‘THANK YOU, DONOR’

SAVING MORE LIVES IN SCOTLAND

Q&A WITH PROFESSOR ALEJANDRO MADRIGAL

THE STORY BEHIND OUR BRAND AWARENESS CAMPAIGN

BECOME A STEM CELL DONOR BECAUSE...

WITHOUT MINE I WOULDN’T BE HERE TODAY.
MY LIFE WAS WORTH SAVING!

#thankyoudonor
As we strive to save and improve lives through our organisational strategy – Saving Lives: Achieving More, over the last few months we have introduced new strategies to govern particular areas of our work. You could be forgiven for thinking that at Anthony Nolan strategies are like buses…

So in this edition, we find out why we should all be getting excited about our strategies, with news of the launch of our Scotland strategy, a Q&A with our Research and Scientific Director Professor Alejandro Madrigal, and a look at how our new Engagement Division is putting people first.

And as usual we look at the latest practical steps to achieving our lifesaving vision, from our major new advertising campaign to a new peer support service for patients. Plus a chat to three of our cord collectors who are keeping it ‘all in the family’, a look back at World Marrow Donor Day, and more.

Ian Pithouse
Editor, Insight

Our remarkable supporters in Scotland already punch above their weight when it comes to donor recruitment and fundraising. Thanks to amazing individuals and groups such as the Scottish Friends of Anthony Nolan, Marrow volunteers and our partners Scottish Fire and Rescue Service, almost ten per cent of potential donors currently on Anthony Nolan’s register are from Scotland, and we raised almost £1 million in this area last year. The new strategy aims to recruit 10,000 people from Scotland to the register each year from 2020, with a high proportion of young men and people from black, Asian and minority ethnic backgrounds. And we want to work with our supporters to raise even more money to fund our lifesaving research and recruitment and help us support more patients and families in Scotland – increasing fundraising by ten per cent year on year from 2017/18.

Following the launch of the strategy in September, we celebrated the many successes made possible by our passionate supporters and committed partners in Scotland at a special reception at the Scottish Parliament. Noreen Siddiqui, whose daughter Ayesha received a transplant in 2015 following the family’s far-reaching recruitment and fundraising appeal, helped shape the strategy and spoke at the event. ‘At the worst time of my life, Anthony Nolan offered me something that no one else could – hope,’ said Noreen. ‘After everything, I think of Anthony Nolan as a friend for life, and I know the strategy for Scotland is only going to nurture and strengthen these lifelong bonds for families like mine.’

NEW RECRUITS

In October, we launched a new Scottish partnership to boost recruitment. We are working with Police Scotland to hold regular donor recruitment events at the Police Scotland training college in Fife. As many as 800 police trainees pass through the college each year, many of them young, male and healthy – making them ideal donors.

The launch event saw the Police College senior leadership team joined by representatives from Police Scotland Youth Volunteers and two intakes of recent police recruits. In total 44 new donors registered on the day. PC Frazer McFadyen (pictured opposite) donated his stem cells in 2012 as he was completing initial police training. ‘I learned a lot about Anthony Nolan and blood cancer through the experience of donating, and about the need for more donors,’ said Frazer. ‘I realised that patients are dying because of a lack of young, fit people signing up to donate, and that’s who the police recruitment attract.’

ANTHONY NOLAN HAS UNVEILED A NEW STRATEGY AND LAUNCHED AN EXCITING NEW PARTNERSHIP TO INCREASE OUR LIFESAVING IMPACT IN SCOTLAND.

Noreen Siddiqui, speaking about our lifesaving work in Scotland.

If you would like to contribute to future issues of INSIGHT, get in touch with: internalcomms@anthonynolan.org

Cover image: World Marrow Day, Jet Black (left) and Bethan Williams.
In September 2016, we launched a bold new awareness campaign to improve the public’s understanding of our lifesaving work. The objective? To increase our prompted brand awareness from 58% to 70% over the next five years.

At the beginning of the year, the Marketing team spent several weeks researching and then brainstorming concepts that would capture the public’s attention. Four campaigns, varying in tone and style, were then presented to external focus groups and senior members of staff across the division. The response was largely positive; however it became clear that we needed to make the link between Anthony Nolan and blood cancer more obvious. With this feedback taken on board, we went back to the drawing board and decided simplicity was the answer. What emerged was a clear, bold statement: Anthony Nolan Cures Blood Cancer. And this became the strapline for our campaign.

