



# THE LIFESAVERS



saving the lives  
of people with  
blood cancer

**ANTHONY NOLAN**  
ANNUAL REPORT AND  
ACCOUNTS 2014-2015

---

# THE LIFESAVERS

---

**Photography**

Alex Griffiths (cover, 5, 8, 13; 19, 27, 29, 35, 66), Bumble & Brown (31),  
Chris Gosling (31), Family of Esmé (11), Iain Watts (cover, 41),  
Katie Day (cover, 7), Peter Zarko-Flynn (5), Stephen Pennells (25),  
Tom Rose (21, 33, 37), Tony Griffiths (cover, 23), Royal Marsden  
Hospital, Sutton (9)



saving the lives  
of people with  
blood cancer

**ANTHONY NOLAN**  
ANNUAL REPORT AND  
ACCOUNTS 2014-2015

---

# CONTENTS

## BOARD OF TRUSTEES

**Chair**  
Simon Dyson MBE\*

**Vice Chair**  
Ian Krieger\*

**Trustees**  
Fran Burke  
Lionel Cashin  
Peter Harrison  
Dr James Kustow (appointed 3.7.14)  
David Noon\*  
Dr Archie Prentice (appointed 26.11.14)  
Dr Colin Rickard\*  
Dr Ann Robinson (appointed 3.7.14)  
Professor K Michael Spyer\*  
Paul Stanley\*  
Karin Swann (resigned 3.7.14)  
Brian Turner CBE

\*Audit and Finance Committee member

## MEDICAL DIRECTOR

Professor Charles Craddock,  
Chair, Scientific and Medical  
Advisory Committee

## SENIOR MANAGEMENT TEAM

**Chief Executive**  
Henny Braund

**Communications & Marketing Director**  
Richard Davidson

**Finance & Resources Director**  
Jonathan Bell (until 25.9.14)  
Hanah Burgess (from 27.1.15)

**Fundraising Director**  
Catherine Miles

**IT Director**  
Andrew Broadbent

**Operations Director**  
Nicola Alderson

**Commercial Director**  
Timothy Fox

**Bioinformatics Director**  
Professor Steven Marsh

**Scientific Director**  
Professor J Alejandro Madrigal

**Laboratory Director**  
Dr Katy Latham

**Interim Medical Director**  
Dr Chloe Anthias

## ANTHONY NOLAN

**Registered Office**  
Royal Free Hospital  
Pond Street, Hampstead  
London NW3 2QG

**Administrative Address**  
2 Heathgate Place  
75-87 Agincourt Road  
Hampstead  
London NW3 2NU  
0303 303 0303

**England And Wales**  
Charity Registration Number  
803716

**Scotland**  
Charity Registration Number  
SC038827

**Company Registration Number**  
02379280

## PARTNERS

**Auditor & Accountants**  
Baker Tilly UK Audit LLP  
25 Farringdon Street  
London EC4A 4AB

**Bankers**  
Barclays Bank plc  
1 Churchill Place  
London E14 5HP

**Solicitors**  
Bates, Wells and Braithwaite  
10 Queen Street Place  
London EC4R 1BE

THE CHAIRMAN AND CEO STATEMENT	4
<b>CASE STUDY: ETHAN, DONOR</b>	6
THE YEAR IN NUMBERS	8
<b>TRUSTEES' REPORT</b>	
WHY WE'RE HERE	10
<b>CASE STUDY: TOBY, FUNDRAISER</b>	12
HOW WE OPERATE	14
<b>CASE STUDY: NEEMA, RESEARCH SCIENTIST</b>	18
<b>STRATEGIC REPORT</b>	
THE STORY SO FAR: AIM ONE	20
<b>CASE STUDY: SUSAN, CLINICAL NURSE SPECIALIST</b>	22
THE STORY SO FAR: AIM TWO	24
THE STORY SO FAR: AIM THREE	26
<b>CASE STUDY: BECCA, STAFF</b>	28
THE STORY SO FAR: AIM FOUR	30
<b>CASE STUDY: TONY &amp; JAN, VOLUNTEERS</b>	32
WHERE WE'RE GOING AND HOW WE WILL GET THERE	34
<b>CASE STUDY: MONIKA, CAMPAIGNER</b>	36
<b>THE FINANCIAL REVIEW</b>	38
<b>CASE STUDY: CHANTEL, PATIENT</b>	40
AUDITORS' REPORT	42
CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES	44
PARENT CHARITY ONLY STATEMENT OF FINANCIAL ACTIVITIES	45
CONSOLIDATED & CHARITY BALANCE SHEETS	46
CONSOLIDATED & CHARITY CASH FLOW STATEMENTS	47
NOTES TO THE FINANCIAL STATEMENTS (1-25)	48
THANK YOU	66

# THE LIFESAVERS

This 40th anniversary year has been a pivotal one for Anthony Nolan; one that has seen us enjoy great successes, as well as face new and formidable challenges. However – most importantly – it is also a year that has seen us put in place a vital framework for the future, which will be crucial in helping us to make decisive and positive improvements for all stem cell transplant patients.

## WHAT WE'VE ACHIEVED

Thanks to all of the different people who make our work possible every day – donors, cord mums, campaigners, fundraisers, volunteers and staff – our 40th anniversary year has seen us pass several crucial milestones.

**We have** given the chance of life to 1,259 patients through the provision of stem cells. We have recruited more potential donors than in any year since 1986 – an amazing 53,129 people – and increased the size of our Cord Bank by 1,564 to 4,152.

At the age of just 17, Ethan Buttress became our youngest ever bone marrow donor. Recruiting younger donors – made possible by our change in joining criteria – means that the average age of our donors is among the youngest in the world. And we know that younger donors provide better outcomes.

**We have** witnessed some incredibly moving patient appeals. The story of Kate Robertson, who set up the #shake4mike campaign to save her fiancé Mike Brandon's life by raising awareness of his search for a stem cell donor, was an especially touching one. And the results were remarkable, with a 650% increase in registrations and more than 7,000 potential new donors joining the register.

**We have** successfully broadened the scope of our work, so that we can be there for every step of a patient's journey. Last year we saw our first two Anthony Nolan nurses in post, to help patients at those transplant centres overcome the challenges they face.

**We have** also increased our global reach, in no small part thanks to hosting the World Marrow Donor Association (WMDA) biennial international conference. Over 300 people from 42 countries attended, resulting in fruitful and positive discussions about the future of stem cell transplantation.

**We have** more than doubled Anthony Nolan's net income from Fundraising in the last year. Very few charities achieve this rate of growth, which has allowed us to invest in major new projects like Third Generation Sequencing (TGS).

**We have** continued to reap the dividends of our partnership with the Trinity Mirror media group, which resulted in no less than 495 pieces of coverage about our lifesaving work and patient appeals over the course of a calendar year – or around 10% of our total media coverage over that time period.

## OUR FRAMEWORK FOR THE FUTURE

This report highlights our determination to keep improving our support for patients, before, during and after a transplant. Because, despite all of these successes, there is also the knowledge that there is so much more to do. We're in the process of developing an ambitious strategy that will broaden the scope of our work. As our focus is much wider than finding a donor, the strategy is also about improving outcomes and making sure we're there for patients.

We will achieve our ambitions by putting science and innovation at the heart of what we do. This will ensure that we remain resilient in the future, and that we can adapt to the changing external market. We know that we work in a highly complex and dynamic field. We also know that the NHS, like healthcare systems in other countries, is constantly facing cost pressures. Therefore, we need to deliver the most efficient service we can.

It's crucial that we're vigilant, constantly reviewing what we're doing and coordinating our efforts to deliver the best for patients, donors and supporters. It's also vital we demonstrate the value that we add – that we're not just a register but a first-class research facility focused on improving outcomes, as well as finding a match.

By becoming the world's first stem cell registry to invest in innovative new Third Generation Sequencing technology for advanced tissue typing, we've signalled our intentions for the future. It will mean we can handle huge amounts of data and provide the highest resolution typing available, allowing us to make bone marrow and blood stem cell transplants more successful than ever before.

This investment in new technology has meant that we had a deficit in the last financial year, but it also puts us in an extremely strong position as we move forward.

We also know that it's not just science that will drive us forward and achieve our ambitious aims; it's the amazing people who make up Anthony Nolan. A team dedicated to overcoming the challenges that we face and helping us save even more lives.

And the more of us who are part of this team, the stronger we are. So we must make sure that people understand all the different ways they can help save lives; that whether they support us as a donor, campaigner, fundraiser or volunteer, they are a vital and valued member of The Lifesavers.



*S. Dyson*  
**Simon Dyson, MBE**  
Chairman



*H Braund*  
**Henny Braund**  
Chief Executive

# ETHAN

**DONOR**

'I THINK IT'S CRAZY THAT I WAS BORN WITH THE POWER TO SAVE SOMEONE'S LIFE.'

**Meet Ethan - the Nottingham college student who, at just 17 years old, became one of the youngest people in the world to donate potentially lifesaving bone marrow to a stranger.**

'I signed up to the Anthony Nolan register after attending one of their Register & Be A Lifesaver talks at my college. To find out I was a match for someone was a surprise, but really exciting. Once I knew, all I thought about was the stranger I would be donating to.'

'If I had any doubts, I would draw strength from the fact that some poor person out there was suffering so much and I could help. I'm lucky to have not had to deal with cancer much in my family, so it's hard to understand what kind of impact I made. I just really hope that my recipient can go and live a happy life now!'

'For me, to be able to donate a life-giving part of myself to someone is fantastic. Now I want to tell more people to sign up. I think it's crazy that I was born with the power to save someone's life.'



# IT ALL ADDS UP TO A GREAT YEAR

# 53,129

**potential donors recruited** – more than any year since 1986.

# 1,259

**patients** given a chance of life.



**2** **brand new RS-II machines** in our laboratories – the next step in our groundbreaking Third Generation Sequencing strategy.

# 355,800

**impressions on our social media channels** over the financial year, with **10,600 new Twitter** followers, and **16,200 new Facebook** followers.

# 41

**research papers** published by our staff.

# £11.4M

**income from fundraising**, in the last year – including the RGF grant and fundraising income from our trading subsidiary.

In total, we raised over **£11.4 million** in this financial year, compared to £8.3 million for 2013/2014 – no mean feat in a static UK charity fundraising market.

# 34

**people received a grant** as part of our new Patient Grants Programme, which offers financial support to patients with low income and limited savings.

# 553,873

## POTENTIAL LIFESAVERS

By the end of the financial year we celebrated reaching **553,873 people on the register.**



# £1.47M

**raised from the Virgin London Marathon 2014**, smashing our £1.1M target. We also saw

# 500

**of our incredible runners** taking to the streets of London, cheered on by **800 volunteers.**

# 42

**countries** came to the **World Marrow Donor Association (WMDA)** biennial international conference, which we hosted – the event saw over **300 delegates** in attendance, some from as far afield as China and Australia.

# 12,000

**potential donors recruited by Marrow** (our affiliated student groups) in the last academic year.

Marrow groups now recruit

# 28%

**of those who go on to donate** from the Anthony Nolan register.

# 9,000

people signed our **#SaveALifeat16 online petition**, prompting over 100 MPs to get behind our proposal.

# 44,830

young people **educated about stem cell donation** through R&Be talks and visits across the country.



**2** **new Anthony Nolan nurses** in post at the Royal Marsden in Sutton, and Newcastle, with a third on the way later this year.

# WHY WE'RE HERE

## SAVING THE LIVES OF PEOPLE WITH BLOOD CANCER

At Anthony Nolan, we exist to help save the lives of people with blood cancer or blood disorders who need a blood stem cell or bone marrow transplant. We use our register to match remarkable individuals willing to donate their blood stem cells to people who desperately need lifesaving transplants.

This year saw us change our strapline to 'Saving the lives of people with blood cancer' to make sure that everybody knows that fact. It's a strapline which clearly, confidently tells people why we're unique, and spells out what we do.

It also puts people at the heart of our work and helps to demonstrate our vision to make sure every single person in need of a transplant can be found a successful match, and has a good quality of life after their transplant.

### OUR VISION:

TO SAVE THE LIVES OF EVERYONE WHO NEEDS A STEM CELL TRANSPLANT

To make sure we realise our vision, we set ourselves four strategic aims in 2012:

- Find a donor for every patient who needs one
- Improve the quality of life of patients who have had a transplant
- Put customers in the transplant community at the heart of what we do
- Provide the right people, environment and funding to maximise our impact.

