

Leukaemia^{UK}

Annual Report 2023



leukaemiauk.org.uk

Our vision:

To stop leukaemia devastating lives

Our values:

We are curious

We explore new possibilities,
restless for progress

We are bold

We push boundaries and
go further than ever before

We are collaborative

We bring people together, galvanising and
inspiring them to change the future



Contents

Foreword	4
A year of impact	7
Our busiest year yet.....	8
Our achievements.....	12
Our strategy	15
Vision, Mission & Values	16
1. Advocate for progress	18
2. Invest in research.....	22
3. Build our profile	30
4. Grow our income.....	34
5. A great charity to work for and with	38
Our plans for 2024.....	44
Structure & Governance.....	48
Our passionate team	50
Our finances	54
Our ethics.....	56
Our risks	57
Statement of Trustees' Responsibilities.....	58
Accounts 2023	60
Independent Auditor's report	62
Statement of financial activities	65
Balance sheet	66
Statement of cash flows	67
Notes to the financial statements	68
Legal and administrative details	82
A heartfelt thank you	84



Fiona Hazell,
Chief Executive

A Year of Impact

In 2022 we put our bold new strategy in place, and in 2023 we spectacularly delivered, with a year of expansion, exploration and above all excitement at the impact of Leukaemia UK's work. From introducing our Community Champions pilot to our biggest ever London Marathon, it's been an exciting year. I'm humbled by just how dedicated our staff, Trustees, volunteers and supporters are, and it is only through their brilliance and collaboration that we have the greatest possible impact and can transform lives.

This year we were delighted to fund seven new research projects. This included four new John Goldman Fellows, with each project focused on finding better, kinder treatments for AML, the second most common leukaemia type in adults and one of the deadliest cancers. This was alongside one new Follow Up Fund and one new Project Grant. In total we funded 18 innovative blood cancer researchers across the UK during the year, representing £2.7m of funding. The 19 peer-reviewed research articles published this year by our funded researchers all had a direct impact on our knowledge of leukaemia and other blood cancers. From the protein that could be blocked to stop aggressive leukaemia in its tracks, to how computer modelling can be used to predict an individual's response to specific treatments, every discovery takes us a step closer to better, kinder, more personalised treatments for those diagnosed with this devastating disease. Our Annual Science Seminar welcomed over 70 dedicated, world-class researchers, Scientific and Medical Panel members, Patient Experience Advisory Panel members, Trustees and donors, and I am so proud that we are able to create such a strong and collaborative leukaemia community, focused with such energy and dedication on research.

This year as always we continued to put people with leukaemia at the heart of what we do, and I was excited to see the pilot launch of our UK-wide Community Champions. These 12 important people will help us shape our work and be given training and support to go out and advocate for us. We also played an active role in presenting the One Cancer Voice petition to the


Prime Minister, together with 50 other cancer charities. This petition contained 76,000 signatures asking for urgent action on the 'Cancer Emergency'.

Raising money to fund our work remains a constant challenge during the cost-of-living crisis. But our fundraising team have excelled themselves with creative new initiatives which should yield benefits well into the future. Our magnificent total of £2.296m raised throughout the year was boosted by our most successful London Marathon ever. It was such a pleasure to stand and cheer our 63 runners on their way.

Spreading awareness and engagement about our work and the importance of research was a key focus for us this year. To support us in doing this, we welcomed 59 new storytellers to the charity to share their stories about their leukaemia experience and help encourage more action to tackle the disease. We also grew our Ambassador programme, and were delighted to be joined by children's author Hannah Peckham as well as TV Baker Juliet Sear. Reality TV star Georgia Harrison, whose best friend sadly died of leukaemia in 2021, led our Christmas appeal.

Making Leukaemia UK a great place to work is one of the critical foundations on which our strategy rests. Without a dedicated, expert and passionate team we cannot achieve our goals. So this year has seen the set up of our staff forum, as well as our move to a new London office which is the perfect home for our growing team.

I am delighted with all that we have achieved this year and the continued progress in research, but for those affected by leukaemia we are facing very challenging times. While we celebrate our impact and successes, we also look to the challenges ahead and to continuing to do all that we can to help transform the lives of those affected by this terrible disease.



Ian McCafferty
CBE, Chair



The Power to Change

It has been a great pleasure in 2023 watching our 'small but mighty' charity grow across our research, awareness and advocacy, putting those affected by leukaemia at the heart of everything we do.

Every day 27 people are diagnosed with leukaemia. Blood cancer as a whole is the fifth most common cancer but the third biggest cancer killer, showing the scale of the task at hand to stop leukaemia devastating lives. Leukaemia can be a very difficult disease to treat – despite progress through research survival rates remain low, with acute myeloid leukaemia (AML) ranking among the least survivable cancers. And for those that do survive harsh treatments can often mean lifelong impacts. That's why research into kinder and better treatments for this terrible disease is so badly needed, and why we are delighted this year to have been able to award over £1 million of funding into new research projects, from our John Goldman Fellowships, awarded to early careers researchers, to our project grant, given to leaders in the field. We were also very pleased this year to launch our new mentorship scheme, which will enable support and wisdom to be passed down to the next generation of researchers, as John Goldman was so notable in doing himself.

When we speak to people affected by leukaemia about their experience, one thing we often hear is how little awareness there is of it. Many people who are diagnosed with leukaemia know hardly anything about the disease or its signs and symptoms before their diagnosis. Leukaemia is incredibly complex, and the symptoms can be varied and like those of a wide range of other conditions. These factors, among others, have contributed to it having a low profile compared to many other types of cancer. This in turn leads to later diagnosis, and as a result poorer prognosis, so raising awareness of leukaemia and its

signs and symptoms continues to grow as a key area of work for Leukaemia UK. This year's Spot Leukaemia campaign, run jointly with Leukaemia Care, was our biggest yet, and focused on highlighting leukaemia signs and symptoms to those most at risk.

Listening to patients past and present, as well as those that have lost loved ones, is fundamental in shaping our work. Over the course of this year our advocacy work has continued to expand, with our priorities driven by what matters most to the leukaemia community. Our policy team has been meeting with MPs, MSs and other key opinion formers to make sure they think of us as a go-to authority on leukaemia. The external environment continues to bring additional challenges for those in the already incredibly difficult position of receiving a leukaemia diagnosis. Following on from Covid, the cost-of-living crisis has hit the leukaemia community particularly hard. Our Cost of Living with Leukaemia Fund, run jointly with Leukaemia Care, supported over 600 people with grants which will help pay for some of the additional costs, that every person who has been in treatment for cancer, knows can mount up.

Through the consistent and ambitious work of our staff, volunteers, supporters, researchers and all those affected by leukaemia, we have proved that we can make a difference, make progress, and move forward. Leukaemia continues to devastate lives, and too many people are still being diagnosed late. But this year we have shown that however big the challenge, we're up to it, and we can and will continue to make an impact.



A year of impact



2023 – our busiest year yet!



January

The **#PantstoLeukaemia** campaign was launched by children's author Hannah Peckham whose five-year-old son Bodhi is being treated for leukaemia



February

We launched our first ever staff survey, which saw a **100% response rate**

Added our signature to the **One Cancer Voice petition** calling for a dedicated, long-term plan for cancer



March

Our first **#PantstoLeukaemia** clothing collaboration

with independent brand Percy & Nell was featured in Mail Online and Hello, and all profits went to Leukaemia UK



April

Our work on **World AML Day** was retweeted by the Chair of the Health and Social Care Select Committee, Steve Brine MP, and others

Coverage for our multi-channel campaign around World AML Day included BBC News, The Daily Mail, Mirror Online, The Independent, and a 375% increase in engagement on Facebook

The London Marathon was our most successful ever, with 63 runners taking part and **raising over £120k for Leukaemia UK**



May

Our team flexed their biceps to pack up, move across London and unpack in our **new home!** The new location in Great Queen Street offers more room for our growing staff

June

Funding was approved for four new John Goldman Fellows, all investigating new treatment options for AML

Thanking Day gave us the opportunity to personally call and thank our wonderful supporters

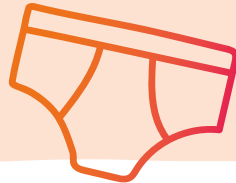
John Goldman Fellow Dr Simon Mitchell published important findings

showcasing the power of simulations – a sophisticated computer modelling technique used to mimic the behaviour of disease, with the aim of finding better ways to treat it



July

Ambassador Hannah Peckham hosted the **Big Pants Party for Leukaemia UK**, raising £12k



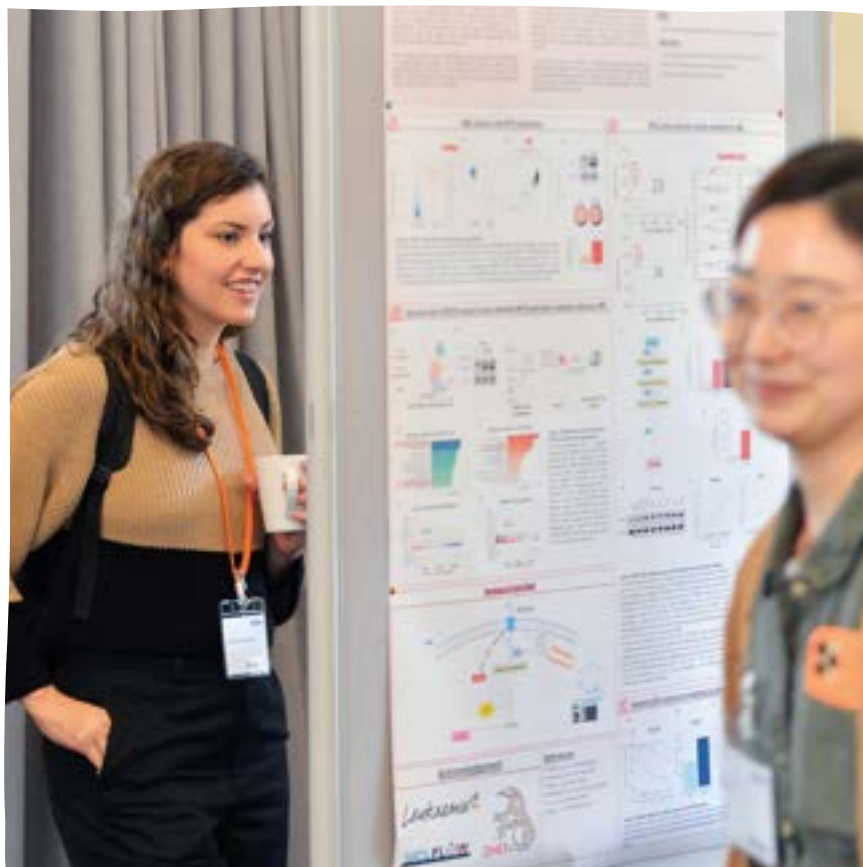
August

We highlighted our first funding **collaboration with Worldwide Cancer Research of Professor Katrin Ottersbach**, who is working to identify new treatments for infant leukaemia. Callan Brett, whose son Henry sadly passed away from leukaemia, met Katrin to hear about her work

Working with Leukaemia Care, our **annual Spot Leukaemia campaign** aims to increase awareness of the signs and symptoms of the disease amongst the general public - this year in particular targeting the over 65s. Our campaign film won a Bronze Smiley Film Award and over six weeks achieved 1.6m video views



September: Blood Cancer Awareness Month



Our **Annual Science Seminar** welcomed over 70 attendees including past and present researchers, Scientific and Medical Panel members, Patient Experience Advisory Panel members, Trustees and donors

Over 360 pieces of coverage were secured during Blood Cancer Awareness Month, including 17 national pieces on the likes of BBC and ITV, the Mail, the Mirror, the Independent and the Sun, as well as widespread regional media

Social media activity saw a 3000% increase in total engagements month on month, with our Blood Cancer Awareness Month post achieving 3.3k likes, 114 comments and 334 shares

Twenty of the most accomplished and innovative chefs from the UK food scene delighted 200 guests at the Dorchester for **Who's Cooking Dinner?**





October

Party Conference season saw our policy team meet MPs and key opinion makers at the Labour party conference and the Senedd

We awarded scholarships to seven early careers researchers in collaboration

with the European School of Haematology (ESH) to enable them to attend the 25th Annual John Goldman Conference in France. They came from all over the world, including Argentina, Italy, the UK, and China

Our four new John Goldman Fellows were announced. Their research includes a possible new treatment for AML, and the role of a protein called MYB to find ways to disrupt AML cells

The we3can collaboration with Sarcoma UK and Brain Tumour Research was launched, with the aim of funding and promoting research into the most common childhood cancers



November

With funding from Leukaemia UK, the first **DIDACT Foundation Academy event** took place, providing training and mentorship for future leaders in blood cancer clinical trials

Website traffic increased by 700% month on month with the launch of our first digital brand campaign

We welcomed Hannah Peckham and Juliet Sear as new Leukaemia UK Ambassadors

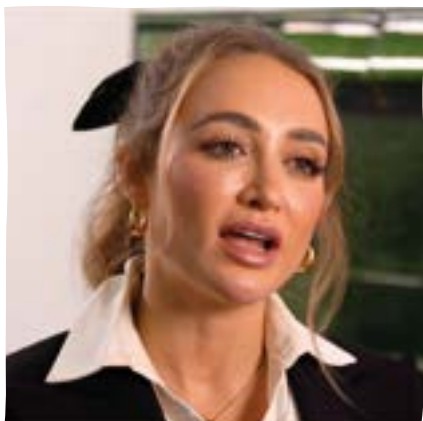
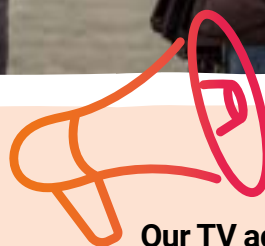
Our new Staff Forum got underway, with representatives from each team getting together to discuss ideas for making Leukaemia UK a great place to work



December

Reality star Georgia Harrison, whose best friend Cenk sadly died of leukaemia in 2021, fronted our Christmas appeal, resulting in one of our best ever Instagram posts

Our TV ad was launched, with the lead role played by actor and leukaemia survivor Richard Tate who was a patient of Professor John Goldman



Our achievements

18

Leukaemia UK-funded active research awards were ongoing during 2023, representing **£2.7m of research funded by the charity**

19

peer-reviewed research articles with acknowledged funding from Leukaemia UK

641

people helped with the Cost of Living with Leukaemia Fund, run collaboratively with Leukaemia Care

12

new Community Champions from the leukaemia community welcomed on to a pilot project to help us support our campaign work

59

new storytellers chose to share their stories across our platforms

£2.296m

raised throughout the year from fundraising





10+

new training courses launched
for colleagues and three
new staff benefits
introduced

Read pages
18 to 43 to see how these
achievements are enabling
our vision to stop leukaemia
devastating lives



Our strategy



Vision:

To stop leukaemia devastating lives

Mission:

To accelerate progress through the life-changing research that matters most to people affected by leukaemia

Values:

We are curious, bold and collaborative

Goal 1: Save more lives

- Harness the power of science to gain a better knowledge and understanding of leukaemia
- Drive progress in awareness and diagnosis of leukaemia to improve survival
- Fund innovative research to discover new, more effective life-saving treatments for leukaemia
- Advocate that every leukaemia patient has access to the best available therapies

Goal 2: Improve more lives

- Accelerate the development of smarter, kinder therapies for leukaemia
- Champion advancement in better treatment and care for all
- Transform standards of care and support by establishing 'whole person' care into mainstream practice
- Fund patient-focused applied research to improve access to the best possible care and support those affected

Enabler 1:

Put the needs of everyone affected by leukaemia at the heart of all we do and advocate for progress

Enabler 2:

Invest in research to accelerate progress in diagnosis, treatments and care

Enabler 3:

Build our profile, engagement and influence to grow our support and impact

Enabler 4:

Invest strategically to grow sustainable net income

Enabler 5:

Make Leukaemia UK a great charity to work for and with



Callan Brett
(left) with
Professor
Katrin Ottersbach
See page 33

Put the needs of everyone with leukaemia at the heart of what we do and advocate for progress

One of our 12 new Community Champions - Tammy Guide.

