



We are Sarcoma UK



Sarcoma UK
The bone & soft tissue
cancer charity

Impact Report 2024

Chair overview

As the Chair of Sarcoma UK, I am honoured and excited to present this Impact Report.



This year, our charity has made great progress in so many ways. We have continued to grow and expand our reach, our investment has increased and our voice is having real impact.

The devastating impact of sarcoma on individuals and families is something I understand all too well. This rare and complex cancer often goes unrecognised and misdiagnosed, leading to late diagnoses, limited treatment options, and poorer outcomes compared to many other cancers.

However, Sarcoma UK has made significant strides in addressing these challenges in the 13 years since our establishment. Now in the fourth year of our five-year strategy, *Tackling Sarcoma Together*, we are seeing tangible outputs and genuine progress towards our goals to diagnose sarcoma earlier, ensure patients have better experiences and live longer lives with less long-term effects.

This report showcases some of our achievements from the past year which include:

- A record-breaking £1.53 million investment in sarcoma research
- Enhanced support for future talent in sarcoma research
- A marked increase (30 per cent) in new users of our Support Line
- Substantial expansion of information resources for patients and healthcare professionals
- Stronger advocacy on behalf of sarcoma patients and their families.

We know that there is still much work to be done. Although we've achieved a great deal, we remain determined to reach every individual affected by this disease.

With an exciting year ahead and a dedicated team, you can be confident of our tireless commitment to improve the outcomes and experiences of everyone affected by sarcoma.

Anjula Thompson

Anjula Thompson
Chair of Board of Trustees

We are Sarcoma UK

Sarcoma UK is the only cancer charity in the UK focusing on all types of sarcoma.



Our vision

Where everyone affected by sarcoma cancer has the treatment, care and support they need.

Our mission

To ensure everyone affected by sarcoma receives the best treatment, care, information and support available and to create the treatments of the future.

Our goals

1. More people will survive sarcoma.
2. More will be known about the causes of sarcoma.
3. Everyone affected by sarcoma will have access to the best treatment and care.

What we do

- Drive awareness of sarcoma cancer
- Find answers through funding sarcoma research
- Provide information and support to anyone affected by sarcoma cancer
- Campaign for better treatments and to improve standards of care.

We know the facts about sarcoma

1. Sarcomas are uncommon cancers that can affect any part of the body, on the inside or outside, including the muscle, bone, tendons, blood vessels and fatty tissues.
2. Fifteen people are diagnosed with sarcoma every day in the UK. That's about 5,300 people a year.
3. There are over 100 different sub-types of sarcoma.
4. A key symptom of sarcoma is a lump that gets bigger quickly.
5. Sarcoma diagnoses now make up about 1.4 per cent of all cancer diagnoses in the UK.
6. Sarcomas account for about 11 per cent of childhood cancers and about 14 per cent of cancers in teenagers.
7. The majority of people are diagnosed when their sarcoma is about the size of a large tin of baked beans (10cm).
8. Sarcoma survival rates have been very gradually increasing over the last two decades in the UK. The five-year survival rate for sarcoma is 55 per cent.



From our Chief Executive

Welcome to our Impact Report, highlighting one of our most successful years to date.

Reflecting on our achievements, it is heartening to see how the landscape is changing (albeit slowly), not only in terms of our work and our focus but on the wider issues of the sarcoma community.

We are supporting more exciting and diverse research projects than ever before and paving the way for the emerging scientific expertise that will truly make a difference.

We are striving to engage with more people through a variety of routes – support, information, campaigning, and digital, to name a few. Our team is growing to keep pace with those demands and to do the very best for everyone who needs us.


Collaboration and partnership have never been so important in helping us achieve our ambitions while maximising our resources and collective impact. Thanks to you and your support, we are on course to deliver even more and to face the inevitable challenges with renewed vigour.

I am incredibly proud of the remarkable team at Sarcoma UK. Rest assured, we will continue to work with you and for you towards a better future for everyone affected by sarcoma.

Thank you



Richard Davidson
Chief Executive of Sarcoma UK

A large, close-up portrait of Geeta Patel, a woman with long, wavy brown hair, smiling warmly at the camera. She is wearing a dark top. The background is a soft, out-of-focus green.

