

DFS holds global employee fundraiser to support local



With more than 700 employees participating in its Walk For Them initiative, DFS' fundraiser raised US\$180,000 to support local communities around the world impacted by COVID-19

DFS Group, the world's leading luxury travel retailer, launched a global employee fundraising initiative late last year, as a response to the increased difficulties experienced by vulnerable communities in the wake of the COVID-19 pandemic. Titled "Walk for Them" raised a total of US\$180,000 to support more than 20 different charity organizations around the world.

Throughout October, DFS challenged its employees in more than 15 locations to track and register any number of physical workouts of their choice. For every workout completed, the company made a reciprocal pledge to double the total amount raised. A total of 770 employees globally joined the initiative, completing more than 4,500 workouts and registering more than 13,000 kilometers and 2,250 hours of workout activity throughout the month.

While DFS held numerous initiatives throughout the year to support underserved groups, Walk For Them benefited participants, who were encouraged to maintain a healthy lifestyle during months of disruption to their lives.

"Through Walk for Them, our employees were not only inspired to exercise in a way that suited them, but they could also measure their success by giving back to the communities where they live and work. I am proud of their enthusiasm and spirit, as they competed against themselves and each other to support those in need," says Benjamin Vuchot, Chairman & CEO, DFS Group.