

Helping small charities achieve big things

INDIVIDUAL GIVING TRACK

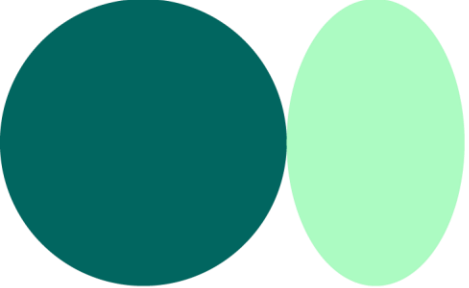
Jessica Bland

Malaghan Institute of Medical Research



Individual Giving Track
Sponsored By:

Robejohn



The Malaghan Institute is NZ's world-class independent biomedical research institute.

We focus on breakthrough discoveries in Immunology to find better treatments and cures to disease.



Cancer

Through helping the immune system better recognise and respond to cancer cells, our aim is to create gentler, more effective cancer treatments.



Infectious disease

We investigate the immune system's role in infectious diseases such as COVID-19, hepatitis B and influenza to find new treatments and cures.



Allergic and inflammatory disease

We're investigating the underlying genetic and environmental factors that lead to allergic and inflammatory diseases to find new ways to target and treat these debilitating conditions.

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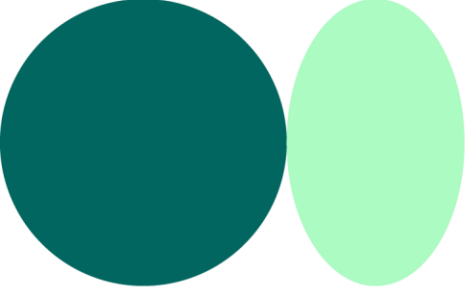
CONFERENCE



MI FUNDRAISING LANDSCAPE PRE 2021



- **Annual fundraising \$3 million**
- **Primary funding sources: contestable grants, bequests, major funders**
 - Often restricted funds tied to specific research equipment/programs
- **Minimal Individual giving program**
 - One annual appeal
 - 3 hard copy newsletters
 - No digital
 - No Regular Giving
- **Loyal but shrinking active supporter base**
- **Struggling to raise unrestricted funding**



STRATEGY SNAPSHOT



THE GOAL: ESTABLISH INDIVIDUAL GIVING AND GROW UNRESTRICTED FUNDING

Diversify	Build awareness / lead generation / reactivate	Grow campaign income	Retain
Diversify giving channels. Introduce digital platforms.	Increase visibility and engagement. Expand and strengthen the active supporter base.	Optimize campaign strategies for greater impact. Explore innovative approaches to increase campaign revenue. Focus on cultivating unrestricted funds.	Maintain high levels of donor engagement and appreciation. Implement effective strategies for donor retention.

CHECKING UNDER THE HOOD



Make a donation

Your donation will help speed up the pace of medical research. Make a regular or one-off donation, donate to a specific area of research, or let us use your donation where it is most needed.

OTHER WAYS TO DONATE

By direct credit or automatic payment

You can donate directly into our bank account.

Account Name: The Malaghan Institute of Medical Research
Account Number: 06-0507-0050209-00

Please email us with your details and where you would like your donation to go so we can send you a receipt.

You can set up a one-off or regular automatic payment by [printing this form](#), filling it in and sending it to us (see address below).

By cheque

You can make a cash donation by sending a cheque payable to Malaghan Institute of Medical Research to:

Malaghan Institute of Medical Research
PO Box 700
Newtown
Wellington 6242, New Zealand

Giving from the US

If you're based in the United States, you can make a tax-deductible donation to the Institute through [CAF America](#).

Or get in touch

If you would like to discuss how you can support the Malaghan Institute of Medical Research, please contact:

Jenny Sim, Head of Development
P: 04 493 8324 x 812
E: jenny@malaghan.ac.nz

Alternatively you can ring 1800 625 344 (6253 MALAGHAN) to make a donation.

Keep in touch with the Malaghan Institute

Sign up to the Malaghan Institute's leading list to stay up to date with the latest from our research programmes and development. You can unsubscribe at any time.

OTHER WAYS TO DONATE

By direct credit or automatic payment

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Or get in touch

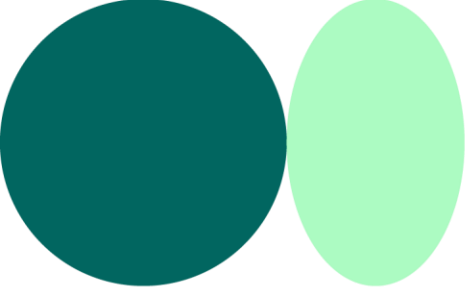
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Identified gaps (opportunities for improvement):

- **Manual processes/limited functionality**
 - Web donations & email subscribers processed manually
 - No regular giving functionality
 - No digital eco system
- **Outdated website**
 - Website not user friendly, expensive to customise
- **Unreliable supporter data**
 - Unreliable supporter data
 - Database clunky and outdated
- **Limited in-house skills**
 - Minimal in-house digital and technical skills
- **Lack of supporter engagement**
 - No established supporter journeys
 - Lack of clear calls to action
 - Absence of compelling storytelling

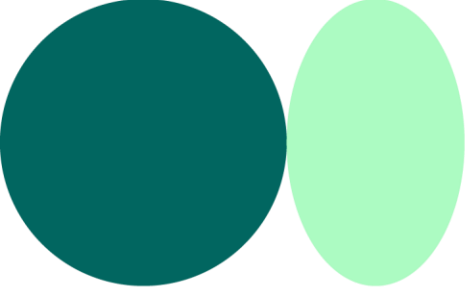


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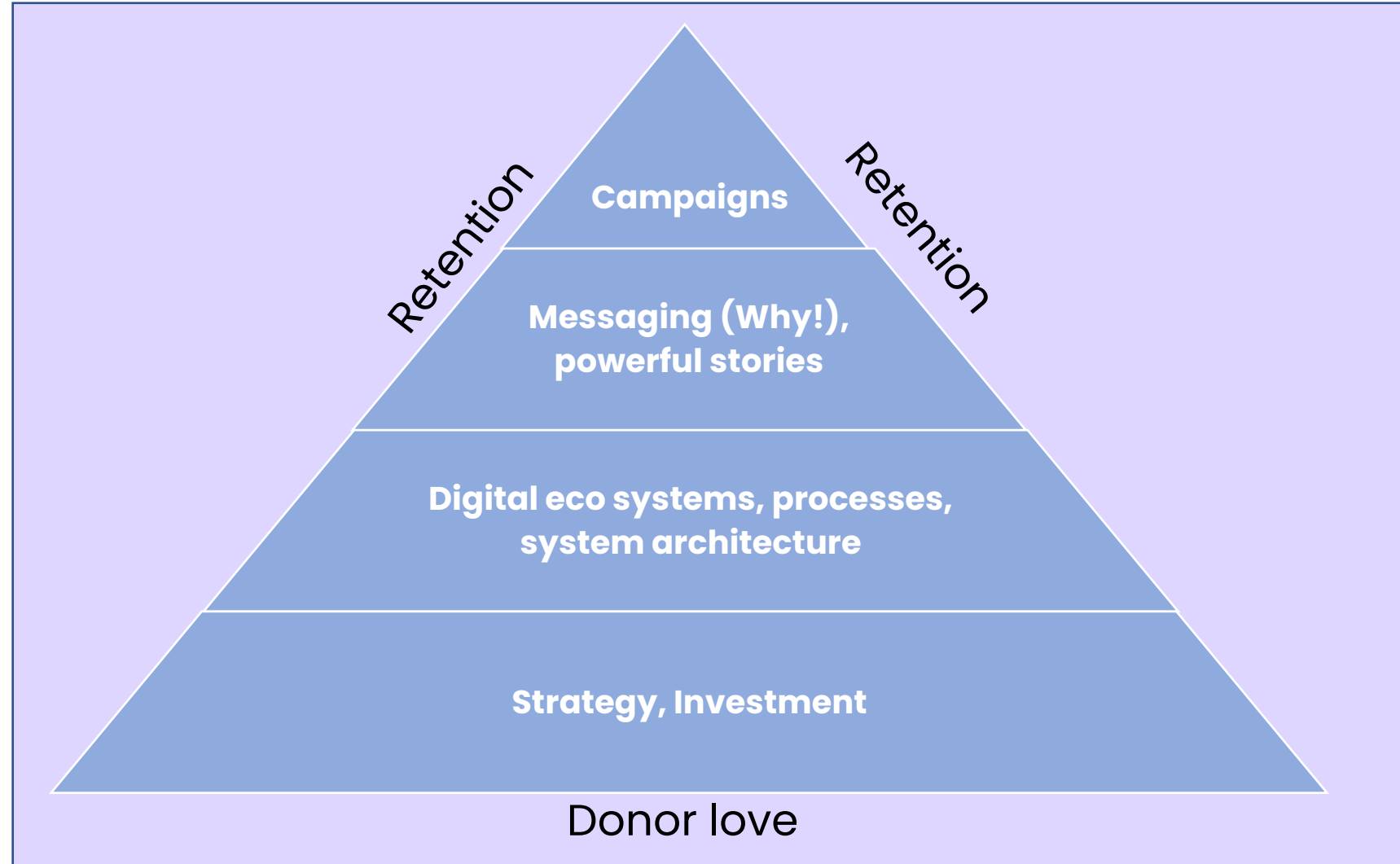


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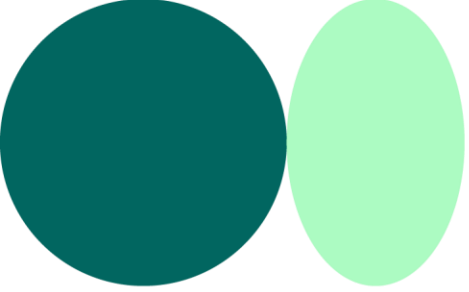
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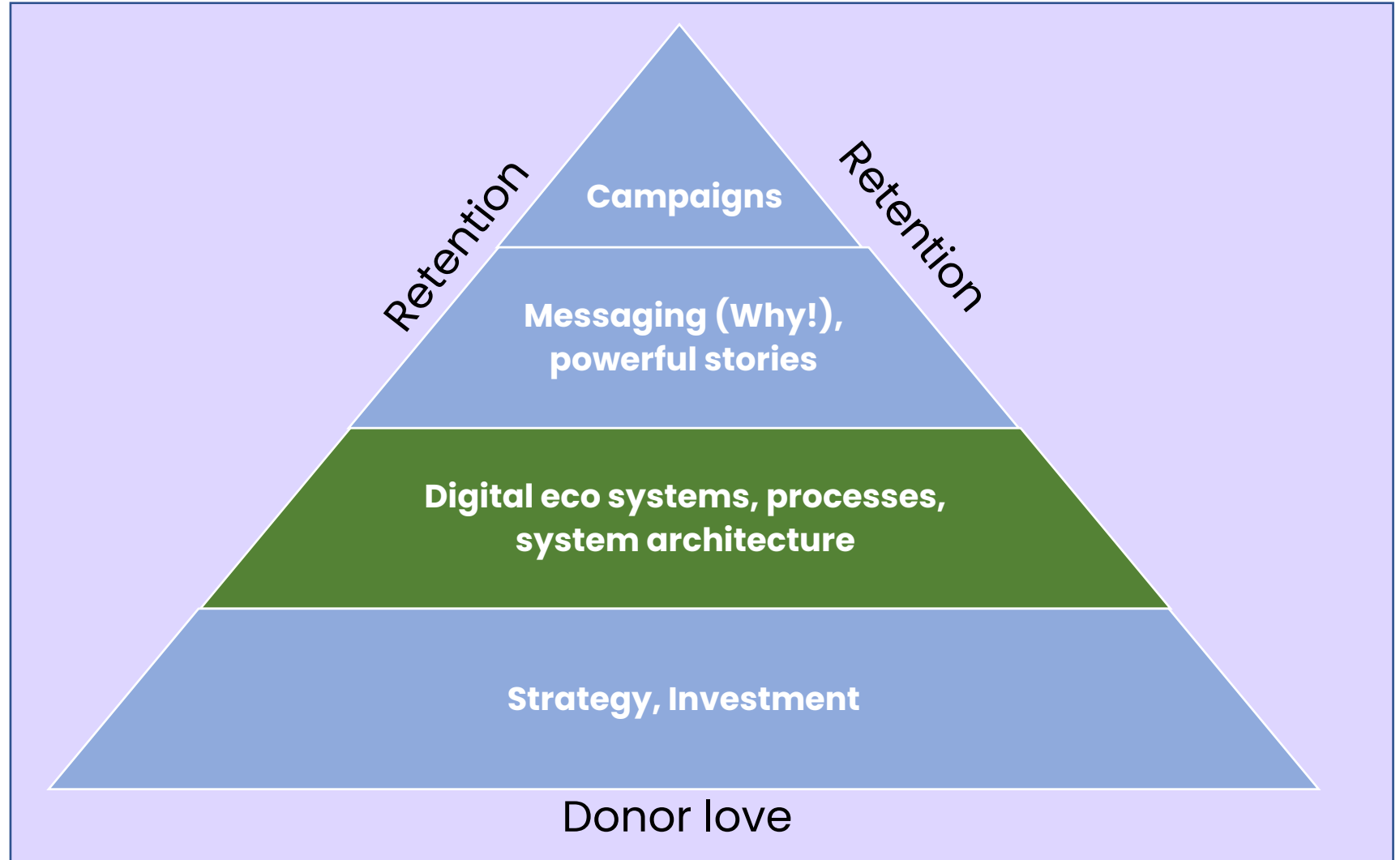
INDIVIDUAL GIVING BUILDING BLOCKS



