

2018/19: A vital step on the road to beating blood cancer



2018/19
Annual Report
and Accounts

Bloodwise
The blood cancer charity



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(Incorporating the Directors' Report and Strategic Report)

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Summary of 2018/19

Bloodwise-funded research has played a significant part in increasing survival rates over the last decade; today over 1,500 more people survive blood cancer each year in England than they would have if survival rates were the same as they were in 2010.



£9.5 million in new research grants awarded



We funded **360** researchers who published 88 papers in scientific journals.



4,700 people with blood cancer had the chance to take part in a clinical trial as a direct result of our research;



We sent out **44,405** blood cancer booklets



The symptoms page of our website had **111,000** page views, compared to 15,000 page views the previous year.



Online forum: is now being used by **497** people and has had more than 2,200 posts since its launch.



Our support services team responded to **1,467** information and support enquiries via our support line, email and social media channels



A crucial point in our journey

When we talk to the researchers we fund or the health professionals we work with, one thing that comes across loud and clear is the palpable sense of excitement about the next few years.

They talk about the emergence of CAR-T as a potentially game-changing blood cancer treatment, the potential for some types of blood cancer to be cured in the next five years, and a renewed focus from the NHS on meeting the needs of people with the disease.

And they are clear that our mission to beat blood cancer is now within reach. Many of the scientists we talk to think this could happen in the next 30 years.

We're proud of the work Bloodwise has done in 2018/19 to contribute to this, and this report sets out some of the breakthroughs over the last year that have helped bring closer the day that blood cancer is beaten. As well as moving forward our understanding of the science, thousands of people have benefitted from taking part in one of our trials or using our information and support services. We've also used the collective voice of the blood cancer community to make the case to the government and the NHS to provide better care.

All this has only been possible thanks to the efforts of many thousands of people across the country and, on behalf of people affected by blood cancer, we want to say a sincere thank you to each and every one of them.

As well as the impact we've made on behalf of people affected by blood cancer in 2018/19, the last year has been crucial for ensuring we can continue to have a significant role in beating blood cancer in the decades to come. Over the last few years our income (excluding legacies) has declined at a time when similar charities have seen income growth. So perhaps our biggest achievement in 2018/19 has been halting this decline and putting in place a plan that should mean that over the next years our fundraising income (excluding legacies) will grow further, and that the money we raise will have even more impact.

This is tremendously exciting because it holds the promise of us funding more of the breakthroughs and so fewer people dying between now and the day we complete our mission. We hope you share this sense of excitement, and will want to join us on the next stage of our journey.



John Ormerod
Chair

Gemma Peters
Chief Executive

Making Bloodwise fit for the future

Bloodwise was started in 1960 by David and Hilda Eastwood, who wanted to do something to make a difference following the death of their six-year-old daughter, Susan.

Since then, we've spent over £500 million on blood cancer research and that, as part of a wider global research effort, has dramatically improved treatments. Blood cancer has been transformed from a disease that was usually fatal to one that many people now survive.

But there is still so much more to do.

Blood cancer is still the UK's third biggest cancer killer, claiming more lives than either breast cancer or prostate cancer. And while the increase in survival rates is a huge success story, the treatments are often so harsh that people are left with side effects such as infertility and disability.

We want to play as big a part in finally beating blood cancer as we have in getting to this point. But our charity is at a crossroads. We have seen income decline, we are not reaching enough people with our information and support, and we need to better understand our impact and make sure people affected by blood cancer are at the heart of what we do.

This means that while we won't beat blood cancer in the next three or four years, when blood cancer is finally beaten they may be the ones we look back on as having been most important for ensuring we played a significant part.

Firstly, we need to redouble our efforts to put people affected by blood cancer at the heart of everything we do. We already work closely with them, but we want to get to the point where every important decision we take is made jointly with the people we are here to serve. We still have a way to go before we get there.

Added to this, too few people affected by blood cancer know about us and access our services. We also lack the internal infrastructure to ensure people get the right interaction with us at the right time, we are over-reliant on a small number of fundraising programmes, and we need to develop our brand. We're working closely with other organisations already, but we need to do more of this to maximise the impact we are able to have. In a time of limited resources we also need to look at how our research spend has the biggest possible impact.

But we also have real strengths. We continue to be able to draw on the generosity of a large number of incredibly inspiring supporters; we have excellent relationships with the blood cancer research community; and our knowledge of blood cancer research has been built over decades. All this gives us great confidence that if we can make the changes we need to respond to a changing environment, we can have a really exciting future.

“ Since we were founded in 1960 we've spent over **£500million** on blood cancer research ”

Over the next year we will diversify our income streams, improve our brand, and redevelop our website to enable us to significantly increase the number of people we reach. Then the following year we will improve our customer relationship management system to make us better at building long-term relationships with the people who engage with us. At the same time, we will continue to develop an organisational culture

that ensures we are always thinking of opportunities for partnerships and doing more to put people affected by blood cancer at the heart of our work.

By doing this, in 2019/20 we grow our income and reach, paving the way to increase our charitable expenditure from the year after.

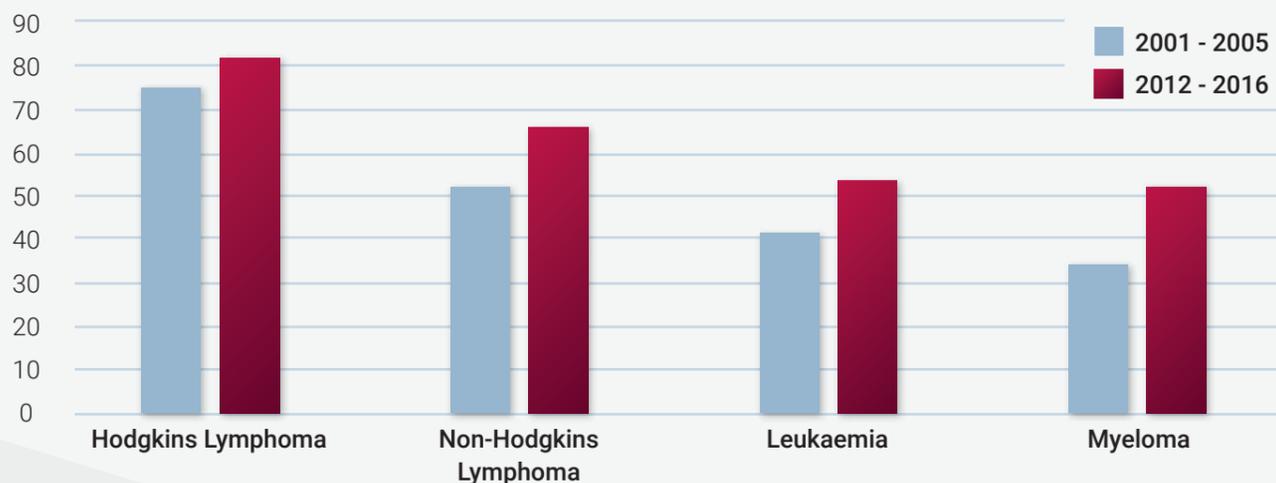


Our research into blood cancer

The story of blood cancer research is one of decades of huge progress. Survival rates have completely transformed over the last three decades and people are much more likely to survive than they were even just a few years ago.

In the early 2000s, just 41% of people diagnosed with leukaemia survived five years – that now stands at 52%. There have been even greater improvements in survival for non-Hodgkin's lymphoma and myeloma, and the increase in survival for these blood cancers is much higher than for other common cancers.

5 year survival (%) – A story of huge progress



This means that every year thousands of lives are saved as a direct result of research. We are proud of our contribution to this.

The over £500 million we have invested in research since 1960 has made a huge difference. Just to take one example, our research led to the first Minimal Residual Disease (MRD) test in childhood leukaemia, which means doctors are now able to tailor the amount of treatment they are giving to their patient's individual disease. This approach has been used since in other blood cancers, including a Bloodwise-funded test for acute myeloid leukaemia (AML) introduced in 2016. This work has also been taken forward by researchers in other common cancer types, spreading the benefit of our funding far beyond blood cancer.

Work by Bloodwise-funded scientists in Leeds has also taken us to the cusp of a cure for chronic lymphocytic leukaemia, the most common type of leukaemia.

Though much progress has been made, the future promises to be even more exciting. In 2018, 12 new treatments were approved for use on the NHS in England, compared to five in 2016. There is also huge promise around CAR-T, a new treatment where patients' blood cells are reprogrammed in a laboratory to kill cancer cells. In 2018/19, CAR-T was used to treat patients on the NHS for the first time, and it has the potential to revolutionise cancer treatment in a similar way as chemotherapy did in the 1960s.

A year of more breakthroughs

In 2018/19, we funded 360 researchers working in 34 research institutions around the UK. During the year, Bloodwise-funded researchers had 88 papers published in scientific journals, each one of them representing a new finding that takes us closer to the day when we beat blood cancer.

Among these findings are breakthroughs that have significantly improved our understanding of blood cancer and hold the promise of better treatments in the future. They include:

- A clinical trial in Liverpool has suggested that people with chronic myeloid leukaemia (CML) who would expect to be on medication for the rest of their lives could potentially stop taking it. This could be a big step forward because CML medication has lots of side effects.
- Researchers in Birmingham studying acute myeloid leukaemia (AML) – one of the deadliest types of blood cancer – have identified the biological processes that lead to abnormal cells developing. This takes us one step further towards being able to tailor treatments to individual patients and so increase the chances of survival.
- Researchers in Cambridge, Southampton and Leeds have developed a way of identifying which patients with the most common type of lymphoma are less likely to respond to standard treatments. If researchers are able to develop a clinical test for this, it could reduce the number of people who die from it.
- A team at University College London are trying to develop the next generation of CAR-T therapies. While CAR-T is the most exciting new treatment in a generation, it is also very expensive. But early findings from Bloodwise researchers suggest there could be a way to make it 10 times cheaper and be able to be mass-produced, rather than having to use the patient's own cells.

As well as our research continuing to improve treatments, our research funding means people in the UK are getting the chance to try promising new treatments that are not available on the NHS. In 2018/19, 4,700 people with blood cancer had the chance to take part clinical trials as a direct result of our research.



T-Cell: A key fighter in your immune system.

CAR: A specific receptor is added to your T-Cell.

CAR T-Cell: Your T-Cell with the CAR added helps find and fight specific cells.



Throughout our history, our funding has helped researchers build their careers in blood cancer. Our continued funding of research will help ensure the UK continues to have world-class blood cancer researchers for the next generation. The career of Professor Sir Mel Greaves of the Institute of Cancer Research is an example of how this works. Professor Greaves was knighted last year for his work over decades in improving our understanding of how leukaemia develops in children, and has only been able to do this work as a result of funding from Bloodwise over 30 years.

"I have had the privilege of researching childhood leukaemia for some four decades now," said Professor Greaves. "Back in the 1970s, we were ignorant of the underlying biology of the disease. We are now in a very different place. It is hugely satisfying to have contributed, along with my colleagues, to this progress which impacts profoundly on the lives of children, but that has depended on stable, long-term funding. I am enormously grateful for the sustained support I and my team received from Bloodwise over the past decades. It has made all the difference."



Jeff Tate, from Preston, had taken a drug for his chronic myeloid leukaemia for 10 years and was expecting to have to take it for the rest of his life until he took part in a Bloodwise trial aimed at reducing medication.

"The side effects of my medication were hot sweats at night and people said my short-term memory wasn't as sharp as it had been," said Jeff. "As a result of the trial I have had the opportunity to reduce and eventually stop my medication, and it has meant the hot sweats have gone. And I know that if the leukaemia were to come back then there is always the chance to go back to the medication."



Anindita Roy, Associate Professor of Paediatric Haematology at Oxford University, is a Bloodwise Clinician Scientist researching leukaemia in very young children. She hopes her career will lead to improvements in treatment within the next five years, and she has been funded by Bloodwise for the last eight years.

"Funding from Bloodwise has been crucial to my research and has allowed me to complete my PhD and take forward my research ideas," she said. "This has been invaluable because many researchers do not get the opportunity after their PhD to continue investigating what they are passionate about. There's no doubt that my research would not have progressed to the point where it has the potential to improve treatments for young children with leukaemia if it were not for Bloodwise support over a number of years."



Funding from Bloodwise has been crucial to my research and has allowed me to complete my PhD and take forward my research ideas.



If you'd like to find out how to support this work, please call **020 504 2244** or visit www.bloodwise.org.uk/fundraising/ways-give/philanthropy

Campaigning for better care

As well as funding research into better treatments, in 2018/19 we helped ensure people with blood cancer have access to new treatments and acted as the voice of people affected by blood cancer to the NHS and government.