At a Glance

17 Members of the Welsh Parliament came to our stand at the Senedd to find out more about Leukaemia UK

50 personalised letters sent to politicians by our policy team

76,000 signatures on the One Cancer Voice petition led by CRUK, and handed in by Leukaemia UK and 50 other cancer charities to the Prime Minister asking for urgent action on the 'Cancer Emergency'

Meet our Community Champion Tammy Guide

Tammy lost count of the number of times she visited her GP in 2020 with symptoms ranging from lumps on her body and weakness, to high temperatures and sweating. She also went to A&E six times. By the time she was diagnosed with acute myeloid leukaemia (AML) through another routine blood test for a separate condition, she was so weak she could hardly walk.

Tammy, 52, who lives in Sowerby Bridge, Yorkshire, has received several rounds of chemotherapy and has had a stem cell transplant. She cannot have any more chemotherapy as she has reached the maximum she can have. She is now on a newly researched drug for life and has had to give up her office job.

"I knew my body was failing me but no one would listen. I want to support Leukaemia UK as a Community Champion to spread awareness of the symptoms so that no one else has to go through what I did."

Welcome to the new Leukaemia UK Community Champions

2023 saw us welcome 12 new Community Champions on to a pilot project to help us support our campaign work. They are all leukaemia patients or relatives of those affected by the blood cancer.

This group received training from us and will get ongoing support in their activity. They can choose how they would like to support us, and it can include everything from sharing social media posts in their networks or distributing leaflets in doctors' surgeries, to speaking at community events, volunteering to help raise funds or writing to their MP.

Welcome to:

- Rosalyn Anderson
- Julia Swift Bamber
- Sonia Beldom
- Tammy Guide
- Nicky Jones
- Tracey Palmer-Hole
- Sian Parker
- Hugh Pender
- Darren Poinasamy
- Alice Scanlon
- Rebecca Snellink
- Jonathan Taylor

Thank you for so generously giving your time to support Leukaemia UK.

Our advocacy work throughout 2023 has not only yielded exciting results but is paving the way for our campaign work in 2024.

MPs tweet and support World AML Day

The Chair of the Health and Social Care Select Committee Steve Brine MP supported our campaign work around World AML Day in April. He shared details on Twitter from both his and the committee's accounts. Other MPs who tweeted on the day, raising awareness and sharing their support for Leukaemia UK, were Marion Fellow (SNP, Motherwell and Wishaw), Andrew Gwynne (Labour, Denton and Reddish), and Henry Smith (Conservative, Crawley).

Campaign for the 'cancer emergency in England'

Leukaemia UK is a member of One Cancer Voice (OCV). This coalition of over 50 cancer charities aims to improve the lives of all cancer patients by highlighting issues related to cancer treatment, care, and support. This year Leukaemia UK staff joined OCV at Westminster for the Cancer Emergency campaign. This was aimed at getting the Prime Minister to improve outcomes for those affected by cancer in England. We joined in with handing in a petition with 76,000 signatures and were part of the photocall outside the House of Commons. This raised awareness for the need for a bold strategy for cancer that is inclusive of the evidence from the cancer community.

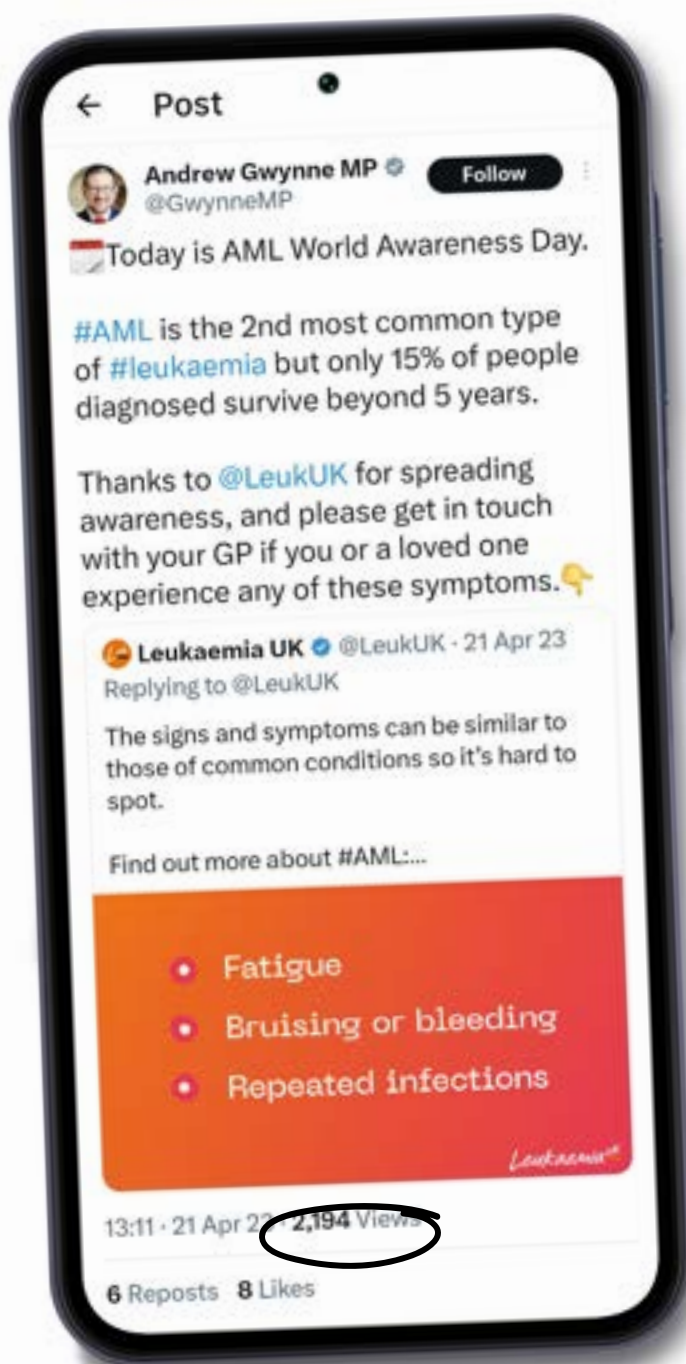


Cancer52 working group

Cancer52 is an alliance of over 100 organisations, including Leukaemia UK. Together we work to provide a common voice to address inequality and improve outcomes for patients with rare or less common cancers. We joined in 2022, and in 2023 became part of Cancer52's working group to develop an alternative early diagnosis target for non-stageable cancers, made up of representatives from blood and brain cancer charities. There is a tendency for national targets to focus on stageable rather than non-stageable cancers. As blood cancers including leukaemia are non-stageable, there is concern that they may be neglected by efforts to try and reach the current target of 75% of people with cancer being diagnosed at an early stage (stage one or two).

Blood Cancer Alliance

Leukaemia UK is a member of the Blood Cancer Alliance (BCA), which comprises 14 UK blood cancer charities. The BCA's activities are funded by donations from pharmaceutical companies, but it is fully independent of their influence. In 2023 the Alliance became a Charitable Incorporated Organisation (CIO) and there was a focus on the development of a new strategy which is due for launch in 2024, alongside work advocating for better experiences and outcomes for all of those living with blood cancer in the UK. 2023 saw Leukaemia UK's Chief Executive Fiona Hazell serve a term as co-Chair of the Alliance alongside Sophie Castell, Chief Executive of Myeloma UK.



Spot Leukaemia 2023 – pushing for political engagement

This year's Spot Leukaemia campaign, in partnership with Leukaemia Care, saw Leukaemia UK's policy team travel to the three-day Labour Party Conference in Liverpool in October. We created an exhibition to promote our work and help MPs and party members understand the issues faced by those affected by leukaemia.

Our aim was also to establish relationships with key political stakeholders. We were invited, along with other health exhibitors, to a breakfast briefing with the Shadow Secretary for Health and Social Care, Wes Streeting. This session was extremely valuable in helping us understand Labour priorities and how our work can fit into them.

On October 17th the team was then invited to the Senedd Cymru in Cardiff by Shadow Health Minister Russell George. We were given an opportunity to speak both to Mr George and to former Health Minister and First Minister Vaughan Gethin. We also put up a stand, staged a drop-in event, and welcomed 17 MSs for conversations and a photocall. We followed up with all the MSs, asking for their further support for our campaign through written questions, statements, or debates. This resulted in us getting two written questions asked by Russell George, the Shadow Health Minister.

Overall we learned the value of establishing new relationships with key policymakers and in raising awareness of the issues faced by those affected by leukaemia and will continue to expand on this work during 2024.

New data from NHS England Health Economics Unit

In 2022 we were approached by Julia Wilkins, the Chief of Data & Digital in the NHS Health Economics Unit, whose team offered to undertake pro-bono research to map current NHS England diagnosis pathways.

The Health Economics Unit has provided us with a feasibility report entitled 'Predictors and impact of an emergency diagnosis of leukaemia' in June 2023. It contains data from 46,644 patients diagnosed with leukaemia between 2009 and 2018. The data includes patients who were diagnosed with leukaemia in A&E, those referred for outpatient appointments by their GPs, and other data showing which patients lived in areas of multiple deprivation. We are building on this pilot research towards a more comprehensive study which will increase the evidence base behind our work to highlight areas and opportunities to improve for patient diagnosis and treatment.

641 people helped by Cost of Living with Leukaemia Fund

Leukaemia UK and Leukaemia Care jointly run this fund to help people affected by leukaemia, Myelodysplastic Syndrome (MDS) and Myeloproliferative Neoplasms (MPN). Our contribution of a total of £60,000 to the fund this year helped more than 640 people with £100 or £200 grants to assist with increased costs due to their illnesses, which can be anything from hospital car parking to extra childcare. We will be running the fund again throughout 2024.

Leukaemia UK storytellers feature in national NHS cancer campaign

Our work with the NHS Cancer Program campaigns team saw Leukaemia UK case studies feature in advertorials running in 11 national broadsheet and tabloid newspapers.

The NHS Cancer Program 'help us to help you' campaign team produced the material to encourage people to remain vigilant with body awareness and seek medical opinion about symptoms that are different to their normal.

The NHS Cancer Programme is in charge of cancer policy and services in England. This is their first blood cancer-specific symptom awareness campaign. It was developed from a working group of blood cancer charities, including Leukaemia UK. Two of our storytellers



Gill Winsor

– Gill Winsor and Mary Forester – were highlighted as examples of symptom-spotting and action that it's hoped would encourage others to increase body awareness. The advertorials featured in outlets including the Daily Mail, The Telegraph, The Independent, The Metro, The Evening Standard, The Mirror, The i, and the Sun.

Invest in research to accelerate progress in diagnostics, treatment and care

Dr Simon Mitchell
one of our Leukaemia
UK funded John
Goldman Fellows.
See page 29



At a Glance

7 innovative new **research grants funded**, totalling over **£1m**

7 **early career researchers awarded scholarships** (in collaboration with the European School of Haematology (ESH)) to attend the annual John Goldman Conference on chronic myeloid leukaemia in France

24 **delegates attended DIDACT Academy training**, equipping them with the skills to run new transformative blood cancer clinical trials

Leukaemia UK continues to drive forward research into kinder, more effective treatments with a successful year of research projects and global recognition for our work.

A total of 19 peer-reviewed research articles were published this year acknowledging Leukaemia UK funding. That's 19 discoveries taking us a step closer to finding better, kinder treatments for leukaemia, including:

Paving the way for personalised lymphoma treatment

In June 2023, Leukaemia UK John Goldman Fellow Dr Simon Mitchell from the University of Sussex published important findings in two top scientific journals – Frontiers in Oncology and Systems Biology and Applications. Both publications showcased the power of simulations – a sophisticated computer modelling technique used to mimic the behaviour of disease, with the aim of finding better ways to treat it.

The work lays strong foundations for using virtual patients and moving towards a future where simulations of each patient could be created at diagnosis and used to find the best treatment option.

Three current and former funded researchers join together to release ground-breaking new findings

Leukaemia UK's commitment to collaboration has this year been demonstrated through the collective efforts of three researchers - Professor Vignir Helgason, Dr Konstantinos Tzelepis and Dr Kevin M. Rattigan, all of whom are former or current recipients of the Leukaemia UK John Goldman Fellowship. Their collaborative effort resulted in a paper published in April 2023 in the multidisciplinary journal Nature Communications. This exciting new research has discovered a new way to increase the efficacy of AML treatments. By focusing on a sugar called mannose, the researchers can trigger a special kind of cell death that destroys cancer cells. This method could be part of the solution to overcoming resistance in leukaemia treatments.



In 2023, we continued our investment and funding for early career researchers seeking to advance our understanding and ability to treat blood cancer. We awarded prestigious John Goldman Fellowships to four outstanding researchers each seeking kinder, more effective treatments for acute myeloid leukaemia (AML).



Dr Kevin Rattigan,
University of Glasgow

Testing a potential new treatment for AML

Dr Kevin Rattigan is using his John Goldman Fellowship to test a possible new treatment for AML. Having previously identified a 'checklist' of nutrients that AML needs to survive, he has now developed a protein which can lower the levels of one of those nutrients. His research will test if this protein could be a potential new treatment option to slow or stop leukaemia and if so, whether it could be combined with existing AML treatments to make them more effective.

Dr Rattigan said: *"I want to test if this protein works in experiments that are more representative of what happens in patients. In these experiments, I will aim to test if my protein reduces AML disease burden. This could open up a new treatment option for AML patients and potentially patients with other types of blood cancer."*

Dr Sophie Kellaway,
University of Nottingham

The RUNX1 effect – the impact of different mutations on AML

Dr Sophie Kellaway is investigating how different types of RUNX1 mutation drive AML and how this could better inform treatment decisions. Dr Kellaway will investigate how RUNX1 mutations cause the instructions for making blood cells go wrong and how this leads to AML. It's hoped this will ultimately help doctors decide which of the currently available treatments will work best for each patient, as well as laying the groundwork for new personalised medicine.

Dr Kellaway said: *"By understanding precisely how the mutations cause leukaemia we will be able to better inform treatment decisions by doctors when they are trialling new drugs and lay the groundwork for developing personalised medicine for this specific type of blood cancer so more patients will survive longer."*





Dr Noelia Che,
University College London

Disrupting AML's energy source to find better treatments

Dr Noelia Che is investigating the role of a protein called MYB to find ways to disrupt AML cells' ability to use glucose, its primary source of energy. Dr Che and her team have already discovered that MYB relies on a specific enzyme that plays a key role in glucose breakdown and could be important for survival. Dr Che wants to know if targeting this enzyme could be a way of stopping AML in its tracks and opening routes to more effective treatments.

Dr Che said: *"I have discovered that MYB acts as a 'boss', regulating how leukaemic cells utilise glucose, their primary source of energy. By studying the role of the MYB protein and its influence on the metabolism of leukaemic cells, my research aims to uncover potential targets for more effective and targeted treatments. If successful, it could lead to the development of novel therapies specifically designed to disrupt the metabolism of AML cells, potentially improving treatment outcomes for patients."*



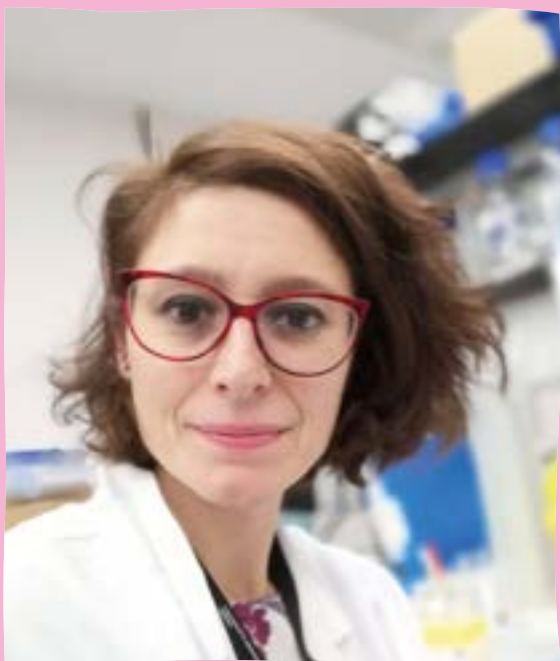
Dr Simona Valletta,
University of Manchester

Can we reshape AML's microenvironment to save lives?

