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| Service Category | Funding | |
| Entity | Action for Breast Cancer Foundation | |
| Activity Sector | Health | |
| Logo of the Entity |  ACTION FOR BREAST CANCER FOUNDATION |  |
| Brief Description of the Entity | <p>Action for Breast Care Foundation is a not for profit organisation run by volunteers most of whom are cancer survivors or cancer patients undergoing treatment. Today, the foundation offers each person diagnosed with breast cancer a folder in which to keep all the relevant information they may need, a free brassiere to those who have undergone a mastectomy and free psychological services.</p> | |
| Representative Image |  | |
| Service | Sponsorships | |
| Duration of the service | 1 Year | |
| Service used write up | <p>The 'Know the signs' project includes the design and production of educational and awareness material. The aim of is to provide information and to educate people to know what they can do to lower their risk of breast cancer. In order to produce the educational material and raise the public awareness on the topic, the association requires financial support and sponsorships.</p> <p>In this context, the Association seeked the assistance to obtain sponsorships for this project. The expert provided assistance on the following tasks:</p> <ol style="list-style-type: none"> 1) Design the project Outline including the aim, objectives, deliverables outputs and the required budget; 2) Design sponsorship scheme (e.g. Gold, Silver, Bronze), list the amounts to be sponsored and how the sponsors will be acknowledged in terms of media and PR exposure (e.g. logo on project material, invitation to project press launch, logo on roll-up banner etc); 3) Design the brochure and covering letter to illustrate in brief the project proposal and the sponsorship opportunity; 4) Ensure sponsorship acknowledgement through display of logos and PR. | |
| Who provided the service | GK Consultancy Management and Marketing | |
| Output / Benefits | <p>The assistance received by the expert ensured that the Voluntary organisation could properly approach potential sponsors and keep sponsors updated on the project progress. As a result of the provision of this assistance, the Voluntary Organisation is approaching a number of business organisations who have been served over the years through the VO's educational seminars. The foundation also approached a number of companies to consider helping by acting as a corporate sponsor for the campaign.</p> | |