



**RELAY
FOR LIFE**

أصدقاء مرضى السرطان
Friends of Cancer Patients
دولة الإمارات العربية المتحدة United Arab Emirates

Relay For Life

Fundraising Guideline



Jan 25-26
2025

American University of Sharjah
Sharjah – United Arab Emirates

YALLAGIVE



Relay for life 4th edition

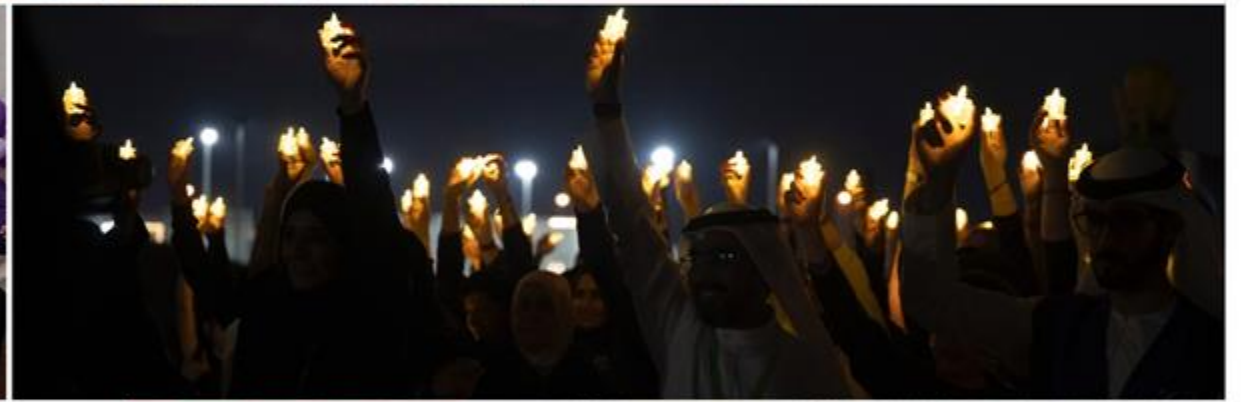
25 - 26 Jan 2025

American University of Sharjah
Sharjah – United Arab Emirates

The upcoming 4th edition of the Relay For Life 24-hour cancer walkathon will take place on 25-26 January, 2025, at the American University of Sharjah. This event offers a meaningful opportunity for UAE residents to support a worthy cause, with every lap walked and dirham raised directly aiding cancer patients by funding crucial treatments.

With an anticipated 5,000 participants, this event highlights the ongoing fight against cancer and the power of community support. Relay For Life not only raises essential funds for cancer treatment but also fosters a profound sense of solidarity and hope among participants, survivors, and their families.

Join us in making a difference and demonstrating that together, we are stronger in the fight against cancer.



The Three Pillars of Relay For Life

Our mission is to make a meaningful difference in the lives of those facing the challenge of overcoming cancer, focusing on our UAE home while also touching lives further afield. Here are our three key aims:

CELEBRATE

Celebrate life with our cancer survivors and spread positivity

REMEMBER

Remembering our lost loved ones to cancer

FIGHT BACK

Commitment to change and support on the road of fighting back cancer



Crowd Fundraising - YallaGive

Powered by the Community

Companies and individuals are encouraged to be part of the initiative.

- Through YallaGive platform, you can set up your own fundraising campaign to support the initiative and to maximize the impact of your good deeds.

As an Company / School

- Create a company / School fundraiser to encourage your employees / students to be part of the giving movement. Work together and spread the joy of giving in the workplace!



Sign Up and Register

Step 1: Sign Up As a Crowdfundraiser

- Click on [Sign Up](#) and then select Crowdfundraiser.
- You will be taken to the sign-up page, visible on the right-hand side.
- You can sign up using Gmail or a Facebook account or simply fill out the registration form. <https://yallagive.com/en/register>
- Complete the form and click “Sign Up” at the bottom once done.