In 2018/19, we put forward the experiences of people with blood cancer to the National Institute for Health and Care Excellence (NICE) for six treatments. Of these, four were approved for use on the NHS in England. In Scotland we submitted evidence for six treatments to the Scottish Medicine Consortium (SMC), of which three were approved.

Our work with NICE and the SMC included submitting evidence for CAR-T, a revolutionary new treatment that programmes the person's own cells to attack cancer cells. Both NICE and the SMC considered two CAR-T therapies, for children with relapsed acute lymphoblastic leukaemia (ALL) and adults with relapsed diffuse large B-cell lymphoma. Both were approved in England and one – for ALL – was approved in Scotland. These approvals mean the UK became only the second country in the world to make CAR-T available as part of standard treatment, and it has already been given to a small number of people who had no other treatment options.

During 2018/19 we published our Hear Our Voice report, which sets out four priorities for improving care for people affected by blood cancer. The launch was attended by Parliamentarians, NHS England officials and charity representatives. Steve Brine, Minister for Public Health (with responsibility for cancer services), was among those who spoke at it. Another event we held in Parliament during Blood Cancer Awareness Month in September of blood cancer was attended by more than 70 MPs.

We continue to provide the secretariat for All-Party Parliamentary Group on blood cancer on behalf of MPs, and over the last year it held meetings with NHS England, the Royal College of Pathologists, and Cancer Research UK.

We also continued to raise awareness of blood cancer symptoms. Our research showing that half of people cannot name a single blood cancer symptom was covered widely in the media during Blood Cancer Awareness Month, leading to the biggest ever increase in Google searches for "blood cancer symptoms". Our new President Simon Thomas, whose wife Gemma died of acute myeloid leukaemia in 2017, was interviewed on Loose Women on ITV1 and in the Mail on Sunday and this led to a big increase in visits to the symptoms section of our website.

Our work to improve our website led to a huge increase in the number of people reading our information about blood cancer symptoms. In 2018/19 the symptoms page of our website had 111,000 page views, compared to 15,000 page views the previous year.



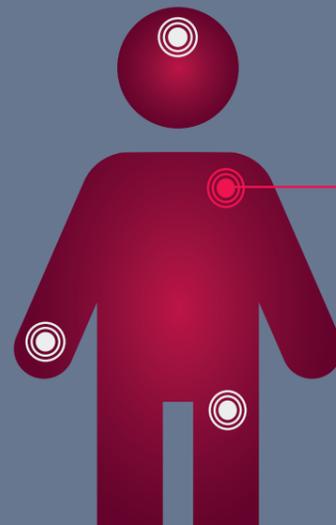
Steve Brine MP was Minister for Public Health (which includes responsibility for cancer services) until March 2019.

"Having spoken at the launch of its Hear Our Voice report, I have seen first-hand how Bloodwise has helped increase understanding of the issues around blood cancer among Parliamentarians," he said. "In my previous role as the Minister responsible for cancer services, it is was also extremely valuable for Bloodwise to give its views on how Government policies affect people with blood cancer to help make sure we were meeting their needs."



Nic Dakin MP is Chair of the All-Party Parliamentary Group on Cancer.

"I have been very impressed with what Bloodwise has achieved this year and I have seen first-hand at how they incorporate people affected by blood cancer into everything they do," he said. "They are vital in raising awareness of blood cancer in Parliament to make certain that the NHS and Government meet the needs of people affected by it."



“ 52% of people cannot name a single blood cancer symptom ”

Giving information and support

People with blood cancer are less likely to fully understand their diagnosis than for any other common cancer. They also have particular psychological support needs because in many cases treatment does not start straight away and people can be on treatment for many years.

So during 2018/19, we continued to provide information and support to help meet people's needs, and we did more to bring people together. We launched an online forum where people can share their experiences and support each other – it is now being used by 497 people and has had more than 2,200 posts since its launch. Alongside this, our support services team responded to 1,467 information and support enquiries via our support line, email and social media channels.

We published four new fact sheets and updated four of our existing booklets to include the latest clinical information. To make it easier for people to understand what blood cancer is, we produced an animation explaining what happens in the body when blood cancer develops.

We sent out 44,405 blood cancer booklets, both to people affected by blood cancer and healthcare professionals based at 177 hospitals around the UK. A further 11,035 booklets and fact sheets were downloaded from our website, and there were 350,000 website visits that included views of our information and support pages.

We continued to support health professionals, holding a conference for blood cancer nurses to promote best practice that was attended by 125 nurses from 40 hospitals.

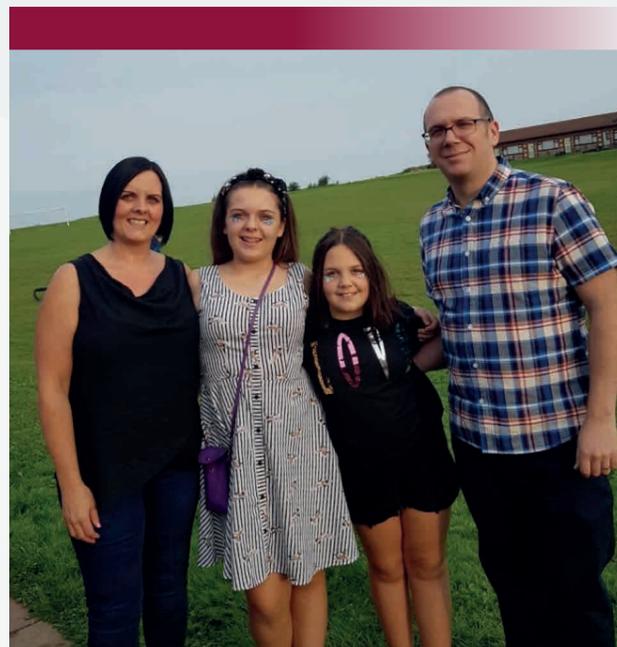
There was also a 55 per cent increase in health professionals using our E-learning resource. Our Nurses Network which supports blood cancer nurses right across the UK with news and information, now has 1,317 members, a 25 per cent increase on the previous year.





Adrian, who has chronic lymphocytic leukaemia, called our support line when he was in hospital as a result of food poisoning.

"Hearing a sympathetic voice, and being able to discuss what other people experience with fatigue, and just how I was feeling that day was so helpful," he said. "Somehow it instilled just a little bit of hope. As supportive as friends, family, and health staff are, sometimes it is just so helpful to be able to speak with a knowledgeable and compassionate support officer over the phone. Hope is so important, and without trying to make me pretend everything was OK, the person on the other end of the phone helped me to see that things would get better."



Nichola (left) joined our online forum after being diagnosed with follicular lymphoma.

"I had a sack-full of feelings that I couldn't cope with and that I didn't understand," she said. "I felt I wasn't handling things well and was just curious to find out how other people coped in the same or similar situations. I was welcomed by some wonderful people as I shared my stories and read others. Bit by bit, I realised that the way I was feeling wasn't unusual and that it didn't make me the weak person I had begun to see myself as."



Sally, whose husband has follicular lymphoma, asked questions about the condition via Instagram.

"Within a few minutes of contacting them, I felt reassured that itching was not necessarily a sign that follicular lymphoma has relapsed," she said. "If it hadn't been for Bloodwise, we would have had a terrible weekend, full of needless worry. I always feel safe and understood when I talk to Bloodwise. It's like my parachute that opens if I feel like I am going in to freefall."



Julie (with her father) used our information and support to challenge his care after he was diagnosed with myelodysplastic syndrome.

"The excellent information and advice given to me by this wonderful charity enabled the family to fight for dad's rights," she said. "It has meant that he is getting the chance to spend his last days in the same nursing home as his beloved wife of 71 years. I cannot thank Bloodwise enough for the help and advice given to me and the kind, caring, courteous manner in which it was addressed. The service gave me the strength, courage and more importantly the knowledge needed."

People affected by blood cancer at the heart of everything we do

We were founded by a family affected by blood cancer, and today people affected by blood cancer continue to be at the heart of everything we do.

Over the last year we have continued to develop our Ambassador programme, a group of 135 people affected by blood cancer who advise us on our work, appear in the media and meet with politicians and NHS leaders. In 2018/19, they gave a total of 30 speeches and took part in 33 campaigning events.

In 2018/19 we also established a policy panel of people affected by blood cancer. This is strengthening our commitment to developing our policy positions and priorities from the outset with people who have experienced blood cancer themselves. This adds to the advice we receive from our existing Clinical Advisory Panel, which ensures our work is informed by healthcare professionals who support people with blood cancer.

We held a series of groups, workshops, interviews and surveys to make sure our health information and support services are co-produced with people affected, and all our new and updated health information is checked with people with blood cancer. We also held a series of workshops with people affected by blood cancer to better understand how to reach and help more people.

People affected by blood cancer have been at the heart of our communications during 2018/19. In our Twitter Takeover during Blood Cancer Awareness Month, for example, we gave control of our Twitter account to 16 people affected by blood cancer, giving them the chance to talk about their experiences – a communications campaign that resulted in us increasing our Twitter followers at an unprecedented rate. And with our new blood cancer animation, we chose one of our Ambassadors to do the narration rather than a professional actor. With our Hear Our Voice policy report, we made sure it acted as a platform for people with blood cancer to tell their stories to policymakers.

We have also worked to make sure everyone working for Bloodwise has a deeper understanding of the experiences and needs of people affected by blood cancer. This has included a series of lunch and learns, and showing videos from our Ambassadors at our all-staff weekly meetings.

“ In 2018/19, our Ambassadors gave a total of 30 speeches and took part in 33 campaigning events. ”



Working with others

As a medium-sized cancer charity, we are not going to beat blood cancer on our own. It is only by building partnerships with other organisations – both in the UK and overseas – that we can have the maximum impact.

In research, we are members of the National Cancer Research Institute (NCRI), a partnership of UK cancer research funders, and the Association of Medical Research Charities (AMRC), a membership organisation of medical and health research charities. Being part of these means we are able to ensure the way we fund research meets the highest standards, that we contribute to national policy issues affecting research and medical care, and that we contribute to joint efforts to improve research.

For example, through our membership of the NCRI we help fund a series of Clinical Studies Groups that plan how the UK can develop the best possible clinical trials for people with blood cancer. And we help support work to strengthen research and training in pathology and radiotherapy – clinical specialties that are critically important to diagnosing and treating blood cancer. We are also jointly funding a trial with Children With Cancer UK for children with acute lymphoblastic leukaemia.

We are members of the Blood Cancer Alliance, and by working as one of the 12 charities in the alliance we are able to raise the profile of blood cancer. For Blood Cancer Awareness Month in September the alliance, supported by Janssen pharmaceutical company, created a collection of see-through statues to get across the message that the low awareness of blood cancer can make it feel like the hidden cancer.

We are members of the Children and Young People with Cancer Coalition, which is important for our work because blood cancer is the most common cancer in children. This gives us the chance to meet with other children's cancer charities and make sure our work is aligned to meet the needs of children and their families. Internationally we have built relationships with blood cancer charities including Leukemia & Lymphoma Society in the United States and are exploring plans for how we can work more closely together.

We also back other charities' campaigns, lending our weight to help make them successful. In 2018/19, for example, we supported Anthony Nolan's call for a man from Ghana to be allowed into the UK so he could be a stem cell donor for his sister, and we promoted DKMS and ALCT's campaign with England footballer Raheem Sterling to find a stem cell donor for Damary Dawkins.





Kate Lee, Chief Executive of CLIC Sargent, said:

“We can shout about all the great things we do and want to achieve until we are blue in the face, but it’s so hard to be heard in a crowded and noisy environment. Teaming up with other great charities like Bloodwise means we have a louder voice and more likely to affect change because we are stronger together.

“We have achieved great things together through using Bloodwise’s invaluable research, working on the Children and Young People with Cancer Coalition and tirelessly joint campaigning for the people we support. We can always do more and I hope other charities join us in our fight.”



Tim Johnson, Chief Executive of Great Ormond Street Hospital Children’s Charity*, said:

“Since its inception Bloodwise and Great Ormond Street Hospital have worked in partnership to tackle childhood blood cancer. In 1960 Bloodwise funded the country’s first leukaemia research facility at GOSH, and as the hospital has the largest children’s cancer unit in the UK it still treats many children who have blood cancer today. Some of the treatments given to children are only possible because of Bloodwise research, and Bloodwise still funds research at GOSH today. It is a long and proud collaboration which has lasted almost 60 years, and long may it continue.”