Working with media agency Adgenda and film company Magneto, we collaborated on the assets that would bring the campaign idea to life. We used our incredible science as the backdrop for a fast-paced film about our work, directed by Anya and Ian from the Studio.

With the creative produced in-house, we had an overall media budget of £140,000 for advertising, £92,000 of which was allocated to the first phase of promotion and spent on:

- London outdoor advertising, including large posters in underground stations and on bus stops
- 30 second TV adverts on Sky
- 10 and 30 second radio adverts on Heart FM and Smooth FM
- Online video adverts

The initial results are impressive: we achieved a total reach of 35,355,828 impressions (opportunities for someone to see our ad); 106,701 households saw our TV advert (and on average, each household saw it five times); the Say Media advert led to 15,528 click-throughs to our website and our radio adverts had nearly 15 million impressions across the two stations.

The outdoor advertising was concentrated across central London in bus stops and underground stations. We were lucky to benefit from several ‘overs’ (additional advertising at no extra cost). It was also great to see so many people sending in photos of posters they’d seen around the city.

The campaign also made a tangible impact on social media. On Facebook we reached over 557,000 people with 225,000 video views and 10,900 total engagements (people interacting with the campaign messages). In comparison, Samaritans launched a campaign later in the month to a similar-sized audience and received around 65,000 views and 2,500 engagements.

Over the next few months we’ll be analysing the results carefully in a bid to build on the successes of phase one. Make sure you look out for the campaign in cinemas and across London throughout February 2017!
We like to think of ourselves as one big family at Anthony Nolan, and three of our Dedicated Cord Blood collectors are real-life relations.

Carolyn Sayle has worked at our cord collection centre in King’s College Hospital in London for two and a half years, and in the last six months two of her daughters – Shauni and Neenah Higgins – have taken on the same role at St Mary’s Hospital Manchester.

Carolyn left a career in women’s health and IVF in Manchester to move to the South East in 2014, and was initially looking for voluntary roles in the area.

“I’d known about Anthony Nolan for years, having joined the register myself during one of the first big recruitment drives,” Carolyn explains. “At that point, I associated Anthony Nolan with charity work, when I saw the role advertised I assumed it was voluntary but I thought it might be a good way to get some experience. It was only after I went for the interview I realised it was paid role!”

Carolyn hasn’t looked back since, despite moving to the Suffolk countryside, which means she now has to get up at 2.30am for some shifts. “It’s a really important job that we do, and it still fascinates me – that something we would otherwise throw away could save someone’s life!”

“Earlier this year I found out that one of my cord collections had been used in a transplant and I was so proud – you can’t imagine how that felt. I love talking to the mothers-to-be as well. We’ve got a really good relationship with the midwives at King’s, so they tend to come to us and ask us if we want to talk to the women about donating their cord. As a mother of three myself, I can understand how they’re feeling, and they often have lots of questions about what donation involves and what we will do with their cord. It’s a chance to bust some of the myths about it, such as that we will sell their contact details on to other organisations, or even that we might use their cord for cloning or something! We are often there at the birth and have a chance to say thank you afterwards.”

It was Carolyn’s enthusiasm for the job that inspired her daughter to get involved. “I talk about it a lot, and it seemed like a really good fit for Shauni, who trained as a nurse, so I was so pleased when she went for the role in Manchester.”

Shauni now shares her mum’s love for the job. “I recently managed to collect four ‘clinical’ [clinical-grade cord blood units, which can be used for a stem cell transplant] and I was so proud,” says Shauni.

“The opportunity for me was to talk to the women about donating their cord. As a mother of two girls – Shauni and I often get to do shifts together and it’s nice to have someone you know so well – we can talk to each other about the births and the fact that we’re sisters can be a conversation-starter and help the mothers and midwives get to know us a bit more.’

But it can be a bit strange at times – especially for other members of the family. ‘We all get together for Penelope’s christening recently and we were comparing notes,’ says Carolyn. ‘We used to talk about things like clothes we had bought but now it’s how many clinicals we’ve got recently. My other daughter Rea has a blood phobia so I don’t think she enjoyed the conversation! It’s really nice that we can help each other out though – Shauni and Neenah know they can always give me a call if they need some advice about work.’