"I am determined to stay positive and have a wonderful future with my husband."

Geeta Patel

**SARCOMA
AWARENESS
MONTH**

We are focusing on our long-term ambitions

We are already on course to develop a new strategy for 2026, building on our first five-year strategy and keeping up the significant momentum and advances of the last few years.

This section documents the highlights of what we have done this year to deliver against our strategic priorities and features some of the extraordinary people who have contributed to these achievements.



Our long-term vision

All people with sarcoma will be diagnosed earlier, have better experiences and live longer lives with less long-term effects.

What this means for people affected by sarcoma



Patients will be diagnosed earlier (at stage I or II)



Patients will live longer



Patients will have better experiences of their sarcoma

To achieve this over the next three to five years we will focus on:

- Improving education on sarcoma for healthcare professionals.
- Increasing awareness of sarcoma.
- Improving referral and access to scans.
- Prioritising research into the early diagnosis of sarcoma.
- Ensuring patients have more treatment options.
- Ensuring all care is given at specialist centres or involves sarcoma multi-disciplinary teams.
- Supporting more targeted treatments.
- Improving our understanding of sarcoma and how it develops.
- Funding research to improve outcomes and quality of life.
- Ensuring access to the most appropriate care and support.
- Ensuring patients have more access to reliable, transparent information.
- Enabling patients to have access to peer support.

We are at the forefront of scientific advances in sarcoma

Our commitment:

We will support world-class research

- We will fund and support the next generation of sarcoma researchers and encourage networking and collaboration.
- We will combine our grant funding streams to increase flexibility and efficiency.
- We will involve people affected by sarcoma in our research programme so that it is better informed by their experiences and priorities.
- We will launch targeted calls for funding in priority areas of research.

We continue to drive forward cutting-edge sarcoma research, increasing our investment and commitment to our scientific goals. Patients are key to helping us shape our work as we build and embed partnerships and collaborations across the research arena while fostering the researchers of the future.

Putting patients at the heart of our work

We continue to involve people affected by sarcoma in all major research initiatives, including input into our Research Strategy Committee and Grant Review Panel meetings and inviting patient advocates to present on their experiences.



A snapshot of our highlights:

- We held the second annual in-person meeting of our PhD Student Network
- We funded three PhD studentships, three large grants and four small grants after our largest Open Grant Round of over £1 million to projects in any area of sarcoma research
- Five new lay reviewers joined our research funding rounds, meaning we now have 29 active lay review network members
- Two research projects into ultra-rare sarcomas were awarded funding of £300,000 through our targeted funding call
- We facilitated new external patient involvement opportunities, including assisting with setting up a patient involvement panel at the University of Southampton
- Network members began working with the surgical team in Birmingham looking at pre-operative psychological support
- We worked with LifeArc to capitalise on a £100m childhood cancer translational challenge
- We started to define the scope of a collaborative diagnosis funding call with the Bone Cancer Research Trust
- We welcomed three new scientific members to our Grant Review Panel.

We awarded £14,886...

to five workshops and meetings via our Research Workshop Scheme.

With the aim of encouraging networking and collaboration within the sarcoma research community, we supported workshops across a range of research areas including childhood sarcomas, clinical trials, and subtype-specific work.



We support promising science and act on research findings

Not only have we invested more in funding this year, but we're seeing the results from pioneering projects we've funded previously.



Analysis reveals better outcomes likely at specialist sarcoma centres

Researchers revealed that people undergoing surgery for a specific type of sarcoma in the abdomen and pelvis have better outcomes at specialist sarcoma centres. Also, those centres performing higher volumes of this surgery have better survival outcomes than those with lower numbers.



Five years of data from 1,878 patients who had retroperitoneal surgery were analysed by scientists at University Hospitals Birmingham NHS Foundation Trust and University College London. The findings were published in the *European Journal of Cancer* in 2023. Dr Fabio Tirota of University Hospitals Birmingham was the study lead author.

