Impact Report

2025

Leukaemia Care

Contents

All of our programmes are designed to improve the lives of everyone affected by leukaemia and related blood cancers.

For more than 50 years, we have been dedicated to ensuring that people in the UK receive the best possible diagnosis, information, advice, treatment, practical help and emotional support.

We provide and fund a range of essential information, advice and support services for patients, carers, and professionals – and raise awareness of the issues impacting people living with leukaemia and other blood cancer types such as myelodysplastic syndromes (MDS) and myeloproliferative neoplasms (MPN).

Dear friends of Leukaemia Care

A great deal has happened this past year and I'm delighted to share this with you in our latest Impact Report.

I'm Sophie, the Patient Support Manager here at Leukaemia Care. You could say I'm heavily invested in our mission, and that's because I've lived it – having been diagnosed with acute lymphoblastic leukaemia (ALL) in 2018. I know first-hand how frightening and isolating that can be, and equally, how important it is to know that there is support available.

Every day, I'm completely blown away by the support Leukaemia Care brings. The sheer drive to improve our programmes and meet the ever-increasing demand never falters. And that need for our services can be shown by the fact that in 2025, for example, counselling requests increased by 28%, welfare support by 27%, advocacy cases by 22%, and attendance at our support groups rose by 95%.

This Impact Report shows what that support looks like in practice. It captures the difference made through our information, advice, counselling, peer support, advocacy and awareness programmes.

Behind every statistic is a person who felt less alone, more informed, and more able to deal with their cancer or the support they are giving to a family member or friend because we were there for them.

None of this would be possible without the generosity, commitment and compassion of our supporters, volunteers, partners and fundraisers. Your belief in our work allows Leukaemia Care to respond when people reach out.

Most recently, we have introduced a new website with greater accessibility and more information than ever before. And there's even more to come because – as progress continues across research, medicine and policy – we will continue to stand alongside patients and families ensuring that no one faces leukaemia alone.

Thank you for being part of our important mission.

Our impact in 2025

465 people have received welfare advice, from PIP applications to blue badge support.

45 new or revised patient information resources were published with the PIF Tick accreditation.

Over 1,200 calls were taken by our helpline team, offering support and signposing.

585 people were given a Cost of Living Grant to help with the financial impact of a life-changing diagnosis.

More than 900 people were supported by our Patient Navigators within our Hospital Hubs across the UK.

Over 100 people have been able to access remote or in-person therapy through our Counselling Service.

A year in numbers

145 patients were supported through our Advocacy Service as they reached out for help.

More than 800 podcasts played our Spot Leukaemia advert, raising awareness of leukaemia symptoms.

More than 120 families have been supported through our CAR-T Away from Home Service.

We sent out **over 15,000** patient information resources to individuals and hospitals.

692 people attended **more than 100** online and in person Support Groups.

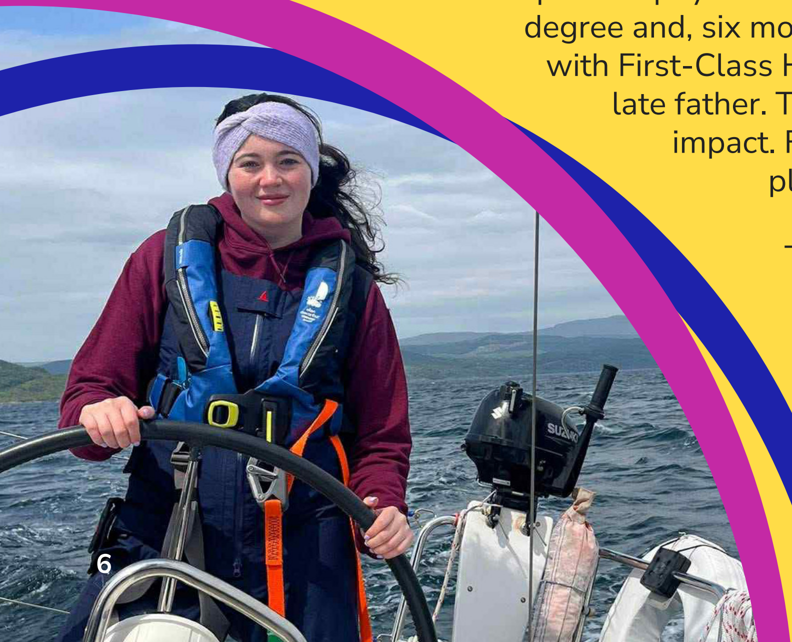
Over 100 people were matched with a buddy, allowing them to talk to someone who has been through a similar experience.

