

Impact report

Our impact in 2019-2023



**ANTHONY
NOLAN**

saving the lives
of people with
blood cancer

Chief Executive statement

Everything we do at Anthony Nolan, we do for patients. Patients and their loved ones are what drive and motivate us; and seeing the impact of our efforts in their amazing stories of bravery, resilience and determination is both inspiring and humbling. For example, in this report we hear about Dan's journey as he credits our Clinical Psychologist and Clinical Nurse Specialist with playing such a huge role in helping him through his recovery from transplant, and three-year-old Veer, who had such a big challenge to find a matching donor but ended up having his transplant on the birthday of our own namesake, Anthony. These, and all our patients, are the reason we keep doing what we do, year after year, now and in the future – until every patient can not only survive, but thrive.

As we start working towards the aims of our new five-year organisational strategy – **Unlocking new ways to treat every patient** – I want to reflect on our last strategy, and everything we achieved together during what was undoubtedly a challenging time.

The world now is a very different place to when we launched our strategy – **Together, we can save lives** – in 2019. We did not know then that a global pandemic would cause so much disruption. We could not have foreseen how the pandemic would complicate our international work, nor the impact that the rising cost of living and challenges in the NHS would have on our colleagues, supporters, partners and of course patients.

Throughout these challenges, one thing has been clear and constant: our resilience and our determination to support patients. We may have been forced to make changes due to factors out of our control – but I'm incredibly proud of the way in which we overcame every barrier we faced. We refused to let COVID-19 stop us from getting those vital stem cells to patients in need. We overcame obstacles and adapted, using technology to keep us connected. We used our insight, expertise and relationships to shape policy and practice, making sure our patients' needs were known, understood and met.

The pandemic helped us understand more about health inequities and barriers to treatment so you can read on to find out more about how we're making sure everyone has the best chance of finding their

lifesaving donor, no matter what their background and circumstance. You can discover more about the incredible work we've been doing to support patients with sickle cell disease going through stem cell transplant and some of the partnerships that have enabled us to take monumental strides forward with our cord blood programme.

I'm immensely proud that, despite the hurdles, we added more potential lifesavers to our register; gave more patients a second chance of life and provided support and care for more patients through funded nursing posts, clinical training, workshops, cord blood education and expansion of our Patient Services.

We know there is still so much more that can, and must, be done for our patients. As we look back on everything we have achieved in the last four years, we know we are in a position to harness every opportunity that comes – until the best possible treatment and care is available for every patient who needs us.

We set out with a determination that **Together, we can save lives**, and despite everything the world threw at us along the way, we delivered on that ambition to save lives. And there is no doubt that we achieved this by doing it together. So thank you, from the bottom of my heart, for being there for us and our patients. We hope you'll remain by our side as we head forward into exciting times, and we hope you feel proud as you read the following pages highlighting the impact we – and you – have had on so many lives.

Henny Braund MBE
Chief Executive



The approach of this report

This report demonstrates our impact and achievements against our previous strategy, ***Together, we can save lives***, which provided the framework for organisational planning and decision-making for the last four years. Whenever we talk about our activities, impact and numbers in this report, it's from the date our ***Together we can save lives*** strategy launched in 2019 to when it came to an end in March 2023. Initially we set out to deliver this strategy over a three-year horizon. However, to provide stability during the pandemic, we extended our strategy by a year to March 2023.

Together, we can save lives focused on improving stem cell transplant outcomes and explored the role we can play in the development of new cell treatments. We knew we needed to focus on preparing ourselves to be fit for the future; making sure we have the culture, ways of working, resources, and infrastructure to ensure every patient can benefit from research findings, innovative treatments and the best care that can be offered.



What's been keeping us awake at night?

Patients and their families don't always receive the care and support they so desperately need throughout their treatment and recovery journey. Receiving and recovering from a stem cell transplant can be challenging in many ways. The process can be isolating and financially draining for patients and their families, not to mention the physical and psychological effects of treatment. We strive to improve access to treatments and support to all patients and their loved ones by growing our register of lifesaving donors, by providing specialist support, by conducting research to improve the effectiveness of transplant, and by influencing policy and practice.

We are so proud of the impact our research has had on patient outcomes, but we know there is still so much more that can, and must, be done. With only around 50% of adult patients surviving for longer than five years after transplant, it is vital that we continue to investigate factors that can influence and improve this. Furthermore, it is important that we adapt to the dynamic treatment landscape to provide our patients with the best possible treatment options and outcomes. We need to investigate the implications of new cell and gene therapies, which have the potential to transform the outcomes for many conditions - including blood cancers and disorders.

There are still people, particularly those from minority ethnic backgrounds, for whom it is harder to find the best possible matching unrelated donor. Raising awareness and working with our partners to recruit the donors that we know offer the best outcomes – which means young, male and ethnically diverse – is essential. But we know that recruiting donors – while essential – will not be enough to tackle inequity. That’s why we have invested in our Cord Blood Bank, and why we work internationally to ensure patients can be matched with donors worldwide. We also know that our patients may face other barriers to healthcare access, experience and outcomes, including because of socioeconomic status, education, and knowledge of the healthcare system, and we intend to change this and improve equity in healthcare.

Changes and pressures faced by the NHS are having an impact on both our work and our patients. Longer-term, there are growing challenges caused by the ageing population and workforce – alongside the immediate need to ‘recover’ from the pandemic. Throughout this, we must be a voice for our patients to ensure they receive the best care and treatment. We are constantly searching for ways to do more and to do better for patients.

Our ambitions can only be realised with a robust, growing and diverse income base. This is why we are working towards maximising our income and impact through partnerships with those who share our goals.

All of these challenges have, and will continue to be, what motivate and drive us to keep pushing the boundaries of what we know we can achieve. To have the most impact for the most patients, we addressed these needs through the five strategic aims of our previous strategy, ***Together, we can save lives.***

- **Aim 1:** Together, we can provide outstanding services for patients and the clinical community.
- **Aim 2:** Together, we can drive lifesaving research and turn it into action for patients.
- **Aim 3:** Together, we can harness the collective power of our supporters to champion and enable our lifesaving work.
- **Aim 4:** Together, we can be a stronger voice for patients to ensure they receive the best possible care.
- **Aim 5:** Together, we can.

Achievements and impact over the lifetime of *Together, we can save lives*

What we have achieved – stats and facts:



5,541

patients were given a second chance of life.

Our patients

£337,579

in patient grants was given to support patients and their families.

1,292

individual patient grants provided to support patients and their families.

31,424

information booklets were sent to patients.

221

patients and family members accessed our Telephone Emotional Support Service.



More than

890,000

potential donors active on our stem cell register.

Our stem cell donors

163,245

potential donors were recruited to the register.

34

countries received stem cells for patients from Anthony Nolan donors.

928

donors donated cells, cord blood or cord tissue to research to support the development of new cell therapies.

28,152

new potential donors from a minority ethnic background were added to the register.

