



# Impact

# Report



## 2024 – 2025



**ANTHONY  
NOLAN**

Saving lives through stem cells

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# Chief Executive's introduction

This report aims to give you some idea of the incredible impact your support, and our work, has had over the last year – a year that has seen us celebrate milestones, achieve ambitions, and set aspirations for the future.

In 2024 we marked our 50th anniversary – 50 years since Shirley Nolan established the world's first register of donors – and with it our charity. Tens of thousands of lives have been saved in those 50 years and events were held throughout the year to celebrate the incredible achievements of Shirley and her successors. We are proud to carry on her legacy and to keep working towards achieving the aims of Survival, Equity and Progress set out in our strategy.



**We are proud to carry on Shirley's legacy and to keep working towards achieving the aims of Survival, Equity and Progress**

Improving survival is only possible thanks to the stem cells donated by our wonderful donors – but collection of these has become more difficult in the UK due to the lack of collection capacity. So this year we took the exciting step of opening our very own Anthony Nolan Cell Collection Centre in Nottingham. By creating more capacity in the UK, we will be able to increase the provision of cells from donors in the UK, increase the number of people donating cells for research into new treatments and reduce the time it takes to get people their transplants. Because ultimately, the less time we take, the more time our patients will have with the ones they love.

In order to constantly drive progress, we have continued to invest in new cell and gene therapies, because we know there are still better, kinder ways to treat the wide range of blood disorders and cancers our patients experience and are we determined to save and improve even more lives in the years to come.

We could not achieve any of this alone and to ensure we improve equity we work closely with the NHS and our networks extending across the globe. Our ongoing collaboration with the Indian stem cell register DATRI – for example – is just one innovative project that is already allowing us to grow our understanding of global HLA diversity and add tissue types that have never been recorded in the DATRI register before. We hope this is just the beginning, and will encourage further partnerships between registers to provide cells from across the world to the patients, who need them.

This way of working together is at the very core of Anthony Nolan, because we are a community. A community that includes colleagues around the globe who share our ambitions, and includes pioneering scientists and researchers working at the very cutting edge of new cell and gene therapies. It includes members of staff, Trustees and volunteers who keep the organisation running and it includes clinical, medical, and advice teams who all make sure that those people we are here to help are genuinely cared for throughout their journey with us. It includes the dedicated fundraisers who run marathons, bake cakes, take on challenges and give so much of their time and energy to supporting us, and it includes every person who selflessly agrees to donate stem cells in the hope of saving the life of a complete stranger. And most of all our community includes our patients and their families – the very people who inspire and drive us every day. Their bravery, their resilience and their determination is what keep us going and keeps motivating us to do more, and do better, every day.

Anthony Nolan started out 50 years ago as a stem cell register. We still have that at our core, but today we are so much more. Together, thanks to you, we are a growing, thriving community of lifesavers – transforming the future for so many people and in so many ways.



**Most of all our community includes our patients and their families – the very people who inspire and drive us every day**



A handwritten signature in black ink that reads 'H Braund'.

**Henny Braund MBE**  
Chief Executive





# What we do

We are Anthony Nolan – pioneers in harnessing the power of stem cells to save and transform lives for every patient that needs us – today, tomorrow and for generations to come.

50 years ago, we set up the world's first stem cell register, born out of one mother's belief that she could save her son's life. Now, thanks to Shirley and Anthony Nolan, our stem cell register, our cell and gene research and our expertise in stem cell transplants, every day we give four people another chance to live.

But there is undoubtedly more for us to do. Not all patients receive the treatment they need. Sadly, too many patients don't survive. Others have to live with the debilitating side effects of treatment.

Together with our donors, researchers, clinicians, nurses, and supporters, we're dedicated to finding new treatments that will transform the future of cell therapies for more patients and more conditions. Together, we are striving to build a fairer future for every patient. A future where every patient who needs us can not only survive, but thrive.

This report reflects on the financial year ending in March 2025, highlighting some of our biggest achievements towards the aims and ambitions set out in our organisational strategy, Unlocking new ways to treat every patient.



# Uniting people and science



2024/25 was a year of great significance: celebrating the 50th anniversary of our foundation by Shirley Nolan was an important reminder of how far we have come and all that has been achieved. But it was also a critical reminder of how much there is still to do and of the potential that research and advanced therapies offer. It also reinforced the fact that Anthony Nolan is as true to its roots today as it was in 1974 – groundbreaking, ambitious and focused on saving lives.

As we head towards the halfway mark of our five-year organisational strategy, we are happy to share the great progress that has been made so far – none of which would have been possible without our incredible colleagues, volunteers, donors, supporters and partners.

**Anthony Nolan is as true to its roots today as it was in 1974 – groundbreaking, ambitious and focused on saving lives**



## **Aim 1: Survival**

To give every transplant patient the best chance – and quality – of life.

## **Aim 2: Equity**

To ensure all patients have the best access to, experience of and outcome from, treatment.

## **Aim 3: Progress**

To explore and embrace new cell therapies and make them available for patients more quickly.

These aims are underpinned by the five foundations critical to creating the environment, conditions and culture to deliver our strategy. These are:

- Our patients
- Our people and culture
- Our diversity and inclusivity
- Our data and technology
- Our resilience and business model

Our Organisational Strategy

2023-2028



# The year in numbers

Our lifesaving work has continued throughout FY 24/25.  
Here we put the results of that work into numbers:

## OUR PATIENTS

**1,573**

patients were given another chance to live

FY23/24: 1,554 patients

**761**

patient grants were provided to support patients and families, totalling £188,000

FY 23/24: 527 patient grants totalling £145,4573



**184**

patients, family members and nurses accessed our Telephone Emotional Support Service

FY 23/24: 127 patients, family members and nurses.

**5**

Clinical Nurse Specialists and

**4**

Clinical Psychologists funded this year

FY 23/24: 4 Clinical Nurse Specialists and 4 Clinical Psychologists.

