دبي الصحية
DUBAI HEALTH

مؤسسة الجليلة
Al Jalila Foundation

The Seed of Hope

The Cancer Patients Endowment
Community Fundraising Campaign



The Seed of Hope

A Message from CEO

The Seed of Hope Campaign 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



The Seed of Hope

Campaign Overview

EVERY ACT OF GENEROSITY BEGINS WITH SOMETHING SMALL.

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

The 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.

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.

The 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

Partnership Opportunities

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.



The Seed of Hope

Partnership Opportunities

01
Hope Host

Become a **Hope Host** 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 Cancer Patients Endowment.

03
Hope Amplifier

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

The Seed of Hope

Partnership Opportunities

01. Hope Host

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
Freezoone 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.



The 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



The 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.



The Seed of Hope

Partnership Opportunities

03. Hope Amplifier

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	Digital Billboards	ATM Screens
Mobile Apps	Metro Advertising	Branch Displays
Websites	Taxi Media	Retail Screens
Emailers	Mall Screens	Event Activations
SMS	Airport Media	Waiting Areas
Push Notifications	Building Screens	Reception Screens
Social Media	Corporate Signage	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.

The Seed of Hope

Hope Amplifier Partnership Examples

Mobile UX - Carrier Label



Taxi Media



Metro Advertising



Malls



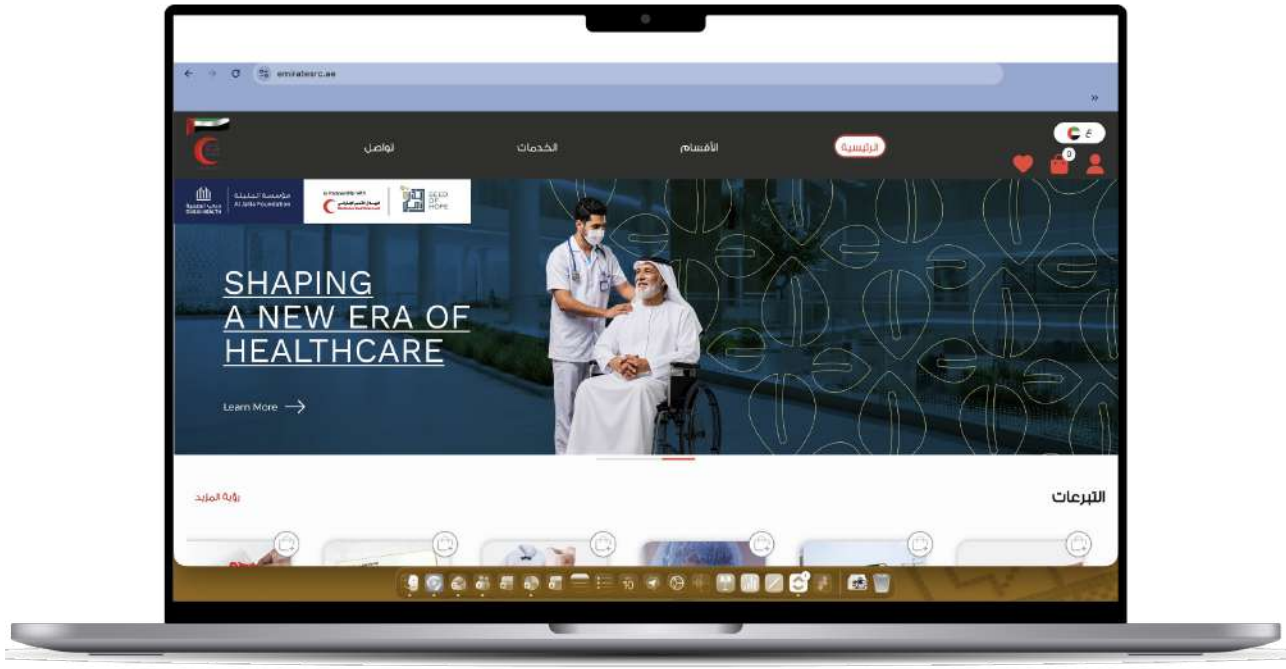
ATM Screens



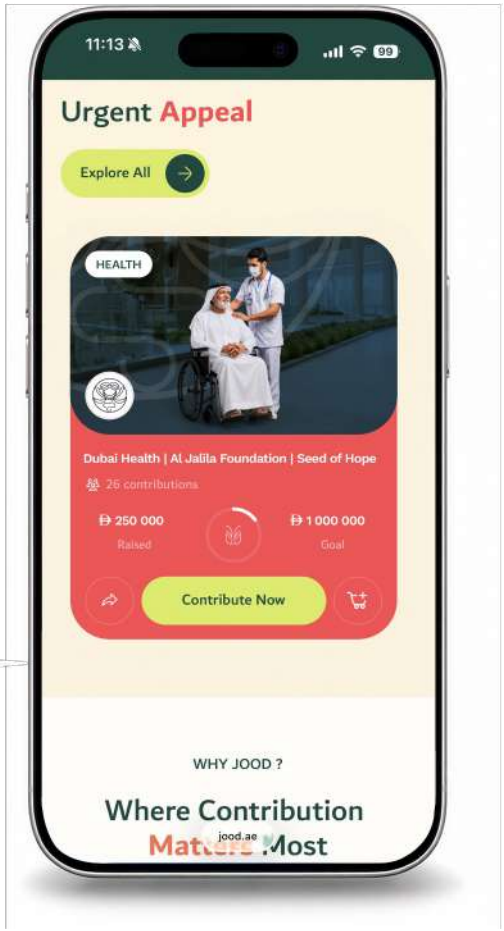
The Seed of Hope

Hope Amplifier Partnership Examples

Web Banner



App feature



Charity Kiosks



Charity Vouchers



The Seeds of Hope Collection

The Seed of Hope

The Seeds of Hope Collection

Flowering Species (1 / 2)

AED 50



Begonia

البيغونيا

Hope, Gratitude, and Faith

AED 100



Lavender

الخزامى (لافندر)

Purity, Devotion, and Serenity

AED 100



Al Samer

السمر