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INDIVIDUAL GIVING BUILDING BLOCKS

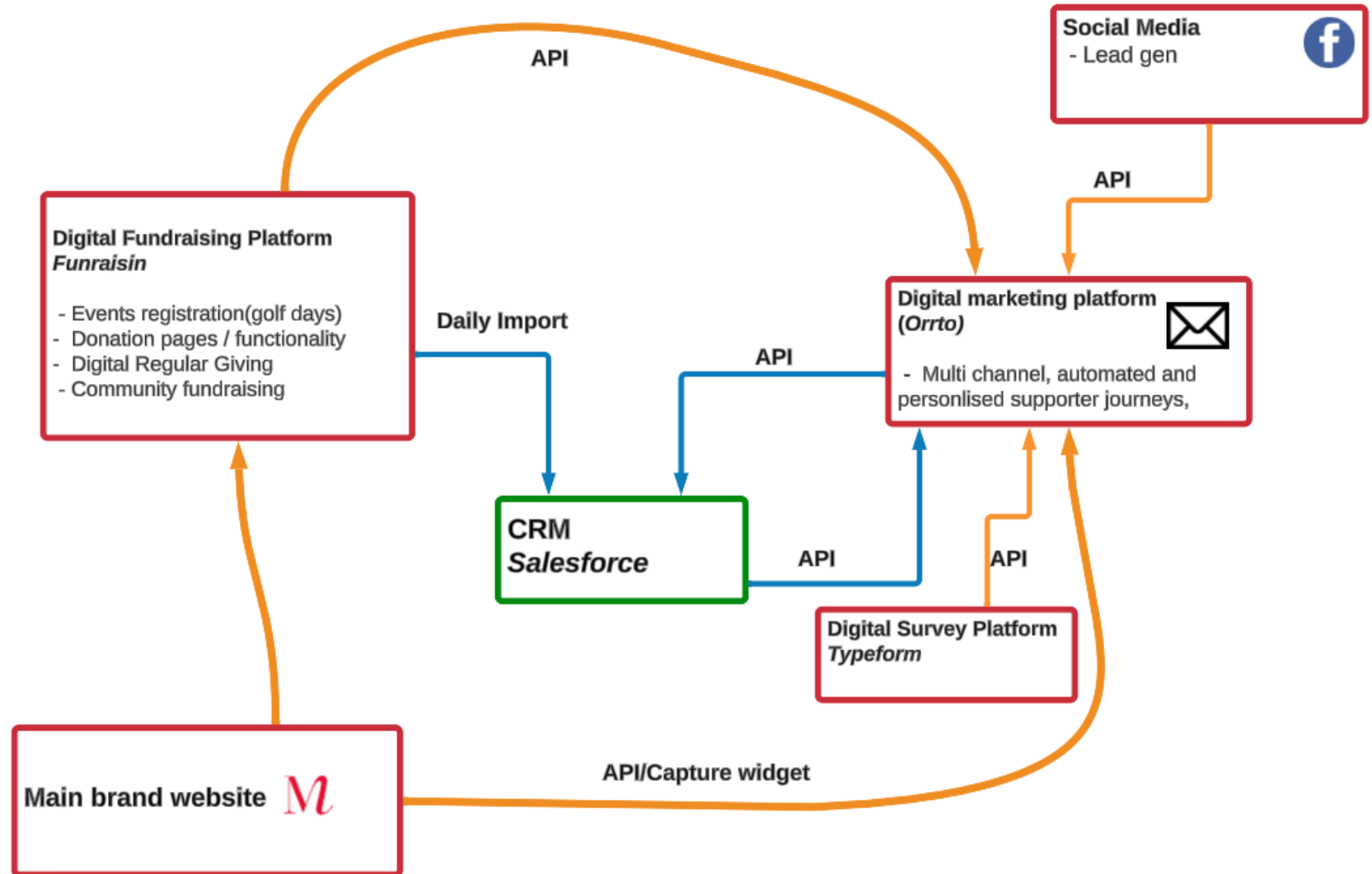


CONFERENCE

MALAGHAN'S EVOLVING DIGITAL ECO SYSTEM



- New CRM
- New fundraising platform
- New marketing platform
- 'Out of box' API's





FOOD FOR THOUGHT WHEN BUILDING YOUR ECO SYSTEM



Your teams skills:

- Check out the digital skills and resources your team brings to the table and choose appropriately!

Future-proof and affordable:

- Is it scalable without breaking the bank. How adaptable is it for future needs?

Unique needs:

- Any unique needs or quirks you require?

Tools talking:

- How will your tools connect with each other? Is there an easy-to-use APIs out of the box?

Need-to-haves vs. nice-to-haves:

- Figure out the essentials from the fun extras. What do you really need?

Lock and key for donor info:

- Make sure you understand the security of the tool – will it keep your donor data safe and sound.

Numbers and charts:

- What kind of analytics tools come with the package?

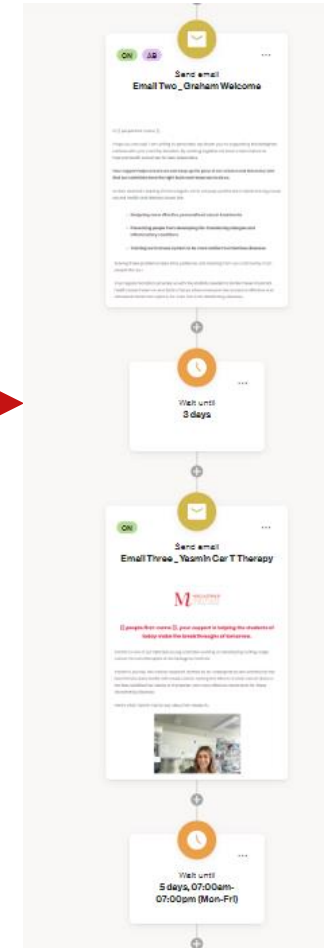
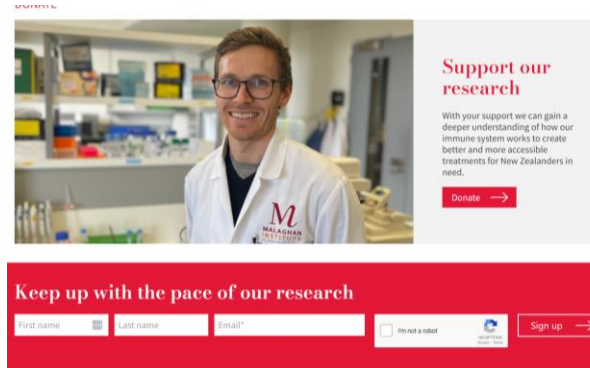
User-Friendly, training & support:

- Is it easy to use? Are there enough resources to get your team up to speed? Is there sufficient support to help when things go wonky?

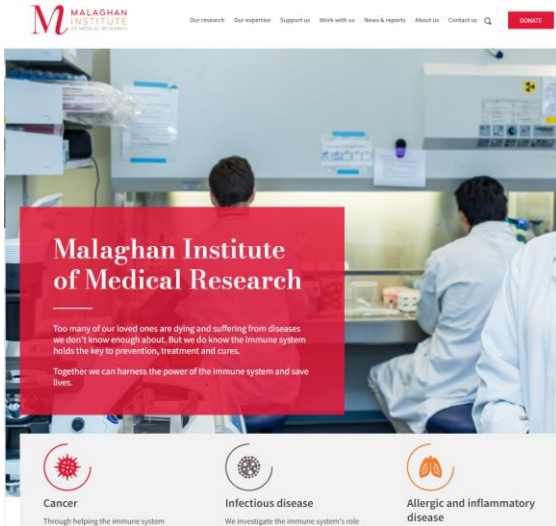
SUBSCRIBING TO MALAGHAN



- New subscribers instantly added to relevant onboarding journeys
- Two-way API ensures that all information is stored on supporter record. Supporter record created for new supporters.



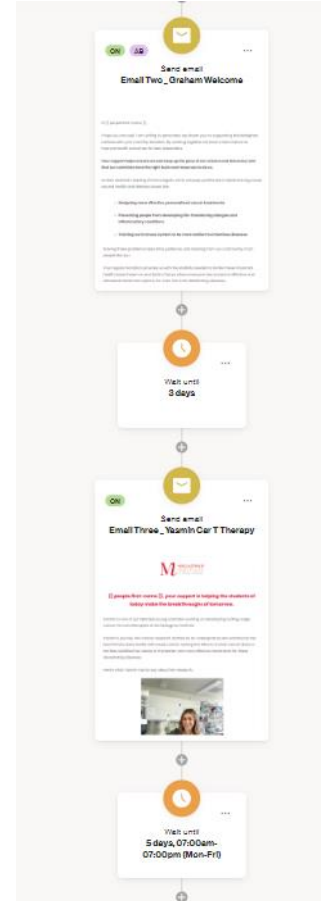
DONATING TO MALAGHAN



Automatically added to relevant supporter journey

Engagement activity, donation record, segmentation fed between both platforms

- User friendly donation form
- Donation instantly processed; receipt delivered.
- Easily imported daily to CRM



COMMUNITY DIY FUNDRAISING EASILY ESTABLISHED



Malaghan Institute

Home | News | Our research | Get involved | Contact us | **FUNDRAISING** | DONATE

Fundraise for the Malaghan

When we support each other, we go further. Whether you're participating in a fun run, raising it back with an online or in-person event, every bit of support goes a long way towards helping us find new treatments and cures for disease. No matter what your passion is, or if you're fundraising as an individual, school or community group, we want to help you achieve your fundraising goals!

[CREATE YOUR FUNDRAISING PAGE](#)

Your support makes breakthroughs possible.

We all know someone affected by disease and – like you – wish there were better treatment options. But new discoveries won't make themselves! Our scientists have the passion and drive, but it takes everyone – you included – to help transform these discoveries into life-saving cures.

As a charity, the Malaghan Institute is owned by New Zealanders, for New Zealanders. That means every bit of support you raise for the Malaghan goes towards our research. By supporting the Malaghan, you're supporting the research that will one day lead to a cure.

Thank you!

It only takes three steps to start your fundraising journey!



Pick an idea
Decide on what type of event you'll do. We have heaps of ideas below to help get you started.



Set up your fundraising page
It only takes a minute to set up your own custom fundraising page and start collecting donations right away!



Spread the aroha
Once you're all set up, time to share it with the world! The more people you reach, the quicker and more your fundraising goal.