*Until March 2019



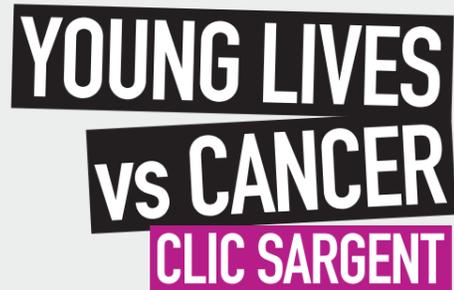
Louis J DeGennaro, President and CEO of the Leukemia & Lymphoma Society, the largest blood cancer charity in the United States, said:

“Beating blood cancer is a team sport. Together, as a team this past year, Bloodwise and The Leukemia & Lymphoma Society tackled an international shortage of Erwinase, a drug vital to the treatment of childhood leukemia, fuelled collaborative, cross-border research driving new therapies to the clinic and brought light to the darkness of cancer with an innovative fundraising campaign, Light the Night. We look forward to continuing our productive partnership.”



Henny Braund, Chief Executive of Anthony Nolan, said:

“Our partnership with Bloodwise means that both organisations can make a greater impact for patients where it’s most needed. By working together as members of the Blood Cancer Alliance and partnering on specific campaigns we are both able to deliver more. Our collaboration with Bloodwise is really important to us as we share the same vision to save and improve more lives.”



Raising money and spending wisely

In 2018/19 we raised £15.3 million to continue funding our vital work to beat blood cancer. This reflects the huge efforts of thousands of people taking part in events, collecting in their communities, or making generous donations.

Among our fundraising highlights were our Blenheim Triathlon continuing to be popular and the Bromsgrove fun run celebrating its 30th year. Our #WaistcoatWednesday campaign for people to wear waistcoats to cheer on England during the World Cup caught the nation's imagination.

Overall, last year's income was £1.8 million less than the £17.1 million we raised in 2017/18; this is mainly because we had an unusually high level of legacy income in 2017/18 and last year this returned to a more typical level. While our total income went down, a big success in 2018/19 was halting the decline in our fundraising income, excluding legacies. The fact that a change in our legacy income has had such a big impact on overall income reflects our over-reliance on a small number of income streams, and this is why we are planning to diversify our income.

Our regional fundraising performed as planned, with branches and fundraising groups continuing to dedicate themselves to raising money and awareness, and we had better-than-expected income from our collections at performances of Calendar Girls – The Musical.

We would like to record our thanks to Valerie Seward, whose gift in her will has gone to fund research at University of Wales Hospital in Cardiff.

We received slightly more income from individual gifts than we had expected, partly because of the success of our Christmas fundraising appeal, which featured the stories of our Patient Ambassadors Emma Bottoms and George Norton. We saw an increase in income from trusts and foundations, and our two Christmas events – Christmas Carols with Bloodwise and Notting Hill Carols – both did better than in 2017/18.

Our sports and events fundraising galvanised thousands of committed people, but overall did not raise as much as in previous years. We have responded by introducing more robust planning and monitoring of income, and reducing the number of events we take part in so that we can focus on the areas with the biggest financial return. This has already put us in a strong position for 2019/20, as between January and March we saw high levels of recruitment to events.

All of this gives us confidence that we are in a good position to continue to grow our income over the next few years.



Anna Mamwell, who has had leukaemia and is a Bloodwise Ambassador, was inspired to fundraise for us by the prospect of improving treatments in the future.

"I will be forever grateful to those inspiring, selfless people in the past who have tirelessly given up their time to raise the vital funds that mean I am still here today," she said. "Without their efforts, the research carried out and advances in treatments and outcomes wouldn't have happened. I am now playing my part, like they did, to help people diagnosed with blood cancer in the future to survive and thrive, paying it forward for the next generation."



As well as making improvements to our fundraising programmes in 2018/19, we have focused on getting the best possible value for money.

We have challenged ourselves to stop doing things that are not working and last year closed our Blood Cancer Connect website because it had not had the impact we had hoped. We also saved on overheads in fundraising by launching a new fundraising pack that has helped us reduce the amount of staff support people fundraising for us need.

Our continuous improvement programme that began in 2017/18 has started to deliver significant efficiency savings. The benefits of improving our processes have included:

- Reducing the time it takes to thank our supporters from 13 days to one;
- Saving 31 hours per week by making processes leaner across the charity;
- Reducing payroll processing time by 70 percent, saving over £2,000 per year.

We have made changes to make sure we better reflect the community we serve, and are particularly focused on increasing representation of people from BAME communities. We are a Stonewall Champion and have had mental health training to make sure managers are able to support employees with mental health issues. We hold Schwartz rounds, where staff talk about issues related to work; this is a programme used in the NHS and we are the first UK charity to use it.

Also this year, we have introduced organisational values to help make sure we have the positive culture needed to be able to have the maximum impact for people affected by blood cancer.

This focus on culture has seen a reduction in staff turnover in 2018/19.

We've introduced our CURE values, setting out how we expect everyone at Bloodwise to approach their work:

C.U.R.E

CONNECTED

We are passionate and motivated by keeping those affected by Blood Cancer at the heart of our actions.

UNITED

As one, we take responsibility and ownership for everything we do.

RESPECT

We work in an open and honest way, where everyone's contribution is valued.

EXCELLENCE

We are ambitious and thrive to be the best we can be, through being focused on outcomes.

Bloodwise

The blood cancer charity



#WaistcoatWednesday - Bloodwise staff wear waistcoats to raise money at the same time as supporting England during the World Cup

Our plans for 2019/20

The next year will see us continue to benefit people affected by blood cancer and to make the changes needed for us to be able to dramatically increase our impact in the long term.

Research

We will continue to fund high quality research that takes us closer to better treatments. In 2019/20 we plan to announce £5.2 million of new investment in research, and including existing commitments we will spend £6.4 million on research.

Next year we will start work on a new UK-wide research strategy, and we will continue to champion the research needs of people affected by blood cancer through our membership of the National Cancer Research Institute.

Information and Support

Over the next year we plan to significantly increase the number of people who benefit from our information and support services, both via the internet and through booklets and fact sheets.

We will do this by producing new resources for patients, including a new booklet for people newly diagnosed, and developing new website sections aimed at young adults with blood cancer and people who are living with the long-term effects of blood cancer. These new resources will be created together with people affected by blood cancer.

Campaigning

We will develop new campaigns to make a real difference to the treatment of people with blood cancer. The first one will focus on ensuring fewer people are diagnosed late, in response to the fact that people with blood cancer are more likely to have to go to their GP multiple times than for any other common cancer.

We will continue to represent people affected by blood cancer when the National Institute for Health and Care Excellence is assessing new treatments, and act as a voice for them in Parliament and to the NHS. This includes providing the secretariat for the All-Party Parliamentary Group on Blood Cancer, and being part of the Blood Cancer Alliance and the Children and Young People with Cancer Coalition.

Extending our reach

Too few people affected by blood cancer know about us, and we will focus on addressing this over the next year. This will include looking at how we can improve our brand and will involve significant consultation with both our supporters and people we want to engage with in the future.

We will redevelop our website, as we need a better online presence to be able to reach a higher proportion of people affected by blood cancer.

We are also conscious that we have too few volunteers from the BAME and LGBT+ communities, and so will focus over the next year on ensuring we are more representative. We will also increase the number of people in our Ambassadors programme, and make it more diverse.

Growing our fundraising

We will continue to improve the effectiveness of our fundraising, and are confident we will grow our voluntary income in 2019/20.

We will diversify our income by starting a lottery programme, significantly increasing the number of community groups, and creating a greater number and variety of opportunities for people to support us. We plan to increase income from trusts and foundations in 2019/20 and, having focused more resource in building relationships with the pharmaceutical industry, we expect an increase in income from this sector. We will also grow our programme for major donors and build our Patron's Circle.

Legacies will continue to be important for our income, and we will launch a new online shop, including the chance to buy work from artists who have been affected by blood cancer. As well as our fundraising programmes, we will get better at communicating our impact, enabling us to make a more compelling case for supporting us.

Organisational effectiveness

Over the next year we will become a more effective organisation by:

- Focusing on doing even more to put people affected by blood cancer at the heart of everything we do;
- Developing more partnerships that can benefit people affected by blood cancer;
- Developing our culture and workplace offer so that we become an employer of choice in our sector.





Financial review¹

Income

A total of £15.3m (2018: £17.1m) was generated during the year. Voluntary income (other than legacies) increased from £7.4m in 2018 to £7.7m, a significant achievement reversing the five-year decline in fundraising income for the first time. Income from legacies dropped back to its historic average of £5.5m, from the exceptional achievement of £7.5m in 2018.

Fundraising highlights

We're grateful to the many committed supporters working through our branches and other community fundraising activities who raised just over £3.1m (2018: £3.0m).

The generosity of major donors and organisations saw our partnerships and philanthropy teams raise £2.1m (2018: £1.1m). We're grateful to the trusts, companies and individuals that make this possible.

Legacy income was £5.5m. Although the value of legacy income is variable from year to year, at the year-end the value of legacies notified but which have not been received or accrued was £3.6m, providing a solid basis for the next financial year.

One of the key strategic aims over the next five years is to grow income from fundraising, with a specific focus on investing into individual giving programmes, regional relationships and other philanthropic relationships.

Investment income

Investment income was £0.5m. This is a reduction from the previous year (2018: £0.9m) following the conversion of our investment portfolio funds into lower risk cash and bonds.

Investment gains

A substantial gain, £1.6m (2018: £0.1m), was generated during the year following our conversion of investment portfolio funds into lower risk cash and bonds. We're grateful to our investment managers, Cazenove Capital Management and CCLA, for their work on our behalf to help us achieve this substantial gain.

Expenditure on raising funds

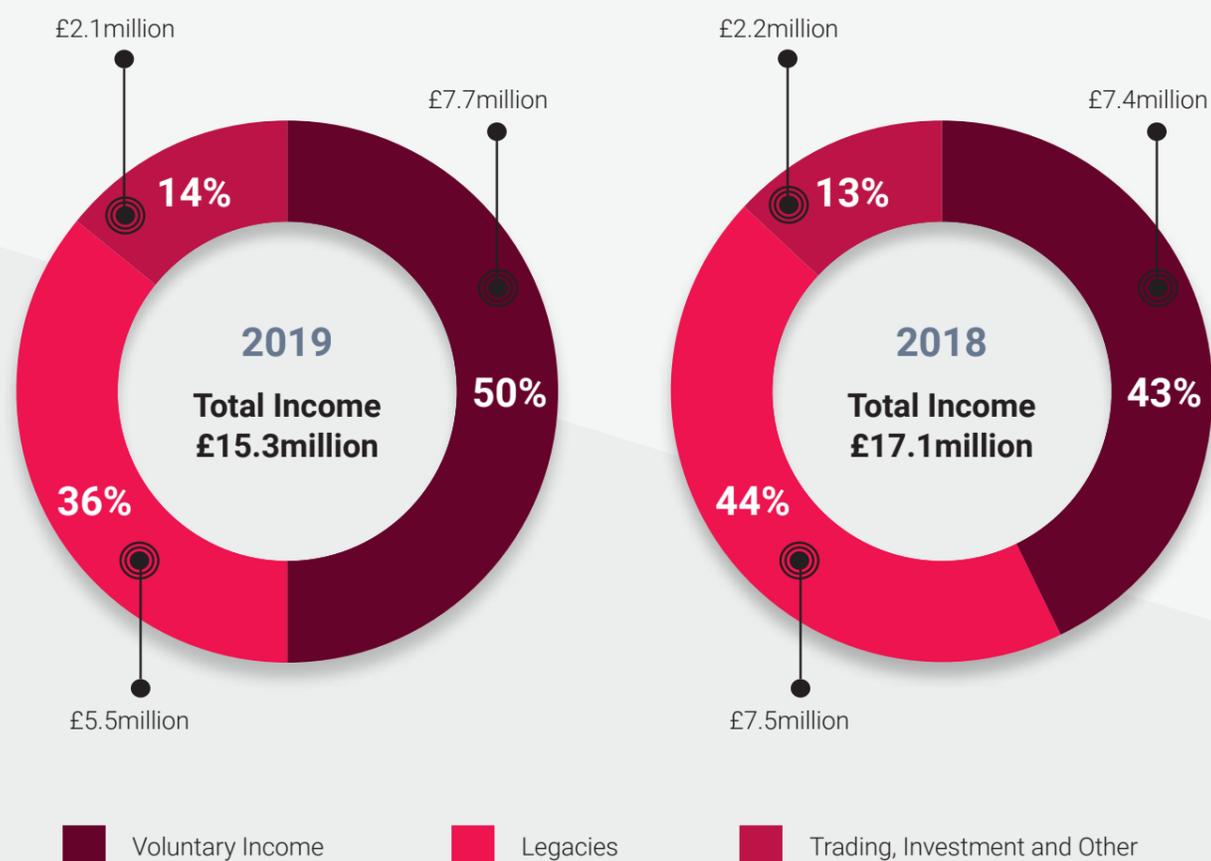
Total expenditure on raising funds was £5.3m (2018: £5.6m), a reduction of £0.3m (5%) on last year, reflecting reduced investment in individual giving programmes in 2019 ahead of the launch of the new individual giving fundraising strategy in 2020.

