

**PASSIONATE**

PATIENT-FOCUSED

ACCOUNTABLE

INNOVATIVE

IMPROVING EVERY DAY

~~ANTHONY~~

~~NOLAN~~

saving the lives  
of people with  
blood cancer



**We're dedicated  
to our cause.**

That's why our  
volunteer couriers  
travel to countries  
across the globe,  
delivering hundreds  
of batches of  
lifesaving stem cells  
every single year.

Our brilliant volunteers  
always go the extra  
(air) mile to save lives.

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**We're proud of the  
difference we make.**

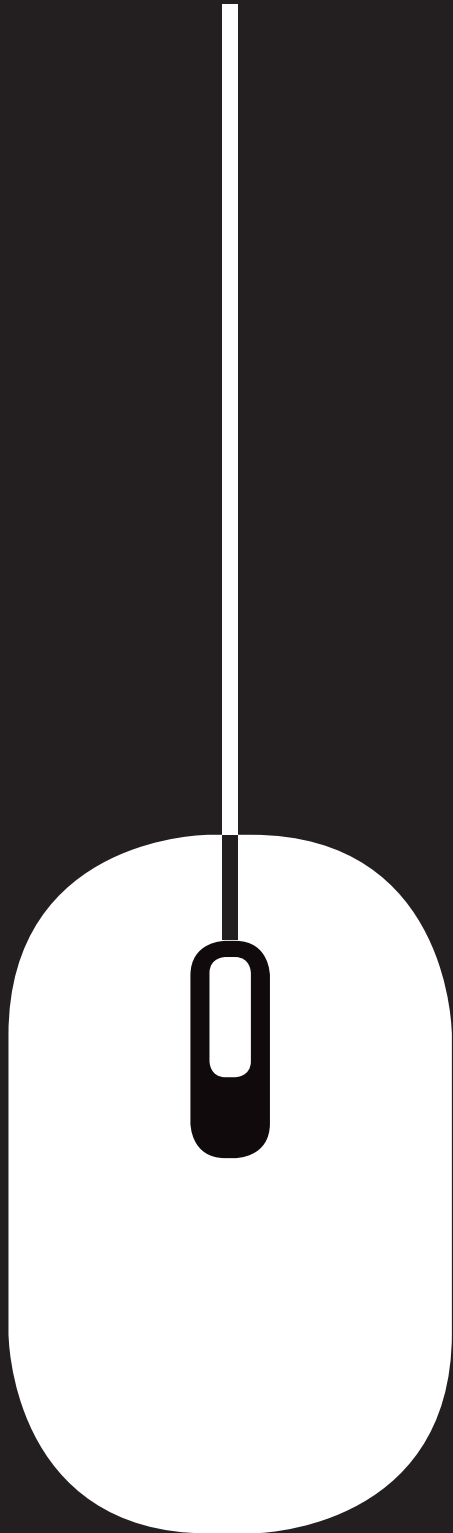
In 1980 we provided just one patient with a match. In 2013, that number was 1,240. We've come a long way since we started. And we're ready to go even further.

Time flies when you're saving lives, eh?

