

Be the Superhero For Childhood Cancer Awareness Month

Campaign Toolkit



دبي الصحية
DUBAI HEALTH

مؤسسة الجيلة
Al Jalila Foundation



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WHO WE ARE

Dubai Health

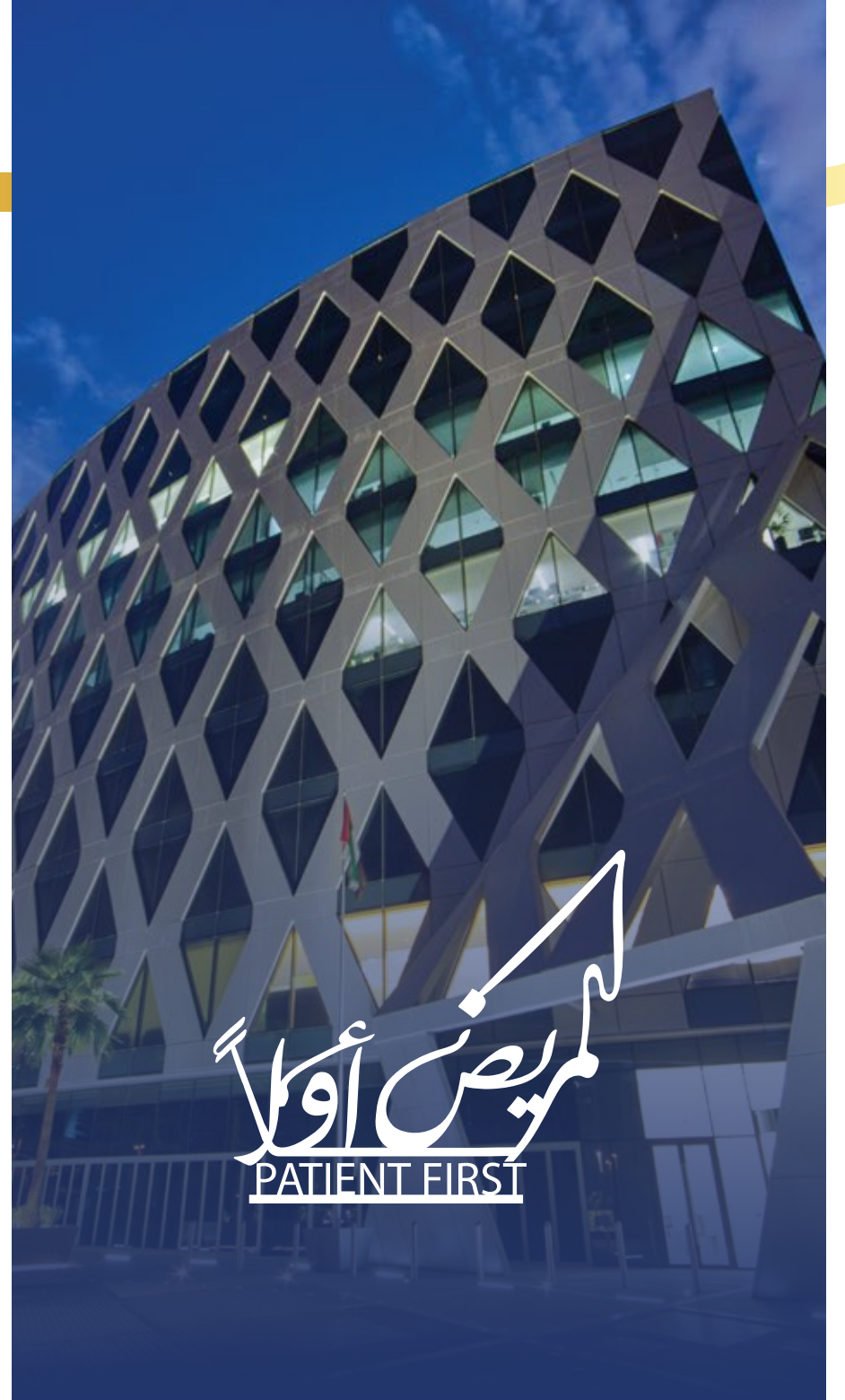
We are Dubai's first integrated academic health system established to elevate the standard of care and to advance health for humanity.

Dubai Health is comprised of 6 hospitals, 26 ambulatory health centers and 20 medical fitness centers, Mohammed Bin Rashid University of Medicine and Health Sciences and Al Jalila Foundation.

Together, we serve our patients through the integration of care, learning, discovery and giving. Our family of 11,000 collaborate across multidisciplinary teams to put the patient first.

Al Jalila Foundation

At Dubai Health, the Al Jalila Foundation puts the power of giving in your hands. Our partners and donors fund lifesaving treatments for those in need, the discovery of medical breakthroughs, educational advancements, vital sponsorships, hospital infrastructure and much more. With your support, we can bring better health to countless people, families and communities.





