Media appeals

Media appeals give us the chance to reach millions of people across the UK and raise awareness of leukaemia, MDS and MPN.

Through national appeals with organisations such as **BBC** and **The Telegraph**, we have shared real stories from people affected by leukaemia and highlighted the importance of practical, emotional support.

These appeals have helped raise vital funds and ensure more people know where to turn for help when they need it most.

The Telegraph Christmas Appeal (2019)

In **2019**, Leukaemia Care was chosen as one of three charities to be featured in *The Telegraph's* Christmas Charity Appeal. The campaign shared powerful personal stories from people affected by leukaemia and raised awareness of the challenges faced by patients and their families. Thanks to the generosity of *The Telegraph's* readers, the appeal raised **£188,000**, money that has helped fund vital support services including our free information, counselling and helpline.

BBC Radio 4 Appeal (2019)

In **2019**, Leukaemia Care was honoured to be featured on **BBC Radio 4's *Radio 4 Appeal***, a long-running weekly programme that invites a guest speaker to highlight a charity and encourage support for its work. On the appeal, our speaker shared personal experiences of how leukaemia affects patients and families, and explained how our services make a real difference in people's lives. The broadcast reached listeners across the UK and helped raise awareness of the need for practical support for people affected by leukaemia, MDS and MPN. You can listen to our 2019 appeal on the BBC Radio 4 appeal website here.

BBC Lifeline Appeal 2023

In **2023**, Leukaemia Care was selected as the featured charity for the **BBC Lifeline Appeal**, presented by Dame **Arlene Phillips**. The appeal shared stories from people affected by leukaemia and highlighted the vital services Leukaemia Care offers to patients

and their loved ones following diagnosis. Through the appeal, listeners were encouraged to donate to help guarantee others facing leukaemia receive essential support and guidance

Video: https://youtu.be/aqgZ1v53pEU

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