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**We listen to patients.**

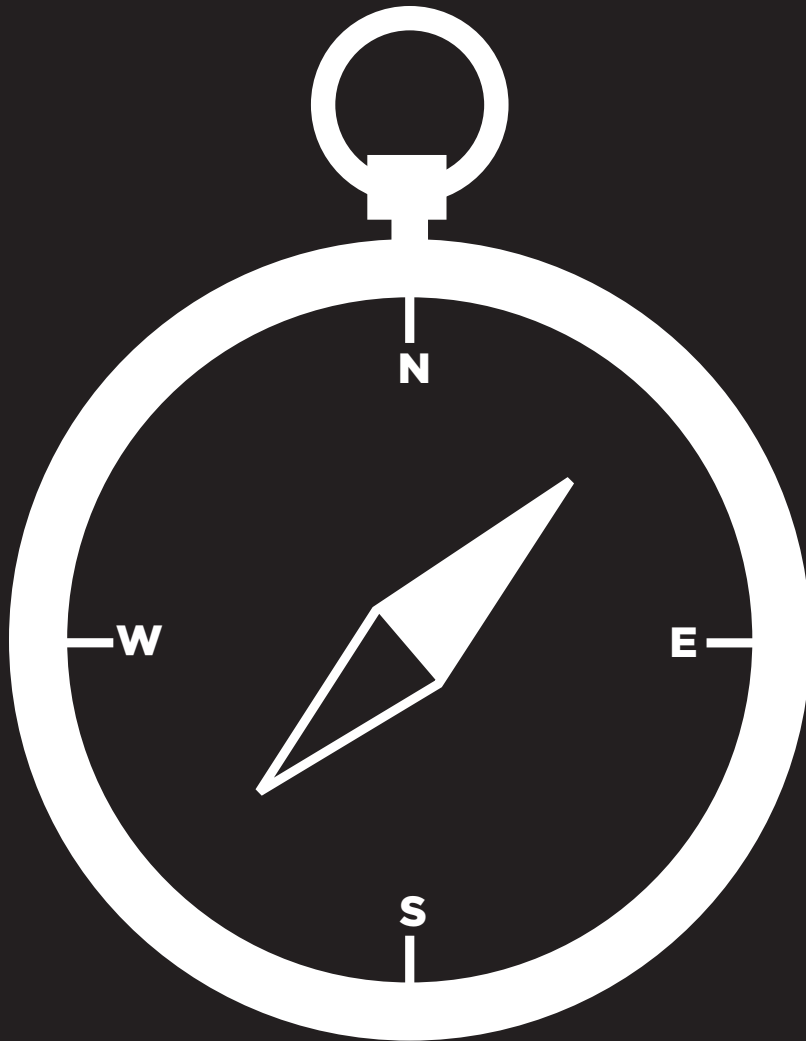
That's why our online forum lets patients and loved ones talk through their experiences with people who've been on the same journey.

Via phone, in person or on Facebook – we're always on hand for our patients.

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**We're there for  
patients at every  
stage of their  
transplant journey.**

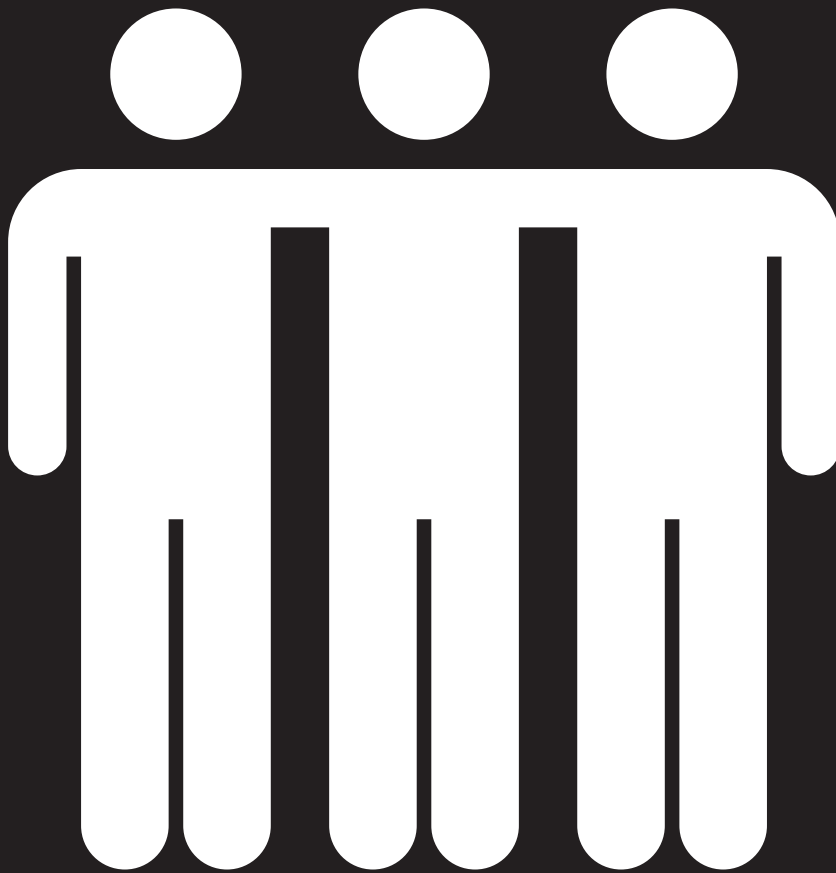
That's why our  
A Roadmap For  
Recovery campaign  
demands consistent,  
high-quality care for  
patients, no matter  
where they live.

