

BE A MATCH, SAVE A LIFE

ANTHONY NOLAN TRUST
TRUSTEES' ANNUAL REPORT
AND
FINANCIAL STATEMENTS

For the year ended 30th September 2010

TRUSTEES' ANNUAL REPORT

for the year ended 30 September 2010

The Board of Trustees of the Anthony Nolan Trust ("Anthony Nolan") present their report and the audited financial statements for the year ended 30 September 2010.

Chairman's Statement

Anthony Nolan is a pioneering charity. Since our creation as the world's first bone marrow register in 1974, we have grown through determination and continuous innovation. Never has this been more apparent than in the last financial year.

Against a backdrop of one of the worst financial downturns in recent history, as well as a changing political environment, we have managed to secure significant financial growth as well as some revolutionary improvements to our offering.

A few of the many highlights from this year:

- We provided a record 937 transplants
- We recruited a record 23,796 first time donors
- We made an historic switch from blood to saliva testing as the way of joining the register – this is already having a huge impact on recruitment and will bring long-term financial benefits
- We have started collecting umbilical cord blood at two hospitals in Leicester, setting us well on the way to reach our ambitious targets outlined in our strategic plan
- We have completely redesigned our visual identity and have launched our new website to appeal to our vitally important younger audience

Research has continued to ground the work that we do. We have five world-class clinical trials underway in the UK. Overall, the Research Institute has had 22 publications published in the year and has been successful in renewing the National Institute of Health grant funding. Our scientists have been recognised for the vital work they carry out on our behalf:

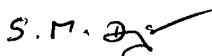
- Our Deputy Director of Research, Professor Steven Marsh, received the Rose Payne Distinguished Scientist Award from the American Society of Histocompatibility and Immunogenetics
- Our Scientific Director, Professor Alejandro Madrigal, received a silver Clinical Excellence Award from the NHS

We have much to be proud of but we are never complacent.

Anthony Nolan is determined to continue our pioneering growth and we have set ambitious targets for the future.

The forthcoming year will be challenging. We will continue to see significant pressures on both health service funding and increased competition from overseas. It will be harder to raise money from public and corporate organisations that are facing job cuts and tightening their belts.

But I know that, with the expertise and dedication of our staff, volunteers and supporters around the UK, we'll be able to reach our targets and save even more lives.



S M Dyson, MBE

22/3/2011

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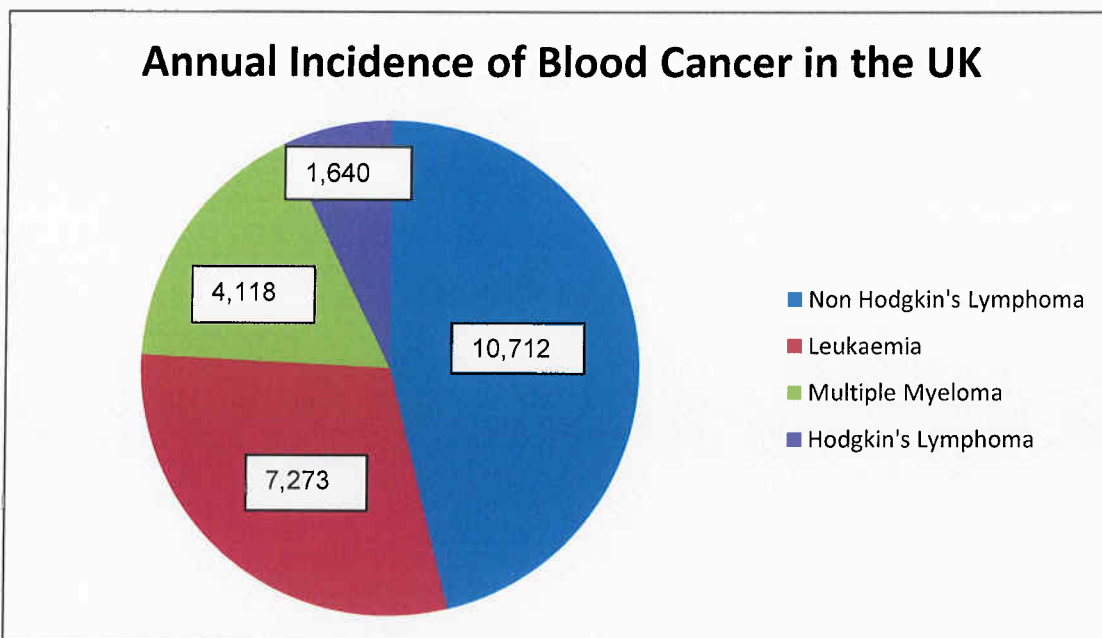
for the year ended 30 September 2010

ABOUT US

Anthony Nolan is a pioneering charity that saves the lives of people with blood cancer. Every day, we match remarkable donors willing to donate their blood stem cells to people who desperately need lifesaving transplants.

