



مؤسسة الجليلة  
AL JALILA FOUNDATION



# #PINKtober

CAMPAIGN TOOLKIT

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Dear #PINKtober Partner

Thank you for your interest in #PINKtober 2022, 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, 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.



# Majlis Al Amal

Majlis Al Amal, Hope Lounge in Arabic, is a unique 'cancer drop-in centre' and the first of its kind community centre dedicated to female cancer patients and their wellbeing. Al Jalila Foundation established Majlis Al Amal to support patients, survivors and their loved ones as they navigate the disease and its challenges. Majlis Al Amal is a safe space for cancer patients to give them hope and enhance their emotional health in a relaxed, supportive environment. Patients can drop-in at any time for information, a chat over tea or coffee, use the in-house library, take part in classes, or attend educational sessions presented by specialists volunteering their time to make a difference to the lives of women affected by cancer. All services are offered free of charge with the support and generosity of the community..

Around the world community drop-in centres have proven to contribute greatly to the healing journey. Medical intervention plays a significant role in the treatment process while the emotional fragility of the patient is often overlooked. Dealing with cancer is one of the greatest challenges that patients and their families will ever face, with individuals being impacted psychologically and emotionally from the time of diagnosis and long past recovery. Knowing that '*you are not alone*' and that there is a community of like-minded individuals to lean on has a huge impact on patients' and their loved ones' mental health and wellbeing. Al Jalila Foundation aims to provide a support network in a nurturing environment and improve the wellbeing of cancer warriors who will now have a safe haven to drop-in at any time for the emotional support they need. Majlis Al Amal is a *home away from home* for cancer warriors.

For more information or to become a member of Majlis Al Amal please e-mail [majlis.alamat@aljalilafoundation.ae](mailto:majlis.alamat@aljalilafoundation.ae).



# 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.

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. In 2015, Al Jalila Foundation partnered with Brest Friends to raise awareness on the importance of early detection of breast cancer and the need to invest in local breast cancer research to advance treatment outcomes.

*"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**

For more information about Brest Friends visit [www.brestfriends.org](http://www.brestfriends.org) and to join the Brest Friends support group email [brestfriends@outlook.com](mailto:brestfriends@outlook.com).



## 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 2021 Champions of Hope\*\*](#).

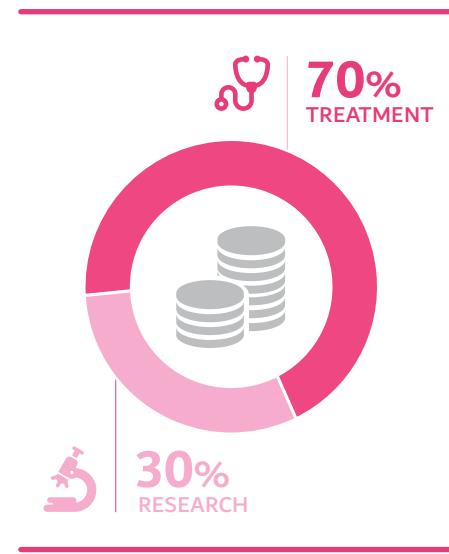


## THE PINK RIBBON **Symbol of Hope**

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

Since inception in 2013 Al Jalila Foundation has made great strides to advance breast cancer care in the UAE investing more than AED 8.5 million into life-saving treatment to support 93 women and has funded 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.



**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 license.

Al Jalila Foundation works closely with the Islamic Affairs and Charitable Activities Department (IACAD) to procure the necessary fundraising licenses 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 2022. 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](mailto: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 License

## DUBAI

For fundraising activities held in Dubai a license is obtained from the Islamic Affairs and Charitable Activities Department (IACAD). For Al Jalila Foundation to obtain the IACAD license 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 license will be issued within 14 working days.

The IACAD logo and 15 digit license number must appear on all printed promotional material. Only the IACAD 15 digit license number is applicable for social media (SM) post. Please see samples on page 20. A representative from IACAD may attend the event and enquire about the fundraising activities therefore please keep the IACAD license on hand for ease of reference.



# GET YOUR Fundraising License

## 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 @aljalilaae in your posts across Facebook, Twitter and Instagram
- Use the official hashtags

#PINKtober

#AJpartnerships

#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 funds raised for 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									
<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

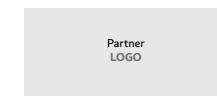
# Logo Lockup

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 15 digit license number must appear on all printed promotional material.



# Print & Social Media

For all fundraising events in Dubai, the IACAD logo and 15 digit license number must appear on all printed promotional material. Only the IACAD 15 digit license number is applicable for social media posts and can be placed anywhere in the layout.

Below are examples for reference.



Print ad



**NOTE:** A PowerPoint version of these brand guidelines can be downloaded at this [link](#). The IACAD and Al Jalila Foundation logos can be copied and pasted as vector files in Adobe and Microsoft Office software and the quality will not be affected even if you resize it.



# Fundraising Ideas



Auction



Bake Sale



Competition/  
Craft Day



Donate Your  
Dirhams



Eighties  
Dress-Up Day



Food Fair



Golf Day



Hairspray  
Colour Day



Pink  
Ribbon Day



Jumble Sale



Karaoke Night



pLank Challenge



Movie Night



fuN Run



Office Charity  
Collection



Pink Day



Quiz Night



Raffles



Sports Day



Treasure Hunt



Uniform-free Day



Variety Show



Wear Pink Day/  
Wheelbarrow Races



eXercise



Yoga



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 الجليلة 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

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