From Southsea to  
Sunderland, we'll  
be there to guide  
every patient.

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**We never forget  
why we're here.**

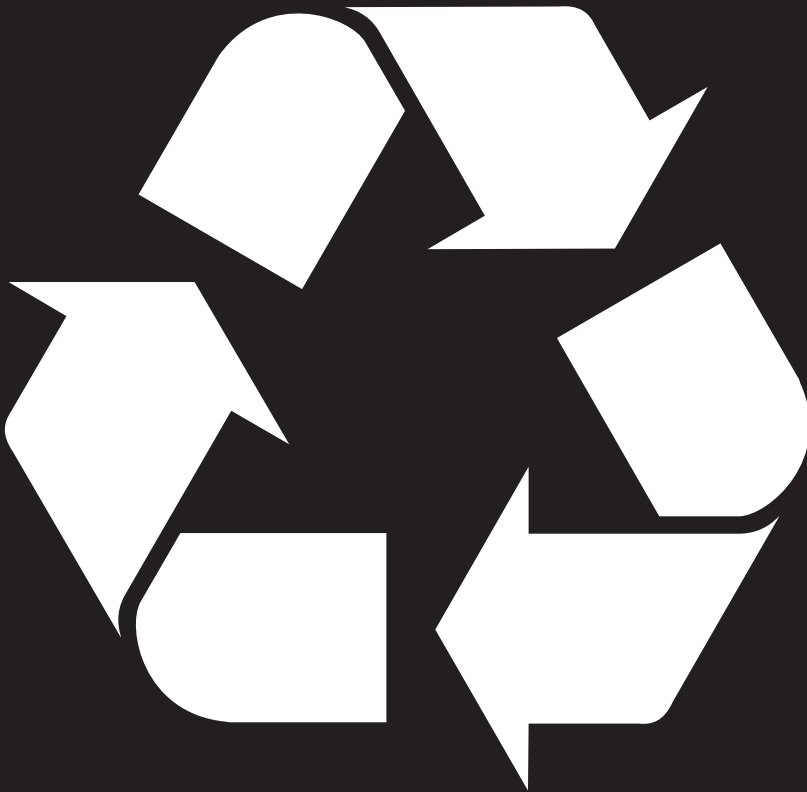
That's why our Patient Experience team provides invaluable support and advice to the families and loved ones of people with blood cancer every single year.

Whenever and wherever patients need help, we'll be there to do our part.

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**We make informed  
decisions and take  
responsibility for our  
actions.**

