

How can
you?
cure
leukaemia

Leukaemia is a blood cancer which causes abnormal growth of white blood cells resulting in increased susceptibility to infection, bone marrow failure and if untreated, death.

How can **you?** cure leukaemia

Leukaemia and the other major blood cancers myeloma and lymphoma make up one of the commonest groups of cancers in children and adults. The chance of developing leukaemia increases with age and it is especially common in adults. Each year over 30,000 people are diagnosed with blood cancer in the UK. Around 7,800 adults in the West Midlands currently have leukaemia.

A new era for Cure Leukaemia

It is my first year as Chairman and therefore I would like to immediately thank our outgoing Chairman, Graham Hampson Silk, for steering the charity into a position whereby we can now build on the success of the past. From everyone involved at Cure Leukaemia, thank you, Graham.



It's been another year of great change at the charity, the biggest of all being the appointment of a full time CEO, James McLaughlin.

The charity is already reaping the benefits of this appointment as we enter our 10th anniversary year with a strong strategic approach. It was a bold but considered decision to make this break from the past by appointing a CEO and I thank all of the Trustees for their on-going support.

Since the appointment we have **attracted fine new Trustees**, created substantial

new opportunities for 2013 and, despite the mood of austerity within the country, have managed a significant **improvement in our fundraising**, year on year.

The next twelve months will see James and the team focus on trying to raise significantly more income whilst **reducing our operating costs to income ratio**. James, Jackie Kelly (our General Manager) and the rest of our team are consistently looking at ways to do what we do more efficiently, thus increasing our net benefit. I applaud the whole team for their continued dedication to Cure Leukaemia.

I would like to thank everyone, Patrons, Trustees, fundraisers, volunteers and all for the fabulous support we've enjoyed over the last year and I, for one, look forward to a driven, focused and fresh twelve months of fundraising ahead.

Our goal is to **raise more monies** than ever before in order to help Professor Charlie Craddock and his remarkable team **save more lives**.

There's still much to be done.

Ian Allen
Chairman

A record-breaking year

This is my first annual review as CEO of Cure Leukaemia and I am delighted to be able to report that we have achieved record-breaking financial results for 2011-12.

In the last 12 months we have been able to increase funding for nurses by **100%**, providing nearly **£250,000** to support clinicians and regional research nurses. This underlines our commitment to funding posts that will help make a real difference to patients and their care by allowing the delivery of potentially life-saving drugs.

These strong results have also enabled us to support additional research posts at Birmingham Children's Hospital allowing this world class institution to join our regional drug and transplant trial programme.

Since 2003 we have developed a strong base of support across the local community, corporate sector and wider regional and national institutions. This has enabled us to leverage over **£20 million** of life saving drugs and helped support thousands of patients across the West Midlands.

Our record year was significantly boosted by our partnership with BBC WM 95.6 which resulted in more than **£100,000 being raised** through the station's Red Alert Appeal.

As a charity we are committed to Birmingham and the region, and are passionate about making an impact on a global scale.

Our aim is to leverage £100 million of potentially life saving drugs over the next 10 years, and play a leading role in finding a cure for this disease.

I'd like to take this opportunity to thank a number of people. Our co-founder Professor Charlie Craddock, our Chairman Ian Allen and all of his team at Clever Cherry and Succed Academy, BBC WM 95.6 and its



managing editor Gareth Roberts, Cure Leukaemia patient Tony de Grey who was the voice of the BBC WM 95.6 campaign, our corporate supporters and most importantly our volunteers and fundraisers without whom none of this would be possible.

2013 is set to be even bigger and better for us, as we launch Cure Leukaemia for Kids and celebrate our 10th Birthday. This is an exciting time to support Cure Leukaemia, we hope you will join us in making a difference to the adults and children in our region with blood cancer who so desperately need your help.

James McLaughlin
Chief Executive

Creating a world-class centre of excellence in Birmingham

Cure Leukaemia was established in 2003 to allow patients with blood cancer in our region to access the remarkably effective new treatments which were then becoming available.

The charity's ability to connect patients with potentially life-saving drugs quickly became apparent and we were buoyed by the wonderful support we received from our patients and Birmingham's leading businesses. Crucially they, like us, wanted to ensure patients with blood cancers had access to the life-saving drugs they otherwise would not have seen and in the process create a world class centre of excellence.

