



#PINKtober
CAMPAIGN TOOLKIT



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Dear #PINKtober Partner

Thank you for your interest in #PINKtober 2020, the ever growing nationwide month long campaign to raise awareness and funds to advance breast cancer research in the UAE.

Every year thousands of people across the UAE come together during October to lend their efforts, voices and hearts to a cause that continues to cut so many lives short. With your support we can continue to spread awareness on the importance of early detection, invest in breast cancer research and support the treatment of breast cancer patients in the UAE.

We are delighted by the enthusiasm we receive from our partners, like you, and look forward to working with you to amplify our message and rally the community to join our mission to make a difference to the lives of people affected by breast cancer. We have developed a special toolkit for our breast cancer campaign and hope it will aid in planning your participation in #PINKtober and inspire ideas of your own to spread hope.

On behalf of Al Jalila Foundation and Brest Friends, thank you for joining us in the fight against breast cancer to save the lives of our mothers, sisters, wives and friends. The fight will not end until a cure is found.

Best regards,



Sulaiman Baharoun

Director of Partnerships & Sustainability
Al Jalila Foundation







Al Jalila Foundation

Al Jalila Foundation, a global 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 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 Bin Rashid Al Maktoum.

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



We have all been affected by breast cancer in some way, Breast Cancer Awareness Month is an opportunity to bring the community together to fight breast cancer, honour patients and survivors, and remember the people we have lost. It is also a month that symbolises hope that the disease can be beaten and we will not retreat until a cure is found. I remind everyone that breast cancer awareness should not be limited to the month of October and call on the community to keep the message alive all-year round. I cannot emphasize enough the importance of early detection, do not wait until October to take action. ”

Dr Houriya Kazim
President & Founder
Brest Friends



Brest Friends

Breast cancer is the most common cancer among women with 1 in 8 women being diagnosed in their lifetime. Studies show that the average age of diagnoses is 10 years younger in the UAE than elsewhere in the world. These statistics reaffirm the critical need for research to keep up with the latest advances in treatment to save patients' lives.

Al Jalila Foundation in partnership with Brest Friends is a forerunner in raising awareness on the importance of early detection of breast cancer, furthering patient support with medical treatment and investing in local breast cancer research.

Brest Friends is the first breast cancer support group in the UAE established in 2005 by Dr Houriya Kazim, the UAE's first female surgeon, where patients and survivors meet monthly to learn, share experiences and offer moral and emotional support to each other which has shown to be instrumental in a woman's healing process.

Through partnership with Al Jalila Foundation in 2015, Brest Friends is further empowered to fulfil its goals and raise funds for breast cancer research and treatment in the UAE. Advances in research offer hope and healing to countless women diagnosed every year and all funds raised are used to accelerate breast cancer research and provide treatment to patients in need.



BREAST CANCER AWARENESS MONTH **#PINKtober**

Breast Cancer Awareness Month is an international health campaign every October to increase awareness of the disease and raise funds for research into its cause, prevention, diagnosis, treatment and cure. The month-long campaign is symbolised by the colour pink and around the world pink has become synonymous with breast cancer awareness. Click here to see our [#PINKtober 2019 Champions of Hope](#).



THE PINK RIBBON **Symbol of Hope**

The pink ribbon is an international symbol of breast cancer awareness. Pink ribbons, and the color pink in general, identify the wearer or promoter with the breast cancer brand and express moral support for women with breast cancer. Pink ribbons are most commonly seen during National Breast Cancer Awareness Month. Wear your pink ribbon with pride!

OUR Impact

Brest Friends partnered with Al Jalila Foundation in 2015 and the partnership has yielded positive results to advance breast cancer care in the UAE. More than AED 6.2 million has been invested into life-saving treatment to support 40 women and fund 9 breast cancer research studies. Community engagement continues to increase every year with more than 100 breast cancer awareness events involving schools, corporate and government partners hosted throughout October.

1 in 8
women



will be diagnosed
with breast cancer
in their lifetime



70%
TREATMENT



30%
RESEARCH

100%
PROMISE

AED1 of every **AED1**
raised is invested
in breast cancer
treatment and
research.





BE PART OF **#PINKtober**

Join the fight, be a champion of hope and help us **#transformHERlife!**

BEFORE YOUR Fundraiser

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 13 for a list of required documents.

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

Breast Cancer Awareness Month begins on 1 October 2020. Please allow sufficient time for necessary approvals, promotional materials and staff training.

3. Create and submit all collateral for approvals.

Please refer to the **brand guidelines** on page 18. All materials for your fundraiser with our name or logo must be approved 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 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 campaign.

6. Be responsible.

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

7. Accepting donations.

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

***Your own donation boxes are not permitted. However, Al Jalila Foundation branded donation boxes are available for long term placement.

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. Complete the digital **fundraising application form**.
2. Passport copy with the resident visa page of the organiser.
3. Emirates ID of the organiser (front and back).
4. Company Trade License.
5. One passport sized photo of the organiser.

Important: The above documents need to be sent as one scanned PDF file.

For all public events e.g. (sports, gala dinner, events in hotels) permission from Dubai Tourism (DTCM) is required:

- a. No objection letter addressed to IACAD from the organiser for the event. Template available upon request.
- b. No Objection Certificate is required from the venue partner. Template available upon request.
- c. Al Jalila Foundation will submit the documents to Dubai Tourism and the organiser is responsible to settle the invoice issued by Dubai Tourism for AED220.
- d. The DTCM/IACAD permit will be issued within 7-10 days.

