



How we supported
people affected by
**lymphatic
cancer**
in 2013



A year of achievements

Raising awareness

Our supporters

Support

We want everyone affected by lymphoma to receive the best possible information and support, treatment and care...

Catherine with husband John who was diagnosed with lymphoma in 2012.



Being diagnosed with cancer can be one of the most terrifying and isolating experiences that a person can face. That diagnosis and subsequent treatment can have a devastating effect on an individual and will send out ripples through their network of friends and family.

Although lymphoma is a cancer that affects 14,000 people each year, it is not that well known. It's the most common form of blood cancer and whilst it's most prevalent in people over the age of 55, it is also the most frequently diagnosed cancer among young people.

It is indiscriminate – there are no known factors around its incidence or triggers. It doesn't matter what you've done or haven't done. There are many different forms, which makes diagnosis and treatment even more complex. Because of this and many other factors, it's a hard disease to understand and cope with.

Lymphoma is a cancer that is common enough to affect 14,000 people each year, but is not that well known.

That's why the Lymphoma Association's work is so important and so much in need of funding and support.

Without us, people can be lost. We help people understand and we help them cope.



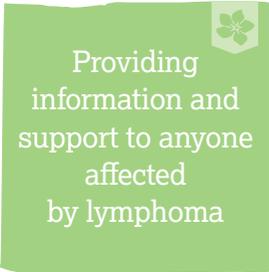


From our helpline and information booklets, to our support groups and buddy scheme – we give patients and their families the answers they need to feel in control and can put them in touch with others going through a similar experience.



Our mission and aims

We want everyone affected by lymphoma to receive the best possible information and support, treatment and care. We aim to do this by:



Providing information and support to anyone affected by lymphoma



Raising awareness of lymphoma and its symptoms



Representing patients' and carers' views to policy and decision-makers



Providing information, education and training to health professionals



Collaborating effectively with health bodies and other charities and organisations

Everything the Lymphoma Association does is specifically for people affected by lymphoma. We are the only UK charity solely dedicated to lymphoma and that's what makes us so special. But we rely totally on donations and without additional funds we are limited in what we can do.

Thank you to all those who helped raise money in 2013. Every penny counts in giving information and support to another person facing that terrifying and isolating experience of cancer.

A year of achievements

A year of achievements

With help from our friends and supporters, 2013 was a big year for the Lymphoma Association. Thanks to all the kind support we received, we were able to make major strides forward in key areas of our work for people affected by lymphatic cancer.

Tim and friends take on the Wolf Run to raise funds for us



Information and support

Finding the right support and information can make all the difference in helping people to cope. That's why we make it available to everyone who needs it – in as many ways as possible.

We sent out almost

50,000

books and leaflets on all aspects of lymphoma to individuals, hospitals and cancer information centres.

‘The Lymphoma Association patient information is invaluable. I feel confident giving it to patients and their relatives, knowing it’s up-to-date and evidence-based literature which is regularly reviewed by experts in the field.’

Frances Penny, Lymphoma Clinical Nurse Specialist,
Royal Free, London

Over

3,500

attendances at support group meetings by patients and carers in 45 different local groups across the UK.

We answered

6,850

enquiries to our helpline by phone, email and, for the first time, live online chat. That's a 20% increase since 2011.

We linked up more than

90

patients and carers with ‘buddies’, giving much-needed support from others who've experienced lymphoma themselves.

Our website was visited by

208,000

people – almost twice as many as in 2011. Seven out of every ten of them were new visitors.

