



DKMS X

WE DELETE BLOOD CANCER

FOOTBALL
VS
BLOOD CANCER

SHOW BLOOD CANCER THE RED CARD

WHO ARE DKMS?

Every 20 minutes someone in the UK is diagnosed with a blood cancer such as leukaemia, lymphoma and myeloma. For many of those affected, a blood stem cell donation from a matching donor represents their best, and sometimes only, chance of beating this devastating disease.

Despite being treatable and potentially curable, blood cancer in the UK remains the fourth leading cause of cancer deaths, and still claims the lives of more children than any other disease.

FEBRUARY
2013

We launched in the UK in February 2013 with a key mission to increase the pool of lifesaving blood stem cell donors, as we believe that not one single person suffering with a blood cancer should die because they are unable to find a matching blood stem cell donor.

We are part of DKMS, a global family of organisations that started in Germany in 1991 around one family's search for a donor. Dr. Peter Harf and Prof. Gerhard Ehninger founded DKMS in honour of Harf's wife, Mechtild, who had sadly lost her battle with blood cancer. The worldwide search for donors still goes on today for every single person in need of a lifesaving blood stem cell donation.

1991
GERMANY

6.5

MILLION
POTENTIAL
DONORS

DKMS has grown to become the world's largest blood stem cell donor centre. Today over 6.5 million potential donors have registered and over 58,000 blood stem cell donations have taken place, to give people a second chance of life.

We work towards achieving our mission by raising awareness and empowering people to register, and to join our campaign by taking action in their communities.

DKMS register members of the public in the UK and globally as potential blood stem cell donors between the ages of 17 and 55 years old.

17-55
YEARS OLD

WHY FOOTBALL CLUBS?

Football has the largest fan base and inspires those who support it. In partnership with clubs, we can reach a large proportion of the general public who don't yet know they could save a life by simply registering as a potential blood stem cell donor.



There is a high percentage of young men involved in playing and supporting football, as a result we are able to address the lack of this demographic on the UK stem cell registry.

Many Clubs have a fan base that is ethnically mixed and reaching out to these supporters can increase the diversity of the UK stem cell registry.

DKMS have experience working in conjunction with Everton FC for Finn's appeal, a seven year old boy who was suffering from a blood cancer. Results from this relationship and the wider campaign added 15,000 potential donors to the UK blood stem cell registry.

20%
CHANCE

Patients who are from an Asian, black or ethnic minority background have under a 20% chance of finding a matching donor

15,000
NEW POTENTIAL DONORS



FINN'S APPEAL

FINN, A FOOTBALL-MAD SEVEN YEAR OLD BOY FROM LIVERPOOL, WAS DIAGNOSED WITH LEUKAEMIA. HE URGENTLY NEEDED A BLOOD STEM CELL TRANSPLANT TO SURVIVE.

1 INITIAL CONVERSATIONS

Following a meeting with Finn's family we approached Everton Football Club to support the appeal as Finn and his family were huge fans. A representative from the Everton in the Community Foundation and PR department were very keen to support.

70%
OF PATIENTS

Approximately 70% of patients who need a transplant can't find a suitable donor within their family and rely on the register to find an unrelated matching donor

2 FIRST MEETING

We met with the Head of Engagement and Head of Media and the Foundation to discuss different possibilities: Donor Registration events on site and pre football match, social media campaign, programme and website feature, video footage, meet the players day. Everton receive regular requests for support but they wanted to support Finn because they realised it was a desperate situation but one that they could potentially influence for Finn and others.

3 NEXT STEPS...

Everton FC supported DKMS and Finn's appeal by agreeing to the following requests:

- Donor Registration event at the football club
- Donor Recruitment event pre football match
- A website article published
- Social media messages encouraging fans and the wider community to register for a swab kit on the DKMS website
- Meet the players day at Everton's training ground, Finch Farm, where Finn met all of the players, he also received a signed shirt.

4 ACTION...

DKMS liaised with Everton and Finn's family to organise the Donor Registration events, both of which were a big success with a total of 613 people registering. Thanks to the video of Finn and Everton going viral, and also the push by the club, a further 15,000 people requested a swab kit online during Finn's appeal. This appeal and Finn's story inspired many other businesses and communities to take action and work with DKMS.

[BLUES BACK FINN'S FIGHT](#)

5 EXTRA POINTS

Finn has since found a matching donor and is one year post transplant. We are pleased to say he has returned to school.

"We are so grateful to Everton FC. Not only have they given Finn a wonderful experience, they are also helping to register potential blood stem cell donors. Everton's support has been a ray of light in a dark time."

CAROLE, Finn's mum



Finn and his brother meet the Everton players



A member of staff at Everton, who registered as a result of Finn's campaign donated some of his blood stem cells to a patient to help save their life!

