

THE HERO PROJECT

WITH ANTHONY NOLAN

Working with schools and colleges

 ANTHONY
NOLAN



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We are **Anthony Nolan**. We match people with blood cancer and blood disorders who need a stem cell transplant to incredible strangers ready to donate their stem cells. Every day we give four people another chance to live.

Our education programme, **The Hero Project**, teaches 16 to 18-year-olds about the importance of donating stem cells.

Our education activity is the legacy of Adrian Sudbury, a young journalist who died from leukaemia aged just 27. Adrian believed that more lives could be saved if young people knew the importance of stem cell, blood, and organ donation. Read more about Adrian's story and **our history**.

How it works



Connect with our education team

Reach out to us and discover how you can get involved.



Book Your Hero Project Talk & Donor Recruitment Event

Schedule an event to inspire your students and recruit new donors.



Empower Your Students

Equip your students with the knowledge and tools to raise awareness in their communities.



Take It Further

Explore our additional resources to enhance your lifesaving efforts.



Raise Lifesaving Funds

Help us add more donors to the register. It costs £40 to add every new potential lifesaver.

Our amazing volunteers deliver inspirational presentations explaining how young people could save lives. Following our initial visit, we encourage students to research our work and help spread our message among their peers. About a week after the presentation, we'll return to your school/college for a donor recruitment event, where students have the chance to register as donors with the guidance and support of our volunteers.

Our Hero Project talks tend to last 30–45 minutes and for donor recruitment events, we typically allow 1–2 hours.

Let's make a difference together

These tried and tested methods provide students with fantastic opportunities to develop skills for their future, as well as saving even more lives together. We encourage you to review these suggestions carefully, discuss them with your colleagues, and choose the options that best suit your school.

We understand that every school and college is unique, so we can customize our approach to suit your specific needs. Our goal is to make our recruitment events as impactful as possible, so we'll support you to educate students about ways they can help save lives.

How will your students benefit?

We believe young people are the key to unlocking the lifesaving potential of their peers. Every year, we're inspired by the selfless commitment that students show to Anthony Nolan, helping share valuable information and encouraging potential donors to join the stem cell register.

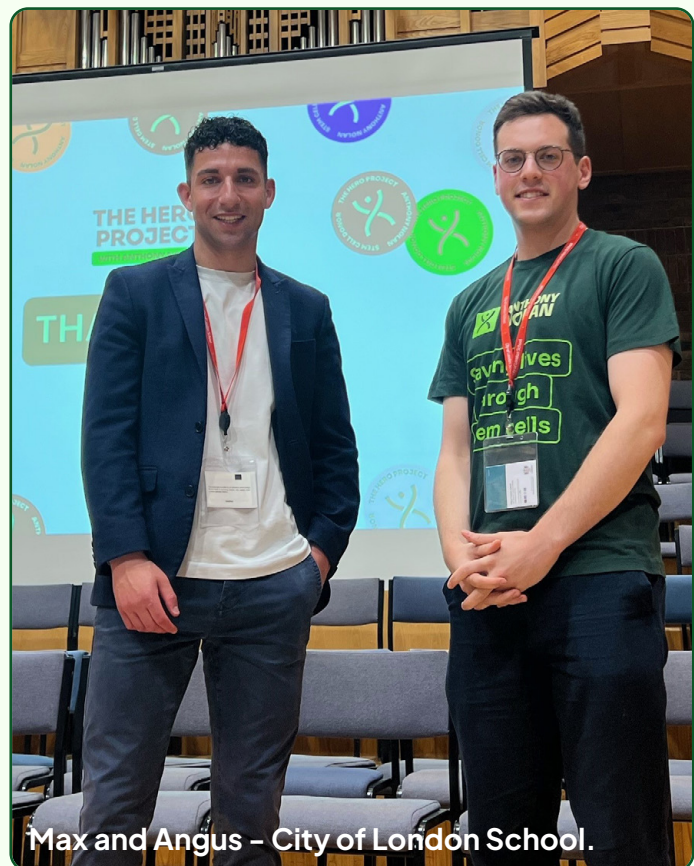
By becoming **Anthony Nolan Champions**, your students can play a pivotal role in maximising recruitment and impact. We'll provide them with top tips, event ideas and resources to engage their peers effectively, ensuring that as many students as possible make informed decisions about joining the stem cell register.

