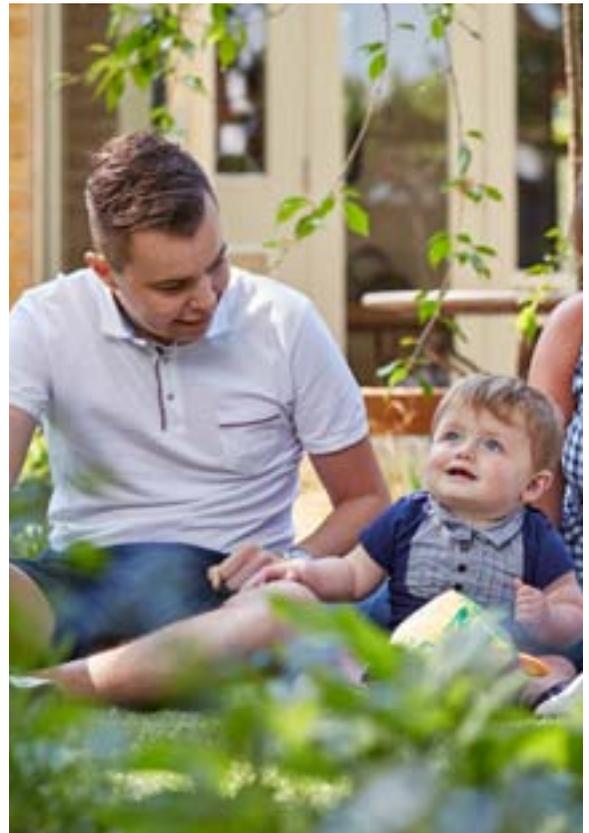


ANTHONY
NOLAN

saving the lives
of people with
blood cancer



SAVING LIVES: ACHIEVING MORE WORKING TOGETHER IN SCOTLAND





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INTRODUCTION

Every week, Anthony Nolan gives the chance of life to people who have a blood cancer or blood disorder and need a stem cell transplant to survive. Our story began in 1974, when Shirley Nolan set up the world's first register to match incredible individuals willing to donate their stem cells or bone marrow to people in desperate need. Now, more than 600,000 people have joined our register to potentially give someone a second chance at life.

As we strive towards our aim of saving and improving the lives of everyone who needs a transplant, we want to celebrate the successes made possible by our passionate supporters in Scotland. Around 10% of the potential donors on our register are from Scotland and the hard work and dedication of our Scottish supporters has helped us to raise almost £1 million last year - vital funding that will benefit our patients and their families.

These achievements are your achievements. By collaborating in pursuit of our shared goals, we are having a real and positive impact on people's lives.

And now we want to build on this strong platform.



Our strategy firstly sets out the ambition of our work in Scotland, and how you can help us to realise it. It also sets out how we will be there for our lifesaving supporters, patients and families - however they may need us.

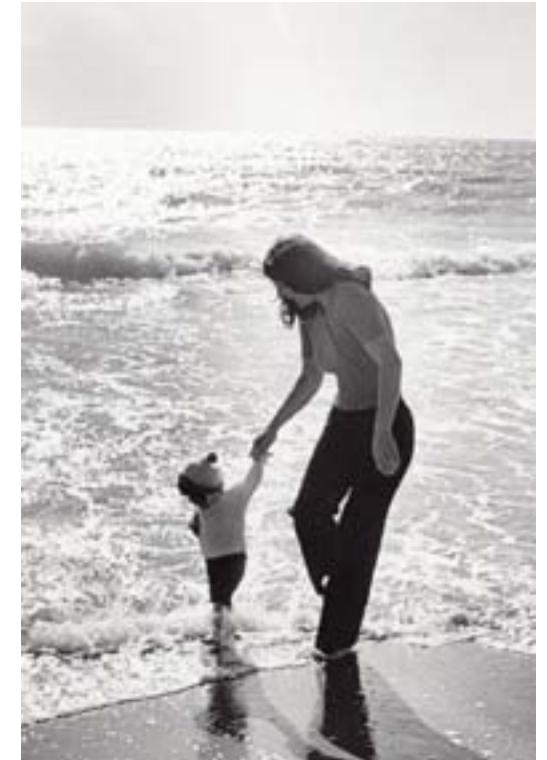
To put it quite simply, this strategy aims to achieve the following in Scotland:

- To recruit more potential lifesavers to the register
- To support more Scottish patients
- To form stronger partnerships and maximise our impact
- To increase awareness of the vital nature of our cause
- To raise funds

So far we've worked with some amazing groups and individuals, without whom none of this would be possible. So to the Scottish Friends of Anthony Nolan, Marrow volunteers, Scottish Fire and Rescue Service, volunteers at the Sherriff Court Tea Rooms, runners in the Edinburgh and Glasgow Marathons, Police Scotland and everyone else who has helped us get this far - a sincere thank you. Without you we wouldn't have such a solid platform on which to launch Anthony Nolan's Strategy for Scotland.