Dr Simona Valletta is investigating the role of a protein called CCR1 to discover whether blocking it could improve AML survival. Dr Valletta is interested in the environment that surrounds leukaemia cells – the microenvironment. The team wants to understand how the microenvironment acts to protect AML cells, by supporting cell growth and resistance to therapy. Targeting CCR1 has the potential to significantly improve AML treatment in the future.

Dr Valletta said: *"Leukaemic cells live in a particular environment that changes substantially during leukaemia progression. Relapse is in part due to this environment that supports the re-emergence of therapy-resistant clones after initial induction therapy. Investigation of leukaemia must take into consideration the role played from the environment, in order to identify targets useful for developing new therapies."*





Could blocking SET provide a new way to combat aggressive leukaemia type?

In October 2023, Dr Maria Teresa Esposito, a former recipient of the Leukaemia UK John Godman Fellowship at the University of Roehampton, achieved a significant milestone by publishing important new findings in the esteemed cancer journal, *Oncogene*. Her research delved into the role of SET protein in KMT2A-rearranged leukaemia, revealing that its heightened activity is associated with a poorer prognosis. Dr Esposito's work demonstrated that inhibiting SET could impede leukaemia cell proliferation, modulate gene expression, and enhance the effectiveness of chemotherapy, suggesting a promising avenue for novel treatment approaches. This publication underscores the pivotal role of Leukaemia UK funding in nurturing early-career researchers toward impactful discoveries.

Scholarships bring early career researchers to conference

Leukaemia UK continued to offer international scholarships – this year a total of £5000 - to enable early career researchers to attend the annual John Goldman Conference on chronic myeloid leukaemia (CML). In 2023, scholarships were awarded to seven early careers researchers in collaboration with the European School of Haematology (ESH). Researchers came from all over the world, including Argentina, Italy, the UK, and China to attend the 25th Conference which was held in France in October.

Xiaoshuai Zhang Peking University People's Hospital, Beijing, China

"By attending the conference, I learned about the current hot topics in the field of chronic myeloid leukaemia, such as TKI-dose optimization, mechanisms and overcoming strategies of TKI-resistance, exploration and application of biological markers or clinical models, treatment-free remission, new drugs and so on. One of the clinical topics that impressed me most was that Nilotinib +/- PGE-IFN induction and nilotinib or PGE-IFN maintenance therapy for newly diagnosed CML-CP patients (TIGER study). The design of the study is perfect and rigorous, and the results are very reliable. What I learned from that is how to better design and conduct a clinical trial like this. All in all, it was a wonderful and perfect conference on the biology and clinical CML."

María Belén Sanchez
PhD student from Argentina

"This was my first time at an ESH conference and being able to attend was a truly mind-blowing experience. To begin with, it is amazing to be listening to lectures but also sharing moments of leisure with researchers whose inspiring work I have been reading. Treatment-free remission is my main research topic, but I must say that I found all lectures very interesting and enriching. I learnt a lot about new technologies and ideas that I am already thinking about how to merge with my research so far. I want to thank again the awesome opportunity that I had since perhaps if I had not obtained the scholarship, it would have been very difficult or impossible for me to attend. It was a great experience for my career and indeed a beautiful memory for the rest of my life."

Three-year joint-funded project into pre-cancerous smouldering myeloma

Leukaemia UK remains committed to investing in the next generation of scientific and clinical researchers. Over the past few years, we have collaborated with the Medical Research Council (MRC) to offer jointly funded Clinical Research Training Fellowships (CRTFs). In 2023, the MRC awarded a jointly funded Fellowship to Dr Louise Ainley, University College London. The three-year project is investigating which patients with smouldering myeloma – a pre-cancerous condition – will progress to myeloma, a type of blood cancer affecting almost 6000 people each year in the UK.

Project Grant raises hope for cancer treatments with minimal side effects

Each year, Leukaemia UK awards a single Project Grant for innovative research with the potential for high impact. Applications are open to anyone and are specifically aimed at research group leaders, senior clinician scientists, and/or senior research scientists with an outstanding track record.

Professor Terry Rabbitts and his research team at the Institute of Cancer Research in London received a Leukaemia UK Project Grant this year for exciting work which could impact not only the treatment of blood cancers but of solid tumours as well.

Leukaemia is caused by mutations in the DNA of normal cells, causing them to become cancerous.

Sometimes these mutations lead to different chromosomes breaking and being joined to others.

If this happens it can result in 'fusion proteins' – these only occur in cancer cells, so are a good target for treatment. However, fusion proteins are difficult to drug because treatments need to avoid affecting the non-fused proteins in normal cells.

Professor Rabbitts and his team want to explore a new approach to targeting these fusion proteins – channelling antibodies inside cancer cells. The researchers have already developed a new technology that will allow them to put this into practice.

If successful, this research could lead to the development of new leukaemia treatment that binds specifically to cancer-specific fusion proteins with minimal side effects.

John Goldman Follow-up Fund goes to Dr Matthew Blunt, University of Southampton



During his prestigious John Goldman Fellowship, Dr Matthew Blunt discovered that lymph nodes can act as a protective shield for cancer cells, helping them to survive and thrive. Dr Blunt has now been awarded a John Goldman Fellowship Follow-up Fund to investigate if these lymph nodes can be targeted to improve the treatment of chronic lymphocytic leukaemia (CLL).

Only one Follow-Up Fund is awarded every year, to previous Fellows. It enables Leukaemia UK to provide a clear pathway by which early-career researchers in leukaemia and related diseases can progress all the way from being post-doctoral researchers to senior group leaders and then full professors.

Having studied for a PhD in Immunology and Pharmacology at the University of Bath, graduating in 2013, Dr Blunt was motivated to

work in the field of cancer research after losing all his grandparents to the disease.

"I think it is critical that any new treatments are not only more effective but are also safe and kind for patients. I have been studying chronic lymphocytic leukaemia for over 10 years now and the treatment landscape during this time has changed dramatically. Patients are now able to receive targeted therapies which disrupt critical vulnerabilities within the cancer cells. This success is all based on scientific research and this is only going to keep improving with further research."

Dr Blunt is currently researching the potential of harnessing a type of immune cell called 'natural killer cells'. His research team has already discovered that signals in lymph nodes could block the activity of natural killer (NK) cell therapy, affecting how well treatment works. Dr Blunt will now uncover how cancer cells within lymph nodes become resistant to NK cell therapy and will then find the best way to overcome this. Using the immune system to fight cancer has the potential to eradicate CLL cells whilst sparing healthy cells, offering a kinder, safer treatment approach compared to chemotherapy.

"The award of a John Goldman Fellowship was transformational for my career and also provided crucial job security for me at a time when I had two young children and a (very!) short contract term remaining," said Dr Blunt, who lives in Hampshire with his wife and children. ***"I am extremely grateful for the support that Leukaemia UK has given me, and I am delighted to be able to continue our research with the John Goldman Follow-up Award."***

Investing in the next generation of blood cancer trial leaders

In November 2023, aspiring chief investigators of future cutting-edge blood cancer trials gathered in Birmingham for the DIDACT Foundation Academy's inaugural Clinical Trials Workshop – an event funded by Leukaemia UK.



Clinical trials have a vital role in improving survival rates of those diagnosed with blood cancer, by providing the crucial evidence base for new treatment approaches and giving patients access to innovative novel therapies they otherwise would not get on the NHS. However, there is currently an unmet need for clinical trials training within the blood cancer community.

The DIDACT Foundation Academy workshops are designed to equip early career researchers, specialist trainees, research nurses and other healthcare professionals with the knowledge and skills necessary to excel in the world of clinical trials development and management.

Mentors pass on their experience

Our new John Goldman Fellows Mentoring Scheme was launched in 2023, enabling the wisdom of senior researchers in leukaemia and related diseases to be

passed down to eight new researchers. The scheme has been welcomed by everyone and will continue for all current and new John Goldman Fellows.

Emerging leaders accolade for former Leukaemia UK John Goldman Fellows

In October 2023, Leukaemia UK-funded researchers, Dr Matthew Blunt, University of Southampton, and Dr Konstantinos Tzelepis, University of Cambridge, were recognised as 'Emerging Leaders in Leukaemia' by the major scientific journal, *Leukemia*. The Nature Publishing Group journal's Emerging Leaders collection recognises new, ground-breaking researchers in the haematology field. Both researchers had previously been awarded Leukaemia UK John Goldman Fellowships, aimed at early career researchers with a passion for science and a desire to develop new ideas and translate scientific advances into clinical practice. Both have also received JGF Follow-up Fund awards of around £250,000 to continue their important research.

Leukaemia UK Science Seminar 2023

Over 70 past and present John Goldman Fellows, Trustees, donors, and members of the Leukaemia UK Scientific and Patient Experience Advisory Panels gathered for our annual Scientific Seminar in September. The event was an opportunity to celebrate how far leukaemia research has already come, whilst also looking to the future and how we can continue to accelerate much-needed progress in diagnosis, treatment and care.

As well as presentations and displays from our Leukaemia UK funded researchers, our patients were front and centre of the event in an engaging and insightful question and answer session bringing together both John Goldman Fellows and LUK Patient Experience Advisory Panel representatives.



Meet the researcher



Dr Simon Mitchell is one of our Leukaemia UK funded John Goldman Fellows, based at the University of Sussex in Brighton.

Originally a graduate in computer science and maths, he took his PhD in systems biology which enables computers to be programmed to simulate health and disease.

"After that I worked at the University of California, Los Angeles developing programmes that simulated the immune system. It was during this work when I noticed that, with a few tweaks, my simulations looked a lot like blood cancer. Once I realised that I had a chance to have an impact on blood cancer I established my own lab at Brighton and Sussex Medical School. Now we research blood cancer using a combination of computing work and lab work. It's incredibly exciting and rewarding."

Using computing to simulate biology is a relatively new approach. His John Goldman Fellowship enabled him to move from ideas and preliminary data to hiring global talent for his research group.

"We showed that using a computer we can predict how lymphoma cells will respond to drugs that try and kill cancer cells. This is important because currently only some patients respond to this class of drugs. Our simulations predicted that two drugs would work really well in combination, even though they were not particularly effective on their own. At one point in the project we didn't really know if our simulations were accurate, but when we showed these results to our experimental collaborators they looked around the room excitedly. It turned out they had recently tested this drug combination in the lab, and they had seen the same surprising result! Then we knew our simulations were accurate, and we could use this technique to find new treatment approaches that hadn't yet been discovered in the lab."

Outside work, Dr Mitchell enjoys trying to keep up with his rescue former street dog Pepper! He also likes cycling in the Sussex countryside around Brighton where he lives and enjoys the thriving arts and music scene. Going ahead, his aim is to make his virtual blood cancer simulations available online with an easy-to-use interface then it can help everyone and speed up research progress.

"I am working towards a future where we know which drugs will work best for which patients, and therefore patients with the same diagnosis get different drugs. This is often called 'personalised medicine'. We set up a computer simulation that represents that patient. Then, using that virtual patient, we test all the drugs that we have available in a virtual drug trial. This will predict which drug will work best, and doctors can use this information to get the right drugs into the right patients. It's ambitious, but I think our work has shown that it's possible."

Build our profile, engagement and influence to grow our support and impact

Influencer and
children's author
Hannah Peckham

At a Glance

178% year on year increase in social media engagement

700% increase in web traffic month on month and organic engagement increase of 339% after delivery of a successful digital brand campaign

1.6m video views for the **Spot Leukaemia signs and symptoms** film, which won Bronze at the Smiley Film Awards

Nearly
1000 pieces of coverage, across broadcast, print and online

Raising Leukaemia UK's profile by shouting about our funded research and speaking up for those affected by the disease is critical to our overarching mission. Through a series of integrated communications campaigns, our brand was seen by more people than ever throughout 2023. The resulting increase in engagement was particularly welcome as the market remains crowded, and there are fewer opportunities for traditional PR. But we moved our focus to growing our visibility on digital outlets with great success.

Celebrities support Leukaemia UK

The year was marked by a significant number of celebrities wanting to support our work.

Influencer and children's author Hannah Peckham launched the #PantstoLeukaemia campaign in honour of her son Bodhi, three, who is fighting acute lymphoblastic leukaemia (ALL). The initiative saw a host of celebrities including Holly Willoughby, Jessie J, Zoe Ball, Edith Bowman, Rochelle Humes and Gok Wan wearing pants on their head in support. Hannah has since become a LUK ambassador and remains passionate about the cause and organisation.

Off the back of this we launched our first clothing collaboration with independent brand Percy & Nell. The range was featured in Stylist online, Mail Online, Hello and OK! and shared by a range of celebs and influencers, directly driving sales for which all profits went to Leukaemia UK.

Reality TV star Georgia Harrison, who lost her best friend Cenk to leukaemia in 2021, also supported our Christmas appeal (see page 32).

This work has been driven by the production of a Talent Strategy to formalise our plans for increasing engagement with celebrities and influencers. We now have five Leukaemia UK Ambassadors – as well as Hannah Peckham we have the support of model Saffron Vadhwa, chef Francesco Mazzei, baker Juliet Sear and actor Dougray Scott.

Digital direction

While numbers of traditional media outlets shrink, digital opportunities continue to open up for us. This year we pushed hard to increase digital engagement on LUK owned channels with strong results.

- **Social media engagement increased by nearly 178% year on year**
- **Social media impressions increased by 124% year on year**

As part of this we experimented successfully with social media marketing, paid ads and boosted posts. An increase in posting frequency and more focused, tailored content on LinkedIn led to a 67% growth in followers on the platform.

During our successful digital brand campaign, web traffic increased by 700% month on month and organic engagement increase by 339%.

To support our work, we commissioned an agency to carry out a Search Engine Optimisation audit. Adapting our keyword strategy and some technical aspects of the website led to website traffic increasing by 70% year on year.

We also developed our email strategy, moving to more regular supporter emails with more focused 'asks' and away from a monthly newsletter approach.

September — a month of record-breaking impact

This year's Spot Leukaemia campaign, in partnership with Leukaemia Care, again set out to increase awareness of the signs and symptoms of the disease amongst the public, in particular over 65s.

The campaign film, created with agencies Jack & Grace and Faltrego, featured young children asking their grandparents funny awkward questions before switching tone to ask about their leukaemia symptoms. It won Bronze at the Smiley Film Awards and over six weeks the campaign achieved a 650% uplift in Google searches for relevant terms, a 154% uplift in web traffic to the Spot Leukaemia site and an increase in 'conversations' around leukaemia of 3120%.



September is also Blood Cancer Awareness Month. In these four weeks alone, 360 pieces of coverage were secured, with 17 national pieces including BBC and ITV, The Mail, The Mirror, The Independent, The Express and The Sun, as well as widespread regional media. We were also able to secure spokesperson appearances on London Live and BBC London. Social media activity in September saw a 3000% increase in total engagements month on month - up from 2,226 in August to 74,763 in September. Our Blood Cancer Awareness launch post on Facebook alone saw 3.3k likes, 114 comments and 334 shares.

Reality TV star Georgia Harrison supports our Christmas Appeal

TV personality Georgia Harrison supported Leukaemia UK's 2023 Christmas Appeal after losing her childhood best friend to leukaemia in December 2021.



Georgia, 28, appeared in The Only Way is Essex and the third series of Love Island, as well as other reality TV shows. She first met Cenk Fahri as a teenager at high school in Essex. He was diagnosed with acute lymphoblastic leukaemia (ALL) at the age of 17. ***"At age 17, you don't expect to be told that your best friend has cancer. Being so young, I didn't know anything about leukaemia or its treatment - I just assumed he would die."***

After chemotherapy treatment Cenk was given a bone marrow transplant from his brother Cengiz.

