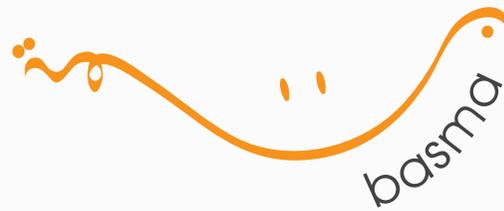


basma campaign toolkit

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.

During the holy month of Ramadan, Al Jalila Foundation turns its focus to transform the lives of children in the UAE through Farah, our paediatric program which provides life-saving treatment, funds cutting edge research and offers hope to countless children and their families.

Through our commitment to medical innovation and mission to improve the lives of future generations, we invite the community to join us by participating in our Ramadan children's campaign **basma**, 'smile' in Arabic, to give healing to children suffering from life-threatening illnesses. Everything we do is focused on the well-being of our patients and with each new breakthrough brings with it a new sense of hope lighting the path for a brighter tomorrow.

Your support plays a leading role in delivering assistance and quality healthcare to children and the funds you raise 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 to help us spread smiles to children.

Best regards



Sulaiman Baharoun

Director of Partnerships & Sustainability
Al Jalila Foundation



table of contents

- 5 get to know al jalila foundation
- 7 **basma** children's campaign
- 8 farah the gift of hope
- 9 be part of **basma**
- 10 fundraising ideas
- 11 before your fundraiser
- 12 get your fundraising permit
- 13 during your fundraiser
- 14 after your fundraiser
- 15 contact us
- 16 brand guidelines
 - 17 logo colour variation
 - 18 slogan
 - 19 logo lockup
 - 20 digital and print ad
- 21 thank you





get to know al jalila foundation

Al Jalila Foundation, a global healthcare philanthropic organisation dedicated to transforming lives, 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 supports medical treatment for individuals unable to afford quality healthcare; provides scholarships to nurture a home-grown generation of medical professionals; and funds ground-breaking research that addresses health challenges prevalent in the region: cancer, cardiovascular diseases, diabetes, obesity and mental health.

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 one of 33 member organisations under the Mohammed Bin Rashid Al Maktoum Global Initiatives which embodies the vision of His Highness Sheikh Mohammed Bin Rashid Al Maktoum to improve the Arab world through humanitarian, developmental and community work.

For more information please visit: www.aljalilafoundation.ae





your gift, their smile

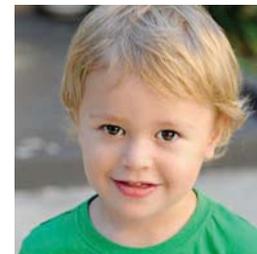


basma children's campaign

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 our promise to improve lives 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.



farah the gift of hope

Farah, 'happiness' in Arabic, is Al Jalila Foundation's paediatric program which provides life-saving treatment, funds cutting edge research and offers hope to countless children and their families.

Through Farah we spread hope, joy and happiness to children suffering from heart disease, cancer and other chronic illnesses. Children today benefit from great discoveries in medicine, such as vaccines which have wiped out entire diseases, and it is our hope to continue these discoveries so that children can live healthy and happy lives.

Funds raised through **basma** are invested into medical treatment and research to *spread joy to sick children.*



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.



fundraising ideas for partners



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.

Complete fundraising application (download [here](#)) and email to partnerships@aljalilafoundation.ae. Al Jalila Foundation works closely with the Islamic Affairs and Charitable Activities Department (IACAD) to procure the necessary fundraising permits for activities held in Dubai.

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

This year, Ramadan is due to begin on 5 May 2019 depending on the sighting of the moon. This will help you plan realistic timelines for the necessary approvals, staff training, preparing collaterals, etc.

3. Create and submit all collateral for approvals.

Please refer to the brand guidelines for **basma**. All materials for your fundraiser with the **basma** name or logo need to be approved by Al Jalila Foundation prior to distribution. All drafts should be submitted to: partnerships@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. Be reputable.

Al Jalila Foundation reserves the right to decline association with any activities 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.

6. 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.

7. 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 activities 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 partnerships@aljalilafoundation.ae at least two weeks prior to the event:

1. Passport copy with the 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.

Note: IACAD logo and permit number to be mentioned on all marketing and advertising material as per brand guidelines.

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.

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 partnerships@aljalilafoundation.ae at least two weeks prior to your event:

1. The organiser submits documents as listed 1-4 (same as Dubai) to Al Jalila Foundation.
2. Al Jalila Foundation submits information to Ministry of Community Development based on the brief provided by the organiser.
3. 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). In order to process the NOC; please submit soft copies of the documents listed below to partnerships@aljalilafoundation.ae at least two weeks prior to your event:

1. The organiser submits documents as listed 1-4 (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.

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.

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 partnerships@aljalilafoundation.ae so we can celebrate it all with you.