*These figures cover the period 1 April 2019 – 31 March 2023

Achievements and impact over the lifetime of *Together, we can save lives*

What we have achieved – stats and facts:

*These figures cover the period 1 April 2019 – 31 March 2023



Our supporters

£35.3M

was raised and donated by our incredible supporters and partners

3,528

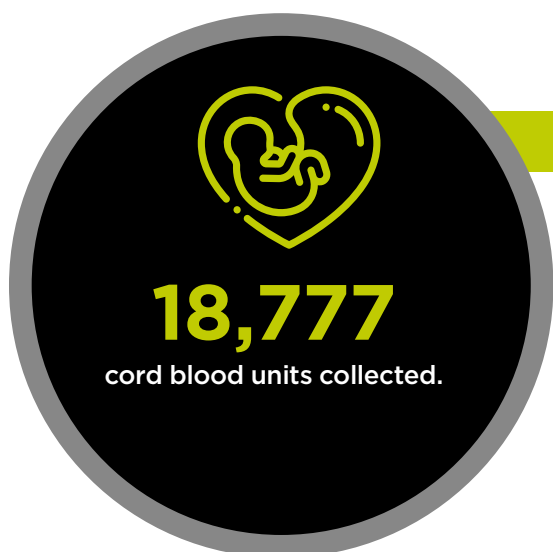
journeys made by our volunteer couriers.

227,710

followers on social media.

677,149

users visiting our website.



Our operations

256

published scientific journal articles were written or contributed to by Anthony Nolan Institute researchers.

12

research projects were running at the Anthony Nolan Research Institute during this time.

5,862

transplants facilitated.

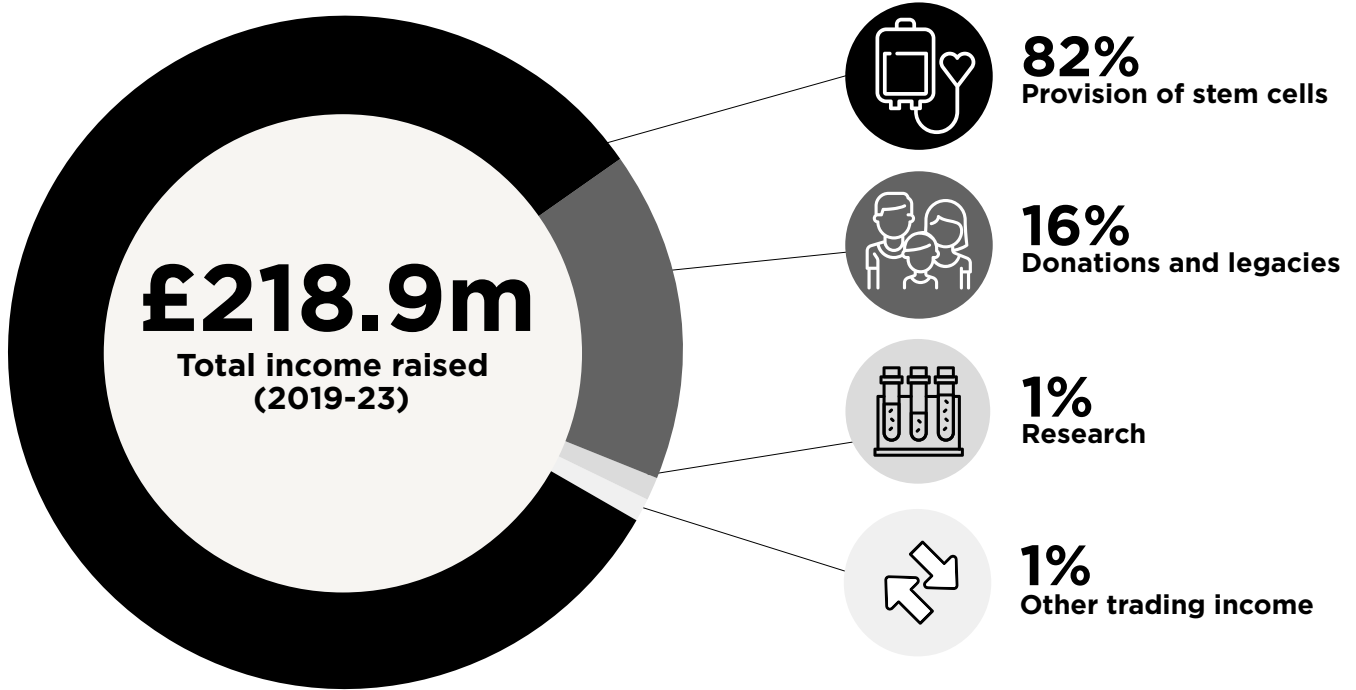
9,269

searches for unique patients in the UK were carried out by our Search and Selection Team.

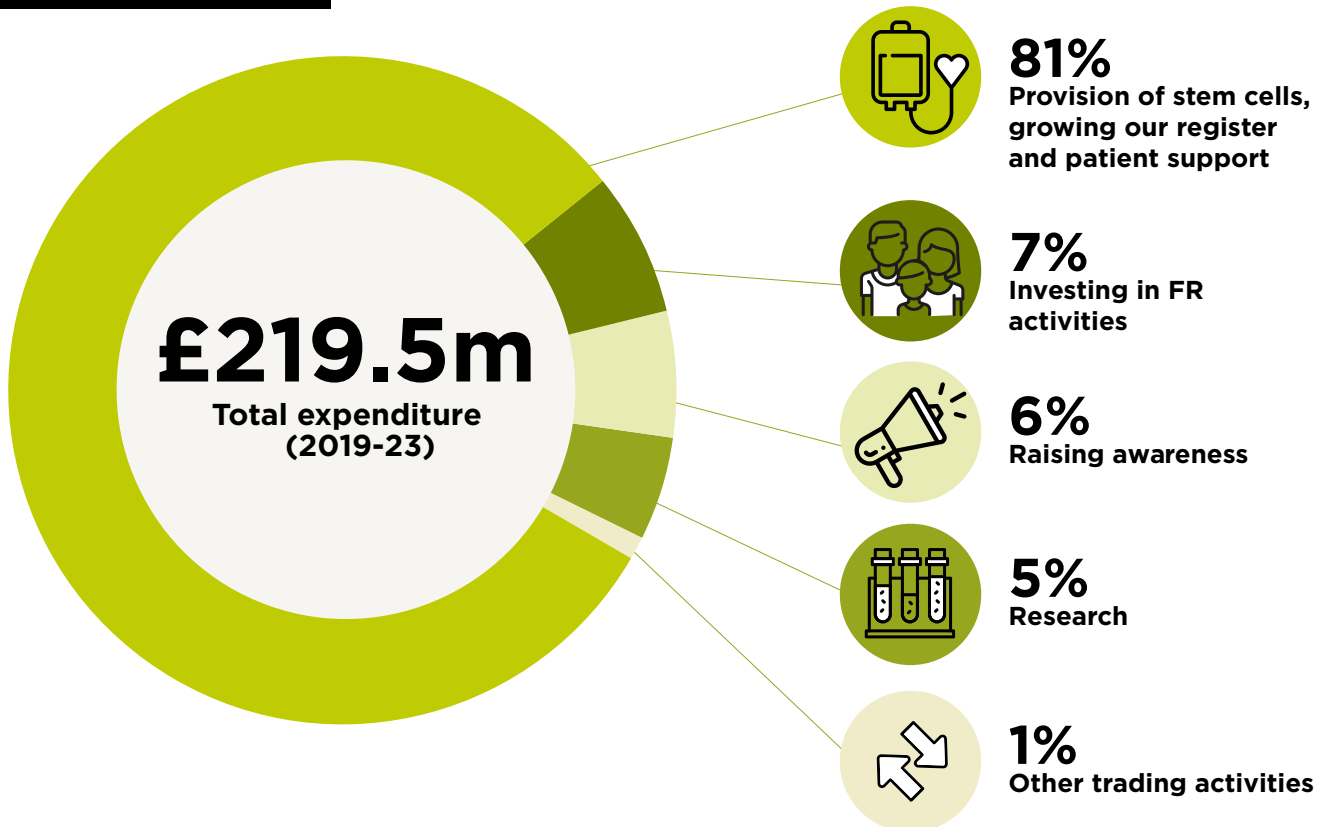
How we funded our work

What we received

*These figures cover the period 1 April 2019 - 31 March 2023



What we have spent



What did we achieve?