The IACAD logo name and permit number must be mentioned on all marketing and advertising material (as per Schedule 2, section 3 on page 20). 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 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 Objection Certificate (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 photographs, get quotes from participants and share the journey of your success ensuring that everyone is involved in your fundraiser. Please send them to us at partnerships@aljalilafoundation.ae so we can celebrate with you.

3. Be Transparent

Let your customers know that you are fundraising for Al Jalila Foundation and let them know why this is your chosen cause.

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 at 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

#PINKtober

#BrestFriends

#transformHERlife



*Please refer to the Partnership Recognition Matrix on page 17.



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 3 working days.



Brand Guidelines

Logo colour variation

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.



Ribbon: Pink

PANTONE P205 C

CMYK		RGB	
C	0	R	239
M	85	G	77
Y	23	B	129
K	0		



Logo Font: Dark Blue

PANTONE P534 C

CMYK		RGB	
C	98	R	26
M	82	G	56
Y	35	B	96
K	27		



Original colour



One-colour printing logo



Reversed logo on solid or background



Logo Lockup

See 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.

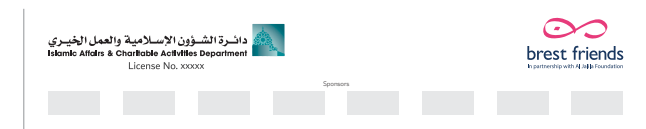


Digital & Print Ad

Design of advertisement follows the brand identity and colour palette.

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

See IACAD logo and permit number positioning.

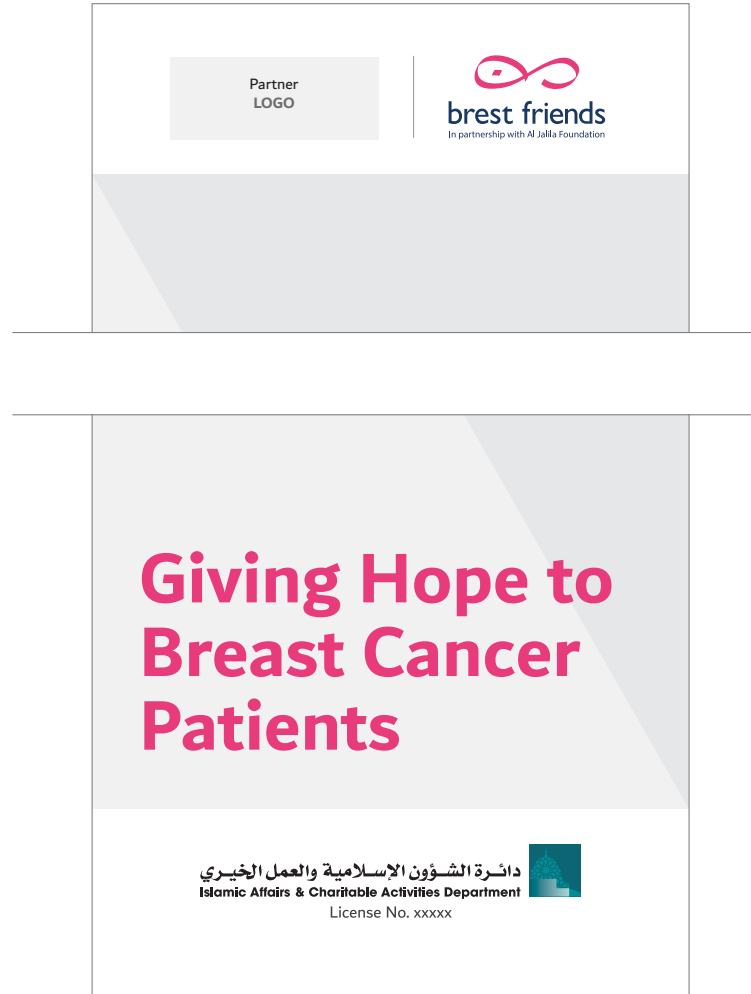


Strip options with multiple sponsors

Roll-up Banner

For roll-up banners, the Partner's logo should be placed on the top left and Brest Friends on the right.

When placing IACAD logo, it should be placed on the bottom on a white banner or a white background.



Fundraising Ideas

A 

Auction

B 

Bake Sale

C 

Competition/
Craft Day

D 

Donate Your
Dirhams

E 

Eighties
Dress-Up Day

F 

Food Fair

G 

Golf Day

H 

Hairspray
Colour Day

I 

pink
Ribbon Day

J 

Jumble Sale

K 

Karaoke Night

L 

pLank Challenge

M 

Movie Night

N 

fuN Run

O 

Office Charity
Collection

P 

Pink Day

Q 

Quiz Night

R 

Raffles

S 

Sports Day

T 

Treasure Hunt

U 

Uniform-free Day

V 

Variety Show

W 

Wear Pink Day/
Wheelbarrow Races

X 

eXercise

Y 

Yoga

Z 

Zumbathon



Thank You

On behalf of Al Jalila Foundation, we would like to convey our sincere and heartfelt gratitude for becoming a **Champion of Hope**.

With your generosity and dedication, we can continue to spread hope to those in need. Their challenges will become lighter and their futures will look brighter than yesterday.



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 8018.

Al Jalila Foundation

+971 4 383 8000 | P O Box 300100 | Dubai, UAE | www.aljalilafoundation.ae | www.brestfriends.org