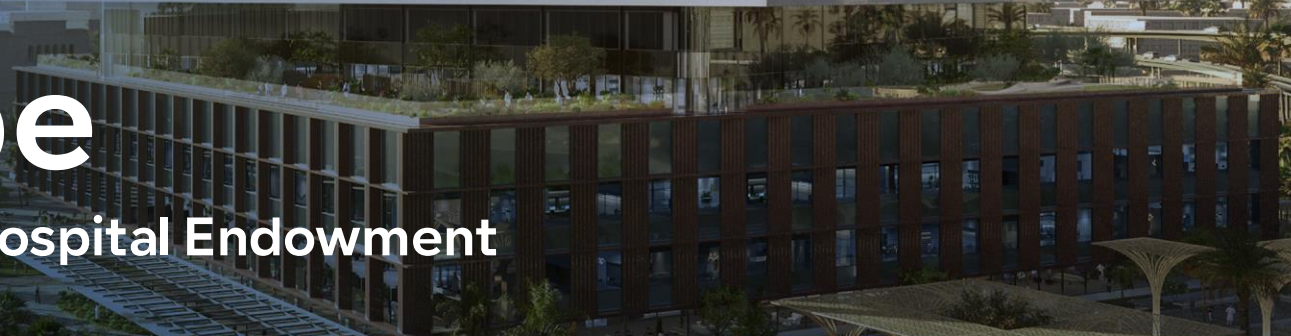




مؤسسة الجيلة  
Al Jalila Foundation

# Seed of Hope

The Hamdan Bin Rashid Cancer Hospital Endowment  
Community Fundraising Campaign



# Hamdan Bin Rashid Cancer Hospital Founded on a Legacy of Compassion

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The Hamdan Bin Rashid Cancer Hospital was established to honour the legacy of the late Sheikh Hamdan bin Rashid Al Maktoum; it stands as a tribute to his lifetime of service to the UAE and extraordinary philanthropic activities that continue to touch the lives of many around the world.

As Dubai's first integrated and comprehensive cancer hospital, it will bring together diagnosis, treatment, research and supportive care under one roof, creating a center of excellence designed around the needs of every patient and family.

Guided by the values Sheikh Hamdan championed throughout his life, the hospital stands as a lasting tribute to his vision, ensuring his legacy continues through every life cared for, every breakthrough achieved and every act of compassion.



Seed of Hope

# A Message from CEO

The late Sheikh Hamdan bin Rashid Al Maktoum believed that the greatest impact comes from improving the lives of others. That belief continues to guide everything we do today.

Seed of Hope was created to unite individuals, organizations and communities around a simple belief: that even the smallest act of generosity has the power to change lives. Inspired by nature's ability to grow from a single seed, the campaign transforms every contribution into a lasting symbol of compassion, resilience and hope. We cannot grow this movement alone. It will take a community of partners who believe, as we do, that meaningful change is created when people come together behind a shared purpose.

We invite you to partner with us, support the Seed of Hope initiative and help transform every act of generosity into a lasting legacy of hope.

Sincerely,

**Dr. Amer Al Zarooni**

Chief Executive Officer, Al Jalila Foundation



# Seed of Hope Campaign Overview



**EVERY ACT OF  
GENEROSITY BEGINS  
WITH SOMETHING  
SMALL.**

**A SINGLE DECISION.  
A SINGLE  
CONTRIBUTION.  
A SINGLE SEED.**

Seed of Hope embodies the seed as a symbol of possibility. Though small in size, every seed carries the promise of growth, renewal and new beginnings, much like every act of giving has the power to create a lasting impact.

Inspired by the legacy of the late Sheikh Hamdan bin Rashid Al Maktoum, the campaign invites individuals and organizations to help grow something far greater than a donation. Together, we can cultivate hope, strengthen the future of cancer care and create a lasting symbol of compassion for patients, families and generations to come.

With every seed donated, hope grows. Help fund cancer care and grow a garden of healing.

Seed of Hope

# Campaign Overview



**With your contribution,  
seed of hope will:**



Grow support for  
future cancer  
care



Unite the  
community around  
a shared cause



Create meaningful  
opportunities for  
corporate  
partnership



Build a symbol  
of hope inspired by  
every contribution

Seed of Hope

# Partnership Opportunities

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## Ways You Can Support Seed of Hope

Every organization has a different way of making an impact. Some can provide the spaces that bring the campaign to life.

