

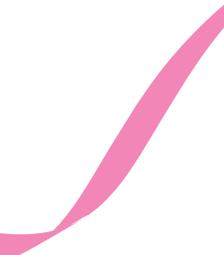


**#PINKtober**  
CAMPAIGN TOOLKIT

A large, stylized pink ribbon graphic that curves across the top and bottom of the page. The top part of the ribbon is on the left, and the bottom part is on the right, forming a continuous shape.

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Dear #PINKtober Partner

Thank you for your interest in #PINKtober 2021, 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 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 supports ground-breaking research that addresses health challenges prevalent in the region: cancer, cardiovascular diseases, diabetes, obesity and mental health. In response to the COVID-19 global pandemic, Al Jalila Foundation expanded its research portfolio to address the coronavirus and other emerging diseases affecting mankind.

In August 2020, His Highness Sheikh Mohammed inaugurated the Mohammed Bin Rashid Medical Research Institute, a AED 300 million multi-disciplinary research centre established by Al Jalila Foundation to be a beacon of hope for the UAE and the Arab region.

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 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.



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 2020 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!

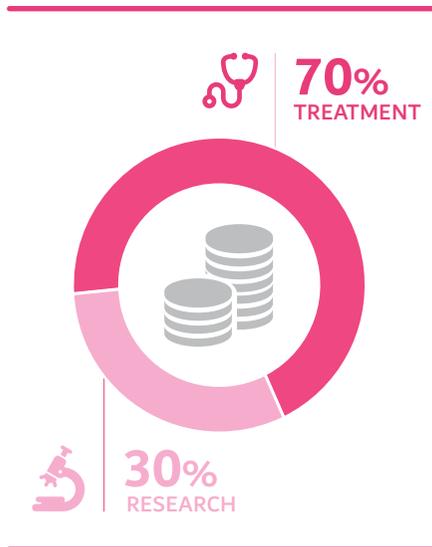
# OUR Impact

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 7.2 million has been invested into life-saving treatment to support 55 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



**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 2021. 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.\*\*\*

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\*\*\*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](mailto: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. (valid until the activity date)
5. One passport sized photo of the organiser.

**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 14 working 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](mailto: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 working 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](mailto: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 working 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](mailto: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](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

#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](mailto:partnerships@aljalilafoundation.ae).
2. Submit your donations within 10 days from the end of your event. See below for submission details.
3. Remove logos and fundraising information from all communication channels eg. website, social media post, etc.

## 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](mailto:partnerships@aljalilafoundation.ae).

Your receipt will be emailed to you within 3 working days.



# PARTNERSHIP Recognition Matrix

Partner Categories	 Logo*	 Social Media**	 Video/Presentation	 Speech	 Branding Collaterals**	 Newsletter	 Partner Logo on Website	 PR & Media***	 Bassmat Rashid Bin Saeed
<b>Diamond Partner</b> Minimum Donation AED 100K	★	★ Joint Campaign	★	★	★	★	★	★ Joint PR	★
<b>Platinum Partner</b> Minimum Donation AED 50K	★	★	★	★	★	★			★
<b>Gold Partner</b> Minimum Donation AED 25K	★	★	★	Al Jalila Foundation Representative Attendance					★
<b>Silver Partner</b> Minimum Donation AED 10K	★	★	★						★

Note: This matrix outlines the obligations of Al Jalila Foundation and partnership benefits.

- \* Permission to use Al Jalila Foundation logo in accordance with the Brand Guidelines.
- \*\* Requirements to be agreed with partners prior to launch of event/campaign.
- \*\*\* All promotional material and partner communications to be approved by Al Jalila Foundation prior to publication.



# 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.



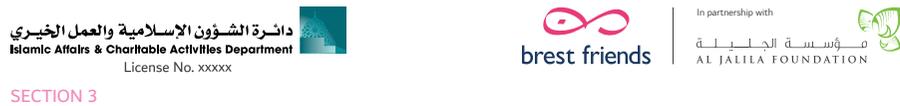
## SECTION 1



## SECTION 2

### IACAD LOGO LOCKUP

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



## SECTION 3

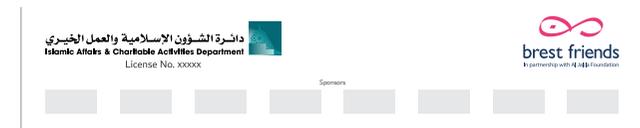
# Digital & Print Ad

Design of advertisement follows the brand identity and colour palette.

See IACAD logo and permit number positioning.



Standard logo layout



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

 <b>A</b> Auction	 <b>B</b> Bake Sale	 <b>C</b> Competition/ Craft Day	 <b>D</b> Donate Your Dirhams	 <b>E</b> Eighties Dress-Up Day	 <b>F</b> Food Fair	 <b>G</b> Golf Day
 <b>H</b> Hairspray Colour Day	 <b>I</b> pInk Ribbon Day	 <b>J</b> Jumble Sale	 <b>K</b> Karaoke Night	 <b>L</b> pLank Challenge	 <b>M</b> Movie Night	 <b>N</b> fuN Run
 <b>O</b> Office Charity Collection	 <b>P</b> Pink Day	 <b>Q</b> Quiz Night	 <b>R</b> Raffles	 <b>S</b> Sports Day	 <b>T</b> Treasure Hunt	 <b>U</b> Uniform-free Day
 <b>V</b> Variety Show	 <b>W</b> Wear Pink Day/ Wheelbarrow Races	 <b>X</b> eXercise	 <b>Y</b> Yoga	 <b>Z</b> 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.

# مؤسسة الجليلا AL JALILA FOUNDATION



## 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](mailto: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](http://www.aljalilafoundation.ae) | [www.brestfriends.org](http://www.brestfriends.org)