Aim 1 - Together, we can provide outstanding services for patients and the clinical community

Why does this matter?

A stem cell transplant is a life-changing moment for someone with blood cancer or a blood disorder. But that's just the start of a patient's transplant journey. We passionately believe that it's not enough to save a life - it's also vital to give patients the best possible quality of life, as well as the physical and psychological support they need on the road to recovery. As well as our existing work, it is crucial that we explore and support the development of innovative treatments, and campaign and advocate so that all patients have access to them.

What we're doing about it

Together, we are guiding patients through every stage of their transplant journey. From helping to prepare patients for a transplant, to the transplant day itself and beyond as they recover over time. We are using our expertise, products and services to contribute to the development of innovative treatments, to ultimately provide patients with better options, ensuring they survive and thrive post-transplant. We are also working with the clinical community to further understand their needs and to identify opportunities to speed up the delivery of donated cells to patients, to help improve outcomes.

What did we set out to achieve?

- 1** More patients will be receiving the care they need throughout their transplant journey, thanks to our innovative services and advocacy.
- 2** Our expertise and infrastructure will be being used to support the development of innovative treatments for patients.
- 3** The 'time to transplant' will have been reduced, meaning patients receive the treatment they need in the fastest time possible, which is shown to improve survival outcomes.



Aim 1 - Together, we can provide outstanding services for patients and the clinical community

What have we achieved?

- 1** More patients will be receiving the care they need throughout their transplant journey, thanks to our innovative services and advocacy.
- Our nursing programme has continued to grow, and we now have specialists employed in transplant centres in Newcastle, Birmingham, Manchester and Leeds. The programme demonstrates to NHS hospitals the benefit of having these roles in their team, and we have funded 16 Clinical Nurse Specialists (CNS) in total since we began the programme. Of those that have completed funding, all but one have gone on to be permanently employed by their hospital. We have also funded seven Clinical Psychologists (CP) since 2019, with four currently in the funded period. Read Dan's story below to understand the amazing work our CNSs and CPs do and the impact this has on our patients.
 - Patients tell us what a difference having specialist support from a variety of different people in the hospital can have, so in April 2021 we launched a new Anthony Nolan NHS adoption programme to expand our reach. It's open to staff working with stem cell transplant and advanced cellular therapies and provides a crucial link between Anthony Nolan, patients and hospital teams. As of March 2023, we have adopted 25 posts in 13 transplant hospitals around the UK, across both paediatrics and adults.

With your support, Anthony Nolan is able to fund a number of Clinical Nurse Specialists and Clinical Psychologists at transplant centres across the UK, who are experts in stem cell transplants and recovery. These experienced professionals are there to help address the physical, emotional and psychological wellbeing of patients and families, to help their recovery.



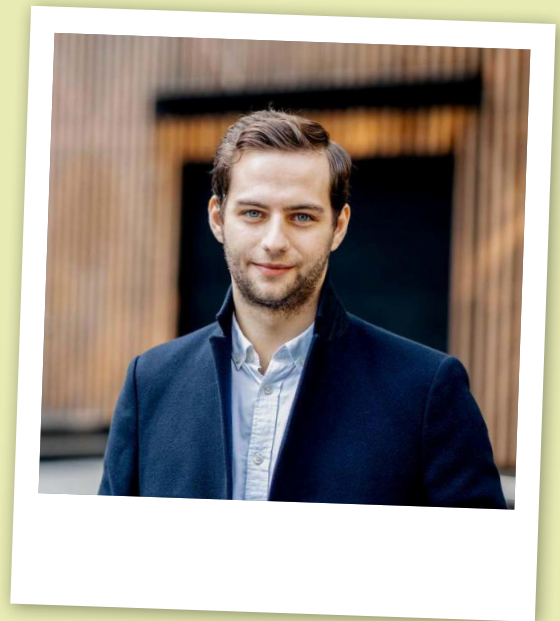
Aim 1 - Together, we can provide outstanding services for patients and the clinical community

Dan's story

Dan received a stem cell transplant in 2020, after being diagnosed with Acute Lymphoblastic Leukaemia. As well as his friends and family, there was one person by Dan's side throughout everything he was going through - his Clinical Nurse Specialist. He said: *"My Clinical Nurse Specialist was a godsend. Having someone that you know, who you can always email or call, no matter how you feel, who will direct you to the right place to get help, if they can't immediately help with it themselves - it's so invaluable. It takes away so much worry and that safety net is invaluable. I can't say enough about how grateful I am to have had a CNS."*

We know that receiving a transplant is just the beginning of the road to recovery. For Dan, his recovery was difficult despite his donor being an optimal match. He experienced a range of chronic Graft versus Host Disease (GvHD) symptoms which has made life challenging, and also impacted his mental health. What has helped is the support from one of our Anthony Nolan funded Clinical Psychologists.

GvHD stands for Graft vs Host Disease. It is a condition that occurs when donated stem cells or bone marrow (the graft) identify healthy cells in the patient's body (the host) as foreign and attack them.

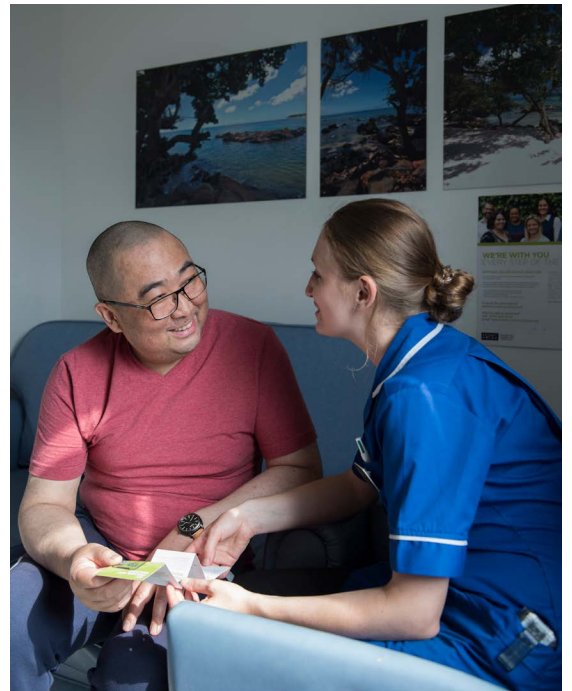


I have GvHD in my mouth and my eyes, I have chronic GvHD in my gut. But the big one is I have chronic GvHD in my lungs. That was a bad day. This was when I thought, 'I could do with talking to someone about this.' It became clear that recovery hadn't gone as well as it could have, and I wasn't getting any better, but there was nothing that I could do about it.