### OUR OBJECTIVES ARE TO:

- provide relief, treatment or cures for people with blood cancer or similar immunological deficiencies, diseases or conditions
- provide information to help people with blood cancer
- carry out research into the causes, diagnosis and treatment of blood cancer
- advance research into improving blood stem cell transplantation, and publish the useful results of such research.

Our vision is a big goal because, despite what we've achieved in our 40 years, we know we need to do even more. Every 20 minutes in the UK, someone is diagnosed with a blood cancer. Many people in need of a transplant die because a suitable match can't be found in time to help them.

So, as we move into the future, we're taking steps to make sure we get closer to achieving it. How will we do this? In broad terms, we will:

- ensure patients get the best possible match, survive the transplant and have a good quality of life, post-transplant
- serve our customers in the transplant centres and hospitals, making sure we provide them with the right match for the right patient at the right time
- carry out research that helps patients in areas such as matching, tissue typing and post-transplant treatment
- harness the power of our supporters to raise funds and spread the word about our lifesaving work
- recruit donors and support all those who go through the donation process
- work with partners on policy, research and campaigning, to drive innovation and improve the lives of patients.



Patient Esmé in hospital with her baby doll and matching nasal tube.

# TOBY

## FUNDRAISER

‘SONIA’S VIBRANCY AND POSITIVITY ARE ALWAYS WITH ME - THEY ARE WHAT DRIVE ME TO KEEP GOING AND WANT TO DO GOOD THINGS LIKE THIS.’

**Meet Toby – the man who’s taking on a 5,000-mile coastal bike ride on behalf of Anthony Nolan and two other blood cancer charities, in memory of his partner Sonia, who tragically died of post-transplant complications in 2013.**

‘Sonia was my best friend, my soulmate and literally “other half”. She was only 43, and if you met her, you’d think she was half her age, not just because of her amazing ability not to age, but also because of her energy and vibrancy.’

‘I’ve loved riding my bike ever since I was a kid, I love the freedom of cycling and it has really helped me through the grieving process. The act of getting on a bike and pushing myself makes me feel better. Looking after my body helps look after my mind too and it gets me through the bad days.’

‘I’m riding to raise money and awareness for a cause that helps people who suddenly find themselves in the most devastating situation imaginable, and that also actively tries to increase the number of donors on the register. Thanks to Anthony Nolan’s lifesaving work, if your loved ones were suddenly struck down with blood cancer, they have a better chance of finding a donor.’

‘While Sonia and I always tried to make the most of any opportunities life presented to us, losing her has only solidified my view that life really is short and we don’t know what’s round the corner, so as much as possible, we should try and do things we enjoy and make the most of our time.’

‘She’ll be with me in mind and body while I ride, and I know she would love the fact that I’ve decided to undertake this challenge in her memory, and for such good causes.’



# HOW WE OPERATE

## ORGANISATIONAL STRUCTURE

Anthony Nolan is a registered charity and a company limited by guarantee, not having share capital.

Every member undertakes to contribute an amount not exceeding £1 to the assets of the charity in the event of the charity being wound-up during the period of their membership, or within one year thereafter. The members are the Trustees and Directors of the charity.

The charity's governing document is in the form of a memorandum and articles of association dated 6 March 1989. The overall strategic direction of the charity is determined by the Trustees, who meet formally at least four times each year.

The Trustees are responsible for planning and policy-making for Anthony Nolan and, accordingly, all key decisions are referred to and taken by the Board of Trustees.

The day-to-day management of Anthony Nolan is entrusted to the Chief Executive and the senior management team, who have delegated authority from the Board to administer the affairs of the charity. The Chief Executive and senior management team are invited to the Trustees' meetings, and provide them with regular reports on the work of Anthony Nolan.

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.

## SENIOR MANAGEMENT TEAM

Anthony Nolan's senior management team meets on a regular basis, and departmental meetings are held throughout the year.

## EMPLOYEES

### POLICY FOR DISABLED PERSONS

Anthony Nolan operates a clear policy of equal opportunity for people with disabilities, which is communicated to all staff in our staff handbook. Anthony Nolan makes a specific commitment to employing people with disabilities wherever and whenever possible.

Our policies reflect our desire to treat disabled persons fairly in all aspects of recruitment and employment and we have committed ourselves to providing assistance in career progression and training. We welcome ideas for making our facilities more user-friendly for the benefit of staff with disabilities.

### EMPLOYEE INFORMATION

The senior management team regularly provides information to employees through the publication of a quarterly magazine distributed to staff, and through all-staff briefings held twice a year, as well as through weekly emails from the Chief Executive to all staff and a variety of other communications.

Regular consultations are held with staff through Anthony Nolan's Staff Forum, at which representatives from Human Resources are always present, to enable us to take employees' views into account. Employee views are also sought on a variety of issues through web-based surveys.

### SUB-COMMITTEE

An Audit and Finance Committee, chaired by Ian Krieger, is a formal sub-committee of the Board of Trustees. The Chief Executive and the Finance & Resources Director are invited to attend the meetings.

### ANTHONY NOLAN TRADING

The charity owns 100% of the issued share capital of Anthony Nolan Trading Limited (ANTL). This subsidiary plays a crucial role in fundraising on behalf of the charity and the principal activity of ANTL is to carry on the trading operations

of the group with a view to raising funds. This is achieved through advertising, selling merchandise, fundraising events and exploiting intellectual and similar rights held by the parent charity.

## TRUSTEES

### RECRUITMENT, APPOINTMENT, ELECTION, INDUCTION AND TRAINING OF TRUSTEES

The Trustees retire from the Board by rotation every three years with the option of re-election. The Trustees aim to ensure that the composition of the Board contains individuals with suitable backgrounds and experience to contribute positively to the governance of Anthony Nolan. Since the members of Anthony Nolan are the Trustees and Directors, election and re-election is determined by the current Board in all cases.

### INDUCTION AND TRAINING

The work of Anthony Nolan involves continuously advancing scientific and medical processes of stem cell transplants. To keep Trustees aware of the charity's operations on both a national and international level, sessions are arranged to update them on facets of Anthony Nolan's work, either during Trustees' meetings or away days. Presentations by outside advisers relating to specific governance issues are organised as appropriate. The induction of a new Trustee is tailored to the individual concerned. It does, however, always include the provision of key documents and information relating to Anthony Nolan, a guided tour of the charity's operations, an introduction to key staff, and an outline of the duties and responsibilities of being a trustee and director.

### DECLARATION OF INTERESTS

Each financial year, all Trustees complete a Declaration of Interests form and new Trustees complete a Fit & Proper Person Declaration, as recommended by HMRC. The Declaration of Interests registers are included in the year end examination by our auditors.

## PROFESSIONAL INDEMNITY INSURANCE

The charity has taken out an insurance policy that provides professional indemnity insurance cover for the Trustees. The cost of this insurance for the period was £2,234 (2013/14 £1,421).

## RISK AND CORPORATE GOVERNANCE MATTERS

The Trustees have made an assessment of the risks to which Anthony Nolan is exposed, especially those related to business, operations and finance. They have put in place a review and reporting procedure to manage and reduce those identified risks. The key risks faced by Anthony Nolan include income continuity (which is dependent in part on NHS policy); any changes in clinical practice which adversely affect the place of unrelated donors in transplant activity and cash flow, particularly from NHS hospital trusts. Procedures are in place to review risks on a regular basis. The actions that might need to be taken have also been considered, and are monitored and formally reassessed by the Trustees annually.

## TRUSTEES' AND DIRECTORS' RESPONSIBILITIES IN THE PREPARATION OF FINANCIAL STATEMENTS

The Trustees (who are also the directors of Anthony Nolan for the purposes of company law) are responsible for preparing the Trustees' annual report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice). Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and the group as at the balance sheet date, and of the incoming resources and application of resources, including the income and expenditure for the charitable group, for that period.

In preparing those financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently
- observe the methods and principles in the Charities SORP
- make judgements and estimates that are reasonable and prudent
- state whether the applicable UK Accounting Standards have been followed subject to any material departures disclosed and explained in the financial statements
- prepare the financial statements on the going concern basis, unless it is inappropriate to presume that the charitable company will continue in business.

The Trustees are responsible for keeping proper accounting records, which disclose with reasonable accuracy at any time the financial position of the charitable group, and enable them to ensure that the financial statements comply with the requirements of The Companies Act 2006, The Charities Act 2011, The Charities and Investment (Scotland) Act 2005 and The Charities Accounts (Scotland) Regulations 2006. They are also responsible for safeguarding the assets of the charitable company, and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities. The Trustees are responsible for the maintenance and integrity of the corporate and financial information on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

---

CASE STUDY

# NEEMA

---

SCIENTIST

---

'I FEEL VERY LUCKY TO HAVE FOUND AN ORGANISATION THAT INSPIRES ME.'

---

**Meet Neema - the Senior Postdoctoral Research Scientist working at the Anthony Nolan Research Institute.**

'My role at Anthony Nolan is quite varied. Since I started in 2001, I've been involved with the Patient/Donor project; we collect blood samples from patients and their Anthony Nolan donors, analyse different genetic factors between the two, and see how their similarities or differences correlate with the transplant outcome.'

'More recently, I've been working on our Third Generation Sequencing (TGS) project. I'm also responsible for the training of new staff and inductions for visitors to the Research Institute. This often means working with students and recent graduates - hopefully encouraging them to pursue a scientific career!'

'I first became involved with Anthony Nolan soon after my own graduation. I feel very lucky to have found an organisation that inspires me, and has encouraged me to develop professionally so early on in my career.'

'In an ideal world, I'd like to make even a small contribution towards improving the success of stem cell transplantation, both in terms of survival rates and quality of life for patients post-transplant.'

'I'm lucky to work with such a fantastic group of people. A research environment can often be difficult; you may need to think of different - and occasionally unconventional - ways to solve a problem. I'm always impressed by the dedication of my colleagues, their ingenuity, and how much they care.'

'They also have an excellent sense of humour - lunchtime in our tearoom is usually filled with laughter. They make it very easy to come to work!'



# THE STORY SO FAR

## AIM ONE FIND A DONOR FOR EVERY PATIENT WHO NEEDS ONE

At Anthony Nolan we're here to save the lives of people with blood cancer and blood disorders. Right now, almost 1,800 people in the UK - 37,000 worldwide - are waiting for that vital match. Over the past 12 months, we've worked hard to change that statistic and get closer to our vision of finding a transplant for everyone who needs one:

- We recruited more potential donors than any year since 1986 - an amazing 29,854 coming from online donor recruitment and 23,275 from face-to-face donor recruitment events.
- By the end of the financial year, we celebrated reaching 553,873 people on the register.
- We gave 1,259 patients a chance of life through the provision of stem cells - and 408 of the donors selected were from the Anthony Nolan register. In addition, 15 patients received transplants using cords from the Anthony Nolan Cord Blood Bank in Nottingham.
- At the end of the financial year we had an amazing 4,114 cords banked. By donating the blood from their umbilical cord and placenta after they give birth, mums can help save a life.
- The number of Confirmatory Typing requests for UK patients from Anthony Nolan donors was 1,823, a 3% increase on the previous year. We shipped 1,056 units of blood samples during this period, a 3% increase on the previous year.
- Our exports were up 3% compared to last year - we were able to provide 199 donors and cords.
- We visited 390 schools and colleges and spoke in front of around 44,830 young people through our Register and Be a Lifesaver (R&Be) programme - that meant we saw 30% more students than in 13/14.
- The total number of young people who've now donated after signing up via R&Be is up to 23. This included Ethan Buttress who, at 17, became the youngest unrelated bone marrow donor in the UK.
- There has been an increase in demand for higher-typed male donors, with 56% of Anthony Nolan male donors selected being 30 years or younger, compared to 39% in 2011.
- Marrow, our network of student volunteers, expanded into six new universities and recruited over 12,000 potential donors in the last academic year.
- On top of that, Marrow recruits now make up 28% of those who go on to donate from the Anthony Nolan register - an incredible achievement.
- Marrow also ran a very successful health inequalities campaign - at 10 events, 70% of those recruited to the register were from BAME (black, Asian and minority ethnic) communities.
- Through funding from the Department of Health, we ran a #BeingAfricanCaribbean campaign with the African Caribbean Leukaemia Trust (ACLT) to encourage more African Caribbean people to sign up to the register. Nearly 1,000 people signed up, we launched a rap video that received 95,000 views, and the hashtag was used more than 1,500 times.



Campaigner and TOWIE star Bobby Norris, as pictured on our Kindness of Strangers landing page.



