

Spotlight on: Fundraising and communications

In April 2018, Dr. Liseth Ruíz de Campos, President of [Asociación Salvadoreña para la Prevención del Cáncer \(ASAPRECAN\)](#) in El Salvador, visited the [Liga Argentina de Lucha Contra el Cáncer \(LALCEC\)](#) in Argentina, to learn about communications and sustainable fundraising.



ASAPRECAN is an NGO primarily concerned with cancer education, prevention, early detection, patient and family support, tobacco control and epidemiological investigation, and works in consortium with other organisations, including [Reach to](#)

[Recovery International \(RRI\)](#). Liseth was awarded a [grant](#), sponsored by the [Prevent Cancer Foundation \(PCF\)](#), to visit LALCEC in Buenos Aires, Argentina. LALCEC, similarly to ASAPRECAN, is a civil society organisation focused on cancer prevention and early detection. They train volunteers throughout Argentina to educate patients on the disease, psychological coping strategies, and on accessing services and medical advice.

The primary objectives of Liseth's visit were:

1. Learn about management of sustainable funding, diversifying funding sources and strengthening fundraising efforts.
2. Grow knowledge on communication strategies, including learning how to effectively engage the community via social media.

Through the visit Liseth hoped to learn how to mobilise ASAPRECAN's network to raise funds and strengthen management and leadership to assure the sustainability of ASAPRECAN's prevention programmes.

LALCEC CEO Diego Paonessa was one of the speakers at the [Leadership in Action meeting in Mexico](#) in 2017 presenting about sustainable funding models. The successes of LALCEC in that particular area, solid partnerships and impactful campaigns, was the reason Liseth chose the Argentinean organisation as host. Furthermore, ASAPRECAN is an active member of the [Unión Latinoamericana Contra el Cáncer de la Mujer \(ULACCAM\)](#), while

LALCEC is of ALICC, the major Latin American network of civil society organisations in cancer control. The knowledge Liseth learned might, therefore, be transferred to these other organisations through ULACCAM and generate impact across the region.

The visit

As part of her programme of activities, Liseth:

- Participated in meetings with the different departments of LALCEC (programmatic, communications, fundraising areas) and discussed the organisation, governance, operation, and various prevention programmes of LALCEC; toured the administrative and clinical care areas; and held discussions with the Director, COO, President, Board Members, and other executive directors.
- Visited a private hospital (Hospital Alemán) and a public hospital (Hospital Durand) in Buenos Aires, which helped Liseth comprehend the health system and complexities of cancer care in Argentina and how it compares to El Salvador. At Hospital Alemán, Liseth gained understanding of the benefits of integrated cancer care at a hospital that practices care, teaching, and research and is a collaborating institution with LALCEC.
- Visited two regional headquarters in Lanús and Morón, as LALCEC is network organisation with offices throughout Argentina. During these visits, she learned how each member organisation implements their various programmes with standardised guidelines and unique operating frameworks for service provision, volunteering, fundraising, etc.
- Participated in the launch of a national campaign with mobile cancer screening units that LALCEC is carrying out in partnership with the [Fundación AVON](#). Mobile cancer screening (primarily mammograms) is offered free of charge to promote early detection of breast cancer



throughout Argentina. AVON has been a partner to LALCEC for 19 years, and the launch was an interesting opportunity for Lisseth to learn how LALCEC has fostered such a long-standing corporate donor relationship.

- Attended LALCEC's Network Annual Convention in the city of Mendoza, where all member organisations convened to celebrate the achievements of the last year's campaigns and programmes and learned which programmes worked best and why. Lisseth took this opportunity to present the work of ASAPRECAN, the situation in El Salvador, and about the learning visit. Her visit was even shared in a tweet by LALCEC.



Moving forward

ASAPRECAN has operated for 10 years, but is expanding and undergoing an organisational transformation to expand their impact. This visit was a chance to inject new energy, create momentum and learn how to best implement a change in the organisation's vision.

The access gained to the inside of an organisation such as LALCEC has given Lisseth ideas on how to achieve her goals which were to position ASAPRECAN as the **leading organisation in the country in cancer prevention, and highlighted the need to be able to motivate the entire population to become active participants in communication campaigns and engage them as individual donors.**

By visiting and being exposed to another organisation, we could identify our needs and explore programmes that could be replicated in ASAPRECAN.

Lisseth gained insight into different kinds of awareness and early detection programmes that

LALCEC implements, and brought these ideas back for possible replication in El Salvador. She also grew her knowledge on how to motivate individual donors to give back to the cause and engage them in expanding ASAPRECAN's activities. Lisseth got advice on leadership, operational functioning, and communications tools to target prevention messaging to different segments of population. All this will allow ASAPRECAN to strengthen her network in El Salvador and throughout Central America, having already fostered some of those connections during her trip.



Lisseth's visit responds to [Treatment for All's](#) efforts to improve access to cancer services, with emphasis on early diagnosis and treatment.

Keep up with ASAPRECAN on [Twitter](#) and learn more about UICC regional capacity building programmes [here](#).