Students will receive a thank-you certificate and a letter of recommendation, highlighting the skills they have developed.

This is a fantastic opportunity to strengthen applications for higher education and future employment. It also highlights that your students have actively contributed to our lifesaving mission.

Some of the ways students can get involved

- **Raise awareness** by sharing our lifesaving message with peers.
- **Educate** young people about joining the stem cell register.
- **Become the ultimate lifesaving team** by creating a class or group project.
- **Develop a wide variety of skills** by supporting an Anthony Nolan 'takeover'.
- **Raise lifesaving funds** by organising an event at school or in the local community.



Max and Angus – City of London School.

Skills and experience students can gain

Communication

With both internal and external partners/organisations.

Leadership

Inspiring and motivating peers.

Critical Thinking

Identify challenges, suggest improvements and new ideas.

Teamwork

Working with others and effective delegation of tasks.

Problem-solving

Taking a logical and analytical approach to resolving issues.

Research

Gather information, solve problems and find new solutions.

Organisation

Planning event logistics and managing time.

Creativity

Open to new ideas and developing alternative systems or strategies for success.







Explore ways to support the Hero Project

1 Empowering students (class or groups project)

Our student-led model is a great way for students to achieve in areas linked to Enrichment, PSHE, STEM subjects, Health and Social Care, Citizenship, and many more.

In this project-style approach, following our **Hero Project presentation** your students will be tasked with researching everything **Anthony Nolan**. Who we are, what we do, and how they can help.

They will use what they have learned about us, alongside their knowledge of your school and fellow students, to find the best ways to share information and help people register as potential lifesavers.

In the time between the **Hero Project presentation** and the **donor recruitment event**, they will become our ears on the ground, spreading the word about Anthony Nolan and stem cell donation. They could talk with peers, answer questions (directing them to where they can find answers) and highlight when we'll be returning.

Perhaps you have an enthusiastic and influential performing arts group or sports team, or some students looking to do more? Through our experience of working with a wide variety of schools and colleges, we've found that this approach can be extremely impactful.

Some ideas to help deliver a successful project

'Shout-outs' in assembly or classrooms (after our initial visit) to remind people about Anthony Nolan and when we are returning.

A fantastic opportunity to develop public speaking skills.

Create online content and use your school's social media to spread the word.

This is a great project for your more creative students to develop essential skills.

Write an article about Anthony Nolan and the Donor Recruitment Event and get the school paper/ news channels involved. You may want to let your local media outlets know about the amazing thing you are doing.

Perfect for your budding journalists.

Displaying posters/digital content and handing out the flyers that we provide, ensuring that everyone knows what's happening, as well as when and where they can sign up.

Logistics, event management and promotion/ marketing skills.






“We massively appreciate you coming in twice this year now and having such a positive influence on our students. We are very pleased that so many took part and are very excited for you to join us again next year with the new cohort. We will be in contact next year.”

MR S MACFARLANE

ARCHBISHOP HOLGATE'S SCHOOL



“Thank you so very much to everyone who has supported our school in enabling yesterday to happen. From the initial organisation talk to 400 students (no mean feat), publicity and the recruitment event. The volunteering that you do is beyond awesome for this amazing cause.

Young people can get a lot of negative press these days and I think we were all so proud of the young people who signed up yesterday, and those who will sign up via the QR code.”

MRS K ORTON

ST AIDAN'S CHURCH OF ENGLAND HIGH SCHOOL

2 Anthony Nolan Takeover

Perfect for large schools or colleges, where our more traditional presentation and recruitment event styles may not be effective. Do you, or someone you work with, have a personal connection to our cause, or share our commitment to saving lives? We'll work closely with you to create a memorable event and make a huge impact on the lives of those in need of a stem cell transplant.

We would set up all day (or over several days) in a prominent location on campus and engage with students as they pass by. Positioning ourselves in a prominent place, near to main entrances and exits, we aim to reach as many students as possible. We'll share who we are, what we do, and how your students can help save lives by joining the stem cell register.

Additionally, we'll collaborate with you on social media posts, newsletters, college talks, and classroom announcements. We also offer self-delivery resources for your college to use before and after our visit, ensuring your students receive the best education.