A Marrow volunteer at one of our Tackling Inequality registration events.



Marathon runner and friend of the Clark family, Richard Steer, completing the Virgin Money London Marathon in tribute to 8-year-old Hollie Clark and the family's #pantsonyourhead campaign.

- We also worked with a number of Asian, black and mixed race patients - including Dushyant Mehta and Chantel Ratcliffe - to appeal for donors from ethnic minority communities. These received coverage on Mail Online, BBC Breakfast, The Mirror, The Sun and the London Evening Standard, as well as in widespread black- and Asian-interest media.
- Bride-to-be Kate Robertson set up the #shake4mike campaign to save her fiancé Mike Brandon's life, by raising awareness of his search for a stem cell donor. The campaign was a huge success, with more than 7,000 potential new donors joining the register (compared to 939 during the same period last year). Mike has now found a matching donor, and had his transplant.
- Hollie Clark's family launched a campaign urging people to post #pantsonyourhead selfies and join the Anthony Nolan register. The idea took off, leading to a huge increase in Welsh donor registrations in the summer of 2014. At its peak, the Help Hollie Facebook page had reached 4.6 million people. Hollie found her match, and her bone marrow donation took place in July 2014. However, very sadly, she suffered complications after her transplant and died in her parents' arms on 6 November 2014.
- Bobby Norris, star of The Only Way is Essex, launched the #SaveBobbysMum appeal last August after his mother Kym was diagnosed with acute myeloid leukaemia. Bobby's appeal led to over 3,100 people joining the Anthony Nolan stem cell register in one week. Kym successfully had her transplant in February.
- We continued to develop the Anthony Nolan and NHS Stem Cell Registry and produced the very first State of the Registry annual report, Together for Better.
- We launched a Mythbusting campaign to let people know the truth about stem cell donation and dispel myths that might stop people signing up to the register.
- We were able to promote our work with the Army, Navy and Air Force when they included a call to join the register at the bottom of all their payslips. This saw a fantastic 476% increase in sign-ups from military personnel.

# SUSAN

## CLINICAL NURSE SPECIALIST

'THE ONGOING RELATIONSHIP WITH PATIENTS IS ONE OF THE REASONS I LOVE MY JOB.'

**Meet Susan - the Anthony Nolan Clinical Nurse Specialist working at the Newcastle Freeman Hospital, providing specialist care for patients before, during and after their transplant.**

'It's hard to describe the relationships that we build with our patients. It's a privilege to get to know them, as well as their partners, children and parents.'

'I help organise prescriptions, transfusions, scans and biopsies. And we also have a nurse-led, long-term follow-up clinic, where people who need after-care can come to have their blood checked, and discuss anything that might be troubling them.'

'It's comforting for patients to be able to speak to an experienced nurse who understands the complexity of the impact that transplant has - both on their health and their social wellbeing - for many years after treatment.'

'And nothing beats the feeling of seeing those patients who have overcome turbulent times and come back to the clinic thriving - telling me stories about their families, new jobs, holidays, and the milestones they've celebrated. I'm grateful to play a part in their recovery, and I use that knowledge and these moments to encourage future patients through their tough times.'



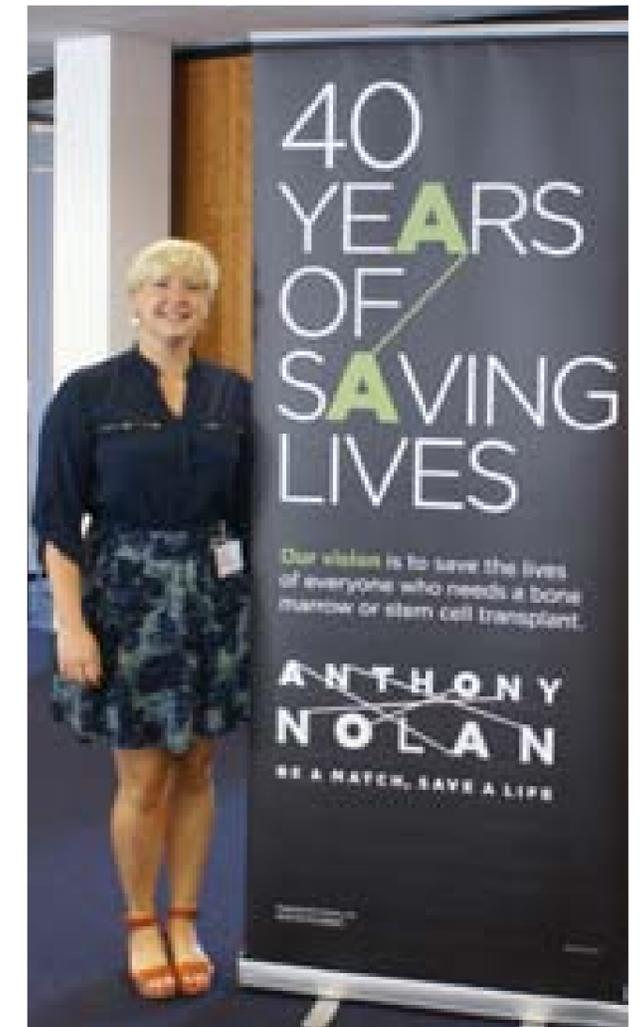
**AIM TWO**  
**IMPROVE THE QUALITY OF LIFE OF PATIENTS WHO HAVE HAD A TRANSPLANT**

Unfortunately, around one in three patients who have had a transplant still die in the short-term (within a year) – so we need to focus on improving the quality of life of all of our patients before, during and after a transplant.

- We recruited our first Anthony Nolan transplant nurses, with two out of three now in post at the Royal Marsden in Sutton, and in Newcastle, with a further role planned for Manchester in summer 2015.
  - The Patient Experience team held three regional education days for post-transplant patients and their families in London, Leeds, and Bristol, which provided them with invaluable information on the challenges they may face and the support we can offer.
  - Our Patient Experience team launched our new Patient Support grants programme to offer financial support to patients with low income and limited savings. So far, we have given out £4,000 to 34 people affected by transplant.
- These have been awarded to help with the cost of travel to hospital appointments, to buy new clothes due to changes in weight caused by treatment, to buy household items necessary for preventing infection, or to support palliative care. One grant recipient told us, 'The grant helped us survive another month. Thank you for your help at such a tough time.'
- Posts from our Patient Experience team's Facebook page have appeared 900,000 times on people's social media news feeds. Their e-newsletter, providing patients and families with expert information about life after transplant, now has 339 subscribers.
  - Our patient work continued to break new ground in other ways, too; our online patient community has continued to grow – and we also saw the highly successful launch of *After*, an inspirational portrait photography exhibition that took place at the Menier Gallery in London.

- We refreshed our brand, which included our new strapline, 'Saving the lives of people with blood cancer'. This marked a shift to better reflect the range of ways that different audiences can get involved in our work, and put patients at the heart of what we do. Richard Davidson, our Director of Communications, said, 'We have evolved far beyond being only a bone marrow register, so it is important that we reflect our charity's evolution as a blood cancer charity, without losing our core heritage of Shirley and Anthony's powerful story, which continues to be at the heart of our brand.'
  - Our Capes vs. Cancer campaign, which featured an interactive map of donors across the UK, called on MPs to support our work by raising awareness of the donor register within their constituencies. We engaged over 90 MPs with the campaign – including Nick Clegg, Ed Miliband and Jeremy Hunt – via our supporters and social media interaction, and used the concept as the focus for our exhibition stand at the autumn conferences of the three main political parties.
- The campaign was shortlisted for Use of Digital Media at the Third Sector Excellence Awards, Digital and New Media Award at the PRCA Awards, and for Charity Campaign and Best Social Media Campaign at the UK Social Media Communications Awards.
- Our #SaveALifeat16 online petition called on the Government to include information about the bone marrow donor register with every letter informing young people of their National Insurance number. We were overwhelmed by the support we received, with over 9,000 people signing it, prompting over 100 MPs to get behind our proposal. On social media, it reached 14 million Twitter users.
- As a result of the campaign, we were invited to attend a meeting at the Cabinet Office to discuss how the Government might work with us to develop digital tools to signpost young people towards information about Anthony Nolan and the bone marrow donor register.
- The Prime Minister's wife, Samantha Cameron, invited 120 supporters and staff to a reception at Downing Street to mark our 40th anniversary year, connecting different groups of people, from patients and celebrities to MPs, clinicians and staff.

Clockwise from top left: 1. Billie Dunlevy from our Patient Experience Team with patient Jayne Snell at Anthony Nolan for filming of the patient interviews. 2. Amy Evans setting up one of our Patient Information Day events. 3-5. Monthly milestone posts from our dedicated Patients Facebook posts.



**AIM THREE**  
**PUT OUR CUSTOMERS – TRANSPLANT CENTRES, CLINICIANS – AT THE HEART OF WHAT WE DO**

- Our groundbreaking plans for Third Generation Sequencing began in earnest, with the arrival of our two RS-II machines. These will allow us to start testing our IT and Bioinformatic capabilities in handling huge amounts of data. And by providing the highest resolution typing available, we'll be able to make bone marrow and blood stem cell transplants more successful.

We intend to use this new technology to comprehensively HLA type new and existing donors, as well as improve and extend services to our current customer base. Allied with this, our strategy seeks to offer services to new customers requiring full HLA typing for first-time donors, re-typing existing donors, confirmatory typing when donor/patient matches have been found, and typing for HLA-related disease association and drug hypersensitivity.

- We hosted the World Marrow Donor Association (WMDA) biennial international conference, with overwhelmingly positive feedback. Membership of the WMDA includes 71 donor registries, 140 cord blood banks, 350 donor centres, and 1,259 transplant hospitals from 48 different countries in six continents, and the event saw over 300 people from 42 countries, some from as far afield as China and Australia, attend the conference.

The first two days of the conference were the WMDA working group meetings, and the second two days were the International Donor Registry Conference (IDRC). As well as the talks and interactive sessions we had an exciting social programme including a reception at the Houses of Parliament. It was also the first time in the conference's twenty year history that it returned a profit.

- Two Search Coordinators – Camilla Mitchell and Laila Ramzi – were among 16 others taking part in piloting a Search Coordinator Certification Pilot Program, launched by the WMDA. This is the very first training/

certification program that WMDA has produced for Search Coordinators from all over the world, with the aim of standardising their expertise and providing formal certification of their very special skills.

- It was a great year for collaborations and contacts. As well as relationships forged and developed at WMDA, we welcomed visitors from the German registry ZKRD, and NMDP in the US. Our involvement with the Stem Cell Oversight Committee and the Clinical Reference Group has continued to bear fruit – and we also saw a successful second clinical retreat and welcomed three new Trustees.
- The Labs and Quality Team passed the EFI (European Federation for Immunogenetics) inspection with flying colours, and retained the EFI accreditation that shows we perform Histocompatibility and Immunogenetics testing to globally recognised standards.
- Our Research team were involved in exciting new research pointing to the overlap in HIV and myeloma – opening up new research paths. Researchers used a single patient case study with HIV and myeloma to demonstrate that it is possible that the human immune system would be able to control HIV following full-blown reactivation of the virus. Professor Steven Marsh, Dr Neema Mayor, and Jennifer Schellekens performed, and provided genetic analysis for, the study on a number of different markers that included the HLA and KIR genes, as well as helping to interpret the results.
- Professor Steven Marsh, Professor Alejandro Madrigal, Dr Chloe Anthias and Joe Brazil shared our latest findings with the scientific community at the Blood and Marrow Transplant Tandem Meetings in San Diego.
- We had 41 research papers published; an additional seven have been accepted and are in the process of being published.
- Professor Steven Marsh was honoured at the Asia Pacific Histocompatibility and Immunogenetics Association (APHIA) meeting, where he presented the Malcolm Simons Lecture on 'The IMGT/HLA Database in the era of next generation sequencing'.

'Our staff will have the most comprehensive data available as we strive to improve transplant outcomes.'

**Prof Steven Marsh**

This page: scientists handling and analysing research blood samples.



# BECCA

## STAFF

'EVERYONE AT ANTHONY NOLAN HAS A GENUINE PASSION FOR THE CAUSE, AND IT'S LOVELY TO WORK WITH SUCH AN ENTHUSIASTIC TEAM.'

**Meet Becca - the Anthony Nolan staff member in charge of online donor recruitment.**

'My role at Anthony Nolan is to manage the process of joining the register online. That means I'm responsible for finding ways to target people online, and educate and inspire them to sign up.'