Things really started to gather momentum in 2005, when Cure Leukaemia helped to secure a grant of **£2.2m** from regional development agency, Advantage West Midlands, to build the Centre for Clinical Haematology at the QE Hospital in Birmingham. The centre massively increased our capacity to treat patients from across the West Midlands, the rest of the U.K and remarkably in process made a major contribution to regenerating our region by creating **150 jobs**. It has resulted in the

In the beginning...

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“ Delivering early phase clinical trials to ensure new therapies are safe and work well has traditionally been challenging for many countries – and this means delays to patients getting access to potentially lifesaving new therapies. One project to address this in the UK is a newly built facility for translational research to help patients with leukaemia and other haematological malignancies. The Centre for Clinical Haematology was Government funded and developed in close collaboration with the Institute of Cancer Studies at Birmingham University. ”

Investing in UK Health and Life Sciences. Department for Business Innovation and Skills, December 2011

development of the second largest adult stem cell transplant programme in the UK and has been **hailed by our Prime Minister, The Right Honourable David Cameron** as an international centre of excellence in haemato-oncology.

What we can offer in the region is exactly what patients and the global Life Sciences industry need: a network of well-supported nurses serving a uniquely large and diverse population in the West Midlands.

That's what makes Cure Leukaemia different: we aren't finding a cure for leukaemia, we're testing a cure for leukaemia every day.

A huge amount of work has been done to **improve treatment** options for patients with blood cancers and over the past decade we have made **tremendous progress in building a world class centre of excellence** in Birmingham and the West Midlands for our patients. I would like to thank all our patients and supporters in the local community and business sector who have done so much to make 2012 such a successful year.

Professor Charlie Craddock
Co-founder, Cure Leukaemia



Our purpose

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Our purpose

The biggest difference that Cure Leukaemia makes is saving lives and this Birmingham success story is one which now needs to be shared with the rest of the world.

Despite making an impact in the fight against blood cancers we are to some extent 'a kept secret'.

Supporting the world-class Centre for Haematology at the QE Hospital, Birmingham, and the work of Professor Charlie Craddock and his team, we pioneer clinical trials that give patients **access to potentially life-saving drugs**. By funding these trials, we administer these drugs to adults and children who have reached the end of traditional treatment provided by the NHS.

The major issue is that pharmaceutical companies are creating new potentially life-saving drugs at a faster rate than they can currently be tested. Without appropriate clinical trials, and specialist nurses to deliver them, these trials cannot run. Some of these drugs will never be tested and will simply gather dust behind locked doors. Patients will keep dying of blood cancers whilst the

magic bullet to treat their disease is sitting on a scientist's bench.

At Cure Leukaemia we believe there is a moral duty to test new drugs quickly and, if effective, make them available to patients across the region, the UK and the world.

We have spent the last decade developing a tried and tested formula for delivering clinical trials that works. A specialist nurse costs **£40,000** per year to fund and by funding more nurses we can potentially save more lives. For every £1,000 donated to the charity we can leverage £10,000 of drugs. This 'Power of 10' means that supporting Cure Leukaemia makes **any funds donated work 10 times as hard**.

10 years on, we're now ready to take the fight to the next level. We can and we want to do more.

Join us, support us, and help Birmingham to find the cure.

“ We are now one of the leading centres in the world for the development of new drug and transplant treatments for patients with blood cancers. This is not only a great benefit to patients in the region but also to the reputation of Birmingham as a home of world-class medicine; in other words this is world-class made in Birmingham. ”

Professor Charlie Craddock
Co-founder, Cure Leukaemia

“

Charlie Craddock and the team at Cure Leukaemia are a terrific asset for the city. There can surely be no greater cause than saving lives. This particular cause, however, also has the added benefit of developing new approaches to clinical care that is providing a new economic force for the city - in life sciences. The city would without doubt be a poorer place without Charlie's passion and vision for this life changing work.

”



Neil Rami
Chief Executive,
Marketing Birmingham

Our impact...

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What makes Cure Leukaemia World-Class?

The impact of Cure Leukaemia and the Centre for Clinical Haematology in Birmingham is closely linked to the distinct make-up of the West Midlands region.