"The transplant was amazing," said Georgia. "It bought us so much time. We went to Ibiza, we went to Bali. He travelled the world. They were the most incredible years."

Unfortunately, Cenk fell ill once again and sadly died on the 21st December 2021. He was just 26 years old.

Georgia took time to visit Leukaemia UK's offices to find out more about our work and make a short film which resulted in one of our best ever performing Instagram posts.

Bereaved mother Callan Brett meets a researcher offering hope to other parents

This year we launched a funding collaboration with Worldwide Cancer Research. Together we made a powerful film showing Callan Brett, whose son Henry sadly passed away from leukaemia at just 14 months old, meeting with researcher Katrin Ottersbach, a Professor of Developmental Haematology at the Centre for Regenerative Medicine at the University of Edinburgh.



Callan travelled from her home in Ipswich to Scotland to meet Katrin and find out more about her pioneering new research project into infant leukaemia. ***"The treatment of infant leukaemia has not improved for decades,"*** said Professor Ottersbach. ***"Our research is investigating what makes blood cancer in infants unique, and how we can treat it more efficiently."***

Henry died of rare infant acute myeloid leukaemia (AML) in May 2021, after he was diagnosed at just five months old.

"I was shellshocked when we were told that Henry had infant leukaemia," said Callan. "His brain was full of abscesses at the end, and he was in a lot of pain. He developed a rash that eventually joined up all over his body and his skin began to peel. Towards the end, he had diarrhoea and started vomiting blood. It was brutal."

Katrin's project, which runs until October 2025, will specifically investigate two genes that are involved in the most common type of infant leukaemia.

"Two genes - SGMS1 and ELOVL1 - are involved in regulating the fat content of cells, suggesting that infant leukaemia cells have specific fat requirements that are important to keep them alive," said Katrin. ***"Maybe if you can stop the cancer cells getting the fat they need, you can potentially stop the cancer from growing. We have an exciting new technique to study several biological pathways at the same time and work out which are involved. We then plan to test any potential cures that take advantage of these pathways, so that we can hopefully begin to find the treatments most likely to work best for infant leukaemia."***

Callan said: ***"My baby cannot have died for no reason. His death has to mean something. It means so much to be here, and to meet the amazing, dedicated people who are working on defeating this disease. It just means the world."***

World AML Day

We ran a multi-channel campaign around World AML Day, featuring our World AML Day Storytellers and a call for more awareness and research funding. This saw widespread media coverage including appearances on BBC News, The Daily Mail, Mirror Online, The Independent, and a 375% increase in engagement on Facebook.

New collaboration to help children with cancer

In October we launched a new collaboration with two other leading cancer charities with the aim of making real progress in the treatment and care of childhood cancer. We3can, which is made up of Brain Tumour Research, Leukaemia UK, and Sarcoma UK, was launched at the end of Childhood Cancer Awareness Month in September. The three cancers covered by the charities make up 78% of all cancers in children.

We3can is inviting companies, individuals, and organisations to support this vital work, and plans to raise funds through donations, events, and sponsorship, including opportunities to partner with the collaboration.

Storytelling stars

Our sourcing and development of case studies has in 2023 accelerated our ability to tell powerful stories. This year we gathered 59 stories, nearly treble the number in the previous year. We used them to leverage our key messages in all our campaign work and to underpin science announcements with a human face.

Invest strategically to grow sustainable net income

Actor and
leukaemia survivor
Richard Tate



At a Glance

A further **£421k** received in funding from the Department for Business, Energy & Industrial Strategy

£120k raised from our most successful London Marathon

Over **300%** growth in supporter base

14% increase in legacy income and development of our first DRTV ad

£236k raised at Who's Cooking Dinner?

Taking a test and learn approach was the hallmark of our work in 2023. While established events such as Who's Cooking Dinner? and the London Marathon continue to underpin our yearly fundraising, we successfully branched out into new partnerships and methods of reaching our donors.

New Direct Response TV Campaign features actor and leukaemia survivor Richard Tate

An incredible act of serendipity happened when 83-year-old actor Richard Tate was cast for our first ever DRTV advert. Richard was cast as the lead role in the ad which was launched on Boxing Day. He played a bereaved father who decided to help others after he had gone by leaving a gift in his Will to Leukaemia UK, featured alongside a young mother who had benefitted from treatment and was also choosing to give back.

It was only after Richard's part was confirmed that it was revealed he had been successfully treated for leukaemia. And not only that, but that he was a patient of Professor John Goldman who Richard credits with saving his life by putting him on a clinical trial.

Richard, whose TV credits include Doctor Who, Dad's Army, Nowhere Boy and Coronation Street started to feel unwell in June 2000 when he was starring in an adaption of popular children's book The Lighthouse Keepers Lunch at the Oxford Playhouse. **"I started getting night sweats, and feeling incredibly tired,"**

remembers Richard. **"At the end of every performance I'd just go back home and get straight into bed – I didn't want to eat or do anything. By July, I went to my GP for a blood test, to see what was going on."**

Richard was given the devastating diagnosis of chronic myeloid leukaemia (CML) with three years life expectancy. However, his daughter spotted clinical trials in Newcastle and London for the drug that would become the now-standard treatment Imatinib – under Professor Goldman. Richard managed to get himself referred onto the programme, the pioneering treatment was successful and in August 2014 he was told he was officially in remission.

"When my agent asked if I'd be interested in appearing in an advert for Leukaemia UK, I said of course!" said Richard. **"It was a great experience."**

The advert enabled us to bring Leukaemia UK's message to a mass TV audience for the first time. It was shown nearly 650 times throughout the first part of January on stations including ITV2, ITVBe, ALIBI and EDEN. We estimate that 8.1m adults had the opportunity to see the advert at least three times (15% of the population). Website visits increased by a third during this time.



Fundraising never tasted so good!

Twenty of the most accomplished and innovative chefs from the UK food scene gathered at the Dorchester in September for our annual 'Who's Cooking Dinner?' event.



Established in 1999 by Chris Corbin OBE, 'Who's Cooking Dinner?' has raised over £7 million for Leukaemia UK and become London's first and foremost culinary charity event. This year, the chefs had a whopping 20 Michelin stars between them and served up a spectacular dining experience for 200 guests. The line-up included household names including Tom Kerridge, up-and-coming stars like Imogen Davis and Ivan Tisdall-Downes of Native, and chefs at thrice-Michelin-starred establishments such as Ed Cooke of The Fat Duck.

Elliott Grover, Executive Chef at 45 Park Lane, where this year's event was held, said: ***"It's so much more than just a dinner. It's a truly bespoke, unique, intimate event with an exclusively tailored menu – and the best steak ever."***

The Grand Auction was hosted by Sotheby's Chairman Harry Primrose, Lord Dalmeny, and the prizes on offer included personal dining experiences with some of the evening's chefs.

The event raised a magnificent total of £236k.

New donors through new outreach

The year was marked by our teams branching out into new ways to reach new donors and supporters. One of them was the Visifund Christmas Tree, a virtual online tree where anyone could place a decorative Christmas ribbon in memory of a loved one, with the choice of also making a donation. Recognising that many people are struggling with the cost of living, we have made a conscious decision this year to limit our donation asks – this method was a successful way of simply reaching people and encouraging participation.

We also changed our email programme from a monthly e-newsletter to more frequent, focused emails asking supporters to take a specific action.

We tested different email approaches, subject lines and calls to action. The process helped us learn a great deal about what supporters respond to. Despite the increase in the volume of people emailed and frequency of emails, we are pleased that we have maintained strong open rates of around 30%.

We were also able to try new ways of engaging and stewarding our donors and partners, taking funders to visit Leukaemia UK funded scientists, and inviting them to our annual science seminar.

we3can targets corporate donors



Our new we3can partnership saw its first successful donation after launching a programme of targeting corporates. The finance company Invesco donated £10k. The partnership of Leukaemia UK, Brain

Tumour Research and Sarcoma UK is working to pioneer research into the most common types of childhood cancer.

Trusts and Foundations continue their generosity

2023 was the third year the Rosetrees Trust gave us a generous grant to fund individual John Goldman Fellowship early career researchers. This year's donation, £75,000, is funding Dr Simona Valletta from the University of Manchester who is investigating the role of a protein called CCR1 and whether blocking it could improve AML survival.

Set up in 1987 by Nat and Teresa Rosenbaum to celebrate their golden wedding anniversary, Rosetrees donates to cutting edge medical research with the aim of improving the health and wellbeing of society. It currently supports around 300 projects with a focus on testing new ideas across the spectrum of medical research. Now headed by Nat and Teresa's son, Richard Ross, who was awarded the Spear's Philanthropist of the Year Award in 2011 and a CBE in the 2021 Queen's New Year's Honours List, Rosetrees has donated a total of £177,467 to Leukaemia UK.

We also welcomed a generous £20,000 grant from the Robert Luff Foundation which will continue to support our John Goldman Fellowships for early careers researchers.

Cycling siblings raise £20,000

Three brothers, one of whom was only diagnosed with chronic myeloid leukaemia (CML) in January 2022, took to their bikes to perform an inspiring fundraising effort for Leukaemia UK.

Jacques Isabelle was joined by his brothers Marc and Gerard for the 1000-mile ride from Land's End to John O'Groats, which they completed in ten days. They undertook the challenge with five other cyclists and two support staff.

In memory of Liz Taylor

Liz Taylor's tragic death in July 2022 was behind an extraordinary fundraising effort from her husband Jonathan, friends and family.



Liz, 51, who lived in Leicestershire, died from rare and aggressive acute promyelocytic leukaemia (APML) the day after she was diagnosed. She had suffered over six months of distressing symptoms including fatigue, pains in her sternum and leg, migraines, problems with her vision and eventually heavy bleeding.

Only 160 people in the UK are diagnosed with APML each year. Although patient symptoms are often similar as other leukaemias, its appearance isn't easily detected in blood samples. APML is a very aggressive, rapidly developing cancer which can normally only be conclusively diagnosed with a bone marrow biopsy.

"If only I and the medical teams caring for Liz had the knowledge and foresight to identify the signs earlier, Liz could have been diagnosed sooner," said Jonathan.

Jonathan and Liz's family and friends launched a huge fundraising effort throughout 2023 to raise money for Leukaemia UK's research work. Their efforts included a luncheon at the local Rugby Club in Hinckley on 1st April, staging a Summer Solstice Walk on June 21st (the longest day), and arranging a Golf Day and various 5k and 10k runs throughout the year. They succeed in raising over £20,000, and their efforts are continuing in 2024.

"Our focus now is on leaving a positive legacy in Liz's name, through charity events and raising awareness on the early signs of Leukaemia, in particular APML," said Jonathan.

A mum on a mission

Leukaemia UK was proud to welcome children's author Hannah Peckham as our new Ambassador for 2023.

Hannah's five-year-old son Bodhi is currently undergoing treatment for leukaemia, and the devastating diagnosis spurred them to raise money for Leukaemia UK and a future of kinder, more effective treatments for children.

The 'Great Big Pants Party' in July attempted to set the world record for the most people wearing pants on their head at one time! The #pantstoleukaemia campaign event at Danny House, an Elizabethan mansion near Hurstpierpoint in East Sussex was attended by hundreds of people and celebrities including Zoe Ball. The day raised £12k for Leukaemia UK.

"Friends, family and total strangers volunteered their support and love," said Hannah. ***"They stood in the pouring rain with pants on their heads howling at the sky trying to break a bonkers world record. But most importantly, my little boy adored seeing people coming together and standing in solidarity with him."***

"When you hear a child has cancer you just want to help. But unless you are a doctor, or scientist there is little you can do to help the diagnosis. The feeling of helplessness is one that is tricky to come to terms with and that is where the power of fundraising is

born. It gives the gift of 'doing something'. It helps to eradicate helplessness and allows families, friends and communities to come together and make a change."

Marathon fundraising efforts

This year saw our most successful London Marathon event ever, with 63 runners taking part raising over £120k for Leukaemia UK. Ellen Verrier ran in memory of her father who passed away from acute myeloid leukaemia (AML) in 2000 when she was just four years old and her brother just 11 months. Ellen's amazing effort raised £5,204. ***"We lost our dad and at the age of 38, my mum was widowed, and it changed all our lives forever. We miss him very much. This marathon was for my brave and wonderful dad who successfully completed the London Marathon in 1992, I'm so proud of him."***



One race wasn't enough for Tom Eason who ran five half marathons across the year! His inspiration was his grandma Gill who has been living with leukaemia for 15 years. ***"She is an incredible woman who has fought this disease with courage and determination and has made us all so proud."*** Tom's fantastic efforts made £1859 for Leukaemia UK, and he is continuing to support us in 2024 by running the London Landmarks half marathon.

Make Leukaemia UK a great charity to work for and with



At a Glance

Two new board sub-committees established

100% response rate to the staff survey

Dozens of boxes packed and unpacked in our office move!

As Leukaemia UK continues to grow, 2023 saw new staff in key roles, new fundraisers and patients joining our leukaemia community, and a welcome move to our new office space.

Moving on up!

After a significant amount of hard work and planning, our big office move took place in May. Our old space was too small to accommodate our growing team. Now we're enjoying a fit-for-purpose space in the conversion of a beautiful historic central London townhouse building on Great Queen Street, Holborn. We are grateful for a generous £11,500 worth of donated furniture and technology from other charities, and we were able to secure a competitive rent.

The move itself was a testimony to great hands-on teamwork! Everyone mucked in to pack and hump boxes around, and then unpack and set up workstations at the new location. The project team encompassed representatives from across the charity to ensure everyone's needs were being met in the new layout. Our light, bright and well-located space now gives us more room, with a good meeting space and excellent video conferencing facilities to accommodate flexible working.

Building and looking after our team

2023 saw our workforce expand by two roles, and the recruitment of two new members of the Senior Leadership Team. We welcomed Dr Simon Ridley as Director of Research & Advocacy, and Chris Dew as Director of Finance & Resources.

We also strengthened our governance including establishing the People & Culture and Development Committee (sub-committees of our Board) and recruiting two new Trustees with finance skills and experience – welcome to James Barlow and Emma McKinley.

Against a backdrop of the rising cost of living, colleagues benefited from a pay increase and a benefits review – there is now critical illness cover, life insurance and a cashback health plan in place to ensure we remain an employer of choice in a crowded marketplace.

We reviewed key policies including hybrid working which is a benefit available to all colleagues, further supplemented with the option to apply for flexible working arrangements.

A comprehensive training programme was introduced covering mandatory areas such as GDPR and health & safety, as well as leadership development training on a wide range of topics.

Bringing functions in-house

We commenced the process of bringing our finance, HR and operations in-house this year. This is expected to generate benefits including cost savings and a more responsive service within the organisation. This process will continue during 2024.

Staff survey

Our first ever staff survey received a 100% response rate from our teams, with an overall engagement score of 73%. A staff consultation followed the survey, and further discussions were held on our staff away day culminating in the creation of a 27-point action plan, which is over 90% complete with the remaining actions underway. Examples of improved ways of working coming out of the survey include the creation of a staff forum, improved onboarding processes and increased visibility of trustees. The process gave us useful benchmarks from which we will carry out an organisational risk management review, develop our Equality, Diversity, Inclusion & Belonging (EDIB) framework and continue building on people and culture to make Leukaemia UK a great place to work.

Researcher Dr Eman Khatib-Massalha

The focus of Leukaemia UK John Goldman Fellow Dr Eman Khatib-Massalha's work is Myeloproliferative neoplasms (MPNs), a rare type of blood cancer which can develop into leukaemia.



Dr Khatib-Massalha and her team at the University of Cambridge are testing a promising new immunotherapy target that aims to treat MPNs and prevent the development of acute myeloid leukaemia (AML).