Henny Braund
Chief Executive



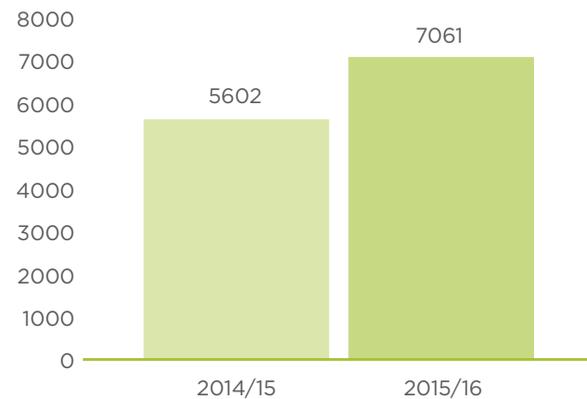
ANTHONY NOLAN IN SCOTLAND: YOUR ACHIEVEMENTS IN 2015/16

A STRONG PLATFORM FOR FUTURE SUCCESS

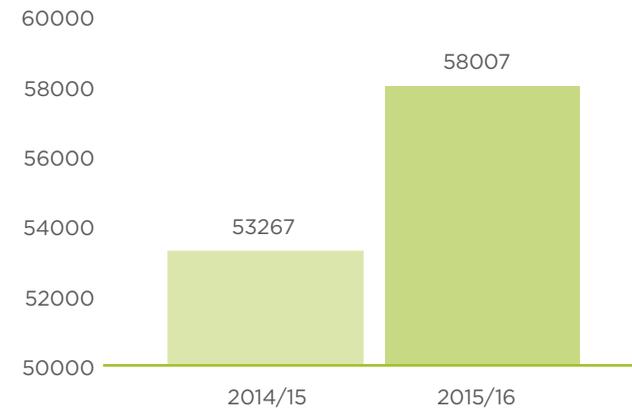
DONORS RECRUITED

- 7,061 donors recruited.
- An increase of 26% since 2014/15.
- 58,007 potential donors from Scotland on the register...
- ...9.75% of the total register.

Potential donors recruited in Scotland



Potential donors from Scotland on register



FUNDING RAISED

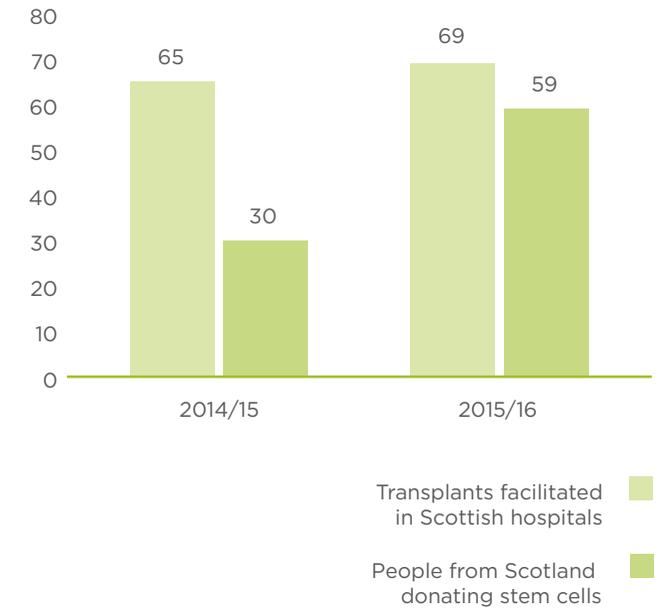
- £915,000 (gross) raised.
- 8.3% of our UK fundraising income was from Scotland.

LIVES SAVED

- 69 transplants were facilitated in Scottish hospitals; 7% of the total of UK patients and 5.7% of the total for UK and international patients.
- 59 people from Scotland donated stem cells; 5% of the UK total.