As a result, the Sarcoma Advisory Group (SAG) Chairs and Sarcoma UK recommended that the retroperitoneal sarcoma service should be reorganised to ensure all centres performing this sarcoma surgery reach a minimum threshold for numbers of cases a year.

Understanding 'sleeping cells' and their resistance to chemotherapy

Patients with osteosarcoma, a common bone cancer in children and young adults, often respond poorly to chemotherapy. But the reason remains unclear, hindering the development of better treatments.



A PhD student project at University College London aims to explore the process of 'quiescence,' where some osteosarcoma cells stop dividing and 'go to sleep' during chemotherapy,

only to 'wake up' once the drug levels decrease. It is led by Dr Lucia Cottone.

The £129,795 research could lead to better identification of patients less likely to respond to current treatments and pave the way for new therapies, potentially improving outcomes and guiding future clinical trials.

This project was awarded the Sayako Grace Robinson PhD Studentship, which goes to one PhD research project every year in memory of Sayako Grace Robinson, who died of angiosarcoma in 2014.



"We want to ensure that everyone with sarcoma receives the best possible care, and part of that is ensuring that patients receive surgery at a centre with the specialist expertise to manage their cancer. That's why Sarcoma UK is now working with the SAG Chairs and NHS England to ensure these important findings are actioned."

**Dr Sorrel Bickley,
Director of Research,
Policy and Support at Sarcoma UK**

We are raising money to make our life-changing work possible – thanks to you

Our commitment:

Ensure we have the funds to support our priorities

1. Raise at least £3,200,000.
2. Grow our challenge events portfolio.
3. Childhood cancer collaboration with Leukaemia UK and Brain Tumour Research.

Thanks to diverse events, collaborations and relationships, whether with long term corporates, charity partners or every one of our committed supporters, our income growth and engagement has continued.

We can't thank you enough.



Off The Kerb, alongside Celebrity Ambassador Angela Barnes, hosted a sellout comedy evening at the Brighton Dome. The event, featuring acts such as Suzi Ruffell, Adam Hills, Jack Dee, and Romesh Ranganathan, raised £19,000.

A snapshot of our highlights:

- We introduced three new virtual events; Step into Spring, Walk For, and Turn the Page
- We rebranded our summer event as Cuppa & Cake and made it a year-round activity
- Our Charity of the Year partnership with Santa in the City raised over £11,000, thanks to 60 runners
- We held our popular Carol Concert with special guests, including West End stars and TV personalities
- Our partnership with David Wilson Homes concluded, with staff raising over £50,000
- We continued our partnership with Franklin Templeton, including a charity golf day
- Former Chancellor Jeremy Hunt hosted an event at the Treasury, highlighting the need for an increased focus on ultra-rare sarcomas
- Sarcoma UK participated in the Big Give Christmas Challenge, raising over £40,000
- The continued support of Gwen Owen Robinson has enabled eight students to undertake PhD projects through the Sayako Grace Robinson PhD Studentship programme (see page eight)
- Group funds and community fundraising continue to be strong.



A month of fundraising miles in memory - Mia's story

Mai Shore, 11, ran in the cold every day for a month in memory of a family friend, Lolly Gilmour (above right), who died from sarcoma. Her inspiring feat raised more than £12,000 for Sarcoma UK and generated a flurry of media coverage. Her target – originally £100 – had a huge boost when a mystery donor gave £5,000.

"I really love running, and I wanted to raise money, so I thought if I put them together, I could do something. Some days were really hard, and my legs were sore, but I am so proud of myself for doing it," said Mia.



Marathon heroes smash 26.2 miles

Our biggest ever team of amazing runners tackled the iconic TCS London Marathon as it returned to its spring slot after the pandemic. Half a million pounds was raised by 127 heroes, from groups of family and friends to familiar marathon face Lloyd Scott MBE, running for Sarcoma UK as Captain Scarlet, and Celebrity Ambassador Jake Quickenden.





We are striving to support everyone who needs us

“Sarcoma UK’s helpline was a lifeline for Lolly. She constantly spoke to them when she was feeling down or wanted advice. They were amazing.”