Resilience, Perseverance, Strength

AED 100



Lily

الزنبق

Healing, Renewal, and Hope

AED 500



Desert Rose

وردة الصحراء

Endurance, Patience, and Discipline

The Seed of Hope

The Seeds of Hope Collection

Flowering Species (2/ 2)

AED 500



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

الغاف

Peace, Tolerance, and Unity

The Seeds of Hope Crystal Collection

For the Pop-up Kiosks

The Seed of Hope

The Crystal Collection





Begonia

البيغونيا

Hope, Gratitude, and Faith





Lavendar

الخزامى (لافندر)

Purity, Devotion, and Serenity

The Seed of Hope

The Crystal Collection





Al Samer

السمر

Resilience, Perseverance, and Strength



Lily

الزنبق

Healing, Renewal, and Hope

The Seed of Hope

The Crystal Collection





Desert Rose

وردة الصحراء

Endurance, Patience, and Discipline





Palm Tree

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Hospitality, Prosperity, and Community

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The Crystal Collection





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The Seed of Hope

The Cancer Patients Endowment Community Fundraising Campaign

Partnership Opportunities

Every act of generosity begins with something small.

Al Jalila Foundation's Seed of Hope is a fundraising campaign supporting **Cancer Patients Endowment**, transforming every act of generosity into a lasting legacy of hope.

Running from November 2026 to April 2027, the campaign brings people together around a shared humanitarian purpose.

Every organization has a different way of making an impact, and every partnership helps bring hope to more people, in more places:

01 Hope Host

Become a Hope Host 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 Cancer Patients Endowment.

03 Hope Amplifier

Become a Hope Amplifier by sharing the campaign across your communication channels and encouraging thousands more people to get involved.

The Seeds of Hope Collection





Let's grow hope, together.

Explore the full partnership deck
Click to view.

Al Jalila Foundation
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The Seed of Hope

Contact Details

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

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0552555444

Thank You

