

# basma campaign toolkit

An initiative by

مؤسسة الجليلة  
AL JALILA FOUNDATION



your gift, their smile

Dear **basma** Partner

Thank you for your interest in **basma** and for investing your time and efforts for a great cause.

His Highness Sheikh Khalifa Bin Zayed Al Nahyan, President of the UAE, declared 2018 as the 'Year of Zayed' and we honour the legacy of the UAE's Founding Father and the values that continue to guide us: wisdom, respect, sustainability and human development.

Through our commitment to medical innovation, we aim to carry on the work of Sheikh Zayed who made incredible investments in healthcare in the UAE that transformed the quality of life enjoyed by all people today. As a global humanitarian, Sheikh Zayed extended his generosity and support to people and countries in need around the world.

In keeping with the spirit of the holy month of Ramadan, Al Jalila Foundation is rolling out our Ramadan fundraising Campaign '**basma**' and with your help we are sure to make it a great success across the UAE.

Your support will play a leading role in delivering assistance and giving hope to children and their families. The funds you raise will make it possible for us to treat the most vulnerable in our community and invest in medical research.

We hope this toolkit will aid in your participation in **basma** and inspire ideas of your own as an instrument of hope.

Best regards



**Sulaiman Baharoun**

Director of Partnership & Sustainability  
Al Jalila Foundation

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# get to know al jalila foundation

Al Jalila Foundation, a global philanthropic organisation dedicated to transforming lives through medical education and research, was founded by His Highness Sheikh Mohammed Bin Rashid Al Maktoum, Vice-President and Prime Minister of the United Arab Emirates (UAE) and Ruler of Dubai in April 2013, to position Dubai and the UAE at the forefront of medical innovation.

Al Jalila Foundation promotes medical education and research by investing in the UAE's medical treatment capabilities; it provides scholarships to nurture a home-grown generation of medical professionals and supports ground-breaking research that addresses health challenges prevalent in the region. The Al Jalila Foundation Research Centre, set to open in 2018 in Dubai Healthcare City, will be a beacon for regionally-relevant medical innovation produced by home-grown biomedical researchers. The UAE's first independent multi-disciplinary medical research centre will focus on five of the most pressing regional health challenges: cancer, cardiovascular diseases, diabetes, obesity and mental health. Benefitting from the Foundation's global outreach, the Al Jalila Foundation Research Centre will bring together international best practice and regional expertise in a cultivating environment with state-of-the-art facilities.

Al Jalila Foundation is named after Her Highness Sheikha Al Jalila Bint Mohammed Bin Rashid Al Maktoum, the daughter of His Highness Sheikh Mohammed and Chairperson of Dubai Healthcare City Authority Her Royal Highness Princess Haya Bint Al Hussein.

Al Jalila Foundation is fully-funded by the generosity of donors. 100% of funds donated to Al Jalila Foundation are invested into medical research, education and treatment in the UAE. Al Jalila Foundation is one of the 33 member organisations under the Mohammed Bin Rashid Al Maktoum Global Initiatives. These Initiatives embody the vision of His Highness Sheikh Mohammed Bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, to improve the Arab world through humanitarian, developmental and community work.

For more information please visit: [www.aljalilafoundation.ae](http://www.aljalilafoundation.ae)





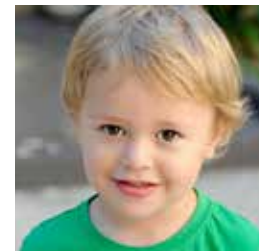
your gift, their smile

# basma children's campaign

Aptly named **basma**, Arabic for smile, our Ramadan fundraising campaign aims to bring smiles to the faces of children with debilitating and life threatening illnesses by providing them with hope and the chance of a better life.

Every Dirham raised through **basma** will go towards treating children and finding cures for diseases which have a long-term impact on their lives.

In keeping with the principles of the 'Year of Zayed' and coinciding with the holy month of Ramadan, a time of generosity and compassion, we believe that we can achieve our goal by drawing on your support to gain their smiles.



# transforming lives

Over the years, Al Jalila foundation has successfully funded much needed research and provided treatment for a variety of childhood disabilities and conditions through our various programs and partnerships.

Your fundraising activities will enable us to continue to positively impact these children's lives.



ana asma'a  
The Gift of Hearing



farah  
The Gift of Hope



the little wings foundation  
The Gift of Opportunity



nabadat  
The Gift of Health



omniyat dania  
The Gift of Possibility



iMcan  
The Gift of Mobility



unicef vaccine program  
The Gift of Protection



# be part of **basma**

## who can be a champion?

If you are passionate about helping children and are willing to give your time, energy and resources to improve their lives, then you are the perfect candidate for becoming a **basma** Champion of Hope. Whether you are a retail, hospitality or entertainment outlet you can make a difference through **basma** and bring smiles to children's faces this Ramadan by dedicating a portion of your proceeds to children's treatment.