Every 23 minutes in the UK, someone is diagnosed with a blood cancer.

Altogether, more than 23,700¹ people a year are diagnosed with a form of this life-threatening disease.



Blood cancers are life-threatening partly because they prevent a person's immune system from working properly. When a person's immune system is badly damaged, they can die from an infection which their body would normally fight off.

A blood stem cell transplant can replace a damaged immune system in a person with blood cancer. But, it can only take place if we find a donor whose tissue type matches that of the patient. There are millions of variations.

The Anthony Nolan register is an essential part of our vital work in finding remarkable donors who are willing to help save the life of someone they have never met.

Since our register was created in 1974, we have given more than 9,000 people the chance of life. However, we still have a huge challenge ahead of us. Many people with blood cancer tragically die because a suitable match can't be found in time to help them.

Our ambition is to provide a lifesaving transplant to every person with blood cancer who needs our help.

¹ Office for National Statistics 2007

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Cord Blood Recipient

Name: Jackson France

Age: 6

Jackson was diagnosed with juvenile myelomonocytic leukaemia in 2008. He received a lifesaving stem cell transplant in 2009.

Jackson's Story (told by his parents Robert and Nicola):

"From an early age, Jackson picked up any illnesses going around, although it didn't seem out of the ordinary.

But, in March 2008, while we were on holiday, Jackson's health got worse. Over the next nine months he was in and out of hospital.

We knew something was seriously wrong and, in November 2008, our worst fears were confirmed.

Doctors told us Jackson had juvenile myelomonocytic leukaemia and there was only a small chance of him surviving. We felt that our lives had fallen apart.

We were told Jackson's condition was so severe that he would need a blood stem cell transplant, but only if a suitable match could be found.

Then, over Christmas, Jackson's condition deteriorated. Our consultant told us, unless a transplant could be carried out quickly, Jackson would not be alive by the end of January.

It was heartbreaking. We don't think there is anything worse you can be told as parents.

Then, we finally received some good news. We were told Anthony Nolan had found three possible cord blood donations for Jackson, with the best match being a donor in Australia.

Jackson's nine-day course of chemotherapy preparing him for his transplant began while the stem cells were still being transported from the other side of the world, because doctors just didn't have time to wait.

Fortunately, three days before the operation, the stem cells arrived safely and, on January 15 2009, Jackson underwent a lifesaving transplant.

'A perfect stranger intervened to save our son's life. We will never find a better example of humanity than that. Such people are true heroes'

No words can ever express our thoughts, feelings and gratitude to the person who donated their stem cells. Someone we have never even met - through one, selfless act - saved the life of our precious son."

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History

In 1971, Anthony Nolan was born with a rare condition called Wiskott Aldrich. The only known cure was a bone marrow transplant, but there was no process or system to find a matching donor.

Two years later, the first successful bone marrow transplant between unrelated donors was performed. Previously, matches had only been made through relatives.

In 1974, Anthony's mother, Shirley, realised her vision to start the world's first bone marrow register to connect potential donors to people like her son. The Anthony Nolan register was created in Westminster Children's Hospital, where Anthony was a patient.

Tragically, in 1979, Anthony Nolan died before a suitable matching donor could be found for him.

But, more than 30 years later, his legacy continues. In September 2010, we celebrated the fact that, since the Anthony Nolan register was created, we have given more than 9,000 people the chance of life.

Our mission

Anthony Nolan's mission is to save the lives of people with blood cancer.

