

Message from the Chief Executive...

Happy New Year reasons to be optimistic!

There is much uncertainty in the UK economy as we embark upon 2009 and in a year when we are yet again investing record amounts of money in research, this is bound to cause everyone some concern. Will we be able to raise the money needed to maintain the momentum of our research? I looked back on Leukaemia Research income during the last recession in the late 80s and early 90s, when interest rates were as high as 16% and unemployment escalated. In spite of very difficult conditions, we managed to increase our income every year between 1989 and 1992. The truth is that diagnoses of leukaemia, lymphoma and myeloma will continue, recession or not, and we must remain realistic but relentless and determined in our fundraising effort.

There are many reasons to be optimistic. We are still one of the most cost effective charities in the UK and we will be working hard to maintain this in 2009, to ensure that as much money as possible is spent on research. We already have a very busy programme of activities for the new year. The Banana Army and Bikeathons will be busier than ever, we have secured three new corporate partners for 2010 and the Calendar Girls play opening in the West End will secure thousands of pounds for every week that it runs, which will support your efforts in High Streets throughout the UK.

This year we plan to really focus on Leukaemia Research as a local charity as well as a national charity. David Grant in his new position as Head of Research Information will be working with his team to provide you with information and updates about research in your area and making sure that we extend the distribution of patient information as far as possible, to ensure that we reach patients and their families close to you.

Kate White and her team will be helping you to develop the Forget Me Not appeal and activities during Awareness Week and it looks like it will be a record year for Forget Me Not Walks, the perfect community fundraising event.

I've started a 50p jar at home and we plan to save as many 50ps as possible between now and our 50th Anniversary on June 29th 2010. It only has a £1 in it so far, but the real strength of Leukaemia Research is, as we all know, that every penny really does count. So whatever the economic news this year, don't give up and when things seem more difficult than usual, remember that we are closer to a cure thanks to you.

Happy New Year

Cathy Gilman

Cathy Gilman
Chief Executive

Wishing you all a Happy New Year!

From everyone in the Community Team we wish you all the very best with your fundraising endeavours throughout 2009! Thank you for your ongoing commitment and support - we could not do it without you!

We're looking forward to seeing you during the year at Conference, Regional Meetings and your events but until then best wishes and good luck.

Countdown to Conference!

It is not long now until this year's Conference at the Grand Thistle Hotel in Bristol on the 25th April. This year's theme is "Keeping Families Together". It's a key event in our diary where you can hear from our researchers and meet up with old friends and new.

Everyone is welcome to join us and admission to the Conference is free.

If you have not already done so, please book your place as soon as possible using the booking form enclosed or contact Emily directly on ewainwright@lrf.org.uk / 020 7269 9064.

Branch News

You should now have received your 2008 Branch News – we hope you enjoy it! It's jam packed with your stories and photos. Thank you to everyone who sent in articles and photos.

If you would like additional copies sent to you, please contact Laura on lbambury@lrf.org.uk / 020 7685 5137.

If you have a story that you would like to share with us and are happy for it to be published in our next edition of Branch News we would be delighted to hear from you. Please contact Emily on ewainwright@lrf.org.uk / 020 7269 9064.

Forget Me Not Walks 2009

Our Forget Me Not Walks are a great community activity. Have you considered organising one with your Branch? It can be as big or small as you like. We can help with the planning and of course provide all the materials you need. To order an 'Organise your own Walk' guide or to discuss your walk ideas, please contact Lucy Goldswain on 020 7269 9006 / lgoldswain@lrf.org.uk

Table Cloths

We are pleased to announce that red branded tablecloths are now available for a cost of £11. To place an order please call Laura on 020 7685 5137.

Christmas Carols with the Stars Update

It was great to see so many of you at the show – we hope you enjoyed the evening! Frank Renton once again hosted the night and the stars were out in force thanks to the support from TV Times. Our celebrity performers and guests were the best ever with stars from Emmerdale, The Bill, Coronation Street and even Strictly Come Dancing all joining in.

With the support from TV Times, we will raise over £100,000 from this year's concert. Thank you to all those who continue to show their commitment to this fantastic event in our calendar.

Next year's concert will be held on Thursday 10th December. Please put the date in your diaries now and look out for more information in Bulletin later in the year.

Company News

The **Wickes collection dates** are taking place on the Bank Holiday weekend of May 2nd, 3rd & 4th and August 22nd & 23rd. Please, please, please put the dates in your diaries. The collection weekends are only a success with help from you! If you have any queries please contact Coleman Cawe on 020 7269 9069 / ccawe@lrf.org.uk

Help us find new partners!

If you notice a company in your area fundraising for a charity, we may be able to ask them to support us. Contact Alison Smith on 01664 841 190 / asmith@lrf.org.uk

Bikeathon Forum

On January 24th 2009 we will be holding our second Bikeathon Forum at Head Office. All Bikeathon organisers have been invited and all Branches are welcome.

You and anyone else who help with your events are invited to attend. It is a fantastic opportunity to all meet up and share ideas regarding all Bikeathons Around Britain and Bikeathon Kidz events planned for the year ahead.

The day will include advice on topics such as 'Maximising fundraising', 'Getting the most from the press' and 'Adding value to your event.'

We hope you will join us at the forum, in the meantime if you have any queries please contact Matt Short on mshort@lrf.org.uk / 020 7269 9009.

2009 Diaries

There are a small number of diaries left in stock, so if you would like some more please contact Laura on 020 76855137 / lbambury@lrf.org.uk

We will be placing an order for 2010 diaries shortly, please look out for the order form in the March Bulletin. To avoid wastage we only order sufficient diaries to cover your requirements.

Forget Me Not Funds

For those of you who look after any Forget Me Not Funds, it would be really helpful if you could let Kath Harrison know.

This will ensure that we keep an accurate record of each fund and enable us to provide the best possible service to our families and next of kin. We can also let you know if we receive any donations directly at Head Office. If you have any questions at all about Forget Me Not Funds please contact Kath on 020 7269 9091 / kharrison@lrf.org.uk

Tesco Collections

Unfortunately Tesco have been unable to allocate us with any collection dates for the period January to June. However, we will be calling all Branches who have done them previously as we plan to contact the stores directly, if you would like us to. Tesco have said we get collections dates for the latter half of the year!

As many of you know Marks and Spencer's and Sainsbury's both allow individuals to contact the store managers directly to arrange and book your collection dates, so much easier than Tesco!

Contact Emily on 020 7269 9064 / ewainwright@lrf.org.uk if you have any queries.

Sharing Ideas

So many of you hold some remarkable and inspiring fundraising events throughout your regions. If you have something you think other Branches may find useful please do tell us so we can share your ideas.

If you would like to share your ideas with us please complete the enclosed 'Sharing Ideas' form and return to Emily at Head Office or alternatively you can email your ideas to ewainwright@lrf.org.uk

There's no deadline for this, just remember to tell us when you have done something that's really worked!

Calendar Girls Show goes on and on!

A reminder below of the dates for the extended tour. Tickets are continuing to sell out so book quickly to avoid disappointment!

3 rd February	Aberdeen
9 th February	Nottingham
16 th February	Stoke
23 rd February	Woking
2 nd March	Southampton
9 th March	Cardiff
16 th March	Salford
23 rd March	Norwich
APRIL onwards	Noel Coward Theatre, London

If you have any queries please call Kate White on 020 7269 9005.