'I also work on improving the experience of joining the register online and make sure everyone who does sign up receives the right communications - especially their spit kit!'

'Part of my job is to run the twice-weekly spit kit socials (they take place in Hampstead on Tuesday and Thursday evenings, if you fancy it) where we pack thousands of kits that we send out in the post to those who have joined online. It's a great way to involve more supporters in our work and save on costs. We have some amazing volunteers of all ages and experience, and I love chatting to them - their dedication and enthusiasm for the cause inspires me.'

'When I first applied for a role at Anthony Nolan, I'd been interested in the charity's work for a number of years. I was really excited by the prospect of working for an organisation with such a clear aim, and being part of a team that has such a positive effect on people's lives every day.'

'I'm really enjoying being in the Communications and Marketing Department, and it's been inspiring to be a part of some incredibly creative projects. There's so much potential here to develop how we reach potential donors online, and make the process as innovative, efficient and engaging as we possibly can.'



**AIM FOUR**  
**PROVIDE THE RIGHT PEOPLE, ENVIRONMENT**  
**AND FUNDING TO MAXIMISE OUR IMPACT**

2014/15 was a successful year for Anthony Nolan's fundraising. Thousands of people helped save lives by donating each month by direct debit, taking part in running, cycling and trekking events, organising their own fundraising or supporting us through their company or charitable trust.

Without their support, we wouldn't be able to recruit stem cell donors, find transplant matches for patients, support patients and their families through their transplant journey, conduct pioneering research and save lives.

- The generosity of Anthony Nolan's supporters grew Anthony Nolan's income by almost 40% in the last year. We raised £11.4m compared to £8.3m in 13/14 (this included the RGF grant and income from our trading subsidiary).

This is the most money Anthony Nolan has ever raised, and enabled us to grow the number of stem cell donors added to the register, each one a chance of life for a desperately ill patient.

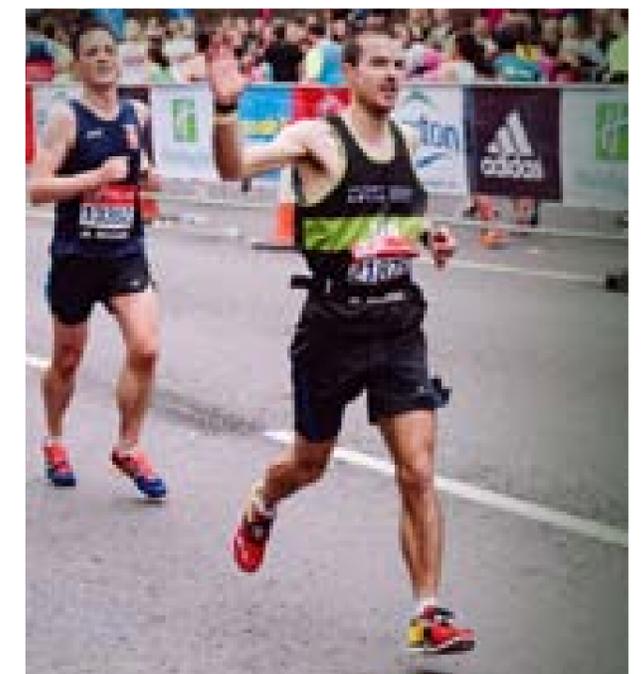
- We were Official Charity of the 2014 Virgin Money London Marathon. The marathon was an incredible day, as our 467 runners took to the streets of London, cheered on by 800 volunteers.

The combined total from the London Marathon itself, and the corporate partnership with Virgin Money, was £1.47m - far exceeding our original target of £1.1m and helping add 14,000 potential donors to our register. Our runners included stem cell donor Sean and his recipient Johnny, who ran every mile together and whose story featured on the BBC race day coverage.

- We grew the number of people giving by direct debit to 42,000. These supporters enable us to plan securely for the future.
- Over 1,400 people supported us by raising money through organising events in their local community - an amazing increase on last year's total of more than 1,100. 48 supporters raised more than £5,000 each.

- We delivered a grant of £1.2m from the Regional Growth Fund to expand our cord blood collection project to hospitals in Manchester and Nottingham.
- Our corporate partnership with Scotmid has engaged employees in Scotland, the north of England and Northern Ireland, raising a total so far of over £200,000, with a predicted final total of £300,000.
- A record-breaking Daisy Ball 2014 raised over £240,000 at London's Grosvenor House Hotel.
- Our social media channels have had 355,800 impressions over the financial year - with 10,600 new Twitter followers and 16,200 new Facebook fans.
- This autumn we celebrated the wonderful variety of people who support our work, with the second ever Anthony Nolan Supporter Awards. The awards recognise and celebrate a wide range of our supporters - our way of saying thank you to the people who really keep Anthony Nolan going.
- We completed our partnership with the Trinity Mirror media group, which over the course of 12 months resulted in 495 pieces of coverage - or 10% of our total coverage for that year as a whole.
- We have entered the top 50 in Third Sector's Charity Brand Index. The Index is produced from an in-depth survey of 4,000 UK adults, aimed at assessing charity brands on a wide range of measures, including familiarity, distinctiveness, relevance, trust and impression. We have risen by seven places from our previous position, and this is testament to our rising profile.
- We shared the story of volunteer courier Peter Hodes, leading to a BBC World story 'The Man With 42 Hours to Get Home'. This led to 69,000 people visiting our website directly from the article and we were the third most-read story on the BBC website that day.

We also set up interviews with Peter on BBC Radio 4, BBC Radio 2, The Sunday People, and The New York Daily Post. We went on to facilitate a filming request from The One Show, leading to a spike of interest in volunteering for Anthony Nolan.



---

CASE STUDY

# TONY AND JAN

---

**VOLUNTEERS**

---

‘WE FEEL PROUD TO HAVE MET THAT MILESTONE; INSPIRED BY GEMMA, ADRIAN, ANTHONY NOLAN AND THE OTHER R&BE-ERS WE’VE MET ALONG THE WAY.’

---

**Meet Tony and Jan Pinnegar – the husband and wife who’ve delivered more than 100 R&Be school and college presentations, inspired by the memory of their daughter Gemma.**

‘When our daughter Gemma relapsed in February 2006 and was given “months” to live, we gave her a book to write down some things she might want to do – the first thing she wrote was “Help others”. Though she sadly passed away in December, we knew we wanted to do something to keep her memory alive.

‘We had read Adrian Sudbury’s blog and really felt for what his parents were going through – so we joined their campaign to support Adrian’s idea of presenting to schools. We also saw it as a great way to carry on Gemma’s efforts of trying to get more local people onto the register.

‘Our first school presentation was at Finham Park, Gemma’s old school, to 80 students. It was always going to be emotional for us both but we dealt with it really well. The best thing about presenting is that we’re using stories of some amazing people and educating students so they can make an informed choice about donation.

‘We’ve now done over 100 and feel proud that we’ve met that milestone, in memory of and inspired by Gemma, Adrian, Anthony Nolan and all the other R&Be-ers we have met along the way.

‘It’s still not easy for Jan and I to go into schools to tell Gemma’s story but when we see the statistics of how many schools and students have been presented to, you realise the scale of this campaign and it makes us immensely proud. Just a kind comment from a student at the end of a talk can be really heartwarming.’



# WHERE WE'RE GOING AND HOW WE WILL GET THERE

## BEING THERE FOR PATIENTS, BEFORE, DURING AND AFTER THEIR TRANSPLANT

When Shirley Nolan started the world's first bone marrow register she was searching for someone to save Anthony's life. And for a long time that was our single objective – finding a donor to save a life.

We know that we've been successful, helping over 14,000 patients in our 40 years and becoming world leaders in what we do. But we also know that we need to go further.

Our 2012 strategy – 'Your Voice, Our Future, Their Lives' – made great strides forward, focusing on our unique role in making patients' transplants and outcomes successful. But, again, we knew there was more we had to do.

And now we're setting out our new vision to expand the scope of what we do even further – so we're there for patients at every stage of their journey.

## OUR NEW VISION

In order to grow, we must broaden and redefine Shirley's original vision of finding a match for everyone who needs one.

The field of stem cell transplantation is extremely competitive and complex, and we need to keep moving forward to remain resilient in the future and adapt to changes.

So, although our values remain the same, our new vision shows our work is not only about finding that lifesaving match, but also about improving quality of life for patients and being there for them at every stage of their transplant journey.

We exist 'to save and improve the lives of everyone who needs a stem cell transplant'.

## OUR NEW STRATEGY

To help ensure we achieve this ambitious vision, we have developed a new strategy setting out how we will maximise our impact over the next five years. We have identified five major areas of change within the transplant landscape:

- 1. Demand** – as clinical and medical practices evolve, there is a higher demand for information but an unclear demand for transplants. However, there is a constant focus on survival rates – and our vision reflects this.
- 2. Third Generation Sequencing** – we are now gaining a better understanding of genomics, and will continue to make new discoveries that will affect patient outcomes.
- 3. Global Hub of stem cell donors** – registries will become more globally aligned and share information, changing the face of some relationships and creating new opportunities and challenges.
- 4. Funding** – there continues to be a challenging funding environment in the UK and worldwide.
- 5. Collaboration** – there are major opportunities for collaboration between registries and researchers to discover new solutions, integrate information and share insight and successes.



## SCIENCE AND INNOVATION

It's our innovative science and medical research that separates us from our competitors, as well as our determination to find the best donor for every patient, improve transplantation understanding and techniques, and make sure every patient's standard of life improves.

And we'll do this by making sure our work is always led by science, research and insight.

This year, we became the world's first stem cell registry to invest in innovative new Third Generation technology for advanced tissue typing. This will enable us to conduct allele-level typing, as standard. Having the ability to increase the number of known HLA alleles, we'll be able to save more lives, and improve and extend services to those who use them.

## THE MANY WAYS PEOPLE CAN HELP SAVE LIVES

Another essential focus for the future will be making sure that people know about the different ways they can help us save lives. As we've talked to our existing and potential supporters, it's become clear they haven't always understood the full range of our work or the ways they can get involved.

That means it's crucial we clearly communicate that whether people campaign, raise funds or volunteer, they're all vital to our lifesaving work. To be able to grow as a charity, we need to be clear about what we do, persuade more supporters to join our cause, and explain why we

need everyone to help save lives in whatever way they can. Our new strategy, along with our recent brand refresh, was created with this in mind.

## THE FUTURE

With this strategy we remain strongly placed to make positive changes for people with blood cancer and disorders. We're an organisation that's never been afraid to embrace the future. It's made us great at what we do. And it's why we'll continue to get even better. We're pioneers, continuing to advance and revolutionise the field of stem cell transplantation.

And, although we realise there will be challenges in the future, we're confident that this new strategy provides us with the very best platform to achieve our three ambitious aims.

## OUR AIMS

We have agreed the following main aims to help us move towards our vision over the next five years:

- 1. Patient outcomes** – We will work to improve outcomes and quality of life for patients.
- 2. Global leadership and partnership** – We will lead and influence the global transplant community in improving outcomes.
- 3. Performance** – We will deliver excellence, efficiency and transparency in our work.

# MONIKA

**CAMPAIGNER**

**'WE NEED TO DO EVERYTHING WE CAN TO CAMPAIGN FOR DONORS.'**

**Meet Monika - the student whose interest in lifesaving cord blood samples led to volunteering on Anthony Nolan's behalf.**

'When I was taking my Master's at the University of Birmingham, I started a project using cord blood samples. I went from knowing a little about cord bloods, and how stem cells are used for blood cancer treatment, to knowing a lot.

'The effort of purifying the stem cells from cord blood, and the complexity of finding a match, made me realise how important it is to find matches for each individual patient, and how much work is put into ensuring that samples are pure and ready to use.

'I got in touch with Anthony Nolan, and found Birmingham Marrow (the affiliated student group), where I got involved with ethnic minority donor recruitments.

'When I started helping with donor recruitment drives, it was obvious that there was a lack of knowledge and a gap that needed to be filled. Many people had never even heard of Marrow or Anthony Nolan, and those who had were scared off by the donating process.

'My granddad died from leukaemia, so finding matches and helping Anthony Nolan has always been close to my heart. I work in research, specifically cancer research - and the high percentage of people diagnosed with blood cancers means we need to do everything we can to campaign for donors.'