£12,800 Facebook fans

We reached more people than ever before through social media

2,500 Twitter followers

Our revamped YouTube channel of online videos had a record-breaking

63,800

views

YouTube



'I discovered the Lymphoma Association website forums early on and started a dialogue with another young woman who had been treated with the same chemotherapy regimen my doctors were suggesting for me. We are still in contact, and I honestly don't know what I would have done without her support.' Kat

Changing lives

We know our work gets results. In surveys carried out in 2013:

100%

of respondents said they would use our helpline service again and recommend it to a friend or relative

85%

of respondents said our buddy scheme helped them feel more reassured

80%

of respondents said our support group meetings helped them to feel better informed about lymphoma

'When my husband was diagnosed with high-grade non-Hodgkin lymphoma, we were both in a state of shock. The specialist nurse told us about the Lymphoma Association and using their services. As a carer I have found going to a support group enormously helpful as I was able to talk to others in the same position'. Pat



'When everybody else is at a loss to know what to say to you, the people at the Lymphoma Association know exactly what to say.' Sheila

Raising awareness and influencing policy

The more people know about the causes and symptoms of lymphoma, the greater chance they have of getting an early diagnosis and treatment. That's exactly why we focus on raising awareness about the disease in several important ways.

In 2013:

We used newspapers, radio and the internet to highlight the signs and symptoms of lymphoma to a potential audience of more than 27 million people across the UK.



During **Lymphatic Cancer Awareness Week**, we sent

out 75% more awareness packs than the year before to volunteers helping to raise awareness in their local communities.



We spoke to over 2,600 students at different universities about the symptoms of lymphoma. A staggering 98% of them said that, as a result, they would be more likely to see a doctor if they experienced any of the symptoms.

98%

of students said they would be more likely to see a doctor if they experienced symptoms after talking to us.

We responded to, and were involved in, various consultations, technology appraisals and guidelines developed by the National Institute for Care and Health Excellence (NICE) on lymphoma-related issues. We also lobbied the Department of Health, NHS England and Public Health England to get a better deal for lymphoma patients.

Through our awareness-raising and policy work, we ensure patients' voices are heard and that the experiences we hear about from our helpline and through our groups and forums are translated into policy actions and responses. In this way, there is a direct connection between our 'frontline' patient service work and our governmental engagement.

All of our crucial work relies on the generosity of our supporters.



Raising money

We raised £1,282,309 in 2013.

Most of this came from gifts and donations, and from individuals taking part in fundraising activities.

In fact voluntary contributions are the **ONLY** funding we receive.

Raising awareness



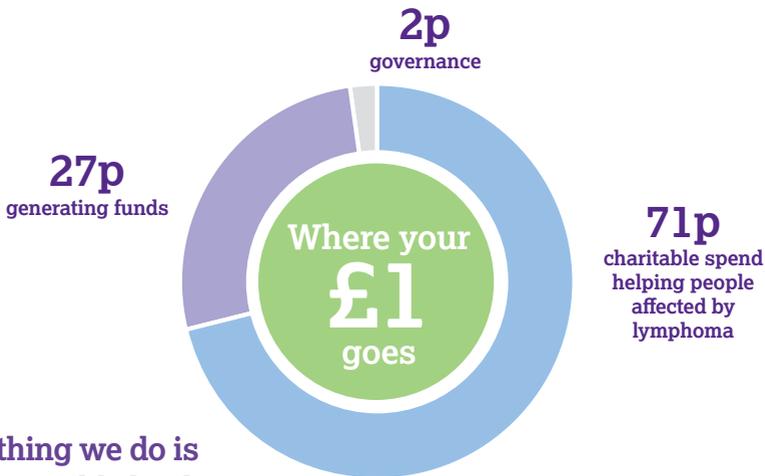
People like Sam allow us to help others affected by lymphoma

How we raised our money last year



How we spent it

In 2013, we spent £1,249,666. Out of every pound, 71p was spent directly on helping people with lymphatic cancer.



Everything we do is made possible by the support we receive from people like you. We really couldn't be more grateful.

'Thank you so much, Lymphoma Association – you have helped me turn my life around.'

Our supporters

We work with charitable trusts and companies who support us with grants or gifts-in-kind and are enormously grateful for their valued support.

Hailey, diagnosed with lymphoma in 2009, with her mum Julie.



Our supporters



Our corporate & trust supporters

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**Supporting
people affected by
lymphatic cancer**