3. Be Transparent

Let your customers know that you are participating in **basma** this Ramadan and why you are supporting 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 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](https://www.instagram.com/aljalilauae) in your posts across Facebook, Twitter and Instagram.
- Use the official hashtags: [#basmaUAE](https://www.instagram.com/basmauae) [#30DaysOfGiving](https://www.instagram.com/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 partnerships@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 | Dubai Islamic Bank |
| Account No | 001520087156301 |
| IBAN | AE970240001520087156301 |
| Branch | Main Branch, Al Shola Building, Dubai, UAE |
| Swiftcode | DUIBAEADXXX |

After transferring the amount, please email a copy of the transaction to partnerships@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 email partnerships@aljalilafoundation.ae or telephone +971 4 383 8012.

Al Jalila Foundation

| | |
|--------------|--|
| Telephone | +971 4 383 8000 |
| Fax | +971 4 383 8001 |
| Address | P O Box 300100 Dubai UAE |
| Website | www.aljalilafoundation.ae |
| Email | info@aljalilafoundation.ae |
| Social Media | @aljalilauae |





brand guidelines

Logo colour variation

SCHEDULE 1

Wherever possible the logo should be shown in colour (spot colour or CMYK).

The other variations of the logo are black & white and reversed on a solid background.



Orange

PANTONE P 20-8 C

| CMYK | RGB |
|-------|-------|
| C 0 | R 243 |
| M 50 | G 146 |
| Y 100 | B 0 |
| K 0 | |



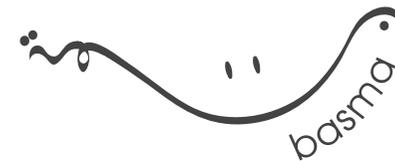
Dark Grey

PANTONE 179-14 C

| CMYK | RGB |
|------|------|
| C 0 | R 67 |
| M 0 | G 67 |
| Y 0 | B 69 |
| K 89 | |



Original colour



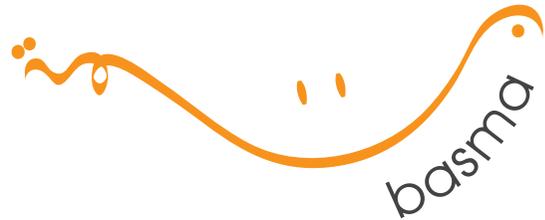
One-colour printing logo



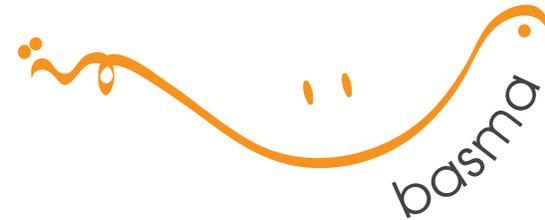
Reversed logo on solid background

slogan english & arabic lockup

SCHEDULE 2



your gift, their smile



هديتك، ابتسامتهم

logo lockup

SCHEDULE 3

Examples of logo lockup to be placed on print advertisement, flyer, poster, banner, etc.

IACAD LOGO LOCKUP

For all fundraising events in Dubai, the IACAD logo and permit number should appear in all promotional material.



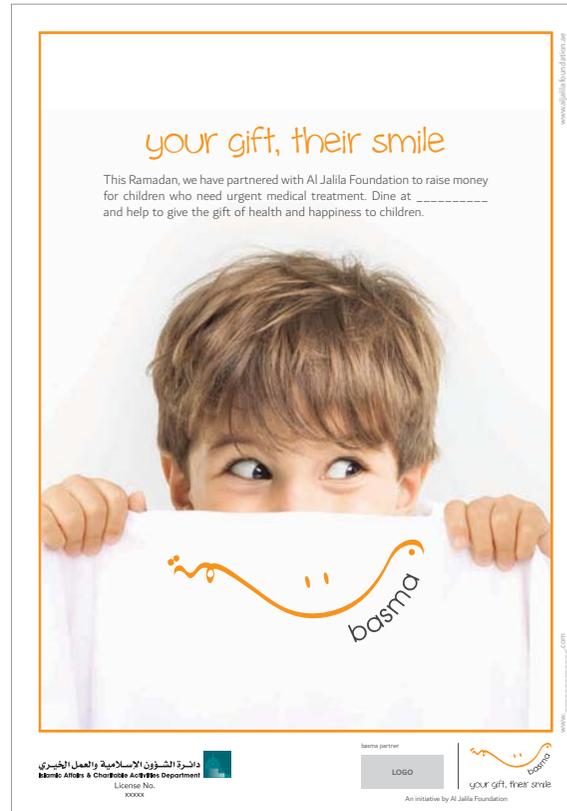
digital & print ad

SCHEDULE 4

Design of advertisement follows the brand identity and colour palette.

Al Jalila Foundation will provide layered and artwork files upon request.

Please see IACAD logo and permit number positioning.



basma Print AD



social media

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.

