

Leukaemia Care
YOUR Blood Cancer Charity

2024 Impact Report

How your support has helped us to be there for leukaemia patients and those around them.





Contents

Welcome from Olivia Bromley	04
Anthony Cornwell's story	05
2024: A year in numbers	06
Our vision	08
Advice Service	09
Counselling Service	10
Providing trusted information	11
Hospital Hubs	12
Advocacy Service	14
Financial Support	15
Buddy Service	16
Support Groups	17
CAR-T Away from Home Service	18
Ben Sampson's story	19
Spot Leukaemia	20
Empowering GPs to spot leukaemia	21
Volunteers	22
The power of your support	23
Where your money goes	24
Looking ahead: 2025 and beyond	25
Tony Pullen says thank you	26

Welcome from Olivia Bromley

Dear Leukaemia Care Supporters,

I am delighted to welcome you to the 2024 Impact Report, which highlights the incredible work Leukaemia Care do every day.

My name is Olivia Bromley, and some of you may know me from my role in Emmerdale. My journey with Leukaemia Care began when one of the charity's Helpline Nurses supported the show's production team in developing an important storyline about leukaemia.

During this time, I had the opportunity to learn first-hand about the profound impact a leukaemia diagnosis can have—not only on patients but also on their loved ones and those around them. Playing Dawn, a mother facing unimaginable challenges, made me deeply appreciate the emotional and mental struggles that real families experience every day. Leukaemia Care played a vital role in helping me understand these difficulties, and I am incredibly grateful for their guidance and support.

My involvement with the charity has opened my eyes to how essential their work is. The support, advice, and information they provide makes an enormous difference to people's lives.

I look forward to continuing my work with Leukaemia Care. I hope to amplify the charity's message, raise awareness of the signs and symptoms of leukaemia and highlight the incredible resources available to those diagnosed with leukaemia.

Thank you for your ongoing support of this brilliant charity. Together, we can make a meaningful difference to the lives of those impacted by leukaemia.

With warm wishes,

Olivia Bromley

Leukaemia Care Ambassador



Anthony Cornwell's story

At Leukaemia Care, we are committed to providing vital support to individuals navigating the challenges of a leukaemia diagnosis. Anthony Cornwell's journey is a testament to the difference our services make in the lives of patients and their families.

Anthony, a dedicated professional who travelled extensively for work, began experiencing persistent fatigue, night sweats, recurring chest infections, nosebleeds, and unexplained bruising. Dismissing these symptoms as work-related stress, he continued his routine until a GP visit in December 2017 led to a life-changing diagnosis—chronic myeloid leukaemia (CML).

The uncertainty following his diagnosis was overwhelming, but Leukaemia Care was there to help. Our helpline provided Anthony with the reassurance and guidance he needed in those early days. Through our expert nurses, he gained clarity on what to expect, easing his initial fears. Our booklets became his go-to resource, offering reliable information that helped him navigate his condition with confidence.

As Anthony's illness progressed, so did the challenges in his daily life. When he could no longer manage his demanding job, he turned to our Welfare and Advocacy Team for support. With their assistance, he successfully applied for Personal Independence Payment (PIP), a crucial financial lifeline that helped him adjust to his new reality. The guidance and step-by-step support he received ensured he could focus on his well-being rather than struggling with complex forms.

Anthony's journey with CML has transformed him into an advocate for others. As a volunteer for our Online Support Group, he now offers peer-to-peer support, sharing his experience and the knowledge he has gained to support others.



2024: A year in numbers



We handed out **more than £100,000** in financial support.



Over 1,300 enquiries were made to our Advice Service.



Over 2.5 million people engaged with our campaign through social media.



We have funded **504 counselling sessions**.



More than 850 people joined our support groups.



More money was spent on **charitable activities** than on fundraising.



We supported **675 people** throughout the UK via our Hospital Hubs.



Over 2,000 hours of buddy support were provided.



We received **more than 10,000 orders** for our information booklets.



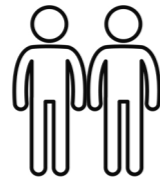
Our vision

A future where everyone affected by leukaemia, MDS and MPN gets the best possible diagnosis, information, advice, treatment and support. In the past 12 months, we have seen a **19% increase** in demand for our direct support services which means that delivering on our strategic aims is more important than ever.