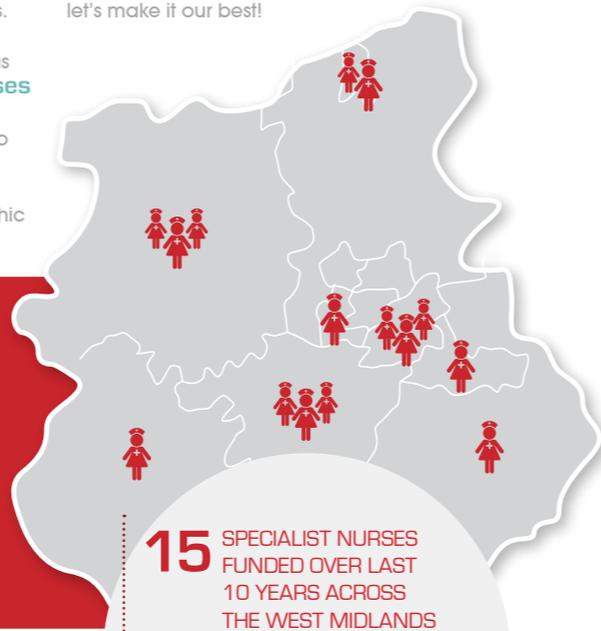
With a population of **5.5m**, and the most ethnically diverse catchment area in Europe, the West Midlands offers access to the broadest possible data pool for drugs trials.

Over the past decade, Cure Leukaemia has funded a network of **15 specialist nurses** who work across the West Midlands region to administer pioneering drug treatments to leukaemia patients.

The combination of the unique demographic of the West Midlands and the network of

well-supported nurses have enabled us to leverage millions of pounds worth of pioneering drugs and give patients access to clinical trials for drugs not yet readily available on the NHS.

2013 is a big year for Cure Leukaemia as we celebrate our 10th anniversary; let's make it our best!



15 SPECIALIST NURSES FUNDED OVER LAST 10 YEARS ACROSS THE WEST MIDLANDS

Looking back...

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Looking back on 2012

2012 was one of the most significant years for Cure Leukaemia. We succeeded in achieving a record-breaking year financially, welcoming more high-profile partners and supporters than ever before.



BBC WM 95.6 Red Alert Appeal:

We were honoured to be selected as the 2012 official charity partner for BBC WM 95.6, working with the station on the highly successful 'Red Alert Appeal'. Through a number of different fundraising initiatives the partnership resulted in more than **£100,000** being raised.



Birmingham Children's Hospital:

We are supporting BCH with a donation of **£80,000** to fund two years of research positions, enabling the hospital to continue vital trials into new treatments.

Warwickshire County Cricket Club:

We continued our successful partnership with WCCC in 2012 raising **£25,000** via a host of initiatives including Cure Leukaemia Day 2 at the England v West Indies Test Match.



Cure Leukaemia Awareness Week:

We successfully launched the first ever Cure Leukaemia Awareness Week in October raising over **£50,000** in seven days across a number of events including the Birmingham Half Marathon, a midnight Bike Ride and a Photography Auction amongst others.



Aston Villa Football Club:

During 2012 we were delighted to announce AVFC's CEO Paul Faulkner as a Trustee. Paul and the club have been involved in supporting the charity and raising awareness of the disease following the diagnosis of club captain, Stiliyan Petrov, with acute leukaemia and his treatment at the Centre for Clinical Haematology at the beginning of 2012. We continue to work closely with the club and the 'Support Stan' campaign has received much support regionally and nationally.