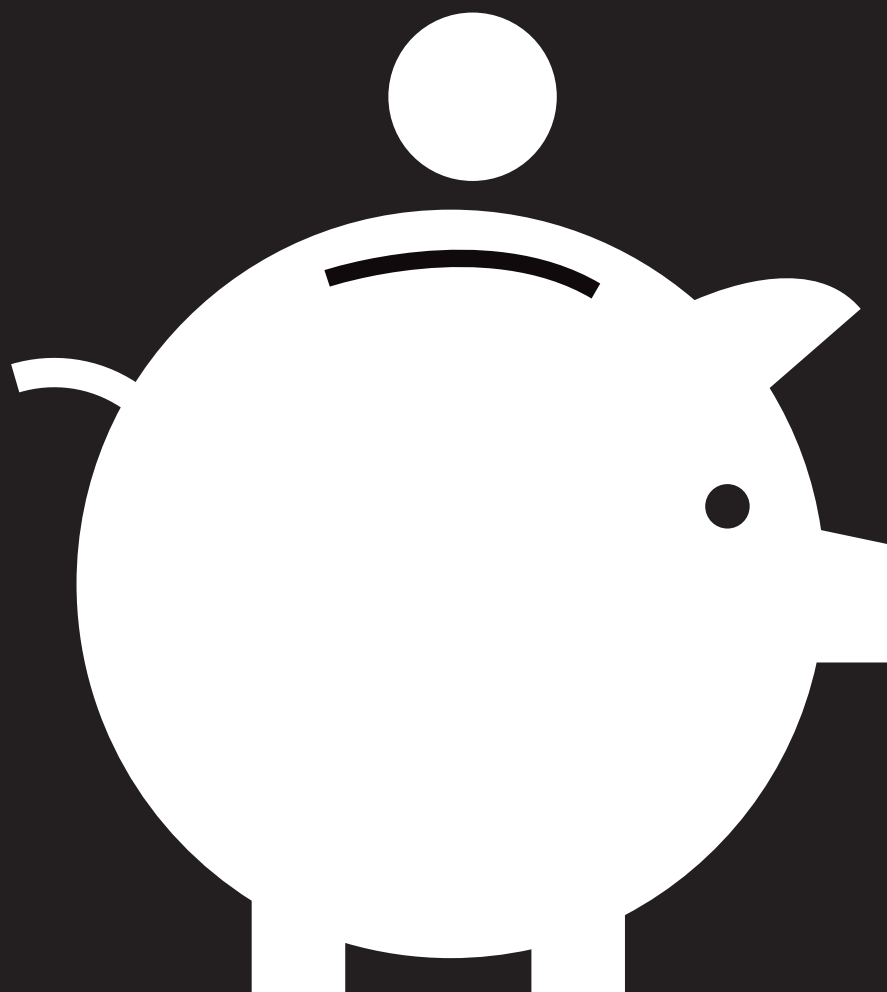
So after three fantastic years of staff-led Green Team action, we've recycled over 10 tons of waste and saved almost 15 tons of carbon emissions.

131 trees saved. And a ton of lives too.

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**We take ownership  
of challenges,  
goals, problems  
and initiatives.**

That's why Labs and Research are developing DNA primer banks to generate more accurate HLA typing. This means we use fewer expensive kits, and it's far more efficient.

Primer banks are growing and our piggy bank is thriving.

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# FINISH

**We deliver on our promises.**

That's why, when our magnificent London Marathon runners raised over £1.4 million for us in 2014, we were transparent about how we spent every pound.

With a clear road ahead, our runners can focus on the finish line.



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**Every day we ask if there's a better way.**