The cost of raising donations and legacies was £5.0m (2018: £5.3m), 6% lower than last year.

Funds

Our overall results show net income for the year of £0.03m (2018: net expenditure of £0.4m), including investment gains of £1.6m. Total funds at 31 March 2019 were £7.4m, of which £0.1m are restricted (which means they can only be spent for the purpose specified by the donor).

Group income



¹ The financial review consolidates the accounts of Bloodwise and its wholly owned subsidiary Bloodwise Trading Ltd.

Charitable expenditure

In 2019 our expenditure on charitable activities was £11.6m (in 2018: £11.9m). Net research grant commitments excluding the amount agreed as no longer due to be claimed by grant holders totalled £9.5m (2018: £10.9m) and comprised new grant commitments of £4.6m (2018: £4.1m) along with confirmation of deferred commitments arising on existing grants of £4.9m (2018: £6.8m). Deferred commitments relate to the portion of grants (years 4 and 5) that are subject to successful completion of the first three years of research. We also wrote back unspent research commitments made in previous years of £1.3m (2018: £1.6m).

This year we delivered on our ambition to increase the number of our grant rounds we opened, and we expended £2.6m on project grants (2018: £1.7m). Project grants are awarded for up to three years to support research staff, usually a postdoctoral scientist, to carry out a clearly defined piece of work. These grants provide an opportunity to explore innovative new ideas which may form the foundations of future research awards. We supported projects across a range of blood cancers, including work to predict the aggressive transformation of follicular lymphoma, seek out new targeted treatments for myeloma and myelodysplastic syndromes, and an ambitious project to further the development of curative treatment for myeloproliferative neoplasms. In the year when promising CAR-T cell therapies were introduced in the NHS, we also funded work to understand how rare infant leukaemias can evolve to evade detection by CAR-T cells.

Of the grant commitments made this year, £5.7m (2018: £5.5m) was expended in specialist programmes and related awards. Programmes are awards made for up to five years to support a team of researchers in tackling more extensive long-term goals that have the potential to deliver impact for patients. We released deferred commitments to fund seven existing programmes for a further two years.

We also expended £1.1m (2018: £2.9m) in clinical trials and related research.

This year we spent £2.4m (2018: £1.5m) on the information and support services we provide for people affected by blood cancer, and the policy and campaigning work we do to ensure that improvements to care that are created through research are made available in the National Health Service. We were pleased to make significant progress in raising the voices of people affected by blood cancer, through increased involvement in new information and support product development, in our newly launched policy panel, development of our strategic policy priorities, engagement with the development of the NHS Long Term Plan, and the coordination of the efforts of patient representative organisations through the Blood Cancer Alliance.

Research expenditure in 2019 by type of grant and type of blood cancer

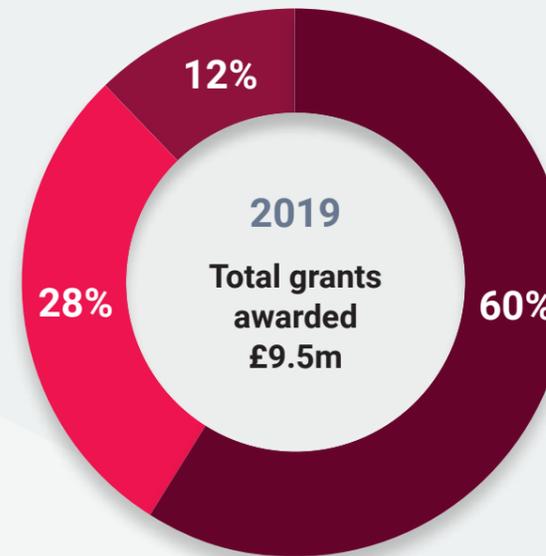
The charts on the right show the types of research awards we made and the type of blood cancer that the grants we awarded this year are investigating.

As we understand more and more about the biology of cancer, we understand the control mechanisms that are disrupted for cancer to take hold. These mechanisms are true for many forms of cancer, so much of our research is relevant to different blood cancers and even different forms of cancer. That means that we can't always separate our research portfolio according to blood cancer type, but these charts give an indication of the primary focus of our new research commitments over the past 12 months. It does not include grants made in previous years.

The balance of our awards changes significantly from year to year. For example, in 2018 24% of our research expenditure was on childhood blood cancer and in 2019, 9% of research expenditure was on Myeloma. Funding for these and other awards relevant to these conditions continues. Details for all our current research awards by cancer type can be found on our website.

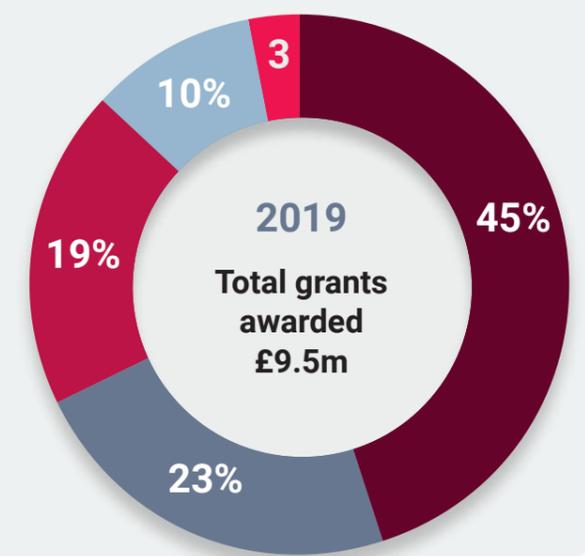
Grants awarded in 2019

Type of grant



- Programmes
- Projects
- TAP, Clinical Trials and Related Research

Type of blood cancer



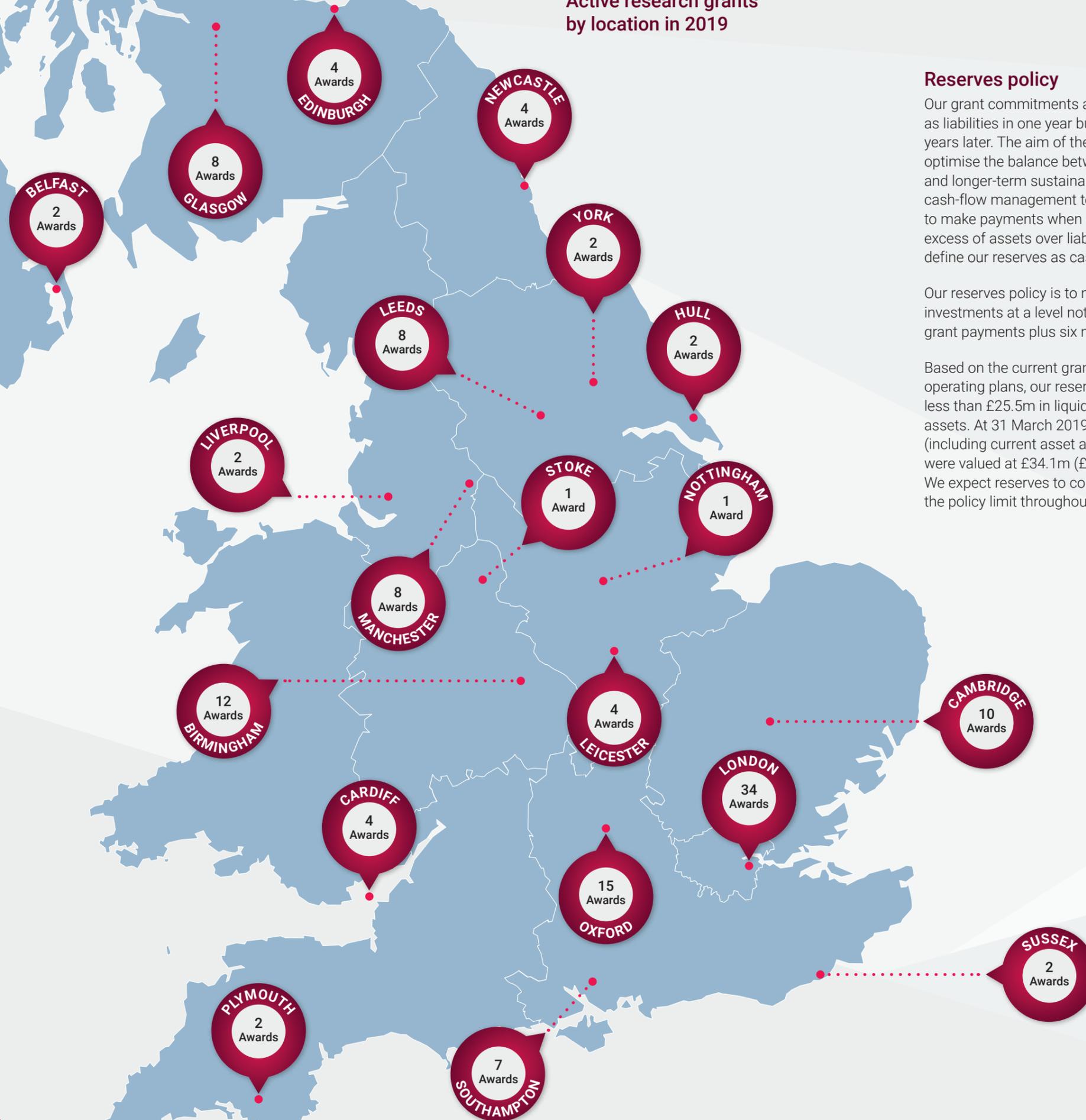
- Leukaemia
- Relevant to more than one cancer type
- Lymphoma
- MDS & MPN
- Myeloma

Research payments

Because we make commitments that extend over periods of more than one financial year, we consider the new commitments that we make in terms of the cash flow payments that they will generate in future years. Unlike other charities where income and expenditure often occur within a single financial year,

we must ensure that we keep suitable investment balances to ensure that our payments to existing commitments can be met. During the year we made payments of £15.4m (2018: £18.9m) on existing research commitments and we expect this to be similar next year before starting to drop.

Active research grants by location in 2019



Reserves policy

Our grant commitments are long-term, and recognised as liabilities in one year but only payable up to five years later. The aim of the reserves policy is to optimise the balance between short-term spending and longer-term sustainability. Our emphasis is on cash-flow management to ensure that we are able to make payments when due, while maintaining an excess of assets over liabilities. For this reason we define our reserves as cash and investments.

Our reserves policy is to maintain cash and investments at a level not less than 12 months grant payments plus six months operating expenses.

Based on the current grant commitments and operating plans, our reserves policy is to hold not less than £25.5m in liquid and readily realisable assets. At 31 March 2019, cash and investments (including current asset and fixed asset investments) were valued at £34.1m (£36.4m at 31 March 2018). We expect reserves to continue to be in excess of the policy limit throughout the next financial year.

Investment policy and performance

Our investments portfolios (excluding properties) were valued at £34.1m at 31 March 2019 (£36.4m at 31 March 2018). Historically Bloodwise has had two portfolios, a long-term main portfolio and the liquidity reserve portfolio. The main portfolio is split between Cazenove Capital Management and CCLA while the liquidity reserve portfolio is managed by Cazenove. In addition, in 2018/19 we received and held for sale shares relating to intellectual property for research undertaken in previous years. These shares are owned through Bloodwise Trading Limited and were valued at £0.7m at 31 March 2019 (nil at 31 March 2018).

Driven by the on-going uncertainty in global equity markets, Trustees agreed to liquidate both the liquidity reserve and the main portfolio over the course of 2018/19, effectively de-risking our exposure to sudden stock market and currency fluctuations. Both portfolios now contain mainly cash supplemented by a small portion of low-risk bonds.

Following the conversion of equities into lower risk cash and bonds at the year-end the value of the liquidity reserve portfolio was £19.6m, up from £12.1m at 31 March 2018, whilst the main portfolio was £13.8m, compared to £24.3m at 31 March 2018. These investments, together with cash held in bank current accounts and fundraised income, provide assurance that we can meet our future grant commitments when they fall due.

Meetings for the Investment Committee were temporarily suspended following the liquidation of the two portfolios, and the strategic oversight of Bloodwise's reduced investments is now being carried out by the Finance, Audit & Risk committee (formerly the Audit and Risk committee). They take advice from our investment managers Cazenove and CCLA and monitor the appropriateness of future investments with regard to the aims and reputation of the charity, as well as potential financial performance.

Both investment managers have teams dedicated to socially responsible investment and their investment approaches incorporate a social, environment and ethical policy. These policies will be reviewed annually by our Finance, Audit & Risk committee.