Dan Gilmour is the husband of Lolly Gilmour who died in November 2023, aged 42. She was diagnosed in 2020 with parosteal osteosarcoma. Lolly became a great supporter of Sarcoma UK and appeared on Channel 4’s Stand Up To Cancer.

Our commitment:

We will equip and empower people affected by sarcoma

1. We will aim to reach everyone who is affected by sarcoma with our support and information, particularly those groups such as those from any ethnic minority community who we have failed to reach previously.
2. We will engage with people closer to the point of diagnosis.
3. We will support patients at every step of their sarcoma journey.

With the continuing trend of a marked increase in those using our services and information, we are pulling out all the stops to provide new, updated and diverse resources. The ways to engage with us have never been greater and we remain focused on how best to work with experts and support all those in need.



A snapshot of our highlights:

- We expanded and enhanced our information and support, launching new PIF TICK accredited print and digital resources
- We sent out 75 per cent more information resources, peaking ahead of Sarcoma Awareness Month
- Our first Sarcoma Awareness Month pack launched for supporters and healthcare professionals
- We saw a 30 per cent increase in new people using the Support Line
- We developed new webpages on rarer sarcoma subtypes, including the four main types of rhabdomyosarcoma
- We launched an online soft tissue sarcoma data hub, including incidence, survival statistics, and routes
- We improved the visibility of our video content, partnering with YouTube Health
- We launched an educational animation video aimed at medical students to teach them about sarcoma
- We saw 118 direct referrals of people newly diagnosed from nine sarcoma centres and support groups.

- For the second year, pre-diagnosis was in the top three reasons for contacting the Support Line, along with diagnosis and treatments
- We created a new website hub on genomic testing, which features information and real-life stories about people who have undergone genomic testing
- We published a new online palliative care hub.

New booklet to help make sense of soft tissue sarcoma

Our flagship information booklet, *Understanding Soft Tissue Sarcoma*, was launched at the British Sarcoma Group conference, featuring an updated design, personal stories and more visual information.



Engaging with vital Sarcoma Support Groups

This year three new Sarcoma Support Groups were established, including a group for parents who have a child that has been diagnosed with sarcoma. We continued to work with Sarcoma Support Groups across the UK, attending meetings and hosting a Support Group Leaders Day attended by 16 leaders.





We are raising crucial awareness of sarcoma and our work

Our commitment:

Increase public awareness of sarcoma through higher profile and targeted campaigns

1. Deliver an engaging and awareness raising Sarcoma Awareness Month.
2. Carry out a digital audit with Rally, the online advertising and digital marketing agency.
3. Increase presence with media publications.
4. Deliver a Sarcoma UK Awards Ceremony, a celebration of talent, success, and achievement.

While our activity in Sarcoma Awareness Month (July) continues to grow, we are working hard to keep sarcoma and the charity on the public agenda all year round, whether highlighting new developments, events or celebrities or finding innovative ways to amplify our voice.

A snapshot of our highlights:

- We implemented the first phase of a wide-ranging digital plan to enhance existing digital practices and increase awareness, among other goals
- Our research communications increased with campaigns including the PhD students 'Don't rush' challenge, breakthroughs in sarcoma data and being part of NHS Digital's data webinar series
- We welcomed leading British music figure Graeme Park (below) as a Sarcoma UK Celebrity Ambassador after his son Oliver died of sarcoma earlier this year, aged just 18.



Does Size Matter?

Our activity in Sarcoma Awareness Month gets bigger every year. Five million people saw the innovative *Does Size Matter?* campaign, focusing on the fundamental aspects of sarcoma and those it affects. Alongside raising awareness, it aimed to provide further education about sarcoma. From striking images to hard-hitting real-life stories and engaging celebrity interviews, it was bold and memorable. As ever, it was a great opportunity for everyone in the sarcoma community to get involved and help raise awareness of this devastating disease.

The Does Size Matter? campaign was truly impactful across key social media platforms and generated an amazing 46.6 per cent surge in website traffic.