[CREATE YOUR ONLINE PAGE](#)



March For Myeloma By Colin MacDonald

Raised so far:
\$27,643



Jodi's March For The Malaghan By Jodi Butler

Raised so far:
\$18,908



Mowhawk Madness By Kate Twigg

Raised so far:
\$17,650



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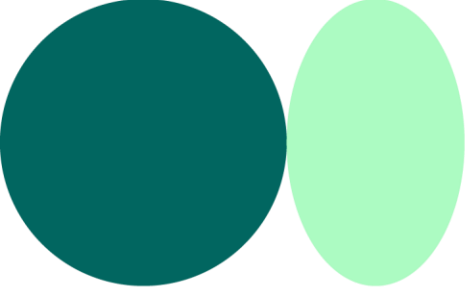
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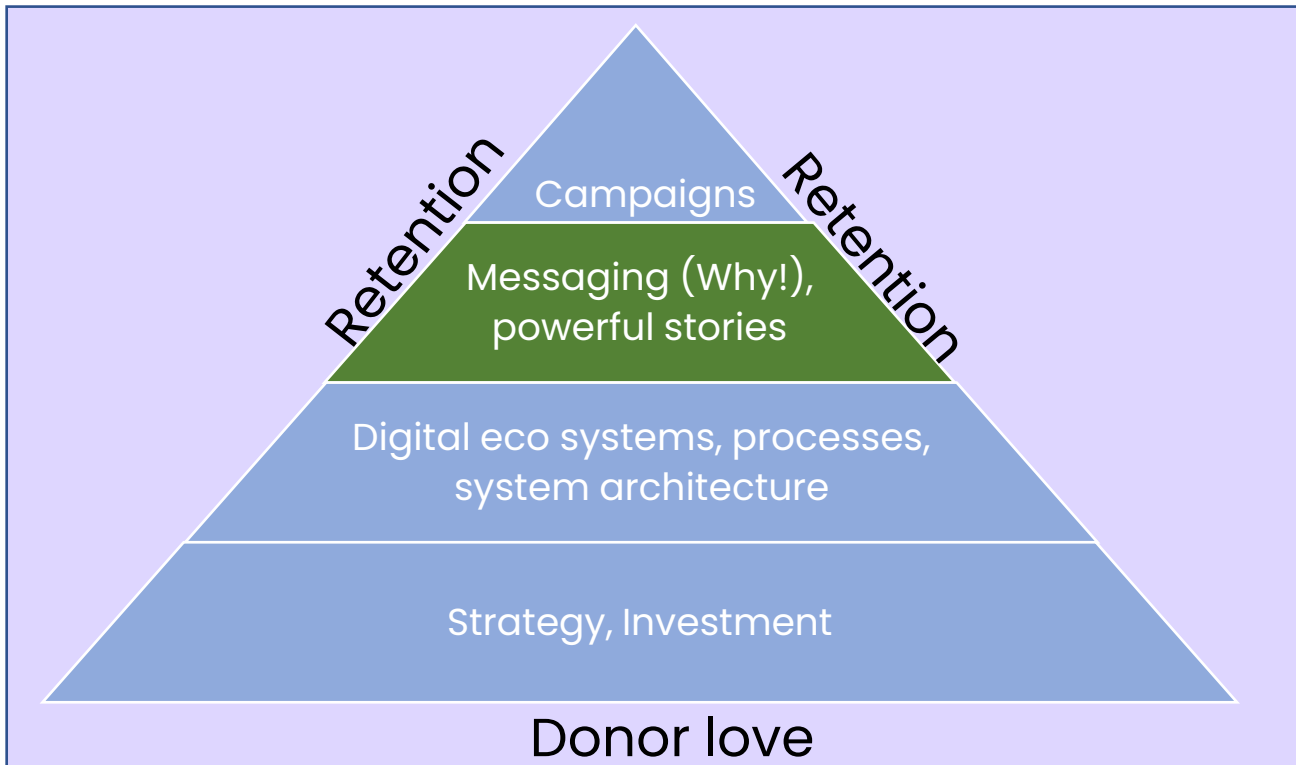
TOP TIPS FOR BUILDING YOUR DIGITAL ECO SYSTEM!



- Your CRM needs to be the point of all truth!
- Write down your ideal situation and work back from there. Consider your MVP.
- Do your research, do the free trials, ask your community.
- Ask for the charity discounts – don't ask don't get!
- Think about scalability – try not to customise if you don't have too!
Out of the box is easier, far more cost effective and more future proof!



CLEARLY COMMUNICATING YOUR WHY AND AMIBITION

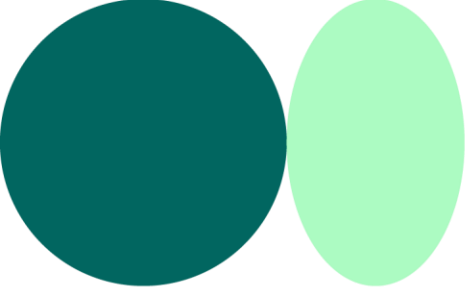


**PEOPLE DON'T BUY
WHAT YOU DO, THEY
BUY WHY YOU DO IT.**

Simon Sinek

FIA

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It is not about YOU!



Research shows that charities that effectively address their supporters' personal needs are more likely to maintain loyalty.

Your support lets us do more

It cannot be overstated how important philanthropic support is for independent research. While much of our research is underpinned by government support, such as through the Health Research Council of New Zealand, it is the backing of the community that gives us the freedom, flexibility and spirit to make breakthrough discoveries and shapes our growth.

Philanthropic support charges us to meet the demands of the community. As support grows, we are urged to explore more diseases, grow capacity, increase our impact. It is a challenge I believe the Malaghan Institute meets head on. In the past 12 months we crossed the 100 staff threshold. We brought online some of the most advanced analytical technology available in the world. We commenced New Zealand's first CAR T-cell clinical trial. All these achievements were made through support from philanthropic givers such as you.

This year, I ask that you continue to push us forward, driving us to achieve greater heights. Your support is that critical component of medical research that allows us to transform discovery into cures.

Thank you,



Breaking ground on ground-breaking cancer immunotherapy

Thanks to support from the community, the Malaghan Institute is training the next generation of New Zealand's world-leading immunologists.



PhD students like Yasmin Noori are funded by generous people like you, to pay for things like living costs, fees, conferences, and the equipment needed to support her research into cancer immunotherapies. It is only with your support that our scientists have the chance to make significant medical discoveries.

"I'm doing my PhD as part of the CAR T-cell team, working on a new form of cancer immunotherapy, supervised by Dr Rob Weintraub and Dr Rachel Perrut.

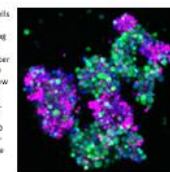
"CAR T-cell therapy is an exciting new form of cancer immunotherapy where we're reprogramming a patient's own immune cells to fight and target their cancer."

CAR T-cell stands for Chimeric Antigen Receptor T-cell. The therapy works by redirecting a patient's own immune cells (T-cells) to the laboratory, to directly identify and attack cancer cells. These modified T-cells are then returned to the patient where they can attack and



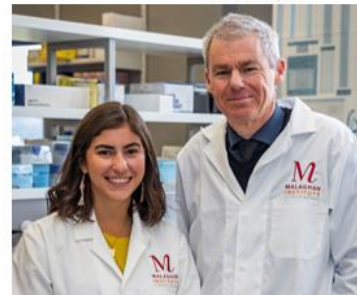
destroy cancer cells. The T-cells can act as "living drugs", providing long-term protection against relapse, similar to a vaccine.

"My role is to investigate how these CAR T-cells are actually working once they're reinfused into the patient. In particular, I'm investigating the downstream effects of these CAR T-cells once they've started signalling to kill the cancer to the rest of the body. Our hope is that once we have a better understanding of exactly how these CAR T-cells operate, we will be able to expand this therapy to other forms of cancer."



Thank you!"

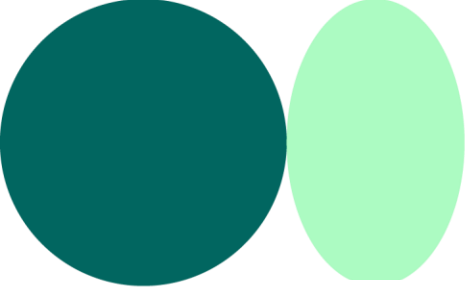
PhD student Yasmin Noori, supervised by Dr Rob Weintraub and Dr Rachel Perrut, are shown attacking a cluster of green colorectal cancer cells. As the cancer cells die they turn blue.



UNDERSTANDING YOUR WHY



- **Why? It is the biggest question in fundraising.**
- **We need to communicate the problem we are trying to solve.**
- **This is what will inspire supporters. It needs to be simple and emotive.**
- **Being clear on our 'why' drives our ambition & proposition.**



WHY, THEN WHAT AND HOW



Why?

Do we need money?

Impact:

The future change in the lives of the target audience (or who they care about)

This must come first - the fundraising ask.

What?

Will we spend it on?

Outcomes:

What our research aims to achieve / has achieved.

The bigger the donation we are asking for, the more information we need in these areas.

For very small donations we may need minimal information – if the brand can do the work for us.

How?

Does our research work?

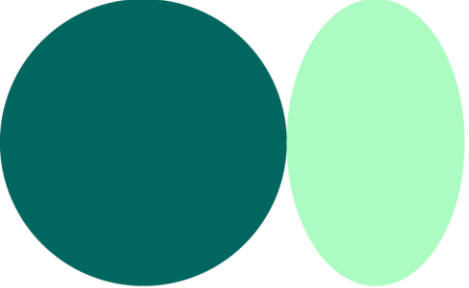
Activity:

What our outcomes will be, and how they work.

CRAFTING MALAGHAN'S 'WHY' STATEMENT

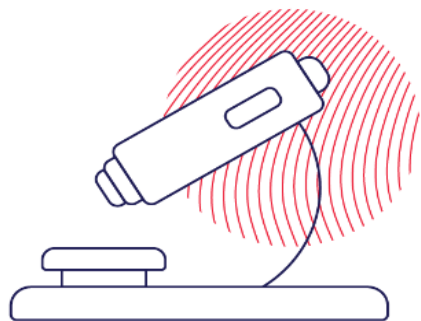


Problem	MIMR best Placed to solve this?	What do we love doing?	Will people give money to solve this problem?	Total score
<i>People are unnecessarily suffering from disease</i>	3	5	3	11
<i>Not enough treatment options for diseases. By finding new/better treatments options we can reduce suffering from disease</i>	4	5	4	9
<i>Lifesaving research isn't happening fast enough (In NZ). Pace of research is too slow (treating more diseases)</i>	4	2	3	9
<i>Cancer is destroying lives/we're all touched by cancer</i>	2	3	5	10
<i>We don't know what causes allergy or autoimmune conditions</i>	5	3	4	12
<i>People are dying because we don't know enough about the immune system</i>	5	5	5	15



Together we can harness the power of the immune system and save lives

People we love are suffering and dying from diseases we don't know enough about. But we do know the immune system holds the key to prevention, treatment and cures.



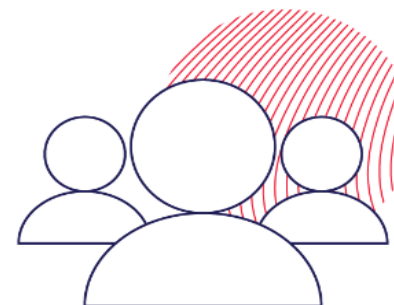
Deeper understanding

Your support will help research to understand how to use the immune system to fight disease.



Better treatments

Your support will help our scientists develop new immunotherapies to more effectively treat disease.



Fairer access

Your support will help us to take our research into the community to provide treatment options for all.

EMBEDDING YOUR WHY



The screenshot shows the homepage of the Malaghan Institute of Medical Research. At the top, there is a navigation bar with the logo and menu items like 'Our research', 'Our expertise', 'Get involved', 'News & reports', 'About us', 'Contact us', and 'Search'. The main header features a large red banner with the text 'Malaghan Institute of Medical Research' and a sub-headline: 'Too many of our loved ones are dying and suffering from diseases we don't know enough about. But we do know the immune system holds the key to progression, treatment and cure. Together we can harness the power of the immune system and save lives.' Below this are three columns for 'Cancer', 'Infectious disease', and 'Allergic and inflammatory disease', each with a brief description and a 'Find out more' button. A 'The immune system' section follows with a video player and a 'Learn more' button. At the bottom, there is a 'DONATE' section with a photo of a researcher and the text 'Support our research' and 'With your support we can gain a deeper understanding of how our immune system works to create better and more accessible treatments for New Zealanders in need.' A 'Keep up with the pace of our research' section at the very bottom includes a newsletter sign-up form with fields for 'Email address', 'Last name', and 'First name', and a 'Sign up' button.

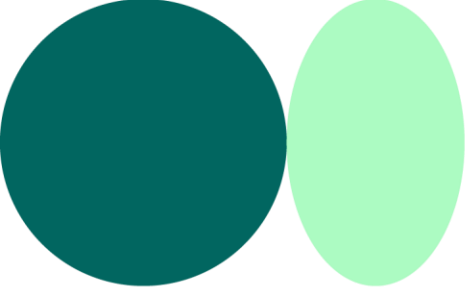
This screenshot shows the 'About' page of the Malaghan Institute of Medical Research. It features a large photo of a smiling female researcher in a white lab coat. The page has a red header with the logo and navigation. The main content area is titled 'About the Malaghan' and includes a bio for a researcher. Below this, there is a section titled 'Together we can harness the power of the immune system and save lives' with three icons representing 'Deeper understanding', 'Better treatments', and 'Faster access'. Each icon has a brief description and a 'Learn more' button. At the bottom, there is a 'Please support our research today.' section with a 'Donate now' button and social media icons for Facebook, Twitter, LinkedIn, and YouTube.

This screenshot shows the 'Why follow us' page of the Malaghan Institute of Medical Research. It features a red header with the logo and navigation. The main content area is titled 'Why follow us' and includes a bio for a researcher. Below this, there are three columns with icons and text: 'Deeper understanding' (microscope icon), 'Better treatments' (hand holding a star icon), and 'Faster access' (person icon). Each column has a brief description and a 'Learn more' button. At the bottom, there is a 'Please support our research today.' section with a 'Donate now' button and social media icons for Facebook, Twitter, LinkedIn, and YouTube.

