



مبادرات محمد بن راشد آل مكتوم العالمية  
Mohammed bin Rashid  
Al Maktoum Global Initiatives



مؤسسة الجليلا  
AL JALILA FOUNDATION

AL JALILA FOUNDATION  
**Fundraising Toolkit**



Dear Partner

Thank you for your interest in Al Jalila Foundation and for investing your time and efforts for a great cause.

Through our commitment to medical innovation and mission to brighten the future for generations to come, we invite you to partner with us to fundraise for our healthcare programs and spread hope to those most in need. Everything we do is focused to improve the lives of patients and with each new breakthrough brings with it a new sense of hope lighting the path for a brighter tomorrow.

We rely on donors, partners and the community to continue the work we do, therefore, philanthropic partnership is the key to achieving our goals. Our most successful partnerships span a multi-year life cycle that involve a number of different strategies as we move forward and grow as an organisation.

The benefits of a strong CSR program are twofold as organisations can improve the environment in which they operate as well as improve visibility, reputation and standing within the community. Research shows that more than 84 percent of global consumers want to use socially responsible services and products, proving that today's consumer choices are driven toward a good cause.

Through this toolkit we invite you to become a Champion of Hope and explore innovative CSR opportunities with Al Jalila Foundation to make a greater impact in the community and transform lives.



**Sulaiman Baharoun**

Director of Partnerships & Sustainability  
Al Jalila Foundation



4-year-old Euale underwent chemotherapy for leukaemia and has made a full recovery.



6-year-old Noor underwent a cochlear implant at the beginning of 2018.

## TABLE OF Contents

---

- 4 Get to Know Al Jalila Foundation
- 5 Our Healthcare Programs
- 9 Become a Champion of Hope
- 10 CSR and Fundraising Ideas
- 11 Before your Fundraiser
- 12 Get your Fundraising Permit
- 14 During your Fundraiser
- 15 After your Fundraiser
- 16 Partnership Recognition Matrix
- 17 Brand Guidelines
- 22 Contact Us



## 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 fully funded by the generosity of donors with funds donated 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 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](http://www.aljalilafoundation.ae).

# OUR HEALTHCARE Programs

Al Jalila Foundation is underpinned by three pillars: treatment, education and research and everything we do is to improve lives be it through supporting a hopeful **patient**, an aspiring **student** or a pioneering **scientist**.



RESEARCH



EDUCATION



TREATMENT

# OUR HEALTHCARE PROGRAMS

## Research

Cultivate ground-breaking medical research that is UAE-centric but yields global benefits through grants, fellowships and other incentives.



Cancer



Cardiovascular  
Disease



Diabetes



Obesity



Mental Health

## OUR HEALTHCARE PROGRAMS

# Education

---

Nurture exceptional academic standards through scholarships and educational programs in partnership with local and international institutions.



### Scholarships

Investing in the Doctors of Tomorrow



### Ta'alouf

Empowering Children of Determination

# OUR HEALTHCARE PROGRAMS

## Treatment

Facilitate quality medical care for patients suffering from chronic illnesses to alleviate the financial burden of those in need.



**A'awen**  
Saving Lives  
of Patients



**Farah**  
Spreading Joy to  
Sick Children



**Brest Friends**  
Giving Hope to  
Breast Cancer Patients



**The Little Wings Foundation**  
Creating Opportunities  
for Children in the Region





# BECOME A CHAMPION OF HOPE WITH Al Jalila Foundation

## Who can be a champion?

Whatever your industry or size of your organisation, if you are passionate about helping others and are willing to give your time, energy and resources to improve lives, then you are the perfect candidate for becoming a **Champion of Hope**.

## How can you become a champion?

To partner with us to support our healthcare programs you can initiate a fundraising campaign; you can choose to donate a percentage of all sales; you can dedicate the proceeds from a particular product or service; and you can even encourage customers to donate by promising to match their donation. There are so many ways to give and we are open to creative ideas in line with your CSR objectives.

## Why become a champion?

As a **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 is part of the UAE fabric.

1. You will be part of a national movement to make a real difference in the community and have a positive impact in the lives of generations to come.
2. Your customers will recognise and appreciate the contribution you are making, helping build goodwill towards your brand.
3. Your organisation will be recognised as a member of our **Circle of Hope**.

# CORPORATE SOCIAL RESPONSIBILITY

## Fundraising Ideas

We invite you to explore innovative CSR opportunities with Al Jalila Foundation to make a greater impact in the community and improve patients' lives:



Donate a **percentage** of sales.



Dedicate the proceeds from a special **product or service**.



Host a charity **fundraising event**.



Launch a cause related charity **campaign**.



Invite guests, customers and clients to make a **donation**.



Initiate **Payroll Giving** inspiring your workforce to donate.



Place Al Jalila Foundation **donation boxes** in prime locations.\*



Pledge to **match donations** (individuals, employees or corporates).



Activate **SMS Donation** Campaign/s through your network.\*\*



Dedicate **Zakat** Funds to our treatment program.

\*Al Jalila Foundation branded donation boxes are dedicated to support children's treatment and are managed by our partner Beit Al Khair.

\*\*Dedicated Al Jalila Foundation SMS donation codes are available with DU and Etisalat.

# BEFORE YOUR Fundraiser

## 1. Confirm your participation by emailing Al Jalila Foundation.

Complete the [fundraising application](#) and email to [partnerships@aljalilafoundation.ae](mailto: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.

