Corporate Social Responsibility (CSR)

Corporate Responsibility

Together with our partners from the corporate sector, we have realised many innovative and professional cooperations, supporting us in helping people in need. Whether spontaneous fundraising activities or long-term partnerships: Let us join forces to find the right type of engagement for your company!

The German Red Cross cooperates with companies that want to take care of their corporate social responsibility to combine social, environmental and economic concerns. In Germany, in Europe or worldwide. We believe that no actor - be it governments, corporations or humanitarian organisation - is able to solve global challenges like climate change, shifting demographics or the growing inequality on its own.

The GRC - a strong partner

Our partners
Working together
CSR-Brochure
Contact

The GRC - a strong partner

We have been working together with business organisations for many years. From the planning stage through to evaluation, our experts accompany projects and ensure they are successfully and sustainably implemented on location.

There are also many options available for specific, target-group tailored communication of your engagement: from classic PR work via internal corporate communications to social media campaigns.

You, too, can benefit from a brand which enjoys recognition and trust world-wide. More than 9 of every 10 people in Germany know the German Red Cross. We are also represented in 191 countries throughout the world by our global network.
Co-operation possibilities

Whether promoting an individual project, employee fundraising for a specific disaster, broad-based sales campaigns in the retail trade or a strategic partnership over many years: Every cooperation with the German Red Cross is an individual project and is customised to the corporate objectives and requirements in order to generate added value for all involved. We work with you to develop solutions which allow your social engagement to be fully integrated into your corporate model or CSR strategy.

Themed partnership

You wish to be engaged in international projects, ensure sustainable aid and be active in an area which fits in with your product and your company? You should become a GRC theme partner.

Marketing cooperation

You wish to sell your products, and do good at the same time? Then trust one of Germany’s best known brands, the German Red Cross. We join forces with you to develop marketing cooperations which remain in your customers’ minds and provide direct help to people in need.
This video shows you how to knit little hats which help elderly people. Each year, the smoothie-producer innocent and the GRC call up for the campaign "the big knitting". Every sold smoothie-bottle, which is decorated by the self-knitted hats, will lead to a donation of 20 Cent for the old aid of the German Red Cross.

Employee engagement

You want to help engage/motivate your employees? Then give them the opportunity to become engaged for the GRC, with money, time or blood donations.

Strategic co-operation

You can relate to the values and objectives of the German Red Cross, want to take on social responsibility over the long term and join us in shaping future themes? You should be one of GRC’s strategic partners.

Support in disasters

You want to do more than be a passive observer after earthquakes, tsunamis and floods and would rather help organise fast and effective aid? You should become a GRC partner for disasters.

CSR brochure

Corporate Social Responsibility concerns us all. We are happy about every company that is interested in working with the German Red Cross and wants to cooperate. We thank all current and former partners!
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