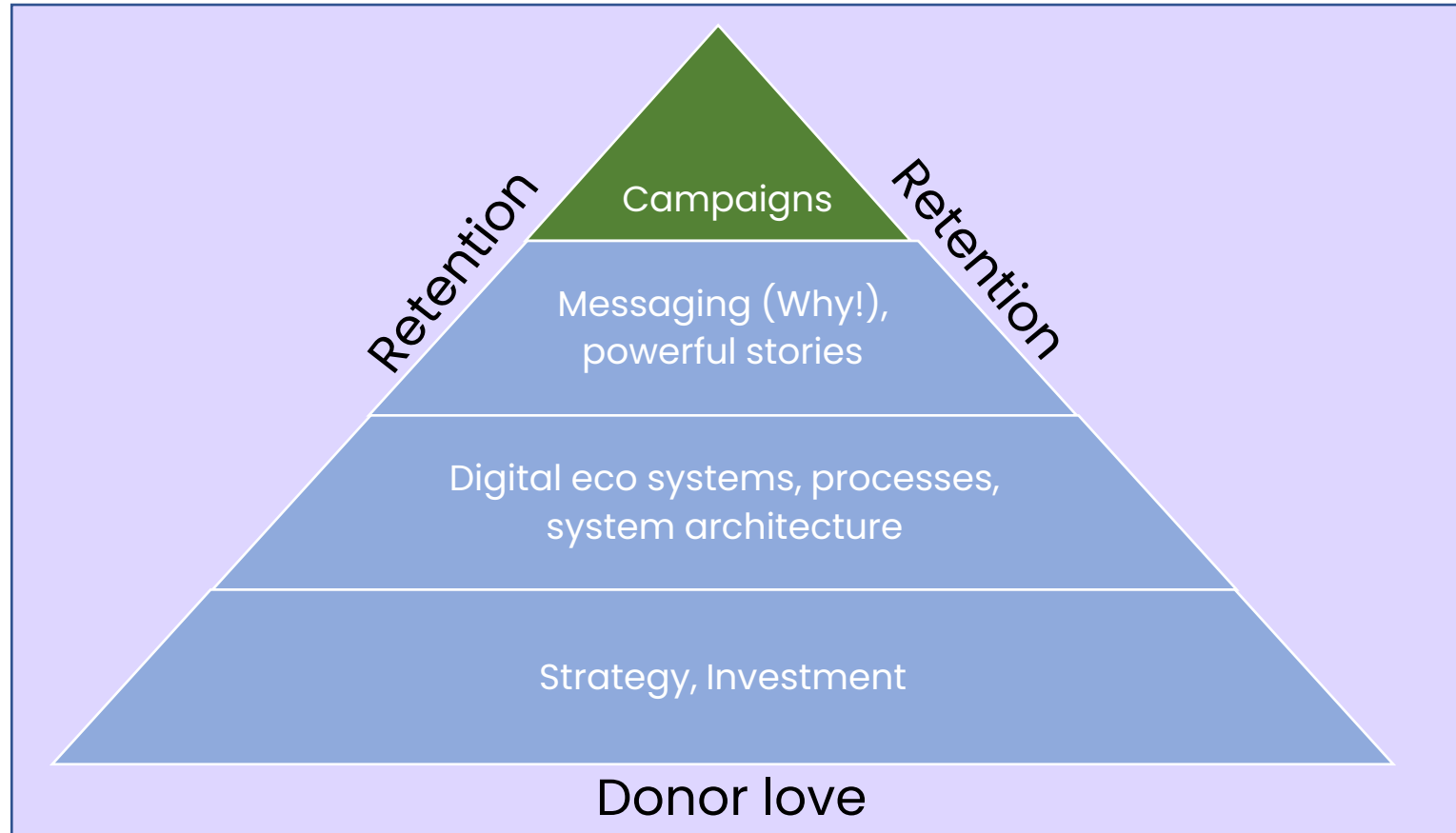
This screenshot shows the 'Sponsored' page of the Malaghan Institute of Medical Research. It features a red header with the logo and navigation. The main content area is titled 'Sponsored' and includes a bio for a researcher. Below this, there is a large video player with a play button and the text 'On average 66 people are diagnosed with cancer every day in New Zealand'. Below the video player, there is a 'patient's survival declines longer than it was anticipated' text. At the bottom, there is a 'malaghan.org.nz' link, the text 'Without research there is no cure', and a 'Learn more' button.

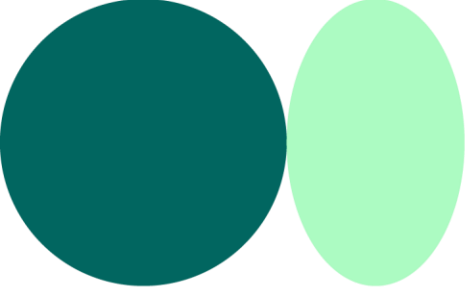


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DONOR CENTRIC FUNDRAISING





POWERFUL STORIES THAT REPRESENT YOUR WHY



Jodi's March For The Malaghan

By Jodi Butler

Raised so far:
\$18,908



FIA

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TRANSFORMING OUR ANNUAL APPEAL



- 1 wave direct mail appeal
- **First time powerful story / focus on Why**
- **First time testing digital wrap around**
- Partnered with digital agency, Big Foot Fundraising social media advertising / 4 X EDM's
- Strong thank you, phone calls, hand written post cards.

SUPPORT BETTER, GENTLER AND LOWER COST TREATMENTS

"people like Jodi"

Malaghan Institute of Medical Research

Malaghan Institute of Medical Research

It's New Zealand's biggest killer. 66 people are diagnosed every day. 1 in 6 people will be diagnosed in their life. Cancer - enough is enough.

Every one of us at the Malaghan Institute believes in a future where all Kiwis will have access to more effective, gentler cancer therapies - less harm on the body than conventional treatments, while providing long-term protection against relapse.

YOUR donation is the key.

50% didn't sound like very good odds to me. I had too much life to live and I couldn't imagine leaving my children behind.

For that reason we need better and less toxic cancer treatments and we need them here in New Zealand.

You can help!

Support life changing research

Give hope to people like Jodi

Donate today

Malaghan Institute of Medical Research

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YOUR donation is the key.

Malaghan Institute

Donate now

Front

Side 1 Flat

Side 2 Flat

Closed

Malaghan Institute of Medical Research

Sometimes it's what you can't see that makes the biggest difference.

This is what the future of cancer treatment looks like.

CAR T-cells attacking blood cancer

Malaghan Institute

malaghan.org.nz

Take a closer look

Discover what's possible

Learn more

Malaghan Institute of Medical Research

If there's one donation you can make this EDPI, make the donation that will help revolutionise cancer treatment in New Zealand.

Make a tax-deductible donation to the Malaghan Institute before midnight the 31st, and you'll be a part of finding more effective, gentler cancer treatments.

Your donation is the key - please donate today!

Malaghan Institute

malaghan.org.nz

EDPI is coming. Donate to fight cancer now!

Let's put an end to cancer as we know it

Learn more

Malaghan Institute of Medical Research

Jodi didn't know if she was ever going to see her two boys grow up. Eight rounds of chemotherapy, months of high

"50% chance of dying didn't sound like very good odds to me."

- Jodi, cancer survivor

Jodi deserves better. Your donation is the key.

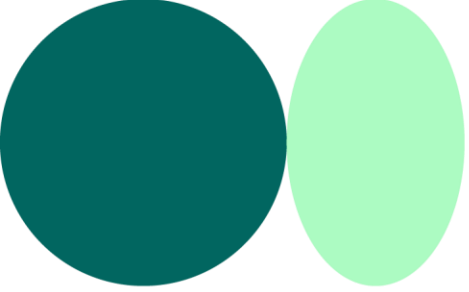
Malaghan Institute

donate.malaghan.org.nz

Unlock the future of...

Not affiliated with Meta

Donate Now



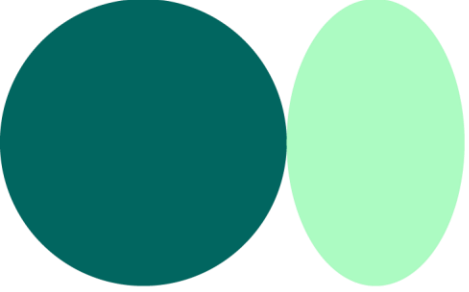
SIGNIFICANT BOOST IN RESULTS



	Response rate	Average donation	Total raised	Total spent
AA 2022	13.5%	\$313	\$252,000	\$28,000
AA 2021	11.36%	\$232	\$122,303	\$20,000



CONFERENCE



DIGITAL FOR THE WIN



- Small spend of \$4762, generated 88 donations, raising \$11,827, ROI of 2.48
- High engagement throughout the campaign, overall CTR of 5.60%
- 293k impressions, 71k reach, 13k 3 second views
- Improvements in all website metrics vs same time of 2021 appeal (*except slight increase in bounce rate*)
- Strong email performance, average 60% open rate and 6% CTR

Spend	Impressions	Reach	Clicks	CTR	Purchases	Income	CPR	ROI
\$4762	239,566	71,311	13,425	5.6%	88	\$11,827	\$54.10	2.48

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	75.54% ▲ <small>7,025 vs 4,002</small>	75.09% ▲ <small>6,601 vs 3,770</small>	103.56% ▲ <small>9,952 vs 4,889</small>	4.11% ▲ <small>67.72% vs 65.04%</small>	2.35% ▲ <small>2.00 vs 1.95</small>	46.07% ▲ <small>00:01:55 vs 00:01:19</small>	33.41% ▲ <small>35.50% vs 26.61%</small>	171.56% ▲ <small>3,533 vs 1,301</small>	0.00% <small>\$0.00 vs \$0.00</small>

KEEP THE MOMENTUM, ALWAYS ON



- **We showed that digital worked**
- **\$2000 monthly on Always on Digital Advertising**
- **Focused on feeding the funnel, remarketing is key**
- **Not just about donations**

Malaghan Institute of Medical Research
Sponsored · 🌐

Sometimes it's what you can't see that makes the biggest difference. 🧬 ...see more

This is what the future of cancer treatment looks like.

CAR T-cells attacking blood cancer

MALAGHAN INSTITUTE OF MEDICAL RESEARCH

malaghan.org.nz
Take a closer look
Discover what's possible

Learn more

Malaghan Institute of Medical Research
Sponsored · 🌐

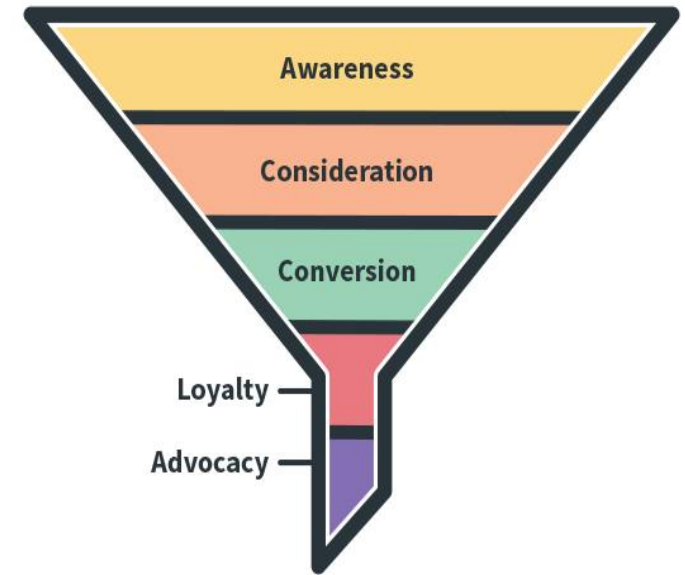
Too many of our loved ones are dying and suffering from diseases we don't know enough about. But at the Malaghan ...see more

On average
66 people
are diagnosed with
cancer every day
in New Zealand

patient's surviving decades longer than it was anticipated

malaghan.org.nz
Without research there is no cure

Learn more



KEEP THE MOMENTUM, ALWAYS ON



BIGFOOT FUNDRAISING

OVERVIEW

Date range: 31 August 2023 - 8 February 2024

Campaign	Amount spent	Impressions	Reach	3-second video plays	Link clicks	CPC (cost per link click)	Landing page views	Cost per landing page view	Clicks (all)	CTR (all)	Purchases	Cost per purchase	Purchases conversion value	Purchase ROAS (return on ad spend)
BF - AO - Cold Acquisition	\$2,945.15	225,489	68,531	20,347	1,365	\$2.16	973	\$3.03	7,191	3.19%	25	\$117.81	\$1,621.00	0.55
BF - AO - Retarget to Cash	\$2,669.44	168,065	22,673	6,753	717	\$3.72	414	\$6.45	4,927	2.93%	25	\$106.78	\$8,048.50	3.02
BF - AO - Retarget to RG	\$3,150.44	184,774	19,341	12,472	730	\$4.32	441	\$7.14	4,671	2.53%	54	\$58.34	\$5,742.40	1.82
BF - AO - Awareness - Landing Page Views	\$1,935.87	274,075	99,132	23,876	4,229	\$0.46	3,361	\$0.58	12,174	4.44%	2	\$967.94	\$1,322.50	0.68
Results from 4 campaigns	\$10,700.90 Total Spent	852,403 Total	164,783 Accounts C...	63,448 Total	7,041 Total	\$1.52 Per Action	5,189 Total	\$2.06 Per Action	28,963 Total	3.40% Per Impre...	106 Total	\$100.95 Per Action	\$16,734.40 Total	1.56 Average

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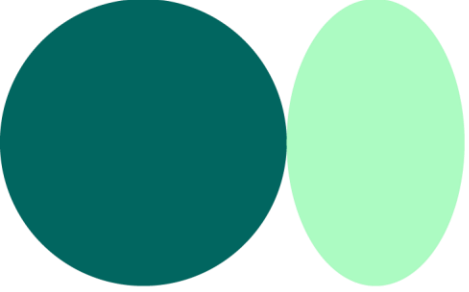
CONFERENCE

\$10,701
spent

106
purchases

\$100.95
CPR

1.56
ROAS



ALWAYS ON TO RG



**BIGFOOT
FUNDRAISING**

REGULAR GIVERS

Of the 106 donations generated by this Always On campaign, many of these have been regular givers:

- ✓ 54 donations tracked to the RG acquisition campaign
- ✓ At least 80% of these confirmed as RGs = 43 regular givers
- ✓ Strong lifetime value from new regular givers, in addition to \$5,742 up-front donation value at a 1.82 ROAS.