TommyInnit proud to support Sarcoma UK

Youtube and Twitch sensation TommyInnit was unveiled as a Celebrity Ambassador for Sarcoma UK after the loss of fellow content creator, Technoblade. Tommy was inspired to support the charity as a way of remembering his friend, who died, aged 23, after a diagnosis of stage four sarcoma. Sales of Tommy's book and podcasts raised £184,000 during this period and he has helped raise valuable awareness of our work.

Working with the media

Our media exposure/activity went up, with a significant rise in national and regional press coverage. Highlights included hundreds of stories featuring supporters and celebrities, extensive coverage around the TCS London Marathon, our measuring and tracking a lump video, and our Celebrity Ambassadors. Our very first Shining Star Awards offered a new media focus (see page 18).

Sarcoma UK called for earlier diagnosis and better care for sarcoma patients, as well as reacting to news events like King Charles III's cancer diagnosis.

Jeremy Hunt gave a *Daily Mail* exclusive about his family's experiences living with cancer, with some of the extensive national coverage referring to his brother Charlie.



Our increased coverage spanned outlets from the *Daily Mail*, the *Independent* and *BBC News* to *Asian Voice* and *S4C*.



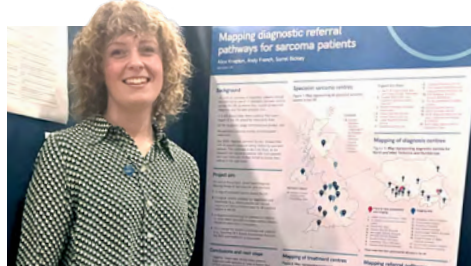
We are working together with the experts

Our commitment:

We will build strong and productive relations with healthcare professionals

1. We will collaborate with healthcare professionals to engage with the National Institute for Health and Care Excellence (around guidelines, appraisal of new drugs and to improve delays to diagnosis).
2. We will facilitate networking and collaboration among healthcare professionals to encourage the sharing of best practice and service improvement ideas.

Connections and collaborations run through every aspect of our charity's Policy and Public Affairs focus, from supporting and developing relationships with those in the frontline to influencing policy makers at every level in changing the sarcoma landscape, particularly in the key challenge of early diagnosis.



A snapshot of our highlights:

- We sponsored 15 health care professionals to attend the British Sarcoma Group (BSG) conference to promote wider engagement with healthcare and research professionals
- We had a number of poster presentations and oral presentations at the BSG conference, highlighting our work
- We supported a series of regional sarcoma Clinical Nurse Specialist catch ups
- We continued to work closely with the Chair of the Sarcoma Advisory Groups (SAGs) to support meetings of the SAG Chairs' Group about issues such as delivery and best practice
- We are collaborating to improve the picture of early diagnosis.

The Tricia Moate Award was given to **Olivia Trott, Sarcoma Clinical Nurse Specialist** from the Southwest Peninsula sarcoma team.



We are collaborating to improve the picture of early diagnosis

Our commitment:

We will work together with the sarcoma community to achieve earlier, accurate diagnosis

1. We will improve the quantity and quality of education on sarcoma for healthcare professionals.
2. We will work to improve referral pathways and improve quick access to scans.
3. We will influence UK governments, the NHS and other policymakers to improve how sarcoma is diagnosed.
4. We will prioritise research into the earlier diagnosis of sarcoma.

A snapshot of our highlights:

- We published a new animation video aimed at medical students to teach them about sarcoma
- We worked with the University of Nottingham to produce an e-learning module for physiotherapists on spotting the signs and symptoms of some sarcomas, and how they can help move the patient along the diagnostic pathway within primary care
- We developed UK-wide maps and extensive information on all aspects of sarcoma specialist centres and satellite centres with the SAG Chairs
- Our Early Diagnosis Steering Group established working groups to help specialist centres focus on referred patients with higher risk of sarcoma. The groups aim to develop a national

standard for radiology referrals and to standardise GP criteria to make referrals

- As part of the Specialist Cancer Charities Group, Sarcoma UK collaborated on a Citizen Juries project to look at issues relating to the care of patients, cancer policy and delivery.