Amber Cunningham-Rogan

At 21, in her final year at university, Amber Cunningham-Rogan thought she had a dental problem. Persistent bleeding gums led her to believe she had gum disease. Instead, further tests revealed chronic myeloid leukaemia (CML) – a rare, lifelong blood cancer most commonly diagnosed in people over 60. Fewer than 750 people are diagnosed with CML in the UK each year.

Looking back, the diagnosis explained years of unexplained symptoms for Amber. She had repeatedly visited her GP with extreme fatigue, frequent infections, headaches, and numbness and tingling in her hands and legs. Tests and scans came back normal, and cancer was never suspected. It was only when a consultant decided to investigate abnormal blood results further that she received a diagnosis and began treatment immediately – a decision Amber believes was life-saving. “Everyone was pretty sure because of my age, and health, it wouldn’t be anything cancer related”, she says.

Treatment started straight away, but the side effects were severe, including nausea, bone pain, migraines, hair loss, anaemia and overwhelming fatigue. During this time, Leukaemia Care’s Cost of Living Grant helped Amber cover essential travel costs to hospital appointments while she was still studying, easing the financial pressure at a critical moment.



Despite the physical toll, Amber was determined to complete her degree and, six months after starting treatment, she graduated with First-Class Honours, dedicating her success to her late father. Today, Amber continues to live with the daily impact. Fatigue has forced her to step back from career plans and work part-time from home.

Through Leukaemia Care’s information resources and peer support, Amber has found reassurance, understanding and hope for the future. Her experience highlights the importance of listening to your body, early diagnosis, and the lasting impact of practical and emotional support for people living with blood cancer.

Being there when it matters most

The number of people seen in Hospital Hubs by our navigators increased by 36%.

From the point when diagnosis hits, through to the start of treatment and beyond, Leukaemia Care's services are designed to support patients and carers through their whole cancer journey. Having someone to talk to can make all the difference, and our Nurse-led Helpline and hospital-based Navigators are at the forefront of our services.

In 2025, our experienced blood cancer nurses and the team answered **1,215 calls** to our Helpline and held **607 WhatsApp support conversations** with patients and families – building relationships, giving emotional support and expert advice, and signposting to other services.

Our Hospital Hub programme places Patient Navigators in hospitals around the UK to bring the charity's support to them at the most important times in their journey – diagnosis and treatment.

Our navigators provide emotional and practical support, and are essential to liaising with healthcare professionals to provide a crucial link between patients, families and clinical teams. They are also able to help patients understand and access further services, information and advice.

In 2025, **921 people** were supported by our navigators in **19 hospitals** – with a total of **more than 2,500 appointments** taking place during the year.

In 2025, work was undertaken in partnership with students at the University of Oxford, to better understand the impact of our growing Navigator programme. **More than 70% of patients** said they felt more confident thanks to their navigator, and almost **90%** said they knew more about where to get additional help and support. Also, feedback from nurses working with our navigators strongly agreed that their support improves patient outcomes.

Emotional wellbeing

Supporting emotional wellbeing

A leukaemia diagnosis affects far more than physical health. We know that feelings of fear, isolation and uncertainty are common, which is why emotional support sits at the heart of our work.

Through access to counselling, peer connections, and safe spaces to talk both online and in person, we help people feel understood, supported and less alone during some of the hardest moments of their lives.

We know counselling is often hard to access, so the Counselling Service was designed to give patients and families the chance to get the support they need – allowing them to apply to us for funding towards counselling. Sessions can be face-to-face, by phone, or online, and are delivered by qualified counsellors.

The demand for our Counselling Service increased by 28%.

In 2025, **108 people** received counselling grants from Leukaemia Care – a growth of more than a quarter when compared to the previous year.

Our Buddy Support Service matches people with trained volunteers who have lived experience of blood cancer – either as patients or carers. Support is one-to-one and gives those people a listening ear from someone who understands.