	STREAMING SERVICE	MALAGHAN INSTITUTE OF MEDICAL RESEARCH
Groundbreaking medical research	X	✓
Clinical trials for new treatments	X	✓
Regular news and reports	X	✓
Owned by New Zealand	X	✓

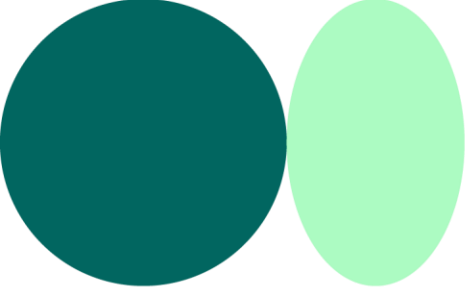
Subscribe to life-saving research.

DONATE.MALAGHAN.ORG.NZ
Subscribe to life-saving research
The best subscription you'll ever sign up for

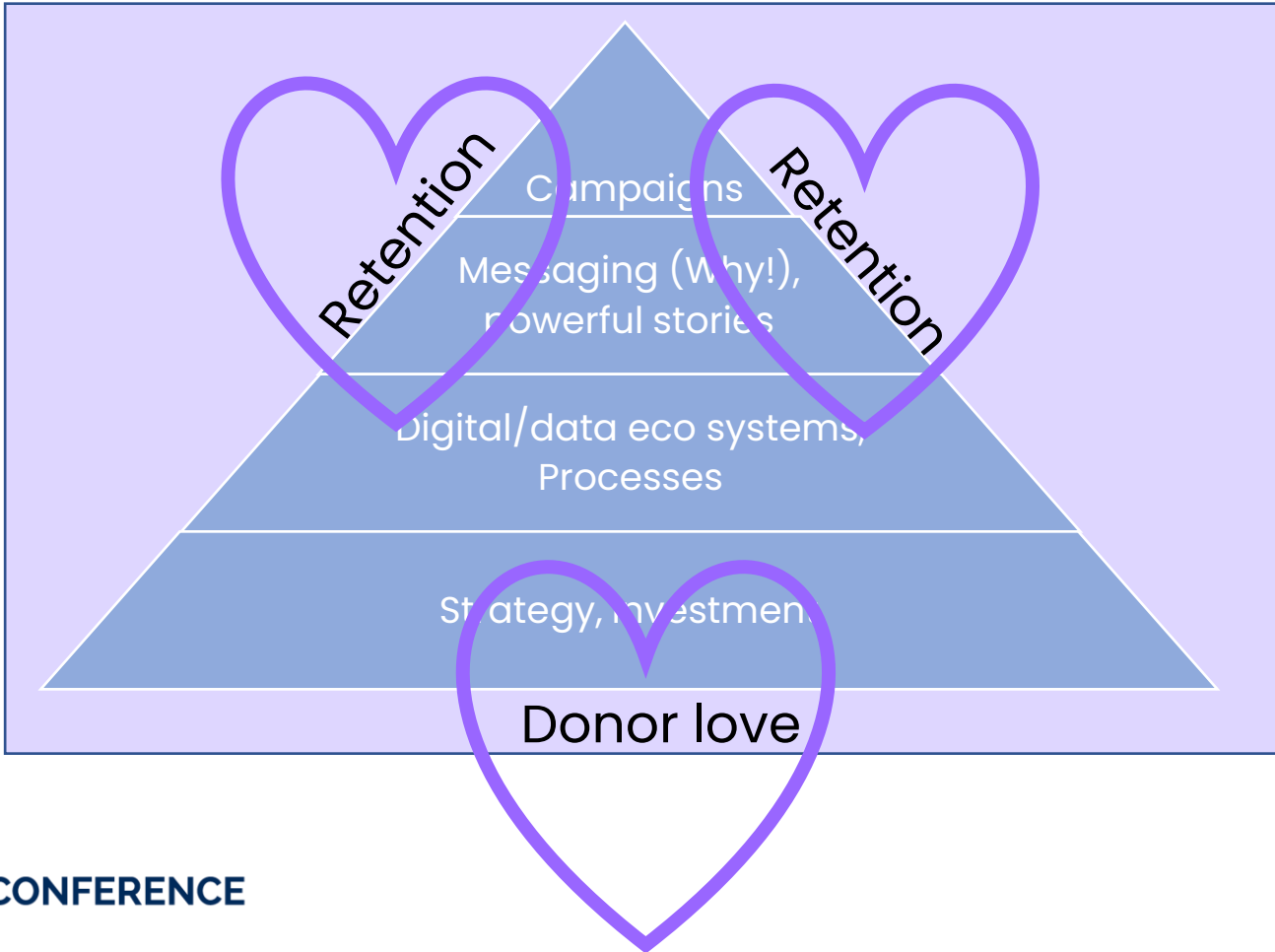
487 52 comments 25 shares

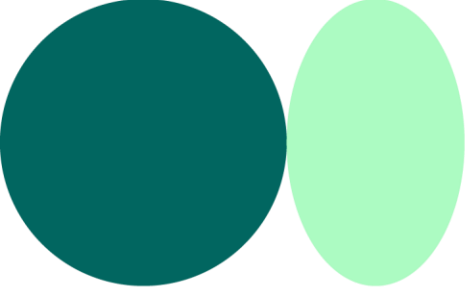
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DONOR CENTRIC FUNDRAISING





DONOR CENTRIC FUNDRAISING



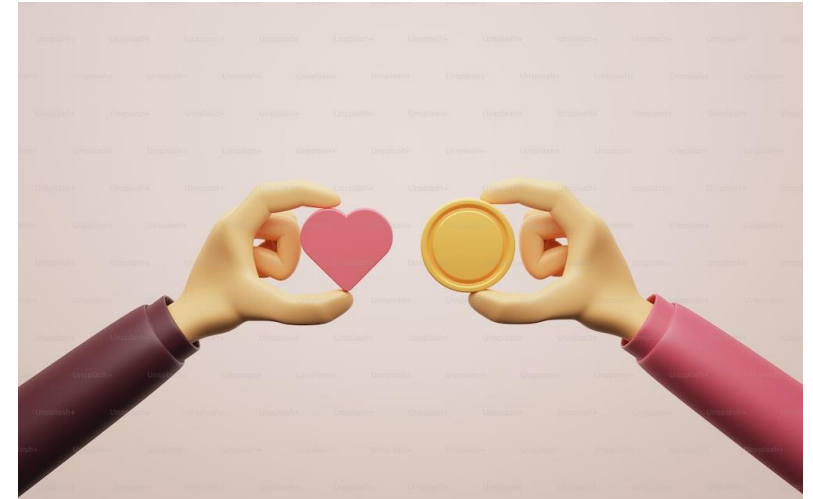
- **We need to continue to move away from the churn and burn.**
- **We need to stop planning campaign by campaign without thoughtful connection in between.**

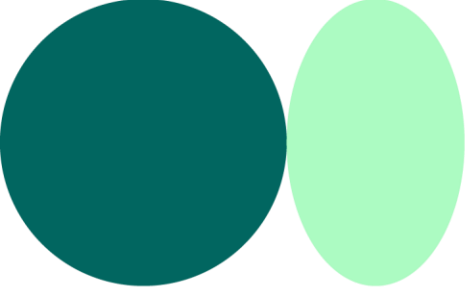


DONOR-CENTRIC FUNDRAISING



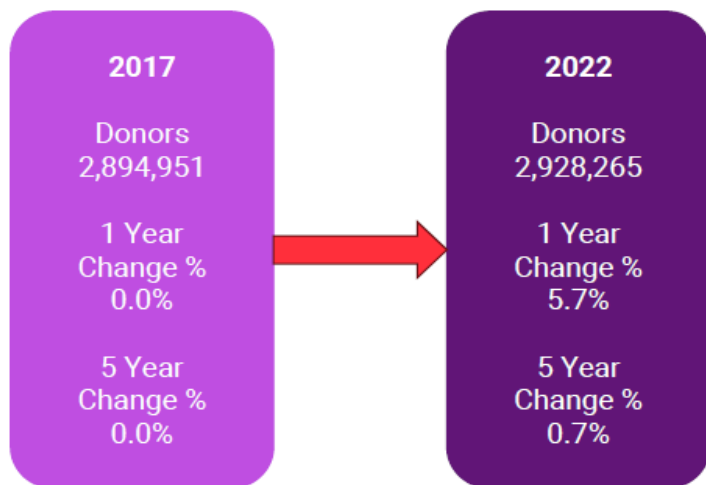
- ❖ **Long-term donors continue to grow in lifetime value and gift in wills confirmation rates.**
- ❖ **80% of Individual Giving income comes from retained donors.**
- ❖ **Retained donors are critical to stability and growth.**
- ❖ **Charities investing in retaining donors year on year will pay back their acquisition efforts faster**





Acquisition DONOR LOVE IS EVERYTHING

Acquisition volumes not driving up total active donor numbers



Donor Number % growth	2020 to 2021	5-year % growth
Individual Giving (Overall)	6%	1%
Single Giving	-11%	-16%
Regular Giving	2%	-5%
Community & Event Giving	6%	3%
Gift-in-Wills	3%	-2%

In 2017 2.9m donors* gave to the 43 charities analysed. In 2022 2.9m donors gave to the same 43 charities.

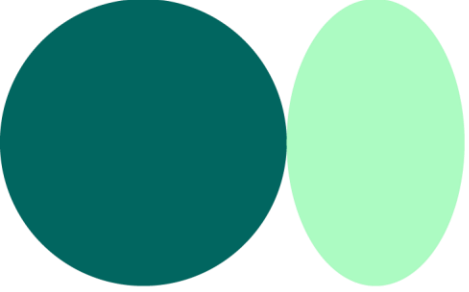
The number of donations made annually has seen small growth of 5% since 2017, and the number of total donors only increasing by 0.7% since 2017.

Despite acquiring 1.2m new donors in 2022 and 5.8m donors since 2017 growth in income has come from giving in response to emergencies, ongoing investment in Regular Giving acquisition and retained donors giving more each year rather than more people giving.

* Note the donor count is a combined total of each of the 43 organisations and will count donors multiple times who give to multiple organisations



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DONOR CENTRIC = COMMUNICATING OFTEN



- Introduced monthly e news series
- personal connection to scientist and their research.
- Links in recent news articles.
- Video content that can be repurposed

Share Subscribe

IN FOCUS

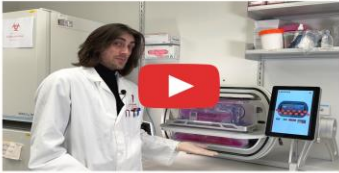
AN UPDATE FROM THE MALAGHAN INSTITUTE OF MEDICAL RESEARCH

Welcome to In Focus for September. This Blood Cancer Awareness Month we return our focus to CAR T-cell therapy, a revolutionary immunotherapy that is transforming the treatment of blood cancer. To date CAR T-cell therapy has proven most effective in treating certain lymphomas, B-cell leukaemias and myelomas in Australia, the UK and parts of Europe. CAR T-cell therapies for these types of cancer are licensed for routine use. And we're working hard to make it a standard of care in New Zealand.