We don't invest in companies or sectors undertaking a particular activity or operating in a way that may be harmful to our charity's interests. As a charity concerned with health and wellbeing, don't invest directly in any company where the major part of their business activity or focus is tobacco products. We also monitor opportunities to make investments in companies or sectors that reflect our values. Both investment managers have teams dedicated to socially responsible investments and their investment approaches incorporate a social, environment and ethical policy. These policies are reviewed annually by our Finance, Audit and Risk Committee.

Fixed Assets

In July 2018 we had our office property in Eagle Street London revalued at £7.5m, and subsequently took out a secured loan of £4.5m against the property to provide additional working capital to support the activity of Bloodwise. The revaluation of the property for the purpose of the loan was immaterial in value and we have decided not to adjust for it. The loan is a floating rate basis term loan at LIBOR plus 2.4% and was taken out for five years with repayments calculated on the basis of a 25-year repayment profile.

Principal risks and uncertainties

Identifying and managing the possible and probable risks that a charity may face in the course of its work is a key part of effective governance. In managing risk, Trustees aim to ensure significant risks are known and monitored, to enable informed decisions to be made and timely action to be taken. It also means Trustees can make the most of opportunities and develop them with the confidence that any risks will be managed.

Risks are identified and given ratings from low to high according to the likelihood of their occurrence and the impact should they occur. All risks on the register are reviewed but particular attention is paid to those that are considered to have both a high likelihood of occurrence and a high level of impact.

The risk register is dynamic, showing movement in risk ratings between periods as well as a traffic light system to demonstrate confidence in the control. The Finance, Audit & Risk Committee (formally Audit and Risk Committee) meet every four months to review all risks, making changes to the register as risks are mitigated and new ones emerge.

The Board of Trustees review the entire risk register annually and specific areas of risk when required. It includes the major risks to Bloodwise; the potential impact and probability associated with each risk; the existing internal controls and accountability for them; and the mitigating actions needed to reduce each risk that have been considered by the Trustees.

The table shows risks that were agreed by the Trustees as at 31 March 2019 as rated high in impact if they were to occur. They are satisfied that the necessary systems and procedures are in place to manage those risks.

Risk	Mitigation
Economic pressures, competition and poor delivery negatively impact on voluntary income	<p>Increasing the diversity of our fundraising portfolio, including investing in a new lottery programme</p> <p>Optimising existing activities, in particular the events portfolio and building on underdeveloped opportunities.</p> <p>Investment in legacy marketing and integration of legacy messaging across all fundraising channels.</p> <p>Continuing to develop and improve our website.</p> <p>Annual budgeting and regular performance monitoring through management reporting.</p>
Non-compliance with legislation or regulation leads to penalties and/or reputational damage.	<p>Regular review and monitoring of legal and regulatory environment to ensure potential risks are proactively managed.</p> <p>Key risk areas are reviewed (either internally or using external expertise) to ensure compliance and identify improvement opportunities.</p> <p>GDPR compliance (achieved in May 2018) and ongoing compulsory GDPR training to all staff (rolling out to Trustees in 2019/20).</p>
Activities are not sufficiently aligned around strategy increasing risk of suboptimal allocation of resources	<p>Focusing activities around key strategic priorities.</p> <p>Executive and Trustees agree key priorities and regularly review alignment of plans and priorities.</p> <p>Research applications scrutinised by international experts as part of robust peer review.</p>
Key staff are not retained and developed, and new staff are not attracted	<p>Improved recruitment and induction process. New performance management processes implemented and development of Bloodwise Academy which will offer learning opportunities to retain key staff.</p> <p>C.U.R.E values helping create stronger culture and identity.</p> <p>Succession planning part of our strategy including identifying and retaining key members of staff. Development of managers' people skills.</p>
Old IT infrastructure and systems lead to loss of data and/or inefficient work	<p>Regular backups ensure data is secure.</p> <p>Project launched to update infrastructure and support services.</p> <p>New IT strategy in place with a roadmap to update key IT systems.</p>

Subsidiaries and related parties

Bloodwise has two wholly owned subsidiaries, Bloodwise Trading Ltd and Leukaemia & Lymphoma Research Limited. The principal activity of Bloodwise Trading Ltd is Christmas cards and gifts, collection of royalties and organisation of events to raise funds for the benefit of the parent company. A taxable profit of £1.0m (2017/18 £0.6m) was donated under deed of covenant to Bloodwise, details of which are in note 10 to the accounts. Leukaemia & Lymphoma Research Limited is dormant.

Salaries

We have a structure of seven salary bands that covers all employees. Our pay policy is kept under regular review and we regularly benchmark our salaries and benefits against similar organisations to ensure that our remuneration is appropriate and fair.

Executive salaries

It is vital that we have leaders with the professional expertise and experience to ensure that we can deliver on our mission, and part of this is ensuring we reward our Executive Team appropriately.

The Board delegates pay policy to the Remuneration & HR Committee, which makes recommendations to the Board of Trustees for all salaries and are specifically responsible for setting the remuneration of the Chief Executive and Directors.

In making their decisions the committee considers sector analysis on Executive pay, organisational performance and individual director performance. An analysis of senior executive salaries is presented in note 6.

Pensions

We contribute a defined amount to individual employees' personal pension schemes, which are currently provided by AEGON. Details of pension contributions can be found in note 6.

The environment

At Bloodwise we try to consider the impact of all that we do. In the last year we were able to recycle 3,490kg (2018: 3,872kg) of mixed recyclables and secured shredding. This is a saving of 4,810kg of carbon dioxide and 30 trees.

We carefully monitor our usage of all key utilities to reduce the impact on the environment and reduce our operational costs.

Going concern

The Trustees review regularly the risks and uncertainties facing Bloodwise and the Charity's financial plans. The charity's reserves policy has been established to provide resilience against the financial effects of reasonable variations from plan and uncertainties.

Based on these reviews, the Trustees consider that the Charity has adequate resources to continue in operational existence for at least 12 months from the date of this report. Accordingly, they continue to adopt the going concern basis of accounting in preparing the annual accounts.



How we work

Legal structure and governance

Bloodwise is a company limited by guarantee and incorporated in England on 17 October 1962. Our articles of association were last amended on 27 September 2017. Bloodwise is a registered charity in England and Wales (charity number 216032) and in Scotland (charity number SC037529).

The Trustees (see page 69) are responsible for the governance and strategy of the charity. There were 11 Trustees at 31 March 2019 who together bring a diversity of gender, skills and experience to enable the Board to operate effectively. Trustees are appointed for a renewable term of three years and are the directors of the company for the purposes of the Companies Act 2006. John Ormerod joined the Board in July 2018 and was appointed Chair in September 2018 and Maria Clarke, Dr Sonali Thakrar and Michael Prescott retired from the Board in July 2018, October 2018 and December 2018 respectively. Tim Gillbanks joined the Board in January 2019.

Trustees meet formally at least four times a year (including a two-day away day where the strategic direction of Bloodwise is covered). Throughout the year additional briefing calls are taking place to make sure Trustees are kept up to date on key operational and strategic initiatives. Trustees delegate specific responsibilities to various committees, whilst the day-to-day responsibility for the running of the charity is delegated to the Executive Team. The operations of the organisation are covered by the Finance, Audit and Risk; Remuneration & HR and the Nominations & Governance committees. The last meeting of the Investment committee was held in October 2018 following the conversion of our equities to cash and low risk bonds and the work of this committee now sits within the terms of reference of the Finance, Audit and Risk committee.

In January 2019 Trustees decided to form another committee, the Transformation Committee. This committee will oversee the key strategic projects to deliver our strategy.

Each committee has formal terms of reference defined by the Board.

Trustees would like to thank Brown Rudnick and Morgan Stanley for their invaluable expertise to the board and pro bono support in the key transformational projects in Bloodwise's strategy.

During the year Trustees have assessed compliance with the Charity Governance Code and are satisfied that the seven principles are applied consistently. A key aspect of the next year will be for Trustees to review the skills, diversity and expertise required on the board to respond appropriately to the emerging challenges in Bloodwise's new strategy 2019-22.

Recruitment, induction and training of Trustees

The Nominations & Governance Committee is responsible for the review of Trustee skills and the identification of skill gaps. It is the role of the Nominations & Governance Committee to recruit Trustees, aiming to ensure a broader mix of skills and backgrounds, to fit the changing needs of Bloodwise and to support the delivery of the Strategy 2019-22. The committee meets regularly to review the selection of Trustees and succession planning for both the Board and the wider organisation.

We use a range of recruitment methods to recruit Trustees, including executive search, selection and personal introduction or recommendation. On appointment new Trustees spend induction time with the Executive Team and we use site visits or visiting speakers to enable Trustees to continue learning about the work we do and its impact.

Trustees attended our regional Impact Days to engage with fundraisers, researchers, clinicians, patients, volunteers and employees.

Governance of our research and grant giving policy

The peer review process and grant making policies of research charities like Bloodwise play an important intermediary role between the funder and the grant recipient. It is an important way to ensure that research is reviewed in a competitive environment. This helps to ensure that the best research is selected to achieve our mission to save and improve the lives of people with blood cancer and to stop blood cancers happening in the first place.

As a member of the Association of Medical Research Charities (AMRC) we adhere to its principles of peer review, which are accountability, balance, independent decision making, rotation and impartiality. Our selection process involves hundreds of experts in blood cancer research around the world, who give their time freely to evaluate grant applications. Their informed assessments are considered by our three expert committees, which make recommendations to our Board of Trustees about which applications to fund.

Research Committee

Our Research Committee considers applications for basic and translational research awards. This committee also considers the recommendations of awards made by the Training and Career Development Sub-Committee. The Chair of the Research Committee is Professor David Gillespie.

Training and Career Development Sub-Committee

Our Training and Career Development Sub-Committee considers applications for all of our career development awards. The committee is chaired by Professor Adele Fielding.

Clinical Trials Committee

Our Clinical Trials Committee considers applications for clinical trials funding. The committee is chaired by Professor Irene Roberts.

Our application process

Step 1: The application

Applicants outline the objectives of their research in detail, highlighting how they plan to achieve them and how their research will benefit patients with blood cancer. Applicants for clinical trials must also submit a draft trial protocol. This describes what treatments patients entered onto this trial will receive, and when.

Step 2: Peer review

All applications for all categories of award are sent to expert referees worldwide for evaluation. Up to six referees will be consulted for individual applications. We check all potential external peer reviewers for any potential conflict of interest with an application, before we ask for their opinion on it.

Step 3: Committee meeting

All applications, together with the reviewer's reports, are considered by every member of the designated committee. Committee members are excluded from consideration of applications where they have a conflict of interests. The committee meetings allow the members to discuss the merits of each application submitted in that round. Each application is scored according to key criteria and then recommendations are made for funding to the Board of Trustees.

Step 4: Board of Trustees

All recommendations for awards are reported to our Board of Trustees, who make the final decision on which applications will be approved for funding. Our reputation for high quality research and patient impact depends very much on the expertise, dedication and commitment of the volunteer members of our research committees. We are hugely grateful for the advice that we receive from this community, which enables us to be accountable for saving and improving the lives of people with blood cancer with every pound that we receive.

Public benefit

In reviewing our aims and objectives and planning future activities, the Trustees have taken into account the Charity Commission's general guidance on public benefit. The Trustees ensure that the activities undertaken are in line with the charitable objectives and aims of Bloodwise. Although our activities are specifically inspired and motivated by the needs of people affected by blood cancer, our understanding of blood cancer often leads the way to enhancing understanding of other cancers and diseases. Public benefit is achieved through saving and improving lives.

Our volunteers and employees

The tremendous progress that we continue to make for patients is only possible thanks to the dedication and hard work of many people, including our volunteers, supporters and employees.

Volunteers operate at every level and throughout Bloodwise. Our Trustees share ultimate responsibility for governing our charity and directing how it is managed and run.

We have regular volunteers who support our work at our offices around the country and without who we wouldn't be able to conduct some of the activities we do, especially sports events. We also have an Ambassador programme where people who are willing to share their experience of blood cancer represent our charity throughout the UK.

Our voluntary Branches and Fundraising Groups continue to raise awareness and money for Bloodwise and provide support for families affected by blood cancer. During the year we employed on average 103 people.

Trustees' indemnity

The Company purchased and maintained throughout the financial year Trustees' liability insurance in respect of itself and its Trustees.

Independent auditor

Deloitte LLP has expressed its willingness to continue to act as auditor.

The Trustees' report, including the strategic report, was approved by the Board of Trustees on 18 July 2019.

Approach to fundraising

At Bloodwise, our supporters are at the heart of everything we do and critical to what we achieve: fundraising and legacies account for almost 90% of our total income.

We're registered with the Fundraising Regulator, and are committed to ensuring we are open and transparent about our fundraising and spending, and that all of our activities comply with the Fundraising Code of Practice. Our membership of the Fundraising Regulator reflects the fact that:

- We are committed to high standards;
- We are honest and open;
- We are clear, we are respectful;
- We are fair and reasonable;
- We are accountable.