## OUR REGISTER

**33,562**

people were recruited to our register

FY 23/24: 27,607 people recruited

**8,206**

new potential donors from a minority ethnic background were recruited, making up 24% of our total 24/25 recruitment

FY 23/24: 5,771 new potential donors from a minority ethnic background

**8,223**

people were recruited by our university network, Marrow

FY 23/24: 6,380 recruited by Marrow

**923,512**

potential stem cell donors are now standing by to save lives on our register

FY 23/24: 909,512 potential donors





## OUR SUPPORTERS

**£9,169,000**

was raised and donated by our dedicated supporters and partners

FY 23/24: £8,587,191 raised and donated

**1,099**

people gave their time to volunteer with us

FY 23/24: 1,109 people volunteered

**1,004**

journeys were made by our volunteer couriers

FY 23/24: 957 journey made by volunteer couriers



## OUR OPERATIONS

**1,803**

cell donations for transplants were facilitated by Anthony Nolan for all patients (UK and international)

FY 23/24: 1,500 cell donations for transplants

**61**

adult donors donated their cells for medical research and treatments

FY 23/24: 51 adult donors



**28**

Number of publications with Anthony Nolan contributions published in the 2024 calendar year.

Calendar year 2023: 21 publications

**2,619**

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

FY 23/24: 2,610 searches

**143**

cord blood units were banked

FY 23/24: 230 units

## OUR ENGAGEMENT

**3%**

increase in awareness of the Anthony Nolan brand, from 55.2% to 58.2%

**309**

pieces of media coverage were achieved about our 50th anniversary alone



**12.6 million**

social media impressions have been achieved – 690,000 about our 50th anniversary

**792**

pieces of media coverage focused on our research, policy and patient activity, compared to 176 pieces in 23/24

# Aim 1:

# Survival

To give every transplant patient the best chance – and quality – of life

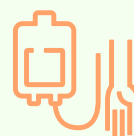


## Why is this important?

Our stem cell donor register and our research have been improving the outcomes and experience of patients for 50 years. But there is still so much more to do. Stem cell transplantation is complex, and we know that receiving a transplant is only the beginning. That's why we continue to investigate the factors influencing survival and quality of life, we work to improve access to and availability of cells to give patients the best possible outcomes. All of this is done through collaboration with the UK and global research community.



**Stem cell transplantation is complex, and we know that receiving a transplant is only the beginning**



## What impact will this have?

More patients will receive the optimum cells for their treatment in the fastest time possible.

We will better understand the factors that impact survival and quality of life so we can improve both.

Our research will inform and transform treatment and care, personalising it for every patient.

All patients will receive the care and support they need to thrive.





## New in 2025 – our very own cell collection centre!

Over recent months we've been working hard to open our very own cell collection centre. This facility will be truly transformative in helping us reduce the time it takes to get patients the transplants they so desperately need.

By providing the time and space for up to 1,300 stem cell donations to take place every year, it will give us greater control over the timing and efficiency of cell collection and get more stem cells to patients on the day preferred by their medical teams. Removing potential delays and reducing the time to transplant is a crucial way to help improve patient outcomes, and is therefore a

key part of our 'Survival' aim. We will also be able to ensure donors have the best possible experience and expand our work providing cells for medical research and treatments, helping to develop new therapies that have the potential to save many more lives in the future. Preparing for this pioneering initiative has involved hiring staff with new skills and expertise, validating our systems, processes and equipment and establishing our partnership with the National Institute for Health and Care Research (NIHR) Nottingham Clinical Research Facility (CRF) at Nottingham University Hospitals NHS Trust.

A huge thank you to the Garfield Weston Foundation, Christopher Holder, Gilead Sciences, Terumo, the Department for Science, Innovation and Technology, the Jack Petchey Foundation and the Morrisons Foundation.

## Our big achievements in 2024/25

To help more patients receive the optimum cells for their treatment in the fastest time possible, we have developed a predictive model to show whether donors will require one or two days of apheresis (the process of collecting blood stem cells). This will be implemented at our cell collection centre, reducing the burden on our wonderful stem cell donors and meaning more collection slots will be available, helping patients get their lifesaving cells as quickly as possible.

Launched in January 2024, our [Research Strategy](#) helps us achieve our vision by delivering pioneering research that transforms patient survival, quality of life and equity. Since its launch, we've been working hard to strengthen and expand the research we do. We've invited more patients, donors and international clinical and scientific experts to review our research through our recently established external Research Review Board. We've also established new collaborations between researchers across the organisation; engaged the UK and international research community to identify new research opportunities. We're particularly keen to inspire and invest in the next generation of researchers to make sure we continue to produce world-class research and train undergraduate and post-graduates ((MD)Res and PhD) students.

We commenced an external independent peer review of Anthony Nolan's long-standing research projects. Our Patient/Donor study project looks at the biological samples from over 4,200 paired patients and unrelated donors to see how genetic and clinical factors affect transplant outcomes. Over the years it has helped us to make huge leaps in our understanding of what specific genetic matches are most important for transplant success and demonstrated the benefits of younger donors on patient outcomes. It was agreed during the review that the Patient/Donor project has a sustained potential to generate impact and patient benefit in the future. External reviewers described the quality of the research as 'commendable' and 'outstanding'. You can find out more about our Patient/Donor project [here](#).

One of our new research projects that aligns with Aim 1 is investigating the biology of donor age. We already know through our Patient/Donor project that younger donors improve the outcomes post transplant, but the biological reason behind this is not fully understood. This project will help us identify which characteristics of younger donors' cells are associated with the best outcomes, meaning we can use biological characteristics to influence our selection of donors.

**We're particularly keen to inspire and invest in the next generation of researchers**





## Jesús' Story

In November 2022, Jesús was diagnosed with acute lymphoblastic leukaemia (ALL) and was admitted to hospital to start treatment immediately. The most effective treatment for Jesús involved two or three courses of chemotherapy, supported with immunotherapy, followed by a stem cell transplant.

“For me, waiting to find a donor was the most stressful part. It opened my eyes to how much patients need the support of charities like Anthony Nolan to organise stem cell transplants. I remember the day my consultant told me and my wife that they had found a few matches, and that there was one that was particularly good. It was such a relief!”

Less than two years after his diagnosis, Jesús decided to take on the Great North Run with Team Anthony Nolan to give back and to help with his recovery.

“My family and I are deeply grateful to Anthony Nolan and to the incredibly generous human being that was willing to donate his cells to give me another chance. Anthony Nolan made it happen. They gave me the possibility of a future, and they keep doing this every day for many other patients. I also know that beyond stem cell transplants Anthony Nolan does research and enables the development of new cell therapies, and they rely on our support to do that too.”