One of the ways we're doing this is by automating the manufacture of CAR T-cells to scale up production and ultimately treat more patients, more efficiently. Behind the cutting-edge technology enabling this seismic shift is a uniquely skilled operator, Research Officer Felix O'Hagan. Felix has been leading an optimising and stabilising cellular Culture Cell Therapy Manufacturing Platform over the last 18 months. This month we started automated production of CAR T-cells for our ENABLE CAR T-cell trial, a significant milestone for Felix and the team.

Mastering the technology behind automated CAR T-cell manufacture

Behind the Malaghan Institute's recent shift to automated production of CAR T-cells in the ENABLE trial is a hi-tech machine called the Lonza Cassara. But working alongside it to enable it to safely and successfully transform a patient's blood cells into effective cancer killers is Research Officer Felix O'Hagan. His work optimising this technology has made him one of the few experts in the world of this new and revolutionary technology.



As the Malaghan Institute's CAR T-cell trial for B-cell non-Hodgkin lymphoma progresses towards phase 2, the need for efficient and scalable CAR T-cell production has never been more critical. The automation of CAR T-cell manufacture has the potential to not only expand the trial's reach to more patients, but could position CAR T-cell therapy as a viable and accessible treatment option for lymphoma patients nationwide if the trial is successful. [Read more](#)

[Download a printable version of In Focus: Mastering the technology behind automated CAR T-cell manufacture](#)

More about... CAR T-cell therapy

READ more about how we're scaling up CAR T-cell therapy by automating CAR T-cell manufacture.

LISTEN to an RMZ interview with joint Michele Leggott, a participant in our CAR T-cell clinical trial.

WATCH A Mild Touch of Cancer, screening on [8x8x](#) (free to view) trial in feature length on [8x8x](#).

In the news

Check out some highlights from recent media coverage around how our research is helping to change lives.

[NZ Herald: NZ's first CAR T-cell therapy trial is a success](#), NZ Herald, 16 August 2023

[BBC: Researchers in New Zealand could offer protection from severe COVID-19](#), BBC News, 14 August 2023.

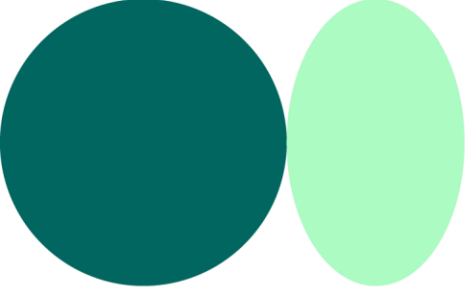
Support better treatment and cures

[Donate today](#)

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 Foxwood 1 (New Zealand) | [Subscribe](#)

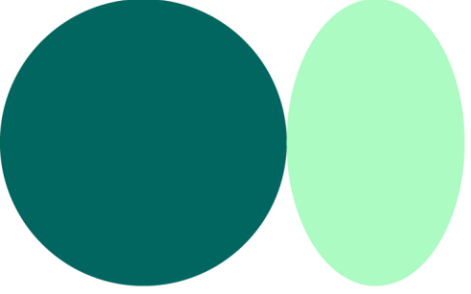




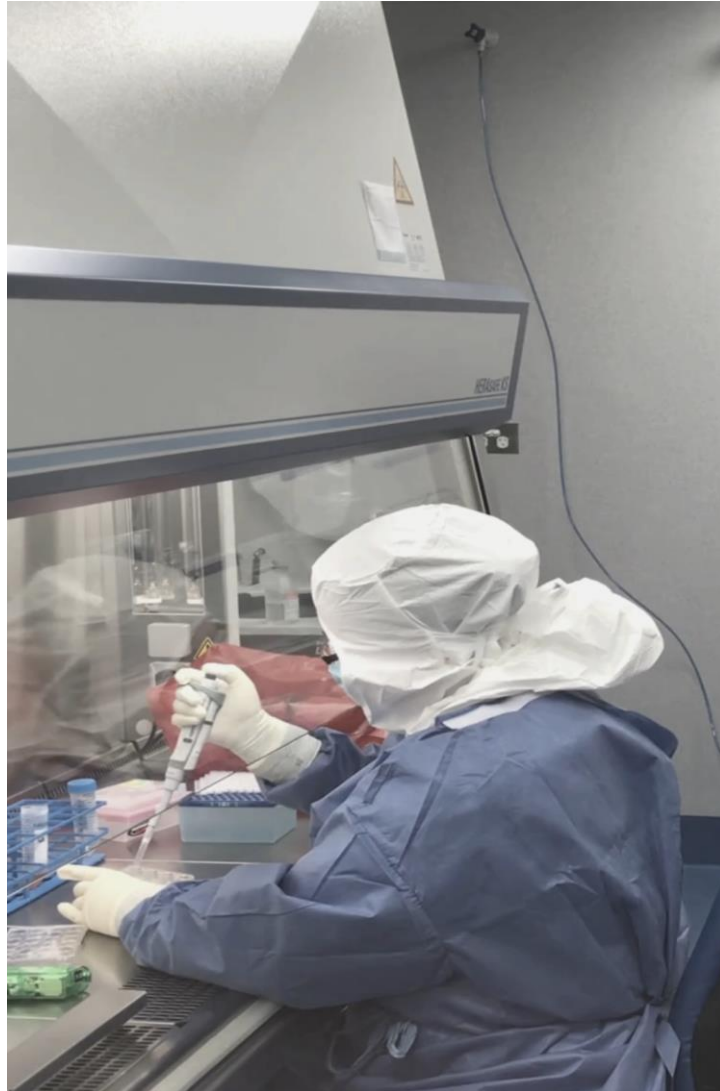
ENGAGING AND MEANINGFUL VIDEO CONTENT



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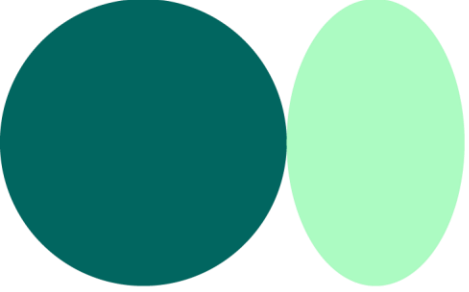


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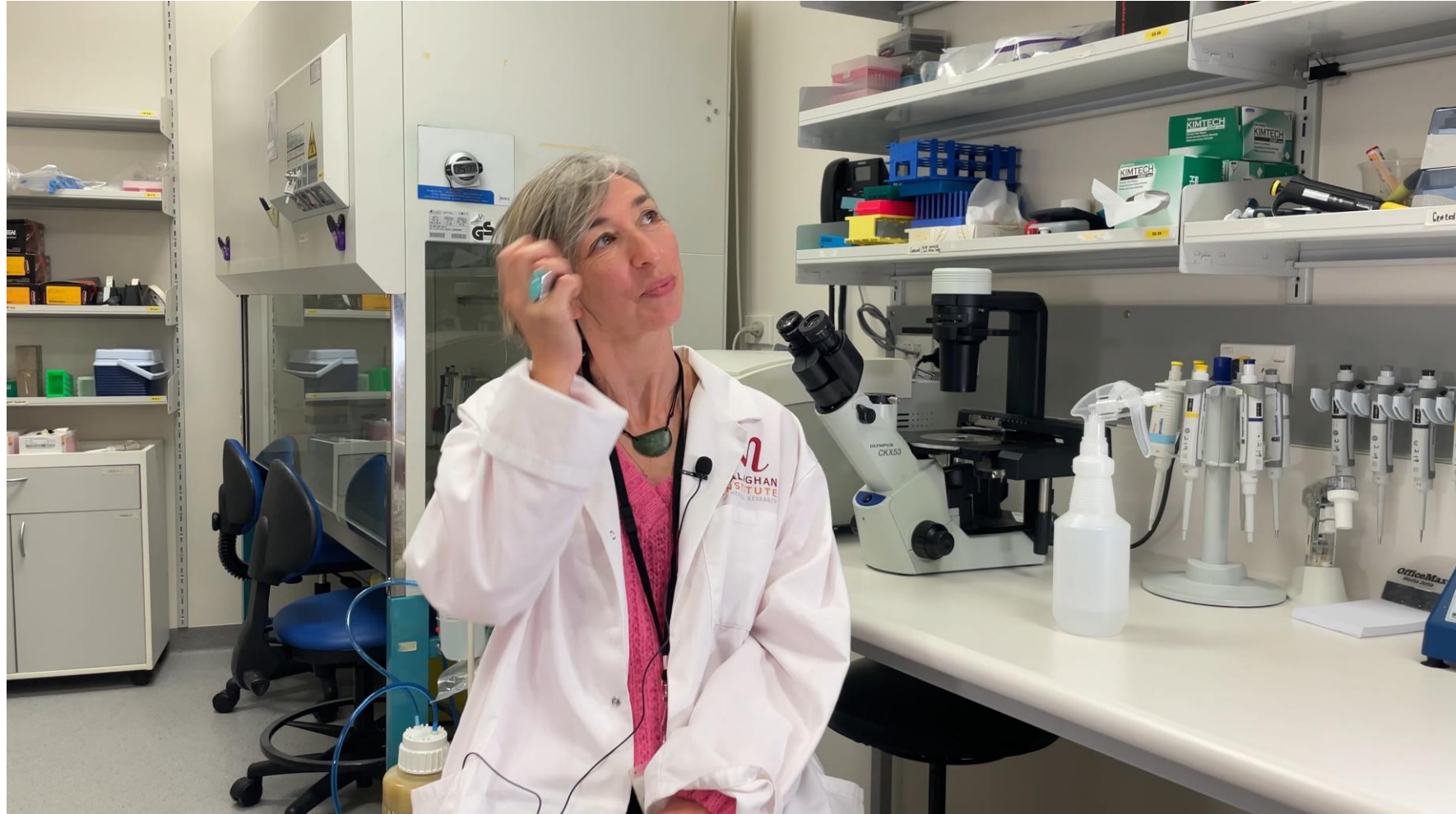


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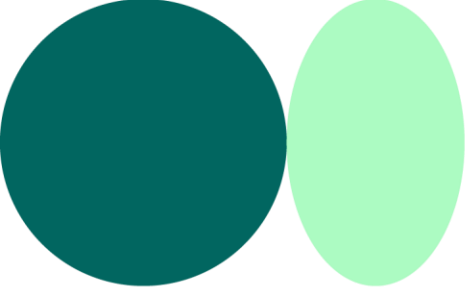


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DONORCENTRIC = 2 WAY ENGAGEMENT



M Malaghan Institute of Medical Research
7 December 2022 · 🌐

Diseases don't take a break over the festive season. Neither do we. Our scientists are working hard right now towards a future where even the worst diseases can be prevented, treated and cured through harnessing the power of the immune system. We would LOVE if you could leave our researchers a message of support in the comments - all messages will be shared with them personally to bring some extra cheer - It really would mean the world 🍷🍷🍷



Leave a festive message

👤 You and 228 others · 167 comments · 9 shares

Love · Comment · Share · More

Most relevant ▾

Gerry J Le Roux
Best wishes for a very merry festive season to the smartest, friendliest AND most photogenic group of scientists I know. Stay awesome!
44 w · Like · Reply · 2


M Malaghan Institute of Medical Research replied · 1 reply

Margaret Gimblett
Thank you all for the wonderful work you do at the Malaghan Institute. Wishing you all a safe and happy Christmas and much success in your work in 2023.
43 w · Like · Reply · 4

M Malaghan Institute of Medical Research replied · 1 reply

Sharon Ingram-Dooney
Thank you for giving us hope I have been following your research with interest. Have a great Christmas and productively successful 2023 🍷
43 w · Like · Reply · 0

M Author
Malaghan Institute of Medical Research
Sharon Ingram-Dooney thank you! 🍷



43 w · Like · Reply

Reply to Sharon Ingram-Dooney...

Deb Hayne
Wishing all you amazing people a wonderful Xmas from a myeloma patient. Truly

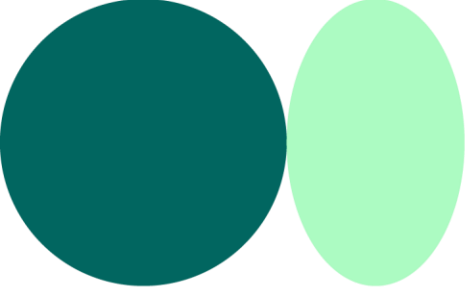
M Malaghan Institute of Medical Research
13 December 2022 · 🌐

You are incredible! Our Christmas tree is so full of your messages of support we are running out of space! Thank you to everyone who has sent in a festive message for our scientists and for motivating us to keep doing every thing we can to find better solutions to disease. Thank you for being such an important part of our Malaghan whānau. Meri kinimete!