£20m



OF PIONEERING DRUG TREATMENTS LEVERAGED

4,000



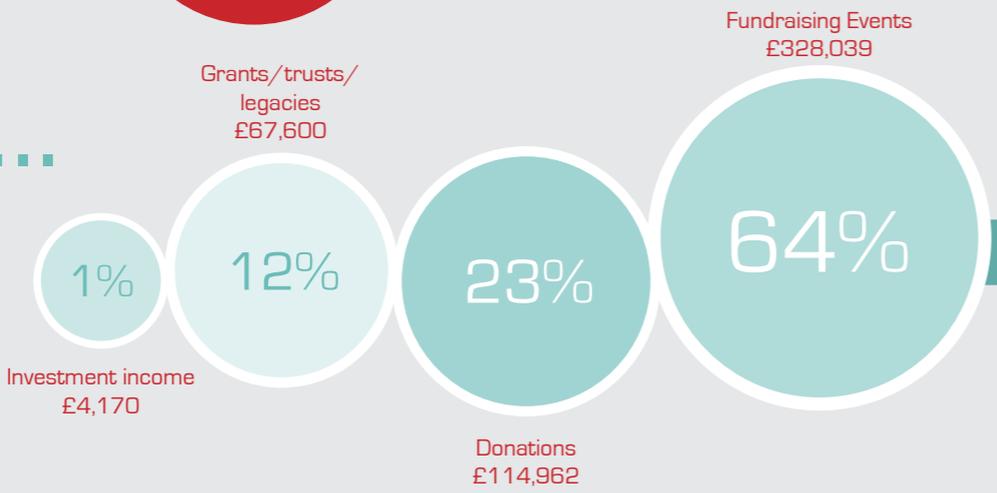
PATIENTS TREATED

2012 Cure Leukaemia Raised...

CURE LEUKAEMIA
INCOME GENERATED 2012

£514,771

Total +25%



2012 Cure Leukaemia Funded...

CURE LEUKAEMIA
INCOME FUNDED 2012

£248,432

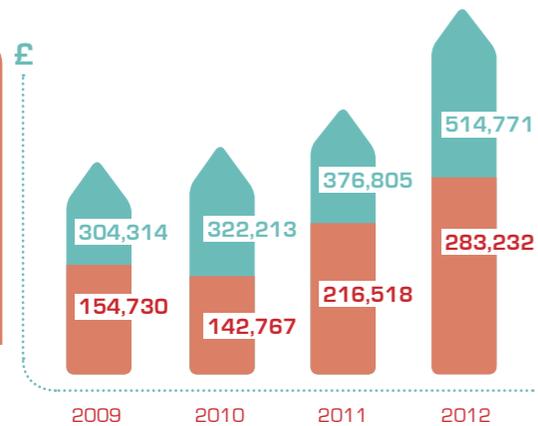
Total +100%



TOTAL INCOME & NET MONIES RAISED

2009 - 2012

Total Income
Net monies raised

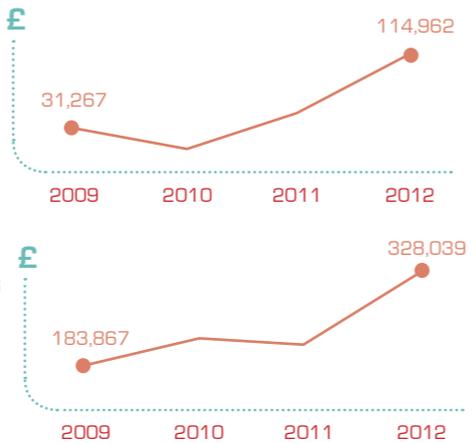


DONATIONS

2009 - 2012

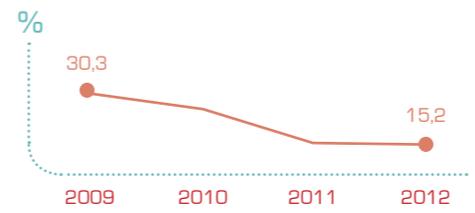
FUNDRAISING EVENTS

2009 - 2012

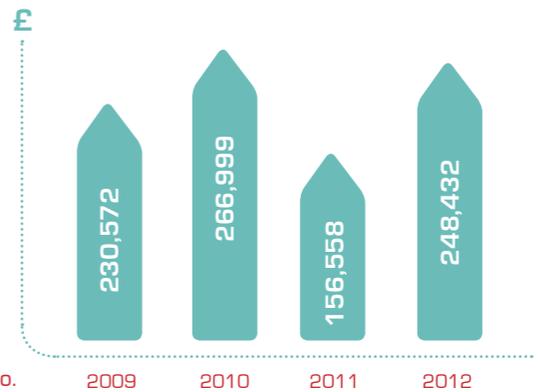


GOVERNANCE & SUPPORT COSTS TO NET INCOME

2009 - 2012



We are always working to reduce our operating costs to income ratio.



NET MONIES DONATED

2009 - 2012

Removing barriers

Around 12,000 people a year die from blood cancers in Britain, equivalent numbers to those who die from breast cancer. The prospect of survival for many adults with blood cancers is still less than 50%.



