Overview

For 2015, World Child Cancer was selected as one of Deutsche Bank’s Charities of the Year. Over the next 12 months, the partnership went on to become one of the most successful in the Bank’s history, engaging over 2,000 employees at all levels in a calendar of fundraising, team-building and awareness activities, and raising almost £1 million for World Child Cancer.

As part of our partnership review, we asked Deutsche Bank to tell us why they chose to work with us; what were the key ingredients of the partnership’s success; and what does World Child Cancer have to offer as a charity partner?

Background

“The Charities of the Year (COTY) programme at Deutsche Bank UK works to champion two charities, nominated and voted for by employees, which share the mission of its corporate citizenship Born to Be programme which helps young people fulfil their potential. Since 1999, our COTY programme has raised over £14 million for 23 charities.”

Sabira Rouf, Corporate Citizenship, Deutsche Bank

Each year, around 100 charities apply to partner, and their initial applications are carefully reviewed for strategic fit. Shortlisted charities are then invited to interview, to narrow it down to the final shortlisted 6 charities. These charities are then invited to share their story with the 10,000 UK employees, who vote to select the final two Charities of the Year.

Why did Deutsche Bank’s Corporate Citizenship Committee shortlist World Child Cancer?

“For 2015, we were looking for two charities which aligned to our Born to Be mission and could offer both a UK & international dimension. As a small UK charity working overseas, with a London head office, World Child Cancer fitted the brief and put forward an engaging case for support, highlighting the inequality that exists in cancer care in high-income countries (where 80% of children survive) versus lower-income countries (where survival rates can be as low as 10%).”

Sabira Rouf, Deutsche Bank

For Deutsche Bank UK, key partnership objectives were to increase fundraising leverage, boost staff morale and drive employee engagement - the ultimate aims being a greater sense of shared value, understanding impact and communications appeal through a coordinated campaign approach.

So, why did Deutsche Bank employees vote for World Child Cancer? Feedback suggested three main reasons:

1. Even if employees had not heard of the charity before, when offered a shortlist of charities, World Child Cancer stood out as a clearly differentiated brand, whose key objectives - to diagnose, treat and care for children with cancer in developing countries – were quick and easy to grasp and inspire.

2. Many of the Bank’s staff have international backgrounds, and thus were drawn to the international scope of the charity’s work in Africa, Asia and Central America. Also, some staff had diaspora links to countries where World Child Cancer is active, such as Bangladesh and Ghana, and were keen to get involved with programmes in these countries.

3. Many staff had personal experiences of cancer – including childhood cancer – and so were looking to support a cancer charity.

“World Child Cancer’s work is inspirational and they make a difference to children that otherwise would suffer. I am proud to support their work.”

Paul Hill, Corporate Finance, Deutsche Bank
Key ingredients of a successful partnership

Close team-working was essential. The largest fundraising activities, including the “One Day” campaign where employees donate a day’s salary (which raised over £390,000 for World Child Cancer), succeeded thanks to close joint working. On a practical level, this is facilitated by the Bank which offers desk space and systems access. Regular communication between all staff working on the partnership, as well as senior oversight by the Bank’s Corporate Citizenship Committee, allows the best interests of all to be factored into key plans and decisions.

Seed funding for fundraising initiatives allowed the charity to bring new products and ideas to life, with concepts evaluated for potential ROI and feasibility. One example of a successful campaign was the Ultrasound Appeal, which was a 3-week long drive to raise £15,000 to buy a new ultrasound machine for the Queen Elizabeth Central Hospital in Blantyre, Malawi, to quickly and easily diagnose children. Touchpoints with staff included handing out promotional earphones with text-to-donate codes, as well as opportunities to donate via payroll. All donations were tripled by Deutsche Bank and external matched funds. Following the success of the appeal, World Child Cancer was able to purchase two new ultrasound machines, and send each donor a photo of the new machines in action in Malawi.

What does World Child Cancer have to offer as a charity partner?

“Deutsche Bank had a really successful & rewarding year supporting World Child Cancer in 2015. For example, as part of the partnership, we successfully co-organised a range of bespoke employee Challenge Events such as a Malawi Trek, Deutsche Bike cycling 1- and 5-day sportives and Bring Your Teenager to Work Day, as well as team-building challenges like the National 3 Peaks Challenge, and a wide selection of popular 10K and Half Marathon runs. We also worked on social & high value events, including a Black Tie Ball which raised £110,000 for World Child Cancer”

Sabira Rouf, Corporate Citizenship, Deutsche Bank UK

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Visit www.worldchildcancer.org for more information, email us at info@worldchildcancer.org or call us on 0203 176 7892

World Child Cancer UK is a registered charity no. 1084729