Shauni Higgins, Dedicated Cord Blood Collector

‘NEARLY ALL THE CORDS WE COLLECT GET USED FOR SOMETHING – THOSE THAT AREN’T CLINICAL GRADE ARE USED IN RESEARCH – BUT IT’S GREAT TO KNOW THAT ONE OF THE CORDS I’VE COLLECTED MAY BE GOING TO SOMEONE WHO NEEDS IT.’

IT RUNS IN THE FAMILY

Carolyn, Shauni and Neenah aren’t the only relations working at Anthony Nolan.

Sisters Tracy Atkins and Lisa Cawley both work in our Operations Division. Lisa says, ‘It’s nice seeing my sister each day, we sometimes have lunch together and it’s good to be able to bounce ideas off each other or have the support when troubleshooting. We don’t tend to talk much about work at home, but my husband is amazed how we talk so much at home when we’ve seen each other at work.”

In another cord connection, our Senior Supervising Midwife Linda Moss’s daughter Ellie used to be a cord collector at King’s, and now works in Operations.

There are two married couples working at Anthony Nolan – Bryan and Katja Apura in Finance and Resources and Ana and Will Bullitude in Labs and Research (respectively).

Cord Facts

Anthony Nolan has four cord collection centres:

• Saint Mary’s, Manchester
• King’s College Hospital in London
• Leicester Royal Infirmary
• Leicester General Hospital

We aim to bank 1,500 high-quality cords per year. Our ultimate aim is to bank 30,000 between ourselves and NHSBT, to complement the adult registry and provide a transplant for everyone in the UK that needs one.

Last year we shipped a record 26 Anthony Nolan cords from our Cord Blood Bank in Nottingham to be used around the world.
Q&A WITH PROFESSOR ALEJANDRO MADRIGAL

Having led the Anthony Nolan Research Institute since it was established in 1996, our Research and Scientific Director Professor Alejandro Madrigal recently launched the new research strategy, Insight spoke to the Professor about what the strategy could mean for people with blood cancer and blood disorders.

What do you think is the most significant medical breakthrough of the past decade?

Progress in the genomic and proteomic (study of proteins) fields has been amazing, but for me, it’s immunotherapy – scientists all over the world are getting incredible results by harnessing the natural function of our immune cells to use them as treatments. Immunotherapy can now be used to fight cancer directly without the need for a transplant. In addition, different conditioning methods and new drugs have made transplants more effective and accessible to a large number of patients. For instance, in the UK transplants for people over the age of 60 have gone up from 9% in 2007 to nearly 25% in 2016. Immunotherapy can – and does – help with the three major challenges of stem cell transplantation: relapse, GvHD (Graft vs Host Disease) and post-transplant infection, but there is still a long way to go.

Another major milestone in our field, which we should all be proud of, is that now almost everyone who needs a stem cell transplant has a viable option. Whether it’s one of the 28 million donors on registers worldwide, a cord blood unit, or a haplo or ‘haplo plus’ transplant – where a partially matched transplant is supported by drugs that kill the cells that would reject the match. We can now offer almost everyone a second chance at life.

What do you think is the biggest challenge to achieving the aims of our research strategy?

Over the past 20 years, we have built up a lot of knowledge and information about the factors that affect the outcomes of stem cell transplants. Now we need to carry out clinical trials to prove that we can really increase survival rates and improve outcomes. For example, using Third Generation Sequencing we are identifying new factors in making a successful match, by analysing the latest cohort of our Patient/Donor Project to correlate detailed genetic information with patient outcomes, finding new alleles in the HLA genes and sequencing other genes that we know have an impact on transplant outcomes. And over recent years we have made some important breakthroughs in immunotherapy. But in order to change the clinical practice of how transplant centres match patients and donors and use immunotherapy to help transplants succeed, we need a full clinical trial to prove our discoveries.

So that’s the biggest challenge to achieving our aims – making sure these trials take place and we get the data we need.

We’re already making a lot of progress. Here in the UK we are developing the ‘IMPACT’ Clinical Trials Platform. We are also collaborating with the Banc i Teixits in Barcelona to trial cell production techniques for use in immunotherapy. It’s very exciting work and I will be closely involved, spending one week a month there trying to bring these cell products into clinical trials.

We’ve heard a lot about gathering outcomes data as well, and that was high on the agenda at the clinical retreat. Why is data so important?

Getting strong, consistent data goes hand in hand with establishing clinical trials. If transplant centres don’t report the outcomes of transplants consistently or in enough detail then we won’t be able to see the difference we have already made. The BSBMT (British Society of Blood and Marrow Transplantation) is responsible for coordinating outcomes data, so we are working very closely with them and we have appointed Haematology Consultant Dr Robert Danby in collaboration with Oxford University Trust to help us both improve patient outcomes data and set up clinical trials.