“Taking on the Great North Run helped my recovery. I think for many patients it is the isolation, more than the cancer itself, that really gets to you. Particularly when you need to isolate for months while you are immunosuppressed. So for me finding a way of connecting with other people really helped. When I started training I was still quite weak, but it helped my physical recovery to gently push myself.”



**“My family and I are deeply grateful to Anthony Nolan and to the incredibly generous human being that was willing to donate his cells, and to give me another chance. Anthony Nolan made it happen.”**

**JESÚS** STEM CELL TRANSPLANT RECIPIENT

“I used to dread exercise, but now I feel great while I’m doing it. It’s a celebration of being alive and at the same time I feel I’m doing something useful. We cannot control what happens to us, but we can control how we respond to the challenge. And we all have the capacity to impact other people’s lives in a positive way. Doing this for Anthony Nolan has been really meaningful to me.”

In 2024 Anthony Nolan launched the SEQoL study, which stands for Scaled collection of socioEconomic and Quality of Life data from patients undergoing stem cell transplant. The project is the UK's largest study aiming to understand the impact of a stem cell transplant on quality of life, and how this may be influenced by socioeconomic factors like education, income and housing. Data from this study will also be used to investigate how socioeconomic factors affect clinical outcomes after stem cell transplant. The findings from this research will be used to inform targeted service improvement and policy interventions to reduce inequity at the individual patient level and across NHS transplant services. As of the end of March 2025, 170 people had enrolled in the study across 15 sites throughout the UK. We are grateful for the generous support from the NIHR and Therakos UK.



**170**

**people signed up to our SEQoL project across 15 sites. This is the UK's largest study on this topic**



After winning the Morgan Stanley Strategy Challenge in 2024, where a team from their organisation worked with colleagues at Anthony Nolan to deliver an in-depth report that focused on data, verification typing, partnerships and communications, we started to implement recommendations made on donor availability. The volunteers at Morgan Stanley went above and beyond to put us on a path to improve donor availability – which is why in October 2024 they won Game Changer of the Year at our Anthony Nolan Supporter Awards (ANSAs).

The strategy challenge gave us a framework to be more efficient, targeted and personalised in the way we engage with our register community. This can be seen in our work to improve the quality of the data we hold. We have developed a donor portal so potential donors can update their contact details directly. We also created digital donor cards to sit in a potential donor's digital wallet, allowing notifications to pop up if they are identified as a potential match. Through digital innovations such as these, donors will be provided with the information they want – when they want it; environmental impact will be reduced, and more touch points will be available to engage potential donors. This will allow us to nurture stronger relationships with potential donors, keeping them engaged, committed, and available to answer that lifesaving call should it come.

In pursuit of our goal to grow the Anthony Nolan register to a million potential donors, we launched the 1 Million United campaign in March 2024. This football-led initiative boosted brand awareness and encouraged recruitment by inviting audiences to join our 'squad'. Kicking off during our 50th anniversary year, it was a great way to start the celebrations. The campaign ran alongside a partnership with The Sun, aimed primarily at 16 to 30-year-old men. Recent data from research agency Savanta shows that this combined activity led to a notable increase in brand awareness and extensive reach with the male 16 to 30 demographic, particularly across the summer period (July-Sept) where the main bulk of campaign spend and Sun activity was attributed.

**We developed  
a report on the  
mental health impact  
of undergoing treatment  
with cell therapies**



Bringing together real-life examples and testimonies from patients and families across the UK, the report helped to make the case for more NHS clinical psychologists and more equitable access to mental health care. We're continuing to champion investment in holistic care and support as the NHS goes through a period of change, bringing the voices of patients, families and donors to policymakers.

Anthony Nolan is a member of the Specialist Cancer Charities Group (SCCG), which is chaired by our Chief Executive, Henny Braund MBE, and works to embed patient voices in all policy and service development. The group commissioned Think Insights & Strategy to convene a citizens' jury on patients' priorities for improving cancer care in the UK. The jury's recommendations on how the Government can build cancer services that are fit for the future launched in November 2024 and can be viewed [here](#).



### Zak's story

In June 2024, stem cell donor Zak called for people to join the register as part of the 1 Million United campaign.

"We need you to join the register. The more of us there are, the more chances there are of a match and the more shots at saving lives. So come on guys, join the team."

Zak found out he was a potential match four years after signing up to the Anthony Nolan stem cell register which he described as an "amazing feeling".

"I can't put into words just the excitement that gave me."





**We are investing  
in our register  
experience  
programme**



## Still to do

- Donor availability remains a challenge. Multiple complex factors lead to donors not being contactable or available to donate when we call them. Therefore, we are investing in our register experience programme to update donors' contact details, improve their overall experience on the register and provide them with easy access to information they need to be lifesaver ready.
- Translating research findings into practice can be challenging, and we need to better understand the barriers to the rapid translation of basic research into clinical practice. We are exploring the complexities involved in navigating regulatory requirements and ethical considerations, securing funds for critical stages of research, and overcoming data sharing barriers. In the coming year, we will be working internally and with external partners to consider what more Anthony Nolan can do.

# Aim 2:

# Equity

To ensure all patients have the best access to, experience of and outcome from, treatment





## Why is this important?

We know some patients find it harder to access treatment and care depending on where they live, their socioeconomic and ethnic background, their education, and their understanding of their health, and the health system. It shouldn't be like this. We need to give every patient the same opportunity to have the best possible outcome by understanding where, how and why these disparities exist and what we can do to remove them.



**We need to give every patient the same opportunity to have the best possible outcome**



Recruiting and retaining a diverse range of donors on the stem cell register remains a huge priority for us, and we are dedicated to continuing to recruit people from minority ethnic backgrounds because every donor recruited could be the right match for a patient. However, our research shows that tackling inequity is broader than this. That is why we are continuing to invest in strengthening the global pool of donors, enhancing our cord blood bank, and supporting clinical trials into new therapies that mitigates the impact of HLA-mismatching between patients and donors. We also want to secure changes in policy that improve equity, so we can continue to contribute to a future in which every cell therapy patient can survive and thrive.