Others can help amplify its message or leave a lasting legacy through a landmark installation.

However you choose to participate, your partnership helps bring hope to more people, in more places, across the city.



Seed of Hope

# Partnership Opportunities



## 01 Hope Partner

Become a Hope Partner by providing a **prominent space** where the campaign can connect with the public and inspire participation.

## 02 Giving Partner

Become a Giving Partner by sponsoring a landmark installation through a **AED 1 million contribution** to the HBRCH Project Endowment.

## 03 Media Partner

Become a **Media Partner** by sharing the campaign across your communication channels and encouraging thousands more people to get involved.

# Seed of Hope Partnership Opportunities



## 01. Hope Partner

### PROVIDE A SPACE FOR HOPE

Provide a prominent location where a Seeds of Hope installation can connect with the public through an engaging campaign experience. Your space becomes a place where people can discover the campaign, learn its story and support its mission.

### YOUR CONTRIBUTION

- Provide a prominent, accessible location
- Support access for installation and operation
- Assist with venue approvals, where required

### WHAT WE'LL PROVIDE

- A professionally designed campaign installation
- Campaign storytelling and participation experience
- Installation, operation and maintenance
- Recognition as a participating campaign location

### IDEAL LOCATIONS

Government & Corporate headquarters  
Freezone areas  
Residential Areas  
Shopping malls  
Hotels  
Airports  
Cultural destinations  
Hospitals  
Business districts  
Public parks  
Universities

### WHY YOUR CONTRIBUTION MATTERS

Your venue becomes a place where people can discover the campaign, learn its purpose and become part of a movement growing hope across Dubai.



# Seed of Hope Partnership Opportunities



## 02. Giving Partner

### OWN A LANDMARK OF HOPE

By making a AED 1 million contribution to the project and providing a prominent public location, you'll own and help establish one of the campaign's signature installations.

Your contribution creates a lasting symbol of hope that reflects your organization's commitment to advancing cancer care and supporting the wider community.

### YOUR CONTRIBUTION

AED 1 million contribution

A prominent location for the installation

Support with site access and operational coordination



Seed of Hope

# Partnership Opportunities



## 02. Giving Partner

### WHAT WE'LL PROVIDE

- A bespoke Seeds of Hope landmark installation
- Design, production and installation of the sculpture
- A commemorative recognition token
- Campaign recognition and participation opportunities
- Opportunities for launch events and media engagement

### WHY YOUR CONTRIBUTION MATTERS

Your support helps establish an iconic campaign presence while demonstrating your organization's long-term commitment to advancing cancer care and supporting the community.





# 03. Media Partner

**HELP SPREAD THE MESSAGE OF HOPE.**

Use your communication channels to help Seed of Hope reach new audiences and inspire more people to become part of the movement.

Whether through digital platforms, customer touch points or outdoor media, your support helps ensure the campaign is visible wherever people live, work and travel.

- WHAT WE'LL PROVIDE**
- Campaign-ready creative assets
  - Channel-specific artwork and messaging
  - Content guidance and adaptation
  - Recognition as an amplification partner

## YOUR CONTRIBUTION — SHARE THE CAMPAIGN ACROSS CHANNELS SUCH AS:

| DIGITAL                                                                                          | OUTDOOR                                                                                                                         | CUSTOMER EXPERIENCE                                                                                                      |
|--------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|
| Banking Apps<br>Mobile Apps<br>Websites<br>Emailers<br>SMS<br>Push Notifications<br>Social Media | Digital Billboards<br>Metro Advertising<br>Taxi Media<br>Mall Screens<br>Airport Media<br>Building Screens<br>Corporate Signage | ATM Screens<br>Branch Displays<br>Retail Screens<br>Event Activations<br>Waiting Areas<br>Reception Screens<br>Mobile UX |

*\* If you have alternative media placements, we are open to exploring all possible avenues.*

## WHY YOUR CONTRIBUTION MATTERS

Together, our partners can transform the city into a connected network of hope, ensuring the campaign reaches people wherever they live, work and travel.