In addition to our staff and volunteer-led fundraising, we engage the services of carefully selected third parties to approach people on our behalf. This can offer the most efficient and effective way to recruit and engage with supporters by phone or in person, but we have extensive safeguards in place to monitor performance and to ensure activities conducted on our behalf are carried out respectfully and in accordance with our standards, sector regulations and best practice. These measures include setting out a clear policy for handling complaints and feedback, regular audits, mystery shopping and regular briefing and training sessions conducted by Bloodwise staff.

When fundraising branches and groups put on events on our behalf, we have a robust policy and procedure for undertaking risk assessments, including consideration for key risks around health and safety and safeguarding. A member of Bloodwise staff will also attend key events, to support our volunteer fundraisers and make sure they meet the high standards we expect.

In all our fundraising we are particularly aware of the need to protect vulnerable individuals. Our vulnerable person policy sets out the high standards we commit to meet and we regularly audit and test our procedures to ensure that they are operating robustly and fulfilling the duty of care we have to our supporters and the wider public.

We know there might be times when we don't meet the high standards we aim for. If this happens, we are committed to listening to our supporters' feedback, so we can try to put it right and stop it happening again. In the past year we have been working on ways to encourage more feedback, including writing a new Complaints and Compliments Policy and beginning work on recording and acting on this feedback more effectively. In 2018/19 we handled more than 18,800 fundraising enquiries via email, telephone, post and social media. During this time we handled 32 complaints about our fundraising, marketing and communications. In 2019/20 we are working on developing a way to measure our supporters' satisfaction with our services to continuously improve our ways of working.

Fundraising activity and overall strategy is regularly considered by the Board of Trustees in accordance with their duties under CC20. The Executive Team has oversight of all fundraising activities and monitors performance and quality to identify any significant challenges or changes that are required. We're committed to retaining and building the trust of our supporters, and so we will continue to look for ways to further strengthen and improve our programme.

Our approach as an employer

The success of our mission to beat blood cancer depends on us having staff who are motivated and high-performing, and so we are focused on ensuring they have the tools they need to be their best.

At the heart of this is our agile, flexible and results-driven working culture, which means we adapt to the working style that is right for the employee.

We are also committed to making sure Bloodwise appeals to a pool of candidates reflecting the diversity of people affected by blood cancer. This includes ensuring we are committed to creating a culture that feels inclusive for people of all backgrounds, and we are a Disability Confident Committed employer and a Stonewall Diversity Champion. We have mental health first aiders and our managers have been trained in working with people with mental health issues.

As well as offering appropriate salaries to enable us to recruit and retain the right staff, we have occupational health, discounts on eye care, and an Employee Assistance Programme. We also have a range of benefits including an interest free season ticket loans, a ride-to-work scheme, and parental and family leave policies.

Above all, we are committed to supporting personal development and internal progression and giving the people who work for us the opportunities to learn new skills and to stretch themselves in delivering for people affected by blood cancer.

Statement of Trustees' responsibilities

The Trustees (who are also directors of Bloodwise for the purposes of company law) are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) including FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'.

Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and the group and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing these financial statements, the Trustees are required to:

- Select suitable accounting policies and then apply them consistently;
- Observe the methods and principles in the charities SORP;
- Make judgements and estimates that are reasonable and prudent;
- State whether applicable UK accounting standards have been followed;
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006.

They are also responsible for safeguarding the assets of the charitable company and the group and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the Trustees are aware:

- There is no relevant audit information of which the charitable company's auditor is unaware;
- The trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the UK governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Signed on 18th July 2019 by order of the Trustees (incorporating information to be reported in the Strategic report as well as the Directors' report as per the requirements of the Companies Act)



Nils Wieboldt, Company Secretary



John Ormerod, Chair

Independent auditor's report

Independent auditor's report to the members and the trustees of Bloodwise Report on the audit of the financial statements

Opinion

In our opinion the financial statements:

- give a true and fair view of the state of the group's and the parent charitable company's affairs as at 31 March 2019 and of the group's and parent charitable company's incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice including Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland"; and
- have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006.

We have audited the financial statements of Bloodwise (the 'charitable company') and its subsidiaries (the 'group') which comprise:

- the group statement of financial activities;
- the group and parent charitable company balance sheets;
- the group cash flow statement;
- the statement of accounting policies; and
- the related notes 1 to 21.

The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" (United Kingdom Generally Accepted Accounting Practice).

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs(UK)) and applicable law. Our responsibilities under those standards are further described in the auditor's responsibilities for the audit of the financial statements section of our report.

We are independent of the group and of the parent charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

We are required by ISAs (UK) to report in respect of the following matters where:

- the trustees' use of the going concern basis of accounting in preparation of the financial statements is not appropriate; or
- the trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the group's and the parent charitable company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

We have nothing to report in respect of these matters.

Other information

The trustees are responsible for the other information. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial

statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in respect of these matters.

Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement, the trustees (who are also the directors of the charitable company for the purpose of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the group's and the parent charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the group or the parent charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and the Companies Act 2006 and report in accordance with those Acts and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Report on other legal and regulatory requirements

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the trustees' report, which includes the strategic report and the directors' report prepared for the purposes of company law for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the strategic report and the directors' report included within the trustees' report have been prepared in accordance with applicable legal requirements.

In the light of the knowledge and understanding of the company and its environment obtained in the course of the audit, we have not identified any material misstatements in the strategic report or the directors' report included within the trustees' report.

Matters on which we are required to report by exception

Under the Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 we are required to report in respect of the following matters if, in our opinion:

- adequate and proper accounting records have not been kept by the parent charitable company, or returns adequate for our audit have not been received from branches not visited by us; or
- the parent charitable company financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

We have nothing to report in respect of these matters.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and to the charitable company's trustees, as a body, in accordance with section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and regulation 10 of the Charities Accounts (Scotland) Regulations 2006 (as amended). Our audit work has been undertaken so that we might state to the charitable company's members and trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company, the charitable company's members as a body and the charitable company's trustees as a body, for our audit work, for this report, or for the opinions we have formed.



Reza Motazed FCA (Senior statutory auditor)
For and on behalf of Deloitte LLP
Statutory Auditor

London, United Kingdom
18 July 2019

Deloitte LLP is eligible for appointment as auditor for the charity by virtue of its eligibility for appointment as audit of a company under section 1212 of the Companies Act 2006.

Consolidated statement of financial activities

(Incorporating the income and expenditure account) for the year ended 31 March 2019

	Notes	2019	2019	2019	2018	2018	2018
		Restricted Funds	Unrestricted Funds	Total Funds	Restricted Funds	Unrestricted Funds	Total Funds
		£'000	£'000	£'000	£'000	£'000	£'000
INCOME FROM:	2						
Donations and legacies		1,078	12,121	13,199	636	14,278	14,914
Other trading activities		-	495	495	-	565	565
Investments		-	546	546	-	937	937
Other sources		-	1,091	1,091	-	646	646
TOTAL INCOME		1,078	14,253	15,331	636	16,426	17,062
EXPENDITURE ON:							
Raising funds	3						
Raising donations and legacies		-	5,009	5,009	-	5,321	5,321
Other trading activities		-	195	195	-	185	185
Investment management costs		-	74	74	-	71	71
Other expenditure		-	44	44	-	44	44
		-	5,322	5,322	-	5,621	5,621
Charitable activities	3						
Research		329	10,216	10,545	120	11,942	12,062
Deferred funding		-	-	-	-	(17)	(17)
Unspent funds at completion of grant		-	(1,307)	(1,307)	-	(1,615)	(1,615)
Information, support and policy		-	2,360	2,360	-	1,478	1,478
		329	11,269	11,598	120	11,788	11,908
TOTAL EXPENDITURE		329	16,591	16,920	120	17,409	17,529
Net income/(expenditure) before investment gains/(losses)	5	750	(2,339)	(1,589)	516	(983)	(467)
Net gains on investments	7	-	1,616	1,616	-	42	42
Net income/(expenditure) for the year		750	(723)	27		(941)	(425)
Transfer between funds	18	(935)	935	-	393	393	-
NET MOVEMENT IN FUNDS		(185)	212	27	123	(548)	(425)
RECONCILIATION OF FUNDS:							
Total funds brought forward		309	7,068	7,377	186	7,616	7,802
Total funds carried forward	17	124	7,280	7,404	309	7,068	7,377

All amounts relate to the continuing activities of the group. The group has no recognised gains and losses other than those included in the results above. The net income for the parent charity for the year is £27,000 (2018: deficit £425,000). The notes to the accounts on pages 54 to 68 form part of the financial statements.

Balance sheets

As at 31 March 2019

	Notes	GROUP		BLOODWISE	
		2019	2018	2019	2018
		£'000	£'000	£'000	£'000
FIXED ASSETS					
Tangible assets	8	7,140	7,441	7,140	7,441
Investments	9	-	24,317	-	24,317
Investment in subsidiary company	10	-	-	76	76
		7,140	31,758	7,216	31,834
CURRENT ASSETS					
Stocks	10	106	106	-	53
Debtors	11	1,612	1,316	2,476	1,490
Investments	9	34,069	12,080	33,399	12,080
Cash at bank and in hand		1,612	2,003	1,337	1,757
		37,303	15,505	37,212	15,380
LIABILITIES					
Creditors: Amounts falling due within one year	12	(22,775)	(27,267)	(22,760)	(27,218)
NET CURRENT ASSETS / (LIABILITIES)		14,528	(11,762)	14,452	(11,838)
TOTAL ASSETS LESS CURRENT LIABILITIES		21,668	19,996	21,668	19,996
CREDITORS					
Amounts falling due after more than one year	13	(14,264)	(12,619)	(14,264)	(12,619)
TOTAL NET ASSETS		7,404	7,377	7,404	7,377
THE FUNDS OF THE CHARITY:	16				
Unrestricted funds		7,280	7,068	7,280	7,068
Restricted funds		124	309	124	309
TOTAL FUNDS	18	7,404	7,377	7,404	7,377

The notes to the accounts on pages 54 to 68 form part of the financial statements.

The financial statements on pages 50 to 68 were approved by the Board of Trustees on 18 July 2019, and signed on its behalf by:



John Ormerod, Chair



Glen Lucken, Chair of Finance, Audit & Risk Committee

Consolidated statement of cash flows

for the year ended 31 March 2019

		2019	2018
	Notes	£'000	£'000
CASH FLOWS FROM OPERATING ACTIVITIES:			
Net cash used in operating activities	(a)	(10,006)	(11,246)
CASH FLOWS FROM INVESTING ACTIVITIES:			
Dividends, interest and rents from investments	(b)	546	937
Purchase of property, plant and equipment		-	(11)
Proceeds from the sale of investments		25,246	5,284
Proceeds from the sale of investment properties		-	-
Purchase of investments		(1,522)	(3,766)
Net cash provided by investing activities		24,270	2,444
CASH FLOWS FROM FINANCING ACTIVITIES:			
Repayments of borrowing		(45)	-
Cash inflows from new borrowing		4,500	-
Net cash provided by financing activities		4,455	-
Change in cash and cash equivalents in the year		18,719	(8,802)
Cash and cash equivalents at beginning of the year		11,403	20,205
Cash and cash equivalents at the end of the year		30,122	11,403
Reconciliation to cash at bank and in hand:			
Cash at bank and in hand		1,612	2,003
Cash held as part of investment portfolio		28,510	9,400
Cash and cash equivalents		30,122	11,403

The notes to the accounts on pages 54 to 68 form part of the financial statements.

	2019	2018
	£'000	£'000
NOTES TO THE CASH FLOW STATEMENT:		
(a) Reconciliation of net (expenditure)/income to net cash flow from operating activities:		
Net expenditure for the year	27	(425)
Adjustments for:		
Depreciation charges	61	142
Gains on investments	(1,616)	(42)
Loss on disposal of fixed asset	240	-
Dividends, interest and rents from investments	(546)	(937)
(Increase)/decrease in stocks	96	(19)
(Increase)/decrease in debtors	(296)	(377)
Non cash royalties	(670)	-
Decrease in creditors	(7,302)	(9,588)
Net cash (used in) operating activities	(10,006)	(11,246)
(b) Dividends, interest and rents from investments:		
Listed investment income	546	937
	546	937

The notes to the accounts on pages 54 to 68 form part of the financial statements.

The non cash royalties relate to 27,854 Autolus Therapeutics shares we received in 2018. This is due to intellectual property we own as a result of research we have previously undertaken.

These shares were valued at £670,000 on 31st March at 31.47 USD using an exchange rate of 0.763 USD:GBP, whilst they were being prepared to be sold.