## What impact will this have?

More patients will benefit from services that improve their access to, experience of, and outcomes from treatment, care and support.

More patients from minority ethnic backgrounds will have access to cells and treatments that give the best possible outcome, including from unrelated donors on UK and global registries.

We'll have gathered more evidence and insight into what causes inequity, and what works to tackle it.

## Our big achievements in 2024/25

We know research will help us to understand how and why disparities happen and how they can be tackled. This is why in early 2024, we carried out a survey of patients to better understand the impact of the rising cost of living on patients. We also undertook a qualitative study investigating patients' lived experience of financial hardship. This study provided valuable insight into the long-term impact of being immunocompromised and the difficulties patients face returning to work post-transplant.

We have since established a cost-of-living working group with partner charities Macmillan and Young Lives v Cancer, with one of our first actions being to collate our evidence. We also took part in the joint Safe Sick Pay Campaign, led by the Centre for Progressive Change and Young Lives v Cancer. Our Chief Executive, Henny Braund MBE, co-signed a letter to ministers and was interviewed by BBC Radio Scotland. We have supported the campaign further by attending parliamentary roundtables and joining the call for amendments to the government's Employment Bill.

We will continue to monitor how policy changes on welfare and benefits and the cost of living impact our patient community.

We also welcomed the hard-fought decision to make the gene therapy Casgevy (exa-cel) available to patients living with the blood conditions thalassaemia and sickle cell disorder. We campaigned tirelessly for this outcome for over a year and were delighted when the therapy was finally approved for use in the NHS, a decision that made it the first CRISPR-Cas9 gene therapy available on the NHS. This type of gene therapy involves modifying a patient's own stem cells to treat the underlying genetic causes of disease. We worked with the Sickle Cell Society to campaign for this outcome and received a huge amount of engagement from patients and their family members to help advocate for access to this important new treatment, including over 250 consultation responses from the community. We now want to support the NHS to make sure it is accessible to all eligible patients.

**Sickle cell disorder** is an inherited chronic blood condition which primarily affects individuals of African and Caribbean descent. People with sickle cell disorder produce unusually shaped red blood cells that cause problems because they can stick together and block blood vessels. This prevents the flow of healthy blood cells, causing various health complications, including acute pain episodes (sometimes called sickle cell crises), stroke and even death. Thalassaemia is another inherited blood disorder that causes an abnormal type of haemoglobin – the protein in red blood cells that carries oxygen. This abnormal haemoglobin causes the body to produce fewer red blood cells than normal, leading to anaemia, which causes fatigue, headaches and concentration problems, and sometimes more serious symptoms like shortness of breath.

**We welcomed the hard-fought decision to make the gene therapy casgevy (exa-cel) available to patients living with several blood conditions**





**We welcomed our first ever Children and Young People Clinical Nurse Specialist (CYP CNS)**



Recognising that children and young people have unique needs and can experience particular difficulties going through stem cell transplant and/or CAR-T treatments, in early 2025 we welcomed our first ever Children and Young People Clinical Nurse Specialist (CYP CNS) at Anthony Nolan. They will be with us for two years, helping us to collaborate and build relationships across transplant centres and the wider CYP landscape.

The definition of Children and Young People (CYP) is those aged from infancy (six months) to 25 years old.

We have continued our innovative three-year pilot project with DATRI, India's largest stem cell register, with the aim of supporting the recruitment of an additional 10,000 Indian donors in areas of India where there is a likelihood of genetic affinity with the British South Asian population. These individuals could go on to donate to patients in India or anywhere in the world, including the UK – where South Asian patients make up the largest minority ethnic group. By the end of FY 24/25, 5,178 Indian donors have been recruited and typed through the project, with 65 per cent of those having tissue types that have never been recorded by the DATRI register. By partnering with DATRI, we aim to tackle the inequity of stem cell supply and by investigating the population genetics of patients and donors we will increase our understanding of global HLA diversity and how registries can collaborate.

We are excited to be co-hosting the 2027 International Donor Registry Conference in India with DATRI, which is a great opportunity to further strengthen and showcase our partnership and demonstrate how global registries can work in collaboration to provide more lifesaving treatments for patients. By the end of FY 24/25, five people had donated to Indian patients since the start of the project.

**By the end of financial year 2024/25, five individuals had donated to Indian patients since the start of the DATRI project**





### Eesa and Mosan's story

Eesa was in his first term of school when his parents were told he had aplastic anaemia and would need a stem cell transplant to survive. Because Eesa is of South Asian heritage, finding him a suitable donor was harder as an ideal match is more likely to be somebody from the same ethnicity.

A donor was eventually found, and Eesa is now a happy, healthy little boy recovering well after his transplant.

When they found out about his diagnosis and even after his successful treatment, Eesa's family worked tirelessly to encourage more people from the South Asian and Muslim communities to join the register, holding recruitment events at mosques, football tournaments and other community settings. Eesa's dad Mosan also worked with us to plan and implement a campaign highlighting the need for more donors during Ramadan this year.

Eesa's dad Mosan says:

"Many individuals from the South Asian community now know about Anthony Nolan, when previously they wouldn't have heard of the Charity. Through the MyNameIsEesa campaign last year and during Ramadan this year, people now understand the journey - from signing up, to lives like Eesa's being saved."

Our Ramadan recruitment campaign gave us an opportunity to work with the Muslim community to shape the right message and to continue to share Eesa's story.

**"When we started Eesa's appeal last year, people we spoke to in the Muslim community didn't know if it was permissible to join the register and donate – now they know it is not only permissible but a noble act. We have connected the Anthony Nolan brand with 'Saving one life is as if you have saved all humanity' and this is so meaningful in the Muslim community."**

MOSAN EESA'S DAD

We also collaborated with the Muslim Student Council, which oversees university AbSocs (Ahlul Bayt Society) student Islamic societies. Members of AbSocs from universities up and down the country attended donor recruitment training sessions, then recruited potential donors at Iftar events, where Muslim students come together to break their fast.