BE THE ONE

According to the World Health Organization, **every 3 minutes, a child is diagnosed with cancer somewhere in the world.** No parent should ever hear the words 'your child has cancer'. It is a heartbreaking reality that no child should have to endure. No parent should have to worry about the burden of medical expenses, their only concern should be supporting their child through their healing journey. Today, you have the power to make a difference to the lives of young cancer patients whose families are unable to afford life-saving treatment.

This September, to coincide with Childhood Cancer Awareness Month, Al Jalila Foundation invites you to participate in the **Be the Superhero** fundraising campaign. By becoming a charity partner, you amplify our efforts to offer hope to these brave young warriors. Every action, every donation, brings us closer to a future where no child faces cancer alone.

All proceeds from this campaign will fund research, life-saving treatment, and support families navigating childhood cancer.

Together, let's be the superheroes these children need.

ARE YOU READY?

How to Join the Campaign



Join Forces

Confirm your participation by emailing Al Jalila Foundation and apply for an IACAD permit.



Plan Your Mission

Allow plenty of time! You will need it for permits, approvals, promotional materials, and employee training



Assemble Your Team

Brief your team on the campaign and your organization's role. The more they know, the more they can help!



Unleash Your Creativity

Create campaign materials (flyers, posters, etc.) following our campaign design toolkit.



Get Ready to Launch!

To ensure a successful campaign, email your campaign materials for approval before launch to fundraising@aljalilafoundation.ae

PARTNERSHIP

Guidelines



Comply with UAE Regulations

All promotional materials for your campaign must comply with UAE laws and regulations. This includes avoiding the promotion of tobacco, alcohol, and shisha alongside our partnership.



Collecting Donations

Individual cash donations from patrons can only be collected through a donation envelope or an Al Jalila Foundation-branded donation box. Please contact us to discuss if this option is a good fit for your needs.