Dr Khatib-Massalha's preliminary research suggested the build-up of blood cells, typically seen in MPNs, could be the result of cells giving off abnormal "don't eat me" signals on their surfaces. Through these

signals, mutant cells can effectively escape from the immune system, meaning dysfunctional cells, that would normally be cleared by the body on a daily basis, are left to build up.

Abnormal behaviour and interactions of mutant cells in the bone marrow can trigger bone marrow scarring (known as fibrosis), which disrupts normal blood production and increases the risk of leukaemia.

This research will test a promising target for MPN immunotherapy that aims to block the abnormal signals on mutant cells, restoring normal clearance of these cells, preventing bone marrow fibrosis and reducing the risk of AML.

Dr Khatib-Massalha said: ***"The only curative treatment currently available for MPNs and leukaemia development is blood stem cell transplantation, which can only be performed in a few patients due to its toxicity. Therefore, alternative therapies are needed to help people with leukaemia."***

"My work provides new insights into the role of bone marrow innate immune cells in MPN development and transformation to acute myeloid leukaemia. If successful, my work will foster the development of novel immunotherapies in MPN and decrease the risk of acute myeloid leukaemia."

Fundraiser Nicola Gray

Nicola Gray channelled her sorrow over the loss of her friend Carol Stevens into an ambitious creative fundraising effort for Leukaemia UK. Carol lived near Seattle and Nicola lives in Gloucestershire. They met on holiday through mutual friends, and their long-distance connection was forged over a shared love of sewing and quilting.

Tragically Carol died in April 2022 from an aggressive form of acute myeloid leukaemia (AML), nine days short of her 79th birthday.

"About two or three weeks before she passed, I had an email from her saying she was leaving me some fabric and wanted me to 'keep busy';" said Nicola. "In September 2022 our mutual friends Aileen and Rom came to stay from Canada, with a huge suitcase in tow. There was so much fabric in there, including a couple of blocks – pieces sewn together to create a design to be repeated – in a pattern called 'churn dash'. I looked at it and I thought I know what you're telling me. Everything was there to do more blocks and make an entire quilt."



Nicola completed the project with the help of her Newent Quilters group and Ali Shayle of Orchard Quilts. The beautiful piece took pride of place at the Newent Quilters exhibition at the town's Memorial Hall on Saturday 4th November 2023 and was then raffled, with the resulting £1,300 split between Leukaemia UK and Maggie's, a Cheltenham-based cancer support and care charity. When the winning ticket was drawn, Nicola couldn't believe it. The quilt was destined to go back to the US to take pride of place in the home of Carol's son and daughter-in-law Deana who live in Washington State.

Trustee Karen Cracknell

Karen Cracknell had a personal reason for joining Leukaemia UK's Board of Trustees. She has experienced the devastating impact of both her mother and father being diagnosed with blood cancer.



After a successful 30-year corporate career, Karen used the opportunity of redundancy to put her skills and experience to making a difference in the voluntary sector. She is now chair of Leukaemia UK's People and Culture Committee.

In 2001, Karen's mum Patricia was diagnosed with Myelodysplastic syndrome (MDS) after a long period of fatigue and unexplained bruising. After gruelling treatment including a bone marrow transplant, she is now on a regime of medication and has happily reached the age of 81 in good health. But tragically in March 2021 Karen's beloved dad John died from rare chronic

myelomonocytic leukaemia (CMML). He passed away just five days after he was diagnosed.

"Sometimes things happen in life for a reason," said Karen. "I was so thrilled when I got the role. For me part of the attraction is that it's a research charity. The treatments have come on so much in the last 20 years. Having seen what my mum went through I know leukaemia treatment is incredibly gruelling, which is why it's so important to find kinder as well as more effective treatments."

"Looking at the statistics the survival rates are still too low, particularly in children. There's a huge amount still to be done to stop leukaemia devastating lives, as it did for both my parents."

And Karen isn't the only family member who wants to do her bit to give back to those going through what her parents endured. Her sons Alex, 24, and George, 21, have raised over £1,200 for Leukaemia UK through running half marathons.

"Raising money for Leukaemia UK was an easy choice for George and me," said Alex. "We hope that the money we raise will further vital research, improve future lives and help someone else's grandparents."

Patient Ricky Lee-Kennedy

As one of our storytellers during 2023, Ricky Lee-Kennedy took time out to help us get the message across during September's Spot Leukaemia campaign. Not only that, but he also put on a spectacular fundraising football match which raised an incredible £2,300 for Leukaemia UK. His efforts are all the more remarkable as Ricky is still undergoing treatment for his leukaemia.

Ricky and wife Sam had just moved into their new home in Kent in August 2022 when the 31-year-old construction worker started suffering from crippling fatigue. He eventually called 111 after almost passing out and was sent straight to A&E. Ricky was given the shock diagnosis for chronic myeloid leukaemia (CML) and sent immediately to the specialist blood cancer unit at King's College hospital in London to start treatment.

"I was given a 50/50 chance of the chemo working and had to face the fact that there was a very real chance I could die."

Ricky spent three months in hospital receiving at total of three rounds of chemotherapy and then a



stem cell transplant. He is now fully in remission although continuing with chemotherapy and bone marrow biopsies.

"So many of our family, friends and colleagues helped us out so much on this journey, we never once felt alone. Having a deep-rooted faith as a Christian that I also share with my wife was a huge encouragement to us both too."

To mark the one-year anniversary of his diagnosis, Ricky held a fundraiser at his local football club which was attended by 300 people.

"It was a fantastic event and we really hope we got the message across about Leukaemia UK and the importance of research into leukaemia. I also wanted to raise awareness about the symptoms of the disease. Like so many patients, I didn't seek treatment for my symptoms until I was really ill, and being diagnosed with leukaemia was a complete shock."

Member of Scientific and Medical Panel Olaf Heidenreich

Leukaemia UK's Scientific Medical Panel is the powerhouse behind all the grants that the charity gives to researchers and projects. All funding applications are reviewed by at least five members of our Scientific and Medical Panel as well as at least two external expert reviewers. Following Association of Medical Research Charities (AMRC) principles, this ensures that we support high quality research, maximise the impact of our funding, and deliver changes that really matter to our community.

Professor Olaf Heidenreich has been on our panels since 2017 and is based at the Princess Maxima Centre for Paediatric Oncology in Amsterdam, and at Newcastle University.

Professor Heidenreich heads up research teams at the two centres with a focus on leukaemic fusion genes. He also makes time during his busy schedule for his Panel work, which he sees as an important future-looking role.

"The most important aspect when looking at a funding application is novelty and creativity." said Professor Heidenreich. ***"I really like that the***



John Goldman Fellowships have now also been amended to include follow-up grant opportunities. This combination is an excellent tool to encourage scientific talent to work on blood cancers."

Professor Heidenreich is also mentoring two new John Goldman Fellows as part of our newly launched mentorship scheme. He hopes to help them in finding follow-up funding and considering their next career moves. ***"The current funding situation in the UK is still very challenging at this early career stage. The increased engagement of Leukaemia UK together with having to gain access to European funding will provide badly needed new opportunities here."***



Ambassador Saffron Vadher

Leukaemia UK Ambassador Saffron Vadher was diagnosed with acute lymphoblastic leukaemia (ALL) just before her fourth birthday in 2000. She endured three years of chemotherapy which disrupted her schooling and family life, and left her with painful memories of losing her hair along with a phobia of needles.

"When I went to school, I was the only one in my class to have a hat on. On a few occasions, some of my classmates would rip my hat off and question if I was a boy or a girl. My mum, nan and my grandma always had big curly or long hair that I was jealous of."

When she was seven, Saffron at last went into remission. Her leukaemia has never returned. She is now a successful model, signed to Viva London and DNA Models, and has the long thick hair she has always wished for. She's appeared on the cover of British Vogue, Vogue India and has been photographed by Steven Meisel, Peter Lindbergh and Annie Leibovitz. She's also featured in Vanity Fair France and Allure.

Saffron is now keen to share her experience to help others who are going through cancer at an early age, or who are parents and carers for someone who is.



"Without research, I would simply not be here today. It's only through generous donations to Leukaemia UK that we can continue to fund research into treatments that are more effective, and kinder on children."

Leukaemia UK Director of Finance & Resources Chris Dew

Our new Director of Finance & Resources Chris Dew has worked in small to medium sized charities for 15 years, driven by a passion for the third sector.



This new role within Leukaemia UK gives Chris a busy remit overseeing finance, IT, people & culture, and facilities.

"Before following my heart into the charity sector, I worked in financial services, project management and audit & assurance in

companies like JPMorgan Chase and NS&I. But then I became Director of Finance & Resources for the National Aids Trust, followed by ten years at Nordoff Robbins, the UK's largest music therapy charity. Now I'm a third sector person through and through."

I've been particularly pleased to take up my role with Leukaemia UK as I have a family connection with leukaemia – my grandmother passed away from acute myeloid leukaemia (AML). It's exciting to be the first person in a new role, with the chance to create excellent practices and move the organisation ahead."

Chris has already brought our financial systems in-house and introducing a new HR system.

"Moving ahead I plan to continue to improve systems, processes, and management information. It's a great place to work. I love a new challenge and using my skills to make a difference to the whole organisation."

Chris, who lives in South London, also has extensive volunteer experience supporting refugees with complex health needs, as well as recruiting, training, and matching other volunteers.

Our plans for 2024 – the year we will...





Enabler 1

- Continue to grow our policy and advocacy work to develop evidence-based solutions to drive progress in diagnosis, treatment and care.
- Launch a Manifesto ahead of the 2024 general election, with calls and recommendations for the next government to save and improve more lives for people affected by leukaemia
- Continue to involve the patient voice in everything we do by growing our Community Champions group and Patient Experience Advisory Panel
- Engage further with decision-makers across government, NHS and other stakeholders to influence policies to benefit people affected by leukaemia
- Continue our Spot Leukaemia campaign with Leukaemia Care to reduce delays in diagnosis

Enabler 2

- Sustain our research portfolio, featuring our John Goldman Fellowships, JGF Follow-up Funding and Project Grant funding
- Continue to nurture new research talent with our Mentoring Scheme for John Goldman Fellows, and International Scholarships to attend a key CML Conference
- Support the dissemination of new research findings and promote research collaborations through our own Annual Science Seminar, and through support for selected UK research conferences
- Further our work with the DIDACT Foundation and its Academy training to support the development and delivery of UK clinical trials in leukaemia and other blood cancers
- Launch an exciting new Patient Care Pioneer Award that will provide up to £50,000 for healthcare professionals to undertake innovative, patient-centred projects that will improve treatment, care, and quality of life for leukaemia patients





Enabler 3

- Continue to build our brand amongst key audiences through engaging campaigns and content, based on the insights from our 2023 benchmarking and using an ongoing 'test and learn' approach
- Amplify the voices of those affected by leukaemia, by telling a range of diverse stories in the media and digitally
- Continue to build our network of high-profile individuals, growing our number of supporters and ambassadors, and appointing our first Leukaemia UK Patron
- Grow online reach and engagement through our website, social activity and wider digital channels
- Grow our reach and influence through relevant collaborations and partnerships, such as Spot Leukaemia with Leukaemia Care and the we3can children's cancer collaboration

Enabler 4

- Aim to grow our fundraised income by at least a third
- Support our 150 runners in the Hackney Half Marathon, a new event for the Leukaemia UK portfolio
- Invest in Community Fundraising to enable the launch of new initiatives with schools and restaurants
- Celebrate the 25th anniversary of Who's Cooking Dinner? with our best event to date
- Develop our strategy to target donations from companies and businesses

Enabler 5

- Improve our awareness and action around Equality, Diversity, Inclusion & Belonging (EDIB)
- Run our second staff survey, and continue to identify and action learnings
- Carry out a thorough risk management framework
- Continue to embed in-house finance and HR functions including bringing in management accounting and reporting
- Run a relevant and engaging training programme for all colleagues, in addition to personalised training budgets, that enables colleagues to work effectively and safely

Structure and Governance





Our passionate team

Senior Leadership Team

The Trustees delegate day-to-day management of the charity to the Chief Executive, who works with a Senior Leadership Team. The Senior Leadership Team is made up of the Chief Executive and Directors of Income, Communications, Research & Advocacy, and Finance & Resources.

Staff

Over the course of 2023 our staff numbers increased to 25, with a FTE of 23.

Volunteers

We are nothing without our volunteers who generously give their time and expertise to support us, and this year we have reviewed our volunteering policies and processes to make sure that we can use this valuable resource as effectively as possible.

We are incredibly grateful to the 56 individuals who have given up their time for us this year. This includes the 40 experts that make up our Scientific Panel, the 11 members of our newly established Patient Experience Advisory Panel and the five people who supported us with events and community fundraising. We are incredibly grateful to all our volunteers for everything they do to help the charity, people with a diagnosis of blood cancer, and their friends and families.

Status

Leukaemia UK operates as a Charitable Incorporated Organisation (CIO) and is governed in line with its constitution dated 3 December 2013. Our objectives are to relieve sickness and preserve and protect health, in particular by:

- Promoting research into leukaemia and/or related disorders
- Providing support directly or indirectly to people affected by leukaemia and/or related disorders

Public benefit

Trustees can confirm that they are informed by the Charity Commission's guidance on public benefit and that they have complied with Section 17 of the Charities Act 2011 to have due regard to this area. Any research that we fund must be available to everyone regardless of race, religion, gender, sexual orientation, or age, amongst other factors.

Board of Trustees

Trustees contribute their services to the Board on a voluntary basis and are responsible for the governance of the charity, ensuring it meets its statutory responsibilities, as well as determining overall strategy, policies, and direction, with the expert guidance of the Senior Leadership Team.

We aim to appoint Trustees with a diverse range of skillsets and backgrounds, which includes those with lived experience of blood cancer, in line with our aim to put those affected at the heart of all we do.

The constitution states there must be a minimum of three and a maximum of fifteen Trustees. All Trustees have a term length of three years and are eligible to serve three consecutive terms. A Trustee who has served for three consecutive terms may not be appointed for a fourth consecutive term save with the approval of two-thirds of the Board of Trustees.

Any new Trustees are invited by agreement of the existing Trustees, having due regard to the skills, knowledge and experience required for the effective administration of the charity.



The full Board usually meets four times a year. In January 2023 there was an additional board away day with a focus on good governance.

During the year under review, Leukaemia UK welcomed two new trustees, James Barlow and Emma McKinley, both of whom have a specialism in finance.

The Leukaemia UK Board of Trustees consists of:

- Ian McCafferty CBE (Chair)
- Amanda Stewart (Deputy Chair)
- Chris Corbin OBE
- Caroline Evans
- Alastair Adam
- Luke Cripps
- James Fairclough



- Ellen Broomé
- Professor Alejandro Madrigal
- Dr Jo Reynolds
- Karen Cracknell
- Miriam Jordan Keane
- James Barlow (joined June 2023)
- Emma McKinley (joined June 2023)
- Professor Antonio Pagliuca (resigned August 2023)

We would like to extend our thanks to Professor Pagliuca for the many years of service he gave to the charity. His provision of excellent research and clinical advice during his tenure, helped fund over £7m of world-class blood cancer research, which will help save and improve the lives of patients now and in the future.



Scientific and Medical Panel

Independent expert review is an integral part of the decision-making process when awarding funding. Leukaemia UK is a member of the Association of Medical Research Charities (AMRC), the UK membership organisation of leading medical and health research charities. Our funding review process complies with the AMRC's principles and guidance on Expert Review, which ensure that member charities support high quality research, maximise the impact of their funding, and deliver changes that really matter to their communities.

All funding applications are reviewed by at least five members of our Scientific and Medical Panel and at least two external expert reviewers, as well as representatives from our Patient Experience Advisory Panel. Leukaemia UK implements a policy on Conflicts of Interest, whereby all panel members and external expert reviewers are asked to declare any conflicts they may have with the application or applicant/s, in order that these are properly managed, in line with impartiality standards. The reviewers assess applications for their relevance, quality and feasibility, to make recommendations for funding.