# THE FINANCIAL REVIEW

## HEADLINE FIGURES FROM THE FINANCIAL STATEMENTS SHOW

1. An increase in group income to £45m
2. An increase in gross voluntary income of 27% to £9.5m
3. Support costs of £5.8m equating to 13% of income
4. An overall net deficit of £0.7m due to the continued investments, in particular our research and technology.

Donor provision continued to be the main source of income for the charity raising £34.1m in the year, this was down 5% from prior year mainly due to a decrease in the number of provisions from 1,412 to 1,401. The cost of delivering donor provisions, including allocated support costs, was £34m, netting a surplus from this activity of £0.1m for the charity.

Voluntary income of £9.5m was up 27% in the year mainly due to the success of the Virgin Money London Marathon partnership and an increase in individual giving donations; we now have close to 42,000 supporters providing regular and predictable income. In addition, Fundraising generated £667k of income which appear under Trading in the Accounts. Fundraising-related expenditure, which appears under Trading, totals £293k.

We continued to invest these surpluses into our research and development, and education and awareness programmes, as well as in new technology, most notably Third Generation Sequencing (TGS), which will enable us to type donors to the highest possible level of resolution. Due to these investments we are reporting a net deficit in the year of £0.7m, which reduces total funds from £8.7m to £8m.

Cash flow is an important part of our financial management and planning. Due to the high level of investments in the year we have seen a reduction in our cash levels from £4.6m to £3.8m. We have made improvements in our debt recovery during this period which has helped offset the negative impact of capital investment. The management and monitoring of working capital will remain a priority for the charity.

## RESERVES POLICY

Anthony Nolan's policy with regard to reserves is to make suitable investment in the ongoing development of the charity, while maintaining adequate funds to deal with current and medium-term needs, and having the necessary provision to deal with unforeseen circumstances.

Free reserves at the year-end, excluding fixed assets, designated funds and restricted funds, amounted to £2.2m compared to £3.3m in the previous year. The Trustees have determined that the optimal level for free reserves is £6m and that in the medium term, free reserves should be managed to reach this level and to deal with the following:

- Requirements for a reasonable level of working capital, taking into account our growth
- Period of time required to downsize the charity operations if necessary to respond to any downturn in income streams or reduced demand for donors
- Period of time required to re-establish income streams.

The Trustees have plans in place to deliver surpluses over the next few years to reach the desired level of reserves. The appropriate level of reserves of the charity will continue to be reviewed regularly.

## AUDITOR

Baker Tilly UK Audit LLP has indicated its willingness to continue in office.

## STATEMENT AS TO DISCLOSURE OF INFORMATION TO AUDITOR

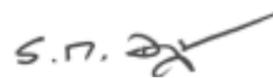
The Trustees who were in office on the date of approval of these financial statements have confirmed, as far as they are aware, that there is no relevant audit information of which the auditor is unaware.

Each of the Trustees have confirmed that they have taken all the steps that they ought to have taken as Trustees, in order to make themselves aware of any relevant audit information and to establish that it has been communicated to the auditor.

## FUNDS HELD AS CUSTODIAN

Although the charity maintains restricted funds to deal with incoming resources that are earmarked for a particular purpose by donors, sponsors, and other funds, Anthony Nolan does not currently hold, and the Trustees do not intend that it will in the future hold, any funds as custodian for any third party.

The Trustees' Annual Report is approved by order of the Board of Trustees and the Strategic Report (included therein) is approved by the Board of Trustees in their capacity as the directors at a meeting on 9th July 2015 and signed on their behalf by:



Chair, Simon Dyson, MBE

Date 9/7/15

# CHANTEL

**PATIENT**

**'I WAS PLANNING FOR MY FUNERAL - NOW I'M PLANNING FOR A LIFE WITH MY NEW BABY.'**

**Meet Chantel - the woman who defeated the odds to successfully have a transplant and a beautiful baby boy.**

'I know I'm one of the lucky ones; there are so many other people who can't find that perfect match. I knew the odds were stacked against me because of the lack of African Caribbean donors on the register - I thought, "That's definitely it." I wrote my will and thought about funeral plans.

'So it knocked me off my seat when they told me there was a match. It was a dream come true - that person is one in a million, a true hero. Then to also find out I had a chance to have IVF was like winning the lottery twice. This was the double whammy of good news, after the double whammy of bad news with my diagnosis of cancer and infertility.

'We were up against the clock and we got the eggs collected a couple of days before the transplant. We were so high and elated.

'I owe my donor everything, I could never say thank you enough to them. If it wasn't for them I just simply wouldn't be here. But now I have a future with my husband Robin and baby James, and it's all thanks to them.'



# AUDITORS' REPORT

We have audited the group and parent charitable company's financial statements of Anthony Nolan ('the financial statements') for the year ended 31 March 2015 on pages 44 to 65. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

This report is made exclusively to the members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006, and to the charitable company's trustees, as a body, in accordance with section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and regulation 10 of the Charities Accounts (Scotland) Regulations 2006 (as amended) and the Charities Act 2011. Our audit work has been undertaken so that we might state to the members and the charitable company's trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company, its members as a body, and its trustees as a body, for our audit work, for this report, or for the opinions we have formed.

## RESPECTIVE RESPONSIBILITIES OF TRUSTEES AND AUDITOR

As explained more fully in the Statement of Trustees' responsibilities set out on pages 15 and 16, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view.

We have been appointed auditors under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005, section 151 of the Charities Act 2011 and under the Companies Act 2006 and report in accordance with regulations made under those Acts.

Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's (APB's) Ethical Standards for Auditors.

## SCOPE OF THE AUDIT OF THE FINANCIAL STATEMENTS

A description of the scope of an audit of financial statements is provided on the Financial Reporting Council's website at [www.frc.org.uk/auditscopeukprivate](http://www.frc.org.uk/auditscopeukprivate)

## OPINION ON FINANCIAL STATEMENTS

In our opinion the financial statements:

- give a true and fair view of the state of the group's and the parent charitable company's affairs as at 31 March 2015; and of the group's and the parent charitable company's incoming resources and application of resources, including their income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the Companies Act 2006, the Charities Act 2011, the Charities and Trustee Investment (Scotland) Act 2005 and regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended).

## OPINION ON OTHER MATTER PRESCRIBED BY THE COMPANIES ACT 2006

In our opinion the information given in the Trustees' Annual Report and the incorporated Strategic Report for the financial year for which the financial statements are prepared is consistent with the financial statements.

## MATTERS ON WHICH WE ARE REQUIRED TO REPORT BY EXCEPTION

We have nothing to report in respect of the following matters where the Companies Act 2006, the Charities Act 2011 and the Charities Accounts (Scotland) Regulations 2006 (as amended) requires us to report to you if, in our opinion:

- the parent charitable company has not kept sufficient, proper and adequate accounting records, or returns adequate for our audit have not been received from branches not visited by us; or
- the parent charitable company financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

*Baker Tilly UK Audit LLP*  
Date 9 July 2015

Nicholas Sladden (Senior Statutory Auditor)  
For and on behalf of BAKER TILLY UK AUDIT LLP,  
Statutory Auditor

Chartered Accountants  
25 Farringdon Street, London EC4A 4AB

BAKER TILLY UK AUDIT LLP is eligible to act as an auditor in terms of section 1212 of the Companies Act 2006

## CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES

(Including Consolidated Income and Expenditure Account) for the year ended 31 March 2015

	Notes	Unrestricted Funds £'000	Restricted Funds £'000	TOTAL 2015 £'000	Restated TOTAL 2014 £'000
<b>INCOMING RESOURCES</b>					
<b>Incoming resources from generated funds</b>					
Voluntary income	2	7,231	2,221	<b>9,452</b>	7,432
Activities for generating funds;					
Commercial trading operations	3	947	-	<b>947</b>	510
Investment income	4	88	-	<b>88</b>	103
<b>Incoming resources from charitable activities</b>					
Donor provision	5	32,862	1,240	<b>34,102</b>	36,064
Research	6	66	268	<b>334</b>	531
<b>Other incoming resources</b>	7	39	-	<b>39</b>	48
<b>TOTAL INCOMING RESOURCES</b>		41,233	3,729	<b>44,962</b>	44,688
<b>RESOURCES EXPENDED</b>					
<b>Costs of generating funds</b>					
Cost of generating voluntary income	8	6,555	-	<b>6,555</b>	6,139
Trading operations:					
Cost of goods sold and other costs	3, 8	607	-	<b>607</b>	324
<b>Costs of charitable activities</b>					
Donor provision	8	31,265	2,725	<b>33,990</b>	33,559
Education and awareness	8	2,065	-	<b>2,065</b>	2,129
Research	8	1,802	316	<b>2,118</b>	2,135
<b>Governance costs</b>	8	290	-	<b>290</b>	267
<b>TOTAL RESOURCES EXPENDED</b>		42,584	3,041	<b>45,625</b>	44,553
<b>NET (OUTGOING)/INCOMING RESOURCES BEFORE TRANSFERS</b>		(1,351)	688	<b>(663)</b>	135
<b>TRANSFERS</b>					
Gross transfers between funds	19	643	(643)	-	-
<b>NET (OUTGOING) /INCOMING RESOURCES BEFORE OTHER RECOGNISED GAINS AND LOSSES</b>		(708)	45	<b>(663)</b>	135
Losses on investments		-	-	-	(6)
<b>NET MOVEMENTS IN FUNDS</b>		(708)	45	<b>(663)</b>	129
<b>RECONCILIATION OF FUNDS</b>					
Total funds brought forward	19-20	8,358	363	<b>8,721</b>	8,592
<b>TOTAL FUNDS CARRIED FORWARD</b>	19-20	7,650	408	<b>8,058</b>	8,721

The above results are derived from the group's continuing activities. The charity has no discontinued operations. No separate Statement of Total Recognised Gains and Losses has been presented as all such gains and losses are included in the Statement of Financial Activities.

## PARENT CHARITY ONLY STATEMENT OF FINANCIAL ACTIVITIES

(Including Parent Charity Only Income &amp; Expenditure Account) for the year ended 31 March 2015

	Notes	Unrestricted Funds £'000	Restricted Funds £'000	TOTAL 2015 £'000	Restated TOTAL 2014 £'000
<b>INCOMING RESOURCES</b>					
<b>Incoming resources from generated funds</b>					
Voluntary income	2	7,231	2,221	<b>9,452</b>	7,432
Investment income	4	360	-	<b>360</b>	225
<b>Incoming resources from charitable activities</b>					
Donor provision	5	32,862	1,240	<b>34,102</b>	36,064
Research	6	66	268	<b>334</b>	531
<b>Other incoming resources</b>	7	107	-	<b>107</b>	112
<b>TOTAL INCOMING RESOURCES</b>		40,626	3,729	<b>44,355</b>	44,364
<b>RESOURCES EXPENDED</b>					
<b>Costs of generating funds</b>					
Cost of generating voluntary income	8	6,555	-	<b>6,555</b>	6,139
<b>Costs of charitable activities</b>					
Donor provision	8	31,265	2,725	<b>33,990</b>	33,559
Education and awareness	8	2,065	-	<b>2,065</b>	2,129
Research	8	1,802	316	<b>2,118</b>	2,135
<b>Governance costs</b>	8	290	-	<b>290</b>	267
<b>TOTAL RESOURCES EXPENDED</b>		41,977	3,041	<b>45,018</b>	44,229
<b>NET (OUTGOING)/INCOMING RESOURCES BEFORE TRANSFERS</b>		(1,351)	688	<b>(663)</b>	135
<b>TRANSFERS</b>					
Gross transfers between funds	19	643	(643)	-	-
<b>NET (OUTGOING)/INCOMING RESOURCES BEFORE OTHER RECOGNISED GAINS AND LOSSES</b>		(708)	45	<b>(663)</b>	135
Losses on investments		-	-	-	(6)
<b>NET MOVEMENTS IN FUNDS</b>		(708)	45	<b>(663)</b>	129
<b>RECONCILIATION OF FUNDS</b>					
Total funds brought forward	19-20	8,298	363	<b>8,661</b>	8,532
<b>TOTAL FUNDS CARRIED FORWARD</b>	19-20	7,590	408	<b>7,998</b>	8,661

The above results are derived from the charity's continuing activities. No separate Statement of Total Recognised Gains and Losses has been presented as all such gains and losses are included in the Statement of Financial Activities.