Raising awareness with politicians

We worked with Gerald Jones MP to raise the issue of sarcoma at Prime Minister's Questions in July – Sarcoma Awareness Month - and asked for a meeting with constituents who were family members of someone affected by sarcoma. This went ahead with the Health Minister responsible for cancer. Sarcoma UK highlighted the need for Government action on key sarcoma issues and the need for greater investment in research and new treatments.



Our political engagement through Teenage and Young Adult Cancer Awareness Month

We joined UK cancer charities coming together for the first Teenage and Young Adult Cancer Awareness Month. More than 80 MPs and MSPs spoke to us about our work. A child, teenager or young adult is diagnosed with sarcoma every day.





We launched our Shining Star Awards – recognising the best of the best

Sarcoma UK held its inaugural awards ceremony, the 'Shining Star' Awards at 10 Downing Street. It was a wonderful opportunity for the sarcoma community to unite and celebrate talent, success, and achievement. Minister for Cancer Services Will Quince MP sponsored the event, and our Celebrity Ambassadors were present to announce the winners of ten very special awards, recognising the amazing work in all corners of the sarcoma community. The first event was such a success that it is now a regular date in the charity's calendar.



"All the nominees in our inaugural Shining Star Awards helped Sarcoma UK grow and flourish. This momentous occasion was an opportunity to give them the recognition they deserve."

Richard Davidson,
Chief Executive of Sarcoma UK



We are truly making a difference

Here's how we are having a real impact thanks to your support. **We're already building on this for the future.**

Total income in 2023–2024: £3,840,681



Over £8 million invested in research projects since 2009



14 new projects funded



98 projects supported since 2009



£1.53m invested in sarcoma research projects – our biggest ever amount



Over 26 people affected by sarcoma involved in reviewing research applications



A total of 5,088 contacts to the Support Line team from 1,077 individuals – up 30 per cent

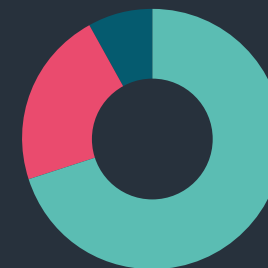


545.23 hours spent on the phone for the Support Line



8 of 12 months saw an increase in contacts to the Support Line team year on year.

For every pound we receive:



70 pence is invested in research, information, campaigning, support and education

22 pence is spent on fundraising activities

8 pence is allocated to reserves to support our mission in the coming year

***All figures for 2023-2024 unless otherwise indicated.**

We are growing and enhancing our team

Our commitment:

1. Create a strong, stable organisation with good governance, systems and processes.
2. Ensure that we have a positive, skilled team with appropriate training and development.
3. Focus on equality, making our services accessible to all people with sarcoma, with no one left behind.



Our people remain at the heart of Sarcoma UK, not just in the growth and development of our dedicated team, but through a continued focus on Equality, Diversity and Inclusion (EDI) and staff wellbeing. Exploring and adopting even better processes and ways of working means we are ultimately better placed to deliver for all our stakeholders and supporters.

A snapshot of our highlights:

- We reviewed and updated our website donation process, incorporating new features and payment methods, including QR codes
- We improved our systems with enhancements in events stewardship, data governance and marketing have improved our systems
- We introduced a Direct Debit payment system – now the preferred option for regular gifts
- Our Staff Wellbeing Group was active in organising away days, team-building activities, and wellbeing surveys
- Project management training was extended to all staff after positive feedback
- The EDI Working Group continued to explore ways for us to engage with the broader sarcoma community, with a bigger group, new reviews and an internal EDI Framework for new projects.

"I'm not a doctor. I can't cure people. But I feel confident that I'm really contributing and giving back in the best way that I can"



Hristo Anastasov, who was diagnosed with sarcoma aged 23, is one of our Board of Trustees. In October and December 2023, we welcomed four new trustees to Sarcoma UK, who will enhance our governance and contribute to a more diverse and representative leadership team.

We will continue our advances in sarcoma research

The hopes of a scientist



I am writing this with a very special interest in the future of sarcoma on all fronts. If you are reading this, that must be something that we share.

As a Sarcoma Research Fellow for over four years and a recent fundraiser, Sarcoma UK and its ambitions are very close to my heart.