Dan who had a stem cell transplant in 2020

Aim 1 – Together, we can provide outstanding services for patients and the clinical community

- We developed our Family Camp, a partnership with Over The Wall, giving children and their families the opportunity for a fun-filled weekend with others who have been through transplant experiences, in a safe, supportive environment.
- With the exception of 2020 and 2021, each year we take a team of transplant patients to the British Transplant Games, a four-day annual event that we help to fund, designed to celebrate and encourage patients to regain fitness post-transplant. The positive experiences of exercise and physical health are vital to a patient's recovery, and it's also a great chance to meet other patients, families and donors.
- We updated and expanded all our online information in line with NHS England's Information Standard, including information for patients with sickle cell disease, following the expansion of stem cell transplantation to treat sickle cell disease in some adults and children.
- The development of our sickle cell patient information and resources were praised by the Patient Information Forum, an independent quality assurance organisation, and awarded the PIF TICK, a quality standard for trusted health information.



Aim 1 - Together, we can provide outstanding services for patients and the clinical community

2

Our expertise and infrastructure will be being used to support the development of innovative treatments for patients.

- In 2019 we established our Cell & Gene Therapy Services so we can use our expertise, reputation, and infrastructure to support the development and delivery of these new treatments.
- We expanded the collection of donor cells for research so that more people can shape the treatments of the future. Cells from Anthony Nolan research donors (in addition to cord blood and tissue collected through our cord blood programmes) are being used to support the development of emerging cell therapies. These therapies will provide new treatment options for patients with blood cancer and blood disorders, as well as potential therapies for other conditions.
- From April 2019-March 2023, 928 donors donated cells, cord blood or cord tissue to research to support the development of new cellular therapies.
- We are beginning to see the impact of this work, including Great Ormond Street Hospital (GOSH) having recently published promising data on an allogenic CAR T-cell product in children with non-responsive leukaemia.
- We have forged partnerships with the Medical Technology Innovation Facility in Nottingham to provide a centralised hub of knowledge and development capability that can guide researchers and companies working in cell and gene therapies, and HiTech Health to promote the provision of a reliable, scalable source of high-quality starting material for cell and gene therapies.
- Our partnership with ONK Therapeutics is helping us to facilitate the development of the next generation natural killer (NK) cell therapies to improve the lives of patients with blood cancer and solid tumours. These cells can target fungal infections in immunocompromised patients and increase chances of survival.

CAR T (chimeric antigen receptor T-cell) is a type of immunotherapy which involves collecting a patient's cells via their blood, modifying them so that they can fight the cancer, then administrating them back into the patient.

Immunotherapy is the treatment of disease by activating or suppressing the immune system, helping the body to fight cancer, infection, and other diseases.

Aim 1 – Together, we can provide outstanding services for patients and the clinical community

3

The ‘time to transplant’ will have been reduced, meaning patients receive the treatment they need in the fastest time possible, which is shown to improve survival outcomes.

- In 2020, we successfully implemented a new tissue typing strategy, investing in Next Generation Sequencing (NGS) to allow us to determine the entire DNA sequence for each gene with unprecedented accuracy so we can be confident of finding the best possible donor for every patient. This is crucial in reducing the time to transplant for patients.
- In February 2020 we opened a new cord blood collection site at Wythenshawe Hospital, bringing our total to five sites in ethnically diverse locations such as London, Leicester and Manchester.
- This year we reached the milestone of 10,000 cord blood units searchable over the lifetime of the cord blood programme, which celebrated its 10th anniversary in 2022. This means over the lifetime of the **Together, we can save lives** strategy we have provided 471 patients with a second chance of life through cord blood units.
- We committed our efforts to identifying opportunities to speed up the delivery of cells to waiting patients, working closely with the transplant community. We started initial research around this in 2019 and subsequently launched ASPIRE in 2021, a project that will transform communication between Anthony Nolan and UK hospitals, reducing manual administrative processes and improving data quality and speed to free up time for clinicians and scientists.
- We collaborated with registers worldwide to give people in the UK the best possible match wherever their donor lives, and to ensure people globally have the best possible treatment.

Cord blood offers a crucial donor source that can help save the lives of many patients searching for a match, as the stem cells found in umbilical cords can adapt to a wide range of tissue types and are able to tolerate greater levels of mismatch. Therefore, building a bank of potential ‘off the shelf’ treatments for patients remains a priority. The Anthony Nolan and NHS Blood and Transplant (NHSBT) Cord Support Programme offers a comprehensive suite of free services, designed to make selecting, requesting and handling cord blood units as simple as possible.

Aim 1 - Together, we can provide outstanding services for patients and the clinical community

Challenges & learning

COVID-19 has had an impact on all of our lives, but especially on our patients. When the pandemic began, we had to adapt our ways of working to meet the barriers it presented and make sure our lifesaving work could continue. You can read more about our response to the issues associated with the pandemic in our COVID-19 case study on page 29.

Another challenge we are facing in the cell therapy landscape is that it is a complex and ever-changing sector with rapid growth and continual development. We must continue to explore how and where we maximise the valuable role we play in this area, how we can shape the emerging regulatory infrastructure, while building partnerships and developing our capacity and expertise. We are aiming to overcome these new hurdles through our new organisational strategy in order to give every patient the best chance - and quality - of life.



AIM 2 - Together, we can drive lifesaving research and turn it into action for patients

Why does this matter?

Anthony Nolan is saving lives right now. Every day we give three people a second chance at life. To give patients the best possible chance of surviving blood cancer and the best quality treatment and care, we need to drive forward our sector-leading research. In the UK, overall, only around half of adults who undergo a stem cell transplant for a malignant condition survive beyond five years. And even those successful transplants can come with years of treatment, debilitating after-effects and life-changing implications for patients and their families which our research seeks to improve.

What we're doing about it

Our research continues to investigate vital topics such as understanding what makes the best possible match for every patient; developing new treatments and cell therapies and reducing post-transplant complications. We're proud of our pioneering work, and the impact it has had on generations of patients. To understand what makes a difference to the success of a transplant, we have broadened the factors we look at beyond the HLA matching of patient and donor. We are also exploring non-clinical factors such as socioeconomic status as we expand our research work.

We're also proud to fund and facilitate research, including our Cell & Gene Therapy Services working with global researchers and partners, as well as our joint funding of the IMPACT clinical trials network with Leukaemia UK and NHS Blood and Transplant. This innovative initiative supported transplant centres across the UK to work together to deliver much-needed clinical trials in the field of stem cell transplantation.

What did we set out to achieve?

- 1** We will know more about the genetic and other factors that influence the success of a transplant, and this knowledge will be reflected in clinical practice.
- 2** More transplant patients, including children and young adults, will be participating in clinical trials and the findings from these studies will be improving treatment and care.
- 3** The Anthony Nolan Research Institute will be a platform for the clinical community, leading an action-focused research community working together to achieve shared goals.



AIM 2 - Together, we can drive lifesaving research and turn it into action for patients

What have we achieved?

1 We will know more about the genetic and other factors that influence the success of a transplant and this knowledge will be reflected in clinical practice.

- Our Patient/Donor project is continuing to analyse the progress of over 2,500 transplants to identify the genetic factors that are important when looking for a match. This helps us to understand what influences patient outcomes and informs donor selection by highlighting the importance of factors such as donor age and matching cytomegalovirus (CMV) status, which in turn influence our recruitment and typing strategies.
- This research has directly influenced our recruitment strategy, as we now look to target younger potential donors as they have been shown to give patients better outcomes and result in fewer post-transplant complications. How this has influenced our approach to testing for CMV at recruitment is explained on page 18.
- We have invested in new HLA typing methodologies, which allows us to analyse entire HLA genes in more detail than ever before so we can be more confident of finding the best possible match for every patient. 19 new genes have been added to our sequencing pipeline, and we are working on novel ways of analysing genes beyond HLA.
- We continued to use trailblazing bioinformatics to gain insight into the rich genetic variation in the UK donor registry, and to both update and maintain our reference databases that underpin transplant research as well as HLA matching.