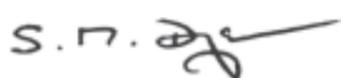
## CONSOLIDATED & CHARITY BALANCE SHEETS

As at 31 March 2015

Company number: 02379280 Charity number: 803716 Charity number (Scotland): SCO38827

	Notes	Group 2015 £'000	Group 2014 £'000	Charity 2015 £'000	Charity 2014 £'000
<b>FIXED ASSETS</b>					
Tangible assets	12	5,800	3,925	5,800	3,925
		<b>5,800</b>	3,925	<b>5,800</b>	3,925
<b>CURRENT ASSETS</b>					
Stocks	13	373	485	373	485
Debtors	14	6,523	10,108	6,729	10,122
Cash at bank and in hand		3,795	4,607	3,515	4,499
		<b>10,691</b>	15,200	<b>10,617</b>	15,106
<b>LIABILITIES</b>					
Creditors: Amounts falling due within one year	15	8,065	10,060	8,051	10,026
		<b>2,626</b>	5,140	<b>2,566</b>	5,080
<b>NET CURRENT ASSETS</b>					
		<b>8,426</b>	9,065	<b>8,366</b>	9,005
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>					
Creditors: Amounts falling due after more than one year	17	-	28	-	28
Provisions for liabilities and charges	18	368	316	368	316
		<b>8,058</b>	8,721	<b>7,998</b>	8,661
<b>NET ASSETS</b>					
<b>THE FUNDS OF THE GROUP &amp; THE CHARITY</b>					
Restricted income funds	19	408	363	408	363
<b>Unrestricted income funds</b>					
General Fund	19	7,650	6,858	7,590	6,798
Designated funds	19	-	1,500	-	1,500
		<b>8,058</b>	8,721	<b>7,998</b>	8,661
<b>TOTAL GROUP &amp; CHARITY FUNDS</b>					

The financial statements on pages 44 to 65 were approved by the trustees and authorised for issue on 09/07/2015 and are signed on their behalf by



Chair  
Simon Dyson, MBE



Vice Chair  
Ian Krieger

## CONSOLIDATED & CHARITY CASH FLOW STATEMENTS

For the year ended 31 March 2015

	Group 2015 £'000	Group 2014 £'000	Charity 2015 £'000	Charity 2014 £'000
<b>NET CASH (OUTFLOW) INFLOW FROM OPERATING ACTIVITIES</b>				
Net (outgoing)/incoming resources	(663)	129	(663)	129
Depreciation	1,023	633	1,023	633
Investment income received	(88)	(103)	(360)	(225)
Decrease in quoted investments	-	6	-	6
Decrease/(increase) in stocks	112	(6)	112	(6)
Decrease/(increase) in debtors	3,585	(1,606)	3,393	(1,626)
(Decrease)/increase in creditors	(1,928)	1,500	(1,908)	1,563
	<b>2,041</b>	553	<b>1,597</b>	474
<b>RETURNS ON INVESTMENT AND SERVICING OF FINANCE</b>				
Investment income received	88	103	360	225
<b>CAPITAL EXPENDITURE</b>				
Payments to acquire tangible fixed assets	(2,898)	(1,382)	(2,898)	(1,382)
<b>FINANCING</b>				
Capital element of the finance lease, total payments	(43)	(43)	(43)	(43)
	<b>(812)</b>	(769)	<b>(984)</b>	(726)
<b>(DECREASE)/INCREASE IN CASH</b>				

## NOTES TO THE FINANCIAL STATEMENTS

for the year ended 31 March 2015.

### 1: ACCOUNTING POLICIES

#### a) Basis of accounting

The financial statements have been prepared to comply with current statutory requirements (being the Companies Act 2006, the Charities Act 2011, the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006), under the historical cost convention, and in accordance with United Kingdom Generally Accepted Accounting Practice. The recommendations in Accounting and Reporting by Charities: Statement of Recommended Practice (revised 2005) issued by the Charity Commission in March 2005 have been followed. The accounting policies have been applied consistently in prior years.

#### b) Basis of consolidation

The consolidated accounts incorporate the result of Anthony Nolan and its subsidiary undertaking on a line by line basis. The consolidated entity is referred to as 'the group'.

#### c) Going concern

The trustees have reviewed the group's and the parent charity's forecasts and projections covering a period that exceeds twelve months from the date of signing these financial statements, and based on the level of existing cash and estimated levels of income and expenditure, the trustees are satisfied that the charity has adequate resources to continue in operation for the foreseeable future. Accordingly, the going concern basis has been used in preparing these financial statements.

#### d) Incoming resources

All incoming resources are included in the Statement of Financial Activities when the charity is entitled to the income, and the amount can be quantified with reasonable accuracy. Donations are normally brought into account when either receivable or there is sufficient evidence to suggest that it is virtually certain at the year end. Donations are stated gross of any attributable tax recoverable. Government and institutional grants are accounted for on a receivable basis. Donations and grants given for specific purposes are treated as restricted income.

Income from legacies is included in incoming resources on an accruals basis when, for a specific bequest, the three criteria of entitlement, certainty, and measurement can be satisfied and supported by third party confirmation. The charity does not account for legacies subject to a life interest held by another party until the life interest has expired.

Income in respect of payments for transplants and other similar services derives from the amounts charged in respect of the search for matching tissue types and the arrangement of the transplants, and is accounted for when receivable as incoming resources from charitable activities.

Income from fundraising events is included in incoming resources and resources expended following completion of the event. Income received and costs incurred prior to the date of an event are treated as deferred income and prepayments respectively.

All other income, including investment income, is accounted for on a receivable basis.

#### e) Gifts in kind

Gifts in kind and donated goods and services are recognised in the accounts when the benefit to the charity is reasonably quantifiable and measurable and exceeds £1,000. The value is the price the charity estimates it would pay should it purchase equivalent goods or services. In the case of any auction prizes donated the full amount of the proceeds received is recognised.

#### f) Resources expended

All expenditure is accounted for on an accruals basis inclusive of any irrecoverable Value Added Tax, and is allocated as direct costs in the Statement of Financial Activities where the costs can be identified as being directly related to generating funds, to a charitable activity, or to governance matters. Where costs cannot be directly attributed, they are allocated to categories on a basis consistent with the budgeted use of the resources concerned and in proportions based upon a suitable ratio applicable to the nature of the cost involved.

#### g) Governance costs

Governance costs consist of an estimate of time spent by senior executives in dealing with governance tasks and any direct costs associated with these tasks, including audit costs and trustee expenses. Compliance with the requirements of the Human Tissue Authority is included in governance.

#### h) Foreign Currencies

Transactions denominated in foreign currencies are recorded using the rate of exchange ruling at the date of the transaction. Monetary assets and liabilities denominated in foreign currencies are translated using the rate of exchange ruling at the balance sheet date. All exchange gains or losses are included in the statement of financial activities in the period to which they relate.

#### i) Research and development expenditure

Expenditure on research and development is written off to the Statement of Financial Activities in the period in which it is incurred.

#### j) Tangible fixed assets

All tangible assets purchased costing more than £1,000 that have a useful economic life that exceeds one year are capitalised and classified as fixed assets, the exception being computer equipment, which is all capitalised, even if the cost is lower than £1,000. Tangible fixed assets are stated at historical cost less depreciation. Depreciation is provided on all tangible fixed assets at rates calculated to write each asset down to its estimated residual value over its expected useful life, as follows:

Leasehold buildings	over the life of the lease
Leasehold improvements, fixtures & fittings	over 3 to 4 years
Office equipment (including computer equipment and software)	over 3 to 5 years
Laboratory equipment	over 3 to 5 years

#### k) Stocks

Stocks are valued at the lower of cost and net realisable value. Net realisable value is based upon estimated selling price less further costs expected to be incurred on disposal. Provision is made for obsolete and slow-moving items.

#### l) Leased assets and obligations

Where assets are financed by leasing agreements that give rights approximating to ownership ("finance leases"), the assets are treated as if they had been purchased outright. The amount capitalised is the present value of the minimum lease payments payable during the lease term. The corresponding leasing commitments are shown as obligations to the lessor.

Lease payments are treated as consisting of capital and interest elements, and the interest is charged to the Statement of Financial Activities in proportion to the remaining balance outstanding.

All other leases are 'operating leases' and the annual rentals are charged to the statement of financial activities on a straight line basis over the lease term.

#### m) Taxation

The company is a registered charity and as such its income and gains falling within Sections 471 to 489 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992 are exempt from Corporation tax to the extent that they are applied to its charitable activities.

Costs are recorded gross of VAT but the group is able to reclaim a proportion of VAT paid, because of its trading activities, using the partial exemption method.

The subsidiary company distributes any taxable profits to the charity each year under Gift Aid.

#### n) Pension contributions

The group and the charity make contributions into defined contribution pension schemes on behalf of certain employees. The assets of the schemes are held separately from those of the group and the charity in independently administered funds. The amount charged to the Statement of Financial Activities in respect of pension costs is the total contributions payable for the year.

#### o) Fund accounting

The general fund comprises the accumulated surpluses of unrestricted incoming resources over resources expended, which are available for use in furtherance of the general objectives of the charity.

Restricted funds are funds subject to specific conditions imposed by funders. The purpose and use of the restricted funds are set out in the notes to the accounts. Amounts unspent at the period end are carried forward in the balance sheet. Where the specific conditions of the donation are met so the funds are no longer restricted in purpose or use, unspent amounts are transferred to the general fund.

Restricted income spend on fixed assets, such as laboratory equipment, is shown as a transfer to the unrestricted fund at the point of purchase.

#### p) Provisions

Provision is made by the group and the charity for liabilities and charges arising from legal or constructive obligations that exist at the balance sheet date. The amount is calculated on the basis of the estimated cost to settle the present obligation or transfer it to a third party at that date. Consideration is given to the timing of the cash flows and to future events and uncertainties which may affect the amount required to settle the obligations.

## 2: VOLUNTARY INCOME

	Unrestricted Funds £'000	Restricted Funds £'000	Total 2015 £'000	Restated Total 2014 £'000
<b>Group and Charity</b>				
Donations from trusts and other similar institutions	-	856	<b>856</b>	507
Corporate donations	450	181	<b>631</b>	323
Donations from individuals	6,519	1,184	<b>7,703</b>	6,042
Legacies	169	-	<b>169</b>	445
Gifts in kind	93	-	<b>93</b>	115
	<u>7,231</u>	<u>2,221</u>	<b><u>9,452</u></b>	<u>7,432</u>

The grant relating to RGF income has been restated in the year from voluntary income: donations from trusts and other similar institutions to donor provision income: statutory income. It was agreed that this better reflects this type of funding as RGF is a government funding programme.

[www.gov.uk/understanding-the-regional-growth-fund](http://www.gov.uk/understanding-the-regional-growth-fund)

## 3: TRADING OPERATIONS & INVESTMENTS

The charity owns 100% of the issued share capital of Anthony Nolan Trading Limited (ANTL), a company registered in England. The charity acquired all of the 100 ordinary shares of £1 each that were issued in ANTL at par upon incorporation. These shares are carried in the balance sheet at their original cost of £100 (which the trustees believe approximately equates to their market value).

The principal activity of ANTL is to carry on the trading operations of the group with a view to raising funds on behalf of the parent charity, which is achieved through the sale of merchandise, advertising, the organisation of fundraising events, and by exploiting intellectual property and other similar rights held by the parent charity. Annual financial statements for this subsidiary company are filed with the Registrar of Companies for England and Wales, and are publicly available.

At 31 March 2015, the value of ANTL's net assets was £61k (2014: £61k) matching the value of the shareholders' funds.

In the year ANTL made turnover of £947k (2014: £510k) and interest income of £2k (2014: £2k) and expended £676k (2014: £389k), including management fee payable to Anthony Nolan, thereby generating operating profit of £273k (2014: £123k). The sum equivalent to the taxable profits was distributed to Anthony Nolan as provided for in ANTL's Articles of Association. The increase in income was due to AN's 40th anniversary Daisy Ball and hosting of the World Marrow Donor Association (WMDA) conference in April 2014.