Have there been many clinical trials for stem cell transplants happened before?

As Past-President of EBMT, I coordinated several European clinical trials that have helped us to improve the outcome of stem cell transplants. Anthony Nolan has run several clinical trials in collaboration with BSBMT and also through EU grants that I have co-directed, such as ‘AlloStem’ and ‘T- Control’.

For example, as part of ‘T-Control’ we have been working on using Tregs (T-regulatory cells, which regulate the function of the immune system) to treat patients with GvHD. We have developed the first-ever successful protocol to extract Treg cells from frozen cord blood and we will now develop them under GMP (legislation that defines the quality requirements that must be met before such cells can be used to treat patients) conditions to start the clinical trial.

What is your favourite piece of lab equipment, and why?

I would choose all the equipment and techniques involved in cell culture, selection and expansion, if that’s allowed, because isolating and manipulating specific cells from our immune system makes the lifesaving breakthroughs of immunotherapy possible.

‘One thing I think we need to continue to focus on is making sure that everyone in the organisation has at least a basic understanding of the science behind our work, so that we all know how we will improve outcomes. Articles like this one can help, but we each need to take a personal responsibility to learn about the science behind our work. I hear you’ve recently published a novel and enjoy painting and playing the violin – how do you find the time for your artistic pursuits?

Well, my main passion is medicine and for me, writing and painting are a way of relaxing. I don’t need much sleep, which helps me to fit everything in. I believe that science is an art and art is a science, and it’s important to remain creative and innovative in everything we do.

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‘THANK YOU, DONOR’

Anthony Nolan has joined people all over the world to say ‘thank you’ to lifesaving stem cell and bone marrow donors.

To celebrate the second annual World Marrow Donor Day, we invited more than a hundred donors and patients to an afternoon tea celebration at the Skyloft in central London.

The international day of celebration was organised by the World Marrow Donor Association, a global association of stem cell, bone marrow and cord blood registries representing more than 28 million donors from 52 different countries. Stem cell registries around the world held events to honour all volunteer blood stem cell, marrow and cord blood unit donors.

Our event gave no less than eleven stem cell recipients the chance to thank their donors in person, with many of them meeting their donors for the very first time.

One such patient was Carole Donnelly, who had a transplant from donor Dave Anderson (pictured with Carole below) for acute myeloid leukaemia in 2014.

‘There are no words that can explain exactly what it means to be given that second chance at life – to be able to have a future not just for me, but for my family,’ says Carole. ‘It was the final part of the jigsaw for me because you go through everything – from the initial diagnosis to the treatment, to what appears to be failure, to the stem cells and there’s just that little bit that’s missing and it’s your donor.’

Dave, who signed up in response to a colleague’s appeal for a donor, says: ‘I always remembered that I was on the register and I had spoken to people about it. But when I received the letter saying that I was a potential match for someone I couldn’t believe it.’

George Norton, who met his donor Tim just three weeks before the event, gave a speech about what Tim’s donation meant to him.

‘Anyone who signs up to the stem cell register must have at least a minimal level of goodness,’ said George. ‘It’s a strange situation; for a donor, the process is short and involves little disruption to life; for a recipient, the transplant is everything – an unexpected bonus chance to live.

‘After my transplant I was able to get on with life powered by 100% Tim blood… I’m not just grateful to Tim for saving my life. I’m grateful for every extra day his cells have given me.’

George Norton, transplant recipient

‘AFTER MY TRANSPLANT I WAS ABLE TO GET ON WITH LIFE POWERED BY 100% TIM BLOOD... I’M NOT JUST GRATEFUL TO TIM FOR SAVING MY LIFE. I’M GRATEFUL FOR EVERY EXTRA DAY HIS CELLS HAVE GIVEN ME.’

Our Director of Engagement Richard Davidson (pictured below), who also spoke at the event, said afterwards: ‘It was fantastic to have the opportunity to meet some of our lifesaving donors in person and say a huge thank you to them. It was especially exciting to have so many donors and recipients meet each other for the first time today.’
**PATIENTS SUPPORTING PATIENTS**

Our Patient Experience team has introduced a new way for people going through stem cell transplants to get support—from someone who has been there themselves. Our Volunteer Engagement Manager Caroline Fallon tells us all about it.