Our objectives

Anthony Nolan was established with the purpose of achieving the following charitable objectives:

1. To provide relief, treatment or cures for people with blood cancer²
2. To provide information to help people with blood cancer
3. To carry out research into the causes, diagnosis and treatment of blood cancer
4. To advance research into improving blood stem cell transplantation and to publish the useful results of such research

Our Charitable Activities

Anthony Nolan undertakes the following, principal charitable activities to support the objectives listed above:

Donor Provision:

This activity covers the main areas in which Anthony Nolan works. We maintain a register of potential donors who must be prepared to donate blood stem cells to patients if they are found to be a suitable match. We tissue type each individual who volunteers to join our register, so we can match them to people with blood cancer in need of a lifesaving transplant. Tissue typing is carried out in Anthony Nolan's laboratories. Our umbilical cord blood programme, where women donate their umbilical cord blood after giving birth, is also a form of donor recruitment. Anthony Nolan helps find suitable donors for patients, in the UK and overseas, who need a blood stem cell transplant. We do this by searching the Anthony Nolan register and other international registers for a matching donor, arranging the subsequent harvesting of stem cells, and providing tissue typing services. For international donors where matches are found, we also arrange the subsequent import of blood stem cells to treat the patient.

² or similar immunological deficiencies, diseases or conditions

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Education and Awareness:

Anthony Nolan raises awareness amongst the public of our work and stem cell transplantation in general. This activity includes recruiting and engaging people on the adult register and marketing our cord blood programme to hospitals and expectant mothers. We also ensure that government, parliament and all other relevant people are aware of the vital nature of our services.

Research:

Anthony Nolan carries out a research programme, in our purpose built Research Institute, into issues relating to blood stem cell transplantation, improving the outcome of stem cell transplants and the therapeutic use of such procedures.

Our goals

We have three primary goals to help us achieve our mission:

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

Blood stem cell transplants can only be carried out when the donor's tissue type matches that of the patient. However, there are millions of variations so we need to tissue type each potential donor and if they come up as a suitable match, we need to be able to contact them quickly. Recruiting, testing and maintaining the records of every potential donor on the Anthony Nolan register is complex and costly.

2. *We want all people with blood cancer to have the best possible chance of survival following a transplant.*

At present, not every transplant is successful and there can be many reasons behind this. Our researchers are working hard to understand the complex science involved in blood stem cell transplants to improve outcomes. Anthony Nolan is committed to continuing our pioneering research to support this goal.

3. *We want to make it as straight-forward as possible for people to join our register.*

If we are to save more lives, we need to increase the number of people on the Anthony Nolan register. As a charity, we are dedicated to raising awareness of our register, particularly among certain target groups who are critical to our ability to be able to provide lifesaving matches in the future. And, we also are constantly looking for ways to reduce barriers which may prevent people from joining our register. This year we introduced a revolutionary saliva test to determine the tissue type of potential donors. This is far easier than the traditional blood test it replaced.

Anthony Nolan cannot achieve these goals in isolation. That is why we are committed to campaigning to raise awareness of the importance of our work and working to influence policy to improve the outcome for people with blood cancer in desperate need of a lifesaving transplant.

Our strategy

This year, we published our 2014 strategy. If we are to make significant progress towards our ultimate goal of saving the life of each and every person with blood cancer who comes to us for help, we have set ourselves the following aims by 2014:

- Grow our register to one million
- Bank 15,000 umbilical cord blood units
- Meet 80% of transplants requests
- Be one of the top places to work in the UK

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You can read more about how we are delivering our strategy on page 12.

Cord Blood donor

Name: Winifred Olateru

Age: 36

Winifred donated her umbilical cord blood on 9 October 2009 after the birth of her third child, Sophie.

Winifred's story:

When I was expecting my third child, I found out about Anthony Nolan's umbilical cord blood collection programme when I registered for antenatal classes at King's College Hospital.

I was told Anthony Nolan would use my cord blood to help someone else in desperate need of a lifesaving transplant if a match came up.

I spoke to someone who co-ordinated the programme for Anthony Nolan. She explained that, after most births, the umbilical cord and placenta are treated as clinical waste unless the cord blood is donated. That was

'More mums really ought to be encouraged to donate their cord blood. It's just like recycling and it's such a beautiful thing to have donated and know that it could save someone else's life.'

the moment when I knew I was going to donate - I really don't believe in wasting anything.

My third child, Sophie, was born on 9 October 2009 and it was a very quick birth. She was like Speedy Gonzalez and was here within four hours! Once I was in labour, the collection nurse was notified and she came over to collect the cord blood. I watched them do it – it was so easy and quick. I just had to wait a few moments so they could take the blood before the placenta was delivered. And that was it – it was just a few moments and there was no pain.

Sophie wasn't affected by the procedure at all – she was out of the way and being cleaned while my cord blood was taken.

If I decide to have another baby, I would definitely donate again. It's a beautiful thing to do and it makes me very happy to know it will be helping someone.