# Seed of Hope Media Partner Examples



Mobile UX - Carrier Label



Taxi Media



Metro Advertising



Malls



ATM Screens

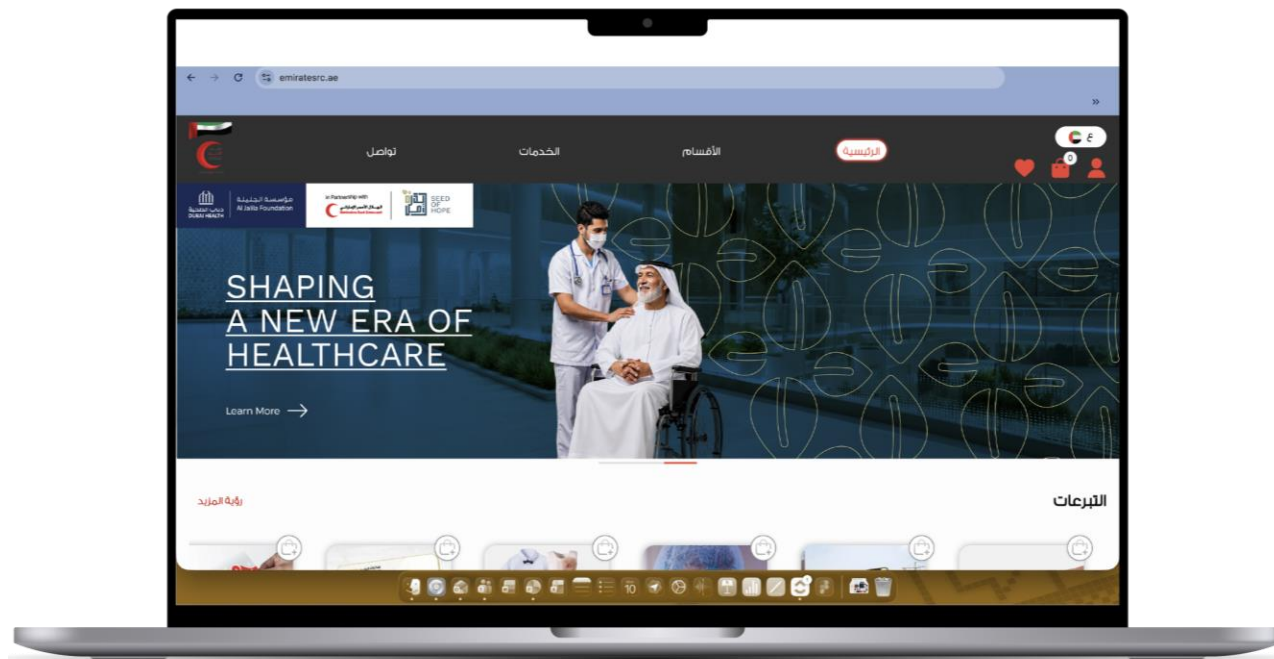


# Seed of Hope

## Media Partner Examples



Web Banner



App feature



Charity Kiosks



Charity Vouchers



# SELECTED SEEDS



# Core Plant Palette



## Flowering Species (1 / 2)

AED 100



Begonia

البيغونيا

*Hope, Gratitude, and Faith*

AED 100



Lavendar

الخزامى (لافندر)