Notes to the accounts

1. Accounting policies

Basis of accounting

The financial statements are prepared under the historical cost convention modified to include the revaluation of investments and in accordance with the Companies Act 2006, the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and the Republic of Ireland (FRS 102).

The financial statements are prepared on the going concern basis as described in the Report of Trustees on page 40.

As permitted by section 408 of the Companies Act 2006 and defined in Section 24 of the Charities SORP, no separate Statement of Financial Activities has been prepared in respect of Bloodwise, the parent company.

The Company meets the definition of a qualifying entity under FRS 102 and has therefore taken advantage of the disclosure exemption available to it in respect of its separate financial statements in relation to presentation of a cash flow statement.

Basis of consolidation

Group financial statements have been prepared in respect of the charity and its wholly owned subsidiary undertaking, Bloodwise Trading Ltd. These financial statements have been consolidated on a line by line basis and the results of the subsidiary undertaking are disclosed in note 10.

Income

Income is recognised when the Group and Charity has entitlement to the funds, any performance conditions attached to the items of income have been met, it is probable that the income will be received and the amount can be measured reliably.

Legacy income is brought into the accounts when entitlement has been established and the receipt of income is probable. Sufficient evidence for entitlement is deemed to be when notice of impending distribution has been received as at 31 March and the funds can be quantified with sufficient accuracy.

Income from voluntary Branches and donations from other voluntary fundraising sources are brought into the accounts when received at head office.

Donations are shown gross except for small fundraising events run by volunteers where monies are received at head office net of expenses.

In accordance with the Charities SORP (FRS 102), general volunteer time is not recognised. Please refer to the Trustees' Annual Report for more information about their contribution (page 44).

Bloodwise Trading Ltd income is included when receivable, excluding VAT.

Expenditure

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably.

Expenditure on raising funds comprises costs associated with attracting voluntary income and costs of other income generation, for example costs of goods sold and other costs associated with Bloodwise Trading Ltd.

Purchase costs and net proceeds of disposal of investments include the direct costs of investing and disposing respectively.

Expenditure on charitable activities includes expenditure associated with their performance and comprises direct expenses including grant awards and staff costs as well as support costs attributable to these activities.

Research, training and educational grants are included in the Statement of Financial Activities (SoFA) when detailed costs are approved by the Board of Trustees. Clinical trials grants are included in the SoFA when approved by the Board of Trustees and once the ethical approval of the final protocol is obtained.

Support costs are those functions that assist the work of the Charity but do not directly undertake charitable activities. Support costs include information technology, human resources, facilities and back office costs, governance, finance and depreciation. These costs have been allocated between the cost of raising funds and expenditure on charitable activities. The bases on which support costs have been allocated are set out in note 4.

Irrecoverable VAT is written off when the expenditure to which it relates is incurred and is recorded as part of that expense.

Branch accounting

The 47 voluntary Branches and voluntary Fundraising Groups across the UK raise money for Bloodwise from a variety of local activities and sources with minimal cost expenditure and submit accounts annually to head office. The Branches' net assets, being primarily cash not remitted to head office by 31 March 2019, have not been consolidated in these accounts and these have been estimated at £77,000 (2018: £150,000).

Pension contributions

Pension contributions payable under a defined contribution scheme are charged to the SoFA in the accounting period to which they relate.

Funds

Unrestricted general funds are available for charitable purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors.

Full details of funds are shown in note 14.

Taxation

As a registered charity, income and gains are exempt from corporation tax to the extent they are applied to its charitable objectives. The trading subsidiary has not incurred a tax charge since all its profits are gifted to the charity.

Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost, net of depreciation and any provision for impairment. Depreciation is provided on all tangible fixed assets, other than freehold land and items of equipment costing below £10,000, at rates calculated to write off the cost, less estimated residual value, of each asset on a straight-line basis over its expected useful life, as follows:

○ Freehold buildings	50 years
○ Refurbishment costs	5 years
○ Software development costs	5 years
○ Vehicles	4 years

Investments

Investments are included at market value at the balance sheet date which gives rise to unrealised gains and losses at the end of the financial period, which are included in the SOFA.

In the parent charity balance sheet, investments in subsidiary undertakings are measured at cost.

Stocks

Stocks are stated at the lower of cost and estimated selling prices less costs to sell, which is equivalent to the net realisable value. Cost is calculated using the FIFO (first-in, first-out) method. Provision is made for obsolete, slow-moving or defective items where appropriate.

Financial instruments

The charity and group only have financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

Trade and other debtors are recognised at the settlement amount due. Prepayments are valued at the amount prepaid. Cash at bank and cash in hand includes cash which is immediately available. Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

Critical accounting judgements and key sources of estimation uncertainty

In the application of the Group's accounting policies, the Trustees are required to make judgements, estimates and assumptions about the carrying value of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period, or in the period of the revision and future periods if the revision affects both current and future periods.

The Trustees do not consider there are any critical judgements or sources of estimation uncertainty requiring disclosure beyond the accounting policies listed above.

2. Analysis of income from:

(a) Donations and legacies	2019	2018
	£'000	£'000
Voluntary income	7,699	7,401
Legacies	5,500	7,513
	13,199	14,914

(b) Other trading activities	2019	2018
	£'000	£'000
Event entry fees	273	302
Retail trading	105	159
Other trading activities	117	104
	495	565

(c) Investments	2019	2018
	£'000	£'000
UK listed equities	144	309
Non-UK listed equities	76	171
Fixed interest stocks	152	247
Other funds	173	210
Other investment income	2	-
	546	937

(d) Other sources	2019	2018
	£'000	£'000
Royalties	1,091	646
	1,091	646

Included in the Royalties income we received 27,854 shares in Autolus Therapeutics, a company listed on the Nasdaq stock exchange valued £670,000 on 31st March at 31.47 USD using an exchange rate of 0.763 USD:GBP.

This is due to intellectual property we own as a result of research we have previously undertaken.

See note 21 for non-adjusting events after the end of the reporting period.

3. Analysis of expenditure on:

	Research Grants	Staff	Direct Costs	Support Costs (Note 4)	Total 2019	Total 2018
	£'000	£'000	£'000	£'000	£'000	£'000
Raising funds						
Raising donations and legacies	-	2,544	1,830	635	5,009	5,321
Other trading activities	-	-	195	-	195	185
Investment management costs	-	-	74	-	74	71
Other expenditure	-	-	44	-	44	44
Total raising funds	-	2,544	2,143	635	5,322	5,621
Charitable activities						
Research	9,549	522	348	126	10,545	12,062
Deferred funding	-	-	-	-	-	(17)
Unspent funds at completion of grant	(1,307)	-	-	-	(1,307)	(1,615)
Patient benefit activities	-	1,381	665	314	2,360	1,478
Total charitable activities	8,242	1,903	1,013	440	11,598	11,908
Total	8,242	4,447	3,156	1,075	16,920	17,529

Direct costs are those costs associated with providing the activity such as fundraising materials, advertising, postage and stationery, venue and travel expenses.

Staff pension and allocated central support staff costs are allocated on the basis of a combination of time spent on each activity and headcount.

4. Analysis of support costs

2019	Information Technology	Human Resources	Facilities	Governance, Finance & Depreciation	Total 2019
	£'000	£'000	£'000	£'000	£'000
Raising donations and legacies	118	162	98	257	635
Research	23	33	19	51	126
Information, support and policy	56	88	47	123	314
Total	197	283	164	431	1,075

2018	Information Technology	Human Resources	Facilities	Governance, Finance & Depreciation	Total 2018
	£'000	£'000	£'000	£'000	£'000
Raising donations and legacies	190	146	77	166	579
Research	46	35	18	49	148
Information, support and policy	66	50	27	71	214
Total	302	231	122	286	941

Governance costs include auditor's remuneration, relevant legal and professional fees and Trustees' expenses.

Support costs are allocated on a basis consistent with the use of resources, primarily headcount.

5. Net income / (expenditure) for the year

	2019	2018
	£'000	£'000
Net income / (expenditure) is stated after charging:		
Loss on disposal of assets	240	-
Depreciation of owned assets	61	142
Auditor's remuneration	29	29

6. Analysis of staff costs, trustee remuneration and expenses, and the cost of key management personnel

	2019	2018
	No.	No.
The average monthly number of employees by function was:		
Raising funds	49	49
Charitable activities	31	26
Support	23	24
	103	99

	2019	2018
	£'000	£'000
Their aggregate remuneration comprised:		
Salaries	3,869	3,476
Social security costs	378	325
Pension costs	201	152
	4,448	3,953

	2019	2018
	No.	No.
The number of employees whose emoluments, excluding pension contributions but including benefits in kind, were in excess of £60,000 was:		
£60,001 - £70,000	2	1
£80,001 - £90,000	2	1
£90,001 - £100,000	-	2
£100,001 - £110,000	2	-
£140,001 - £150,000	1	-

Severance and redundancy payments of £52,020 (2018: £7,360) were made in the year.

The key management personnel of the Charity are listed on page 71. The total remuneration (including pension contributions) of the key management personnel of the Charity for the year totalled £593,000 (2018: £395,000).

We appointed a new CEO in September 2017 whose remuneration excluding pension contributions was within the £140,001-£150,000 tier (2018 (part year): £80,001-£90,000 tier)

In addition, in 2019 three new roles have been appointed whose emoluments were in excess of £60,000.

Trustees' remuneration

No trustees received remuneration during the current or prior year. Two Trustees (2018: One Trustee) claimed (or had paid on their behalf) travelling, accommodation and entertaining expenses totalling £1,657 (2018: £438).

7. Analysis of net gains on investments

ANALYSIS OF NET GAINS ON INVESTMENTS	2019	2018
	£'000	£'000
Net investment gains / (losses) on managed funds	1,616	42
	1,616	42

8. Tangible assets – group and bloodwise

	Freehold Land & Buildings	Other Assets	Total
	£'000	£'000	£'000
Cost			
At 1 April 2018	7,325	1,079	8,404
Disposals	-	(240)	(240)
At 31 March 2019	7,325	839	8,164
Depreciation			
	124	839	963
Charge for the year	61	-	61
	185	839	1,024
Net Book Value			
At 31 March 2019	7,140	-	7,140
At 31 March 2018	7,201	240	7,441

In July 2018 we had our office property in Eagle Street London revalued at £7.5m for the purpose of a secured loan against the property of £4.5m. The revaluation difference was immaterial in value and we have decided not to adjust for it.

9. Investments – group and bloodwise

	2019	2018
	£'000	£'000
Analysis of movement:		
Market value of investments at 1 April	26,997	28,473
Additions at cost	1,522	3,766
Disposal proceeds	(25,246)	(5,284)
Net investment gains	1,616	42
Market value of investments at 31 March	5,559	26,997
Non Cash Royalties	670	-
Cash held as part of investment portfolio	28,510	9,400
Total investments held	34,069	36,397
Investments comprise the following:		
Listed UK equities	-	6,225
Listed UK fixed interest & government stocks	4,307	5,243
Listed non-UK equities	-	6,402
Listed non-UK fixed interest stocks	232	360
Other funds	350	8,767
Total investments	4,889	26,997
Cost of investments	4,719	18,487
Investment revaluation reserve (difference between market value and cost)	170	8,510
Investment fund split:		
Main fund	13,800	24,317
Liquidity reserve	19,599	12,080
Other funds	670	-
Total investment fund	34,069	36,397

Other funds are the Autolus shares valued at £670,000 we received based on ownership of our intellectual property.

The investments above are shown in the balance sheet in 2019 as fixed assets of £nil (2018: £24,317,000) and current assets of £34,069,000 (2018: £12,080,000)

10. Investment in subsidiary company

The company owns the entire issued ordinary share capital of Bloodwise Trading Limited, incorporated and registered in the United Kingdom, company number 01316717, whose principal activities are the sale of Christmas cards and gifts and the management of royalties arising from research and other intellectual property to raise funds for Bloodwise. The key financial information of Bloodwise Trading Ltd is as follows:

	2019	2018
	£'000	£'000
Turnover	1,245	857
Bank interest received	2	1
	1,247	858
Cost of sales and direct expenses	(172)	(172)
Distribution costs	(36)	(38)
Overhead expenses	(31)	(19)
Distribution to Bloodwise under deed of covenant	(1,008)	(629)
Movement in shareholders funds	-	-
Share capital	76	76
Retained profit / (loss)	-	-
Shareholders funds represented by net assets	76	76

The company owns the entire issued ordinary share capital of Leukaemia & Lymphoma Research Limited, a dormant company incorporated and registered in the United Kingdom, company number 09418388.

