

CHILDREN with LEUKAEMIA

INTRODUCTION

Leukaemia is cancer of the blood. It is the most common form of childhood cancer and, despite enormous advances in treatment, it remains a devastating disease killing one in every five children who are diagnosed.

CHILDREN with LEUKAEMIA is the UK's leading charity dedicated exclusively to the conquest of childhood leukaemia through pioneering research, new treatment and support of leukaemic children and their families.

CHILDREN with LEUKAEMIA was founded after leukaemia killed Paul O'Gorman in February 1987 - he was 14 years old. Nine months later cancer also killed Paul's sister, Jean. In November 1987, Paul's parents met Diana, Princess of Wales who personally helped start the charity. Paul had made his parents promise to help other children with leukaemia and they have done so tirelessly over the past 20 years. What started as a small memorial charity is now one of the UK's top 100 fundraising charities. Paul's father Eddie O'Gorman has been Chairman of Trustees since the charity was started. We have a strong sense of our history, together with a determination to achieve more each year for children with leukaemia and their families.

Our charitable work covers five key areas:

- Funding research projects into the causes of leukaemia and its treatment
- Ensuring that the results of research into leukaemia are used to best effect
- Providing capital funding for centres of excellence in childhood leukaemia research
- Raising public awareness about issues of concern and influencing policy development to promote the best interests of children with leukaemia, or at risk of leukaemia
- Supporting welfare initiatives to minimise the difficulties and disruptions caused by treatment

Last year we granted £4.7 million to research and welfare initiatives. Over the years the emphasis has been on helping to fund capital initiatives. There are 15 Paul O'Gorman facilities around the UK which exist variously for welfare, treatment and for research. Over recent years direct funding of scientific and medical research has become an increasingly important part of what we do and we now have over 20 scientific initiatives underway. We fund important scientific conferences to help researchers around the world share information, but the bulk of our scientific expenditure is on our annual programme of project grants to research the causes of childhood leukaemia and three major programmes of research at Bristol and Oxford universities and at the Institute of Child Health, University of London, here at Great Ormond Street.

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For the past two years we have also developed our role as a campaigning charity. We have been working hard to raise awareness of the now established link between electricity and childhood leukaemia. We are working in partnership with the Department of Health and National Grid to fund and participate in the SAGE process. Around 40 participating organisations are working to make recommendations to government for practical precautionary measures. CHILDREN with LEUKAEMIA has secured the support of over 200 MPs for an immediate moratorium on the building of new homes and schools near to existing high voltage lines and on the construction of new lines close to existing homes and schools.

RAISING THE MONEY TO FUND OUR CHARITABLE WORK

Our total income in 2006 was £12.4 million. We receive no government funding and are entirely reliant on amazing voluntary support from individuals, groups and companies around the UK who go to incredible lengths to raise money for our work. At present we focus on five key sources of fundraising income.

Direct Mail

We raise over 40% of our income through direct mail, planning and designing four campaigns each year. We have also been focusing on increasing committed giving – the number of people who donate by standing order or direct debit – and are working to raise the numbers still further.

Running Events

Over 20% of our income comes from running events. We have built up a strong presence at the Flora London Marathon over the past few years and recruited a record breaking Mr Men and Little Miss team for London 2006 – over 1,100 people ran for CHILDREN with LEUKAEMIA raising an amazing £1.8 million for us. Other significant running events include the BUPA Great North Run and the ING New York City Marathon where we have been developing our presence.

Children's and schools fundraising

This aspect of our fundraising enables us to raise money at the same time as we raise awareness of leukaemia among children and young people. We run two programmes: the Children's Marathon Challenge, which uses the Mr Men and Little Miss characters and Cheeky Monkey's Marathon Challenge, using the Bubblegum characters. Both challenges involve the children doing any activity

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they choose based on the number 26. Their school or group keeps up to half the money they raise through sponsorship and they donate the other half to us. About 100,000 children take part each year and we raise about 10% of our income from this area.

Special events

We organise and host a number of well established CHILDREN with LEUKAEMIA events throughout the year. The majority are fundraising events and include the annual Paul O’Gorman Ball at the Grosvenor House Hotel in London, two opera evenings, a golf tournament and an annual party in Battersea Park for 4,000 children who are young leukaemia patients, disabled or from disadvantaged backgrounds. Our special events generate about 8% of our total income.

Corporate fundraising

We have recently established a small corporate fundraising team and are working hard to make sure corporate fundraising contributes significantly in future years.

CHARITY MANAGEMENT AND CULTURE

We are a large charity in terms of our impact and fundraising income but relatively small in staff numbers – at the time of writing we have 26 staff. Keeping our staff numbers low enables us to be flexible and provides opportunities for our people to gain experience in different aspects of the charity’s work. We are based mainly in central London, at Great Ormond Street.

Our culture is relatively informal – while we operate within frameworks we try to avoid bureaucracy and are not rule-bound. We work hard to maintain the friendly and supportive environment which has characterised our charity since it started and we help each other out where possible.

For further information visit www.leukaemia.org

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