The continued development of earlier diagnosis, new and kinder treatments, the right support and cutting-edge research has never been so important.

The focus of my research is on discovering new treatments for sarcoma and I am passionate about working with my colleagues towards that goal.

It has been heartening to read the achievements and progress documented in this report. While these are solid foundations for the future, I am reassured to know that, like me, Sarcoma UK does not take any of these advances for granted.

We know there is still so much to do – increasing research funding, and continuing to invest in collaborations whether in fundraising, science, support or more. Your donations help researchers like me and my colleagues find answers, keep the Support Line open and raise awareness to improve treatments and standards of care.

I know that Sarcoma UK can't do this alone. But I also know that the charity is well equipped to face the future and transform the sarcoma landscape - with your support

Piotr Manasterski

Piotr Manasterski, Sarcoma Research Fellow at the Institute of Genetics and Cancer in Edinburgh.



Piotr is undertaking research into novel drug treatments for different sarcomas as part of the team led by Professor Valerie Brunton at the University of Edinburgh. In 2022, he took on the gruelling challenge of the Tallinn Ironman, completing this in just over 11 hours and raising £500 for Sarcoma UK.



We can only change lives with your support

Sarcoma UK could not exist without the kindness and generosity of our supporters who contribute to our progress in a wide variety of ways. While many people support the charity through financial donations, others contribute through volunteering, giving their time, energy, passion, and skills. **We are deeply grateful to you all.**

Founder: Roger Wilson CBE

Patron: Richard Whitehead MBE

Chief Executive: Richard Davidson

Trustees 2023–2024

Anjula Thompson - Chair
(appointed December 2023)
Sharon Reid - Chair
(until December 2023)
Hristo Anastasov
Dr Fiona Cowie
Jamie Ford-Cordes
Dr Sally Johnson
Dr Aisha Miah
Michael Parry
Isla Robinson
Alan Abraham
(appointed October 2023)
Duncan Buchanan
(appointed December 2023)
Gary Davison
(appointed December 2023)
Leyla Hayes
(appointed October 2023)
Matthew Treagus
(appointed October 2023)
Sarah Conneally
(until June 2023)
Jo Vass
(until June 2023)
Louisa Nicoll
(until December 2023)
Rubinder (Ruby) Sangha
(until July 2024)

Ambassadors 2023–2024

Lesley Abraham
Shelagh Allison
Sarah Conneally
Zoe Conway
Jan Cornell
Maddie Cowey
Karen Delin
Dr Alison Dunlop
Andy Eckles
Mark Gould
Amelia Granville
Zoe Homer Emmerson
Prof Ian Judson
Gina Long
Steve Mayer
Louisa Nicoll
Leona O'Neill MBE
Ian Randall
Glenys Stittle
Baroness Liz Sugg
Dr Rachel Taylor
Jasmine Thompson
Zoe Thompson
Jo Vass
Wendy Watkins
Sam Whittam
Dr Jeff White
Glyn Wilmshurst
Sheelagh Wilson
John and Sue Young

Celebrity Ambassadors

Dominic Ball
Angela Barnes
Sandra Dickinson
Mark Llewelyn-Evans
Mark Osmond
Graeme Park
Jake Quickenden
Gavin Ramjaun
TommyInnit
Charlene White



We hope that you have enjoyed reading about our ambitions and achievements. Do let us know what you think of this publication by completing the survey here. Thank you for your feedback.

sarcoma.org.uk/opinion



We will focus on a better future



Our organisational values and behaviours are the principles that guide our decisions and actions.

These reflect the evolution of Sarcoma UK and ensure we are fit for the future. Everything we do and how we do it – whether funding research, supporting patients, shining a light on sarcoma, and more – is driven by these values hand in hand with our organisational strategy.

With your support, and our values at the heart of Sarcoma UK, we're committed to making a difference for everyone affected by sarcoma.

Pioneering

We are leading the way to a better future for the sarcoma community

Together

We are creating a community to make a difference for all those affected by sarcoma

Expert

We use our expertise in understanding sarcoma to deliver better outcomes.



Sarcoma UK

sarcoma.org.uk

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