can save even more lives.

That's why every year we work hard to spread the word and tell as many people as we can about our lifesaving work. And that's why we spent 2011 inspiring students, chasing young men and getting a comedian to hit the streets.

It's been a very busy year. And in terms of raising awareness of what we do, a very successful one.

The number of potential lifesavers who joined our register this year





## 10,000 REASONS TO BE CHEERFUL

'I would urge people to think about it the way I did. It is a few days out of your life to potentially give someone the rest of theirs.'

Calum, stem cell donor

This year we went out looking for men. Young, fit men, to be precise. And we weren't disappointed.

Our research has shown that males aged 18–30 make the best donors. They're generally bigger and so produce more stem cells, and are more likely to be selected by transplant centres. But up until this year, they made up less than 12% of our register. With more young men we can save more lives.

And it's for that reason we launched GET10K over the summer, a campaign to add 10,000 young men to our register. We appealed to all our existing supporters to inspire their male friends aged 18-30 to give a spit and become potential lifesavers.



We even got Parliament involved. Barrow and Furness MP John Woodcock challenged every member of the House of Commons to each encourage ten young male constituents to sign up. A tremendous 125 parliamentarians joined in to help us reach the magic number.

The response to our whole campaign was staggering. We smashed our target, signing up an enormous 11,061 young chaps. As a result we've been able to launch our genotype prediction project, a vital tool to help us find better matches for patients. Thanks to GET10K, the chances of someone with blood cancer finding a match got a whole lot better. **45,000** The number of times Charlie Brooker's YouTube video encouraging young men to join our register has been viewed

## SENDING A MAN ON A MISSION

In November, comedian, writer, TV presenter and now blood stem cell crusader Hardeep Singh Kohli took on a mission to recruit more potential donors to our register.

ANTH

BEA MATCH.

Hardeep hosted a range of different recruitment events on the streets of Birmingham and London to encourage more of those precious young men, particularly those from black and minority ethnic backgrounds, to give a spit. There was dancing. There was football. There were even students getting out of bed on a Sunday morning. All to help save the lives of people with blood cancer.

The final count saw a magnificent 1,343 individuals signing up in London, with a further 658 becoming potential lifesavers in Birmingham.

A huge thank you goes to Jack Petchey, CBE, and the Jack Petchey Foundation, whose generous financial donation made the London leg of this campaign possible.



'Adrian hoped his campaign to educate young people about donation would be successful but I'm sure he never dreamed R&Be would reach so many young people in such a short space of time.'

Katie Campling, R&Be London Mentor, and friend of Adrian **43,598** The number of young people who have attended an R&Be presentation since the programme began in 2008

## THE YOUTH LOVE R&BE

R8 BE REGISTER & BE ALIFESAVER

Young people get a lot of bad press. Some even say they only think about themselves. But their response to 345 of our Register and Be a Lifesaver (R&Be) presentations this year has shown that couldn't be further from the truth.

Through these presentations, we help 17and 18-year-old students discover how they can save lives through stem cell, blood and organ donation.

The pioneering education programme is the legacy of one inspirational person – a young journalist called Adrian Sudbury. Adrian was diagnosed with leukaemia in 2006, and believed many more lives could be saved if young people were better informed about what it means to donate.

Sadly, in 2008 Adrian lost his battle with leukaemia, but his work continues to change lives. 2011 saw our team of volunteer presenters reach the 100 mark, and the team now visits schools and colleges in five regions across the UK.

By the end of 2011, three years since they began, R&Be presentations have reached more than 40,000 young people, helping them see what a vital difference they can make.



#### 11,000

potential lifesavers were added to our register thanks to a generous grant from The Jack Petchey Foundation

# **57,852 619,000**

pounds was the amount gifted to Anthony Nolan by The Jacl Petchey Foundation this year our biggest ever single grant

**5,000** 





The number of donors added to our register thanks to a £619,000 grant from The Jack Petchey Foundation

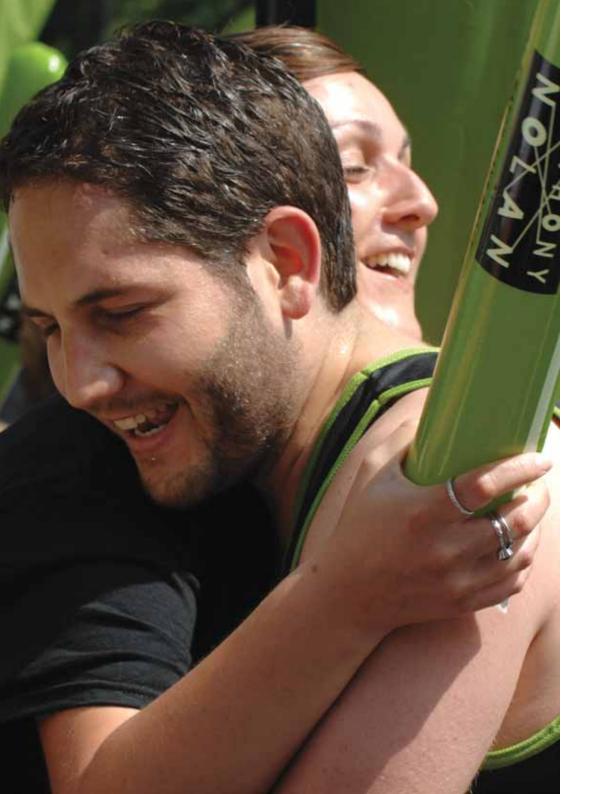
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#### MAKING THE JOURNEY POSSIBLE

Behind every amazing stem cell donor is an army of supporters, without whose generosity our donors simply couldn't begin their lifesaving journey.

