



**Blood
cancer
UK**

**For everything
that's made you**

Leave a gift in your Will
to Blood Cancer UK

Because you're part of our legacy



Our history

In 1960, David and Hilda Eastwood lost their little girl, Susan, to leukaemia. In their grief, they brought families together to fund research – so no-one would suffer the pain they had.

Blood Cancer UK was born when Susan's parents, David and Hilda, sold 'two-bob' hankies sewn in their living room to their friends – and raised £12 for Great Ormond Street Hospital.

Within a year, they'd teamed up with other families who'd lost loved ones to blood cancer. Together they raised £3,000 to help set up the first leukaemia research unit at Great Ormond Street.

Over 60 years, thanks to the generosity of people like you, we've now invested £500 million into blood cancer research. As a community, we've helped to change the world.

When Susan Eastwood was diagnosed in 1960, only one child in ten survived the type of leukaemia she had; today, that figure is eight in 10.

We've come so far together. But blood cancer remains one of the UK's biggest cancer killers – and we must keep up the fight.

By leaving us a gift in your Will, you can help scientists uncover better, kinder treatments. You can help make sure everyone affected by blood cancer gets the care they need. And you can bring us closer to the day when every person diagnosed with blood cancer survives.

With a gift in your Will, you'll always be a part of our legacy. You'll be part of an unbreakable chain – forged by generations of love, loss and lives changed.

Because together, we can make history



A message from our Chief Executive

The story of how the Eastwoods started our charity, following the death of their daughter Susan, isn't just something I've read about - it's something I feel.

I'm proud to count Susan's sister, Sylvia, as a friend. I know how much it means to her, 60 years on, that we finish the job her mum and dad began. If your life has been touched by blood cancer too, I'm sure you'll understand.

Every year, 40,000 people are still being diagnosed with blood cancer. Many will live full lives, thanks to research funded by people like you. But too many are still dying.

Together, we can change this.

Our community exists because we felt the pain which blood cancer causes and believed it could be beaten.

Right now, that spirit is more vital than ever. The pace at which the

world has changed in recent years proves just how unpredictable life can be.

When it comes to blood cancer, the finish line's in sight but we must have the funds for more research.

So let me make a plea: please consider leaving a gift in your Will to Blood Cancer UK. Because it's time we beat it, once and for all.

A gift in your Will is the sum of everything you're made of. It'll be your strength, your hope and your life carried forward for years to come.

Gemma Peters

Gemma Peters
CEO of Blood Cancer UK

Because Mum never forgot her brother



A lifelong memory

Helen lost her beloved mother, June, in 2019. Here she celebrates June's decision to leave a gift to Blood Cancer UK in her Will, in memory of her brother.

'I had the best mother I could have ever wished for. She was so kind, caring, fun-loving and compassionate – with a smile that lit up a room! But she had suffered a loss...

'Her brother, Stephen, passed away from leukaemia when he was just 14. This was back in the 1960s, when a leukaemia diagnosis was like a death sentence.

'Today, thanks in part to research funded by Blood Cancer UK, Stephen might have survived. But although he fought his battle hard, he didn't make it. I know this hit the whole family really hard. My mum would always talk about him – and made sure we all knew how brave he'd been.

'I might never have met Uncle Stephen, but thanks to Mum, I'll always be proud of him.

'Mum passed away in January 2019 after her own cancer battle. I miss her every day, but I'm hugely proud she left a gift in her Will to Blood Cancer UK. She was determined that no family should ever again have to go through what ours did, and so am I.

'If your life has been touched by blood cancer, then I'd encourage you to leave a gift in your Will too. I think it's a lovely way to keep someone's memory alive.'

A gift in your Will is a special way to reflect on what and who has been most precious to you – and pass on these memories to future generations.

Because we are one community



'If it wasn't for the clinical trial, I may not be here today. The extra time I've been able to spend with my family has been amazing. I've celebrated my golden wedding anniversary and travelled across South Africa and Canada. The icing on the cake was attending my eldest granddaughter's graduation. That was amazing!'

Johanna Greenway,
Patient in a clinical trial
(pictured left)

A vital connection

From patients to scientists, from community groups to people who leave us a gift in their Will – all of us are part of one community determined to beat blood cancer.

When Johanna Greenway had a bad reaction to a drug she was taking for a restless leg, her GP suggested a blood test. Within weeks, she was shocked to discover she had blood cancer.

Five years later, after many treatments, she was told nothing more could be done. Then she was invited to take part in a clinical trial. She says, 'It was a miracle. I began to feel so much better.' Now, with a spring in her step, she's organising afternoon teas and choir concerts to raise money to support our work.

Jane Leahy, who was diagnosed with blood cancer in 2014, also benefited from research. She says, 'Without being on a clinical trial, and part of the trial that Blood Cancer UK funded, I wouldn't be here today.' Now she's walking to raise money – so people in the future have a better chance of survival.

For many in our family of supporters, leaving a gift in their Will is a natural next step in their support. Blood Cancer UK-funded scientist Chris Bunce has seen first-hand how much power gifts in Wills have.

He says, 'If science is going to be successful, there has to be a very strong chain from the people who discover the science all the way through to the clinical trials and what the patients urgently need. That chain starts with funding – and supporters like you.'

A gift in your Will could help people across our community. Whatever you choose to give could lead to new clinical trials and new treatments for blood cancer.

Because research brings us closer



‘In the early days, blood cancer diagnosis was slow and too many lives were lost. Now, it’s changed dramatically. Thanks to funding from Blood Cancer UK, research has uncovered ground-breaking treatments in blood cancer, other cancers, and beyond. It’s awe-inspiring – but there’s lots more work to do.’