We believe that:



All leukaemia patients and those around them should have access to the best possible information, advice and support.



Volunteers are at the heart of our services. Without them, we wouldn't be able to do what we do.



We must raise awareness of the issues impacting people affected by leukaemia, and continue to tell their stories.



Nurses and health professionals should have the best possible support, and we must push for improved services and access to effective treatments.



Everyone should know the signs and symptoms of leukaemia, and that is essential to continue to work towards earlier diagnosis.



In celebrating those who help make our work possible through fundraising, donations, time, experience and expertise. We can't do this alone.

Advice Service

A lifeline of support



This year, our Advice Service has been a trusted lifeline for those facing and living with leukaemia. Here's the impact we made:

1,315 helpline calls answered, providing vital support and guidance to patients and families.

Over 100,000 minutes were spent offering personalised support, information, and a listening ear.

700 WhatsApp messages were responded to, ensuring support was just a message away, no matter where or when.

Every call, every message, every minute is a step towards making no one feel alone in their journey with leukaemia.



No one else has been able to help me like you have! Having a nurse at the end of the phone who understands this disease and the impact it's having on my life makes all the difference.



Counselling Service

In 2024, the demand for our Counselling Service **grew by more than 60%**, highlighting the fundamental role it plays in supporting patients and families facing the emotional challenges of leukaemia.

504 counselling sessions were delivered, offering hope and support to those who need it most.

There was a **33% increase** in people receiving counselling compared to 2023.

On average, **one person per week** completed their counselling sessions, finding the strength to move forward.

How our Counselling Service has made a positive impact on how people are feeling

Twice as many people reported feeling less anxious after receiving our support, via the Counselling Service.

Twice as many people said they felt less isolated, knowing they weren't facing leukaemia alone.

Our Counselling Service isn't just about listening—it's about empowering individuals and families to rebuild their emotional resilience, focus on self-care, and embrace a brighter future.

Together, we're not just supporting patients; we're changing lives.



I was in a difficult place and it was hard to see a way forward through another winter of treatment and social isolation. I needed some help to get to a better place. Leukaemia Care's Counselling Service has helped me focus on my self-care needs and this has had a positive effect on myself and on all the members of my family.



Providing trusted information



Excellent. Very informative. Being recently diagnosed, it answered a lot of questions.



I am learning a great deal from your booklets, as my diagnosis was difficult to understand.



A leukaemia diagnosis can be overwhelming, but access to clear, reliable information can make all the difference. In 2024, we worked tirelessly to ensure that patients and healthcare professionals had the resources they needed to support anyone who has been affected by leukaemia.

16 pieces of information were reviewed and updated to ensure accuracy and clarity.

20 new resources were developed to meet the evolving needs of patients.

Our trusted blood cancer information received **more than 60,000 views** on our website.

More than 10,000 orders of our information booklets were sent to patients and healthcare professionals, providing vital support.

Helping patients feel more in control

52% of patients had a **better understanding** of their condition after reading our information.

62% **would recommend** our resources to others facing the same diagnosis.

83% **feel more supported** after reading our information.

Whether it's through digital resources or printed materials, we are committed to providing the best and most credible leukaemia information.

Hospital Hubs



**Our front-line
service, when you
need it most**

Our Hospital Hubs are run by a Leukaemia Care Navigator. A Navigator is there to provide emotional and practical support at any time after being diagnosed with leukaemia. They are a pivotal part of our vision in making sure everyone gets the best possible diagnosis, information, advice, treatment and support.

In 2024, we received more than **£120,000 in funding**, which allowed us to grow our Navigator programme from 8 Hospital Hubs to **22 Hospital Hubs**.

Our Navigators have provided support to **16% more leukaemia patients** and their families.

They signposted **more than 520 people** to our Patient Services Team for financial support.

More than 120 days were spent in acute leukaemia wards supporting those just diagnosed or going through treatment.



Empowering patients, resolving challenges

Over **100** people were supported by our dedicated Advocacy Officer, ensuring no one faces leukaemia alone.