Leukaemia UK's Scientific and Medical Panel members make their recommendations for funding to Leukaemia UK's Board of Trustees, who make the final decisions on which applications will be approved for funding.

In the year under review, this panel consists of:

- Prof. Nick Cross, Faculty of Medicine, University of Southampton (Chair)
- Prof. Francesco Dazzi, King's College London (Vice Chair)
- Prof. Dominique Bonnet, Francis Crick Institute, London
- Prof. Jackie Boulton, University of Oxford
- Prof. Richard Clark, University of Liverpool
- Prof. Mark Cragg, University of Southampton
- Dr Steve Devine MD, CIBMTR, Minneapolis, USA
- Dr Amir Enshaei, Newcastle University
- Prof. Tariq Enver, Cancer Institute Director, University College London
- Prof. Maria Figueroa, University of Miami Miller School of Medicine, Miami, USA
- Prof. Francesco Forconi, University of Southampton
- Prof. John Gribben, Queen Mary University of London
- Prof. Olaf Heidenreich, Newcastle University



- Prof. Vignir Helgason, University of Glasgow
- Prof. Robert Hills, Cardiff University
- Prof. Anastasios Karadimitris, Imperial College London
- Dr Karen Keeshan, University of Glasgow
- Prof. Ulf Klein, University of Leeds
- Prof. Nicolaus Kröger, University Medical Centre, Hamburg, Germany
- Prof. Cristina Lo Celso, Imperial College London
- Prof. David Marin, MD Anderson Cancer Centre, Houston, USA
- Prof. Mary Francis McMullin, Queen's University Belfast
- Dr Sharon McKenna, University College Cork, Ireland
- Prof. Alison Michie, University of Glasgow
- Prof. Ken Mills, Queen's University Belfast
- Prof. Emma Morris, University College Hospital, London
- Prof. Katrin Ottersbach, University of Edinburgh
- Dr Kim Orchard, University Hospital Southampton NHS Foundation Trust
- Prof. Chris Pepper, University of Sussex, Brighton and Sussex Medical School
- Prof. Uwe Platzbecker, Technical University Dresden, Germany
- Prof. Katy Rezvani, MD Anderson Cancer Centre, Houston, USA
- Prof. Simon Rule, University of Plymouth
- Dr Lisa Russell, Newcastle University
- Dr Satyajit Sahu, University Hospital Lewisham, London
- Dr Bipin Savani MD, Vanderbilt University Medical Center, USA
- Dr Claire Seedhouse, University of Nottingham
- Dr Bronwen Shaw MD, Medical College of Wisconsin, USA
- Prof. John A Snowden, Sheffield Teaching Hospitals NHS Foundation Trust
- Prof. Alex Tonks, Cardiff University
- Prof. Owen Williams, University College London, Great Ormond Street Institute of Child Health

Finance Sub-Committee

The Committee meets four times a year and in the year under review its members were: Alastair Adam (Committee Chair), and Caroline Evans. Chris Corbin also sat on the Committee in interim, until James Barlow and Emma McKinley took up their places on the Committee in September. Ian McCafferty also attends as an observer. It is responsible for advising the Board on operational and strategic financial planning, including reviewing plans, budgets, management accounts and reforecasts. It reviews matters of financial governance including financial policies, processes and controls, and advises on the appointment of external auditors. The Committee also sets and recommends the Investment Strategy to the Board for approval and oversees the management and performance of investments.

People & Culture Sub-Committee

This new committee was set up during 2023 to provide assurance to the Board on the charity's culture, workforce planning and development, HR policies and procedures, and other matters related to organisational development. The Committee meets three times a year and its members during the year under review were Karen Cracknell (Chair), Caroline Evans, and Amanda Stewart.

Remuneration Sub-Committee

The Committee meets at least once a year and in the year under review was made up of Ian McCafferty (Chair), Karen Cracknell, Caroline Evans and Amanda Stewart. It sets and reviews the pay and benefits policies and processes for the charity, using sector benchmarking. The Committee reviews pay on an annual basis. Each year a pay award is considered but not guaranteed, with any agreed uplift applicable from April.

Development Sub-Committee

In 2023 a new sub-committee was put in place, specifically to provide assurance to the Board on the charity's strategic investment in growing sustainable net income, profile, engagement and influence, in support of the five year strategy to save and improve more lives. They will also assist the Board in establishing ambitious but realistic goals and targets in relation to this, provide a forum for discussion of best practice and review risks and mitigations related to the charity's income, marketing and communications. The committee will meet three times a year and is made up of Board members Miriam Jordan Keane (chair), Jo Reynolds, Luke Cripps, Alejandro Madrigal and Chris Corbin, as well as external expert Anthony Newman (Brand and Marketing Director at Macmillan Cancer Support).

Our finances

This report covers the period 1st January 2023 to the 31st December 2023.

Income

Total income for 2023 came to £2,808,286 including £91,012 of investment income.

The main sources of income came from grants, legacies and donations, including donated goods and services, totalling £2,543,866.

Fundraising expenditure

Fundraised income during 2023 was achieved with an increase in expenditure from £1,183,250 in 2022 to £1,415,067. The increased expenditure was largely due to consolidating the growth of the staff team to promote growth in income post-merger and lead successful income generation which can sustain and grow our world-class research programme to deliver long-term progress in leukaemia treatment, diagnosis and care.

Charitable expenditure

Expenditure on charitable activities during 2023 was £2,074,677 - increased from £1,869,123 in 2022.

Grants

A total of £1,197,425 was committed as new grants in the year.

Surplus

We ended the year with a deficit after net gains on investments of £549,681 compared to a deficit of £557,771 in the prior year.

Reserves

This result reflects a recognition by the Trustees that some of the reserves built up over previous years should be released in a planned way over the next few years, but also reflects a desire to ensure that only research and care projects that meet the stringent requirements of the charity are funded. In addition, during this unparalleled time of global change and economic uncertainty, we must have enough reserves to ensure the charity is resilient and can sustain its commitments.

At the end of 2023, the total funds of the charity were £2,406,440 down from £2,956,121 at the end of 2022.

Funds held on 31 December 2023 were:

- Unrestricted £2,309,538, restricted £96,902, (2022 - unrestricted £2,785,766, restricted £170,154).
- As a result, free reserves totalled £2,309,538 (2022 - £2,758,766).

In conjunction with the development of our new strategy, the Trustees reviewed and agreed a new Reserves Policy at the end of 2022. The policy aims

to maximise funds to deliver our vision to stop leukaemia devastating lives by finding and funding life changing research, awareness and advocacy. It requires six months operating costs with a 25% uplift, plus close down liabilities.

The current level of free reserves of £2,309,538 is significantly above this. However, our strategy and funding model developed in 2022 sets out a plan to spend some of these funds to accelerate progress towards our vision and mission over the remainder of the strategy period.

The policy will be reviewed every two years, or sooner if required.

Financial statements

The charity's financial statements are set out on pages 65 to 81.

Going concern

Like many charities, Leukaemia UK is planning for the continued impact of the cost-of-living crisis on charitable donations, aware that as donors feel the squeeze, charitable donations are an area that may have to be cut from people's spending. However so far, thanks to the incredible generosity of our supporters and the hard work and dedication of our team, the impact of this has not yet been significantly felt, and we were able to raise a total of £2,543,866 in fundraised income in 2023.

Our plan and budget for 2024 see us continuing to draw on our reserves to invest in growing the charity post-merger as we deliver our strategy and continuing to diversify our income streams to improve our financial resilience, focusing particularly on investing in growing our legacy income and building our supporter base.

As part of our strategy development, and as mentioned above, we have reviewed our Reserves Policy so we can invest in our charitable work to deliver greater impact for those affected by leukaemia. It is therefore reasonable to expect that the charity has adequate resources to continue in operation for the foreseeable future, representing a period of at least 12 months from authorisation of the financial statements. Given this, the Trustees consider it appropriate for the financial statements to be prepared on a going concern basis as outlined in the Statement of Trustees' Responsibilities.



Investments

The Trustees take a cautious and prudent approach to investment of the charity's funds. To ensure that investments are appropriately diversified, they have agreed for funds to be split between:

- Short and medium-term bank money market deposits
- A portfolio of investments managed by the firm of stockbrokers, Investec.

This split of resources is designed to balance potential returns with appropriate risk, as well as ensuring enough liquidity to meet cash flow

requirements. The long-term investment portfolio is managed by investment managers to ensure a cash income source through dividends and interest which is withdrawn from the portfolio on a quarterly basis, and to achieve capital growth by reinvesting funds from disposed of investments.

The only restriction placed on the investment portfolio is an instruction that the firms must not invest charity funds in tobacco companies. All long-term investments are managed by Investec, which provides regular updates to Board meetings throughout the year. Investec is invited annually to present to the Finance & Audit Sub-Committee.



Our ethics

Equality, Diversity & Inclusion Policy

Leukaemia UK recognises the critical importance of working with individuals from all backgrounds and community groups affected by and interested in leukaemia, as this helps build a charity that values knowledge, understanding, innovation and difference in others.

We are committed to ensuring all current and potential staff members and volunteers are offered the same opportunities regardless of their sex, sexual orientation, age, disability, gender status, maternity status, marital status, race, religion, social status or economic status.

We listen to those who have received a leukaemia diagnosis and want to make sure that their experiences and opinions are being heard. By focusing on what matters most to those whose lives are impacted by leukaemia, we will do everything we can to make sure that the next person diagnosed has a better experience than the last. We aim to listen, learn and collaborate with others to increase equality, diversity and accessibility across all we do.

We have developed an Equality, Diversity & Inclusion Policy, and learning and development workshops for staff and Trustees take place. We have begun to improve our offer to employees and introduced new recruitment processes to improve and broaden our appeal and reach to potential candidates and limit bias. We have recruited a job-share partnership to our Director of Communications role, joining our Trusts and Foundations Manager job-share partnership. Given our small workforce this highlights our commitment to flexible working and was promoted in charity press. We also have a Patient Experience Advisory Panel to help us better represent and reflect the diverse experiences of those affected by leukaemia and renewed the membership of our Board of Trustees and Scientific Panel.

Use of animals in research

Animal research has played a vital part in many medical discoveries. Some of the biggest breakthroughs in our understanding of blood cancers and the development of new treatments would not have been possible without the use of animals. Most biomedical research is carried out using non-animal methods, but sometimes these methods simply cannot replace the use of animals.

Leukaemia UK supports the view, together with the majority of academics and every major UK charity that conducts medical research, that using animals in research is sometimes necessary to develop new treatments for human diseases.

Leukaemia UK will fund proposals that include research with animals only where there is no alternative, and where the proposals fully comply with the Animals

(Scientific Procedures) Act 1986. All animal research carried out in the UK must be approved and licensed by the Home Office.

Leukaemia UK is a member of the Association of Medical Research Charities (AMRC). All AMRC members support the AMRC position statement on the use of animals in research.

We support the guiding principles of the 3Rs (replace, refine and reduce) that underpin the humane use of animals in scientific research. Any proposed research using animals is therefore required to consider how to:

1. 'Replace' animals with alternatives wherever possible
2. 'Refine' experimental techniques, to ensure best practices for animal welfare
3. 'Reduce' the number of animals used to a minimum, to obtain information from fewer animals or more information from the same number of animals.

Fundraising ethics

Leukaemia UK voluntarily subscribes to the Fundraising Regulator and its Code of Fundraising Practice. The Fundraising Regulator investigates and takes appropriate action on cases of public concern. We are also signed up to the Fundraising Preference Service which enables individuals to opt out from receiving fundraising communications from us. We continue to work closely with the Fundraising Regulator and with the Institute of Fundraising to help improve standards and ways of working across the charity sector.

Complaints handling

Complaints and supporter feedback provide important sources of information about the impact that our work has on our supporters and members of the public, giving us insights and lessons for future fundraising activities. We are committed to delivering the highest possible standard of service and supporter care.

As part of our complaints policy, we promise:

- To provide a fair complaints procedure that is clear and easy to use
- To publicise our complaints procedure so that people know how to make a complaint
- To make sure that all complaints are investigated in a timely way
- To make sure that complaints are, wherever possible, resolved and that relationships are repaired
- To gather information that helps us to improve what we do.

During 2023 we received two complaints from supporters. Our fundraising team worked quickly to resolve the issues to the supporters' satisfaction.

Our risks

We have a stringent approach to risk management, with the risk register and processes reviewed on a regular basis by the Finance & Audit Sub Committee and by the full Board of Trustees. The Trustees actively review the major strategic, business and operational risks that the charity faces and confirm that they have established systems to manage significant risks.

The risk management process takes account of several factors when identifying risks, including internal factors such as staff expertise, cash and donation levels, and current commitments, as well as external factors including reputational risk, trends within the sector and changes in legislation. Each risk is then given a rating based on the level of impact it might have on the operations of the charity against the likelihood of any negative impact occurring. The top three risks identified by the management team at the end of the reporting period are outlined here:

Risk	Mitigating activities
Income doesn't meet targets due to the external environment we are currently operating in	<ul style="list-style-type: none"> • Finance & Risk Committee will be meeting quarterly to review and discuss financial performance • New Development Committee being set up to oversee fundraising and comms activity specifically • At least two budget reforecasts take place throughout the year to manage income and expenditure in line with actual performance • Focus on growing and diversifying our income streams
Fundraising investment doesn't perform to time or budget	<ul style="list-style-type: none"> • A range of options for fundraising investment have been developed to manage risk – three distinct areas with different targets and approaches • Regular monitoring of progress through Finance & Audit Committee and the establishment of a Development Committee to support strategy and plans. • Agreement at Board level of an element of having freedom to fail – if we want to grow we have to try new things and not all of these will succeed
Struggle to retain team/key individuals as pay levels fail to compete with increasing needs due to cost of living	<ul style="list-style-type: none"> • Additional cost of living payments have been made to all staff • Annual pay review process taking cost of living increases into account • Pay and benefits review carried out to ensure we are competitive • Focus on staff retention through other means e.g. training and development, hybrid and flexible working options

Statement of Trustees' Responsibilities



The Board of Trustees presents its Annual Report and Accounts for the year ended 31 December 2023. The Trustees are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and regulations. Charity law requires the Trustees to prepare financial statements for each financial year. Under that law, they are required to prepare the financial statements in accordance with UK Accounting Standards and applicable law (UK Generally Accepted Accounting Practice), including FRS 102, The Financial Reporting Standard applicable in the UK and Republic of Ireland. Under charity law, the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charity and any excess of expenditure over income for that year.

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

- Select suitable accounting policies and then apply them consistently
- Make judgements and estimates that are reasonable and prudent
- State whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue its activities.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charity's transactions and disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011. They have general responsibility for taking such steps as are reasonably open to them to safeguard the assets of the charity and to prevent and detect fraud and other irregularities.

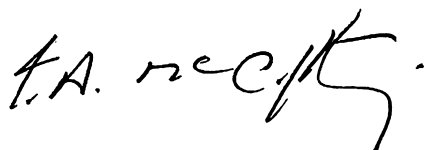
The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charity's website. Legislation in the UK governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

In addition, the Trustees confirm that they are happy that the content of the annual review in pages 3 to 57 of this document meet the requirements of the Trustees' Annual Report under charity law. They also confirm that the financial statements have been prepared in accordance with the accounting policies set out in the notes to the accounts and comply with the charity's governing document, the Charities Act 2011 and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with FRS 102, The Financial Reporting Standard applicable in the UK and Republic of Ireland.

Each person who is a Trustee at the date of approval of this report confirms that:

- So far as the Trustee is aware, there is no relevant audit information of which the charity's auditors are unaware
- The Trustee has taken all the steps he/ she ought to have taken as a Trustee to make himself/herself aware of any relevant audit information and to establish that the charity's auditors are aware of that information.

This report was approved and authorised for issue by the Board of Trustees on 25 July 2024 and signed on its behalf.

A handwritten signature in black ink, appearing to read 'I.A. McCafferty'.