We completed our Ethnicities and Outcomes study, in collaboration with the BSBMTCT (British Society of Blood and Marrow Transplantation and Cellular Therapy). This confirmed for the first time in the UK that ethnicity affects the survival and clinical outcomes of patients receiving an allogeneic stem cell transplant. This has re-emphasised the importance of the equity-related work we do and future projects are in development that will explore these results further. The team are looking at research that will help determine the impact of ethnicity on transplant-related mortality as well as exploring the different kinds of transplant undertaken for patients of different ethnicities.

**“Despite stem cell transplants having been used as a treatment for blood cancer and blood disorders for over 50 years, until now there was little known about the health inequities experienced by patients in the UK. Our research shows for the first time that ethnicity affects survival following a stem cell transplant for UK patients, with Asian and Black patients the most likely to die after transplant.**

**Our research is actively investigating these inequities, so we can continue to work to ensure all patients have equal access to, experience of and outcomes from a stem cell transplant.”**

**DR NEEMA MAYOR**

**DIRECTOR OF IMMUNOGENETICS AND RESEARCH SERVICES**



We are currently supporting the potentially practice-changing clinical trials being delivered by IMPACT, the stem cell transplant clinical trials initiative co-founded and co-funded by Anthony Nolan. This includes the Methods of T Cell Depletion study, which tests two new treatment combinations and compares them to current standard treatment, to see if rates of graft versus host disease can be reduced after transplant.





**Over the next three years, we will investigate trends to see if barriers differ for patients of different ethnicities**

## Still to do

- We continue to work through the questions facing us around health inequities so that we can better understand the barriers patients may face because of their background or circumstances.
- Over the next three years, we will investigate trends to see if barriers differ for patients of different ethnicities; exploring the drivers of poorer outcomes in patients receiving stem cell transplants; and identifying inequities in the donor search process for UK patients. We also plan to look at referrals, access to palliative care and the role of pre-habilitation in identifying social and financial unmet needs of patients.
- As part of our role on the UK Stem Cell Strategic Forum's Data Commission, we are working collaboratively to create a secure, integrated, and sustainable data model for stem cell transplants and Advanced Therapy Medicinal Products (ATMPs). We need various datasets to work seamlessly to ensure we can provide a comprehensive data picture across the patient journey. Stem cell transplant data must become readily accessible to patients, clinicians, and researchers, putting data and information at the fingertips of those who most benefit from its collection and use.

# Aim 3:

# Progress

To explore and embrace new cell therapies and make them available for patients more quickly

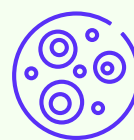


## Why is this important?

We have a proud history of pushing boundaries and embracing innovation, and we believe in a future where all patients have timely access to cutting-edge cell therapies and personalised care. Alongside stem cell transplantation, there are many emerging new treatments that have the potential to transform the outcomes of many diseases, including blood cancers and blood disorders. It is vital that we continue our innovative research into new cell treatments, as well as advocate for these treatments to be approved and available to all patients who can benefit. Donors are crucial in helping us to achieve this aim. Their cells will help not only save individual lives, but also contribute to new treatments and medical research that could save many lives in the future.



**It is vital that we continue our innovative research into new cell treatments**



## What impact will this have?

More donors will contribute their cells for research into new treatments, and the wellbeing and welfare of those donors will be protected by a robust ethical framework.

Our expertise, products and services will help drive forward research, development and manufacture of new treatments.

Every patient's cell therapy treatment, care and support will be shaped by their individual needs and experiences.



## Our big achievements in 2024/25

To facilitate medical research and new treatments, we want even more donors to contribute their cells for these purposes, while ensuring their wellbeing and welfare are protected. We are confident in the robust processes that Anthony Nolan has in place, and we want to protect the reputation of stem cell donation and the wellbeing of donors more broadly across the sector. We have been working with stakeholders including NHSBT, WMDA and the Government's Office of Life Sciences to identify the best way to improve the regulation and protection of these donors. Our next steps are to co-develop a consensus statement with external partners providing crucial guidance on how to look after the wellbeing of people donating to medical research and treatments.

Cell Therapy & Laboratory Services powered by Anthony Nolan is currently supporting academia, biotech, and pharmaceutical partners by supplying cellular starting material including leukopaks, mobilised leukopaks and cord derived products such as cord blood and tissue, placenta and amnion. The latest being used in ophthalmology as a regenerative treatment. CT&LS also provides cell isolation services for research use only and cryopreservation for both allogeneic and autologous materials used in transplantation and immunotherapy manufacturing, like CAR-T and Tregs cell therapy for blood cancer and immune diseases' treatments, respectively.

In March 2024, we launched our refreshed brand with a key objective to highlight the scientific and research pillars of our organisation, and to help us position ourselves as a leader in this sector. Through a new brand strategy, our purpose became 'uniting people and science to transform the future for more patients' to demonstrate we are more clearly focused on science and research. This is evidenced through our strapline, our new logo and the way the brand prioritises people and science.

To ensure our expertise, products, and services help drive forward the research, development and manufacture of new treatments, we co-hosted a CGT (Cell & Gene Therapy) Circle event, alongside PA Consulting, bringing together women and allies with diverse backgrounds and different levels of seniority from the cell and gene therapy industry, allowing people to connect, collaborate, and share insights. With over 70 attendees, the event fostered open conversations around adaptability and resilience, key qualities in a rapidly evolving field. By bringing together a wide range of voices, the event has helped us to explore innovative approaches to cell and gene therapies and will lead to partnerships or collaborations, ultimately supporting Anthony Nolan's aim to accelerate access to transformative treatments and ensure every patient benefits from the best possible care and outcomes.

**Since the beginning of our strategy, Anthony Nolan has been involved in the approval of**

**15 new therapies**

**made available to patients in the UK**



**NICOLA ALDERSON**  
**CHIEF OPERATING OFFICER**  
**SPEAKING AT THE**  
**CGT CIRCLE EVENT**

## Caitlin's story

After joining the stem cell register, in 2023 Caitlin was found to be a potential match for a patient, but sadly the patient wasn't well enough to proceed with the transplant.

However, our team then asked Caitlin if she'd be interested in donating for medical research and treatments. This process is very similar to donating for a specific person, but instead of helping just one person, it has the potential to have an impact on so many lives.

"It's amazing to think about my lymphocytes now being used in research. Initially when I walked out of my donation, I was quite shocked that it was done, and it felt almost strange that it was over. I'm really proud that I did it, and I was able to help towards the medical research. The best part is that I had no symptoms at all after my donation, I didn't even feel tired afterwards."