*Purity, Devotion, and Serenity*

AED 100



Al Samer

السممر

*Resilience, Perseverance,  
Strength*

AED 100



Lily

الزنبق

*Healing, Renewal, and Hope*

AED 500



Desert Rose

وردة الصحراء

*Endurance, Patience, and  
Discipline*

# Core Plant Palette



## Flowering Species (2/ 2)

AED 500



Date Palm Tree

النخلة

*Hospitality, Prosperity, and  
Community*

AED 250



Flame Tree

شجرة الشعلة

*Innovation, Sustainability, and  
Excellence*

AED 250



Bougainvillea

الجهنمية

*Passion, Welcoming Spirit, and  
Inclusivity*

AED 100



Frangipani

البلوميريا

*Immortality, Devotion, and Wisdom*

AED 1000



Ghaf Tree

شجرة الغاف

*Peace, Tolerance, and Unity*

# CRYSTAL PLANTS & POPUK STAND



# Crystal Plants



Begonia  
البيغونيا  
*Hope, Gratitude, and Faith*



Lavendar  
الخزامى (لافندر)  
*Purity, Devotion, and Serenity*

# Crystal Plants



Al Samer  
السمّر  
*Resilience, Perseverance,  
and Strength*



Lily  
الزنبق  
*Healing, Renewal, and  
Hope*

# Crystal Plants



Desert Rose  
وردة الصحراء  
*Endurance, Patience,  
and Discipline*

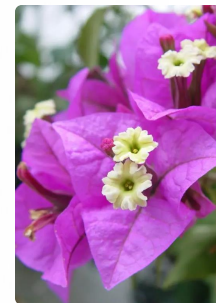
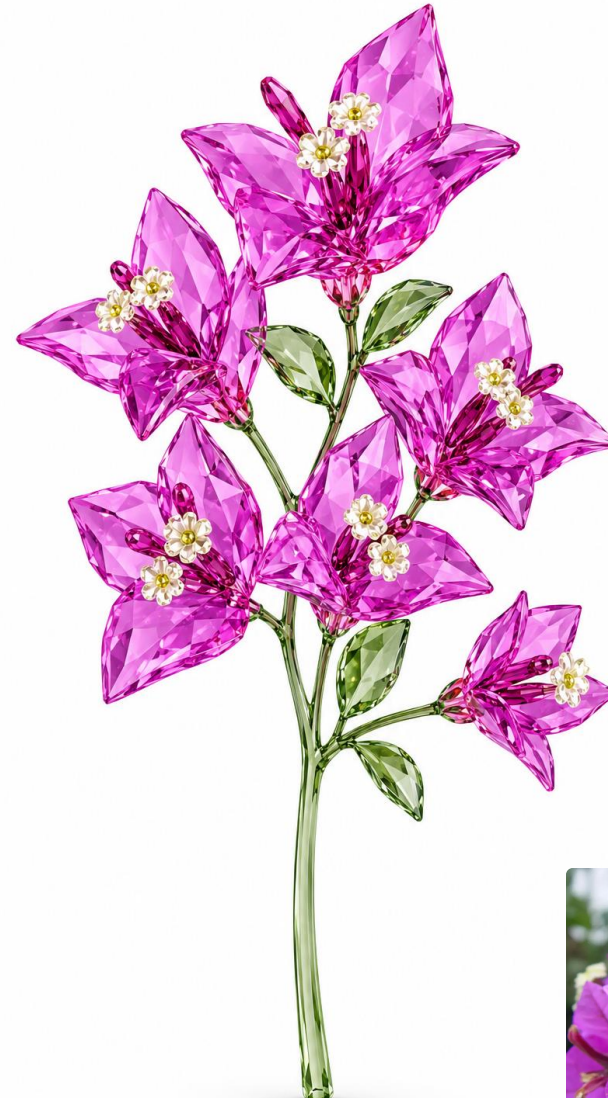


Date Palm Tree  
النخلة  
*Hospitality, Prosperity, and  
Community*

# Crystal Plants



Flame Tree  
شجرة الشعلة  
*Innovation, Sustainability,  
and Excellence*



Bougainvillea  
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*Passion, Welcoming  
Spirit, and Inclusivity*

# Crystal Plants



Frangipani  
البلوميريا  
*Immortality, Devotion,  
and Wisdom*



Ghaf Tree  
شجرة الغاف  
*Peace, Tolerance, and  
Unity*

Seed of Hope

## Contact Details

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# Let's Grow Hope, Together

Every great legacy begins with a single act of generosity.

You have the opportunity to help shape a future where more people have access to world-class cancer care, where communities unite behind a shared purpose, and where every contribution becomes part of something that continues to grow.

We invite you to join Seed of Hope and help cultivate a lasting legacy for generations to come.



To learn more or discuss partnership opportunities, please contact:

### Al Jalila Foundation

**Medeya AlMarri**  
Fundraising Manager

Hamdan Bin Rashid Cancer Hospital  
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055 2555444

# Thank You

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