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# Development & Philanthropy

## DEVELOPMENT & PHILANTHROPY

JESSICA J. ROSE Director

Development & Philanthropy Officer  
Mercedes Antona



For many fundraising organisations, a large percentage of the gifts received must go towards supporting the administrative structures around giving. This can be up to 80% in some cases, or in more sobering terms, enabling just 20 cents of every euro to go to the actual cause. At the CNIO, we have a model in which *every single euro* goes directly to research; nothing else. This is the benefit of giving directly to the research centre. The CNIO Friends Contracts programme provides 100% of the funding of the salaries of the CNIO Friends post-doctoral researchers. This means that no matter at what capacity a person can donate, every single contribution directly funds the salaries of our research Fellows, be it €1 or €100,000.

Donations to the CNIO Friends Projects programme also go directly and fully to research. These larger 6- and 7-figure gifts can fund specific projects, research areas, equipment, or scientific collaborations at the CNIO. We are in the early days of this new programme at the CNIO, but we are excited about the funding opportunities and potential partnerships that are starting to emerge.

To recognise and acknowledge World Cancer Day on February 4<sup>th</sup>, we launched our annual campaign in conjunction with the Offices of Communication and Institutional Image to encourage greater awareness and new donations to the CNIO. This year, in a nod to the World Health Organisation's "environmental impact of cancer", the campaign claim highlighted some of the environmental risk factors such as diet and pollution that are associated with increased incidences of cancer.

The CNIO Friends Programme has raised over €4.45 million in donations and pledges since its inception. We opened the new call for another 7 researchers in 2023. In total, philanthropic donations to the CNIO have thus far enabled us to hire 41 new researchers since 2016. In parallel, legacies and inheritances to the CNIO provide funding for existing research groups at the CNIO, and we have cumulatively raised ~€1.58 million since 2015. We have an additional €2.46m in legacy pledges pending to be executed.

Philanthropy can be such rewarding work, and it can also be slow and frustrating. Great success can seem like it arrives overnight, but it has always been the effort of sustained, strategic, and effective work that has been built over many years by the fundraising team. My heartfelt thanks to the fantastic work of my colleague Mercedes Antona, who puts her whole heart into the role. Together, we are delighted to be enabling some of the brilliant cancer research at the CNIO. ■

**“Philanthropy opens doors to innovation, scientific exploration, and ground-breaking discoveries. It is a pleasure to provide the Spanish public and beyond with the means to get directly involved in our wonderful work here at the CNIO.”**