Ian McCafferty CBE, Chair



Accounts 2023



Independent auditor's report to the trustees of Leukaemia UK

Opinion

We have audited the financial statements of Leukaemia UK for the year ended 31 December 2023 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 'The Financial Reporting Standard Applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charity's affairs as at 31 December 2023, and of its incoming resources and application of resources, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Charities Act 2011.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the audit of the financial statements section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Charities Act 2011 requires us to report to you if, in our opinion:

- the information given in the Trustees' Annual Report is inconsistent in any material respect with the financial statements; or
- the charity has not kept adequate accounting records; or
- the financial statements are not in agreement with the accounting records and returns; or
- we have not received all the information and explanations we required for our audit.

Responsibilities of the Trustees

As explained more fully in the trustees' responsibilities statement set out on page 59, the trustees are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charity or to cease operations, or have no realistic alternative but to do so.

Auditor's Responsibilities for the audit of the financial statements

We have been appointed as auditor under section 144 of the Charities Act 2011 and report in accordance with regulations made under section 154 of that Act.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with ISAs (UK) we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purposes of expressing an opinion on the effectiveness of the charity's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the trustees.
- Conclude on the appropriateness of the trustees' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the charity's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the charity to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Explanation as to what extent the audit was considered capable of detecting irregularities, including fraud

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below.

The objectives of our audit in respect of fraud, are; to identify and assess the risks of material misstatement of the financial statements due to fraud; to obtain sufficient appropriate audit evidence regarding the assessed risks of material misstatement due to fraud, through designing and implementing appropriate responses to those assessed risks; and to respond appropriately to instances of fraud or suspected fraud identified during the audit. However, the primary responsibility for the prevention and detection of fraud rests with both management and those charged with governance of the charity.

Our approach was as follows:

- We obtained an understanding of the legal and regulatory requirements applicable to the charity and considered that the most significant are the Charities Act 2011, the Charity SORP, and UK financial reporting standards as issued by the Financial Reporting Council
- We obtained an understanding of how the charity complies with these requirements by discussions with management and those charged with governance.
- We assessed the risk of material misstatement of the financial statements, including the risk of material misstatement due to fraud and how it might occur, by holding discussions with management and those charged with governance.
- We inquired of management and those charged with governance as to any known instances of non-compliance or suspected non-compliance with laws and regulations.
- Based on this understanding, we designed specific appropriate audit procedures to identify instances of non-compliance with laws and regulations. This included making enquiries of management and those charged with governance and obtaining additional corroborative evidence as required.

There are inherent limitations in the audit procedures described above. We are less likely to become aware of instances of non-compliance with laws and regulations that are not closely related to events and transactions reflected in the financial statements. Also, the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery or intentional misrepresentations, or through collusion.

Use of our report

This report is made solely to the charity's trustees, as a body, in accordance with Chapter 3 of Part 8 of the Charities Act 2011. Our audit work has been undertaken so that we might state to the charity's trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to any party other than the charity and charity's trustees as a body, for our audit work, for this report, or for the opinion we have formed.



Luke Holt (Senior Statutory Auditor)
For and on behalf of Moore Kingston Smith LLP,
Statutory auditor

26th July 2024

9 Appold Street
London
EC2A 2AP

Moore Kingston Smith LLP is eligible to act as auditor in terms of Section 1212 of the Companies Act 2006.

Statement of financial activities

For the year ended 31 December 2023

	Notes	Unrestricted Funds 2023 £	Restricted Funds 2023 £	Total Funds 2023 £	Total Funds 2022 £
Income from					
Donations and legacies	3	2,027,544	516,322	2,543,866	2,618,936
Other trading activities	4	173,408	-	173,408	244,070
Investments	5	91,012	-	91,012	79,211
Total income		2,291,964	516,322	2,808,286	2,942,217
Expenditure on					
Raising funds	6 & 7	1,415,067	-	1,415,067	1,183,250
Charitable activities	6 & 8	2,028,955	45,722	2,074,677	1,869,123
Total expenditure		3,444,022	45,722	3,489,744	3,052,373
Net gains/(losses) on investments	12	131,777	-	131,777	(447,615)
Net income/(expenditure)		(1,020,281)	470,600	(549,681)	(557,771)
Transfer between funds		543,852	(543,852)	-	-
Net movement in funds		(476,429)	(73,252)	(549,681)	(557,771)
Reconciliation of funds					
Total funds brought forward	16 & 17	2,785,967	170,154	2,956,121	3,513,892
Total Funds carried forward	16 & 17	2,309,538	96,902	2,406,440	2,956,121

The notes on pages 68 to 81 form part of the financial statements.

All the above results arise from continuing activities.

There were no other recognised gains or losses other than those stated above.

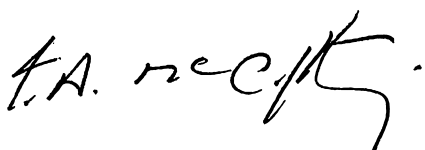
Balance sheet

As of 31 December 2023

	Notes	Total Funds 2023 £	Total Funds 2022 £
Fixed assets			
Tangible assets	11	26,865	24,286
Investments	12	2,971,915	2,860,638
Total fixed assets		2,998,780	2,884,924
Current assets			
Debtors and prepayments	13	1,111,499	561,453
Investments		215,653	207,441
Cash at bank and in hand		745,138	1,697,021
Total current assets		2,072,290	2,465,915
Creditors - amounts falling due within one year	14	(1,590,452)	(1,687,982)
Net current assets		481,838	777,933
Grants awarded - due in more than one year	15	(1,074,178)	(706,736)
Total net assets		2,406,440	2,956,121
Funds of the charity			
Restricted	16 & 17	96,902	170,154
Unrestricted			
Designated	16 & 17	-	27,201
General	16 & 17	2,309,538	2,758,766
Total unrestricted		2,309,538	2,785,967
Total Funds		2,406,440	2,956,121

The notes on pages 68 to 81 form part of the financial statements.

These financial statements were approved and authorised for issue by the Board of Trustees on 25 July 2024 and signed on their behalf by:



Ian McCafferty CBE
Chair

Statement of cash flows

For the year ended 31 December 2023

	Total Funds 2023 £	Total Funds 2022 £
Cash flows from operating activities		
Net income/(expenditure) for period (as per SOFA)	(549,681)	(557,771)
Adjustments for:		
Depreciation charges	10,034	7,014
(Profit)/loss on disposal of tangible asset	-	-
Investment income received	(91,012)	(79,211)
Net gains/(losses) on investments	(131,777)	447,615
(Increase)/decrease in trade debtors	(11,400)	(24,500)
(Increase)/decrease in accrued gift aid	(22,713)	(31,543)
(Increase)/decrease in other accrued income	17,738	(17,045)
(Increase)/decrease in rent deposit	(4,388)	-
(Increase)/decrease in prepayments	(192,617)	(3,751)
(Increase)/decrease in other debtors	(336,666)	(323,040)
Increase/(decrease) in trade creditors	5,190	5,635
Increase/(decrease) in payroll liabilities	2,352	21,159
Increase/(decrease) in grants payable - due in less than a year	(68,445)	(259,316)
Increase/(decrease) in accruals	(36,627)	36,728
Increase/(decrease) in grants payable - due in more than a year	367,442	506,184
	(492,889)	285,929
Net cash flows from operating activities	(1,042,570)	(271,842)
Cash flows from investing activities		
Investment income received	91,012	79,211
Purchase of tangible fixed assets	(12,613)	(14,857)
Proceeds from sale of investments	701,717	1,038,610
Purchase of investments	(742,014)	(1,039,686)
(Increase)/decrease in short term investments	(8,212)	(2,144)
Decrease/(increase) in cash held in portfolio	60,797	24,301
	90,687	85,435
Net cash flows from investing activities	(951,883)	(186,407)
Change in cash and cash equivalents in period	1,697,021	1,883,428
Cash at bank and in hand brought forward	745,138	1,697,021
Cash at bank and in hand carried forward		

The notes on pages 68 to 81 form part of the financial statements.

An analysis of changes in net debt can be found in note 18.

Notes to the financial statements

1. Accounting policies

Basis of preparation of the financial statements

The financial statements have been prepared in accordance with 'Charities SORP (FRS 102) - Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) second edition (effective 1 January 2019)', the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), including Update Bulletin 2, and relevant charities law.

The effect of any event relating to the year ended 31 December 2023, which occurred before the date of approval of the financial statements by the Board of Trustees has been included in the financial statements to the extent required to show a true and fair view of the state of affairs at 31 December 2023 and the results for the year ended on that date.

The functional currency of the Charity is sterling and amounts in the financial statements are rounded to the nearest pound.

Legal status

Leukaemia UK is a charitable incorporated organisation registered in England & Wales, and meets the definition of a public benefit entity. The registered office is 26 Great Queen Street, London, WC2B 5BL.

Going concern

The Trustees have assessed whether the use of the going concern basis is appropriate and have considered possible events or conditions that might cast significant doubt on the ability of the Charity to continue as a going concern. The Trustees have made this assessment for a period of at least one year from the date of approval of the financial statements.

The Trustees have considered the Charity's forecasts and projections and have taken account of pressures on donation, fundraising and investment income. After making enquiries, the Trustees confirm that the Charity has adequate resources to continue in operational existence for the foreseeable future and that there are no material uncertainties that would impact this assessment. The ongoing global economic uncertainty has had no material impact on this assessment. The Charity therefore continues to adopt the going concern basis in preparing its financial statements.

Fund Accounting

General funds are unrestricted funds which are available for use at the discretion of the Trustees in

furtherance of the general objectives of the Charity and which have not been designated for other purposes.

Designated Funds are unrestricted funds which have been designated for a specific purpose by the Trustees. The aim and use of each designated fund is set out in note 16 of the financial statements.

Restricted funds are funds that are to be used in accordance with specific restrictions imposed by donors or that have been raised by the Charity for particular purposes. The cost of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in note 16 of the financial statements.

Income

All income is included in the Statement of Financial Activities when the Charity has entitlement, there is probability of receipt and the amount is measurable.

For donations and gifts this is when they are received. Gift Aid is recognised on a receivable basis as part of the income to which it relates.

Grants are recognised in full in the year in which they are receivable except in situations where they are related to performance in which case they are accrued as the Charity earns the right through performance.

Fundraising income is accounted for gross, with any associated costs presented as expenditure.

Interest is recorded when it is receivable.

Dividends are accounted for when due, and tax recoverable on such income is accounted for based on the repayment due in the fiscal year ending in that accounting year.

Realised gains or losses are recognised when investments are sold. Unrealised gains or losses are accounted for on revaluation of investments at the period end.

Expenditure and irrecoverable VAT

Expenditure is accounted for on an accruals basis and liabilities are recognised as expenditure when there is a legal obligation committing the Charity to the expenditure, it is probable that settlement will be made, and the obligation can be measured.

Non-recoverable VAT is included against the expenditure heading to which it relates.

Indirect costs, including governance costs, which cannot be directly attributed to activities, are

allocated between activities proportionate to the direct costs incurred in those activities.

Grants payable are payments made to third parties in furtherance of the Charity's objectives.

Unconditional grant offers are accrued in full once the recipient has been advised of the grant award and the payment is probable. Where grant awards are subject to performance conditions that are outside of the control of the Charity these are accrued when the recipients have been notified of the grant award.

Multi-year grants are recognised at their historic cost and thereafter at the best estimate of the amount required to settle the obligation at the reporting date. Where payments are due over more than one year from the date of the award and there are no unfulfilled conditions which are within the control of the Charity and the effect of discounting is immaterial, no adjustment is made to discount the liability to its present value at the reporting date.

Taxation

As a registered charity income and gains are exempt from Corporation Tax to the extent that they are applied to the charitable objectives.

Donated goods and services

Where goods are provided to the Charity as a donation that would normally be purchased from suppliers this contribution is included in the financial statements as an estimated based on the value of the contribution to the Charity.

Investments

Investments are initially measured at their cost and subsequently measured at their fair value at each reporting date, which gives rise to unrealised gains/losses at the end of the financial period which is reflected in the SOFA. Realised gains/losses are calculated as the difference between the sales proceeds and the opening carrying value or the purchase price if acquired during the financial period. Partial disposals are accounted for using the average value. Fair value is based on the quoted price at the balance sheet date without deduction of estimated future selling costs.

Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less accumulated depreciation and any impairment losses, with individual assets over £1,500 being capitalised. This limit has been increased from £500 in the current financial period. As it is a change in accounting estimate this amendment has not been applied retrospectively to prior periods.

Depreciation is provided at rates calculated to write off the cost of each asset, less its estimated residual value, over the useful economic life of that asset as follows:

- Computers – straight line over 4 years
- Fixtures and fittings – straight line over 5 years

Cash at bank and in hand

Cash at bank and in hand includes cash in hand, deposits with banks and funds that are readily convertible into cash at, or close to, their carrying values, but are not held for investment purposes.

Debtors

Trade and other debtors are recognised at the settlement amount after any trade discount is applied.

Creditors

Creditors are recognised where the Charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party, and the amount due to settle the obligation can be measured or estimated reliably.

Financial instruments

Basic financial instruments are measured at amortised cost other than investments which are measured at fair value.

Critical estimates and judgements

In preparing financial statements it is necessary to make certain judgements, estimates and assumptions that affect the amounts recognised in the financial statements. The treatment of tangible fixed assets is sensitive to changes in useful economic lives and residual values of assets. These are reassessed annually.

The charity recognises residuary legacies once probate has been granted, which therefore requires an estimation of the amount receivable. This calculation is based on the estate accounts provided by the executor and allows for a proportion of costs incurred in finalising the estate, as well as any uncertainties around valuation of physical assets.

Donated foods and services are based on an estimate of the value of the contribution to the Charity as per the accounting policy above.

In the view of the Trustees in applying the accounting policies adopted, no judgements were required that have a significant effect on the amounts recognised in the financial statements nor do any estimates or assumptions made carry a significant risk of material adjustment in the next financial year.

Pensions

Pension contributions payable under a defined contribution scheme are charged to the SOFA in the accounting period to which they relate.

Employee benefits

The costs of short-term employee benefits are recognised as a liability and an expense.

Operating leases

Rentals payable under operating leases are charged against income on a straight-line basis over the lease term.