Leukaemia & Lymphoma Research Limited is exempt under section 394A of the Companies Act. The registered office for Leukaemia & Lymphoma Research Limited and Bloodwise Trading Limited is 39-40 Eagle Street, London WC1R 4TH

11. Debtors – amounts receivable in one year

	GROUP		BLOODWISE	
	2019	2018	2019	2018
	£'000	£'000	£'000	£'000
Trade debtors	194	189	160	155
Other debtors	140	123	140	123
Due from subsidiary undertaking	-	-	1,096	695
Prepayments and accrued income	1,278	1,004	1,080	517
	1,612	1,316	2,476	1,490

Prepayments and accrued income includes accrued income in respect of legacies receivable of £6,000 (2018: £370,000). Legacies that have been notified and were quantifiable on or before 31 March 2019, but which have not been received or accrued by the date the accounts were signed, were estimated to be £3,554,000 (2018: £3,445,000).

12. Creditors – amounts falling due within one year

	GROUP		BLOODWISE	
	2019	2018	2019	2018
	£'000	£'000	£'000	£'000
Accruals for grants payable (note 14)	22,005	26,522	22,005	26,522
Accruals and deferred income	252	355	247	348
Taxation and social security	107	120	111	95
Secured loan facility	180	-	180	-
Other creditors	231	270	217	253
	22,775	27,267	22,760	27,218

13. Creditors – amounts falling due after more than one year

	GROUP AND BLOODWISE	
	2019	2018
	£'000	£'000
Accruals for grants payable (note 14)	9,989	12,619
Secured loan facility	4,275	-
	14,264	12,619

On 18th September 2018 the Board of Trustees agreed to a £4.5m secured facility agreement between the Charity (as borrower) and Barclays Bank PLC ("Lender") to provide additional working capital to support the activity of the Charity.

The loan is a floating rate basis term loan at LIBOR plus 2.4% with a term of 5 years and repayments calculated on the basis of a 25 year repayment profile.

Two financial covenants apply for the loan: a loan-to-value covenant where the loan may not exceed 70% of the property value, and a minimum net-tangible-assets covenant where Net Tangible Assets must exceed £2,000,000 at all times.

The property was revalued in July 2018 at £7,510,000 and net tangible assets at 31 March 2019 were £7.4m (£7.4m at 31 March 2018), fulfilling both covenants.

The Board also agreed a legal charge executed as a deed by the Charity (as charger) in favour of the Lender under which the Lender would, inter alia, be granted a first legal charge over the freehold interest in the Property.

14. Movement in and analysis of research commitments – group and Bloodwise

	2019		2018	
	£'000	£'000	£'000	£'000
	Balance at 1 April		39,141	
Grants approved by the Board of Trustees during the year (note 15)	9,537		10,921	
Decrease in grant discounting adjustment	12		-	
Research support costs	996		1,141	
Deferred funding	-		(17)	
Total research expenditure	10,545		12,045	
Unspent funds at completion of grant	(1,307)		(1,615)	
Research support costs	(996)		(1,141)	
		8,242		9,289
		47,383		58,030
Less: Paid during the year	(15,389)		(18,889)	
Balance at 31 March	31,994		39,141	
Due within one year (note 12)	22,005		26,522	
Due after more than one year (note 13)	9,989		12,619	

Total research commitments of £31,994,000 (2018: £39,141,000) are amounts approved by the Board of Trustees on or before 31 March 2019 for spend over the next three years.

Research costs comprise related staff costs, direct costs and allocated central support costs.

	Amounts due for recognition in the year to 31 March		
	Total	2020	2021
	£'000	£'000	£'000
Deferred funding commitments (not provided for in the accounts)	257	129	128

Deferred funding commitments:

Grants are awarded in two phases, on a three years plus two years basis. Deferred funding of £nil (2018: £17,000) represents the latter phase, and is in respect of funding due after more than one year and within 5 years for grants approved by the Board of Trustees during the year that are subject to conditions being met.

These potential commitments are subject to a progress review prior to confirmation of the commitment. The review will consider whether the programme has made sufficient progress at the 3-year review point to warrant additional investment. Funding for these additional commitments where confirmed will be provided out of the normal operations of the charity or reserves as appropriate.

15. Grants approved in the year, shown by institution – group and Bloodwise

	2019	2018
	£'000	£'000
Barts Cancer Institute	-	497
Brighton & Sussex Med Sch, University of Sussex.	297	-
Castle Hill Hospital	-	71
Imperial College, London	250	513
Institute of Child Health	209	-
King's College Hospital NHS Foundation Trust, London	88	-
King's College London	-	1,242
Queen Mary University London	470	567
University College London	862	300
University of Birmingham	727	4,193
University of Cambridge	1,234	837
University of Edinburgh	489	-
University of Glasgow	497	725
University of Leeds	250	245
University of Liverpool	-	361
University of Manchester	300	79
University of Newcastle	1,070	-
University of Oxford	299	749
University of Southampton	548	-
University of York	1,466	136
	9,056	10,515
Supplements to existing grants	104	27
Leukemia & Lymphoma Society, US	42	52
Wellcome Trust - Open Access, London	75	46
CRUK Centre for Drug Development, London	260	281
Grants approved by the Board of Trustees during the year (note 14)	9,537	10,921
Decrease in grant discounting adjustment	12	-
	9,549	10,921

Grant commitments for awards with expected payments exceeding twelve months have been discounted using a market rate for cash matching the term of the liabilities with a rate between 1.1% - 1.18%.

16. Analysis of funds – group

	2019	2018
	£'000	£'000
Investments revaluation reserve	170	8,510
General funds	7,110	(1,442)
Total Unrestricted Funds	7,280	7,068
Restricted funds	124	309
	7,404	7,377

17. Analysis of net assets by funds – group

2019	Tangible Assets	Investments	Net Current (Liabilities) /Assets	Long Term Liabilities	Net Assets
	£'000	£'000	£'000	£'000	£'000
Unrestricted Funds	7,140	1,878	12,526	(14,264)	7,280
Restricted Funds	-	-	124	-	124
Total funds	7,140	1,878	12,650	(14,264)	7,404

2018	Tangible Assets	Investments	Net Current (Liabilities) /Assets	Long Term Liabilities	Net Assets
	£'000	£'000	£'000	£'000	£'000
Unrestricted Funds	7,441	24,317	(12,071)	(12,619)	7,068
Restricted Funds	-	-	309	-	309
Total funds	7,441	24,317	(11,762)	(12,619)	7,377

18. Reconciliation of movements in funds – group

2019	Balance 1 April 2018	Incoming Resources	Resources Expended	Transfers	Net gains on Investment	Balance 31 March 2019
	£'000	£'000	£'000	£'000	£'000	£'000
Unrestricted Funds	7,068	14,253	(16,591)	935	1,616	7,280
Restricted Funds	309	1,078	(329)	(935)	-	124
Total funds	7,377	15,331	(16,920)	-	1,616	7,404

2018	Balance 1 April 2017	Incoming Resources	Resources Expended	Transfers	Net gains on Investment	Balance 31 March 2018
	£'000	£'000	£'000	£'000	£'000	£'000
Unrestricted Funds	7,616	16,426	(17,409)	393	42	7,068
Restricted Funds	186	636	(120)	(393)	-	309
Total funds	7,802	17,062	(17,529)	-	42	7,377

Transfers between restricted and unrestricted funds relate to income raised in respect of commitments made and recognised by the charity in a prior period. This ensures that restricted income is correctly matched to the charitable expenditure to which it relates.

As permitted by Section 408 of the Companies Act 2006, no separate Statement of Financial Activities has been included in respect of Bloodwise. The movement in funds during the year that has been recognised in the financial statements of Bloodwise is a decrease of £1,088,000 (2018: decrease of £425,000).

19. Pension contributions

Bloodwise operates a scheme to contribute a defined amount to individual employees' personal pension schemes. The assets of the various schemes are held separately from those of Bloodwise in independently administered funds.

The total cost of these schemes was £201,000 (2018: £152,000). Outstanding contributions included within other creditors at the balance sheet date were £66,000 (2018: £44,000).

20. Related party transactions

All transactions between the charity and subsidiary, Bloodwise Trading Limited, are eliminated on consolidation.

No trustee received payment for professional or other services supplied to the charity during the year (2018: £nil).

Total donations received without conditions from Trustees during the year was £25,103 (2018: £3,513).

No donations were received from other related parties in the year (2018: £nil).

21. Non-adjusting events after the end of the reporting period

On 22 May 2019 Bloodwise sold 90% of the shares it held in Autolus Therapeutics PLC at \$21.61 per share for £427,700. At 31 March 2019 these shares had been trading at \$31.47. The fall in share price after the end of the reporting period resulted in a realised loss of £154,700.

Patron and Trustees

Royal Patron

His Royal Highness The Duke of Kent KG

Name	Finance, Audit & Risk Committee	Remuneration & HR Committee	Research Strategy Advisory Committee	Transformation Committee	Nominations & Governance Committee
Professor Frances Balkwill			*		
Jeremy Bird					*
Simon Guild	*	*(chair)			
Glen Lucken	*(chair)			*	*
Charlie Metcalfe	*				
John Ormerod				*	*(chair)
Steve Prescott-Jones	*			*	
John Reeve		*	*		
Dr Jane Stevens		*	*(chair)		
Tim Gillbanks	*	*		*(chair)	
Julia Whittaker					*

Trustee Board and Committees

*As at year-end

Tim Gillbanks was appointed on 3 January 2019

John Ormerod was appointed on 18 July 2018

Maria Clarke resigned on 18 July 2018

Sonali Thakrar resigned on 23 October 2018

Michael Prescott resigned on 18 December 2018

Research and governance committees

Research Committee members*

Professor David Gillespie (Chair),
Universidad de la Laguna, Tenerife

Dr Dinis Calado, Francis Crick Institute/
King's College London

Dr Mary Callanan, University Joseph
Fourier-Grenoble, France

Professor Stephen Devereux, King's College London

Professor Tariq Enver, University College London

Professor Adele Fielding, University College London

Professor Jude Fitzgibbon, Barts/
Queen Mary University of London

Professor Bertie Gottgens, University of Cambridge

Professor Christine Harrison, Newcastle University

Professor Anastasios Karadimitris,
Imperial College London

Dr Stefan Meyer, University of Manchester

Professor Chris Pepper, Brighton
and Sussex Medical School

Professor Irene Roberts, University of Oxford

Professor Mark Vickers, University of Aberdeen

Professor Alan Warren, University of Cambridge

Dr Peter Campbell, Wellcome Trust Sanger Institute

Professor Ron Hay, University of Dundee

Professor Anna Schuh, University of Oxford

Dr Alasdair Rankin, Director of Research,
Bloodwise (non-voting member)

Clinical Trials Committee*

Professor Irene Roberts (Chair), University of Oxford

Professor Stephen Devereux, King's
College Hospital, London

Professor Claire Harrison, Guys and
St. Thomas' NHS Foundation Trust

Professor Simon Rule, Derriford Hospital, Plymouth

Professor Anna Schuh, University of Oxford

Professor Gordon Cook, University of Leeds

Professor Asim Khwaja - University College London

Dr Charlotte Wilhelm-Benartzi - Cardiff University

Training & Career Development Committee*

Professor Adele Fielding, University
College London (chair)

Professor Reuben Tooze, University of Leeds

Professor Chris Pepper, University of Cardiff

Dr Rebecca Auer, Queen Mary University London

Dr Claire Edwards, University of Oxford

*As at year-end

Officers and advisers

Senior management

Polly Bidgood, Interim Fundraising
and Marketing Director

Lisa Freshwater, Director of
Organisational Effectiveness

Gemma Peters, Chief Executive

Dr Alasdair Rankin, Director of
Research, Policy and Support

Nils Wieboldt, Director of Finance

Bankers

Barclays Bank PLC. 1 Churchill Place,
London E14 5HP

Auditor

Deloitte LLP, Registered Auditor 2 New
Street Square, London EC4A 3BZ

Investment managers

Cazenove Capital Management Ltd with
Charity Investment from Schroders, 12
Moorgate, London EC2R 6DA

CCLA Investment Management Limited,
Senator House, 85 Queen Victoria
Street, London EC4V 4ET

Legal advisers

Fieldfisher, Riverbank House,
2 Swan Lane, London EC4R 3TT

Registration

Our registered name is Bloodwise. We are registered with the Charity Commission of England and Wales (Charity number 216032) and in Scotland (Charity number SC037529) and as a company limited by guarantee (registered number 738089).

Registered office

Our registered (and principal) office is
39-40 Eagle Street, London WC1R 4TH

We can't continue our life-changing work without your support

To find out more about what we do and how you can get involved, please get in touch.

If you've been affected by blood cancer and would like to talk, please call our support line.

0808 2080 888

(Mon – Fri 10am – 4pm)

Or, you can email us on:

support@bloodwise.org.uk



bloodwise.org.uk



0808 169 5155



hello@bloodwise.org.uk

Bloodwise
The **blood cancer** charity