

DKMS UK corporate partnerships



Every 14 minutes...

Someone in the UK is diagnosed with blood cancer, but only a tiny proportion of the eligible population in the UK is currently on the stem cell donor register. So, there is an urgent need for more people to sign up, especially from UK ethnic minorities, who are currently underrepresented on the register.



Chasetown Civil Engineering hiking the Welsh Three Peaks Challenge.

DKMS UK has worked with teams from global brands to small businesses, including ING Bank, On the Beach and Bird & Blend tea, helping them to hit their environmental, social, and governance goals while building powerful, lifesaving partnerships.

Become a part of Team DKMS today by joining one of our three partnership tiers, focused on getting your team involved and inspired. Or chat with our friendly corporate team to create a bespoke partnership that fits your company and your people perfectly. Let's do something amazing together!

Every step we take together brings new hope and second chances to those living with blood cancer and blood disorders.



“The whole team at DKMS is an absolute joy to work with, nothing is too much trouble, from providing T-shirts or bunting and flyers for fundraising events. The joint donor drives that have been delivered went very smoothly, with all literature and relevant training provided. The fact that staff from DKMS joined us for a charity boat race just shows their willingness to support and be part of the team!”

Claire Firbank, Social Value Coordinator at Tilbury Douglas

Employee engagement partnerships

Lifeline partner

The Lifeline partnership is aimed at smaller companies (**<100 employees**)



Target of **£10k** from either employee fundraising or a corporate donation.

- DKMS can provide fundraising, branded materials and swab kits to support in fundraising and holding your own stem cell donor registration event.
- In-person stem cell donor registration event support provided.

Hope partner

The Hope partnership is aimed at medium companies (**<1,000 employees**)



Target of **£30k** from either employee fundraising or a corporate donation.

Support from DKMS with:

- In-person stem cell donor registration event support
- Corporate partnership account management
- Fundraising and registration event branded materials
- Priority offers of DKMS places on challenge events across the UK.

Match partner

The Match partnership is aimed at large companies (**1,000+ employees**)



Target of **£35k** or more, from either employee fundraising or a corporate donation

Support from DKMS with:

- Organising bespoke fundraising and stem cell donor registration events
- Co-branded materials for fundraising and registration events
- Corporate partnership account management
- Priority offers of DKMS places on challenge events across the UK, including the London Marathon.

Other ways we work with companies

Perfect pairing partner

Partner with us through cause-related marketing to promote mutual benefit. Link a product or service and donate a percentage of your sales, a specific amount per purchase or other resource to the charity. We've teamed up with amazing companies before, who promoted special tea blends to nail varnish, and launched impactful campaigns like #LetsNailBloodCancer that boosted brand image, increased sales, and provided financial support for the charity whilst also raising public awareness for the cause.



Transformational partner

This is a skills sharing partnership in which your company's expertise takes centre stage as it is designed to tackle unmet needs, support charitable aims, and deliver public benefit. We're always looking for partners and companies who can help us improve, innovate and leverage their resources and know-how to address specific challenges faced by the charity and thus improve operational capabilities. If you have expertise, technology, or a unique idea to share, let's join forces to give hope to those waiting for their lifesaving stem cell match.



Charity of the Year

We've been lucky to be chosen as Charity of the Year by some amazing companies across different sectors who have raised vital funds for us, signed up staff to the stem cell donor register, and spread the word about our lifesaving cause. Past and current organisations who've made us their Charity of the Year include ING Bank and On The Beach, and we're always excited to team up with new companies ready to make a real difference for people with blood cancers and disorders.



Charlie Rowe

Corporate Partnerships Manager

Charles.rowe@dkms.org.uk

+44 (0)20 4619 4982

Hi, I'm Charlie and I work closely with DKMS corporate partners to help deliver meaningful CSR initiatives. I support companies in engaging their teams, building awareness, and making a real impact for people affected by blood cancers and disorders. I'm passionate about connecting more organisations to our mission and I have an exciting pipeline of partners across various sectors.



Katie Holmes

Corporate Partnerships & Events Officer

katie.holmes@dkms.org.uk

+44 (0)20 8747 5658

Hi, I'm Katie and I joined DKMS in 2022. I focus on building partnerships with companies – researching prospects, creating tailored proposals, and supporting events that connect people to the cause, raise awareness and drive impact. I love being creative and coming up with fun ideas for how we can work with companies, including bespoke partnerships to suit each and every company out there.



Hello, is it TEA you're looking for?

Certified (B) Consumption

BIRD BLEND TEA CO.
JASMINE POACHED PEARS
Jasmine green tea lightly scented with fruity pear.
Chinese Sencha Green Tea, Pear Pieces, Jasmine Blossom, Natural Flavouring.

4-3 MINS, 80°C WITHOUT MILK
G: MAY CONTAIN TRACES OF NUTS
Low Caffeine 50g Pouch

GREEN TEA
JASMINE POACHED PEARS
Jasmine green tea, lightly scented with fruity pear
BIRDandBLENDTEA.COM

Spill the tea
with
DKMS **BIRD & BLEND**
WE DELETE BLOOD CANCER

*Sip tea
Save lives*
DKMS

DKMS **BIRD & BLEND**
Sip tea & save lives
with
Jasmine Poached Pears Tea

JASMINE POACHED PEARS
Jasmine, Sencha with Fruity Pear

Blood Cancer Charity DKMS is proud to be Bird & Blend's 'ChariTEA of the Quarter'. From July to September, proceeds from every purchase of Pears Tea will go to DKMS.

Bird & Blend chariTEA partnership

DKMS

Ashburnham House,
Castle Row,
Horticultural Place,
London W4 4JQ

dkms.org.uk

corporates@dkms.org.uk

020 8747 5620

Connect with DKMS UK



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