#### 4: INVESTMENT INCOME

	Unrestricted Funds £'000	Restricted Funds £'000	Total 2015 £'000	Total 2014 £'000
<b>Group</b>				
Rent receivable under operating leases	75	-	<b>75</b>	75
Bank interest receivable on short term cash deposits	5	-	<b>5</b>	4
Royalty income receivable	8	-	<b>8</b>	8
Return on equity investments	-	-	-	16
	<b>88</b>	-	<b>88</b>	103
<b>Charity</b>				
Rent receivable under operating leases	75	-	<b>75</b>	75
Bank interest receivable on short term cash deposits	5	-	<b>5</b>	4
Royalty income receivable	7	-	<b>7</b>	7
Return on equity investments	-	-	-	16
Anthony Nolan Trading Ltd: Gift Aid distribution	273	-	<b>273</b>	123
	<b>360</b>	-	<b>360</b>	225

#### 5: DONOR PROVISION INCOME

	Unrestricted Funds £'000	Restricted Funds £'000	Total 2015 £'000	Restated Total 2014 £'000
<b>Group &amp; Charity</b>				
Fees receivable for the provision of donors	31,376	-	<b>31,376</b>	33,955
Support income in relation to donor processing	1,486	-	<b>1,486</b>	1,678
Statutory income	-	1,240	<b>1,240</b>	431
	<b>32,862</b>	1,240	<b>34,102</b>	36,064

The grant relating to RGF income has been restated in the year from voluntary income: donations from trusts and other similar institutions to donor provision income: statutory income. It was agreed that this better reflects this type of funding as RGF is a government funding programme.

[www.gov.uk/understanding-the-regional-growth-fund](http://www.gov.uk/understanding-the-regional-growth-fund)

#### 6: RESEARCH INCOME

	Unrestricted Funds £'000	Restricted Funds £'000	Total 2015 £'000	Total 2014 £'000
<b>Group &amp; Charity</b>				
Grant income receivable	66	268	<b>334</b>	531

#### 7: OTHER INCOMING RESOURCES

	Unrestricted Funds £'000	Restricted Funds £'000	Total 2015 £'000	Total 2014 £'000
<b>Group</b>				
Other income	39	-	<b>39</b>	48
	<b>39</b>	-	<b>39</b>	48
<b>Charity</b>				
Anthony Nolan Trading Ltd: recharge of costs	68	-	<b>68</b>	64
Other income	39	-	<b>39</b>	48
	<b>107</b>	-	<b>107</b>	112

## 8: TOTAL RESOURCES EXPENDED

	Activities undertaken directly		Support costs (note 9)		Total Costs
	Staff costs	Other costs	Staff costs	Other costs	
Group	£'000	£'000	£'000	£'000	£'000
<b>2014/2015</b>					
<b>Costs Of Generating Funds:</b>					
Fundraising costs	1,244	4,651	285	375	<b>6,555</b>
Trading operations: cost of goods sold and other costs	-	607	-	-	<b>607</b>
<b>Charitable activities:</b>					
Donor Provision	6,784	23,123	1,746	2,337	<b>33,990</b>
Education and awareness	968	680	168	249	<b>2,065</b>
Research	1,148	578	157	235	<b>2,118</b>
<b>Governance costs</b>	-	-	162	128	<b>290</b>
<b>Total resources expended</b>	<b>10,144</b>	<b>29,639</b>	<b>2,518</b>	<b>3,324</b>	<b>45,625</b>
<b>2013/2014</b>	£'000	£'000	£'000	£'000	£'000
<b>Costs of generating funds:</b>					
Fundraising costs	1,237	4,292	283	327	<b>6,139</b>
Trading operations: cost of goods sold and other costs	-	324	-	-	<b>324</b>
<b>Charitable activities:</b>					
Donor Provision	5,391	24,873	1,509	1,786	<b>33,559</b>
Education and awareness	1,015	717	194	203	<b>2,129</b>
Research	1,120	697	156	162	<b>2,135</b>
<b>Governance costs</b>	-	-	140	127	<b>267</b>
<b>Total resources expended</b>	<b>8,763</b>	<b>30,903</b>	<b>2,282</b>	<b>2,605</b>	<b>44,553</b>

	Activities undertaken directly		Support costs (note 9)		Total Costs
	Staff costs	Other costs	Staff costs	Other costs	
Charity	£'000	£'000	£'000	£'000	£'000
<b>2014/2015</b>					
<b>Costs of generating funds:</b>					
Fundraising costs	1,244	4,651	285	375	<b>6,555</b>
<b>Charitable activities:</b>					
Donor Provision	6,784	23,123	1,746	2,337	<b>33,990</b>
Education and awareness	968	680	168	249	<b>2,065</b>
Research	1,148	578	157	235	<b>2,118</b>
<b>Governance costs</b>	-	-	162	128	<b>290</b>
<b>Total resources expended</b>	<b>10,144</b>	<b>29,032</b>	<b>2,518</b>	<b>3,324</b>	<b>45,018</b>
<b>Restated</b>					
<b>2013/2014</b>	£'000	£'000	£'000	£'000	£'000
<b>Costs of generating funds:</b>					
Fundraising costs	1,237	4,292	283	327	<b>6,139</b>
<b>Charitable activities:</b>					
Donor Provision	5,391	24,873	1,509	1,786	<b>33,559</b>
Education and awareness	1,015	717	194	203	<b>2,129</b>
Research	1,120	697	156	162	<b>2,135</b>
<b>Governance costs</b>	-	-	140	127	<b>267</b>
<b>Total resources expended</b>	<b>8,763</b>	<b>30,579</b>	<b>2,282</b>	<b>2,605</b>	<b>44,229</b>

Grants totalling £4,000 (2014: £-) have been included within Donor Provision costs.

All grants are made to individuals. A total of 34 grants (2014: -) were given to patients to help with the costs of travel to hospital appointments, to buy new clothes due to changes in weight caused by treatment, to buy household items necessary for preventing infection, and to support palliative care.

During the year a decision was made by the Board of Trustees to allocate all irrecoverable VAT costs against the activities where they were incurred. This was a change from prior year treatment where VAT was reported as part of the Finance and Management support costs. The prior year figures have now been restated to comply with the current year treatment.

## 9: SUPPORT COSTS BY ACTIVITY

	Support Costs					Total
	Facilities	Finance and management	Human Resources	IT		
Group and Charity	£'000	£'000	£'000	£'000	£'000	£'000
<b>2014/2015</b>						
<b>Costs of generating funds</b>						
Fundraising costs	149	250	82	179		<b>660</b>
<b>Charitable activities</b>						
Donor Provision	964	1,431	531	1,157		<b>4,083</b>
Education and awareness	119	89	66	143		<b>417</b>
Research	114	78	63	137		<b>392</b>
<b>Governance costs</b>	-	290	-	-		<b>290</b>
<b>Total support costs</b>	<b>1,346</b>	<b>2,138</b>	<b>742</b>	<b>1,616</b>		<b>5,842</b>
<b>Restated 2013/2014</b>	£'000	£'000	£'000	£'000		£'000
<b>Costs of generating funds</b>						
Fundraising costs	101	255	78	176		<b>610</b>
<b>Charitable activities</b>						
Donor Provision	512	1,497	393	893		<b>3,295</b>
Education and awareness	85	99	65	148		<b>397</b>
Research	68	78	53	119		<b>318</b>
<b>Governance costs</b>	-	267	-	-		<b>267</b>
<b>Total support costs</b>	<b>765</b>	<b>2,196</b>	<b>589</b>	<b>1,336</b>		<b>4,887</b>

Basis of the allocation of expenditure.

Where appropriate, expenditure, including depreciation, is allocated directly to the activity to which that expenditure relates.

Expenditures which do not relate directly to an activity but are incurred to enable activities to occur are classified as support costs.

Support costs are apportioned to the activities they support on a reasonable, justifiable and consistent basis. The bases are:

- Finance & management costs relating to governance are estimated based on the time and resources incurred on governance activities.
- Other finance costs are apportioned in proportion to total direct expenditure incurred per activity.
- All other support costs are apportioned in accordance with the full time equivalent number of staff directly employed in that activity.

During the year a decision was made by the Board of Trustees to allocate all irrecoverable VAT costs against the activities where they were incurred. This was a change from prior year treatment where VAT was reported as part of the Finance and Management support costs. The prior year figures have now been restated to comply with the current year treatment.

## 10: STAFF COSTS

	2015 No.	2014 No.
The average monthly number of persons employed by the group during the year (excluding trustees) was:		
Charitable activities:		
Donor provision	232	197
Education and awareness	25	27
Research	24	21
Fundraising	37	36
Governance	3	3
	<b>321</b>	<b>284</b>
	<b>£'000</b>	<b>£'000</b>
Staff costs for the above:		
Wages and salaries	10,118	8,880
Social security costs	996	892
Pension costs	311	255
	<b>11,425</b>	<b>10,027</b>
Staff costs are allocated in the group's financial statements as follows:		
Donor provision	8,530	6,903
Education and awareness	1,136	1,210
Research	1,305	1,276
Fundraising	1,529	1,517
Governance	162	140
	<b>12,662</b>	<b>11,046</b>

Included in the allocated staff costs (note 8), in addition to payroll costs are the costs of funding academic positions of £127k (2014: £156k), staff benefit costs of £101k (2014: £86k), and agency staff and other similar costs of £1m (2014: £748k).

	2015 No	2014 No
The number of employees whose emoluments for the period fell within the following ranges was:		
£60,001 to £70,000	-	1
£70,001 to £80,000	2	3
£80,001 to £90,000	4	2
£90,001 to £100,000	1	-
£100,001 to £110,000	-	1
£110,001 to £120,000	1	-
£120,001 to £130,000	1	1

The group made contributions to money purchase pension schemes on behalf of all employees whose emoluments exceeded £60,000, and the total contributions payable during the year amounted to £47k (2014: £43k).

During 2014/2015 the charity continued development work on upgrading the donor database system CORAL, as well as upgrading existing SOLAR database and developing processing software for TGS machines. £220k of software developers' staff costs was capitalised (2014: £238k), including £193k wages and salaries (2014: £212k), £21k of social security costs (2014: £22k) and £6k pension costs (2014: £4k).

These salary costs are not included in wage figures above.

## 11: OTHER COSTS

	2015 £'000	2014 £'000
<b>Net movement in funds is stated after charging:</b>		
Depreciation and amounts written off tangible fixed assets:	1,023	633
Charge for the year - owned assets	980	590
Charge for the year - assets under finance lease	43	43
Research and development expenditure	1,726	1,802
Operating lease rentals:		
Land and buildings	318	291
Plant and machinery	4	4
Auditor's remuneration:		
Statutory Audit fees payable to Baker Tilly UK Audit LLP (Charity £30k (2014: £30k))	39	39
Tax Services payable to Baker Tilly Tax & Accounting Ltd:		
Compliance	4	4
Advisory	5	3
Other Services	5	13

The trustees neither received nor waived any emoluments for their services to the group or the charity, and were not reimbursed for any expenses incurred on behalf of the group or the charity during the current year or previous years.

The group and the charity have an insurance policy that provides professional indemnity insurance cover for the trustees. The cost of this insurance for the year was £2k (2014: £1k).

During the year to 31 March 2015, the group accounted for net foreign exchange gains of £38k. In 2013/14 net exchange gains were £46k.

Forward exchange contracts are used to manage the charity's exposure to currency exchange risk in respect of the settlement of supplier payments in US\$ and Euros. There were no outstanding transactions at 31 March 2015 (fair value of outstanding transactions in 2014: £8,506).

## 12: TANGIBLE ASSETS

	Leasehold buildings		Leasehold improvements fixtures & fittings	Office equipment	Laboratory equipment	<b>TOTAL</b>
	Long term	Short term				
	£'000	£'000	£'000	£'000	£'000	£'000
<b>Group &amp; Charity</b>						
Cost:						
1 April 2014	1,842	137	853	2,787	2,570	<b>8,189</b>
Additions	-	-	167	1,009	1,722	<b>2,898</b>
31 March 2015	1,842	137	1,020	3,796	4,292	<b>11,087</b>
Depreciation:						
1 April 2015	519	46	663	1,273	1,763	<b>4,264</b>
Charge for the year	16	6	91	456	454	<b>1,023</b>
31 March 2015	535	52	754	1,729	2,217	<b>5,287</b>
Net book value:						
31 March 2015	1,307	85	266	2,067	2,075	<b>5,800</b>
31 March 2014	1,323	91	190	1,514	807	<b>3,925</b>

Certain leasehold buildings are used, when surplus to the group's and the charity's requirements, to generate rental income under operating leases.

The net book value of assets held under finance lease was £28k at 31 March 2015 (2014: £71k). The depreciation charge for these finance leases for the 2014/15 financial year was £43k (2014: £43k).