The NEED for MORE funds

Patients are potentially missing out on life-saving treatment as we simply do not have enough specialist nurses to deliver enough clinical trials. **It is deeply frustrating that patients are being turned away and miss out on these important and potentially curative drugs.** The work Cure Leukaemia does is invaluable and has already made a huge impact in the fight against leukaemia and lymphoma. I'd urge people to support the charity as they could make the difference between life and death.

Ram Malladi
Senior Clinical Lecturer/Honorary Consultant Haematologist

There is an urgent need for leukaemia patients to access new, potentially life-saving drugs so that they can share in the remarkable progress that is being made in so many other cancers.

The battle against leukaemia has already achieved a number of important victories. In 2001, and following significant trials, pioneering drug Glivec was given approval by the FDA in America, and has since transformed the lives of many people with chronic myelogenous leukaemia (CML).

Julie Arrazi

Senior Specialist Nurse



Julie Arrazi was the first Cure Leukaemia nurse to be appointed in 2003.

"I have worked in this role for the past 10 years and have seen first-hand the impact Cure Leukaemia's support has on patients and their families. Over the past decade the charity has been able to help thousands of people, giving them access to potentially life-saving treatment. Importantly the work that we do today will help to design treatments and potentially life saving therapies to help thousands of patients in the future. Every penny really does count and can make such a difference to those affected by this disease."



Patient Stories

In February 2001, Birmingham businessman Graham Hampson Silk was diagnosed with chronic myeloid leukaemia (CML), aged just 41, after having an MRI scan to investigate a niggling knee injury.

Graham says: "Everything had been going fantastically. I was enjoying life and my wife was expecting our third child. I couldn't have been happier.



"My diagnosis came out the blue. Instead of having a white blood cell count of less than 10, it was over 100.

"My brother was not a close enough match for me to have a transplant and I was given three years to live which was absolutely devastating. I just said 'That's not enough, I've got young children.'

"I had been referred to Professor Charlie Craddock at University Hospital Birmingham and one day, six months after I had been diagnosed, he had some great news. He told me that he had managed to secure three places on a clinical trial for a promising drug being trialled in the US called ST1571. Two had been taken but I could have the last place.

"Getting on a clinical trial saved my life. It's now been 12 years since I was diagnosed, which is time I didn't think I had."

Graham Silk
Co-founder of Cure Leukaemia



Stiliyan Petrov
Aston Villa Club Captain

"The team at the Centre for Clinical Haematology at the Queen Elizabeth Hospital Birmingham have been with me in my battle against leukaemia for many months. I have personal experience of how important it is to have access to specialist nurses, clinicians, pioneering drugs and treatments. Without the help of Cure Leukaemia, all this would not be available. Your support is vital in finding a cure for other patients with their own battles with this disease across the West Midlands."



The £100 million opportunity

We aim to access **£100m** of pioneering new drugs over the next 10 years.

We aim to raise £10m over the next 10 years, and in doing so leverage over £100m of drugs, giving even more leukaemia patients access to potentially life-saving treatments.

The 'Power of 10' means that all funds donated work 10 times as hard providing us with the opportunity to find a cure faster.

For this to happen, we need to dramatically extend our network of nurses and ensure that we break through the bottleneck between drug development and clinical trials.

We also have an opportunity to create a world-class databank of patient information to enable detailed analysis of trials and their impact. This is a step change for Cure Leukaemia, and will make a significant and positive contribution to the global search for a cure.

TOTAL NUMBERS OF TRANSPLANTS 2009-2012



Fighting the battle...

Ian Attwood, 31, is a landscape gardener from Stourbridge. He was diagnosed with leukaemia in 2011 and achieved remission but relapsed in 2012. Supported by Cure Leukaemia, he achieved a second complete remission and is currently in good health.

