



## **Meaningful sponsorship and leadership in giving**

As an entrepreneur who cares deeply about your community, donating to the right purpose, aligned with your values, provides an opportunity to demonstrate your leadership in giving back to society.

The Anticancer Fund, a private, non-profit organisation, focuses on cancer research. It is our mission to provide patients with access to more treatment options, so that they may live longer, with the best possible quality of life. We are driven by patients, guided by science and powered by donations.

We are looking for partners who are moved by our work. With this purpose, we have launched our 'Entrepreneurs with a heart' sponsorship platform, which makes it possible for entrepreneurs and companies to contribute to improving lives of cancer patients in an impactful and visible way.

## **What does the 'Entrepreneurs with a heart' sponsorship platform offer?**

### **- A committed partnership**

You decide on a monthly amount of your ongoing contribution to the Anticancer Fund, and become one of our select group of donors who support our dream of curing cancer. Your sponsorship category depends on your level of giving:

- Impact sponsorship: you donate 2.000 euros per month
- Visionary sponsorship: you donate 5.000 euros per month
- Tier-1 sponsorship: you donate 10.000 euros per month

### **- A strategic relationship**

If you are interested in exploring a specific sponsorship and are looking to make a substantial and sustainable donation to the Anticancer Fund, we can work together to co-create a relationship that would align with your philanthropic priorities and modalities of giving. Together we can shape the right model of our strategic relationship. You could offer your employees a yearly allowance of paid time off for volunteering or set up a donation matching program, for instance.

### **- A partnering event**

Should you and your company like to organise a charity event or another activity to raise money, increase awareness and introduce other potential sponsors to our cause, we can work together to organise and hold an event. The benefit of an event is that you can bring together your clients, partners, personnel, friends and family as well, in a dynamic, live environment. A fundraising event creates a feeling of belonging to a community and helps your company to build relationships.

### **- A gift for the future**

You would like a more personal commitment and would like to donate a part of your estate to the Anticancer Fund or share your legacy because you are passionate about stopping cancer. This is an inspiring milestone in your life, and we would be honoured to work with you to make your wish come true.



## **Benefits of becoming an ‘Entrepreneur with a heart’**

- You will receive an exclusive ‘Entrepreneurs with a heart’ certificate.
- You will get regularly updates about our work. Once a year, on your request, a personal meeting to present the impact of your donation and to discuss your expectations can be organised.
- You will be invited to our annual event ‘Entrepreneurs with a heart’, where you can meet your peers and the team of the Anticancer Fund.
- We will highlight your engagement and sponsorship on our website and on social media.
- You will receive branding and marketing support, so you can communicate our partnership to your employees, clients, suppliers and even a broader audience.
- We are a small and entrepreneurial organisation and would be happy to assist you in your corporate initiatives promoting our good cause. We can hold a presentation or workshop for your employees. Or, we can also organise a keynote for your clients. As true partners, you can count on us.

## **About the Anticancer Fund**

The Anticancer Fund is a Belgian foundation of public utility, with an international scope. We support cancer research worldwide because global trials have a greater chance to achieve important milestones in the fight against cancer. We go for impact, not for profit.

We also empower cancer patients and give them control over their treatment decisions by bringing them reliable and understandable information: people with cancer can reach out to our free personal service, My Cancer Navigator, and ask questions about their cancer and available cancer therapies.

Achieving our goals not only requires scientific and medical knowledge, but also structural changes in the treatment and drug development system, therefore we engage with decision makers.

We are a centre of expertise in cancer and cancer treatments, available to scientists and to patients. We fill in the blanks and look at the unmet needs of patients, including those with rare cancers. We are independent, flexible and goal-oriented, and 100% of all donations go directly to our projects.

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For more information on the Anticancer Fund or Entrepreneurs with a heart, please get in touch: [saar.sinnaeve@anticancerfund.org](mailto:saar.sinnaeve@anticancerfund.org)

Thank you!