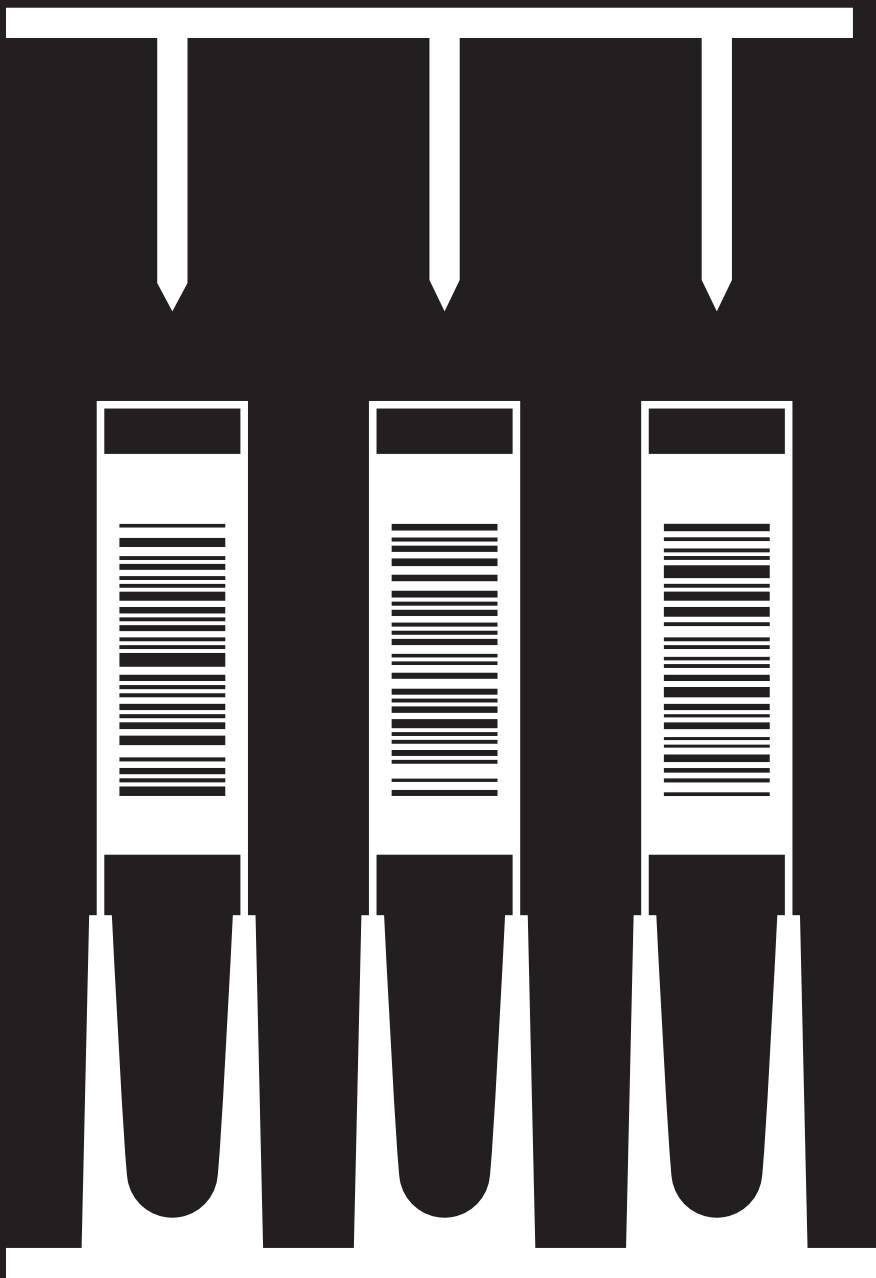
That's why our Search Plus project aims to ensure that more of our donors can be selected as a match across the globe.

And that's why we're on top of the world.

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**We use evidence and  
experience to inform  
our future direction.**

That's why Labs and Fundraising joined forces to successfully bid for over £200,000, taking us into the future with state-of-the-art Hamilton Robots to process our donor samples.

Together, our teams make the perfect match.

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**We pioneer new  
ways to improve  
patient outcomes.**

That's why we've modernised SOLAR to find cord blood through EMDIS, a communication solution which searches worldwide registries to find lifesaving matches.

We won't leave any stone unturned when searching for a match.

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**We'll never stop  
striving to improve  
our work.**

That's why we're reducing time delays to zero. Three years ago, it took us 71 days to find a donor or cord. These days we're down to 47.

And with the clock ticking, we're not content to stop there.

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**We know that the  
more we improve,  
the more lives we  
can save.**

So we develop  
strong bonds with the  
people who support  
us. That's why we now  
have over 30,000  
dedicated givers.

Millions of pounds in  
secure income. And  
more than a few good  
friends, too.

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**We strive to be  
more efficient, more  
effective, and make  
more of a difference.**

That must be why  
we're always being  
nominated for  
prestigious awards -  
from recognition of our  
marvellous campaigns to  
Charity of the Year  
in 2012.

We're award-winning,  
change-making and  
sector-leading. Not  
to mention lifesaving.