

Message suggestions for your “donations in lieu of gifts” Christmas cards

- We are supporting the DKMS Donor Center in their goal of registering as many people as possible to become potential lifesavers. By doing this, we are helping to give blood cancer patients a second chance at life. Instead of giving Christmas presents to our customers, we are donating the planned budget in order to support DKMS in giving hope to blood cancer patients and their families.
- Every 27 seconds, someone somewhere in the world receives the devastating diagnosis of blood cancer. In Germany it's every 12 minutes. Many blood cancer patients do not find a matching donor. This is why we are helping DKMS register new donors, provide access to treatment for patients worldwide and promote research for the best possible treatment for blood cancer patients. Instead of buying Christmas gifts this year, we are therefore donating our planned gift budget to DKMS.

If the amount has already been announced:

- We are supporting the DKMS Donor Center to sustainably improve the situation for blood cancer patients worldwide. Instead of giving Christmas presents, we are donating the 5,000 € planned for our gift budget to the DKMS. With this financial support, DKMS can register over 100 new potential lifesavers for example. This provides hope to patients worldwide who are searching for a matching blood stem cell donor.

If you would like to ask your customers to register as donors:

- Instead of giving you a Christmas gift, we want to give you the feeling of doing something good. This year we are donating the amount of money planned for our customer Christmas presents to the non-profit organization DKMS. This will cover the cost of registering new blood stem cell donors and also give you the opportunity to register. Together we can give patients worldwide strength and hope for the future.
- This year, instead of giving Christmas presents, we are supporting the DKMS Donor Center with a money donation. We want to give you, our customers, the chance to join us in making a difference to patients with blood cancer by registering as a potential blood stem cell donor with DKMS. We will cover the cost of your registration by making a donation to DKMS.
- We are supporting the non-profit DKMS to sustainably improve the situation of blood cancer patients worldwide. Instead of giving Christmas presents, we are giving you the chance to register as a potential stem cell donor with DKMS. We will cover the cost of your registration by making a donation to DKMS. Together we can help give even more patients a second chance at life.