Bioinformatics

Bioinformatics is a relatively new field which utilises computer science, mathematics and biology to address complex biological questions through statistics, building mathematical models of biological processes, and using computer science to store and analyse DNA sequences.

HLA

HLA typing is a genetic test used to match patients and donors for bone marrow, cord blood, or organ transplants. A close match between a donor's and a patient's HLA markers is essential for a successful transplant outcome.



AIM 2 - Together, we can drive lifesaving research and turn it into action for patients

Case study

CMV testing at recruitment

Our Patient/Donor project has helped to develop our understanding of the impact a matching CMV status has on survival rates. We continually use this ongoing research to inform and update our approach to donor selection and recruitment. Our improved understanding led us to alter our recruitment so that we test the CMV status of potential donors, enriching our data so that we can provide the best possible match for our patients.

What have we done?

- In 2020 Anthony Nolan rolled out CMV testing at recruitment for men and individuals from minority ethnic backgrounds, as these groups are currently under-represented on the register and are needed to help better meet population needs and give better outcomes to more patients.
- We also led a Donor Enrichment programme to encourage existing donors to test for CMV to enhance our existing register.
- As of March 2023, 239,320 new donors were added to the register with their CMV status recorded at the same time, which comprises 26.9% of the Anthony Nolan register.

Professor Steve Rothberg experienced CMV reactivation after his stem cell transplant. He shared with us his experience and how it affected him emotionally and physically:



Because my CMV reactivated so soon after transplant, my immunity was still extremely compromised. The need to return to hospital, without the special isolation arrangement in the transplant unit, was therefore a very stressful turn of events for me.

We will continue to expand the number of donors who have their CMV status recorded on our register, giving more stem cell transplant patients the best possible chance of a better match.

CMV

CMV, or cytomegalovirus, is a very common virus that 50-60% of the UK population have and never realise as their immune system keeps it under control. In stem cell transplant patients and others with a very weakened immune system it can cause serious health problems.

AIM 2 - Together, we can drive lifesaving research and turn it into action for patients

2

More transplant patients, including children and young adults, will be participating in clinical trials and the findings from these studies will be improving treatment and care.

- We worked to improve the outcomes of stem cell transplants through the IMPACT clinical trials partnership. With over 1,000 patients recruited to nine prospective studies on the portfolio, this initiative aimed to accelerate the design and delivery of much aimed research that will improve stem cell transplant practice and outcomes.
- The pilot phase of the IMPACT clinical trials partnership has now come to an end, and the Accelerating Clinical Trials (ACT) initiative, which establishes a financially sustainable model for the design and delivery of new transplant and blood cancer clinical trials, has now launched. Anthony Nolan is investing in this initiative, and we have a role in its strategic oversight.
- We scoped the possibility of expanding the IMPACT clinical trials partnership to include children and young people, including costing and planning the initiative. Although we were unsuccessful in securing the required financial backing, this remains an ambition for the new ACT initiative.

3

The Anthony Nolan Research Institute will be a platform for the clinical community, leading an action-focused research community working together to achieve shared goals.

- Between April 2019 and March 2023, 256 published scientific journal articles were written or contributed to by Anthony Nolan Institute researchers, and their findings were presented at national and international conferences. Our publications have helped to engage academics, healthcare workers, patients and members of the public in our work.
- A symposium for Professor Alejandro Madrigal, OBE FMedSci, MD, PhD, FRCP, FRCPath, DSc HonDSci, D.h.c, our former Scientific Director of Research, was held in March 2021 to celebrate the contribution by the Anthony Nolan Research Institute to haematopoietic cell transplantation over the last 28 years, and the current status of innovative cell therapies. This was held virtually, allowing more than 500 of the world's leading clinicians, academics and researchers to attend.



AIM 2 – Together, we can drive lifesaving research and turn it into action for patients

- The Anthony Nolan Clinical Retreat is an annual meeting providing clinicians across the country a forum to share best practice, discuss the latest developments in the field of stem cell transplantation and cellular therapies and shape opportunities to further improve patient outcomes. Since 2019 we have hosted over 50 attendees at each event, including Dr Navneet Majhail and Dr Fiona Dignan who talked about their work on “survivorship” and post-transplant care, and clinicians including Dr Victoria Potter and Professor Eduardo Olavarria who discussed using stem cell transplantation to treat patients with other diseases. Other topics included ways to improve stem cell transplantation, and during the pandemic, which changes to practice might benefit patients in the future.
- We completed a pilot project aiming to demonstrate how additional, on-the-ground support for data managers in hospitals could improve access to up-to-date and accurate patient outcomes data, enabling us to further advance the field of donor selection. By the end of the FY 21-22 more than 100 patients have had their clinical data verified, completed, and updated.
- Looking to the future, we have developed a new research strategy through consultation with an external panel of scientists, clinicians, and academics, as well as patients and donors which will be launched in early 2024.

Challenges & learning

The COVID-19 pandemic had an impact on our research and Anthony Nolan was forced to pause some projects and furlough a proportion of the research team for a few months. This meant that we have not made the progress we initially set out to in some areas. However, we quickly got things back on track and the insight we gained through our experience of the pandemic has informed our exciting new research strategy. This new strategy builds on our achievements so far and facilitates further advancements that will give patients the best chance to survive and thrive.

AIM 3 - Together, we can harness the collective power of our supporters to champion and enable our lifesaving work

Why does this matter?

Together, we can achieve far more than we could alone. We want more people to hear about Anthony Nolan and to be able to say 'yes' to everyone who wants to take action and get involved to support our work. That's crucial to us investing in the incredible work we do - from research to supporting patients - and also to providing the cells for lifesaving stem cell transplants.

Our research shows that given a choice of donors, transplant clinicians will choose a younger, male donor for their patients, yet male donors aged 16-30 make up only 17% of our register. For this reason, we must continue to encourage young men to join our register, to help give patients the best possible outcomes. Genetically, patients in need of a lifesaving transplant are far more likely to match with stem cell donors of a similar ethnicity, meaning we also need to recruit more people from ethnic minority backgrounds.

What we're doing about it

Over the last four years we have campaigned to raise awareness of Anthony Nolan: who we are, what we do, and what we strive to achieve. We work alongside our dedicated partners to recruit more people onto the stem cell register, particularly young donors who are known to lead to better patient outcomes, as well as people from under-represented ethnic backgrounds. We offer a variety of ways for people to get involved and support our work, from incredible mums donating their cord, to Marrow student volunteers passionately promoting our work, tireless fundraisers and generous funders, to selfless stem cell donors - there's a place for everyone to proudly be part of our lifesaving community.

What did we set out to achieve?

- 1 More people will know about the impact of Anthony Nolan, and we will have exciting and compelling ways for people to get involved and stay involved in our lifesaving work.
- 2 More potential lifesavers will have joined our register, particularly those from under-represented groups, so that we are better able to find patients the matching donors they need.
- 3 We will have increased funding through more diverse channels that can sustainably support our ambitious and lifesaving goals.



AIM 3 - Together, we can harness the collective power of our supporters to champion and enable our lifesaving work

What have we achieved?

1

More people will know about the impact of Anthony Nolan and we will have exciting and compelling ways for people to get involved and stay involved in our lifesaving work.