2. Comparative statement of financial activities

	Notes	Unrestricted Funds 2022 £	Restricted Funds 2022 £	Total Funds 2022 £
Income from				
Donations and legacies	3	1,905,001	713,935	2,618,936
Other trading activities	4	244,070	-	244,070
Investments	5	79,211	-	79,211
Total income		<u>2,228,282</u>	<u>713,935</u>	<u>2,942,217</u>
Expenditure on				
Raising funds	6 & 7	1,183,250	-	1,183,250
Charitable activities	6 & 8	1,827,123	42,000	1,869,123
Total expenditure		<u>3,010,373</u>	<u>42,000</u>	<u>3,052,373</u>
Net gains/(losses) on investments	12	(447,615)	-	(447,615)
Net income/(expenditure)		(1,229,706)	671,935	(557,771)
Transfer between funds		501,781	(107,500)	394,281
Net movement in funds		<u>(727,925)</u>	<u>564,435</u>	<u>(163,490)</u>
Reconciliation of funds				
Total funds brought forward	16 & 17	3,513,892	-	3,513,892
Total Funds carried forward	16 & 17	<u>2,785,967</u>	<u>564,435</u>	<u>3,350,402</u>

3. Income from donations & legacies

	Unrestricted Funds 2023 £	Restricted Funds 2023 £	Total Funds 2023 £
Donations	852,978	-	852,978
Grants	58,900	499,600	558,500
Legacies and in memorium	1,002,385	16,722	1,019,107
Donated goods and services	113,281	-	113,281
Total income from donations & legacies	2,027,544	516,322	2,543,866

	Unrestricted Funds 2022 £	Restricted Funds 2022 £	Total Funds 2022 £
Donations	776,717	-	776,717
Grants	52,256	713,935	766,191
Legacies and in memorium	904,160	-	904,160
Donated goods and services	171,868	-	171,868
Total income from donations & legacies	1,905,001	124,941	2,618,936

	Total Funds 2023 £	Total Funds 2022 £
Office accommodation and related costs	33,682	64,014
Who's Cooking Dinner support	69,399	107,854
Other	10,200	-
Total donated goods and services	113,281	62,759

4. Income from other trading activities

	Unrestricted Fund 2023 £	Restricted Funds 2023 £	Total Funds 2023 £
Ticket sales	90,625	-	90,625
Auctions and raffles	82,321	-	82,321
Other	462	-	462
Total income from other trading activities	173,408	-	173,408

	Unrestricted Fund 2022 £	Restricted Funds 2022 £	Total Funds 2022 £
Ticket sales	126,950	-	126,950
Auctions and raffles	116,546	-	116,546
Other	574	-	574
Total income from other trading activities	244,070	-	244,070

5. Income from investments

	Unrestricted Fund 2023 £	Restricted Funds 2023 £	Total Funds 2023 £
Dividends and interest on fixed asset investments	71,406	-	71,406
Interest on short term cash deposits	19,606	-	19,606
Total income from investments	91,012	-	91,012

	Unrestricted Fund 2022 £	Restricted Funds 2022 £	Total Funds 2022 £
Dividends and interest on fixed asset investments	75,327	-	75,327
Interest on short term cash deposits	3,884	-	3,884
Total income from investments	79,211	-	79,211

6. Total expenditure

	Grants to institutions 2023 £	Direct staff 2023 £	Direct other 2023 £	Indirect 2023 £	Total costs 2023 £
Expenditure on					
Raising funds	-	543,585	641,409	230,073	1,415,067
Charitable activities	1,197,425	353,924	186,011	337,317	2,074,677
Total expenditure	1,197,425	897,509	827,420	567,390	3,489,744

	Grants to institutions 2022 £	Direct staff 2022 £	Direct other 2022 £	Indirect 2022 £	Total costs 2022 £
Expenditure on					
Raising funds	-	468,473	502,359	212,418	1,183,250
Charitable activities	1,214,054	244,704	74,819	335,546	1,869,123
Total expenditure	1,214,054	713,177	577,178	547,964	3,052,373

Indirect costs, including governance costs, which cannot be directly attributed to activities, are allocated between activities proportionate to the direct costs incurred in those activities.

A breakdown of expenditure on raising funds between restricted and unrestricted funds can be found in note 7.

A breakdown of charitable expenditure between restricted and unrestricted funds can be found in note 8.

An analysis of staff costs can be found in note 10.

	Total costs 2023 £	Total costs 2022 £
Management & operational staff	170,785	121,617
Premises	78,976	65,333
HR, IT, finance & other professional services	236,520	178,191
Redesign of website and branding	-	74,363
General admin	49,868	57,582
Governance	31,241	50,878
Total indirect costs	567,390	547,964

	Total costs 2023 £	Total costs 2022 £
Audit and independent examination costs	17,054	16,242
Legal costs	7,766	8,818
Insurance costs	3,324	1,731
Other costs including trustee recruitment	3,097	24,087
Total governance costs	31,241	50,878

7. Expenditure on raising funds

	Unrestricted Funds 2023 £	Restricted Funds 2023 £	Total Funds 2023 £
Direct staff costs	543,585	-	543,585
Other direct costs	641,409	-	641,409
Indirect costs	230,073	-	230,073
Total expenditure on raising funds	1,415,067	-	1,415,067

	Unrestricted Funds 2022 £	Restricted Funds 2022 £	Total Funds 2022 £
Direct staff costs	468,473	-	468,473
Other direct costs	502,359	-	502,359
Indirect costs	212,418	-	212,418
Total expenditure on raising funds	1,183,250	-	1,183,250

Included within other direct costs are investment management costs of £20,500 (2022 - £23,225).

8. Expenditure on charitable activities

	Unrestricted Funds 2023 £	Restricted Funds 2023 £	Total Funds 2023 £
Grants to institutions	1,151,703	45,722	1,197,425
Direct staff costs	353,924	-	353,924
Other direct costs	186,011	-	186,011
Indirect costs	337,317	-	337,317
Total expenditure on charitable activities	2,028,955	45,722	2,074,677

	Unrestricted Funds 2022 £	Restricted Funds 2022 £	Total Funds 2022 £
Grants to institutions	1,172,054	42,000	1,214,054
Direct staff costs	244,704	-	244,704
Other direct costs	74,819	-	74,819
Indirect costs	335,546	-	335,546
Total expenditure on raising funds	1,827,123	42,000	1,869,123

9. Analysis of grants awarded in period

	Total Funds 2023 £	Total Funds 2022 £
Institute of Cancer Research	245,051	-
Medical Research Council	100,000	-
Queen Mary University of London	-	149,415
University College London	149,609	150,000
University of Birmingham	15,051	56,291
University of Cambridge	-	544,879
University of Edinburgh	-	98,096
University of Glasgow	149,510	248,211
University of Manchester	150,000	-
University of Nottingham	147,481	-
University of Southampton	243,066	-
Small project/support grants*	115,000	54,000
Release of prior year provision	(38,093)	54,000
Discounting of commitments due in more than one year	(79,250)	-
Total grants awarded	1,197,425	1,354,892

*Small project grants consist of a number of small awards which are not listed in their entirety here as they are not individually material to the accounts.

10. Staff numbers and costs

	Total costs 2023 £	Total costs 2022 £
Gross salaries	924,022	708,168
Employer's NIC	94,005	75,431
Employer's pension	50,267	39,700
Termination payments	-	11,495
Total staff costs	1,068,294	834,794

The average headcount during the year was 23 persons (2022 – 18).

One employee received employee benefits including termination payments of between £100,000 - £109,999, one employee between £70,000 - £79,999 and one employee between £60,000 - £69,999 (2022 – one employee between £90,000 - £99,999 and one employee between £60,000 - £69,999).

Total remuneration to key management personnel in the year was £365,647 (2022 - £253,293).

During the prior period total termination/redundancy payments of £11,495 were made as a result of a restructuring of the fundraising and communication teams. This included ex-gratia payments above standard redundancy payments.

11. Tangible fixed assets

	Computer equipment £	Fixtures & fittings £	Total tangible fixed assets £
Cost			
Brought forward on 1 January 2023	38,754	606	39,360
Additions in year	12,613	-	12,613
Cost carried forward on 31 December 2023	51,367	606	51,973
Accumulated depreciation			
Brought forward on 1 January 2023	14,468	606	15,074
Charge in year	10,034	-	10,034
Accumulated depreciation carried forward on 31 December 2023	24,502	606	25,108
Net book value			
Brought forward on 1 January 2023	24,286	-	24,286
Net book value carried forward on 31 December 2023	26,865	-	26,865

12. Fixed asset investments

	Total Funds 2023 £	Total Funds 2022 £
Market value brought forward	2,782,186	3,228,725
Additions at cost	742,014	1,039,686
Proceeds on disposal	(701,717)	(1,038,610)
Net gains/(losses) in period	131,777	(447,615)
Market value carried forward	2,954,260	2,782,186
Cash held as part of the investment portfolio	17,655	78,452
Total market value of investment portfolio carried forward	2,971,915	2,860,638
 Analysis of market value of investments by investment type:	 Total Funds 2023 £	 Total Funds 2022 £
UK fixed interest bonds	338,579	162,332
Non UK fixed interest bonds	221,107	343,946
UK equities and funds	539,631	663,374
Non UK equities and funds	1,344,807	1,075,550
Other funds including cash	527,791	615,436
Total market value of investment portfolio carried forward	2,971,915	2,860,638

13. Debtors and prepayments

	Total 2023 £	Total 2022 £
Trade debtors	35,900	24,500
Accrued gift aid	127,320	104,607
Accrued legacy income	659,706	323,040
Other accrued income	25,098	42,836
Rent deposit	4,388	-
Prepayments	259,087	66,470
Total debtors and prepayments	1,111,499	561,453

14. Creditors: amounts falling due within one year

	Total 2023 £	Total 2022 £
Trade creditors	73,455	68,265
Payroll liabilities	39,408	37,056
Grants awarded - due in less than a year	1,457,463	1,525,908
Accruals	20,126	56,753
Total creditors - amounts falling due within one year	1,590,452	1,687,982

15. Grants payable

	Total Funds 2023 £	Total Funds 2023 £	Total Funds 2022 £	Total Funds 2022 £
Brought forward on 1 January 2023		2,232,644		1,985,776
Grants awarded (see note 9)	1,314,768		1,300,892	
Release of prior year provision (see note 9)	(38,093)		54,000	
Discounting of commitments due in more than one year (see note 9)	(79,250)		-	
		1,197,425		1,354,892
Grants paid in year		(898,428)		(967,186)
Total grants payable on 31 December 2023		2,531,641		2,373,482
		Total Funds 2023 £		Total Funds 2022 £
Payable within one year		1,457,463		1,525,908
Payable within two to five years		1,074,178		706,736
Total grants payable on 31 December 2022		2,531,641		2,232,644

16. Analysis of charity funds

	Funds brought forward 2023 £	Income in year 2023 £	Expenditure in year 2023 £	Net gains/ (losses) on revaluation 2023 £	Transfers between funds 2023 £	Funds carried forward 2023 £
Restricted funds						
BEIS funding 2022	170,154	-	-	-	(170,154)	-
BEIS funding 2023		421,218	-	-	(339,316)	81,902
Project/support grants	-	1,000	(1,000)	-	-	-
North of England	-	9,000	(9,000)	-	-	-
John Goldman Fellowships 2021	-	13,882	-	-	(13,882)	-
John Goldman Fellowships 2022	-	35,500	-	-	(20,500)	15,000
Research grants	-	35,722	(35,722)	-	-	-
Total restricted funds	170,154	516,322	(45,722)	-	(543,852)	96,902
Designated funds						
IMPACT	27,201	-	(15,051)	-	(12,150)	-
Total designated funds	27,201	-	(15,051)	-	(12,150)	-
General funds	2,758,766	2,291,964	(3,428,971)	131,777	556,002	2,309,538
Total Funds	2,956,121	2,808,286	(3,489,744)	131,777	-	2,406,440

Restricted funds – BEIS funding

The Charity received funds from BEIS to support the current John Goldman Fellowships which are paid out in 2022-2024. As the grant commitments were recognised in full in previous years, the grant funding has been offset against this commitment and therefore shown as a transfer to unrestricted funds in the current year.

Restricted funds – Project/support grants

The Charity received funds from a variety of sources to support small project/support grants.

Restricted funds – North of England

The Charity received funds from a legacy to support its work in the north of England.

Restricted funds – John Goldman Fellowships 2021

The Charity received funds from a variety of sources to support the annual John Goldman Fellowships in 2021 which are paid out in 2021-2023. As the grant commitments were recognised in full in 2020, the grant funding has been offset against this commitment and therefore shown as a transfer to unrestricted funds in the current year.

Restricted funds – John Goldman Fellowships 2022

The Charity received funds from a variety of sources to support the annual John Goldman Fellowships in 2022. As the grant commitments were recognised in full in 2022, the grant funding has been offset against this commitment and therefore shown as a transfer to unrestricted funds in the current year.

Restricted funds – Research grants

The Charity received funds from a variety of source to support the Charity's research grants.

Designated funds – IMPACT

The IMPACT designated fund is to fund the IMPACT clinical trial, a collaborative project with Anthony Nolan, NHSBT, and the University of Birmingham. The agreement was signed early 2017, with funding split over several years originally to 31st December 2021 but was extended and has now been completed with the balance transferred back to general funds.

	Funds brought forward 2022 £	Income in year 2022 £	Expenditure in year 2022 £	Net gains/ (losses) on revaluation 2022 £	Transfers between funds 2022 £	Funds carried forward 2022 £
Restricted funds						
BEIS funding	-	629,290	-	-	(459,136)	170,154
Project/support grants	-	5,000	(5,000)	-	-	-
Mind & body	-	-	-	-	-	-
John Goldman Fellowships 2021	-	42,645	-	-	(42,645)	-
John Goldman Fellowships 2022	-	17,000	(17,000)	-	-	-
Research grants	-	20,000	(20,000)	-	-	-
Total restricted funds	-	713,935	(42,000)	-	(501,781)	170,154
Designated funds						
IMPACT	83,492	-	(56,291)	-	-	27,201
Total designated funds	83,492	-	(56,291)	-	-	27,201
General funds	3,430,400	2,228,282	(2,954,082)	(447,615)	501,781	2,758,766
Total Funds	3,513,892	2,942,217	(3,052,373)	(447,615)	-	2,956,121

17. Analysis of net assets between funds

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total Funds 2023 £
Fixed assets	2,998,780	-	2,998,780
Current assets	1,975,388	96,902	2,072,290
Current liabilities	(1,590,452)	-	(1,590,452)
Non-current liabilities	(1,074,178)	-	(1,074,178)
Total net assets	2,309,538	170,154	2,406,440

	Unrestricted funds 2022 £	Restricted funds 2022 £	Total Funds 2022 £
Fixed assets	2,884,924	-	2,884,924
Current assets	2,295,761	170,154	2,465,915
Current liabilities	(1,687,982)	-	(1,687,982)
Non-current liabilities	(706,736)	-	(706,736)
Total net assets	2,785,967	170,154	2,956,121

18. Analysis of net debt

	As at 1 Jan 2023 £	Cash flows £	Other movements £	As at 31 Dec 2023 £
Cash and cash equivalents				
Cash at bank	1,697,021	(951,883)	-	745,138
	<u>1,697,021</u>	<u>(951,883)</u>	<u>-</u>	<u>745,138</u>

	As at 1 Jan 2022 £	Cash flows £	Other movements £	As at 31 Dec 2022 £
Cash and cash equivalents				
Cash at bank	1,883,428	(186,407)	-	1,697,021
	<u>1,883,428</u>	<u>(186,407)</u>	<u>-</u>	<u>1,697,021</u>

19. Lease commitments

	Total Funds 2023 £	Total Funds 2022 £
Within one year	13,163	-
	<u>13,163</u>	<u>-</u>

20. Trustee remuneration and donations

During the year, no Trustees received reimbursement of expenses or remuneration (2022 - £NIL).

During the year, the Charity received unrestricted donations totalling £63 (2022 - £360) from trustees.

21. Related party transactions

During the current year, there were no related party transactions (2022 – £Nil) other than the unrestricted donations noted in note 20 above.

22. Guarantees and secured charges

As of 31 December 2023 the Charity did not have any outstanding guarantees to third partners nor any debts secured against assets of the Charity (2022 - £NIL).

23. Legacy income

Leukaemia UK is aware of legacies of which the charity's share is estimated at £1,000,000 (2022 - £NIL). This has not been included in these financial statements as it does not reach the necessary recognition criteria as laid out by the charity's accounting policy.

Legal and administrative details

Auditors:

Moore Kingston Smith, 9 Appold Street,
London, EC2A 2AP

Banks:

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CAF Bank Ltd, 25 Kings Hill Avenue,
Kings Hill, West Malling, Kent, ME19 4JQ

Barclays, 1 Churchill Place, London, E14 5HP

Investment Managers

Investec, 30 Gresham Street, London, EC2V 7QN

Solicitors

CMS Cameron McKenna Nabarro Olswang LLP,
Cannon Place, 78 Cannon Street, London, EC4N 6AF

LeukaemiaUK



You are amazing!

→ Team Leukaemia UK ←



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A heartfelt thank you

None of Leukaemia UK's work would be possible without our amazing community of supporters, funders, researchers, colleagues and partners. Thank you for your unwavering support and continued enthusiasm throughout 2023. Your commitment to stop leukaemia devastating lives means that together we can continue to accelerate progress in leukaemia diagnosis, treatment and care.



With thanks to all the photographers whose work is featured throughout this report, and specifically Leukaemia UK's regular photographers Jake Darling and Ian Harding.

Leukaemia^{UK}

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