Play (k)

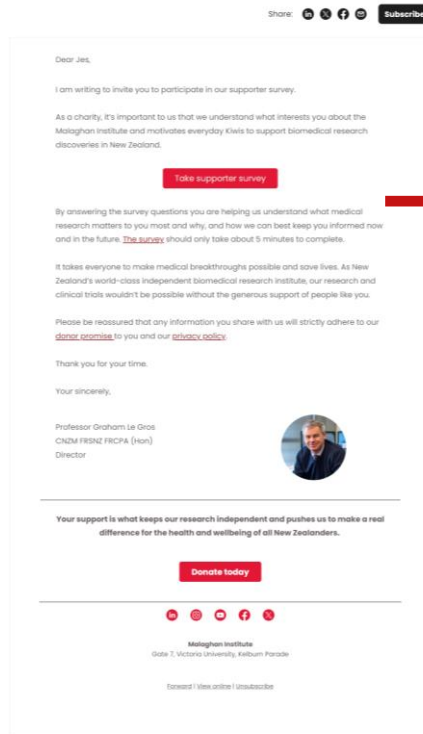
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DONOR CENTRIC = CHECKING IN!



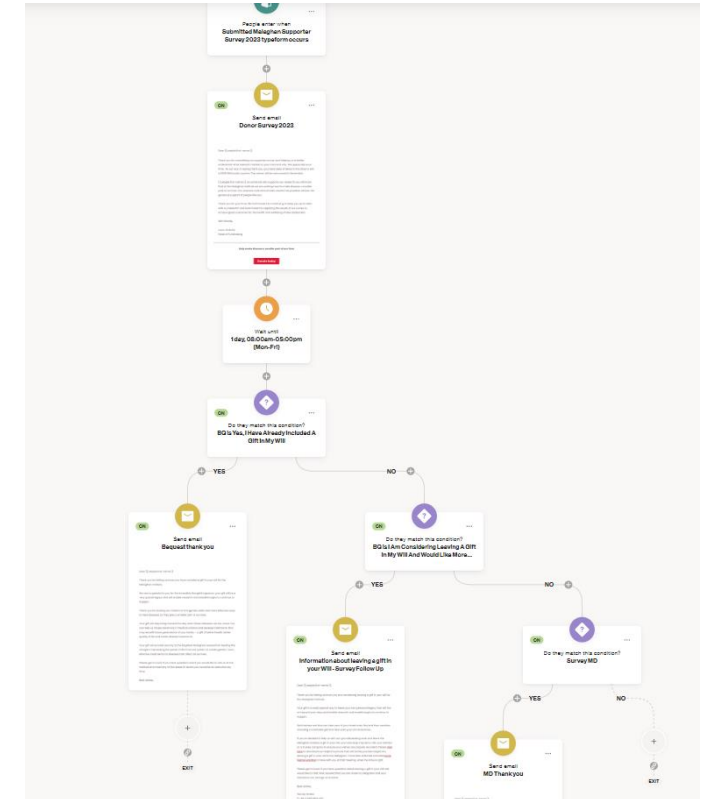
Orrto email



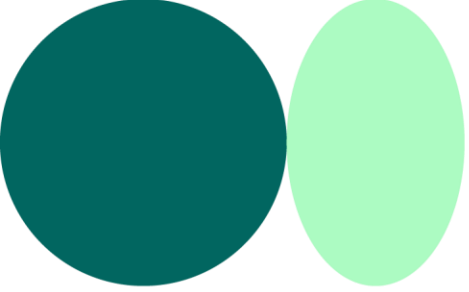
Typeform Survey



Orrto Journey



- Donor survey, mail and digital.
- Survey responses trigger personalised journey.
- Responses instantly captured against supporter record in CRM.



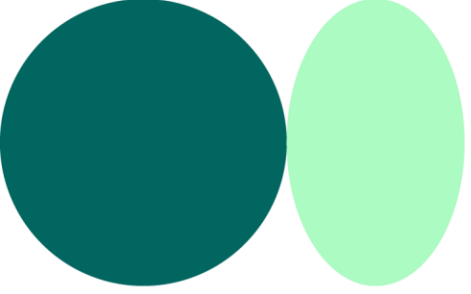
IT'S A WHOLE TEAM EFFORT!



Everyone is responsible for fundraising and donor love

Build donor love across your organisation, teach everyone about the value of your supporters. From your CEO, to the receptionist who answers the phone, to the service providers. Our **supporter experiences are not just via fundraising.**