- Over the lifetime of our strategy, we campaigned to increase awareness of the work we do at Anthony Nolan to encourage more people to get involved and support our mission. These included **'The Silent Thank You'** in 2019, the **'AN50'** campaign celebrating what would have been Anthony's 50th birthday in 2021, and the **'Match for a Match Cup'** in April 2023, designed to reach young men and those from minority ethnic backgrounds, by engaging with them in a gaming environment, to motivate more people to join the register.
- We offer a variety of ways for people to get involved and support our work, whether it's through one of our many volunteering opportunities, hosting a fundraising event, donating cells to research, sponsoring one of our events, or by making us your Charity of the Year.
- In 2020 we published our first annual Impact Report, highlighting to stakeholders our achievements and the progress made towards reaching our ambition.

2

More potential lifesavers will have joined our register, particularly those from under-represented groups, so that we are better able to find patients the matching donors they need.

- Since April 2019, our stem cell register has grown by 163,245, bringing the total number of potential lifesaving donors up to 895,794. Within that:
 - 43.5% of people on our register are aged between 16 and 30, the donors we know are chosen most for donation, as they often give the best outcomes for patients.
 - 39.2% of people on our register are men, and we know that male donors are more likely to be chosen by clinical teams.
 - 15.3% of people on our total register are from minority ethnic backgrounds.
- In the last year, 24% of potential donors recruited to our register were individuals from minority ethnic backgrounds. Not only is this 10% more than before our strategy launched, but it is also our biggest percentage of people recruited from minority ethnic backgrounds to date.
- The percentage of potential donors recruited that are male however has dropped slightly from 39% in 2018/19 to 36% in the last year. We are continuing to target men aged 16-30 to improve this figure.

One little boy, one lifesaving legacy



THE SILENT THANK YOU



The Match for a Match Cup



AIM 3 - Together, we can harness the collective power of our supporters to champion and enable our lifesaving work

Veer's story



In 2019, three-year-old Veer from Harrow was diagnosed with a rare genetic disorder and told that he was in desperate need of a stem cell transplant. We were struggling to find a match for Veer, and we know that people from minority ethnic backgrounds are under-represented on the stem cell register. Together with Anthony Nolan, Veer's family launched an urgent plea for more people of South Asian descent to join the register. Happily, eventually, a match was found.

On the 2nd December 2021, Veer received his transplant - it also happened to be the birthday of our namesake, Anthony Nolan. Veer's family worked with us to recruit more donors from South Asian and other minority ethnic backgrounds.

The appeal directly recruited 618 people to the register, 483 of whom were from minority ethnic backgrounds, and will have gone on to inspire many more sign-ups.

We are proud to have supported many families' appeals to recruit more donors and raise lifesaving funds. Many people, such as Veer and his family, have kindly shared their stories, helping to raise awareness of our work and the opportunity to join the register, and showing other patients that they're not alone.

AIM 3 – Together, we can harness the collective power of our supporters to champion and enable our lifesaving work

- To increase the diversity of our recruitment we have continued to work with community-based organisations including our ongoing partnerships with The African Caribbean Leukaemia Trust (ACLT), the Sue Harris Trust, and Race Against Blood Cancer (RABC). We have also co-funded seven stem cell projects as part of the NHSBT's Community Grants Programme to educate, engage and recruit donors from a range of minority ethnic backgrounds.
- We spoke to 70,603 16 to 18-year-olds in schools and colleges about stem cell, blood and organ donation through our education programme The Hero Project, with over 11,926 potential donors recruited as a result.
- We have continued to work with Adrian Sudbury Schools' Education Trust (ASSET) and the Scottish Fire & Rescue Service (SFRS), our community-based partners, who also deliver their own educational programmes to 16 to 18-year-olds. SFRS have recruited over 19,000 donors to our register, with 100 of them going on to donate.
- Marrow, Anthony Nolan's incredible network of volunteer university student groups, recruited over 28,247 students to join our register, 21 of which went on to donate. Over the last four years, a total of 176 Marrow recruits donated their cells.
- In 2021 we introduced digital data capture technology, speeding up the process of signing people up to the register and processing them, allowing for fewer mistakes to be made as the process is more automated.

3 We will have increased funding through more diverse channels that can sustainably support our ambitious and lifesaving goals.

- Over the last four years, our supporters raised over £35m, which has been crucial in enabling the work across many areas of the organisation, including research, register development, patient services, and policy and public affairs, ultimately contributing to saving and improving patients' lives.
- Since April 2019, we have increased our income from corporate partnerships by 41% and from philanthropy by 276% by focusing on relationships with, and better understanding of the priorities of, funders.
- Over the last four years, we have received a total of £2,877,954 from those who left us a lifesaving legacy in their will.
- Events and community fundraising are an important component of our fundraising activities. The London Marathon, Great North Run and Ride London are prime examples of this, with inspiring runners and riders raising a total of £2,431,602 across the four years, despite these events being cancelled in 2020/21 due to the pandemic and replaced with virtual alternative challenges.

AIM 3 - Together, we can harness the collective power of our supporters to champion and enable our lifesaving work

- We have also hosted numerous fundraising events on Facebook, including the '310,000 Steps in May' online challenge in 2021. This challenge was a particular success, raising over £200,000.
- We continued to deliver Transform - a major programme to improve the ways we communicate, interact and transact with our supporters. We are working towards strengthening the infrastructure we need to raise vital funds and to steward our community of supporters.

Challenges & learning

Our overall brand awareness dropped from 54.6% in 2019 to 49.8% in 2023. Our research and analysis indicate that this is due to a combination of our brand not resonating well with some of our audiences, and minimal investment in brand activity over this period. We are responding to this by refreshing our brand and overall messaging alongside launching our new strategy, aiming to ensure more people understand the impact of our work and how they can support us to realise our vision.

We also know that the fundraising landscape continues to be challenging, and our experience over the lifetime of this strategy has taught us that excellent data and technology are key to improving our approach. This is why we are continuing to build on our learning, improve our technology and data as part of our new strategy and are working towards a new fundraising strategy which will be launched in 2023.



AIM 4 – Together, we can be a stronger voice for patients to ensure they get the best possible care

Why does this matter?

Every patient who needs a stem cell transplant deserves the best possible care and treatment. We use our campaigning and influencing expertise to make patients' voices heard and to help make sure that every patient can receive the care, support and treatment they need.

What we're doing about it

We are supporting and engaging with patients and the clinical community so their needs, ideas and experiences are reflected in our influencing priorities. Driven by the understanding that every patient is different, we're pushing for more personalised treatments to effectively tailor care and support. As well as campaigning to make patients' voices heard, we're using insight generated from our work to change policy and practice so it benefits patients, both now and in the future.

What did we set out to achieve

- 1** Awareness and understanding of Anthony Nolan's work and impact will be increased among the general public, policy-makers, and the clinical and research communities.
- 2** We will secure demonstrable changes to policy and practice, ensuring more patients receive the best possible care and the best possible treatment across the UK.
- 3** We will be powerful patient advocates, using our expertise and voice to safeguard and promote the interests of patients – including in the development and application of innovative treatments.



AIM 4 – Together, we can be a stronger voice for patients to ensure they get the best possible care

What have we achieved?

1 Awareness and understanding of Anthony Nolan's work and impact will be increased among the general public, policy-makers, and the clinical and research communities.