"It's a surreal and humbling feeling knowing that the few hours I spent donating blood stem cells could go a long way to saving someone's life."



Christopher during his blood stem cell donation

Christopher Clarke, who is Head of Strategy at Everton said:

HOW CAN YOUR CLUB HELP?

DONOR REGISTRATION

*MATCH DAY SWABBING EVENT

For fans attending the game. This is a great way to register new potential blood stem cell donors and to create awareness about blood cancer and blood stem cell donation.

*DONOR RECRUITMENT EVENT

Held inside your Football Club. The Swabbing Event would be for the local community, staff and your fan base to come to the club and sign up to become a potential blood stem cell donor.

PROMOTION AND AWARENESS RAISING

SOCIAL MEDIA

Raise awareness via your social media channels and spread the word to your fans and local community. DKMS will provide all online content including tweets, posts, pictures and videos for patient appeals.

PRESS LOUNGE AND BILLBOARDS

Support DKMS and promote registering as a blood stem cell donor by displaying the DKMS logo.

PROGRAMME ADVERTISING

DKMS can provide you with an advert for the Match Day programme or club newsletter, either with a call to action to register or advertising a donor recruitment event.

PLAYER ENDORSEMENT

Promote awareness and increase registrations of potential blood stem cell donors by involving players, patrons and ambassadors to endorse DKMS' mission.

BIG SCREEN ADVERTISING

Displaying a message before a match or at half time with a call to action to register as a potential blood stem cell donor can have a huge effect on raising awareness within your fanbase.

PATIENT EXPERIENCE

MASCOTS

For a patient to be a mascot before kick-off or print DKMS logos on the t-shirts worn by mascots to raise awareness.

MEET THE PLAYERS

Arrange for a patient to meet the players to make dreams come true and highlight the need for stem cell donation.

INVITATION TO TRAINING

For a patient to attend a training session to create an experience they will never forget.

FUNDRAISING

SIGNED MEMORABILIA

Help raise funds for DKMS by auctioning off signed shirts, scarves and programmes.

DKMS IN THE BUNDESLIGA

Within Germany, 652 football clubs across all different leagues have signed up so far. Most of them have already organised registration drives in their teams, which means more than 6000 new potential lifesavers have been added to the database.

Recently, Bayern Munich and German World Cup star, Jerome Boateng made a public appeal on behalf of DKMS, emphasising the importance of recruiting young healthy, male donors.

“Working together against blood cancer is important - just like on the football pitch”

JEROME BOATENG, Bayern Munich, with blood cancer sufferer, Rinah

“We consciously opted for DKMS because we wanted to draw attention to an important health issue. The focus on health is close to our hearts.”

WOLFGANG HOLZHÄUSER, Managing Director of Bayer Leverkusen

“Football is more than just about winning. I’ve been on the donor database for two years and I’m really pleased my club is providing such great support for this valuable project.”

SIMON ROLFES, Bayer Leverkusen

**4-5%
CHANCE**

There is only a 4-5% chance that you will match a patient and be called up as a donor 10 years after you registered

**652
TEAMS**

**6000
NEW DONORS**



**2000
PEOPLE**

At any one time there are around 2000 people in the UK waiting for a blood stem cell donation, and over 37,000 people waiting worldwide

OUR SUPERSTARS

Football sparks our passion because, at its best, it inspires bravery and shows us that we can succeed against great odds.

We are privileged to work with everyday heroes who are fighting for their lives, or have stepped up to help to save someone’s life. It’s our hope that the power of football can help to encourage others to become part of our team of lifesavers.

Meet some of our Superstars and help us beat blood cancer today.



“Thank you to the blood stem cell donor who saved my life.”

FINLEY, blood stem cell recipient and blood cancer survivor.



“My life was saved because a stranger donated some of their blood stem cells”

JAYNE, blood stem cell recipient and blood cancer survivor.



“Donating some of my stem cells was easy. If needed, I would do it again.”

LEE, blood stem cell donor



“It’s an amazing feeling to know you have helped save someone’s life.”

SOHEL, blood stem cell donor

Would you or your club consider getting involved in our mission to fight blood cancer and raise awareness about blood stem cell donation?

ASK A QUESTION?
getinvolved@dkms.org.uk

THANK YOU

On behalf of all the staff, volunteers,
patients, family and friends here at DKMS,
thank you for helping us save lives!

“EVERYTHING I KNOW ABOUT
MORALITY AND THE OBLIGATIONS OF
MEN, I OWE IT TO FOOTBALL”

ALBERT CAMUS, philosopher and goalkeeper

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ASK US A QUESTION:

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