Determine the timeline for your fundraising activities. 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](#) on page 17. All materials for your fundraiser with our name or logo need to be approved by Al Jalila Foundation 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 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.

## 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.

**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](mailto:partnerships@aljalilafoundation.ae) at least two weeks prior to the event:

1. Complete the digital **fundraising application**.
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 AED 220.
- d. The DTCM/IACAD permit will be issued within 7-10 days.

**Note IACAD logo name and permit number** to be mentioned on all promotional material as per the brand guidelines on page 17. 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 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 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 #HopeUAE #TransformingLives

# 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.

## 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***	 Trophy/Certificate
<b>Diamond Partner</b> Minimum Donation AED 100K	★	★ Joint Campaign	★	★	★	★	★	★ Joint PR	Trophy
<b>Platinum Partner</b> Minimum Donation AED 50K	★	★	★	★	★	★			Trophy
<b>Gold Partner</b> Minimum Donation AED 25K	★	★	★	Al Jalila Foundation Representative Attendance					Certificate
<b>Silver Partner</b> Minimum Donation AED 10K	★	★	★						Certificate
<b>Bronze Partner</b> Minimum Donation AED 5K	★								Certificate

**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.





7-year-old Majd is on the road to recovery by undergoing specialist rehabilitation therapy after suffering a brain stroke.

## AL JALILA FOUNDATION **Brand Guidelines**

---

# Logo Colour Variations

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.



**Leaf:** Green

PANTONE P376 C

CMYK	RGB
C 56	R 125
M 0	G 194
Y 100	B 66
K 0	



**Logo Font:** Dark Grey

BLACK 80%

CMYK	RGB
C 0	R 88
M 0	G 89
Y 0	B 91
K 80	



Original colour



Black: 100 % | One-colour printing logo



Reversed logo on solid or coloured background

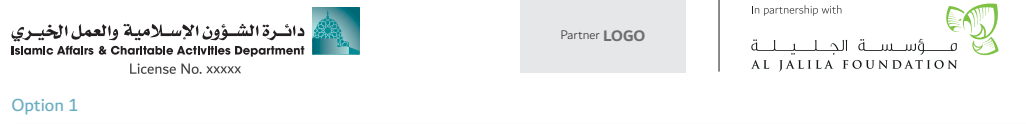
# Logo Lockup

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.



# Print & Digital Ad

Design of advertisement follows the brand identity and colour palette.

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

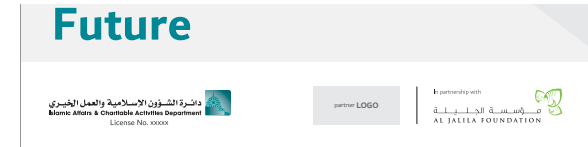
See IACAD logo and permit number positioning.

Option 1

Print Ad

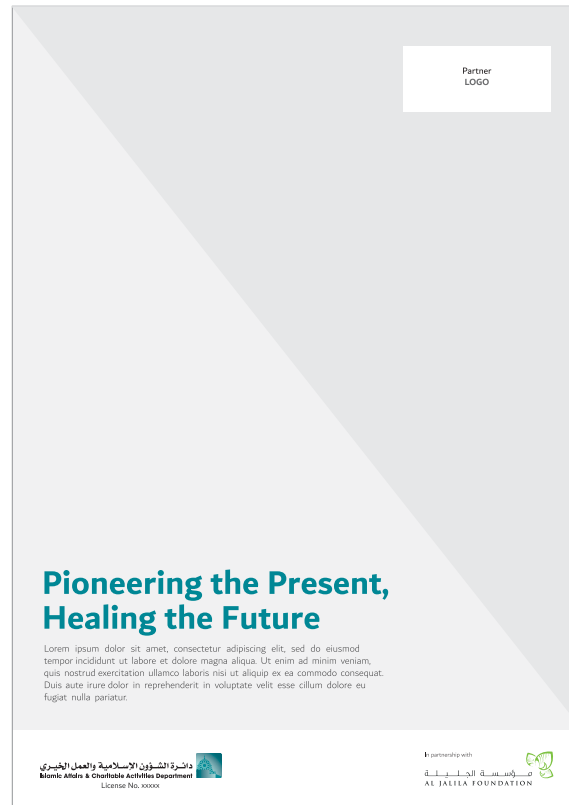


Social Media



Option 2

Print Ad



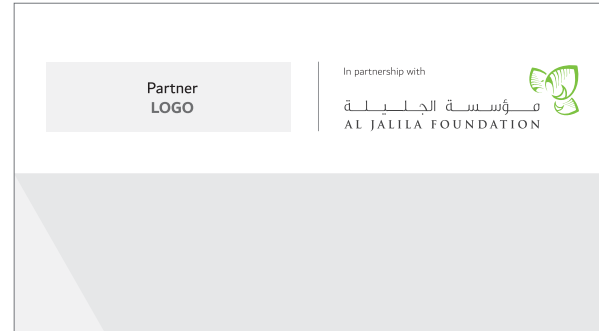
Social Media



# Roll-up Banner

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

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





9-year-old Bana, the first child in Dubai to undergo a kidney transplant, has a new lease of life.

## 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 8012.

Al Jalila Foundation  
+971 4 383 8000  
P O Box 300100 | Dubai | UAE  
[www.aljalilafoundation.ae](http://www.aljalilafoundation.ae)  
[info@aljalilafoundation.ae](mailto:info@aljalilafoundation.ae)  
[@aljaliluae](https://www.instagram.com/aljaliluae)

## 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.