In addition, they support with adapting to life after diagnosis and signposting to other support services in their community which may help further.

In 2025, **106 patients** were matched with a buddy, and **30 new buddies** were trained to help expand that support to others.

Emotional wellbeing

Our Support Groups join people affected by leukaemia and related blood cancers together – offering a safe space to share experiences, ask questions, and connect with others who understand what everyone is going through.

Our Support Group attendees increased by 95%.

In 2025, **692 people** attended our **103 Support Groups**, 23 of which included an expert speaker to answer key questions and signpost to information or support resources. **88% of the 465 people** that responded to our survey described themselves as more positive and more connected than before they started attending our groups.

And our work to better connect people is also shown within our moderated online Facebook communities, which bring people together to share experiences, ask questions, and support each other day and night.

Our main Facebook group numbers increased to almost **3,000 people** in 2025, with growth also shown across the various, more specialist groups.

Together these services have helped many, many people improve their emotional resilience during 2025, and given them the chance to share their experiences, worries and, importantly, often their positivity.

> “I really needed to talk to someone professionally who could help me. It seemed like it would be difficult to arrange but Leukaemia Care were so helpful and patient. I was so grateful for their support.”
>
> **A counselling service user in 2025**

Practical assistance

Support that eases the burden

A blood cancer diagnosis often brings sudden financial pressure, workplace challenges, complex paperwork, and many other difficult issues to be dealt with. Our practical support services help to reduce that strain, allowing patients and families to focus more of their time and energy on their treatment.

There was a 22% increase in people accessing our Advocacy Service.

The number of people supported by our Welfare Service increased by 27%.

From emergency financial grants to specialist welfare and advocacy guidance, we worked hard during the year to make sure support was fair, accessible and there when it mattered most.

Our Welfare and Advocacy team support with money, benefits, and day-to-day wellbeing, as well as helping with work, patients' and carers' rights and in working with people to speak up when their voice needs to be heard.

In 2025, **465 patients** accessed support through our Welfare team, receiving help and guidance on a wide range of topics including benefits applications, budgeting and debt management, applying for a Blue Badge, and guidance on grants and financial help. That included some of the **585 people** that received our Cost of Living Grant when they needed it most.

There were **145 patients** supported through our Advocacy Service as they reached out for help in areas such as understanding their rights at work after a diagnosis, exploring return-to-work options, better understanding of information, the rights to appeals and second opinions.

In addition, Leukaemia Care continued to expand its unique CAR-T (Chimeric Antigen Receptor) Away From Home Service during the year - providing both financial and accommodation support to help patients (and their families) going through this intensive and life-saving treatment which is often provided at hospitals many miles from where patients live.

In 2025, working with Dalata Hotel Group, we organised a total of **222 nights** of accommodation for families of those patients undergoing CAR-T treatment far from home, and made **45 grants** to help those families cover travel, food, energy bills, or other expenses linked to CAR-T therapy.

We are proud to work in partnership with Dalata Hotel Group whose commitment to people, compassion and community is helping transform the lives of those affected by leukaemia – and the group has renewed its commitment to Leukaemia Care for a further three years, extending the partnership through to 2028.

Since 2022, Dalata's employees and customers have raised **more than £250,000** for Leukaemia Care's work. Thanks to the generosity of the Dalata team and customers in England, Scotland and Wales over the past three years, we have been able to create and deliver our CAR-T Away From Home Service with **more than 120 patients**, family members or carers supported thanks to Dalata so far. That includes **more than 445 nights** of accommodation provided to families who often travel an average of **100 miles** for treatment.

In 2026 and beyond, the partnership will also be supporting Leukaemia Care Navigators in towns and cities where Dalata hotels are based.

We had a 125% increase in grants awarded through our CAR-T Away from Home Service.

DALATA
HOTEL GROUP

Practical assistance

Trusted information

There was a 38% increase in hard copy orders of our patient information.

Leukaemia Care is one of the largest providers of leukaemia, MDS and MPN information in the world. Our digital and printed information covers the different types of leukaemia, how they're treated, and what to do if you or someone you know are affected.

Our accredited information is evidence-based, up-to-date, and covers what matters to the people we support. We aim to help them feel informed and able to take part in decisions about their care.

