



WE DELETE BLOOD CANCER

DKMS & CORPORATES

WORKING TOGETHER TO
FIGHT BLOOD CANCER

OUR VISION:

Anyone with blood cancer or a blood disorder is given a second chance of life.

OUR MISSION:

To provide a matching donor for every blood cancer patient in need of a blood stem cell donation.

OUR PURPOSE:

To raise awareness of blood cancer and disorders, recruit and retain potential blood stem cell donors to provide a second chance of life, raise funds to match donor registration costs, and improve blood cancer therapies by our own research.

DMKS & CORPORATES – A PRODUCTIVE PARTNERSHIP

Our organisation is dedicated to the fight against blood cancer and blood disorders. We create awareness, recruit blood stem cell donors to provide people with a second chance of life, raise funds to cover donor registration costs, and support the improvement of blood cancer therapies through our own research. We maintain a relationship with our potential donors from day one of registration until after their blood stem cell donation.

We also support patients from day one of their diagnosis, providing family and friends with a positive way to get involved by organising recruitment events for potential donors, rallying community support and providing hope.

A partnership with DKMS can provide your company with networking and marketing opportunities, helping to increase recognition of your brand and reach a wider audience. By demonstrating that you are a socially responsible business, you can strengthen customer loyalty and encourage employee engagement. Hosting a registration event can contribute towards your employees' volunteer days. We know that every company is unique, so we can work together to create a bespoke partnership that brings real benefits to your organisation.

Whether your company has worked with a charity before or not, we'll make it easy for you to get involved. If you want to help us recruit potential blood stem cell donors from within your company, choose us as your Charity of the Year partner, enter teams into our events or donate your time, services or expertise, please do get in touch. You can pick just one aspect or any combination of activities from these suggestions, which are outlined in the following pages. We are looking forward to hearing from you.

To contact us about fundraising, please email corporates@dkms.org.uk

To contact us about hosting a registration event, please email donor@dkms.org.uk

HOW WE CAN WORK TOGETHER

CHARITY OF THE YEAR PARTNERSHIP

We would be delighted to create a bespoke partnership that meets the specific needs of your business and corporate social responsibility (CSR) objectives. We can work with you to develop an exciting and broad range of fundraising activities and events that will motivate and engage your staff, promote team-building and ensure that everyone has a great deal of fun in the process!

RECRUITING NEW POTENTIAL DONORS

‘Live’ recruitment events

Running a face-to-face event is an easy way to get involved and encourage your colleagues to become potential blood stem cell donors. The registration process is quick and simple. Each person will need to confirm that they are eligible to become a potential donor (there are certain medical conditions that prohibit registrations) then complete a short consent form. The final stage is swabbing their cheeks three times – that’s it!

DKMS can either help on-site with the event, including giving a presentation on blood stem cell donation to kick it off, or we can train your employees to register their colleagues, so it is a great way to get your teams involved. We can provide marketing materials and suggestions on how to hold the event, to ensure the registration process is clear and that the event is fun and successful.





‘Virtual’ recruitment

Setting up an online recruitment page (also known as a virtual drive) is an alternative way to encourage donor registrations, particularly when it's difficult to organise a large gathering.

We will set up a unique web page for you, through which your colleagues can register and the swab kit will be sent directly to them. The page will contain your logo and we'll work together on the messaging. The number of registrations is tracked and displayed, so you can see how successful your drive is. This is a perfect option if you have staff who are unable to attend an event at your office because they are working remotely.

Contributing to donor registration costs

Many companies will fully fund the £40 it costs DKMS to register each new potential donor. However, funding an event is not a requirement in order to run it, and any contribution towards it is optional and therefore gratefully received. If the full cost of £40 per person is not possible, we would suggest a minimum £5 donation for each registration.

Equally, if you work in a small company with few employees, or do not wish to organise a recruitment event, you may wish to consider a financial contribution to help the many individuals who register as potential blood stem cell donors who are unable to contribute towards the £40 registration cost. Financial support such as this is invaluable as it means that DKMS can concentrate its resources in other ways to support people facing blood cancer and offer them a second chance of life.

HOW TO GET INVOLVED

Join the DKMS £2K Club

For an annual £2,000 donation you can become a member of this exclusive club of socially responsible businesses. All members will receive acknowledgement on the DKMS social media channels and website, regular updates and the opportunity to register up to 50 employees.

Run a cause-related marketing campaign

Select one of your products and a nominated period of time and donate a % of the sale proceeds to DKMS.

Donations in lieu of client Christmas cards and gifts

Demonstrate to your customers that you are joining the global fight against blood cancer, and helping the environment, by making a donation to DKMS instead of sending them a Christmas gift or card.

Develop a strategic purpose-driven partnership

Together we can align our purposes and shared values, learning from each other and creating a long-lasting mutually beneficial partnership.

Gifts in kind and pro bono support

Companies can offer their assets and professional skills by donating goods or services, helping DKMS save vital funds.

Make a financial donation

A straight-forward, but equally appreciated, way of supporting us.





HOW TO REWARD AND ENCOURAGE YOUR EMPLOYEES TO GET INVOLVED

Match funding

Your company matches the value of donations given to us by your employees or money raised through fundraising activities, so that DKMS will receive double the support.

Payroll giving

Payroll giving is a tax-efficient way to donate to charity, allowing employees to support DKMS each time they are paid.

Undertake fundraising challenges and events

Employees can create a team or go it alone by undertaking one of our cycling, swimming, running or walking challenges. We have a broad range of events (including virtual) that will appeal to employees of all abilities.

As you can see, there is a broad range of opportunities and we would be happy to give you more details on any of them.



The best corporate partnerships are those which are truly mutually beneficial, and we would be happy to talk to you to design a partnership that achieves this goal.

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To contact us about registration events, please email donor@dkms.org.uk



90,406

Transplants for
patients in need*

10.5+
million

Potential donors
registered*

21

Lifesaving blood
stem cell donations
worldwide each day*

THANK YOU

for helping to support the mission of DKMS.

T 020 8747 5620
donor@dkms.org.uk
dkms.org.uk

CONNECT WITH US
Twitter: @DKMS_uk
Facebook: DKMS.uk
Instagram: DKMS_UK

*Global DKMS statistics as of January 2021

Ashburnham House, Castle Row, Horticultural Place, London W4 4JQ. Registered charity in England and Wales (1150056) and Scotland (SC046917). Limited company registered in England and Wales (08151279).