Step 2: Logging in

- After you click "Sign Up," you will receive an email confirming that your account is being created.
- You will be logged in and redirected to your homepage

SIGN UP AS CROWDFUNDRAISER

Discover The Main Benefits Of Registering On YallaGive

- E-Wallet and Cash-Back Guaranteed
- Compliant with Local Charity Regulators in the UAE and Globally
- Charity Auctions Services
- Fully Customizable Campaign Pages
- Access vetted and legally registered charities & causes
- Visibility & Notifications on Donations & Progress reports
- Crowdfunding Services
- Analytics (Google Meta Tags and Facebook Pixel)

FACEBOOK

GOOGLE

Register using your email

YOUR NAME
Your Name

EMAIL
Email

PHONE NUMBER
Phone number

WHATSAPP NUMBER (E.G. 971)

Sign Up and Register



Step 3: Creating a campaign

- On the homepage, click the "YallaFundraise" button, which appears as a blue button at the top, as shown in the image.
- You will find a list of our active charities, Select **Friends of Cancer Patients**, by clicking "Fundraise for us" button
- You will be directed to the charities page of active campaigns, choose the **Relay For Life** campaign to fundraise.
- Click "Create campaign"

The screenshot shows the Yalla Fundraise website interface. At the top, there is a navigation bar with links for CAMPAIGNS, CATEGORIES, HEROES, CHARITIES, and a dropdown menu for 'Pink Carav...'. A blue button labeled 'Yalla Fundraise' is highlighted with a red arrow and the number 1. Below the navigation bar, there is a section titled 'CHARITY MEMBERS' with a search bar and a list of charities. The 'Friends of Cancer Patients' charity is highlighted with a red box and the number 2. Below this, there are two campaign cards. The first card is for 'Relay For Life' under the 'Friends of Cancer Patient' charity, with a goal of 250,000.00 AED and a 'Create campaign' button highlighted with a red arrow and the number 3. The second card is for 'United Arab Emirates' with a goal of 50,000.00AED.



Sign Up and Register

Step 4: Personalize your Campaign

- On this page all the campaigns details are listed, you can change the details as you wish, details like:
 - Campaign Title
 - Fundraising goal
 - Description
 - Cover image has to be 700x400 px
- Once you are ready to go, click “Create campaign” at the bottom.

Recommended size: 700x400px
Format: jpeg, png
Maximum file size: 1MB per image

Campaign Photo

CAMPAIGN TITLE

CHOOSE CATEGORY

CAMPAIGN GOAL

Amount in AED: 50000

LOCATION

United Arab Emirates

DESCRIPTION

Create campaign



Sign Up and Register

Step 5: Approval

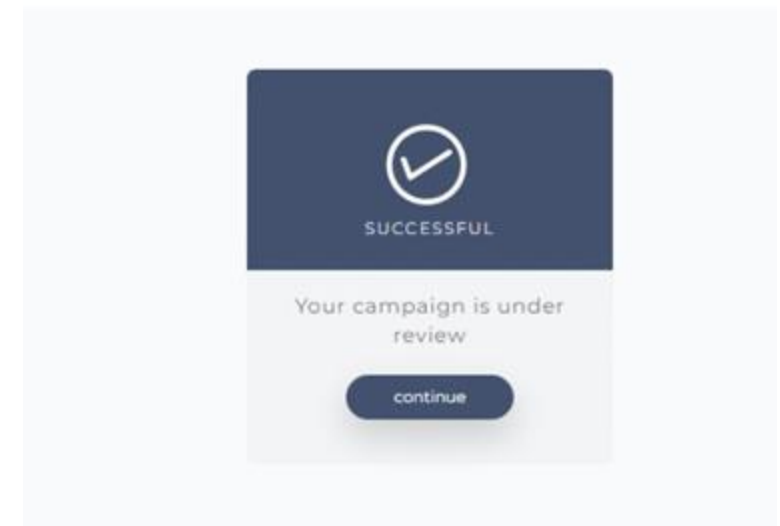
- Your campaign will be sent for approval by the charity, once they approve it your campaign will go live and you can share the link.
- Any changes you do to the campaign will also need to be approved.

Step 6: Sharing the link

- When you have your campaign go live you can use the link in your URL on the campaign page and share it.



CAMPAIGNS ▼ CATEGORIES ▼ FUNDRAISING HEROES BLOGS Welcome





Tips To Have A Successful Campaign



Make sure you start with a catchy clear title for your campaign.



Add a link of your campaign to your email signature.



Start with a small goal first then increase as you progress.



Share updates and news about your progress with your campaign on your social media.