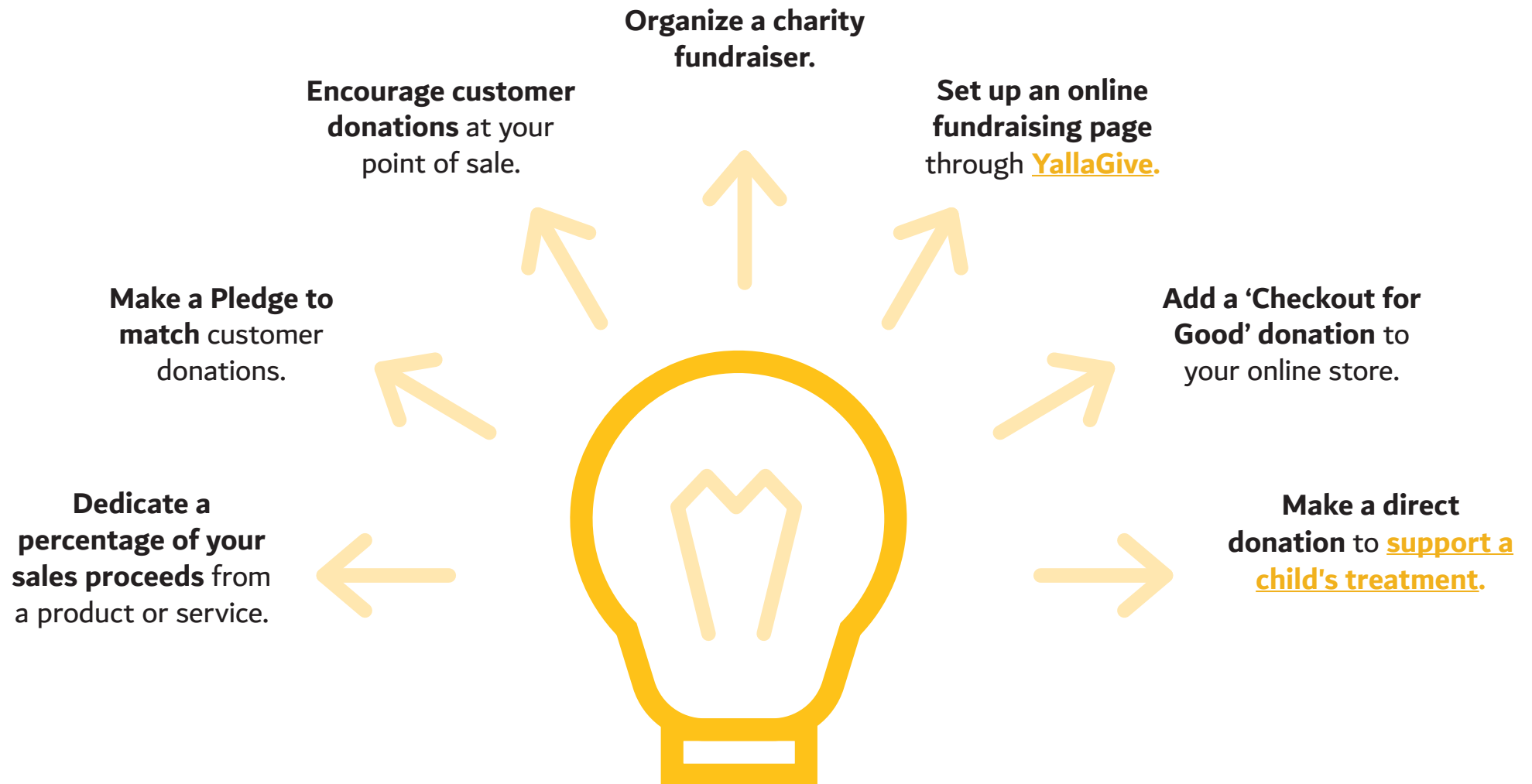


Adhere to Brand Guidelines

We are excited to partner with you on this campaign! Please adhere to our brand guidelines to maintain consistency and elevate its impact.

Note: Al Jalila Foundation reserves the right to approve or decline all event and organizational partnerships.

Fundraising IDEAS



PERMITS

IACAD Regulations for Dubai

For fundraising activities within Dubai, a permit from the Islamic Affairs and Charitable Activities Department (IACAD) is mandatory.

Al Jalila Foundation is pleased to offer its assistance in obtaining this permit on your behalf. Kindly complete the [online fundraising application form](#) and submit soft copies of the following documents at least two (2) weeks prior to your event.

1. Passport copy with the resident visa page of the organizer.
2. Emirates ID of the organizer (front and back).
3. Company Trade License (valid until the activity date).
4. One passport sized photo of the organizer.

Additional permission from the Department of Economic Development (DED) is required, for all public events (e.g. sports, gala dinner, events in hotels).

- No objection letter addressed to IACAD from the organizer for the event. Template available upon request.

- No Objection Certificate (NOC) is required from the venue partner. Template available upon request.

Al Jalila Foundation will submit the documents to DED. The organizer is responsible for settling the invoice for AED 220 directly to DED. The DED/IACAD permit will be issued within 14 working days.

To maintain transparency and compliance in your fundraising activity, please adhere to the following guidelines regarding your IACAD permit:

- The 15-digit IACAD license number must be clearly visible on all printed promotional materials, including but not limited to social media posts, of your campaign.
- An IACAD representative may attend your event to verify its compliance. Please keep a copy of your IACAD license readily available for presentation if requested.

PERMITS

Abu Dhabi

For fundraising activities within Abu Dhabi, a No Objection Certificate from the Ministry of Community Development is mandatory.

Al Jalila Foundation is pleased to offer its assistance in obtaining this permit on your behalf. Kindly complete the online fundraising application form and submit soft copies of the following documents at least two (2) weeks prior to your event.

1. Passport copy with the resident visa page of the organizer.
2. Emirates ID of the organizer (front and back).
3. Company Trade License (valid until the activity date).
4. All marketing material, including social media, with your document submission.

Al Jalila Foundation will submit the documents provided by the organizer to the Ministry of Community Development. The NOC will be issued within 7-10 working days.

Other Emirates

For fundraising activities held in other Emirates (excluding Dubai and Abu Dhabi) Al Jalila Foundation will provide a No Objection Certificate.

Al Jalila Foundation is pleased to offer its assistance in obtaining this permit on your behalf. Kindly submit soft copies of the following documents to fundraising@aljalilafoundation.ae at least two (2) weeks prior to your event.

- The organizer submits documents as listed 1-4 (same as Dubai) to Al Jalila Foundation.
- Al Jalila Foundation will provide an NOC to endorse fundraising events or activities.

The NOC will be issued within 2-3 working days.

