

DEVELOPMENT & PHILANTHROPY

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“Philanthropy gives individuals the power to make a difference. 100% of our donations fund the salaries of outstanding researchers – which means that every single donation directly helps us stop cancer.”



Philanthropic fundraising could still be considered in its infancy in Spain – especially compared to the industry in other parts of the world. The opportunity to develop a new and innovative fundraising function within a globally established centre of excellence such as the CNIO is rare, and we have been excited to grow this exciting new function for the Centre.

The CNIO has established itself as a world-class cancer research institute and benefits from recognition by the scientific community and the public as a leader in improving health outcomes. The institute’s reputation has significant potential to attract philanthropic gifts as already demonstrated by the “Friends of the CNIO” crowdfunding programme. This reputation, combined with the opportunity to develop a structured new major gifts programme, uniquely positions the institute to be a world leader, not just in cancer research but in fundraising.

The CNIO has successfully attracted gifts to the CNIO Friends Programme (*Amigos del CNIO*) for a number of years now. The addition of a dedicated philanthropy office for the Centre has enabled us to take a strategic and proactive approach to securing funds for cancer research. This approach involves cultivating new prospects, and working with companies, foundations and associations to develop new collaborative partnerships in an effort to secure major gifts (€100k+) for the CNIO. In addition, we work with our colleagues in the Institutional Image & Outreach to Society team and the Communications team to develop an annual campaign to grow the brand of the CNIO and encourage the public at large to support the critical work of cancer research.

The CNIO Friends Programme was a success from the start, and has been growing each year to reach over €2.2 million in total donations thus far. 100% of these donations have been channelled into funding to recruit excellent scientists, opening new lines of research across the CNIO. These contributions have thus far enabled the CNIO to close 20 new 2-year research contracts. In 2020 alone, CNIO Friends raised €813k, which will be used to engage more scientific talent in 2021. In addition, the Office is growing the legacy programme, which has thus far received a cumulative total of €1.2 million since 2015.

In 2020, CNIO received charitable bequests of €258k, with €527k pending to be executed.

The Philanthropy Office was established to optimise the efforts to identify and cultivate new donor relationships, in addition to continuing to recognise and thank our existing supporters. In support of this goal, we were delighted to welcome 4 new CNIO Ambassadors from the entertainment industry, who joined the CNIO Stop Cancer campaign and kindly participated in our video campaign to invite new Friends to support our cancer research.

2020 has been an interesting year for philanthropic organisations and fundraising in general. For the CNIO, the year provided a robust funding total, however the potential effects of COVID-19 on society and on the economy may well be felt more keenly in 2021. Despite the challenges, the Philanthropy Office is optimistic about the future. The CNIO provides a wonderful partnership opportunity for organisations and individuals who feel passionate about working together to stop cancer. We look forward to working together with industry and society to enable the CNIO to continue to be one of the best cancer research institutions in the world.