20% of enquiries addressed employment concerns, helping patients navigate workplace challenges during treatment.

Nearly **90%** of second opinion queries came from patients managing chronic conditions, such as CLL, CML, LGLL, MDS, and HCL.

On average we received **24** travel insurance enquiries from patients looking for advice on going abroad following a leukaemia diagnosis.

In 2024, the Advocacy Service consistently proved to be a valuable service for patients and their families, effectively addressing their queries, meeting their needs, and empowering them to act, when necessary, through comprehensive advice and support. We will endeavour to continue providing a high-quality, individualised approach to all queries in 2025 and beyond.



I am very grateful for the help from Leukaemia Care's Advocacy Officer. They made me feel like I wasn't alone, that I was supported, and that I had someone who truly cared and had the knowledge to guide me in the right way.



Financial Support

Our Welfare Service continued to provide financial assistance, advice, and guidance, helping patients and families navigate the financial challenges of living with leukaemia.

The demand for our Welfare Service **grew by 20%**, demonstrating the increasing need for financial support and advice.

We provided **over £105,000 in financial grants**, offering vital support during difficult times.

Over 700 people have received £150 from Leukaemia Care's Cost of Living Fund, helping to ease the financial strain on them and their families.



Top enquiries supported by our Welfare Officer in 2024

43 about **Personal Independence Payment (PIP)**

73 about **blue badges**

73 about seeking support with **application forms**

5 about **housing advice**

104 about **financial advice**

3 about **carer's allowance**

47 about **attendance allowance**

4 about **pension credits**

4 about **food vouchers**



I wanted to thank you from the bottom of my heart for all your help with my Personal Independence Payment (PIP) application. I received confirmation that I had been awarded both components at the full amount. My wages have also been stopped, so this is a huge relief for me.



Buddy Service

Our Buddy Service continues to be a source of relief and hope for those navigating the challenges of leukaemia. Through shared stories and genuine empathy, our volunteers are making a lasting impact, helping individuals feel understood, supported, and empowered every step of the way.

More than 200 people were supported by a dedicated buddy volunteer, finding comfort and understanding from someone who has walked the same path.

Record-breaking matches were made, ensuring no one faces leukaemia alone.

There was a **49% increase in demand** compared to the previous year, highlighting the growing need for peer support and connection.



I can't tell you how comforting (and a relief) it was to talk to someone who understands exactly what having this illness means! My buddy was so lovely and very chatty, which made our chat so easy. Thank you so much.



Support Groups

Bringing people together




Facing leukaemia can feel overwhelming, but no one should have to go through it alone. Our Support Groups provide a safe, understanding space where patients and families can share experiences, gain knowledge, and find comfort in a community that truly understands.

More than 850 people found strength and connection through our Support Groups.

16 virtual groups ensured that support was available no matter where people were.

10 in-person groups provided face-to-face connection and reassurance.

Our support group members rated the service as , proving just how valuable these groups are.

Whether in person or online, our Support Groups are more than just meetings—they are a place to come together, empowering people with **knowledge and encouragement following a leukaemia diagnosis.**



I appreciate you setting up the group for us to hear from each other and exchange information. Knowledge drives out fear and equips us with the information to move forward.



CAR-T Away from Home Service

Our **CAR-T Away from Home Service** is designed to support those who need CAR-T Therapy. The service provides crucial financial and logistical support to patients undergoing CAR-T therapy. This includes a one-off £500 grant to help cover travel, food, and other expenses, as well as free accommodation near treatment centres for those who need to stay far from home.

This service, in partnership with the **Dalata Hotel Group**, ensures families have one less worry: a comfortable place to stay during a challenging time.

198 days of hotel accommodation were provided to patients and families near UK CAR-T treatment centres.

Without this service, a lot of families have to travel long distances to access this life-saving treatment. On average, each family has to travel up to **89 miles**, with nearly **48% of those travelling more than 100 miles**.

The average age of patients we supported was **13 years old**.

Families spent an average of **17 days** in accommodation close to a CAR-T centre.

Over **£8,000** in grants was awarded to ease financial burdens.