In the Patient Experience team, we know what a challenging time it can be for people before and after a transplant. One of the things we hear time and time again when we consult patients is that they feel isolated and want to speak to someone who understands what they’re going through.

That’s why we’ve recently launched a new Peer Support Service, aiming to offer anyone affected by stem cell transplant the chance to speak over the phone to trained volunteers who have been in a similar situation. We’ll be piloting this service for one year and evaluating it during that time.

The service is wholly provided by our dedicated Peer Support Volunteers, who have been through a stem cell transplant and are at least two years into their recovery. These wonderful volunteers have been selected and trained to provide empathy and support to patients. At our recent training day we could already see the value of bringing patients together. One volunteer, Nigel, said: ‘What a great bunch of people you pulled together.’

It is amazing how quickly our shared experiences enable us to bond:

We are so pleased to be offering this service to suitable patients, and of course very thankful for the inspiring commitment and ongoing support of our wonderful volunteers. We couldn’t do it without them.

For more information, please contact the Patient Experience Team on patient@anthonynolan.org

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**MEET THE NEW MARROWERS**

Last year Marrow recruited 25% of our donors and reached the incredible milestone of 100,000 recruited by Marrow since 1998. Natalie Aspinall and Alex Cuppl joined our Register Development team in July to help Marrow groups grow and develop and contribute even more to Anthony Nolan’s lifesaving work. We’re asking Marrow groups to recruit 100,000 people over the next five years, and 25,000 per year from 2020, helping Anthony Nolan reach the goal of recruiting 100,000 donors 6 years by 2020.

We asked Natalie and Alex to tell us a bit more about their roles and what they’re looking forward to at Anthony Nolan.

**NATALIE, VOLUNTEER ENGAGEMENT OFFICER**

‘I’ve only been at Anthony Nolan a few months but already I love it! My role is essentially to make sure that Marrow volunteers are getting the best experience with Anthony Nolan at university and retaining their support in the future. I’ll be working on developing their communications, reward and recognition (including our new Top Banana award) and new volunteer opportunities for Marrowers. I’ll also be building on the existing Alumni programme to help provide new opportunities for all Marrowers after they graduate. I’m particularly excited about this and watching it progress.’

‘My first project was helping to organise and run the President Training Day for all our Marrow Presidents. This is the first time we’ve been able to do anything like this and it was a fantastic day! We trained up the presidents in leadership, teamwork, recruiting volunteers and much more, everything they need to know to help run their Marrow group and recruit those donors. The feedback has been really good and we look forward to seeing the results of this as the year progresses.’

**ALEX, VOLUNTEER ENGAGEMENT COORDINATOR**

‘I feel incredibly fortunate to have been able to progress from being a Marrow volunteer to now being part of the team at head office! Since term has just started, we’ve been busy getting all the groups prepared for the year ahead by developing training resources and promotional materials, including everything from how-to guides to foam fingers!’

‘Part of my role involves increasing the quantity and quality of donors that are signed up through Marrow events. In order to increase the quantity, I am encouraging all of our existing groups to get on board with the National Campaigns Diary that we’ve produced for Marrow groups, including Marroween and Spitmas. I am also expanding Marrow into new universities and helping students to set up new groups. To increase the quality of donors that join through Marrow I’m ensuring our volunteers have the best possible training and resources to help them effectively recruit potential lifesavers. I’m also looking at working with national BAME organisations such as the Union of Jewish Students and the National Hindu Federation to encourage joint working between our student groups and more people from BAME backgrounds joining the register through Marrow.’

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**VOLUNTEER PAGES**

If you’re one of our wonderful volunteers, you can now check out our new volunteer webpages by visiting our ‘Volunteer for us’ section on anthonynolan.org. There, you’ll catch up on the latest volunteering news, find out lots of useful information, and get helpful hints and tips for your volunteering role.

**THERE WAS NO OPPORTUNITY TO SPEAK TO SOMEONE WHO HAD BEEN THROUGH A TRANSPLANT, WHO COULD TELL YOU WHAT TO EXPECT, SOMEONE WHO YOU COULD LOOK AT AND SEE THAT YOU CAN SURVIVE AND GO ON TO LIVE A GOOD HEALTHY LIFE.**

Patient Experience Survey 2016

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**MEET THE NEW MARROWERS**

**IT’S THE START OF TERM FOR OUR MARROW GROUPS ACROSS THE COUNTRY AND IT’S ALSO THE START OF TERM FOR TWO NEW MEMBERS OF THE TEAM AT ANTHONY NOLAN.**

(Top) Natalie, Volunteer Engagement Officer. (Below) Alex, Volunteer Engagement Coordinator speaking at the Marrow AGM.
In 1986, Round Table changed Anthony Nolan forever, when the club for young professional men recruited 100,000 people to the stem cell register in just six weeks.