3 Empowering Students (Appointments)

Inspired by the Scottish Fire and Rescue Service's schools programme, this approach involves a group of **'School/College Champions'** being recruited. This could be students inspired by the talk, or a class/group that you have identified ahead of our initial visit.

These students will be responsible for organising the follow-up **donor recruitment event**, which will take place around a week later. This will be an opportunity for students to join the stem cell register or ask questions about the process.

In the time between the talk and donor recruitment event, the **Champions** will be hard at work, spreading the message and starting conversations, in preparation for our return.

The **Champions** will book 15-minute appointment slots with their peers who'd like to sign up to the register, or that have questions for our volunteers. They will be responsible for designing a seamless schedule and creating appointment tickets.

The students will be responsible for organising the logistics and liaising with teachers, informing them that students will be requesting 15 minutes out of classes to sign up. We ask for the Champions to be there on the day to help steward the event.

This student-led appointment style event works perfectly for schools that cannot reserve a set time for a donor recruitment event, as this only requires students to take 15 minutes out of class to sign up. On average, it only takes about four minutes to sign up to the stem cell register, but we like to leave extra time for any questions and sufficient support.

Skills involved for School Champions:

- Event Management
- Organisation and Strategic Thinking
- Teamwork and Communication Skills

Please note: This option is dependent upon volunteer availability. In some areas, we may not have the capacity to provide multiple volunteers, so we will arrange a call to discuss this further.



St Mungos High School recruited 107 new potential lifesavers to the stem cell register, and their students also raised £2830 by climbing Ben Nevis.

This was in partnership with the Scottish Fire and Rescue Service



Other ways to support

Fundraising

By fundraising for Anthony Nolan, your students can do something to save the lives of people with blood cancer or a blood disorder right now. You can raise money during your time taking part in our Hero Project or even choose Anthony Nolan as your charity of the year. The funds you raise will mean we can keep on conducting lifesaving research and adding donors to the stem cell register.

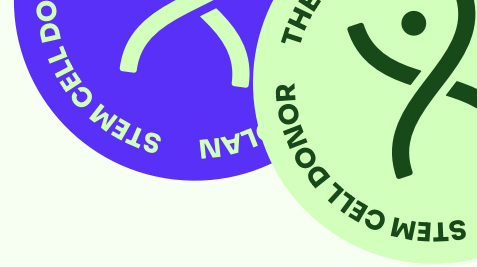
Here's how your fundraising could support our work here at Anthony Nolan:

£25 could pay for the swabs to collect the DNA of 55 potential lifesavers

£40 could add a potential new lifesaver to our register

£100 could go towards funding an Anthony Nolan Patient and Family Education Day

£315 could pay for a day of support from an Anthony Nolan Clinical Psychologist



Here are some ways you can raise funds to support Anthony Nolan:

Dressdown Day

Hold a fun dress down day at your school or college. This could include fancy dress, glitter face paint or crazy hair – it's up to you!

Quiz

Hold a classroom quiz at your school or college. Ask for a donation to take part and offer a prize!

Bake sale

Run a bake sale during your lunch break. Let everyone know they can come along and buy a tasty treat while raising awareness and funds for Anthony Nolan.

School disco

Organise a school disco and ask for a donation to attend or in exchange for refreshments.

Fitness challenge

Set your school or college a target and get sponsored. Can you do 100 burpees a day for 30 days? Can you manage 10,000 steps every day? Whatever you do, make it a challenge!

How we can help

By choosing to fundraise for Anthony Nolan, you'll receive one-to-one stewardship from a member of our dedicated fundraising team. If you have any questions about making a donation or creating online fundraising pages, or if you would like support coming up with your own fundraising ideas, a member of our team will be on hand to help you every step of the way.

If you'd like to find out more about raising funds for Anthony Nolan, please get in touch with our fundraising team by emailing community@anthonymolan.org or calling **0303 303 3002**.

Spread the word

Do you have contacts in local schools and colleges who would embrace this opportunity?

We're keen to engage with as many 16 to 18-year-olds as possible, helping us to maximise our reach and save even more lives.

To get in touch email education@anthonymolan.org or visit our website anthonymolan.org for more information.





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