- As part of the UK's Stem Cell Strategic Forum (UKSCSF) we worked with clinicians, researchers, policymakers, commissioners and patients to develop an ambitious plan for improving patient experience of and outcomes from stem cell transplant and new cell therapies over the next decade. The 10-year vision for change was published in 2022 and was well received by the Department of Health and Social Care, so we are now focusing our attention on the implementation of the Forum's recommendations.
- Through our Communities vs Blood Cancer events in Westminster and Holyrood, we invite MPs and MSPs to hear first-hand from stem cell recipients and donors. In 2022 we provided politicians the opportunity to experience what it is like to sign up to the stem cell register and find out their tissue type from a cheek swab.
- We have continued to grow our audiences and spread the word about Anthony Nolan to the general public, through our supporter base, our social media channels, our website and the media. In the last year alone, we generated 1,568 pieces of coverage across print, broadcast and online media. In the same time period, we had 140,000 visits to our website and 940,000 engagements with our social media channels.

2 We will secure demonstrable changes in policy and practice, ensuring more patients receive the best possible care and the best possible treatment across the UK.

- We were delighted to secure the inclusion of stem cell donation in new health education guidelines published in 2020. This means young people are now being equipped with the facts to make an informed decision about joining the stem cell register once they reach the age of 16.
- In May 2019, we published our report 'A pathway for post-transplant care' in partnership with patients and clinicians. This sets out the services and support that every patient should receive after a transplant. So far, we have secured positive policy change in relation to accessing vaccines and treatments post-transplant and have strengthened the evidence base in support of longer-term follow up care after transplant. We still have a long way to go and continue to work with healthcare professionals and local NHS representatives so that patients have equitable access to the services and support that meets their needs.

AIM 4 – Together, we can be a stronger voice for patients to ensure they get the best possible care

3

We will be powerful patient advocates, using our expertise and voice to safeguard and promote the interests of patients – including in the development and application of innovative treatments.

- Our ‘Stop Patients Being Left Behind’ campaign raised awareness of the issues faced by patients during the pandemic and called for policy change to improve the support they received. Launch day saw our campaign as the main story on Sky News. During the campaign we secured coverage in The Times, ITV News, Independent, iNews and The Mail.
- We’ve increased our engagement in National Institute for Health and Care Excellence (NICE) and Scottish Medicines Consortium (SMC) appraisal of new treatments of benefit to our patients, including those for COVID-19 therapies. We’ve also stepped-up our expertise and influencing reach to help secure broader access to CAR-T therapies.
- We provide the secretariat to the All-Party Parliamentary Group (APPG) on Stem Cell Transplantation and Advanced Cellular Therapies, which informs and inspires parliamentarians about the use of stem cell transplantation in saving lives and promotes the expansion of stem cell donation in the UK. We held events in Parliament to raise awareness of issues such as barriers to accessing care for stem cell patients, the opportunities and hurdles for increasing access to advanced cell therapies across the UK, and the impact the rising cost of living has on stem cell transplants and CAR-T patients and families, and we successfully engaged MPs and policymakers in those issues.



Challenges & learning

The pressures being experienced by the NHS, including capacity and funding issues, and recovery from the COVID-19 pandemic, makes it challenging for us to influence the adoption of services that benefit our patients. To influence the adoption of these services we have concentrated on demonstrating the impact and benefits of high-quality services to patients and families as well as for the long-term sustainability of the NHS – for example by reducing the rate of long-term complications after transplant and freeing up hospital capacity.

Although the state of and outlook for the NHS is challenging, there are also opportunities arising from the NHS’s commitment to provide more personalised treatment and care. Our experience and learning from our influencing work over the last 10 years help us to continuously advocate for our patients and work towards all patients having equitable access to the treatment that gives them the best possible chance of survival, and support that provides the best quality of life.

AIM 4 – Together, we can be a stronger voice for patients to ensure they get the best possible care

Case study

Our response to COVID-19

COVID-19 had a significant impact on Anthony Nolan as an organisation, but with help from our supporters, partners, and the wider community, we were able to meet the rising demand for our services so that patients received the support and guidance that they needed to stay safe throughout their treatment and recovery.

What did we do?

Putting our patients first:

Throughout the pandemic, our patients remained our number one priority, and we constantly monitored the impact of the pandemic on our plans and implemented new initiatives to minimise the impact of disruption on our patients. We did this by:

- Setting up an emergency 24 hour 'hub' at Heathrow Airport to allow international couriers to handover or collect stem cells for the final leg of their lifesaving journey.
- Training colleagues to act as couriers, knowing that many of our dedicated volunteer couriers would be self-isolating or shielding.
- Carrying out additional screening and testing to protect the health of donors and patients.
- Working with collection centres to make sure the donation process was safe, providing additional support and guidance where needed.
- Working closely with donors and international registries to assess eligibility and to reassure donors, as well as managing the logistical issues in transporting cells across borders.
- Introducing a cryopreservation service for donated stem cells being sent to UK and international transplant centres to freeze and preserve the viability of the cells.
- Investing heavily in digital recruitment platforms to keep growing the stem cell register.
- Increasing the capacity of our amazing Patient Services team to meet the intensified demand for support through nurse clinics, webpages and forums.
- Launching our Telephone Emotional Support Service (TESS), providing patients and their loved ones with the much-needed support they need throughout the pandemic and beyond.
- Providing small financial grants to patients and their families to help with unexpected costs faced before, during, and after a transplant. Since April 2019 we have helped a total of 1,259 patients with grants totalling £391,071.

AIM 4 – Together, we can be a stronger voice for patients to ensure they get the best possible care

Adapting our Influencing Strategy:

When the pandemic hit, we acted quickly to persuade the Government and the NHS to give our patients access to the protection, treatment and support they needed. Thanks to our campaigning, collaborative work with the clinical community, and the heroic efforts of our operational colleagues we were able to ensure that:

- We could still move cells to patients in need around the world, despite severe travel restrictions.
- Patients and their medical teams had access to vital COVID tests.
- Patient needs were reflected in new guidelines published by NHS England, the British Society of Bone Marrow Transplantation and Cellular Therapies (BSBMTCT) and NICE in response to the pandemic.
- The need for psychological support for patients was included in the Scottish Cancer Recovery Plan.
- Our patients and their families were given priority access to the COVID-19 vaccination programme.
- HMRC and other government agencies made clear that the furlough scheme was open to clinically extremely vulnerable people who were unable to go into work but couldn't carry out their work from home.
- Policymakers agreed to a third vaccine dose for those who may not have good protection from the first two doses, that vaccines were recommended for immunocompromised children, and to fund a large pilot study of antibody responses in cancer patients.
- We built the case for continued government investment to strengthen the resilience of the UK's stem cell register, highlighting its role as a vital national asset that is vulnerable to shocks and disruption in the global supply chain.

Working with the clinical community:

We were constantly looking for ways in which we could help the clinical community with our capacity and expertise so that patients received the best possible care and support.

- We partnered with NHSBT to offer typing and testing services to transplant centres with resource or capacity issues in their own labs and redeployed our lead nurse to the Royal Marsden Hospital.
- To help resolve issues on the frontline, we facilitated regular virtual meetings with NHS leaders to rapidly work together on solutions and to develop new guidelines.
- We opened up the IMPACT clinical trials infrastructure to a COVID-19 study at Great Ormond Street Hospital.
- We explored how our bioinformatics and immunogenetics expertise can help deepen understanding of COVID-19, including looking at the role of HLA.

AIM 4 – Together, we can be a stronger voice for patients to ensure they get the best possible care

Raising vital funds:

The pandemic meant that we had to diversify our streams of income quickly and get creative with our fundraising.

