

DJS Research Does Double For CLIC Sargent

Contributed by DJS Research Ltd
Tuesday, 10 June 2014
Last Updated Tuesday, 10 June 2014

Continuing a second year of fundraising for CLIC Sargent, the charity for children and young people with cancer, DJS Research Ltd have recently taken part in Wig Wednesday – one of the charity’s flagship events.

On Wednesday May 21st staff from the market research agency, along with special guest visitors Vicki Moore, CLIC Sargent’s North West fundraising manager, and Sam, a CLIC Sargent service user who has now made a full recovery, donned wigs and an array of hair-based costumes to help raise money and awareness for the work the charity does.

The wig-based event is a nod to the fact that many children – and indeed adults – undergoing treatment for cancer will lose their hair as part of the process of chemo- and radiotherapy.

Two weeks later, Elliot Simmonds – who leads marketing at DJS Research and also climbed Mt. Kilimanjaro in February to raise money for CLIC Sargent – appeared in a series of regional radio interviews with Vicki Moore in order to raise awareness of how businesses can support charities and develop mutually beneficial relationships.

Elliot noted that the benefits of charity affiliation were not limited to public relations opportunities, but that a commitment to “giving back” is also something which can attract new staff to a company, as well as being a valuable tool for delivering team building – through things such as Wig Wednesday and a number of other small scale events held throughout the year, such as bake-offs and a World Cup Sweepstake.

“There’s much more to partnering with a charity than simply sending them money each month – although that is of course a great part of it! We have found with CLIC Sargent that it is a genuinely two way process, and we have had opportunities to do things which we would not have had otherwise. In addition, there are other ways businesses can help – providing pro-bono services, putting the charity in touch with relevant contacts or any celebrities for instance.”

If you would like to know more about how you can get involved with CLIC Sargent, feel free to email Vicki at Vicki.Moore@clicsargent.org.uk or, if you would like to speak to Elliot, he can be reached via esimmonds@djsresearch.com