



CANSEARCH

fondation de recherche
contre le cancer de l'enfant

CANSEARCH FOUNDATION

**CORPORATE
PARTNERSHIPS**

**IF YOU ARE A COMPANY
WISHING TO COMMIT TO
A CAUSE RELATED TO
CHILDREN, THINK OF
THE CANSEARCH
FOUNDATION!**



WHO IS CANSEARCH ?

By supporting the CANSEARCH Foundation, you contribute to the advancement of medical research on childhood cancer. As the leading cause of death by disease in Europe, paediatric cancer affects between 250 and 300 new children each year in Switzerland. Medical progress has reversed the trend: 50 years ago, 80% of children with cancer could not be saved. Today, more than 80% of them can be cured. However, their cure often comes at the expense of heavy treatment, resulting in long-term side effects for 2/3 of patients, a relapse of the disease and sometimes even death.

Based on this observation, the CANSEARCH Foundation was created in Geneva in 2011. Its mission is to fund research projects in the field of paediatric oncology and haematology. Indeed, its raison d'être is to fill the lack of existing funds specifically dedicated to paediatric cancer research (in contrast to what is done for adult oncology).

More than 20 researchers, laboratory technicians and students, as well as more than 20 scientific projects are supported by CANSEARCH. The aim of these projects is to gain a better understanding of the different types of childhood cancer and, for the majority of them, to find therapeutic solutions that allow treatments to be better adapted to each child. The field of personalized medicine becomes meaningful when the genetics of the young patient are used to optimize the doses of medication prescribed, for example. Other projects focus on stem cell transplants, on some of the side effects mentioned above, as well as on certain rare cancers that require real international collaboration. Finally, the Foundation also supports the first paediatric biobank in paediatric oncology and haematology, open to any researcher in the field, which enables the launch of numerous projects.

Supporting CANSEARCH means bringing more hope to sick children and their families. By supporting medical research, more children can be cured. But it also means promising them a better future and a more serene adult life.





WHAT IS THE ADDED VALUE FOR THE PARTNER COMPANY ?

- Helping to cure children with cancer
- Combining social responsibility and corporate cohesion
- Raise awareness of the cause among employees
- Integrate your company into the local associative fabric with an international scope
- Promote its image as a brand and as a solidarity enterprise
- Giving meaning to its economic development
- Contribute to the scientific influence of Geneva
- Be visible on our website, social networking pages and to our audiences
- Deduct your financial contribution from your taxes

HOW TO SET UP THIS PARTNERSHIP ?

Through team building events

The company decides on a concept, involving its employees in its choice (e.g. by launching an internal idea competition), which will combine a team building event with fundraising for the Foundation.

CANSEARCH is available to come and introduce itself to the employees and help organize the event, but the company bears the costs.

Some ideas:

Set up a company team and participate in a run for which employees raise funds from their network (sponsors) and then the company doubles the donations. The company challenges its employees to count the number of steps taken in a day to encourage soft mobility. The company commits to paying a fixed amount per step. The company organizes an open day or a theme day and allows CANSEARCH to be present and visible, thus encouraging the public to donate to the cause.



OTHER WAYS TO SET UP THIS PARTNERSHIP

Through commercial action

The company can decide to donate a percentage of its sales over a specific period of time. In this way, it communicates its social responsibility and increases its sales figures and its impact on the public. For a company that provides services, a fixed amount per visit can also be donated, in the same spirit.



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Les coiffeurs de vos envies

Viva La Vie soutient la recherche contre le cancer des enfants.

En octobre, **nous reversons 5CHF** à chacune de vos visites.

Une séance coiffure chez Viva La Vie c'est le **plaisir** et la **générosité**

1 VISITE CLIENT = 1 DON

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www.vivalavie-geneve.ch
Viva-La-Vie-Genève



CANSEARCH
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Lulu et Nenette soutient la recherche contre le cancer des enfants.

En mars nous reverserons 5 CHF à la Fondation CANSEARCH à chacune de vos visites.



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=
2 Invitations à nos Workshops
+

5 CHF REVERSES à la fondation

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OTHER WAYS TO SET UP THIS PARTNERSHIP

Through direct financial donations

The company can decide spontaneously to donate to CANSEARCH, accompanied by a certain visibility in its external communication, at its convenience. The donation can then be dedicated to the operation of the foundation, to scientific projects in general or to a specific project.

The donation can be an amount decided by the management based on the company's annual results and budgets. It can also be a result of:

- an internal collection at the end of the year
- rounding of salaries of the employees
- a statement on the year-end greeting card that the company has chosen to make a donation instead of offering gifts to its customers
- an internal auction of gifts received by the management or works of art belonging to the company, etc.



OTHER WAYS TO SET UP THIS PARTNERSHIP

By sponsoring an event

The CANSEARCH Foundation organizes a large fundraising gala evening every two years. It is always looking for sponsors to contribute to the costs of organizing the event, to book tables, to offer raffle prizes and to place an advertisement in the programme. Rewards are of course offered in case of sponsoring.

It is also possible to become a sponsor of a specific event organized either by the Foundation or by a third party. By sponsoring our evening or another event, you increase your visibility and reinforce your image of solidarity with your public, but also with the public of CANSEARCH, thus increasing your network.



OTHER WAYS TO SET UP THIS PARTNERSHIP

Through volunteering of skills

The company can allocate one day per year to its employees for volunteering or set up a system of hours allocated per month to a volunteer project.

Since it is rarely possible for company employees to volunteer in the field for CANSEARCH, the Foundation favours the volunteering of skills.

Some ideas:

Staff members who are fluent in several languages can assist the Foundation's General Secretariat with translations.

Experts in the field of digital technology can provide advice to the Foundation in the development of its communication strategy.

Audiovisual service providers can edit a video or design and graphics experts can help the Foundation with some of its materials on a pro bono basis.



Through a personalized partnership

A tailor-made partnership, based on the specific needs of a company or its field of activity, can of course also be set up.



THANK YOU FOR YOUR SUPPORT !

To see past partnerships and get more ideas for action, you can visit the following pages on our website:

<https://cansearch.ch/en/agir/activites/>

for the actions

<https://cansearch.ch/en/soirees-cansearch/2021-3/>

for the charity evenings

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