- We launched the charity's first emergency appeal and collectively raised £710,000.
- We successfully secured £315,000 from the government's emergency COVID-19 funding, an important recognition of the essential nature of our pandemic response work. In addition, we received £532,000 through the government's Coronavirus Job Retention Scheme.
- We moved our fundraising online where we could and created online lockdown challenges for our supporters, such as the 'Zero to Hero' running challenges and our 'Big Virtual Quiz' which further helped us to build a strong online community of supporters.

Alongside our immediate response to the pandemic as outlined above, we considered what we were learning along the way and what we needed to do to emerge from the pandemic a more resilient and impactful organisation. Our learning laid the groundwork for both our new strategy and how we deliver work; focusing on the outcomes we want to achieve, and the ability to flex plans where needed in pursuit of this ambition.



What have we achieved?

1 Collaboration with patients and more diverse partners, across the nations of the UK and globally, in all aspects of our work to make sure we're having the biggest possible impact in the right areas.

- We launched a Community Involvement strategy which has helped us to gain legitimacy and authority in the work we do by understanding our community's needs, interests, concerns, and priorities, and to make sure we genuinely listen to the people who use our services. As a result, we have run several Anthony Nolan Community Involvement (ANCI) initiatives, such as in the recruitment process for new Trustees and other senior roles.
- We established a Policy Insights Panel of patients, families and carers who helped us to understand the best ways to guarantee patients across the UK have access to the treatment, care and support they need. The panel contributed to decision-making, helped to shape our new strategy, and were instrumental in our influencing response to the COVID-19 pandemic.
- We know we would not have been able to make the progress we have without working in collaboration and partnership with multiple organisations and individuals as highlighted throughout this report and in the Thank You section on page 36.

2 Increased funding from more diverse funding channels, allowing us to do more for patients.

- Covid, Brexit, and the rising cost of living have been issues impacting the way we work and operate. Over the last four years we have responded by investing in the infrastructure, capacity and capabilities required to generate increased commercial income that can be reinvested in our work, including the provision of products and services that contribute to the development of new treatments.
- 2022 was the first year in which we had dedicated marketing support to the B2B (business to business) commercial activities of our Cell & Gene, Laboratory and Donor Transplantation services. In the first year, the priority was to establish a solid foundation for messaging to these audiences; building a following on key channels and raising our profile within the cell therapy industry.
- We have obtained the Independent Research Organisation (IRO) status, which allows us to apply for new funding opportunities and gives us the freedom to apply directly to Research Councils for funding.

AIM 5 - Together, we can

3

A coherent organisation working collectively as One Anthony Nolan in pursuit of our aims, with the right skills, culture, behaviours and capabilities to achieve our ambitions.

- To respond to the opportunities and challenges of the COVID-19 pandemic, we adapted our workplace systems and processes to transition to a hybrid way of working, for those colleagues whose roles allow this.
- Our Wellbeing Programme supports colleagues and help to build their resilience and quality of life. This development was prioritised and accelerated during COVID-19 so we could focus on supporting employees and their wellbeing in a particularly challenging time.
- We have worked to promote equity, diversity, and inclusion (EDI), by celebrating awareness and interest days throughout the organisation, and with our Inclusion Champions identifying areas of change through webinars and focus groups. We have implemented several new policies, including updating the Register Application to ensure data is collected on both a person's sex (at birth) and gender, and by delivering gender/sex awareness training to all donor-facing teams. This will lay the foundations for a comprehensive EDI strategy going forwards.

4

Using modern technology, data and increased insight to improve efficiency, effectiveness and the experiences of staff, volunteers, supporters and customers.

- One of the most significant shifts has been the transition to hybrid working. This was enabled by the rollout of laptops to colleagues and the introduction of tools such as Microsoft Teams to facilitate and enable collaborative working online.
- In 2020, we launched the Transform Programme, to improve the supporter experience and to provide a variety of ways people can get involved in our work.
- In 2021 we launched a new website, which now includes features such as Google and Apple Pay, providing supporters with a more seamless donation experience. The website is mobile optimised with enhanced accessibility, integrated features, updated content and an emphasis on great user experience.
- We also made good progress towards guaranteeing that our infrastructure and technology is scalable, secure and accessible, and cloud-based where possible so that it is always up to date, at the same time as decommissioning legacy systems.



AIM 5 - *Together, we can*

- We have been working to implement the UKSCSF's recommendation to build a transformational data model for stem cell transplantation and advanced cellular therapies. In 2023 we organised the second of two multi-sector workshops bringing together representatives from the clinical community, NHS, the British Society of Blood and Marrow Transplantation and Cellular Therapies (BSBMTCT), international registries and the charity sector.

Looking to the future

We are proud of everything we have achieved over the last four years, but it did not come without some big challenges for us and for our patients. An important learning from the execution of ***Together, we can save lives*** is the importance of being able to respond with agility to unforeseen risks and opportunities, including the importance of rapid re-prioritisation and re-deployment of resources. This reinforces the importance of robust horizon-scanning across all our activities, recognising the dynamic context in which we work. This learning has been taken forward and embedded in our new strategy **Unlocking new ways to treat every patient.**

Unlocking new ways to treat every patient further explores the need to save more lives, improve the quality of life for survivors and ensure that all patients have equitable access to, experience of, and outcomes from treatment. At the same time new therapies and ground-breaking research will play a role in saving even more lives as we strive towards a future where every patient who needs us can survive and thrive.

Over the next five years we're determined to embrace the opportunities and innovations that we know will improve outcomes for so many more patients. Because they need and deserve nothing less. And because it's what we do. But we can't do this alone - together we will arrive at a day when we can transform the lives of everyone who needs us. So thank you for your support and being a part of our journey.

Thank you

Everything in this report has only been made possible thanks to our incredible supporters – from the committed fundraisers and corporate partners, to dedicated researchers and unstoppable volunteers. Together, we will make sure that more people with blood cancer and blood disorders will not only survive, but thrive. This year we would like to especially thank the following organisations/individuals for their contributions to our ambitions in 2022/23.

- Adrian Sudbury Schools Education Trust
- African Caribbean Leukemia Trust
- The Friends Groups of Anthony Nolan
- Dig Deeper: The Construction Industry Adventure Race
- The Charitable Trust IIS Legacy
- Family and friends of Veer Gudhka
- Gilead Sciences Ltd
- The Garfield Weston Foundation
- Isaac's Gift
- The Jack Petchey Foundation
- Janssen – Cilag Limited
- Lactalis UK & Ireland and Lactalis Nestlé Chilled Dairy
- Marrow
- Members of the National BAME Transplant Alliance
- Race Against Blood Cancer
- RSM UK Foundation
- Budapest Airport-anna.aero Runway Run
- Scottish Fire and Rescue Service
- Shree Kadwa Patidar Samaj (UK)
- Mr Stephen Berger
- The Sue Harris Trust
- Takeda UK Ltd.
- TD Securities
- Therakos UK
- TRAD UK
- Tracy Sollis Leukaemia Trust
- Nitin Changela
- Friends and family of Ben Jebson
- Geraldine & Holly
- Friends and family of Sophie Fogg
- Ulster GAA
- The Trustees of Aid for Cancer Research
- PF Charitable Trust
- The Hugh Fraser Foundation
- Graham Bow
- Josh Greenham
- Chris Hughes
- Chris Swainsbury
- Corinne Cruickshank

Together
we saved lives.
Thank you



Find out more at [anthonynolan.org](https://www.anthonynolan.org)

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saving the lives
of people with
blood cancer