Anthony Nolan's nationwide investment in recruiting the donors most likely to be selected by transplant clinicians, and typing these to the highest possible resolution, is helping to ensure the availability of the best possible matches for Scottish patients.

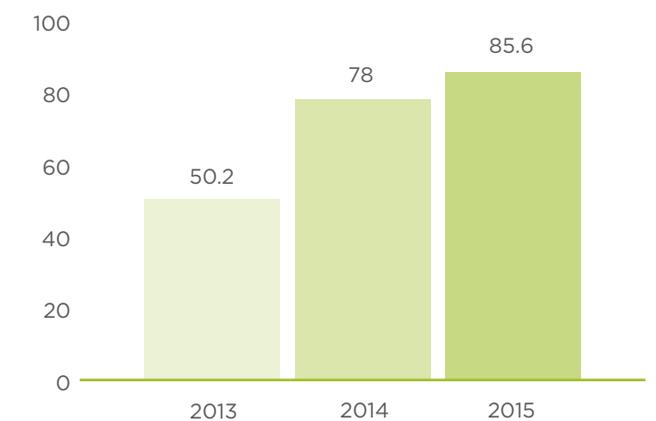
Transplants facilitated and stem cells donated



AWARENESS RAISED

- 59% of people living in Scotland have heard of Anthony Nolan (April 2016), the second highest level of prompted awareness in the UK after the South East of England (63%).
- 76,000 website sessions originated in Scotland; 8% of the UK total.
- Media coverage about Anthony Nolan in Scotland reached a circulation of around 7.7m.

Website visits (Scotland), thousands



ALLY BOYLE'S STORY

Ally Boyle from Hamilton was diagnosed with a type of blood cancer called myelodysplasia in 2008. He was told that the only cure for his condition is a stem cell transplant, and that he will need one in the future.

In 2008, after a long spell of ill health, I was diagnosed with myelodysplasia. When I was told I would need a stem cell transplant, I got in touch with Anthony Nolan to find out what I could do to help the charity that would maybe save my life.

At the time I was an Area Commander at Strathclyde Fire and Rescue. I felt that there was a real synergy in the lifesaving work my organisation and Anthony Nolan were both doing. This led me, with the help of an amazing group of colleagues, to set up a partnership between the two organisations, with the aim of getting as many people on the register as possible.

I was devastated when, in 2014, the progression of my condition meant I had to retire from the fire service. Volunteering at Anthony Nolan recruitment events and overseeing a lot of the work our partnership does is fantastic, as they're two organisations I care very deeply about. I learnt at the fire service that when you work together in a team there is almost nothing that can't be accomplished; for me, that sums up the partnership.



SCOTTISH FIRE AND RESCUE SERVICE (SFRS)

On 29 June 2009, the groundbreaking partnership between Anthony Nolan and Strathclyde Fire and Rescue, initiated by Ally Boyle, was born.

It was initially set to last three years, but it was so successful that Strathclyde Fire and Rescue decided to continue the partnership.



In 2013, Strathclyde Fire and Rescue became part of the combined fire service of Scotland – the Scottish Fire and Rescue Service (SFRS). And we were thrilled when it was decided their work with Anthony Nolan would continue. Since then the Board, Chief Officer and members of staff across SFRS have shown amazing enthusiasm, going above and beyond to recruit people to the register, support local patient appeals, raise vital funds and promote our cause across Scotland.

Now, in line with Anthony Nolan's organisational strategy, SFRS is working with local schools and colleges to deliver education presentations and run recruitment events focused on the importance of joining the stem cell register; a vital task with a lifesaving legacy.

So far SFRS has recruited 6,800 new donors, with an amazing 19 of these going on to donate and give someone a second chance at life; a truly remarkable feat.

OUR VISION

To save and improve the lives of everyone who needs a stem cell transplant.

OUR AIMS

- To improve outcomes and quality of life for our patients.
- To lead and influence the global transplant community in improving outcomes.
- To deliver excellence, efficiency and transparency in our work.

THE FACTS

A total of 2,196 people were diagnosed with blood cancer in Scotland in 2014, and many more were diagnosed with a blood disorder. For many of these patients, a stem cell transplant from an unrelated donor is their last chance of life.

