

Important update on the Lymphoma Association's name

As the only UK charity solely dedicated to supporting people affected by lymphoma, we have clear business objectives and responsibilities for developing and expanding our reach. We want to be able to deliver information and support to the 125,000 people in the UK estimated to be living with lymphoma, as well as their relatives and friends and the healthcare professionals who care for them. To do that, we need a louder voice.

The various research projects that we've carried out in recent years indicate that the word 'Association' in our current name can in fact be a barrier to people contacting us. It implies a club that you have to join, or a 'paid-for' service and is out of touch with the forward thinking, fast paced organisation that we have become today.

So, working closely with patients, carers and health professionals, we have made the strategic decision to update our name and brand to make our voice louder and stronger so that more people with lymphoma and their loved ones know about us, can benefit from our specialised information and support and can connect more widely with others going through a similar experience.

This means that our name and logo will be changing in April 2018 to:



This is an incredibly important step in ensuring that we remain a charity solely dedicated to people affected by lymphoma, so that no one is left to face their lymphoma alone.

We understand that it feels like a big change, but we want to make it clear that our mission – to give anyone affected by lymphoma the specialist and dedicated information and support they need will stay exactly the same.

You can read more about our name change by reading the frequently asked questions below:

Why are you changing your name?

We want everyone affected by lymphoma to receive the best possible information, support, treatment and care and we've made huge progress in recent years to develop our services and reach thousands more people who would benefit from them. However, as a result of this development, our current name, look and feel no longer reflect who we are today. We believe the word Association in our name is in fact a barrier to people getting in touch with the charity for help because it implies a club that you have to join or subscribe to in order to use our information and support services. We know that people find it hard to remember and often refer to us as a different name.

In short, our current name is not helping us to raise awareness of our charity and meet the challenges we face in increasing our reach, profile and income.

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How did you choose the new name?

We have carried out an extremely careful and thorough process since our very first discussions took place with our trustee board back in May 2016 about the idea of rebranding. Throughout this process, we have remained focused on our vision, mission and values and on our strategic vision going forward.

We recruited a marketing and communications agency and worked closely with our network of patient and carer advisory groups through a series of sessions to test a long list of names and arrive at a shortlist. We also drew on the results of a significant piece of research involving 525 service users and consulted with healthcare professionals and with our wider staff team to come to a final decision.

Why Lymphoma Action?

Lymphoma Action reflects our progress as an organisation, our energy and initiative and feels positive and inspiring. We wanted a name that inspires hope and conveys our aspiration and ambition. It encompasses all that we do to take action on behalf of people affected by lymphoma and empower them to take action themselves. It is also short (easier to spell!) and helps to differentiate us within a busy charity marketplace.

Does it mean you will be focused on campaigning?

Our main objectives are to provide lymphoma-specific information and support and this will not change. But, we also campaign to give people affected by lymphoma a voice. We highlight the issues and challenges they face and seek to influence policy that promotes the best outcomes, both now and in the future. We have researched and produced briefings and reports to highlight the key areas where improvement is needed and where, we believe, change would deliver improved outcomes.

Key areas are:

- access to treatments
- earlier and more accurate diagnosis
- awareness
- survivorship and psychological support
- improving patient experience.

How will people find you online when they are searching for 'lymphoma information'?

The new name will not affect our search engine optimisation strategy and the enormous progress we have made in achieving top rankings on popular search engines. The key words and phrases that people use to find our information online will not change and there will be automatic redirections from any of our old domain names. Our long-term digital strategy continues to be of the highest priority.

When will you launch the new name and brand?

We will officially launch our new name and brand in April 2018 so that we have time to plan our approach and to reduce or avoid any wastage of our existing materials and information booklets. Until then, we are talking to as many of our volunteer networks as possible about the new name, from support groups and buddies to ambassadors and key fundraisers. It is incredibly important that those closest to us understand the need for change and support our direction going forward.

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Will your information and support services change?

No. Our helpline, support group network, buddy scheme, medical information, patient conferences and educational and training events will still offer the highest quality of service.

How much will it all cost?

The cost of the rebranding project (stakeholder research and engagement and design/creative development) will total £30,000 and has been split over two financial years (representing 1% of our total annual expenditure of c£1.5m across 2016 and 2017).

The cost of our website overhaul had already been budgeted as part of a much-needed strategy to invest in our information and communications technology, thanks to an extremely generous legacy donation. By waiting until April 2018, we will be able to launch the new website alongside the rebrand, as well as run down existing printed materials to an absolute minimum to avoid wastage.

What do you hope you will achieve by changing your name?

Our overriding objective for the rebranding project is to reach more people affected by lymphoma to give them the information and support they need. We also hope that by reaching more people, we will see an increase in donations to help fund our services and enable us to do even more for the people who need us.

What else are you doing to reach more people and meet their needs?

The name refresh is just one of the ways we are working to reach more people and meet their needs. Our most recent annual report outlines our future aims to expand our programme of education and learning events, invest in regional networks to engage with more people in local communities and develop a research programme.

What do I do if I'm holding a fundraising event using the Lymphoma Association's name, give a monthly direct debit, or have left a legacy pledge in my Will?

There is no need to make any changes to fundraising events being held before April 2018. If you are planning an event after April 2018, then please speak to our fundraising team about the promotional materials you need. All direct debits will be transferred across automatically and there is no need for you to do anything. Any legacy pledges made using 'Lymphoma Association' won't be affected and any sponsorship funds and donations to 'Lymphoma Association' can still be received even when we've changed our name to 'Lymphoma Action'.

I want to give my feedback on your new name and look, or ask a question about the brand update.

Everything we do is rooted in patient experience and feedback. We want to hear your views on our brand update, so please do get in touch by emailing us at enquiries@lymphomas.org.uk.

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What should I do with any Lymphoma Association booklets I have?

If they are still in date (check the back cover for the review date), then please keep them. All of our information is reviewed and updated at least every three years. Therefore, all printed booklets can be kept and used until the review date has expired. Any links to web pages within the information will be automatically redirected to our new website.

New booklets using the new name and branding will be published as and when old editions expire or when stocks run low and we need to reprint.

Will people still be able to find your website when they search for information or use old web links.

We are launching a new website which will be tagged with key terms so that it appears high up in internet searches. We will also be setting up redirects so if anyone comes across information on our old website they will automatically be directed to the new website. We will also make use of Google Adwords charitable funding – where we can promote particular search terms for free. We hope this work will minimise any disruption as we know that most people do come to us through search engines. As we are the only UK charity dedicated to lymphoma we should still be easy to find.