Benefits & Beneficiaries

The charity's beneficiaries are those suffering from blood cancer (or similar immunological deficiencies or from any disease or condition requiring organ or cell transplant). Benefits to beneficiaries are provided through:

- maintaining a register of volunteer donors who are prepared to donate blood stem cells to people with blood cancer in a process known as harvesting
- the provision of cord blood to patients
- supporting a research programme, in a purpose built Research Institute, into issues relating to blood stem cell transplantation

Trustees' Assessment of Public Benefit

The Trustees have taken the Charity Commission's general guidance on public benefit (contained within the guidance publication "Charities and Public Benefit") and specific guidance on public benefit (contained within the guidance publication "Public Benefit and Fee-Charging") into consideration in preparing their statements on public benefit contained within this trustees' annual report.

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In relation to the assessment of public benefit, the trustees monitor the following measures of the charity's impact on beneficiaries and gather evidence accordingly to inform their views on how well the charity is delivering public benefit:

Donor Provision

The recruitment and tissue typing of new potential donors and maintenance of existing potential donors on the Anthony Nolan register.

The search of the Anthony Nolan register for suitable donors for patients in the UK and from overseas, the subsequent collection of blood stem cells from such donors, and the associated provision of tissue typing services.

The search of other international registers of donor volunteers on behalf of UK patients to find suitable donors and the subsequent import of blood stem cells to treat the patient.

The collection of umbilical cord blood from volunteer mothers at the time of birth, tissue typing and storage of the cord blood and the provision of blood for treatment of patients.

Education and Awareness

Anthony Nolan raises awareness amongst the public of our work and stem cell transplantation in general.

We have a very wide range of audiences both in the UK and overseas. As well as the public and targeted groups in society these audiences include transplant centres and other health bodies, charitable trusts and corporate supporters.

Research

Advances achieved through research into improving the outcome of stem cell transplants, and the therapeutic use of such procedures.

Achievements & Performance

Highlights to celebrate

2010 has been a record-breaking year for Anthony Nolan.

We provided the highest number of transplants (937) compared to any other year.

We also recruited 23,796 new people to our register, which is a record number of potential donors in one year for us.

In September 2010, we celebrated the fact that, since our register was created, we have given more than 9,000 people the chance of life.

In terms of assessing impact on public benefit, these three achievements made an enormous contribution to the area of Donor Provision. There have been many other notable successes, across all three of our public benefit categories, which are listed below.

9,000

The number of people who have been given the chance of life by Anthony Nolan since our register was created

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937

The record number of transplants provided by Anthony Nolan in 2010

A new visual identity to meet the challenges of the future

Anthony Nolan was set up more than 35 years ago. We have a very proud history but we have found that awareness among the younger audiences, who we need to come forward and join the Anthony Nolan register, was very low. We urgently need to connect with these groups, and gain their support, if we are to save more lives.

So, on July 1, 2010 we launched a new visual identity and new website. The new brand is much more attention-grabbing and it emphasises what we do: we find matches for people with blood

cancer who need a lifesaving transplant. It will help us raise awareness of the charity and also the crucial importance of the work we do.

We are delighted with the positive reaction we have received both to our new visual identity and website. Following the launch of our new website and online registration we have seen a strong increase in the number of donors signing up online. In August alone, 997 new potential donors were made active via this cost effective channel.

Areas of impact: Donor Provision, Education and Awareness

The launch of saliva kits

This year, Anthony Nolan revolutionised the way potential donors can sign up to our register. We now use a quick saliva test rather than taking a blood sample, which brings many benefits, both for the charity and also for individuals who want to join our register.

Since taking this pioneering step, we have trebled the number of potential donors joining the register at each recruitment drive. Saliva recruitment events are more easily run as we no longer need a trained phlebotomist to take blood, which allows many of our drives to be run by our volunteers, and we are also able to recruit at a wider variety of locations.

In the future, we hope to establish new friends groups to be able to build on this momentum.

542

The number of trips made this year by our volunteer couriers to collect and deliver potentially lifesaving stem cells

6,000

The number of people on the Anthony Nolan register who have donated stem cells.

The switch to saliva testing was well received by the media and resulted in features on BBC Breakfast, BBC Radio 4's Today programme, BBC Radio 2, BBC News 24, STV, North West Tonight and numerous local radio interviews. The news was also reported by The Sun, BBC Online, The Independent, The Scotsman, Metro, Evening Standard as well as larger case study features in several of the major regional papers.