## 13: STOCKS

	<b>Group 2015</b> £'000	Group 2014 £'000	<b>Charity 2015</b> £'000	Charity 2014 £'000
Raw materials and consumables	<b>373</b>	485	<b>373</b>	485

## 14 DEBTORS

	<b>Group 2015</b> £'000	Group 2014 £'000	<b>Charity 2015</b> £'000	Charity 2014 £'000
Amounts falling due within one year:				
Trade debtors	<b>3,691</b>	5,550	<b>3,679</b>	5,507
Gift Aid distribution receivable from group undertakings	-	-	<b>273</b>	123
Other debtors	<b>73</b>	75	<b>73</b>	75
Prepayments and accrued income	<b>2,759</b>	4,483	<b>2,704</b>	4,417
	<b>6,523</b>	10,108	<b>6,729</b>	10,122

## 15: CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	<b>Group 2015</b> £'000	Group 2014 £'000	<b>Charity 2015</b> £'000	Charity 2014 £'000
Trade creditors	<b>4,008</b>	5,107	<b>3,976</b>	5,097
Amounts due to group undertakings	-	-	<b>159</b>	328
Pension scheme	<b>46</b>	39	<b>46</b>	39
Other taxation and social security costs	<b>295</b>	416	<b>295</b>	410
Accruals and deferred income	<b>3,687</b>	4,455	<b>3,546</b>	4,109
Finance lease payable	<b>29</b>	43	<b>29</b>	43
	<b>8,065</b>	10,060	<b>8,051</b>	10,026

## 16: MOVEMENTS IN DEFERRED INCOME

	Group 2015 £'000	Group 2014 £'000	Charity 2015 £'000	Charity 2014 £'000
Deferred income at beginning of the year	1,188	395	851	244
Income recognised in the year	(1,188)	(395)	(851)	(244)
Income deferred in the current year	846	1,188	721	851
Deferred income at the year end	846	1,188	721	851

## 17: CREDITORS: AMOUNT FALLING DUE AFTER ONE YEAR

	Group 2015 £'000	Group 2014 £'000	Charity 2015 £'000	Charity 2014 £'000
Finance lease commitments				
Repayable within 1-2 years	-	28	-	28

## 18: PROVISIONS FOR LIABILITIES & CHARGES

	Group 2015 £'000	Group 2014 £'000	Charity 2015 £'000	Charity 2014 £'000
Provision for dilapidations	368	316	368	316

A provision for dilapidations is being carried in the balance sheets of the group and the charity in respect of the estimated costs of unavoidable reinstatement and refurbishment works relating to certain leasehold properties that are currently occupied by the charity for its own use. This provision was created in 2004, added to in 2009 and 2013 upon renewal of the lease, increased again in 2015 from £316k to £368k, and is now expected to be utilised at the earliest in 2016.

## 19: THE FUNDS OF THE GROUP & THE CHARITY

	Balance at 1 April 2014 £'000	Incoming resources £'000	Outgoing resources £'000	Gross transfers between Funds £'000	Balance at 31 March 2015 £'000
<b>Group</b>					
<b>Restricted income funds</b>					
<b>Voluntary and statutory income</b>					
Donor Campaign and Processing Fund	-	72	(72)	-	-
Donor Provision Fund	-	1,390	(1,390)	-	-
Cord Blood Collection Centres Fund	(7)	160	(153)	-	-
Research Projects Fund	-	39	(31)	-	8
Laboratory Equipment Fund	30	418	(3)	(431)	14
Cell Therapy Fund	-	5	(5)	-	-
Patient Experience Fund	-	137	(71)	-	66
Regional Growth Project Fund	-	1,240	(1,028)	(212)	-
	23	3,461	(2,753)	(643)	88
Scientific Research Funds	340	268	(288)	-	320
	363	3,729	(3,041)	(643)	408
<b>Unrestricted income funds</b>					
Designated fund: 'TGS'	1,500	-	(483)	(1,017)	-
General Fund	6,858	41,233	(42,101)	1,660	7,650
Total funds	8,721	44,962	(45,625)	-	8,058
<b>Charity</b>					
<b>Restricted income funds</b>					
<b>Voluntary and statutory income</b>					
Donor Campaign and Processing Fund	-	72	(72)	-	-
Donor Provision Fund	-	1,390	(1,390)	-	-
Cord Blood Collection Centres Fund	(7)	160	(153)	-	-
Research Projects Fund	-	39	(31)	-	8
Laboratory Equipment Fund	30	418	(3)	(431)	14
Cell Therapy Fund	-	5	(5)	-	-
Patient Experience Fund	-	137	(71)	-	66
Regional Growth Project Fund	-	1,240	(1,028)	(212)	-
	23	3,461	(2,753)	(643)	88
Scientific Research Funds	340	268	(288)	-	320
	363	3,729	(3,041)	(643)	408
<b>Unrestricted income funds</b>					
<b>Designated funds</b>					
Designated fund: 'TGS'	1,500	-	(483)	(1,017)	-
General Fund	6,798	40,626	(41,494)	1,660	7,590
Total funds	8,661	44,355	(45,018)	-	7,998

### Restricted funds

**Donor Campaign and Processing fund:** in 2014/2015 the charity received various grants for the purposes of the Register to Be a Lifesaver campaign.

**Donor Provision fund:** in 2014/2015 the charity received various grants to recruit and type high resolution male donors aged between 16 and 30 years. The biggest contributor was Virgin Money.

As part of its commitment to increase the use of cord blood, the charity had plans to open cord blood collection centres at a number of hospitals. Donations received to support this expansion programme are credited to the **Cord Blood Collection Centres Fund**. Expenditure incurred in opening the centres is charged to the Fund.

Donations and grants received to fund the purchase of specific items of laboratory equipment for either research or histocompatibility laboratories are credited to the **Laboratory Equipment Fund**. When the specified asset is purchased and there is no on-going restriction over its use, the value of the asset is transferred to the General Fund. £431k was transferred from the Laboratory Equipment Fund to the General Fund in 2014/2015. The depreciation of the asset is charged to the General Fund over the life of the asset.

**The Cell Therapy Fund** was set up to reflect the grants and donations for the purposes of processing the collected umbilical cords and the associated research.

**The Patient Experience Fund** was created in 2014/15 for the purposes of supporting post-transplant patients.

In 2013/2014 Anthony Nolan was awarded with a grant from the **Regional Growth Fund**. The aim of the Regional Growth Project Fund was to set up three additional cord collection centres - two in Nottingham and one in Manchester - as well as to enhance the facilities for cord processing in AN Nottingham Cell Therapy Centre. £212k was spent on fixed assets, the value of which was transferred to the General Fund. The project finished in February 2015.

**The Scientific Research Fund:** was set up in 2008/2009 to recognise income received annually in the form of a number of different grants awarded for specific research projects in immunogenetics and related fields. The cost of undertaking these research projects is allocated to the fund, with unspent monies being carried forward into 2015/2016.

### Designated funds

During 2013/2014 £1.5m was designated for the purposes of purchasing and developing **Third Generation Sequencing (TGS)**. The money was spent in full in 2014/15.

## 20: ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Fixed assets £'000	Net current assets £'000	Creditors over 1 year & provisions for liabilities & charges £'000	Total £'000
<b>Group</b>				
Restricted income funds	-	408	-	408
Unrestricted income funds: General Fund	5,800	2,218	(368)	7,650
<b>NET ASSETS</b>	<b>5,800</b>	<b>2,626</b>	<b>(368)</b>	<b>8,058</b>
<b>Charity</b>				
Restricted income funds	-	408	-	408
Unrestricted income funds: General Funds	5,800	2,158	(368)	7,590
<b>NET ASSETS</b>	<b>5,800</b>	<b>2,566</b>	<b>(368)</b>	<b>7,998</b>

## 21: RECONCILIATION OF NET CASH FLOW TO MOVEMENTS IN FUNDS

	Group 2015 £'000	Group 2014 £'000	Charity 2015 £'000	Charity 2014 £'000
Decrease in cash in the year before financing	(769)	(726)	(941)	(683)
Cash outflow to decrease debt lease finance	(43)	(43)	(43)	(43)
<b>DECREASE IN CASH</b>	<b>(812)</b>	<b>(769)</b>	<b>(984)</b>	<b>(726)</b>
Cash at 1 April 2014	4,607	5,376	4,499	5,225
<b>CASH AT 31 MARCH 2015</b>	<b>3,795</b>	<b>4,607</b>	<b>3,515</b>	<b>4,499</b>

## 22: COMMITMENTS UNDER OPERATING LEASES

	Group 2015 £'000	Group 2014 £'000	Charity 2015 £'000	Charity 2014 £'000
<b>At 31 March 2015, the group and the charity have annual commitments under operating leases as follows:</b>				
<b>Land and buildings</b>				
Expiring in less than one year	-	31	-	31
Expiring between two and five years	6	6	6	6
Expiring after five years	289	181	289	181
<b>Plant and machinery</b>				
Expiring in less than one year	3	-	3	-
Expiring between one and two years	4	3	4	3
Expiring between two and five years	-	4	-	4
	<b>302</b>	<b>225</b>	<b>302</b>	<b>225</b>

## 23: PENSION COMMITMENTS

The group and the charity make contributions into defined contribution pension schemes on behalf of certain employees. The assets of the schemes are held separately from those of the group and the charity in independently administered funds. The amount charged to the Statement of Financial Activities in respect of pension costs (as shown in note 10) is the total contributions payable for the period.

## 24: CAPITAL COMMITMENTS

CAPITAL COMMITMENTS	Group 2015 £'000	Group 2014 £'000	Charity 2015 £'000	Charity 2014 £'000
Capital commitments – contracted for, but not provided	248	1,269	248	1,269

## 25: RELATED PARTY TRANSACTIONS

The charity has taken advantage of the exemptions provided by Financial Reporting Standard No.8: Related Party Disclosures, and has not disclosed transactions with fellow group undertakings on the basis that 100% of the voting rights are controlled within the group, and that group accounts are publicly available.

There are no other related party transactions to be disclosed.

# THANK YOU

Thank you so much to everyone who's donated to Anthony Nolan during the year, taken part in an event, raised money or remembered us in their will – without your generosity, our work simply couldn't take place.

Every single one of you deserves to be called a Lifesaver.

## THANKS IN PARTICULAR TO THE ORGANISATIONS AND INDIVIDUALS LISTED BELOW WHO PROVIDED FINANCIAL SUPPORT DURING THE YEAR.

The 41 Club – The Association of Ex-Round Tablers  
Ally Boyle and Scottish Fire and Rescue Service  
Anthony Nolan Friends Groups and Tea Bars  
Baker Tilly  
Barrow for Marrow  
BBC Radio 4 and all the listeners who supported our appeal  
Beyond Me formerly known as Young Philanthropy  
BIS Regional Growth Fund  
Candis Magazine  
The Childwick Trust  
Chris Spencer  
The Crerar Hotels Trust  
The Daisy Ball Committee  
Deloitte LLP  
Every Marrow group  
The Eveson Charitable Trust  
The Fidelity UK Foundation  
Fillongley Garage  
The friends and family of Aidan Brunger  
The friends and family of Ailsa Croll  
The friends and family of Ayesha Siddiqui  
The friends and family of Catherine Melrose  
The friends and family of Charlie Craig  
The friends and family of Euan and Arran Macleod  
The friends and family of Helen Clark  
The friends and family of Hollie Clark  
The friends and family of James Hawick  
The friends and family of Karen Ann Sillett  
The friends and family of Kitty Aplin-Haynes  
The friends and family of Neil Dalton  
FunRaising Events Ltd  
Furniture Village

The Garfield Weston Foundation  
Gary Marshall and The Covent Garden Tenants Association  
Gateley  
Geonomics  
Gideon Wood  
The Jack Petchey Foundation  
The Kay Kendall Leukaemia Fund  
KPMG - Mike Walker and the Rendez Vous band  
The Liz and Terry Bramall Foundation  
The London Marathon  
Madi Fundraising  
Mail Newspapers  
MEC  
Menzies Distribution  
Metro  
Milton Keynes Lions Club  
P F Charitable Trust  
Pfizer Ltd  
QBE Foundation  
R&H Trust Co. (Bermuda) Limited  
RAF Marham  
Red Hot Chilli Pipers  
The Robertson Trust  
Scotmid Co-operative  
Sophie and Andy Baker, Isaacs Gift  
The Steel Charitable Trust  
The Sue Harris Trust  
Vernon Charitable Trust  
Virgin Money  
Wendy Cain  
Zyro Ltd





**ANTHONY NOLAN**  
2 Heathgate Place  
75-87 Agincourt Road  
London NW3 2NU

**anthonymolan.org**  
0303 303 0303

 @anthonymolan  
 anthonymolan



**saving the lives  
of people with  
blood cancer**