## how you can become a champion?

To participate in **basma** you can simply donate a portion of your proceeds throughout Ramadan. You may choose to donate a percentage of all sales throughout the month, dedicate the proceeds from one particular product or service or even encourage customers to donate by promising to match their donation. We are open to creative ideas in line with your CSR objectives.

## why become a champion?

As a **basma** Champion of Hope, you can play a vital role in the nation's health and happiness and demonstrate the spirit of compassion and generosity that the month of Ramadan embodies.

1. You will be part of a national campaign that will be making a real difference to the lives of sick children and their families.
2. Your customers will recognise and appreciate the contribution you are making, helping build goodwill towards your brand.
3. Your organisation will be recognised on Al Jalila Foundation's website as our **basma** partner.



# before your fundraiser

here are a few things to consider before you begin your fundraising mission:

**1. Confirm your participation by emailing Al Jalila Foundation and applying for an IACAD permit.**

Al Jalila Foundation works closely with the Islamic Affairs and Charitable Activities Department (IACAD) to procure the necessary fundraising permits for events held in Dubai. See page 11 for a list of required documents.

**2. Allow sufficient time to prepare for your fundraising activities.**

This year, Ramadan is due to begin on 15 May 2018 depending on the sighting of the moon. This will help you plan realistic timelines for the necessary approvals, staff training, collateral delivery, etc.

**3. Create and submit all collateral for approvals.**

Please use this [link](#) to download the brand guidelines for **basma**. All materials for your fundraiser with the **basma** name or logo must be approved prior to distribution. All drafts should be submitted to: [basma@aljalilafoundation.ae](mailto:basma@aljalilafoundation.ae).

**4. Inform your staff about the mechanics of your fundraiser.**

A better understanding of your campaign's objectives will enable your staff to invest greater efforts in achieving your goal.

**5. Familiarise yourself with the payment process.**

Inform Al Jalila Foundation about the final tally of collected funds and settle them within 10 days from the end of your campaign. See page 13 for donation submissions.

**6. Be reputable.**

Al Jalila Foundation reserves the right to decline association with any event or organisation for any reason, including its belief that such an association may have a negative impact on the credibility and/or reputation of the Foundation or the **basma** campaign.

**7. Be responsible.**

All promotional material must comply with UAE laws and regulations. The promotion of alcohol and shisha, in conjunction with **basma**, is not permitted.

**8. Accepting donations.**

Donation boxes are not permitted. If you wish to accept individual donations from patrons, please use donation envelopes.

Note: Due to overwhelming requests, Al Jalila Foundation spokespersons may not be available to attend events or promote campaigns.

Al Jalila Foundation will also be unable to provide your campaign with any promotional materials such as banners, signage, brochures, etc.

# get your fundraising permit

## dubai

For fundraising events held in Dubai a permit is obtained from the Islamic Affairs and Charitable Activities Department (IACAD). For Al Jalila Foundation to obtain the IACAD permit on behalf of the organiser, please submit soft copies of the documents listed below to Mariam Al Madani at [m.almadani@aljalilafoundation.ae](mailto:m.almadani@aljalilafoundation.ae) atleast two weeks prior to the event:

1. Passport and resident visa page of the organiser.
2. Emirates ID of the organiser (front and back).
3. Company Trade License.
4. One passport sized photo of the organiser.
  - **Important:** The above documents need to be sent as one scanned PDF file.
5. Short brief about the event, start date, end date, timings, etc.
6. Name, mobile number and email address of the contact person.
7. Soft copies of promotional materials (ads, brochure, flyer, etc.)
8. No objection letter addressed to Islamic Affairs & Charitable Activities Department (IACAD) confirming that the organiser has no objection to Al Jalila Foundation submitting the documents on behalf of the organiser for the event. The letter should also state that proceeds from the event will be donated to Al Jalila Foundation as per the template attached.
9. For all public events permission from Dubai Tourism is required. Once the documents are submitted by Al Jalila Foundation, Dubai Tourism will generate an invoice which will be sent to the organiser. The organiser has to present this invoice (with Al Jalila Foundation Decree) and pay a fee of AED 220 to Dubai Tourism.
10. The IACAD permit will be issued within 7-10 days.

**Note:** IACAD logo name and permit number to be mentioned on all marketing and advertising material (logo attached). A representative from IACAD may attend the event and enquire about the fundraising activities therefore please keep the IACAD permit on hand for ease of reference.