Powered by partnership

The amazing generosity of the **Dalata Hotel Group** made this service possible. Their commitment raised an astounding **£70,593.95** in **2024**, helping us provide support to patients and their families in a time of need. **Together, we're bridging the gap between care and comfort, ensuring no family faces leukaemia alone.**



What is CAR-T therapy?

CAR-T therapy is a complex blood cancer treatment for certain leukaemia types, offered when other treatments fail. It modifies a patient's T-cells to attack cancer. Patients require close monitoring for weeks, often far from home, with daily check-ups for up to 28 days post-treatment.



Ben Sampson's story

Ben was diagnosed with chronic myeloid leukaemia (CML) in June 2022, just two days after celebrating his first Father's Day. At only 30 years old, he and his partner, Harley, were navigating life as new parents when their world was turned upside down.

Ben had been experiencing unusual bruising, weight loss, and persistent fatigue—symptoms he attributed to his demanding job as a joiner and the exhaustion of parenthood. When he finally had a blood test after months of waiting, the results were urgent. The same day, he received a life-altering phone call: he had leukaemia and needed to start treatment immediately. The devastating news sent them into shock, and their journey with cancer began.

The financial impact of Ben's illness quickly became a major concern. As the sole provider for their family, Ben worried about how they would manage. Amidst the stress of treatment and caring for their daughter, his partner Harley turned to Leukaemia Care for support. One call to our helpline provided the reassurance she needed. We guided her through financial assistance options, ensuring access to childcare support that eased the burden of daily expenses.

Ben has since undergone multiple rounds of chemotherapy, facing setbacks but continuing to fight. Though the uncertainty remains, their family has found strength in love, resilience, and the support around them. With the help of Leukaemia Care, they continue to navigate their journey with hope, focusing on creating a life filled with joy and togetherness, despite the challenges of CML.

Their story is a reminder that, even in the darkest times, support can make a world of difference. At Leukaemia Care, we remain committed to standing beside patients like Ben and their families, ensuring that no one faces leukaemia alone.



Spot Leukaemia

Every day, 28 people are diagnosed with leukaemia in the UK, that's over 10,000 people every year. Yet, awareness of the symptoms remains low, leading to delays in diagnosis. Early diagnosis saves lives, and that's why our Spot Leukaemia campaign is more vital than ever.

2024: a landmark year for awareness

2.76 million people engaged with our campaign online through social media.

47 pieces of press coverage helped spread the message far and wide.

Our press coverage reached an astounding **952.6 million people!**

In the UK alone, our press coverage reached an audience **14 times larger** than the entire population.

We received **4.79 million** views via our digital advertising, generating **106,850 clicks** from people wanting to learn more.

Our campaign videos were watched **438,776 times**, increasing awareness of leukaemia's symptoms.

We generated **82% campaign recall**—proving our message is sticking.

73% of surveyed Boom Radio listeners said they were now **more likely** to visit their GP and request a blood test if they noticed symptoms.

It is our mission to make sure everyone in the UK knows the signs and symptoms of leukaemia and we won't stop until we have done this.



In collaboration with
Leukaemia^{UK}

Empowering GPs to spot leukaemia

Raising awareness of leukaemia symptoms isn't just about reaching the public—it's also about ensuring that General Practitioners (GPs) have the knowledge and confidence to recognise the signs early.



Our GatewayC training in 2024

188 GPs took our online **acute and chronic leukaemia training**, equipping them with vital knowledge.

57% successfully completed the training, enhancing their ability to detect leukaemia sooner.

Transforming GP confidence in diagnosing leukaemia

97% now feel more confident in recognising leukaemia symptoms.

97% are more confident in knowing when to refer a patient for suspected leukaemia.

93% feel more confident that a blood test is needed to investigate symptoms.

90% are more confident in discussing a possible leukaemia diagnosis with their patients.

By empowering GPs with specialist training, we are ensuring that more cases of leukaemia are detected at the earliest opportunity. **Early diagnosis saves lives.**

Volunteers

The heart of our support

Like many charities, our volunteers are the driving force behind everything we do. Their compassion, dedication, and expertise ensure that leukaemia patients receive the support, guidance, and information they need—whether through our online communities, Buddy Service, Support Groups, or Patient Panel.

In 2024, a small but deeply committed group of volunteers stepped up like never before, giving **more than 4,000 hours** of their time to ensure that no one faces leukaemia alone.

