

Orange

The importance of communication



Orange UK is very proud of its partnership with Sense and thrilled with what we have achieved over the two and a half years of our relationship. Our staff have whole heartedly embraced the projects the partnership has offered - something that was really important for us.

Sue Hammett, Community Investment Manager

Orange staff voted Sense as Charity of the Year in November 2005. The partnership, originally intended to be for one year was extended to two and a half years and raised almost £500,000. The full spectrum of Orange employees supported the partnership, which engaged Orange retail, call centres and corporate social responsibility, PR and branding teams.

Staff took part in a range of activities including Orange Family fetes, 'Tour d'Orange' (UK to France) bike ride, The Big Jump; a UK wide parachute jump that took place in February giving a nod to the 2008 leap year, Flora London Marathon, payroll giving and recycling of mobile phones and ink jet cartridges. Orange shops also invited customers to make a donation to Sense in exchange for one of the 'togetherness' figures, produced as part of a special broadband campaign.

Related Links

- [You can listen to the interview with Sue Hammett and Kathy Powers Moore from Orange \(mp3, 1246kb\)](#)

Interview with Sue Hammett the Orange Community Investment Manager and Kathy Powers Moore from Orange.

- [Or read the transcript. \(doc, 32kb\)](#)

Transcript of the interview with Sue and Kathy