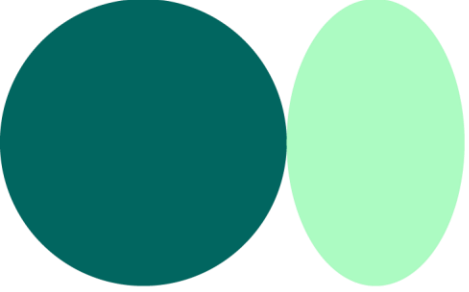




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RESULTS

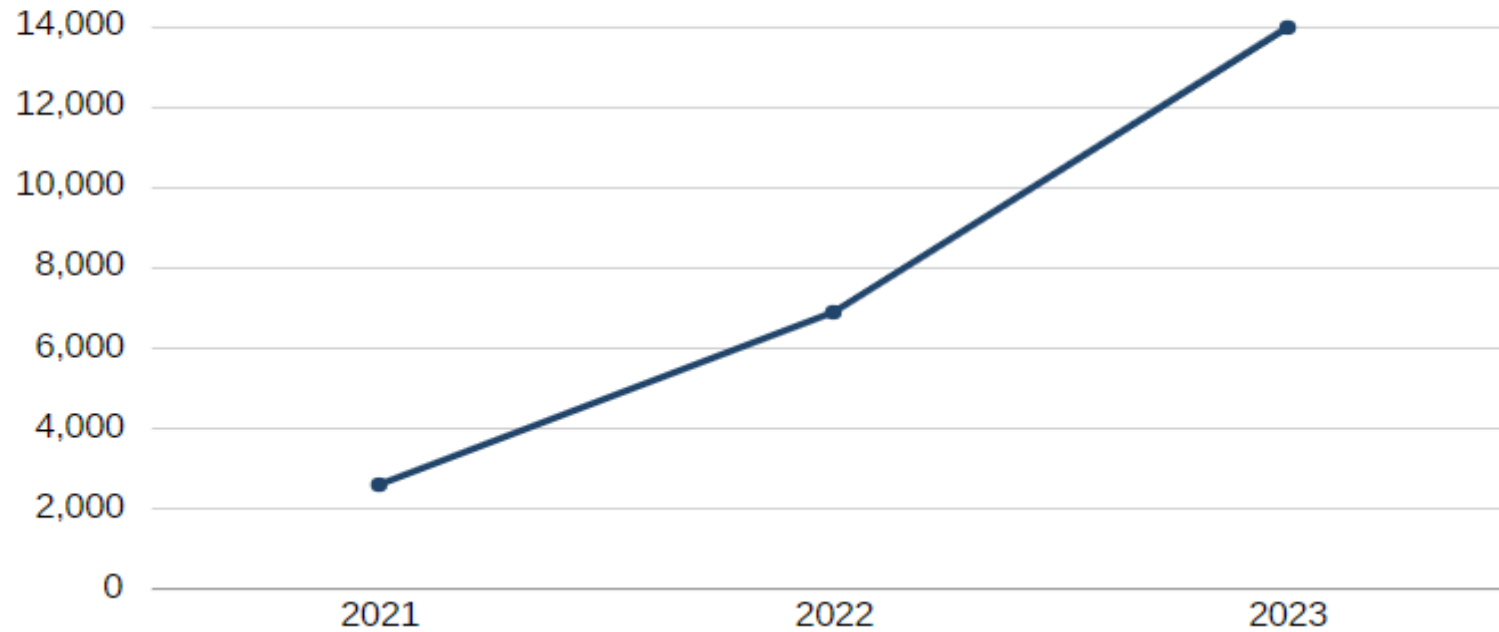


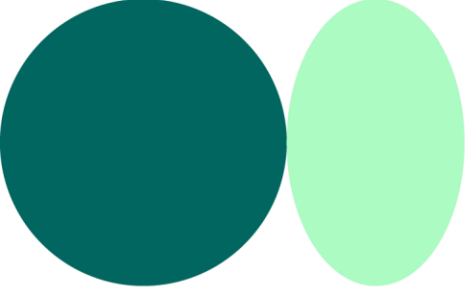


INCREASED FOLLOWERS



EMAIL SUBSCRIBERS





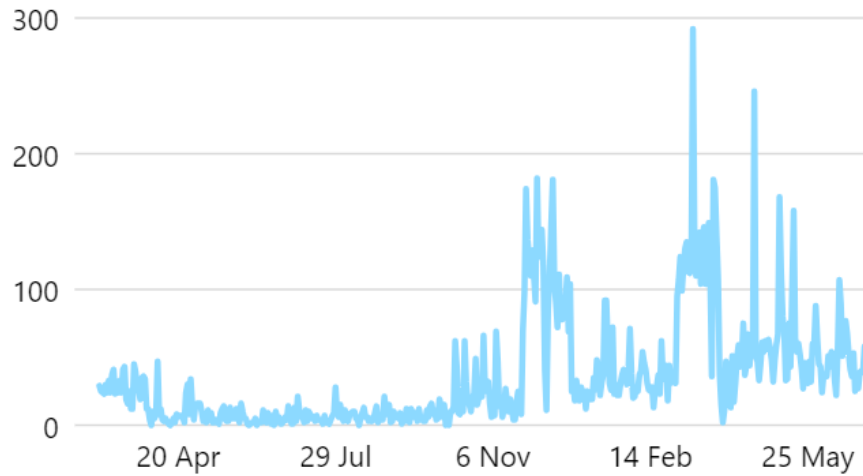
INCREASED SOCIAL ENGAGEMENT



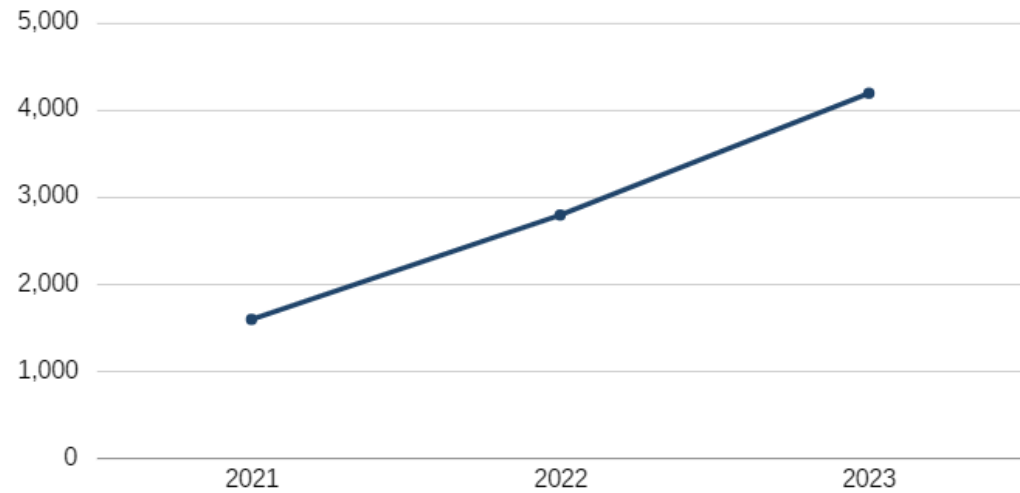
Page and profile visits

Facebook visits ⓘ

17,227 ↑ 638.7%

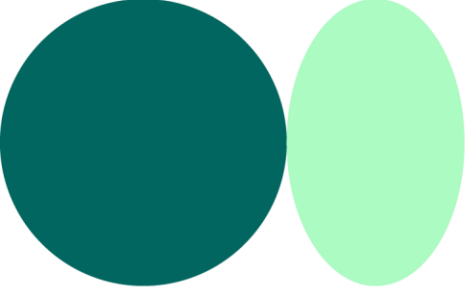


FACEBOOK FOLLOWERS

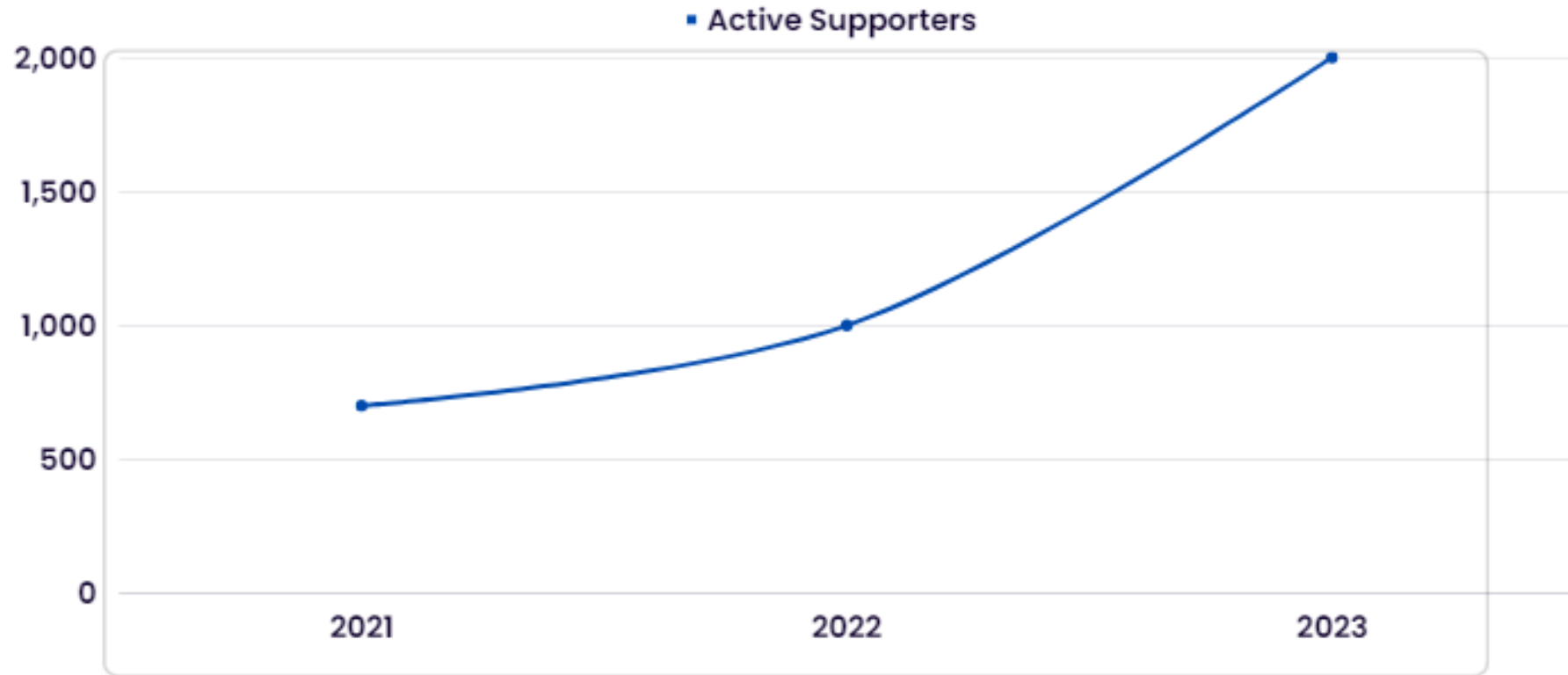


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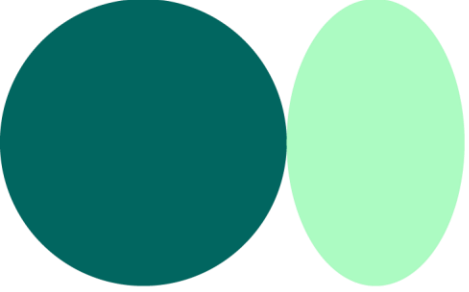
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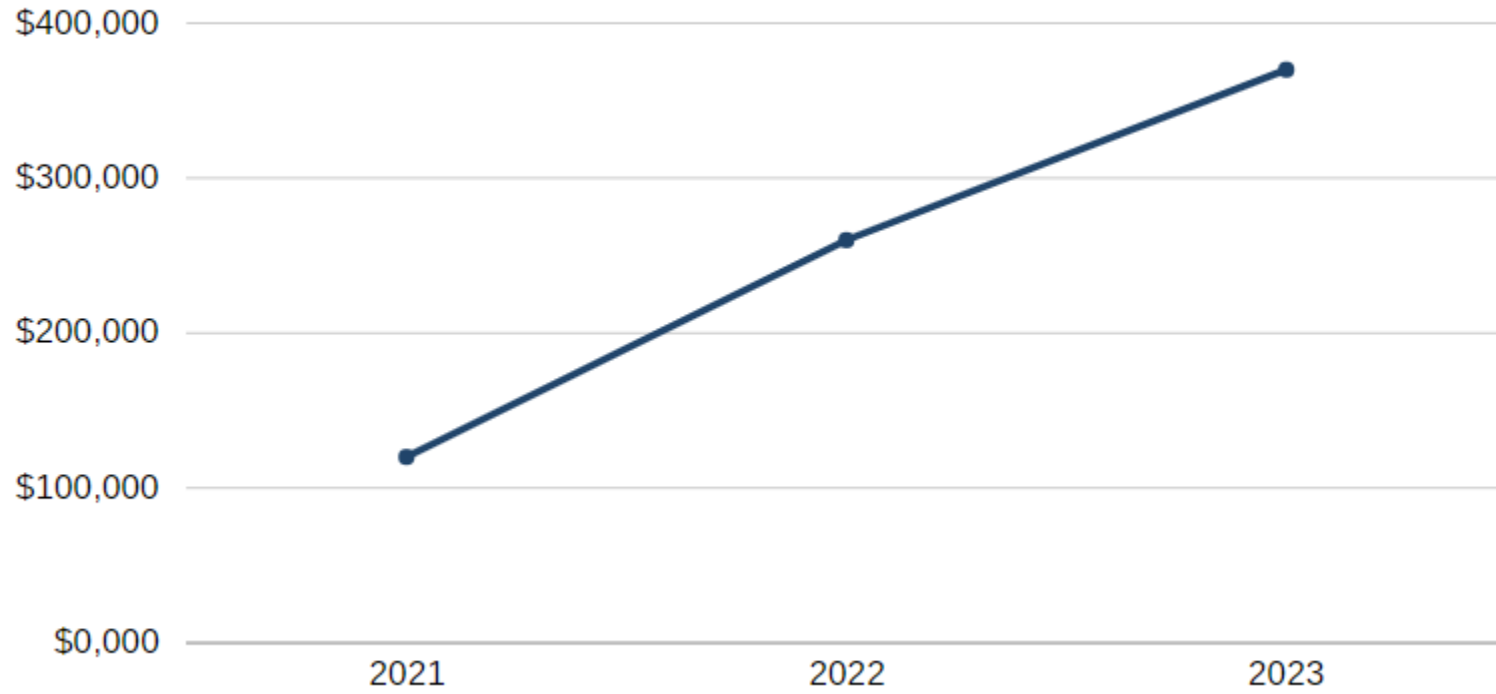
INCREASED ACTIVE SUPPORTERS

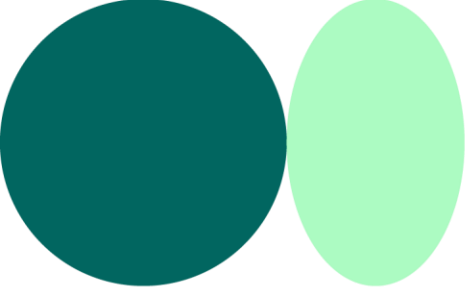


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ANNUAL APPEALS

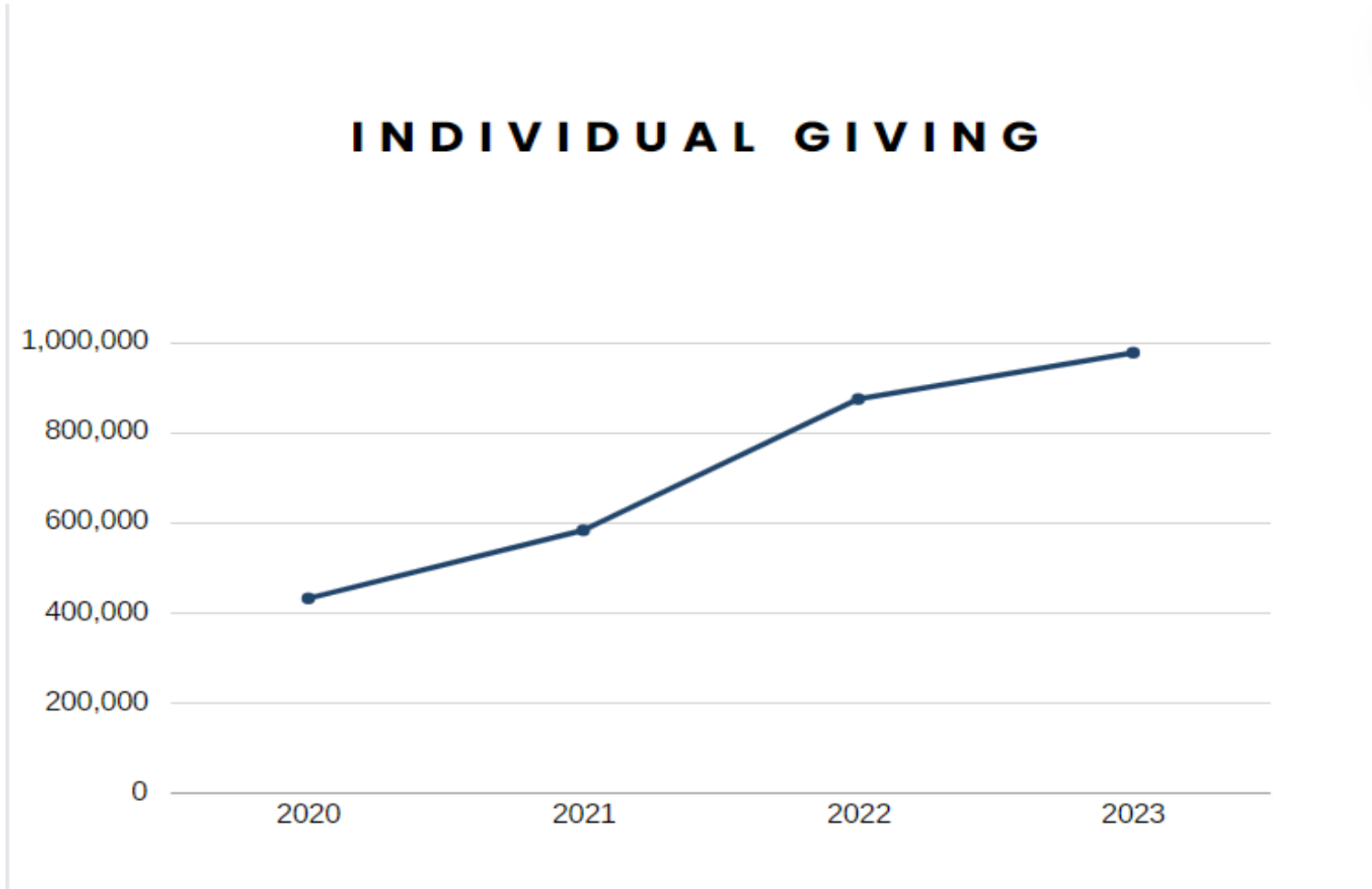




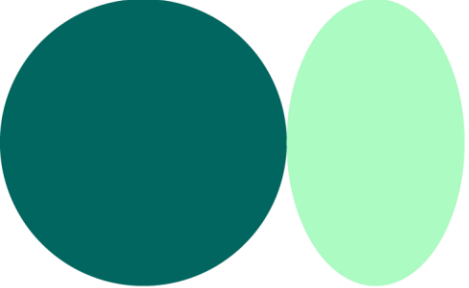
INCREASED UNRESTRICTED INCOME



INDIVIDUAL GIVING



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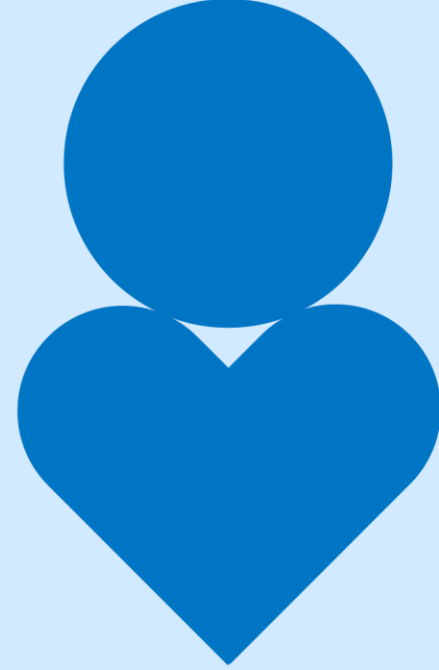
"Fundraising is not just about raising money, it is giving opportunity and stewarding the human capacity to love. If we were able to steward the human capacity to love, we can grow it over time."

Adrian Sargeant

FIA

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**FIA
Conference**
2024



Thank you



Individual Giving Track
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