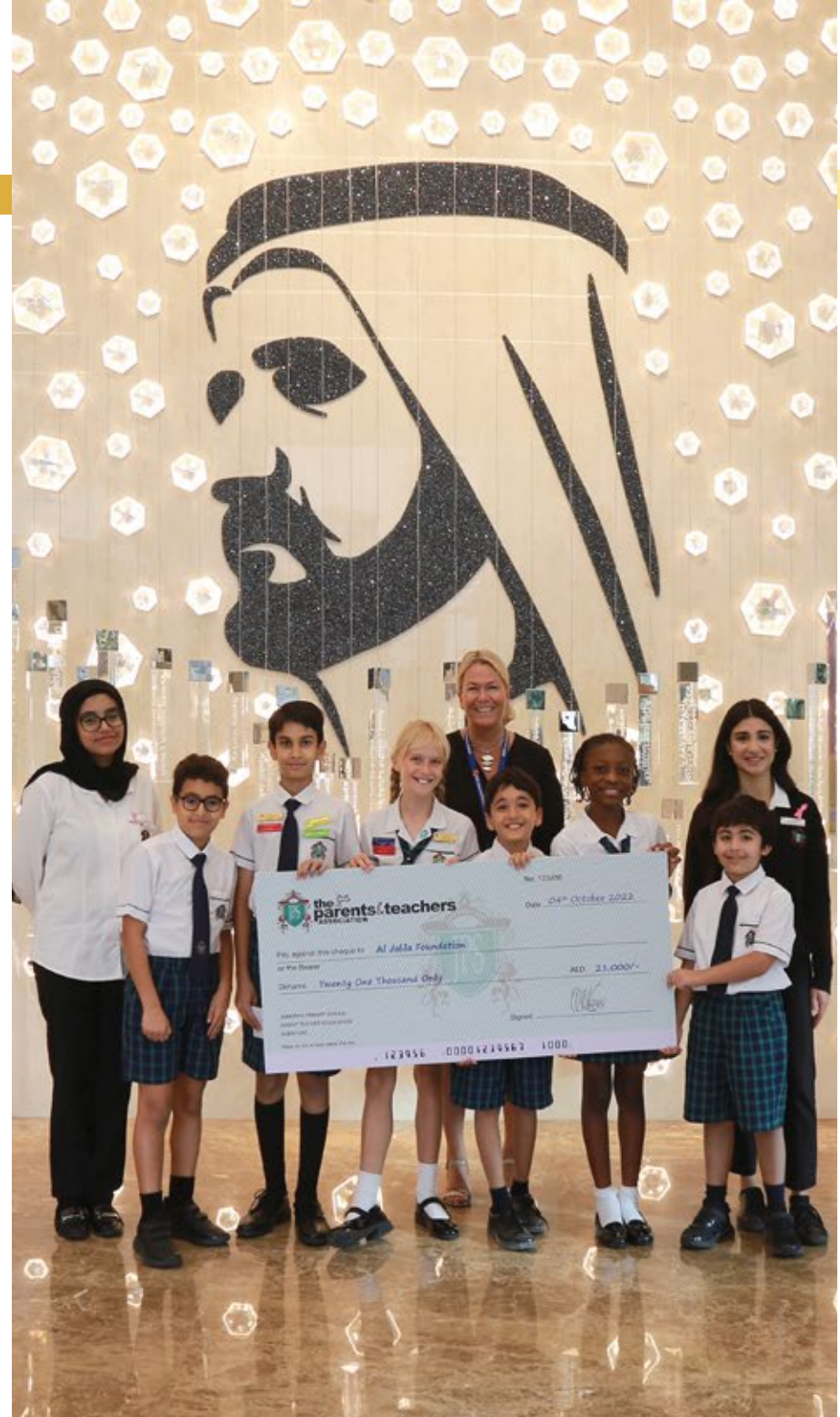
Ending the CAMPAIGN

Once the campaign has ended, here are some important next steps:







- **Share the amazing results** of your fundraiser with us at: fundraising@aljalilafoundation.ae.
- **Remove campaign collaterals** from your website, social media, and other platforms.
- **Submit all collected funds within 10 days** of your campaign ending. You can submit funds through a cheque made out to Al Jalila Foundation or bank transfer to:

| | |
|--------------|---|
| 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 |

Please send a copy of your transaction receipt to fundraising@aljalilafoundation.ae for our records. We will send you an official receipt within 3 business days.



Recognition MATRIX

| Partner Categories |  Co-branding |  Social Media |  Newsletter |  Partner Logo on Website |  PR & Media |  Donor Recognition Wall |
|--|---|--|--|---|--|--|
| Diamond Partner Minimum Donation AED 100K | ★ | ★ | ★ | ★ | ★ | ★ |
| Platinum Partner Minimum Donation AED 50K | ★ | ★ | ★ | | | ★ |
| Gold Partner Minimum Donation AED 25K | ★ | | | | | ★ |
| Silver Partner Minimum Donation AED 10K | ★ | | | | | ★ |

1. Use campaign collaterals in accordance with the Brand Guidelines.
2. Requirements to be agreed with partners prior to launch of event/campaign.
3. All promotional material and partner communications to be approved by Al Jalila Foundation prior to publication.
4. Use of Al Jalila Foundation logo is prohibited.

THANK YOU

Thank you for becoming a **Champion of Hope!**

We are excited that you are considering joining us in our campaign. By using this toolkit, **you are taking the first step towards making a real difference in the lives of countless individuals.**

Remember, as a Champion of Hope, your generous contribution becomes the foundation upon which lives are transformed, breakthroughs are achieved, and a brighter future takes shape.

We are here to support you every step of the way. If you require any further information, please contact:

fundraising@aljalilafoundation.ae