Areas of impact: Donor Provision, Education and Awareness

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Cord blood developments

Cord blood is the blood which remains in the placenta and umbilical cord following a birth. The placenta and umbilical cord are normally thrown away as clinical waste. But, the stem cells found in cord blood can be used to treat a wide variety of diseases including blood cancers such as leukaemia and lymphoma, sickle cell anaemia and other life threatening conditions.

Cord blood stem cells have the advantage of being immediately available when required and the more we collect the more lives we can save.

We aim to collect 15,000 cord blood units to our dedicated cord bank by 2014. This year, we recruited the Cord Collection Team for Leicester which is an important step in us reaching that goal. Cord numbers through Kings College Hospital in London have increased and our operations team are now routinely searching our own Cord Blood Bank when search requests are received.

15,000

The number of cord blood units Anthony Nolan aims to collect by 2014

Areas of impact: Donor Provision, Education and Awareness

250

The number of London Marathon runners in 2010. Between them they raised a staggering £600k for the charity.

Fundraising

Our charity of the year partnership with Wilkinson's has been a great success and is on track to meet its £1m target. Wilkinson's team members, suppliers and customers have joined together to raise funds via in-store dress up days, collection tins, cause-related marketing promotions and participation in Anthony Nolan events. Team members have also shown great commitment to the charity by joining the stem cell register.

A new event, the Royal 5K Romp in Regent's Park, was held in August 2010 and went extremely well. Two hundred runners took part and we received much positive feedback.

A key focus for the Fundraising Division is building our base of individual committed givers. We are investing in regular giving recruitment, with over 4,500 people on the stem cell register demonstrating their fantastic commitment to the charity by taking out direct debits which will be worth over £1.3m over the next five years.

Area of impact: Education and Awareness

Register & Be a Lifesaver (R&B)

Register & Be a Lifesaver (R&B) is a pioneering scheme that helps young people discover how they can save lives through stem cell, blood and organ donation.

R&B is the legacy of an inspirational person – Adrian Sudbury. Adrian was a young journalist with leukaemia who believed that many more lives could be saved if young people were informed about what it means to donate. He presented a petition to the prime minister and senior government ministers and in 2008 the R&B team started to roll out the initiative to schools. Sadly, in the same year, Adrian lost his battle with leukaemia.

The R&B education programme continues to perform well and since December 2009 we have delivered 150 presentations

10,300

The number of students who have attended one of our "Register & Be A Lifesaver" presentations

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reaching over 10,300 students (16-17 year olds). We have trained 71 new volunteers to deliver presentations and around 40% of these have said they are interested in being trained to recruit donors. For the first time, we have run recruitment activity on the back of awareness raising sessions.

Areas of impact: Donor Provision, Education and Awareness

Piloting Graft Identification Advisory Service

One of our key goals is to improve outcomes for all people with blood cancer who receive a stem cell transplant (known as a 'graft').

This year, we started piloting the Graft Identification Advisory Service (GIAS) in partnership with the Royal Marsden. The aim of GIAS is to ensure the best graft is selected for each patient and to give UK transplant centres help and advice on donor and cord blood unit selection. This is useful when requesting confirmatory typing and final work-ups.

Initially GIAS will be available to transplant centres that use our laboratories for their patients' tissue typing. Early indications are that this new approach is adding value in terms of turnaround times for providing the best available donor and cost efficiency. With increasing pressure on NHS funding we are optimistic GIAS will provide a competitive new service for Transplant Centres.

Depending on the success of the pilot, we'll explore offering this service to our other UK customers.

Area of impact: Research, Donor Provision

22

The number of articles published in scientific journals by Anthony Nolan's research team, in 2010

Lab 2014

This year has seen some important developments in the *Lab 2014* project and the design phase had now been concluded and approved. A decision to purchase a LabExpress system to drive forward the laboratories' plans to increase new donor typing has been made. This system should reduce Luminex typing costs by cutting down material usage and labour and also reducing repeat typing.

One initiative from the *Lab 2014* project that has already proved a major success is the introduction of Intern Scientists into the laboratory. These new graduates are essentially gaining valuable work experience while also giving us the opportunity to assess and train future employees before they become part of the payroll.

On the financial side a new service level agreement has been put in place with one commercial work stream and we are currently scheduled to provide commercial typing for 50 samples per month. This will be a valuable source of revenue for the future.

Areas of impact: Research, Education and Awareness