The power of volunteering in 2024

- 8 focus groups** provided vital patient-led feedback to shape our services.
- 3 new volunteers** joined our Patient Panel, helping us better understand the needs of those affected by leukaemia.
- 34 patients** dedicated their time to reviewing and improving our information resources.
- 108 buddy volunteers** gave an incredible **2,856 hours** of their time to support others.
- 5 Facebook group experts and moderators** fostered online communities and made sure people were supported 24/7.
- 36 healthcare professionals** shared their expertise as guest speakers at Support Groups.

In 2024, the dedication and commitment from all of our volunteers helped us ensure that those affected by leukaemia never felt alone.

The power of your support

Thanks to your generosity and commitment, 2024 was a record-breaking year—allowing us to expand our services and reach even more people affected by leukaemia.

Your efforts meant we could:



Expand our front-line Hospital Hub service by **175%**, now supporting patients and families in an additional **14 hospitals** across the UK.



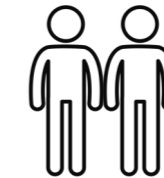
Provide **12,442 hours** of direct support in hospitals, ensuring no one faces leukaemia alone.



Provide **21 patients** with an additional **126 counselling sessions**, giving them the emotional support they needed.



Spend **more than 100,000 minutes** offering compassionate, expert support on our helpline.



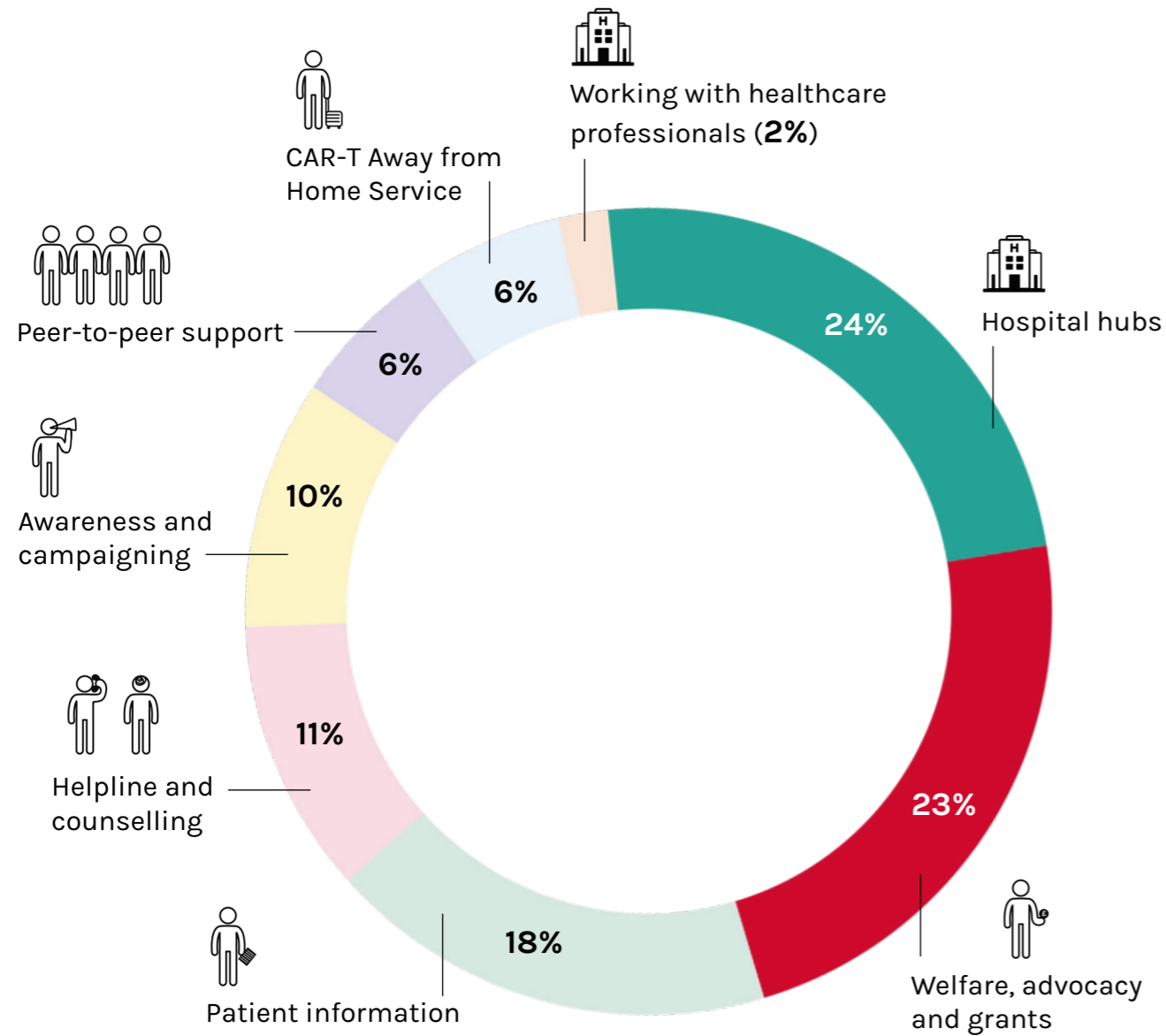
Match an additional **56 people** with extra buddy support, connecting them with someone who truly understands.



