



Ambassador Role Pack

**Blood
cancer
UK**



Why become an Ambassador for Blood Cancer UK?

We started because of Susan; we'll get there because of you.

Blood Cancer UK was started by one family who lost their daughter, Susan, to blood cancer, and that history and sense of family continues to shape who we are today. When you become an Ambassador for Blood Cancer UK, you come to tell your blood cancer story and be part of a collaborative community dedicated to funding research into beating blood cancer that includes some of the most inspiring people you'll ever meet.

And we're not that far away from beating blood cancer. We're confident we can do it within the next generation, and this makes us hugely ambitious and gives us a sense of real urgency. It also means we're changing quickly as an organisation as we constantly challenge ourselves and strive to become more effective.

Blood Cancer UK offers a platform to tell your story. In return for this we will support you to develop new skills, and provide exciting challenges, where you will make a meaningful impact.



What do we do?

Fund
world-class
research


Raise
awareness
of blood cancer

Provide
information
and support to
patients and
their loved ones

Since 1960 we have invested more than **£500 million in blood cancer research in the UK**. Where we've invested, survival rates and quality of life have improved.

You can read more about what we do on our website here:
[About Blood Cancer UK](#)





“This is such a good place to volunteer. I’m learning every day and feel like I’m adding value.”

Jude, Ambassador

Background

Our Ambassadors are a dedicated community of individuals from across the UK who share a personal connection to blood cancer. They bring a wide range of skills, experiences, and perspectives, united by a shared commitment to beating blood cancer and improving the lives of everyone affected.

As trusted representatives of Blood Cancer UK, Ambassadors use their voices, experiences, and networks to raise awareness, inspire action, and help ensure that the needs and stories of people affected by blood cancer are heard and understood.

Through advocacy and meaningful engagement, Ambassadors help us build stronger relationships with the wider blood cancer community and the public.

Skills and Experience:

- Aged 18+ with a personal connection to blood cancer (as a patient or carer)
- Confident public speaker willing to share your story
- Strong relationship-building and networking skills

Key Activities:

- Speaking at high-profile, corporate, or staff events.
- Sharing your blood cancer story via TV, radio, press, or other media.
- Featuring in our health information, website and social media,
- Offering face-to-face support at events and signposting our resources.
- Contacting your MP/MSP/MS/MLA or attending local parliamentary sessions.
- Promoting our campaigns and posts on social media.

Note: Media and public speaking training will be provided for this role.

Location

Activities may be in person (e.g., at events or info stands) or online. For virtual activities, you'll need a computer or tablet with internet access and the ability to use Teams or Zoom.

Expenses

This is an unpaid role. Blood Cancer UK reimburses reasonable, pre-approved out-of-pocket expenses in line with our [Volunteer Expenses Policy](#). Please ensure all expenses are agreed in advance with the volunteer team.



**“Volunteering here
will be THE best
thing you ever do –
you’ll become part of
the most amazing,
supportive family.”**

Gayle, Community Group Lead

How much time will you need to give?

- This is a flexible, ad-hoc role, with most activities taking between 30 minutes and 3 hours.
- You'll complete core training when you start and have access to ongoing development opportunities throughout your time as an Ambassador.
- We ask Ambassadors to **commit to a three-year term**, after which you'll normally **stand down from the role**. We understand that circumstances can change, and your involvement can be reviewed at any time with the volunteering team.

How do you register your interest?

- Please fill out the online application form [here](#)
- This role will require an interview. This is so we can find out more about you and your skills, and you can find out more about what it's like to be an Ambassador.
- If you have any questions, please contact ambassadors@bloodcancer.org.uk and we would be more than happy to answer any questions you may have.

Our commitment to equality and diversity

We're dedicated to promoting equality, diversity and inclusion across our volunteer team and workforce. We want our team to reflect all parts of society and the blood cancer community, and for everyone to feel respected and able to thrive.

We believe in equity of opportunity and a workplace free from discrimination, where everyone is welcome and supported throughout their journey with Blood Cancer UK. Learn more about our commitment on our [website](#).



Ambassadors

Ambassadors are volunteers, they deliver, do and act on our behalf

Public speaking at events

Represent Blood Cancer UK through TV, radio or press interviews, and other media opportunities

Share their story through our health information, website and social media channels

Engage with our social media content and campaigns to help raise awareness.

Involvement

A wide pool of people affected blood cancer stewarded as a network, involved by shaping and influencing our work

Strategic Groups are recruited with clear remit to support decision making in a certain area



The Research Involvement Network



Policy Collective



EDI Community Voices (New)



Clinical Trials Involvement Group (New)

Benefits of volunteering with Blood Cancer UK

Connect with others

Network with other volunteers who share your commitment

Develop new skills

Gain valuable experience and learn new skills

Make a difference

Help improve the lives of people affected by blood cancer

Join a supportive team

Be part of a friendly, passionate, and dedicated community

Represent Blood Cancer UK

Be an ambassador in your community

See your impact

Receive regular updates showing the difference your Support makes

Boost your wellbeing

Enjoy improved confidence and personal growth

Expense reimbursement

Get reimbursed for pre-arranged volunteer activity expenses

Ongoing support

Receive continuous support from your Volunteer Point of Contact

Inclusive, respectful environment

Join a diverse organisation where you are valued

Access to training

Benefit from an online Volunteer Information Centre for induction and ongoing training