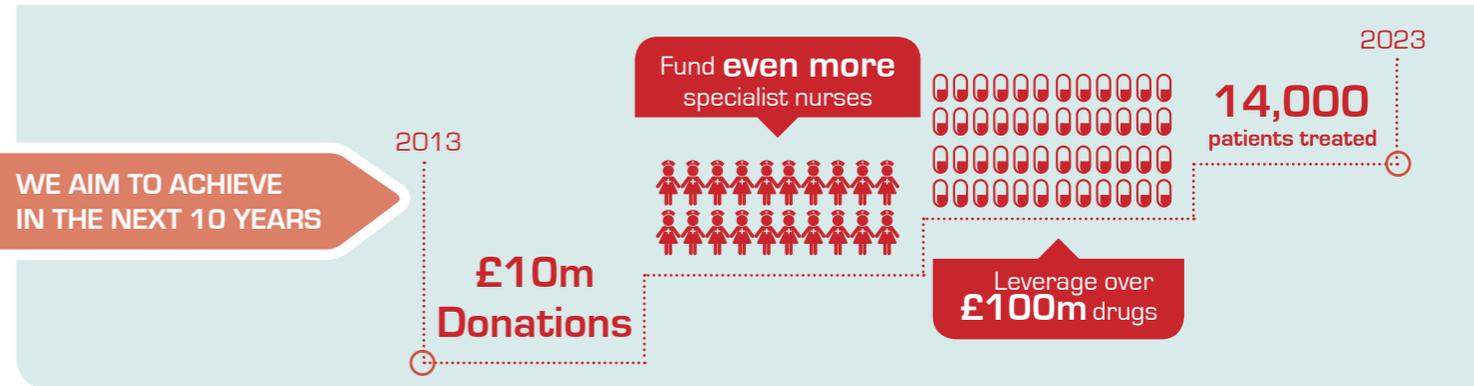
“ I wholeheartedly support Professor Charlie Craddock and the team at Cure Leukaemia whose energy, passion and invaluable work has established Birmingham as a world class centre for Haematology. By supporting Cure Leukaemia and Cure Leukaemia for Kids you are enabling the clinical team to continue its fight to save the lives of patients battling this terrible disease. ”

Steve Hollis

Deputy Chair, Greater Birmingham & Solihull LEP

The journey so far ...

...our vision for the future



more funds = more nurses = more lives saved



drug trials will help increase survival rates of children with leukaemia. The campaign has already secured the backing of Free Radio's Walk for Kids.

Leukaemia is the most common form of cancer in children, and almost half of those diagnosed with the disease are under the age of five.

Our ground-breaking campaign, Cure Leukaemia for Kids, aims to raise funds to support childhood leukaemia research by running as many pioneering drug trials as possible for children suffering from the disease.

Working with Birmingham Children's Hospital and the Centre of Clinical Haematology at the Queen Elizabeth Hospital, it is hoped that new

To celebrate our **10th anniversary** we have launched a new **£1 million pound appeal** to support the treatment of children with leukaemia.

Millie's story

Millie, 16 from Bridgnorth in Shropshire, was diagnosed with leukaemia in August 2012 after her parents, Sally & Roy noticed she was constantly tired and had no energy. Millie went to her local doctors for a blood test and on 23rd August, just days after receiving her GCSE results, she was diagnosed with Leukaemia.

Since Millie's diagnosis her life and her family's life has been turned upside down. Mum, Sally, has given up her job to look after Millie full time as she no longer goes to school, sees her friends and is unable to walk anywhere.

Millie wasn't scared at first because she didn't know what leukaemia was, the more she learns about the disease the more scared she feels.

Millie is supporting Cure Leukaemia for Kids as she wants to help others suffering from this horrible disease now and in the future.

Hannah was diagnosed with leukaemia just after her sixth birthday in October 2012. She is currently on high intensity treatment and has responded well. She will be administered a lower level treatment for two years from home.

Huge progress in treatment has been made over the past fifty years, and today more than **80%** of children diagnosed with the most common type of childhood leukaemia can be cured. By launching Cure Leukaemia for Kids, we're joining the fight to save even more young lives by giving children access to ground-breaking drug trials that would otherwise have been unavailable to them.

We feel very proud to be able to launch Cure Leukaemia for Kids during our 10th anniversary year. The **£1 million** appeal will highlight the importance of giving children the access to new drugs that they desperately need. By offering greater support to children suffering with leukaemia, it is our hope that we can contribute to eradicating this disease.