In 2025, we published **45 new** or **updated booklets, leaflets and factsheets**.

In total, **98%** of resources met our target reading score. This ensures they are accessible and easy to understand.

Throughout the year, we sent out almost **15,000 printed booklets or leaflets**.

In 2025, **95% of people** who took our survey found our information helpful.

> “Thank you for this straightforward and easy to understand guide. It has helped our understanding and relaxed my husband about his diagnosis.”
>
> **A person who ordered one of our booklets in 2025**

Emma Palmer

In February 2024, a routine blood test changed Emma Palmer's life forever. Although she didn't feel unwell, abnormal results led her to A&E and then to a diagnosis of acute myeloid leukaemia (AML) - a devastating and aggressive blood cancer. Suddenly, Emma went from working full time and supporting others to facing intense treatment and an uncertain future.

Within a week of diagnosis, Emma began chemotherapy, but complications quickly followed, leading to a six-week hospital stay. She then endured further rounds of treatment while waiting for a perfectly matched stem cell donor - a rare and life-saving match she was incredibly fortunate to find. On 11th July, she received her transplant, a moment she describes as her "re-birthday."

Throughout this gruelling journey, Emma found strength in the emotional and practical support from Leukaemia Care. From the moment she was diagnosed, a Leukaemia Care Navigator visited her weekly in hospital, offering reassurance and explaining the full range of support available.

When Emma returned home, we helped her navigate benefits she wasn't expecting to be eligible for, supporting her through complex forms and securing financial assistance that eased the pressure on her family.

As treatment progressed, Leukaemia Care's support continued, providing funding for counselling to help Emma process the emotional impact of her illness, and paired her with a peer buddy who had been through a similar journey.

Although the physical and psychological effects of AML remain with her, Emma feels deeply fortunate for the care she received. She has found purpose in sharing her story, raising funds and supporting others facing their own battles with leukaemia.

Raising awareness

Spot Leukaemia

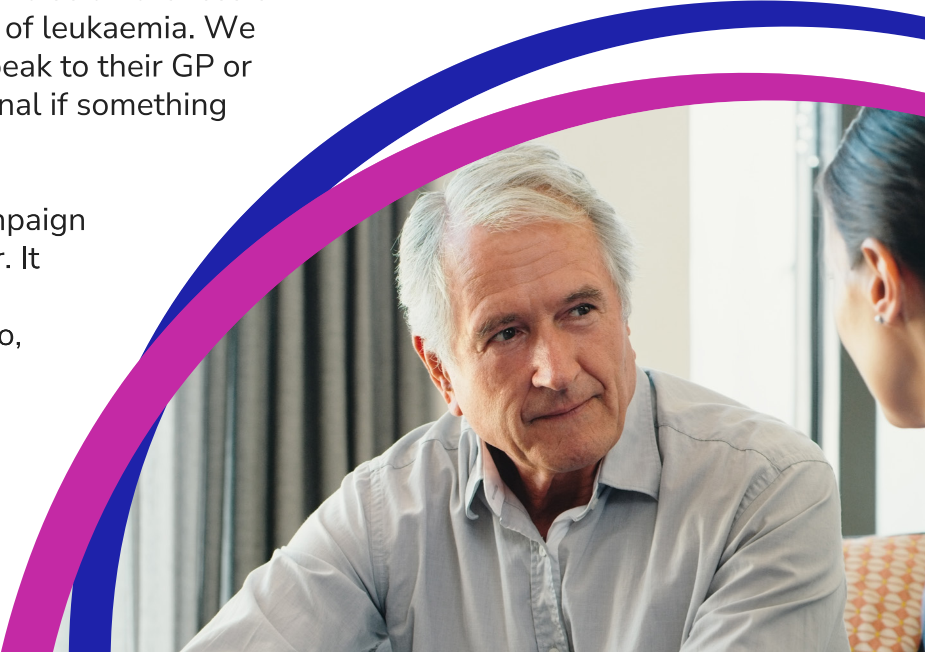
Early diagnosis improves outcomes. It remains one of our key priorities.

Each year, around **10,000 people** in the UK are diagnosed with leukaemia.