The remarkable recruitment feat gave new hope to thousands of people with a blood cancer or blood disorder; significantly increasing their chances of finding a match. And it marked the start of a close relationship between Anthony Nolan and the Round Table.

Simon Dyson MBE led the recruitment drive. Volunteers, assembled for the 1986 recruitment drive.

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ORIGINS HIGHLIGHTS
1971
Birth of Anthony Nolan, the first bone marrow register.

1974
The Anthony Nolan Trust becomes a registered charity.

1986
A Round Table campaign to recruit 100,000 people to the stem cell register.

1990
Anthony Nolan opens the Britain’s first dedicated cord blood bank.

2008
Anthony Nolan registers its one millionth donor.

2010
Anthony Nolan and Round Table announce the #DonorSaveALives campaign.

2014
Anthony Nolan celebrates 40th anniversary.

2016
Anthony Nolan and Round Table celebrate thirty years of partnership.

GETTING ENGAGED

In May, we brought many of the supporter-facing roles in the organisation together under one Director, with the aim of helping people become more involved in all aspects of our work, no matter how they first came into contact with us.

Over the summer, everyone in the new division got together, supported by their HR Business Partners, to talk about how working as one team could help them do more to raise awareness and funds for our lifesaving cause – and how to make it feel like ‘one Engagement’. And – being a creative bunch – they worked with an illustrator to capture their ideas in a visual ‘roadmap’.

The need for joint planning was one of the major themes to emerge from the discussions – raising awareness and raising funds should go hand in hand, and we want to make sure whenever we’re planning to communicate with our current or potential supporters, we’re thinking about all the different ways they could help us from the very beginning.

The Engagement Division has already started to put this into practice – the Heads of each department got together in September to start planning their work for next financial year. Alongside practical plans, the aim is to develop an Engagement Strategy for Anthony Nolan and a People Strategy for the Engagement Division.

Davidson explains: ‘In line with our values and working together as one team, let alone across divisions. Being the face of Anthony Nolan within the community it can be difficult to explain to supporters how we are structured and to help them navigate their interactions with us. The workshops were a fantastic reminder of just how interdependent all areas of our work are and the implications of our successes (and otherwise) on others in the organisation. I already have a much better understanding of what happens in other areas and am actively thinking about “the bigger picture” when making contacts and developing activity.’

Robbie Beveridge, Communications Officer (formerly Supporter Services Assistant), ‘I think the new Engagement Division provides a great opportunity for the two departments to work closer together on raising awareness and funds towards our lifesaving cause. On a personal level, I have benefitted from the merging of the two departments in that I’ve been able to move into a new role in the Communications team – I think as the new division evolves, the more opportunity there will be for people to develop their skills in a range of ways, in both collaboration and adopting new roles.’

Tharmalingam Rajukumar (Raj), Head of Supporter Relationship Management, ‘The workshops proved a really energising way of identifying those practical opportunities for us to work together across the division and it’s great to see that we are already taking forward some of these ideas.’

Amy Bartlett, Regional Register Development Manager for Scotland and Northern Ireland, ‘As a remote worker it can be difficult to build relationships within your own team, let alone across divisions. Being the face of Anthony Nolan within the community it can be difficult to explain to supporters how we are structured and to help them navigate their interactions with us. The workshops were a fantastic reminder of just how interdependent all areas of our work are and the implications of our successes (and otherwise) on others in the organisation. I already have a much better understanding of what happens in other areas and am actively thinking about “the bigger picture” when making contacts and developing activity.’

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Join Anthony Nolan supporters for an evening of festive fun on 7 December. Held at St Pancras Church, our Christmas Carol service is the perfect way to celebrate the end of a successful year, not to mention enjoy a mince pie (or two!).

And if you want to spread the seasonal cheer even further, why not buy some of our Christmas cards? Each pack of 10 costs £3.50, with 50p going towards our lifesaving work. Festive and philanthropic - what more could you ask for?

Visit our Christmas page at anthonynolan.org/christmas