Dr Sarah Lawson, Consultant Paediatric Haematologist Department of Haematology Birmingham Children's Hospital: "We wouldn't have the high cure rates that we have today if it wasn't for the research we carry out. Funds raised from Cure Leukaemia supporters will go a long way in helping us continue our life saving research for years to come."



| | 2011 £ | 2012 £ |
|---|----------------|----------------|
| Donations | 77,188 | 114,962 |
| Grants/trusts/legacies | 91,770 | 67,600 |
| Investment income | 1,880 | 4,170 |
| Fundraising events (net of cost of events) | 205,967 | 328,039 |
| TOTAL INCOME (net of cost of events) | 376,805 | 514,771 |
| Other costs of fundraising | 118,690 | 180,846 |
| NET INCOME | 258,115 | 333,925 |
| Governance and support costs | 41,597 | 50,693 |
| NET MONIES RAISED | 216,518 | 283,232 |
| Used for charitable purposes | 156,558 | 248,432 |
| Surplus / (deficit) in year | 59,960 | 34,800 |
| Balance carried forward | <u>285,380</u> | <u>320,180</u> |
| Key ratios | | |
| Fundraising costs to total income (net of cost of events) | 31.5% | 35.1% |
| Governance and support costs to net income | 16.1% | 15.2% |

These figures are a summary of the charity's income and expenditure for the year ended 31 October 2011 and for the year ended 31 October 2012. They may not contain sufficient information to allow for a full understanding of the financial affairs of the charity. Full audited accounts have been awarded a clean audit report and are available on request.

thank you!

A big thank you to all of our supporters, partners, fundraisers and volunteers who have helped us to raise £3.5 million over the past 10 years. You have made a real difference in the fight against leukaemia.



Meet the Cure Leukaemia team

James McLaughlin, CEO
Jackie Kelly, General Manager
Tracey Lester, Senior Fundraiser
Cathryn Worth, Trust Fund Manager
Ruth Bishop, Senior Fundraiser
Jennie Hoye, Senior Administrator

Our Patrons

Amelia Brown
Dougie Brown
Patrick Cassidy
Ashley Giles MBE
Glynn Purnell
Geoff Thomas
Kay White

Co-founders

Professor Charlie Craddock
Graham Hampson Silk
Michael Woolley

Trustees

Ian Allen – Chairman
Professor Charlie Craddock
Graham Hampson Silk
Alfred Bartlett
Richard Black
Paul Faulkner
Phil Upton
Mike Hargreaves
Alison Massey
Wendy Moore
Suzanne Barnes
Gary Smith
Nat Batt
Ram Malladi
Mike Shaw – Treasurer
Kevin Jones – Secretary

A special thanks to...

Aston Villa Football Club
Jack Woodward
Bobby Bridgeman
Ravinder Masih
BBC WM 95.6
Gareth Roberts and team
Free Radio
Phil Riley and team
Holiday Inn Birmingham Airport
Kelly Talbot
Institute of Asian Businesses
Nasir Awan and Dipak Shelat
OGL
Paul Colwell and team
New Balance
Liam Burns
Pinsent Masons
Greg Lawson and team

Warwickshire County Cricket Club
Colin Povey
Jim Troughton and his Benefit Committee

Tony & Diane de Grey
Adrian Chiles
Rob Finighan
Steve Hollis
Jaki Graham
Russ Morris
John Roberts
Clever Cherry
Succeed Academy
Jonathan Trott
Neil Rami

We are grateful to the many Trusts and pharmaceutical companies who have supported us over the past 10 years.

A special thank you also goes to Andy Street and the John Lewis Apprenticeship Programme for providing Joe White with a work placement at Cure Leukaemia in 2013.

A tribute to Tony de Grey



In January 2012, 52 year old Tony was diagnosed with Acute Myeloid Leukaemia (AML) and advised by the medical team that he was just days away from death. Tony went through the rigours of cancer treatment and was then offered Stem Cell Transplantation, with his route to this treatment supported by Cure Leukaemia funded nurses.

Throughout 2012, Tony became the voice of Cure Leukaemia as BBC WM 95.6 listeners followed his journey through treatment as part of the Red Alert Appeal. Through sharing his story and experiences and dedicating his time to fundraising, Tony played a major part in making the campaign, which raised in excess of £100,000, a huge success.

Sadly, in April 2013 Tony lost his battle with the disease he fought so hard to beat. He was an inspiration to many and his legacy will live on.

Tony will always be remembered as one of our team.



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