About **1 in 3** of those diagnoses happen in an emergency setting, such as A&E. This is higher than for many other cancers. An emergency diagnosis is linked to poorer survival.

In 2025, we continued to raise awareness of the signs and symptoms of leukaemia. We encouraged people to speak to their GP or another health professional if something did not feel right.

Our Spot Leukaemia campaign ran twice during the year. It reached people through outdoor advertising, radio, podcasts, social media, newspapers, and online platforms.



Raising awareness

Our billboard campaigns were seen **430,000 times**.

Our podcast advert was heard **211,407 times** and appeared on **854 different podcasts**.

Boom Radio played our advert **216 times**. That means it was likely heard by **893,000 people**. An advert on the Boom radio website was seen **410,936 times**.

The campaign had more than **120 pieces of press coverage**.

Alongside this work, we worked with Blood Cancer Alliance and Cancer 52. We added to discussions about earlier diagnosis and improvements in care.

We also provided input to the Government's 10 year Cancer Plan through engagement with the Department of Health. This helped ensure that the needs of people affected by leukaemia and related blood cancers were recognised.

Our GP education tool remained available throughout the year. It supports healthcare professionals to recognise possible symptoms earlier and understand appropriate next steps.

Getting involved

Volunteers and fundraising

Leukaemia Care is funded entirely through voluntary income. Our work is made possible by the generosity of individuals, community groups, grant-makers, and corporate partners.

Support comes in many forms. Some people give their time as volunteers. Others raise funds through events, donations, or regular giving. Every contribution helps us continue our support services.

In 2025, **737 people** took part in **64 fundraising challenge events**. **More than 200** of them ran the London Marathon. Together, these efforts raised **more than £1 million** to support our work.

Many others organised their own activities, including cake sales, coffee mornings, and personal challenges. Some raised money in memory of someone important to them. Others supported us through our lottery or by making a direct donation.

We are also grateful to the **45 trusts and foundations** who pledged funding during the year. Community groups, schools, and sports clubs also played an important role.

We recognise with appreciation those who chose to leave a gift in their will to support our work. Their decision helps ensure future generations can access information and support when it is needed.

Getting involved

Corporate partners and their staff continued to show strong commitment throughout 2025, helping to extend our reach and impact.

18 people were recruited to our patient advisory panel, bringing the number of volunteers on our panel to a total of **75**.

94 people contributed to the review and creation of our patient information in 2025, including resources on the emotional impact of a diagnosis and dedicated information suites on blood cancer types such as hairy cell leukaemia.

More than 100 healthcare professionals offered their time and support to us in 2025.

To every volunteer, donor, fundraiser, partner, and supporter, thank you.

Your support allows us to continue providing practical, emotional, and trusted information to people affected by leukaemia.

What's next for us?

Looking ahead...

In 2025, we focused on strengthening the teams who deliver our support and information services. We also improved how we measure impact, so we can understand what works and where demand is continuing to grow.

The numbers in this report show increasing need. We are planning carefully for the future so we can support more people while continuing to encourage improvements in diagnosis and treatment.

This year, we completed work on our new visual identity. We began with a simple question: **how does our brand make people feel?**

We asked our community and members of the public. The feedback was clear. Our previous red colour was often associated with warning and urgency rather than reassurance.

We chose colours that better reflect the support we provide:

Blue represents calm, steadiness, and trust. It is easier to read on screens and in print, which improves accessibility when concentration is difficult.

Yellow brings warmth and light. We use it carefully to highlight key information without overwhelming the page.

Together, these colours support clarity and reassurance.

What's next for us?

In 2026, we will continue developing our new website and digital tools for patients and carers. These tools are designed to make information easier to find and easier to understand.

Accessibility has guided this work from the start. Our ambition is clear. We want to become the largest dedicated leukaemia information resource in the world. We are building this carefully, page by page and condition by condition.

Our plans will continue to be shaped by lived experience. We work closely with patients and carers so we understand what is needed. Their insight guides how we improve, how we reach more people, and how we strengthen our services over time.

To find out more or get in touch:

Visit **leukaemiacare.org.uk**
Email **support@leukaemiacare.org.uk**
Call **08088 010 444**

Helplines Partnership

Registered with FUNDRAISING REGULATOR

Trusted Information Creator
Patient Information Forum

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