Caitlin's donation is now being used to develop a device that will help speed up the process of producing cell and gene therapies in a more cost-effective way – so that more patients will have access to these lifechanging treatments in the future.

**"I was more than happy to donate to medical research as although I wasn't helping one person in particular, donating to research meant I could potentially help more than one person which was great. I was asked if I could donate lymphocytes instead of stem cells. It was the exact same process and I was happy to donate them instead."**

CAITLIN DONATED HER LYMPHOCYTES  
FOR RESEARCH





We commissioned the University of Birmingham to undertake a CAR-T Patient Experience Study, which is the first study of its kind across major UK CAR-T centres looking at patient experience of CAR-T. The findings are informing our services and influencing priorities. Excitingly, an abstract on the study was accepted as one of the top 100 abstracts at EBMT 2025. Studies such as this will contribute to a future where every patient's cell therapy treatment, care and support will be shaped by their individual needs and experiences.

**CART-cell therapy** (chimeric antigen receptor T cell) is a cell therapy involving the genetic alteration of T cells, a type of white blood cell, to help them target cancer more effectively. Treatment involves collecting a patient's T-cells via their blood, genetically modifying them so that they can fight the cancer, then infusing them back into the patient.

### Still to do:

- We're proactively working to build our panel of donors willing to donate their cells for medical research and treatments. The opening of our own cell collection centre will expand our capacity for these donors to donate. We will continue to scale up our adult donations for Cell Therapy & Laboratory Services by:
  - Evolving the donor pathway to support growth of the panel, while ensuring a consistently great donor experience
  - Maximising our existing donor communication channels for sharing the opportunity to donate for medical research and treatments.
- There's still work to do to increase awareness of the services we offer researchers and developers of new medicines. Over our 50-year history of helping deliver stem cell transplants we have built up valuable expertise to help with the research and development of new cellular therapies. It's a great opportunity to make sure more patients than ever can benefit from these potentially lifesaving treatments.



**We commissioned the University of Birmingham to undertake a CAR-T Patient Experience Study, which is the**

**first study of its kind**

# Strengthening our foundations

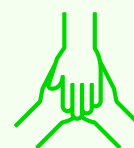
The five foundations of our strategy are critical to creating the environment, conditions and culture needed to deliver it.

## Our patients

We'll work actively with patients, to help us better understand and support their needs, and put them at the heart of everything we do.

- We have started to develop a Framework for Involvement to enable teams to create positive, structured opportunities for patients from all backgrounds to share their experiences and contribute to our work. Our aim is to embed patient involvement across Anthony Nolan, so that every team has the desire, tools and support to meaningfully involve patients and families when making decisions and considering change.
- In January 2024, we launched The Death Project to help equip our colleagues with the tools and skills to manage conversations about grief, death, dying and end of life care, so that we can better support patients, families and carers. Using our involvement framework, we engaged with colleagues to improve how we will identify individuals who may need additional support, create new training resources and reinforce support structures already in place.

**Our aim is to  
embed patient  
involvement  
across  
Anthony Nolan**



**“The Death Project has felt really meaningful. While the name might initially feel a little heavy, we’ve seen just how positive and important these conversations can be, not only for individuals and teams, but for Anthony Nolan as a whole.**

**We’ve received encouraging feedback from colleagues, who are pleased to see us making space for this. We have also received appreciation from bereaved loved ones, who value our recognition of their voices and experiences.**

**Through this work, we’ve identified some valuable recommendations to improve the support we offer to our colleagues, and we’re also developing new ideas, rooted in our participant study, for how we can improve the support provided to those who are bereaved.**

**There’s still more work ahead, including sharing the project more widely, but it’s already clear how fulfilling and impactful this piece of work has been for everyone involved. It’s a powerful example of Anthony Nolan’s commitment to doing the absolute best for our patients and their loved ones, even in the most difficult circumstances.”**

**LIAM ROONEY**

**PATIENTS & FAMILIES MANAGER**



## Our people and culture

Our people are our patients' greatest asset. Investing in them both from a wellbeing and development perspective is critical, allowing us to create a culture where they can be their very best.



Our people  
are our patients'  
greatest asset



We are continuing to embed our organisational behaviours – Curiosity, Collaboration and Determination.

**Curiosity:** We have an evidence-based approach and ask ourselves what will have the most impact for patients, donors, customers and our work? Research, insight and a better understanding fuel curiosity and are central to our strategy.

**Collaboration:** Our strategy focuses on an outcomes-based approach, and we keep the end goal in mind while focusing on how best to get there. Our three strategic aims give our colleagues even greater opportunities to collaborate both internally and with our patients.

**Determination:** We are focussed on doing and achieving what will have the most impact for patients, and prioritise our investment to reflect this. Our strategy is ambitious and encourages us to keep testing new approaches and developing a more commercial mindset.

- As part of our commitment to being more inclusive, we partnered with Speakers for Schools to invite eight students from schools across London under a new pilot approach to work experience. Throughout the four-day programme, the students were given the opportunity to understand what it's like to work at Anthony Nolan and delivered a project they presented on the final day to a panel of Anthony Nolan colleagues.
- We know that career development is important to our colleagues, and we have made some great steps forward in supporting this. We have created a new Personal Development Plan template with guidance for colleagues to take ownership of and managers to coach their teams through. We have invested more in our managers, and leaders' development by partnering with Barefoot Coaching, giving them the skills and confidence to have meaningful conversations about career development.



“The ongoing professional and personal development and wellbeing of our colleagues is as important as ever. As we continue to grow as an organisation – developing and nurturing our people is critical. I’m delighted that the opportunity for all colleagues to have focussed career development conversations has taken a huge step forward! With the recent introduction of a new set of tools and resources for everyone to fully utilise, plus the launch of our bespoke managers’ coaching programme – career development conversations will help unleash new skills to be explored, define goals and identify opportunities for our colleagues to thrive and shine even more. I’m genuinely excited to hear how these conversations take shape and what the future looks like for our exceptional colleagues.”

