



gifted®

CASE STUDY

The Omère Foundation

How to prepare for
a global fundraising
campaign

Exceptional fundraising partnerships

\$200m to transform the future of global healthcare

This was the challenge facing the Omère Foundation's Chair and Founder, Abdulla Al Gurg, when he first approached us at the beginning of 2023. Meeting with Gifted's Chief Executive, Amy Stevens, he sketched out his plan to transform the future of global healthcare with a ground-breaking new longevity programme. Focusing on wellness and preventative medicine, it was also a healthcare model that Abdulla had personal experience of, after suffering from a debilitating stroke at the age of 36 and making a full recovery.

"I was lucky enough to benefit from a life-transforming health experience at the Omère Institute, powered by personalised diagnostics, precision therapeutics and a one-on-one education program. This process transformed my health, improved my quality of life and, I am quite sure, extended my life by many years," says Abdulla.

Convinced of the programme's potential, he went on to establish the Omère Foundation and invested \$40m of his own funds into the development of pioneering health technology. The next step was to persuade others to share his passion for the project.

"It was clear from the outset that the Foundation was aiming to achieve something really innovative," says Amy. "Abdulla had a clear vision for rolling out a bespoke programme with the capacity to save and change thousands of lives around the world. But, he needed help to refine the case for support and identify like-minded philanthropic investors."

A new approach to healing

Partnered with the Omère Institute, the Foundation's mission is to change the familiar narrative of what it means to grow up and grow old. Rather than accept the challenging markers of chronological age, the goal is to shift the focus to biological age and the prospect of slowing down or reversing this entirely. Unfortunately, even though scientists around the globe are perfecting diagnostics and advancing therapeutics to make this possible, these cutting-edge approaches are often hard to find and difficult to access. What's more, traditional healthcare tends to limit itself to one-size-fits-all treatments and a wait-and-see approach. The upshot is that too many people fail to benefit from breakthrough health solutions that could change the course and quality of their lives.

The Foundation is keen to address this problem, so that more people from very different backgrounds can experience the same positive health outcomes.

Rather than treating someone as an assembly of systems and symptoms, Omère's case for support outlined the benefits of a more functional and holistic approach to healing. The narrative also touched on the advances being made by disruptive technologies in life sciences, genetics and genomics – all of which are changing the metrics for biological age, predictive health span and genetic risk.

"What we wanted to articulate was a radically different type of healthcare to what we are used to seeing," said Amy. "The Foundation's 5-elementology programme is something novel and unique. It offers patients a highly personalised path to better health and has the potential to expose the origins of common age-related and chronic diseases."

Testing the vision

As Amy worked with the Foundation on planning for a global feasibility study, she focused the fundraising case on Abdulla's priority of putting charitable purpose over commercial profit. This vision was based on dramatically extending the programme's reach with a further five Institutes in the United Arab Emirates, Switzerland, Singapore, California and New Zealand. In each case, the ambition was to make Omère's expertise more widely available and genuinely inclusive. And, rather than build these organisations around profit, the goal was to make them beacons of philanthropic collaboration and achievement.

"We wanted to test the feasibility of raising as much as \$200m to fund the development plan," explains Amy. "\$60m of this was to support health and longevity therapies and the remainder was to establish the Dubai Institute including a comprehensive suite of treatment options. In anyone's book the scope of the project was enormous, especially for a brand new charity looking to make its mark in the sector."

The steps to success

The study itself was a great success. Between April and July 2023, Amy met with a range of interviewees from ten different countries, either in person or online. The fundraising case was well received, with participants being intrigued by the concept and impressed by the commitment to put 'purpose over profit'.

"Nearly everyone I spoke to commented on how important it was to hear about Abdulla's own health journey and his willingness to make a transformational gift to the Charity before asking anyone else to consider doing the same," says Amy. "Although Abdulla has great regional relationships in the UAE, it was also critical that we used the study to reach out and build global networks, in some cases from scratch. This was easier in Australia and the UK where, as a consultancy, we already had connections, but in places like the USA, we had to work harder and invest in more conversations."

The interviews also revealed key differences between geographical regions, with the UK/Europe, Australia, the USA and the Gulf Cooperation Council all sharing valuable insights into the likely success of the Omère healthcare model in their part of the world.

Moving forwards

The study report gave Abdulla and the Foundation an actionable way forward, based on a clear set of recommendations. This included information on tax effective giving for each of the target regions, globally, and also provided the Charity with a full suite of policies to ensure they were operating ethically and in line with regulations in Jersey where they hold charitable registration. In addition, the study research highlighted some valuable intelligence about fundraising, its restrictions and legal considerations in Dubai and the UAE.

“Overall, our findings were extremely positive, and we were able to confidently recommend that the Foundation proceed with its fundraising strategy, albeit with a significant planning stage,” says Amy. “This was to allow time to recruit both a Development Board and a Scientific Advisory Board to make sure Abdulla has the peer support behind him to take the project forward.”

Since then, Amy has worked with four newly recruited team members at the Foundation, along with the Foundation Director, and has provided strategic support with regards to the global approach, alongside training in asking for major gifts.

If your organisation is planning a global project and you need strategic fundraising support to help you achieve your goals, get in touch with one of our directors and find out more about our international experience.

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