



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



دبي العطاء
Dubai Cares

DUBAI CARES FUNDRAISING PLATFORM TOOLKIT



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ABOUT DUBAI CARES

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Vision and Mission

Founded in September 2007, Dubai Cares, part of Mohammed Bin Rashid Al Maktoum Global Initiatives, is a civil society organization formally associated with the United Nations Department of Global Communications.

Our Vision:

To be a leading force driving the transformation of education and learning towards a prosperous and sustainable future for all.

Our Mission:

Ensure that education and learning for children and youth is at the center of human development efforts through strategic partnerships for impactful programming and research/action-led advocacy.



ABOUT DUBAI CARES

Focus Areas

Focus Areas

Dubai Cares is playing a key role in helping achieve *UN sustainable Development Goal 4 (SDG 4)*, which aims to ensure inclusive and quality education for all and promote lifelong learning by 2030, by supporting the design and funding of programs related to:



Access to Education

- School Feeding and Nutrition
- Inclusive Education
- Water, Sanitation and Hygiene
- School-based Deworming
- Education Technology
- School Infrastructure



Quality of Education

- Girls Education
- Teacher Training and Capacity Building
- Early Childhood Development
- Youth, Skills and Livelihood
- Literacy and Numeracy Enhancement



Education in Emergencies

- Epidemics
- Conflict
- Natural Disasters
- Refugee and Internally-displaced People

ABOUT DUBAI CARES

Achievements

To date, Dubai Cares has supported education programs in 60 countries, benefiting over 21 million beneficiaries.





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DUBAI CARES FUNDRAISING PLATFORM

FUNDRAISING PLATFORM

Introduction

We have great news for you!

Given that Dubai Cares is a registered charity under the Islamic Affairs and Charitable Activities Department, we have already obtained the necessary approvals for establishing the platform. You do not need to obtain any permits for raising funds on our crowdfunding portal and 100% of the proceeds raised are donated to the cause. All that you need to do is define a goal, set up your page and go live!

Before starting your campaign, you will need to:

- Ensure that all donations are made online only through our portal. Individuals and organizations who wish to collect donations through cash, bank transfers or cheques will have to reach out to us to obtain a separate permit for that.
- Confirm that your project will support Dubai Cares and its related causes.
- Set a realistic financial goal that you can reach.
- Have a communication plan ready to promote your page.



FUNDRAISING PLATFORM

Steps to Setting Up Your Page

To create a campaign on the Dubai Cares Fundraising Platform, watch the tutorial video [here](#) or follow the steps below:

- Create an account on <https://fundraising.dubaicarees.ae/>
- Get a verification email
- Login to view your profile or start a fundraising campaign
- Start your own fundraising campaign by filling out your details, telling your story and choosing the cause you would like to support from the drop down menu
- Get creative! Use compelling pictures to make your page more appealing
- Submit your campaign for approval
- Once the campaign is approved within 48 hours, it will go live
- Users can share the link with their circle of friends and family or colleagues to help achieve the fundraising target
- For any technical issues, please send an email to getinvolved@dubaicarees.ae

CREATE A FUNDRAISING PROFILE

By creating a fundraising profile, you will be able to set up fundraising campaigns and invite you friends, family and colleagues to support various Dubai Cares' programs. You can also track the progress of your campaign and campaigns you have donated towards.

 +971



FUNDRAISING PLATFORM

Steps to Setting Up Your Page

The Main 6 Steps:

Step 1

Create your **donation profile**

 <https://Fundraising.DubaiCares.ae/> 

Step 2

VERIFY

Verify your
Email Address

Step 3

Login to your **Account**

Sign In.

EMAIL ADDRESS
user@domain

PASSWORD

Forgot Password?

LOG IN

NOT A MEMBER? REGISTER

Step 4

Start your own **fundraising campaign** by filling out your details

Start your new campaign

Go back to My Campaigns overview

Fundraising Campaign Title *

By User Name or Username

Select your Cause

SELECT YOUR CAUSE

Step 5

Submit **your campaign** for approval

Upload Campaign Banner *

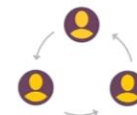
Accepted image dimensions should be at 1000x200 and less than 1MB

Upload Banner

Check for errors

Submit Campaign

Step 6



share the link with your circle of **friends, family or colleagues** to help create an even **bigger impact**

FUNDRAISING PLATFORM

Promoting Your Page

Once your page is live, it is time to promote it!

You may:

- Talk about your campaign with your network to encourage word of mouth and get them excited about it.
- Announce the campaign on your social media accounts and Dubai Cares may support you with providing visuals and messaging.
- Send emailers to your contacts, whilst also ensuring to include a link to your page.
- If you were an organization, include a brief description of the campaign on your website and link users to your fundraising page.
- Promote the campaign in your newsletters.



FUNDRAISING PLATFORM

Potential Crowdfunding Ideas

As an individual, social group or an organization, you may:

- Run a challenge for Dubai Cares and ask your network to donate. Examples of such challenges may include swimming for 10 km, cooking for 24 hours, cycling across the UAE, etc.
- Host a group initiative such as a walkathon or a tournament by creating one campaign page on our platform and raising funds.
- Encourage athletes, employees or students to create their individual pages on our platform and raise funds the next time they take part in a group activity or host one individually.

The sky is the limit, get creative!

FUNDRAISING PLATFORM

Examples of Campaigns

Click on the images below to see details



Piano Recital for Charity

BY KAMAL FARAH

📅 Ends in 250 days

Frederic Farah & friends will be hosting a piano recital to raise money for Dubai Cares at his home on the 18th June 2022.

AED 1,000.00

745% FUNDED



Running Challenge (Wood)

Donations - UAE

BY MUHAMMAD HUZAIFA MOHSIN ALI KHAN

📅 Ends in 16 days

As part of our annual Running Challenge across Wood offices, this contribution page is open to running members of Wood's...

AED 5,000.00

47.8% FUNDED



Women4Women: Empowering Adolescent Girls in...

BY HIKE FOR HOPE UAE

📅 Ends in 173 days

We are a group of adventurous women that strive to inspire other women and youth to chase their dreams and create change in...

AED 50,000.00

27.6% FUNDED

FUNDRAISING PLATFORM

Thank you!