- Only 60% of UK transplant recipients receive the best possible match.
- This drops to 21% if you're from a black, Asian or ethnic minority (BAME) background.
- A third of UK transplant patients won't survive their first year after transplant, and fewer than half will live beyond their fifth year.
- Patients need support before, during and after their transplant.



OUR AMBITION IN SCOTLAND

More potential donors recruited

Too many patients are unable to find the best possible match. We urgently need to increase the size and diversity of our register – with a particular focus on young men and those from black and ethnic minority groups – to make sure every patient has the best chance of life. It also means using the very latest technology to provide more detailed genetic information about donors and patients than ever before, leading to improved matching and more successful transplants.

More supporters on board

Our supporters are our lifeblood. By raising awareness and funds, by joining the register or encouraging others to do so, they support us to do and achieve more.

Existing partnerships reinforced... and new ones forged

We can't achieve our goals on our own, and our impact is magnified when we work in partnership.

More people aware of our work and impact

By spreading the word and raising awareness of our work, we'll galvanise even more people to support us.

More vital funds raised

It costs us £60 to add each potential donor to the register, and we need to invest in pioneering research to continuously improve the effectiveness of transplants and outcomes for patients.



OUR APPROACH IN SCOTLAND

Flexible: many ways to achieve shared goals

We'll adjust and tailor our approach, models and materials to reflect the Scottish context. We'll set clear outcomes that reflect our ambitions in Scotland and celebrate the many different and innovative ways they can be achieved.

Collaborative: achieving more together

We'll seek out, forge and nurture partnerships with others in pursuit of our goals. We'll bring insight into our organisation and we'll share it with our partners. We'll join up our work so that our activities are mutually reinforcing.

Helpful: supporting our supporters

We'll engage with our supporters, partners, patients and their families so we better understand and meet their needs. We'll provide hands-on practical support and expertise to patients and their families.

Visible: working on the ground and in communities

We'll make sure we are available, so that everyone who supports us and uses our services is helped in the best possible way.



OUR ASK IN SCOTLAND

- Join the register, and encourage others to join – especially young men and people from BAME backgrounds.
- Champion, advocate and raise awareness of our work and its impact.
- Help us to raise the vital funds we need to carry out our lifesaving work.
- Share your insights, experience and best practice to help us to do and achieve more.
- Partner with us so the impact of our activities is magnified by working together.



OUR OFFER IN SCOTLAND

- Provide opportunities for everyone who wants to get involved.
- An on the ground presence and the capacity to effectively support our supporters.
- Work with partners to ensure the Scottish context, voices and priorities are reflected in our messages and materials.
- Monitor, evaluate and communicate the impact of our work in Scotland.
- Listen to and learn from all those who we engage with, including patients and their families.
- Join up our work so that opportunities for partnership are harnessed and our activities are mutually reinforcing.



HOW WE'LL GET THERE

WE'LL RECRUIT AND RETAIN MORE POTENTIAL DONORS BY...

- Strengthening and expanding our recruitment and education partnership with the Scottish Fire and Rescue Service (SFRS).
- Seeking opportunities to replicate and expand recruitment partnerships with new partners, including Police Scotland.
- Rolling out our education programme to inform more young people about blood, organ and stem cell donation and – where appropriate – give them the opportunity to join the register.
- Working with faith and community organisations to reach and recruit potential BAME donors who are under-represented on the UK register.
- Increasing our communications and contact with existing Scottish donors and lowering rates of attrition.
- Working with partners to develop bespoke educational materials that reflect and reinforce the Scottish curriculum and 'education for citizenship' ethos.
- Investing in our Scottish Marrow groups, supporting them to deliver more events and to recruit more potential donors every year.
- Seeking investment from the Scottish Government to fund donor recruitment activities, based on a robust cost/benefit analysis.
- Examining the case for establishing donor collection capability in Scotland.
- Busting the myths surrounding joining the register and donating stem cells.
- Promoting opportunities for people to join the register online.
- Continuing to support Scottish patients to raise awareness of the vital need for donors through public appeals.

10,000 people from Scotland join the register each year from 2020

At least 40% of new potential donors are young men

At least 6% of new potential donors are from BAME groups

Prompted awareness of Anthony Nolan increased to 70% by 2020

Donor attrition reduced to less than 35%



200 patients and families supported each year by our Specialist Nurse

WE'LL PROVIDE HIGH-QUALITY SUPPORT FOR PATIENTS BY...