We're so lucky to have so many supporters who help us in so many ways. They come in all shapes and sizes, from the incredible individuals who support us all year round with regular direct debits, to the super cyclists who raised £120,000 pedalling round Cuba; from our marvellous marathoners who help save lives with every step, to our tremendous corporate and trust partners who support our vital projects.

A huge thank you to everyone who sent in a donation, baked cakes, organised collections, fell out of a plane (strapped to a parachute, of course), pledged a legacy, made a grant, and ran for Anthony Nolan. You've made it possible for us to save the lives of people with blood cancer. And with your continuing support, we'll keep on saving lives.



#### BEST OF BRITISH 10K

We were bursting with pride to be the British 10K's Official Charity of the Year 2011. On 10 July, 25,000 ran the course, with another 30,000 cheering them through the capital's most famous streets.

A fantastic 1,350 Anthony Nolan runners went the distance for people with blood cancer - our largest ever running team. Together, they raised an incredible £100,000, enabling us to add another 1,000 our register. That's 1,000 more chances for people in need of a lifesaving transplant.

#### **1,000** The number of potential

The number of potential lifesavers added to our register thanks to the £100,000 raised by our 1,350-strong British 10K running team NOLAN NOLAN

### THE FUNDRAISING, LIFESAVING MARROW



Marrow is our network of dedicated student groups. Since 1998, Marrow volunteers have been working exhaustively to recruit people to the register, and raise funds and awareness of the life-changing things we do. And this year has been their finest yet.

The group was set up by James Custow and fellow medical students from the University of Nottingham after one of

James's friends died from leukaemia. From the Midlands campus it has grown and grown, and now includes more than 500 volunteers in 39 UK universities.

Over the last year Marrow has raised a total of £120,000 for our lifesaving work and recruited more than 5,000 potential donors to our register. And all while studying ahard for their degrees. Now that's impressive.



## WILKINSON AND ANTHONY NOLAN – THE PERFECT MATCH

**80** The number of miles walked by Karin Swann, Family Board Director of Wilkinson, to raise vital funds for people with blood cancer

Retailer Wilkinson chose us as their Charity of the Year – and their fundraising efforts absolutely blew us away.

Members of staff took part in a range of events to raise money for our lifesaving work, from running and cycling, to the rather more unusual zip-sliding. In store, they organised a variety of activities including face-painting and dressingup. They even inspired their key suppliers to get involved, with Proctor & Gamble, Unilever, Galaxy and Baby Bio all pledging money and support through marketing initiatives.

'I'm delighted by how successful the partnership has been. We hope that the money raised will help Anthony Nolan continue their lifesaving work.'

Karin Swann, Family Board Director But Wilkinson's generosity wasn't just financial, with 293 members of staff signing up to the register and becoming potential lifesavers. Karin Swann, Family Board Director of Wilkinson, celebrated her team's fabulous efforts by undertaking a sponsored 80-mile, five-day walk from the company's head office in Worksop to their Blackpool branch.

By the end of the year's partnership, Wilkinson raised a staggering £1,667,852. The difference that'll make to our work is huge. The difference it'll make to people with blood cancer is immeasurable.



## BUILDING ON A FANTASTIC FOUNDATION

'We want young people to play a full part in society, and signing up to donate their blood stem cells is one of the greatest things they can do.'

Trudy Kilcullen, Chief Operating Officer, The Jack Petchey Foundation

> In a year in which records seemed to be broken on an hourly basis, one instance really stood out – our largest ever trust grant, courtesy of The Jack Petchey Foundation.

> The Jack Petchey Foundation was established to raise the aspirations of young people, to help them take advantage of opportunities and play an active role in society.

> The Foundation's hugely generous donation of £619,000 meant we could tissue type and add a staggering 11,000 donors to our register. The grant also allowed us to launch our Man on a Mission campaign in London which has contributed to a further 1,343 people becoming potential lifesavers.

Thanks to the Foundation, we can now help so many more people with blood cancer.

Jack Petchey, CBE, founder of The Jack Petchey Foundation



'It was soon after our son Ben had started walking that our GP said we should get his blood checked. We stayed in a family room in hospital for four days while he underwent tests. They told us Ben's bone marrow was abnormal and that if it didn't improve he may need a transplant.