Give an extra **61 people** the financial support and advice, helping to ease the burden during an already difficult time.

Every donation, every fundraiser, and every act of support has made this possible. **Because of you, more people received life-changing help when they needed it most.**

Where your money goes



For every pound we spent on fundraising activities, we were able to turn this into **£2.53** to provide our services to patients and their loved ones affected by a leukaemia diagnosis.

Looking ahead: 2025 and beyond

Our vision for 2025 remains clear: to ensure that everyone affected by leukaemia, MDS, and MPN receives the best possible diagnosis, information, advice, treatment, and support.

With demand for our services rising by nearly 20% in 2024, we know that our mission is more important than ever. That's why in 2025, we are setting ambitious goals to expand our reach, enhance our services, and make a greater impact on the lives of patients and their families.

Our goals for 2025

Enhancing patient support

- Providing more financial assistance to ease the burden on patients and their loved ones.
- Expanding peer-to-peer and emotional support services, so no one faces leukaemia alone.
- Ensuring that everyone who turns to us for support feels more empowered and less isolated.
- Developing our Hospital Hub service, offering more on-the-ground support to patients at the critical moments of their journey.

Improving patient information

- Ensuring our resources remain the most trusted leukaemia information in the UK.
- Making our information even more accessible, so everyone can find the guidance they need.
- Reviewing and updating our resources to maintain PIF accreditation and reflect the latest medical advancements.

Driving earlier diagnosis

- Increasing national awareness of leukaemia symptoms through powerful campaigns.
- Encouraging earlier diagnosis—because detecting leukaemia sooner saves lives.

Together, we can make an even greater impact.

Tony Pullen says thank you

My name is Tony, I am a hairy cell leukaemia (HCL) patient, and I know firsthand how important Leukaemia Care's services are to patients and families who are going through a leukaemia diagnosis.

Throughout my experience, I've seen just how much Leukaemia Care does for people affected by blood cancer. Their helpline is a lifeline for so many, offering guidance and reassurance when it's needed most. In 2024 alone, they answered 1,315 calls and provided over 100,000 minutes of support, helping countless people navigate their diagnosis. Their Counselling Service has also been invaluable, supporting over 500 people in 2024, giving them the strength to face the challenges ahead.

Wanting to give back, I've fundraised for Leukaemia Care, knowing that every penny raised helps others who need support. In October 2024, my dad and I took on a skydive, raising an incredible £1,235. We also walked 22 miles together, raising more than £2,000 for this incredible charity. Seeing the impact of their work firsthand has made me even more determined to support them however I can.

To everyone at Leukaemia Care and to all the incredible supporters—thank you. Your kindness, dedication, and generosity truly does change lives.

With heartfelt gratitude,

Tony
Leukaemia Care supporter living with HCL



Photo credit: Sylvie Pope Photography/Safe Sick Pay campaign

To find out more or get in touch:

Go to www.leukaemiacare.org.uk

Email support@leukaemiacare.org.uk

Call 08088 010 444