ANDREW MARRINS

HEAD OF PEOPLE DEVELOPMENT



- We launched an internal volunteering scheme, Closer to the cause, to give colleagues a stronger connection to our lifesaving work by getting involved in activities across Anthony Nolan and spending time with other colleagues, our supporters and volunteers, all while contributing to our work. Opportunities include cord collection site visits, volunteering at register recruitment events – or even donating cells to medical research and treatments.



JESSE LEWENDON CLINICAL DELIVERY COORDINATOR

DONATED LYMPHOCYTES

We launched an internal volunteering scheme to give colleagues a stronger connection to our lifesaving work



## Our diversity and inclusivity

We strive to achieve greater equity, diversity and inclusion, using a range of perspectives and experiences to achieve more for our patients, donors and colleagues.

**We internally launched our new EDI strategy (2024-2030)**



- In August 2024, we launched our new EDI strategy (2024-2030) to achieve greater equity for both our people and our patients.
- Part of our EDI plan is to raise awareness, so we have invested in - and are now embedding - a culture of EDI learning and development. This has been achieved by launching an EDI Education Roadmap on our online learning platform Gene-ius, with the aim of raising awareness of biases, stereotypes and systemic inequalities.
- We launched our new employee Affinity Networks, which offer safe spaces for colleagues to share their ideas, knowledge and experience. Our first three will kick off in FY 25/26.

They are:

- AND (Accessibility, Neurodiversity & Disability)
- OUT (Lesbian, Gay, Bisexual, Transgender, Queer +)
- REACH (Race, Ethnicity and Cultural Heritage)

These have been launched to contribute to an inclusive workplace experience for all our colleagues, to enable us to further develop people's sense of belonging to Anthony Nolan and to promote transparency and collaboration across diverse perspectives.

- We have also undertaken commemoration and celebration events throughout the financial year - from an International Women's Day panel, to taking part in London Pride and UK Black Pride, to holding events in our offices for South Asian Heritage Month, Black History Month and LGBTQ+ History Month.

**“The awareness day events we’ve held across our offices have been a powerful way to celebrate diversity, build cultural understanding, and bring our EDI strategy to life. They’ve created safe, inclusive spaces where colleagues can connect, collaborate, and champion their curiosity. The feedback has been incredibly positive, with many colleagues sharing how they now feel more confident supporting one another and better informed about different cultures and faiths.**

**It’s a meaningful step forward in our journey to foster a truly inclusive culture and ensure everyone has a sense of belonging at Anthony Nolan.”**



**AYESHA AHMED**

**EQUITY, DIVERSITY AND INCLUSION MANAGER**

## Our technology and data

To achieve the most for our patients we aim to be at the cutting edge of the sector by investing in the systems and tools needed to keep growing, innovating, analysing and adapting.

- We have developed a Technology Strategy to guide our ways of working with technology across the organisation. This strategy aims to drive performance and innovation at Anthony Nolan through a focus on users, working in partnership across the organisation so more patients survive and thrive. We will do this by focusing on transforming our work so that by 2028:
  - Every user encounter will be a consistent and positive experience.
  - We are using technology to ensure an effective, robust and impactful Anthony Nolan.
  - We have stronger technology foundations to empower and enable our colleagues and community.
- Since its launch in March 2024, our Data Strategy has continued to drive change across the organisation, strengthening our data capabilities. Tangible changes include the creation of a data glossary to ensure consistency of definitions at Anthony Nolan, the establishment of a data governance capability, and a training app launched with data syllabi for colleagues' learning and development.
- As part of our work to improve communication between UK transplant centres and to speed up the transplant process for patients, 30 UK transplant centres are now using our AN Connect system. The project kicked off in December 2023, with two more transplant centres joining in early 2025/26. This online portal for managing key elements of the services we provide makes the service more efficient and easier to use. It has increased the percentage of 'right first time' data, streamlining processes for both transplant centre and Anthony Nolan staff. This will ultimately help more patients by reducing delays in the transplant process.



**"I'm proud of the progress we've made with our technology and data at Anthony Nolan over the last year and excited by the difference we will enable in the future. We have just launched our new Technology Strategy, which will support us to step up our use of technology and data at Anthony Nolan and help drive better digital enablement. We are going to partner better with colleagues and teams across the organisation to get more from our technology and data, with the purpose of driving the organisation forward while also looking to test and learn with new tools and technologies, particularly AI. We are continuing to focus on robust technology foundations, with ongoing emphasis on cyber security."**

**PAUL AIREY**

**CHIEF DIGITAL AND INFORMATION OFFICER**



## Our resilience and business model

Having a robust business model allows us to continue generating income that we can reinvest efficiently and sustainably in our work, reinforcing our resilience as an organisation.

- We recognise that as an organisation, we have a duty of care to both current and future patients. We are responsible for improving the lives of patients, donors, supporters, and employees – which we will be unable to do without taking action to reduce our environmental impact. And so, in July 2024, we internally launched our very first Environmental Sustainability Strategy. This laid out our ambitions and how we plan to achieve them. Since its launch, we have introduced carbon accounting software to improve internal assurance regarding emissions.
- We're now just over one year on from the brand refresh, and we're seeing a positive change in brand awareness. At the end of FY 24/25, it sat at 58.2% , an increase of 3% from this time last year. Through a new brand tracking provider we are seeing positive results across all brand health metrics, which we will be reporting on further in Q1 FY 25/26.
- Through our partnership with NEXT, and their employee network group Unity, we launched a brand-new baby sleepsuit in November 2024 where a minimum of 20% of the profits from each sleepsuit sold was donated directly to Anthony Nolan. Incredibly the 2,500 sleepsuits available were sold out in under two days, so we will be re-launching the 'tiny but mighty' sleepsuit in June of this year.
- In October 2024, we held our 10th Anthony Nolan Supporter Awards (ANSAs), which allow us to celebrate and thank our incredible supporters who make our lifesaving work possible.



### Kate's story

Over the years, Kate has been supporting Anthony Nolan in memory of her close family friend, Mark.

Her incredible efforts throughout this time have led her to raising just over £25k\*, which we are extremely grateful for. For the London Marathon 2024 alone, she raised £12,602.87 plus GiftAid.

Not only that, she also brought the Team AN London Marathon runners together with a WhatsApp group, where they support each other through the highs and lows of marathon training and life.