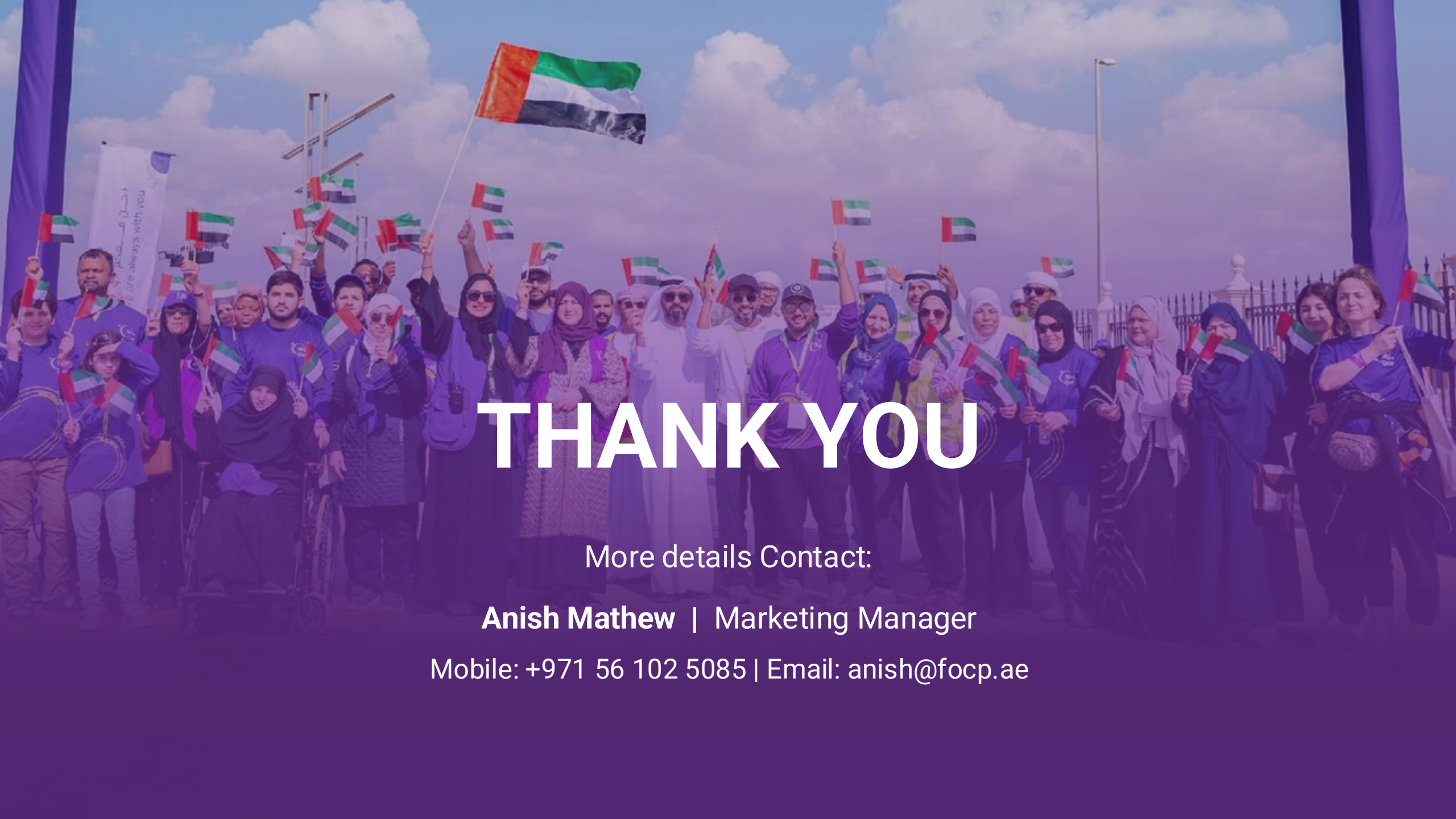
Selecting the deadline is crucial, make sure you set a realistic deadline; our suggestion is to keep it within the 60-80 day window.



Try to start with at least 5-10% of the goal secured before you launch the campaign. This can be raised from first degree contacts like friends, family and colleagues.



Fundraising is a personal thing, so always include a personal statement in your campaign and highlight why you are doing this.



THANK YOU

More details Contact:

Anish Mathew | Marketing Manager

Mobile: +971 56 102 5085 | Email: anish@focp.ae