**Professor Chris Bunce,
Blood Cancer UK-funded scientist**

The research

Decade after decade, research funded by Blood Cancer UK has uncovered a series of breakthroughs across all blood cancers. Here are just a few of our proudest achievements from the past 60 years.

1975

A group of Blood Cancer UK-funded scientists in Southampton developed an antibody that could stick to cancerous cells. This discovery laid the foundations for many life-saving treatments which are commonly used today.

1990

We developed a Minimal Residual Disease (MRD) test for children, to detect any cancer cells which may have been left behind after treatment. This huge breakthrough transformed outcomes for children with leukaemia and similar tests are now used worldwide for many types of blood cancer.

2005

We discovered a common mutation in a gene called JAK2, in people with certain rare forms of blood cancer. This changed the game for diagnosing and developing treatments for these diseases.

2015

Our clinical trial, RAPID, showed the benefits of giving people with Hodgkin Lymphoma body scans before and after treatment. This trial changed clinical practice worldwide and, as a result, fewer people now need radiotherapy.

One family’s tragic loss led to all these breakthroughs. Now imagine what a gift in your Will could do...

Preparation

Because it's your choice

Large or small, whatever gift you choose will bring us closer to our goal.

Pick a percentage

Why not think about leaving a percentage of your estate to Blood Cancer UK? This is known as a residuary gift. Even just 1% of your estate could make a lifesaving difference.

Set a fixed sum

Alternatively, you can specify an amount to be left, such as £1,000.

This is also known as a pecuniary gift, and every single penny could help boost our research.

Pass on a treasure

This could be a rare book, a painting, a piece of jewellery or even your house. This gift from your family could help families in the future beat blood cancer.



Checklist

Because your wishes matter

Before speaking to your solicitor, it's helpful to prepare. This will help your solicitor fulfil your wishes.

Your worth

Make a list of your assets, such as your house, investments and savings. Note down any valuable possessions like antiques or pieces of jewellery. List anything you owe. For instance, any bank loans or your mortgage. Then subtract the value of these from your assets to see how much your estate is worth.

Your family and friends

Think about which family members or friends you wish to leave something to, whether a percentage of your estate, an amount of money or a family heirloom.

Your favourite causes

If you choose to leave a gift to a charity, then make sure its name, charity number and address are correct. This booklet provides you with all the necessary details for Blood Cancer UK. Please note,

leaving a gift to charity in your Will could reduce the amount of Inheritance Tax payable from your estate – ask your solicitor for more information.

Your executors

Your executors are responsible for carrying out your wishes. It's advisable to have two. Make sure you discuss it with them first.

Your replacement wishes

When writing your Will, you may want to consider where a gift might go if one of your beneficiaries dies before you.

Your funeral

Your Will is a place to document your last wishes, including your preferences for your funeral. You should highlight wishes such as wanting to be cremated or where you would like to be buried.

Our offer

Because it could be free

Today, we can help you write your Will completely, for free.

We have a number of partnerships with solicitors and online Wills writing services who will be happy to help you write your Will. All we ask is that you consider leaving a gift of any kind to Blood Cancer UK.

Whether you choose to use one of our partners or your own solicitors, you will need to take our address to your appointment.

Address:

Blood Cancer UK,
39-40 Eagle Street,
London, WC1R 4TH.

Blood Cancer UK is a trading name of Bloodwise. A company limited by guarantee 738089 (registered in England and Wales). Registered charity 216032 (England and Wales) SCO37529 (Scotland) © 2021

To find out more about our current free Wills writing partners, visit www.bloodcancer.org.uk/get-involved/ways-give/will

You can use this wording in your Will:

'I give to Blood Cancer UK, of 39-40 Eagle Street, London, WC1R 4TH, registered charity number 216032 (England and Wales) SCO37529 (Scotland) [____% of my estate] or [the sum of £_____] to be used for general charitable purposes absolutely and I declare the receipt of the Treasurer or duly authorised officer shall be a full and sufficient discharge.'

Get in touch

Because I'm always here to help



If you know from personal experience how life-shattering blood cancer can be, you'll always belong to our community.

This is a community brought together by a shared pain and a shared injustice.

As the Legacy Marketing Manager at Blood Cancer UK, I feel deeply privileged to be a part of this community, which is bound together by an incredible strength.

In my role, I'm always moved to hear about why people are thinking leaving a gift to us in their Will – to discover the personal stories behind this wonderful gesture is something very special.

Every gift has an amazing story to tell, from happy memories of a loved one to a celebration of survival, but are all united by a desire to make a difference to future generations.

I know that, whatever you choose to give, will help to change the face of blood cancer treatment and save countless lives.

Thank you,

Laura Wilkinson

Legacy Marketing Manager

Why not get in touch with me?

Call me on:
0808 169 5155

Email me:
hello@bloodcancer.org.uk

Visit:
www.bloodcancer.org.uk/get-involved/ways-give/will

Write to me at:
**Blood Cancer UK,
111 George Street,
Edinburgh, EH2 4JN**

‘A gift in your Will is the sum of everything you’re made of. It’ll be your strength, your hope and your life’s purpose carried forward for years to come.’

Gemma Peters
CEO of Blood Cancer UK



Registered with
**FUNDRAISING
REGULATOR**

Blood Cancer UK is a trading name of Bloodwise.
A company limited by guarantee 738089 (registered
in England and Wales). Registered charity 216032
(England and Wales) SCO37529 (Scotland) © 2021

21017/0221