# get your fundraising permit

## abu dhabi

For fundraising events held in Abu Dhabi a No Objection Certificate (NOC) is required from the Ministry of Community Development. For Al Jalila Foundation to start the process, please submit soft copies of the documents listed below to Mariam Al Madani at [m.almadani@aljalilafoundation.ae](mailto:m.almadani@aljalilafoundation.ae) at least two weeks prior to your event:

1. The organiser submits documents as listed 1-7 (same as Dubai) to Al Jalila Foundation.
2. Al Jalila Foundation issues a letter addressed to the Ministry of Community Development explaining the event based on the brief provided by the organiser.
3. The organiser submits this letter to the Ministry of Community Development who will issue the NOC to the organiser authorising the fundraising event or activity (a copy will be sent to Al Jalila Foundation).
4. The NOC will be issued within 7-10 days.

## other emirates

For fundraising events held in other Emirates (excluding Dubai and Abu Dhabi) Al Jalila Foundation will provide a No Objective Certificate (NOC). To process the NOC, please submit soft copies of the documents listed below to Mariam Al Madani at [m.almadani@aljalilafoundation.ae](mailto:m.almadani@aljalilafoundation.ae) at least two weeks prior to your event:

1. The organiser submits documents as listed 1-7 (same as Dubai) to Al Jalila Foundation.
2. Al Jalila Foundation will provide an NOC to endorse fundraising event or activity.
3. The NOC will be issued within 2-3 days.

**Note:** If your event is held at a third party venue an NOC is required from the venue partner as per the template attached.

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# during your fundraiser

here are some things you might want to do during your fundraiser:

## 1. Announce, Share & Engage

Spread your message to your customer database through your website, newsletters and emails. Reach a bigger audience by rolling out an advertising campaign or set up a PR event and use the power of social media, Instagram, Facebook and Tweet it all.

## 2. Document your Event

Take pictures, get quotes from participants and share the journey of your success ensuring everyone is involved in your fundraiser. Send these to [basma@aljalilafoundation.ae](mailto:basma@aljalilafoundation.ae) so we can celebrate it all with you.

## 3. Be Transparent

Let your customers know why you are participating in **basma** this Ramadan and why you are dedicating a percentage of sales to Al Jalila Foundation.

## 4. Press Release & Corporate Communications

Should you wish to issue a press release, Al Jalila Foundation can provide you with a spokesperson quote. However, you are responsible for your own PR and promotional activities. Any requests for PR support are to be emailed to Maria Bagnulo via [m.bagnulo@aljalilafoundation.ae](mailto:m.bagnulo@aljalilafoundation.ae) at least 3-5 working days in advance.

## 5. Social Media Guide

Social media is one of the best ways to make your fundraiser successful and keep momentum going throughout. Sharing what you are doing and why you are doing it will also encourage others to get involved.

- Tag [@aljalilauae](#) in your posts across Facebook, Twitter and Instagram
- Use the official hashtags [#basmaUAE](#) [#30DaysOfGiving](#)

# after your fundraiser

once you have finished your fundraiser, here are some of the things you will need to do

1. Inform Al Jalila Foundation about the campaign results by emailing [fundraising@aljalilafoundation.ae](mailto:fundraising@aljalilafoundation.ae).
2. Submit your donations within 10 days from the end of your event.  
See below for submission details.

## submitting donations to al jalila foundation

All donated funds must be settled within 10 days after your campaign has ended. You can submit funds through a cheque made out to 'Al Jalila Foundation' or make a bank transfer to the following bank account:

Account Name	Al Jalila Foundation for Medical Education & Research
Name of Bank	Emirates Islamic Bank
Account No	3707519928901
IBAN	AE530340003707519928901
Branch	Umm Suqeim Branch, Dubai, United Arab Emirates
Swiftcode	MEBLAEAD

After transferring the amount, please email a copy of the transaction to [fundraising@aljalilafoundation.ae](mailto:fundraising@aljalilafoundation.ae).

Your receipt will be emailed to you within three working days.



# contact us

We hope that the toolkit has provided you with all the information you need to help make your fundraiser a success. If you require any further information, please contact Mariam Al Madani via email [fundraising@aljalilafoundation.ae](mailto:fundraising@aljalilafoundation.ae) or telephone +971 4 383 8012.

## Al Jalila Foundation

Telephone	+971 4 383 8000
Fax	+971 4 383 8001
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Email	<a href="mailto:info@aljalilafoundation.ae">info@aljalilafoundation.ae</a>
Social Media	@aljalilauae



thank you

On behalf of Al Jalila Foundation, we would like to convey our sincere and heartfelt gratitude. You are truly Champions of Hope.

Thanks to your generosity and dedication, the lives of countless children and their families across the region will transform for the better.

Their challenges will become lighter and their futures will look much brighter than yesterday. Thank you for directing your donations to **basma**. Together we can continue to spread smiles across the UAE.

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