- Employing an Anthony Nolan Specialist Nurse at the Queen Elizabeth University Hospital in Glasgow to provide support, advice and guidance to patients and their families throughout their post-transplant pathway.
- Aiming to recruit a clinical psychologist to work in Glasgow's Royal Hospital for Sick Children to improve the quality of life for paediatric patients and their families before, during and after transplant.
- Promoting the Anthony Nolan online transplant community, where patients and their families can share experiences, opinions, information and ideas.
- Facilitating nurse-led, video-linked satellite clinics in local hospitals to 'make Scotland smaller' for patients who undergo transplants in Glasgow but live in other parts of Scotland.
- Running dedicated education days and producing support materials for patients and their families.
- Building relationships with other charities and agencies so that patients are signposted and referred to additional sources of support.
- Seeking feedback on our work from patients and their families, and using this insight to drive continuous improvement and planning.
- Supporting health professionals to improve patients' quality of life and journey, including working with trainee medics and healthcare workers in communities to raise awareness of blood cancer and disorders, stem cell transplantation and patients' issues with late effects.
- Raising the profile of stem cell transplantation.

WE'LL MAKE SURE PEOPLE ARE AWARE OF OUR WORK AND IMPACT BY...

- Regularly monitoring and reporting our progress, performance and impact in Scotland.
- Organising roadshows and seminars to raise awareness and understanding of our pioneering scientific and medical research.
- Helping our supporters and partners to become ambassadors for and champions of our work.
- Developing a section of our website dedicated to our activities in Scotland.
- Revamping the scientific content of our website, so that people can learn more about our lifesaving research.
- Developing strong relationships with the Scottish media to raise awareness of stem cell transplantation, the opportunity to join the register, patient appeals and the impact of our work.

WE'LL SUPPORT, INSPIRE AND MOTIVATE OUR SUPPORTERS BY...

- Establishing an Anthony Nolan Scottish Ambassadors' Network to facilitate the sharing of insight and expertise, and to give focus to our strategy and plans.
- Hosting an Annual Reception in Scotland to recognise and celebrate our Scottish supporters' work, and to share our plans and priorities.
- Working with Members of the Scottish Parliament and Scottish Government ministers so they are enthused and supported to champion our work.
- Ensuring all our supporters and potential supporters are able to get involved and take action by providing a flexible menu of engagement opportunities, irrespective of their geographical location.
- Developing our Friends' Groups so they act as regional activity hubs, providing more opportunities for people to get involved and support our work wherever they are located.
- Forging lifelong relationships with our supporters, from school to higher education, work and retirement.
- Routinely considering the impact of our corporate strategies, policies, plans and campaigns in a Scottish context, and ensuring our approach reflects this context.
- Establishing forums to educate and share knowledge about blood cancer and disorders, stem cell transplantation and patient needs with clinicians, researchers and health professionals.

At least £1m raised through fundraising activities in Scotland in 2017/18... and achieve a 10% year-on-year increase in gross income in each year after 2017/18

Raise the funding required to employ a new Anthony Nolan Specialist Nurse based in Scotland



WE'LL REINFORCE EXISTING PARTNERSHIPS AND FORGE NEW ONES BY...

- Considering our on the ground capacity to build and nurture relationships.
- Delegating an Engagement budget to invest in partnership-building events and activities on the ground.
- Utilising the expertise of other charities and community groups to reach groups who are currently under-represented on the register.
- Enhancing our relationship with NHS Scotland and frontline healthcare providers and professionals.
- Developing a strategic approach to policy and public affairs in Scotland, to make sure we seize opportunities to shape the policy context for the benefit of people with blood cancer and blood disorders.
- Working closely with the Scottish National Blood Transfusion Service (SNBTS) to identify and realise synergies between our respective activities and priorities.

WE'LL RAISE MORE VITAL FUNDS BY...

- Using Scottish statistics, stories and supporters to raise awareness of the impact of our work in Scotland.
- Recognising and harnessing the mutually reinforcing relationship between donating to, campaigning for and other methods of supporting Anthony Nolan by communicating the many ways supporters can get involved.
- Developing a strategic and mutually-beneficial approach to raising funds and attracting support from corporate partners, reflecting our service offer, ambition and intended impact in Scotland.
- Providing accessible and expert practical advice and support to turn our supporters' fundraising ideas into reality.
- Developing a compelling case for financial investment in our activities from statutory sources, informed by a robust cost/benefit analysis.

