

Development & Philanthropy

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2022 was an exciting year of progress for the Office of Philanthropy and Development. For the first time in our history, we raised over €1 million for the CNIO in 2022. Every single euro of this goes directly to research. We are grateful to every one of our donors who generously supported cancer research and contributed to this milestone annual achievement.

We were particularly delighted to close our first major gift for the Centre since the development of the Philanthropy Office 3 years ago. Our existing friend and supporter *Fundación Humanismo y Ciencia* made a generous gift to support renal fibrosis and telomere research at the CNIO. This gift follows from the Foundation’s original gift to fund a CNIO Friends contract, and we are very proud to have continued this collaboration.

In another new step for the office, in conjunction with the Offices of Communication and Institutional Image, we launched a campaign in collaboration with True PR to take our branding and fundraising campaign to a new level. Under the slogan “The lottery that touches you the most” together with our logo #CNIOStopCancer, the main event involved a lottery held on *calle Arenal* in central Madrid. During the event, members of the public and the press received “scratch and win” cards to show the high probability of suffering from cancer and increase the visibility of the CNIO. The successful campaign went on to win a gold medal in the “*Eficacia 2022* Awards” for recognition for the use of communication to promote research.

The CNIO Friends Programme has raised over €3.8 million in donations and pledges since 2015. 100% of these donations go directly to cancer research – the ‘CNIO Friends Contracts’ programme is used to recruit excellent scientists from around the world to conduct 2-year postdoctoral research projects. Major donations to the CNIO go to the ‘CNIO Friends Projects’ programme to support innovative cancer projects within specific Groups or areas of research at the CNIO. These contributions have thus far enabled us to hire 34 new researchers since 2016. In addition, the legacy programme continues to grow. The CNIO has raised a cumulative total of ~€1.5 million since 2015, and we have an additional €1.4m in legacy pledges pending to be executed.

The success of 2022 is thanks in part to the work of the last 3 years. Major gift fundraising in particular is a long, slow process. It takes sustained effort, strategy, and robust systems behind the scenes to enable a major programme to be successful. We hope this is the start of many more innovative and transformative gifts and collaborations to come for the CNIO, and we are excited about the year ahead. We are delighted to be able to enable more of the brilliant work of the CNIO and give the public the opportunity to join us in our mission to stop cancer. ■

“Philanthropy can enable transformative change – every individual can be part of the solution in helping us to stop cancer. 2022 has been record-breaking for our philanthropic programme, and we look forward to continuing to take this exciting work to a new level.”