Kate deservedly won the Shirley Nolan Award at the 2024 ANSAs. The award is named in honour of Shirley Nolan and the winner of this category is someone who has supported the Charity for many years – which Kate of course has been exceptional in doing, in honour of her friend.

\*This figure has since risen after running the 2025 London Marathon!

## Partner Spotlight: Lactalis UK & Ireland

Lactalis UK & Ireland and Lactalis Nestlé Chilled Dairy has been an exceptional partner since 2021, raising over £70,000 in memory of their close colleague, Julien, who sadly passed away from leukaemia in 2020. What began as a tribute, has evolved into a long-term commitment to saving lives — one that will now continue into 2026.

Their passion, creativity and culture of care are reflected in every activity. From pizza parties and sweepstakes, to sports days and skydives, Lactalis has proven that fundraising can be both meaningful and fun.

**“This partnership is a tribute to Julien, whose memory inspires us to make a difference. We look forward to another two years of impactful collaboration and fun!”**

### LACTALIS SOCIAL, HEALTH & WELLNESS TEAM

One of the most inspiring aspects of this partnership is how deeply embedded it is across the organisation:

- **Matched funding:** Employee fundraising is matched pound-for-pound by Lactalis — doubling the impact.
- **Staff-led engagement:** they have an internal charity committee with champions across every department, creating a network of advocates.
- **Long-term commitment:** Initially due to end in 2022, staff voted to extend the partnership by a further two years — a powerful testament to the emotional connection and shared purpose.

Their 2024 sports day was a standout moment which involved teams donating to enter, then continuing to fundraise throughout the day – blending competition, team spirit and lifesaving impact.

In October 2024, Lactalis were crowned winners of the Organisational Fundraiser of the Year at the Anthony Nolan Supporter Awards.

Lactalis is an example of a truly values-driven partnership: personal, passionate and deeply engaged. By embedding our mission within their culture, they have honoured Julien’s memory and helped build a lifesaving legacy that will impact thousands.



# All thanks to you

Everything we have achieved, and everything we plan to achieve in the future, is only made possible thanks to people like you. We are so grateful for the continued support of the many volunteers, donors, partners, funders, supporters, individuals, families and organisations that work with us to change lives.

We would like to give particular thanks to the following:

For supporting Anthony Nolan's efforts to grow the stem cell register for patients now and in the future:

**Adrian Sudbury Schools Education Trust**  
**African Caribbean Leukaemia Trust**  
**The Ammies**  
**House of Medics**  
**Humberside Police**  
**Marrow**  
**One Voice Blackburn**  
**Police Scotland**  
**Race Against Blood Cancer**  
**Scottish Fire and Rescue Service**  
**Sue Harris Trust**



For their ongoing commitment to raising awareness in the South Asian and Muslim communities and continuing to recruit new donors to the register:

**MyNameisEesa**

For the time and effort involved in sharing their experiences and insight, so we can improve support and services for those in need:

**Patient and Families Network**

For their dedication to inspiring and educating potential donors through our Education Programme and impactful recruitment efforts to corporate, Armed Forces, and other events across the UK:

**Community Volunteers**

For being an amazing team of 101 volunteer couriers who carried out 1,004 trips in FY 24/25:

**Couriers**

For sharing their insights and experiences of transplant and cell therapy to help ensure we are advocating for the things that matter most to patients and families:

**Policy Insights panel members**



For making the generous decision to leave Anthony Nolan a gift in their will:

**Alan Ramsden**  
**Alison Carol Barnard**  
**Arthur James Wilcock**  
**Barbara Jeanette Britton**  
**Christine Rose Deall**  
**Elsie Duguid**  
**Evelyn Freyhan**  
**Herbert Frederick Chisnall**  
**Janet Lailey**  
**Janet (Jenny) MacLaren**  
**John Dennis Piper**  
**John Edgar Osborne**  
**John and Moya Phillips**  
**Joyce Hone**  
**Leopold Reginald Walker**  
**Margit Olmer**  
**Maria Paterson**  
**Marion Christine Onions**  
**Marshall Paul Chamberlain**  
**Martin Gratton Parry**  
**Noel George Bush**  
**Roger Campion**  
**Ronald Frederick Foster**  
**Thomas Idwal Thomas**

For kindly giving a grant or donation in support of Anthony Nolan's work:

**Christopher Holder**  
**Crerar Trust**  
**Charlie's Chance Foundation**  
**David and Ruth Lewis Family Charitable Trust**  
**Department for Science, Innovation and Technology**  
**Garfield Weston Foundation**  
**The James Tudor Foundation**  
**Mason Medical Research Trust**  
**Morrison's Foundation**  
**PF Charitable Trust**  
**Stephen Berger**  
**The Emmanuel Kaye Foundation**  
**The Jack Petchey Foundation**

For their organisations and teams supporting Anthony Nolan's work in so many ways this year:

**Dig Deeper: The Construction Industry Adventure Race**  
**Gilead Sciences Limited**  
**Johnson & Johnson**  
**Lactalis UK & Ireland and Lactalis Nestlé Chilled Dairy**  
**NEXT**  
**RSM UK Foundation**  
**Takeda UK Limited**  
**Therakos UK**  
**Troy Asset Management Limited**

For being incredible supporters and fundraisers this year:

**Adam Sharkie**  
**Amira Ziadi**  
**Anna Marie Scanlon**  
**Catherine O'Brien, Hannah Hayes and team**  
**Eilidh Ferguson**  
**Great Dunmow Round Table**  
**Jamie Scoular and Sebastian Gaziano**  
**Josephine Fel**  
**Josh Boffin**  
**Kate Walford**  
**Katrina Kenny**  
**Kim Wileman**  
**Louie Martin**  
**Maureen Langan**  
**Newton Prep School**  
**Sam Ramsay**  
**Santino Smith**  
**Stephen Warren**  
**Steve Eccles & Round Table**  
**TJ Hall**

For generously volunteering their time and support as Trustees and as part of the Fundraising Committee:

**Debbie Lee**  
**Matt Miller**  
**Martin Laws**  
**Mike Altendorf**  
**Nicola Horlick**  
**Dr Susan Conroy**

[anthohnynolan.org](https://anthohnynolan.org)

