



# Employee Engagement



Memorial Sloan Kettering  
Cancer Center

## Why MSK?

When your employees get the opportunity to make a difference, your company gets more:

- **More satisfaction:** Employees want to know they are doing good work—in every sense of the word “good.”
  - **More teamwork:** Unite your employees with a worthy cause.
  - **More enthusiasm:** Making a positive difference in the world is rewarding—and, if your employees are excited about their work, they are going to work better.
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### **One Cause Everyone Can Get Behind**

The fight against cancer resonates with people of all ages and backgrounds. Memorial Sloan Kettering Cancer Center (MSK) is at the forefront of cancer research and care—but we cannot do it alone.

Together, we can tailor an employee engagement opportunity that suits the unique needs of your company.

## Direct Impact

Giving to MSK lets your employees make a direct impact on cancer research and care.

Advances made at MSK improve outcomes for patients worldwide. By supporting MSK, your employees make a global difference.

Our Corporate Partners have the opportunity to design their own campaign. You can decide to support a research or patient care area of your choice.





## Program Benefits

Memorial Sloan Kettering is committed to helping you make your company's campaign a success.

We offer a dedicated personal support staff, and an arsenal of online tools to make any fundraising effort easy.

The generosity of our supporters is proudly recognized through our Corporate Partners for Excellence program. In addition, our most committed partners are invited to our Corporate Leaders Circle, which provides media opportunities with enhanced visibility, as well as invitations to engagements and special events.

Depending on your level of support, benefits may include:

### Recognition:

- Dedicated visibility & recognition via our web, email, and social channels
- Personalized plaques and certificates for your office, or displayed on-site at MSK
- Commemorative gear and apparel

### Engagement:

- Receive exclusive Health & Wellness opportunities for your employees
- Learn about the specific work your company supports at MSK
- Meet renowned scientists and physicians, and even tour MSK laboratories



## Case Study: Corporate Partnership

### Lloyds Bank designates Memorial Sloan Kettering its Charity of Choice.

Recently, Lloyds Bank North America named MSK as its Charity of Choice. Since then, NYC-based Lloyds Bank employees have raised nearly \$200,000 for cancer research and care.

“Raising money for MSK has been great for teamwork. Our wide-ranging series of fundraising events has given colleagues a wonderful opportunity to network outside of traditional work activities, and our collective success in raising funds has yielded a tremendous sense of team pride and accomplishment.”

—Thea Watkins, Senior Vice President  
Lloyds Bank

Lloyds Bank achieved its fundraising goal with a monthly schedule of activities—from a traditional bake sale, to the company’s own Auld Pros vs. Young Guns soccer tournament. The wide range of activities was inclusive of all employees, and encouraged company-wide team building.





## Get Involved

We at Memorial Sloan Kettering will work with you to design an event or campaign that is right for your company.



**Host a workplace fundraiser to fuel future advancements in cancer care and research. Many employers choose to designate a day when employees can work from home or dress down.**

**The price of admission: a donation to MSK.**

**Credit Suisse raised nearly \$20,000 for rare cancer research with a designated jeans day.** Team members made nominal donations to dress down; the event was publicized via an internal newsletter.





**MSK can help you make your next event extra special by engaging your employees, vendors, and clients in a charitable effort.**

Sheralven employees celebrate the launch of **Sheralven Fights Cancer** at the **company's annual picnic and volleyball tournament**. Along with its vendors, Sheralven has committed more than \$30,000 to cancer research and care at Memorial Sloan Kettering.





**Employees at Lloyds Bank participate in the company's annual golf outing.** A sliding scale for donations serves as a sort of handicap: a set amount gives entrants the opportunity to erase any bogeys from their final score.



**The Royal Bank of Canada's annual hockey challenge at Madison Square Garden pits clients and NHL greats head-to-head on the ice.** Here, the winning team celebrates a \$15,000 donation made to Memorial Sloan Kettering in their honor.





**A Charity Trade Day is an opportunity for the financial community to support MSK by donating trading commissions.**

**Charity Trade Days** have made a greater impact than we could have imagined. By contributing commissions—for just one day each year—you can make life better for thousands of patients who are fighting cancer today, and advance research to improve outcomes tomorrow.