'Ben had blood transfusions for a year. Because of his condition, he had to wear a crash helmet when he played in the playground, but he continued to go to preschool.

'We were so lucky that Anthony Nolan found a match for Ben on their stem cell register. He was admitted for a transplant and after a 14-week stay in hospital, he was able to return home to make his full recovery.

'We had to put our son's life in the hands of others. But the professionalism and positivity of the medical staff was simply astounding. And little Ben battled through and seemed to take it all in his stride. He was the brave one.

'Today Ben seems to be a normal, healthy five-yearold. It's now our mission to help fund the Anthony Nolan register and save other children's lives.'

David Potter, father of transplant recipient Ben, and Anthony Nolan marathon runner

'Thanks to Anthony Nolan, my five-year-old son Ben has a second chance. We cherish him every single day.'



# WHEREOUR MONEY COMES FROM AND HOW WE SPENDIT

Donor provision Fundraising income Research income Other income INCOME

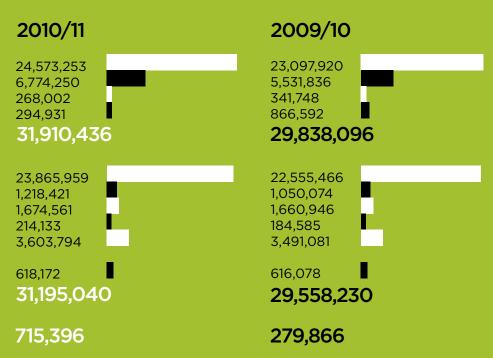
> Donor provision Education & awareness Research Governance & other Fundraising costs Overheads not associated with Charitable Activities

#### EXPENDITURE

#### **SURPLUS**

The surplus will enable us to build our reserves to ensure we can expand our work in future to save more lives

Austin, stem cell recipient



This unaudited information is a summary of the income and expenditure account used to highlight the main financial changes over the last two financial years. The audited full accounts can be found on the charity's main website www.anthonynolan.org

# THANK YOUS

Here are 933 huge thank yous to all those who supported us this year, one for every person you helped us give the chance of life to in 2011.

To every person from our register who has gone on to donate stem cells or bone marrow to help someone with blood cancer.

To every mother who has donated cord blood.

To every single person who has joined the Anthony Nolan register.

To our team of volunteers, for their time, commitment and passion throughout the year. Without your help, we could not achieve our goals.

To every person who has supported us financially or raised money for us. Your funds have helped us to save lives.

We'd like to take the opportunity to say an enormous thank you to all the many charitable trusts and foundations that supported our work during 2010/11, including those that prefer to remain anonymous. This year wouldn't have been the same without you.

An extra special thank you goes to:

- The 29th May 1961 Charitable Trust
- Baker Tillv
- The Bernard Sunley Charitable Foundation
- **Betfair Group**
- The Childwick Trust
- Deloitte
- The D'Ovly Carte Charitable Trust
- The Fidelity UK Foundation
- The Finborough Foundation
- Freeth Cartwright LLP
- Furniture Village
- The Haramead Trust
- The Hugh Fraser Foundation
- The Jack Petchey Foundation
- The James Tudor Foundation
- The John Ellerman Foundation
- The Jones 1986 Charitable Trust
- The Kidani Memorial Trust
- Mothercare Group Foundation
- Oak Philanthropy (UK) Ltd
- Rathbones
- Smile for Life Children's Charity
- The Souter Charitable Trust
- Stavros Niarchos Foundation
- The Steel Charitable Trust
- The Sue Harris Trust
- The Thames Wharf Charity
- Wilkinson



# HELP MORE PEOPLE MAKE A LIFESAVING JOURNEY IN 2012

Last year, like every year since we began our vital work, has seen us save the lives of hundreds of people with blood cancer. But there are still so many more who need our help.

Many people with blood cancer tragically die because a suitable match can't be found. At the moment we can only find a donor for just half the people in need of a lifesaving transplant. We urgently need more people to join our register so we can provide more matches and save more lives.

But we desperately need more funds to do that.

It costs just over £100 to recruit, tissue type and look after each new donor on our register. Any one of them could save the life of someone with blood cancer. We need to recruit thousands more to our register to get close to our goal of finding a match for every person who needs a transplant.

We know that's a big goal. But you can help us reach it.

There are so many ways you can support our vital work. Whether you lace up your trainers and take on a marathon, support us through your company, or simply set up a direct debit, you can help us facilitate more lifesaving transplants.

> Find out how you can help more start the journey of a lifetime at www.anthonynolan.org

#### ΈVE ERY DAY WE HAVE WITH B<mark>E</mark>N S ìΔI . ANTHONY NOLAN IS A JS CHARIT INV()N/FD Y YAN $\leq$ -R-NDI )R Ί\/**Ε**' )

David, father of Ben who received a stem cell transplant

ANTHONY NOLAN

2 Heathgate Place 75-87 Agincourt Road London NW3 2NU 0303 303 0303

www.anthonynolan.org



Reg charity no. 803716/ SC038827