By supporting us to raise funds, you are helping us to recruit more donors, support patients throughout their transplant journey, and – ultimately – to save and improve more lives.

WILL BLACK'S STORY

When he was just 22, William Black from Dunfermline was diagnosed with an incredibly rare immune system disorder - hemophagocytic lymphohistiocytosis (HLH). The disease is often found in young children, and William's consultants told him that he could be the first adult ever to have HLH in Scotland.

I was always a very fit and healthy guy. So when I was diagnosed with HLH in 2009 it came as a massive shock. The chemotherapy I was given to treat the disease didn't work, and I was told I would need a stem cell transplant to survive.

It was devastating news, and before my transplant I was at my lowest ebb. At this point I decided to start fundraising and recruiting donors to the Anthony Nolan register as I needed something positive to focus on. It also gave me a chance to help others in my position and thank Anthony Nolan for giving me a second chance.

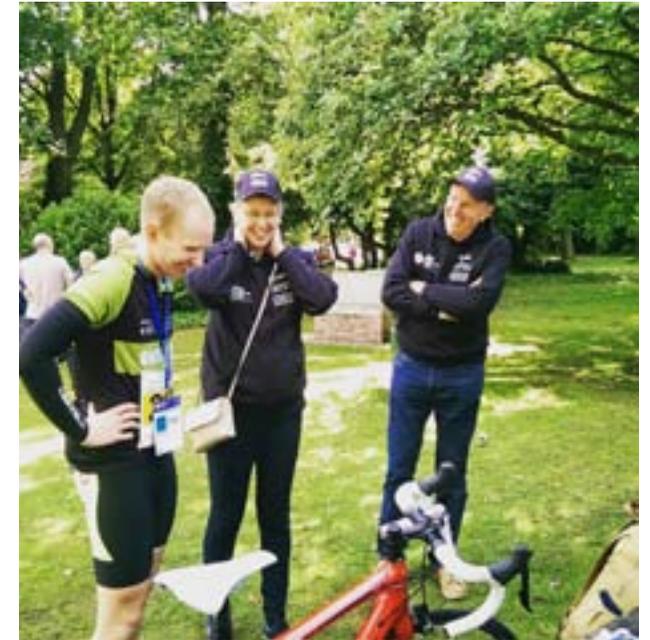
The transplant itself was a gruelling process. I was weak and tired and slept most of the time, sometimes even when I had visitors which made me feel terrible. I'd bought a model helicopter into isolation to keep me occupied, but I simply didn't have the energy to even contemplate making it.



As I started to recover I had to learn to accept that my body had changed. When I eventually returned to work, I decided to start cycling in to work each day to try and regain some of the fitness I'd lost through my illness.

Gradually I began cycling further and further. And by 2015 I'd completed the 110 mile Big Belter ride from Glasgow to Edinburgh (on a beautiful day too - rare for Scotland!) Since then I've taken on RideLondon, Tough Mudder, the Edinburgh Half Marathon and the British Transplant Games.

The competition at the Transplant Games was really tough. I was thrilled to come home with a silver medal in 2016 and it's spurred me on to want to take part in the World Transplant Games - that would be phenomenal! I also hope to meet up with my donor soon so I can thank him or her in person for the incredible thing they've done.



'AT THE WORST TIME OF MY LIFE, ANTHONY NOLAN OFFERED ME SOMETHING THAT NO ONE ELSE COULD, HOPE. AFTER EVERYTHING, I THINK OF ANTHONY NOLAN AS A FRIEND FOR LIFE, AND I KNOW THE STRATEGY OF SCOTLAND IS ONLY GOING TO NURTURE AND STRENGTHEN THESE LIFELONG BONDS FOR FAMILIES LIKE MINE.'

Noreen, mother of Ayesha, who received a transplant in 2015

Anthony Nolan has been saving and improving the lives of people with a blood cancer or blood disorder for over 40 years. We couldn't do this without the incredible help of all those who do so much to support our work.

We're proud of what has been achieved by working with our many partners and supporters in Scotland; to all of you we say a huge thank you.

This strategy sets out how we will build on this strong platform of success in Scotland. By working together, we know we can achieve even more for patients and their families.

ANTHONY NOLAN

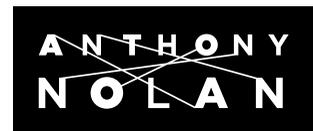
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