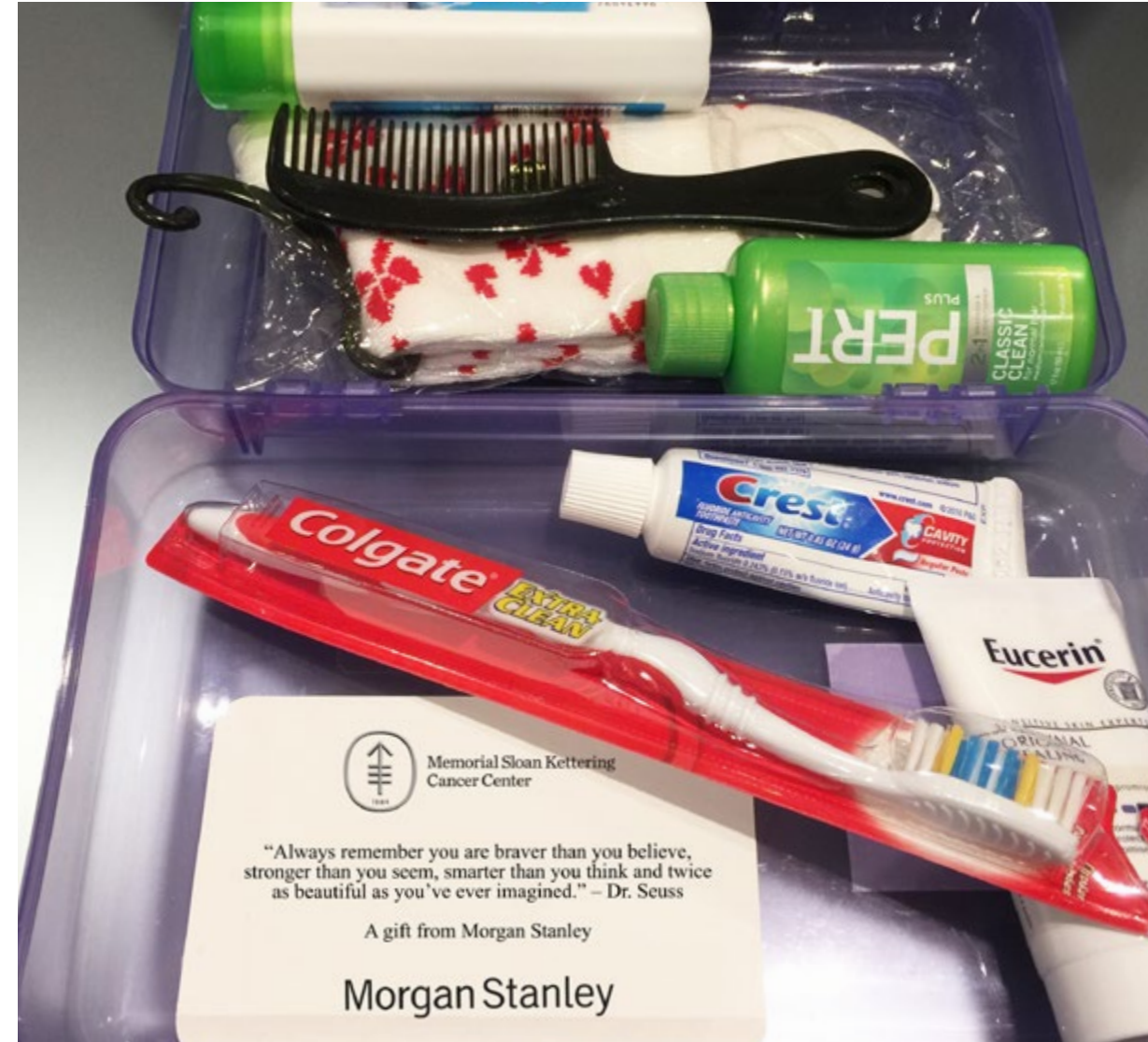


**Volunteers** offer their time, talent, and dedication through speaking and mentorship opportunities—providing valuable services to our employees, patients, and families.



**The only limit for giving  
is *your imagination.***

**Comfort Kits.** Just one kit— assembled during a lunch hour, or a special event— makes a meaningful impact for caregivers who have traveled away from home while their loved one receives treatment. Ask about our custom kits.









## MSK Events

Let's work together to end cancer. At MSK, we have several world-class fundraising events to do just that. Whether it's riding with Cycle for Survival, running with Fred's Team, walking with Kids Walk for Kids with Cancer, or participating in another one of our events — we're confident you'll find one that fits you perfectly.





## Cycle for Survival

Cycle for Survival is the movement to beat rare cancers. Since 2007, it has raised more than \$105 million through its signature indoor team cycling events across the U.S. To help fund pioneering rare cancer research led by Memorial Sloan Kettering, visit [www.cycleforsurvival.org](http://www.cycleforsurvival.org).

Bethesda, MD  
Boston, MA  
Chicago, IL  
Dallas, TX  
Greenwich, CT

Huntington Beach, CA  
Long Island, NY  
Los Angeles, CA  
Miami, FL  
New York, NY

Palo Alto, CA  
Paramus, NJ  
San Francisco, CA  
Seattle, WA  
Summit, NJ  
Washington, DC



## Fred's Team

Fred's Team runners make their miles more meaningful by raising money for cancer research led by Memorial Sloan Kettering. Some run to honor loved ones, others run for their own battles, but they are all united by the same goal: a world without cancer. Fred's Team provides exclusive benefits, including a comprehensive training program, giving participants an unbeatable experience in their effort to cross the finish line. Since 1995, over \$65 million has been raised for MSK. For more information, visit [www.FredsTeam.org](http://www.FredsTeam.org).

- TCS New York City Marathon
- United Airlines NYC Half
- Choose Your Own Event - Run, walk, bike—anytime, anywhere!





## Kids Walk for Kids with Cancer

Kids Walk is a family-friendly walkathon that supports pediatric cancer research at MSK. Since 2001, Kids Walk has raised more than \$4 million for Memorial Sloan Kettering—proving that kids can make a difference. For more information, visit [www.kidswalkmsk.org](http://www.kidswalkmsk.org).

- Kids Walk New York City



## Go Gold Golf

Want to transform your company lobby into a charitable golf tournament? We have the resources and know-how to make that happen.

*“Go Gold Golf was a fun, unique activity that all of our employees could really rally around—and we were honored that we could help pediatric cancer patients in some small way.”*

—Patrick Kirby, Managing Director  
CIB Securities Operations, JPMorgan Chase





# KIDS WALK FOR KIDS WITH CANCER

Benefiting Memorial Sloan Kettering Center

KIDS WALK  
FOR KIDS WITH CANCER  
Team Kat

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[corporations@mskcc.org](mailto:corporations@mskcc.org)  
or **646-227-2118**, and one of  
our specialists will assist you  
to learn more about what  
employee engagement  
activity is right for your  
company.**



[giving.mskcc.org/corporate-giving](https://giving.mskcc.org/corporate-giving)