

The Arrow Bone Marrow Transplant Foundation ('Arrow') is the only charity in Australia which specifically focusses on raising funds for bone marrow transplant research and patient care.

<http://www.arrow.org.au>

**Arrow is not a** charity that focuses on **cancer**. **Arrow** is a charity that **funds research into better treatments and outcomes for all diseases treatable by bone marrow transplants / stem cell therapy**. **This can include** blood cancers and disorders such as **Leukaemia**, Lymphoma & **Myelodysplastic Syndrome (MDS)** and autoimmune diseases like MS and Lupus. Unlike many other charities, 98% of all donations directly fund projects that we support as the majority of our overheads are self-funded from investments.

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**Background:** Bone marrow transplants, which are also referred to as stem cell transplants, are used to treat **blood** cancers, blood diseases and **auto-immune** diseases.

**Our Mission:** To foster research into blood cancers & disorders and auto-immune diseases treatable by bone marrow and stem cell therapy whilst providing support and information to assist patients, families and their carers.

**Our Vision:** To provide a unique service in the field of bone marrow and stem cell therapy in Australia; one that is world-class, respected, meaningful and valued; by medical service providers, researchers, patients, families and carers alike.

At its core business Arrow raises funds to support two key areas:

**1. Research and education:**

- Arrow funds research into the cause, extent, prevention and treatment of blood cancers & blood disorders and auto-immune diseases treatable by bone marrow and stem cell therapy;
- Arrow funds scholarships for PhD students conducting research into bone marrow/stem cell transplants;
- Arrow funds scholarships for registered nurses working in the field of blood and marrow transplantation.

**2. Patient support:**

To help make the treatment process easier for patients and their carers, Arrow offers a range of patient support services including:

- An extensive wig library for patients losing their hair due to chemotherapy;
- Free accommodation a few blocks from the hospital (Arrow House) for regional patients and their families;
- A Travel Assistance Program for patients and carers;
- Provides educational materials including transplant guides.

We are known as "Arrow" as saying the 'Arrow Bone Marrow Transplant Foundation' is a mouthful. We need a new logo and to be re-branded for one (or all) of the following:

1. 'Arrow'

2. 'Arrow. The Bone Marrow Transplant Foundation' (where 'The Bone Marrow Transplant Foundation' is used as the tag line).
3. 'Arrow. The Bone Marrow Transplant Foundation' with the tag line being 'Supporting today, improving tomorrow' (or similar). We would appreciate your suggestions for alternatives to this tag line after reading the rest of this brief.

### The brand

- Our current brand recognition is low. Our new logo needs to be dynamic and have a new energy; be respected so the organisation can raise its profile and visibility.
- The brand has remained unchanged for over a decade.

### Logo

- Our current logo features an arrow that has no direct link to bone marrow transplants.
- The logo could be the actual word 'Arrow' but we are open to all suggestions.
- We want our logo to be associated with medical research into bone marrow & stem cell transplant research, but avoid a clinical feel.
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- It needs a new look and feel, to be current, modern.

### Tagline

- The current tagline is 'Targeting a cure'. While aligning to Arrow, it could arguably be for anything. Research takes a long time, and it aims to improve treatment outcomes for patients. As treatments improve, we give patients the practical and financial support they need. This is not reflected in our current branding.
- Current suggestion for a new tagline is 'Supporting today, improving tomorrow' which is exactly what this charity does. Again, we would appreciate your suggestions for alternatives to this tag line after reading the rest of this brief.

**Brand Personality:** Someone that you can trust, inspires you to get involved, you feel good around, admire and want in your life. A brand that is not pretentious, but honourable and full of integrity.

**Brand Values:** Arrow will never compromise its commitment to patients, both today through vital support services, and in the future through medical research.

### Target audience

- Bone marrow transplant patients and their carers – family, friends and colleagues.
- Hospital contacts such as bone marrow transplant coordinators, practitioners and nurses.
- Medical researchers and PhD students studying stem cell therapies.
- Donors, fundraisers, corporate supporters.