**Where does your Donations go?**



**Your Gift. Real Impact.**

**PRI Research funding — Donor Guide**

Thank you for considering a gift to PinkRibbon International Research. Your support helps transform the landscape of female gender-related cancers—improving the lives of women worldwide today while advancing prevention and awareness for generations to come.

This below information shows how your donation is used and how we report back to you.

**How Your Donation Is Used**

* **85% or more** funds programs and impact.
* **Up to 15%** supports essential operations and fundraising. *“85/15” means at least 85% to programs, up to 15% to admin & fundraising.*

**Where Your Gift / Donation Goes**

* **PR General (Unrestricted)**
* **PRI Projects (country campaigns we advertise)**
* **Third-Party Projects — Research & Non-Research**
  + PRI may provide **initial financial support** and **extra non-financial support** (advertising/visibility).
  + For **research** projects, we also **showcase results**.

**How We Roll Out Projects — Two Phases**

**Phase 1 (First Year):** we list third-party projects on our website in two categories.

* **Cat 1:** **85% to research / up to 15% to PRI operational funds.**
* **Cat 2:** **Flexible use of the 85%.** Some country campaigns may not need the full 85% or PRI may wish to donate a specific amount.
* We fund **up to the amount required**, and any **unused part of that 85%** at the end of the financial year moves to the **PRI General Fund** for **PRI-identified global FgrC research grants**. *Example: A country campaign / project needs $100k but raises $150k. The $50k not used within the year on other country campaigns / projects goes to the PRI General Fund to support global FgrC research.*

**Phase 2:** people and organisations can **apply to be listed** on our portal. They must **meet Pink Ribbon International requirements**. We may also **invite additional third parties** that meet our standards.

**Our Star System (What the ratings mean)**

**★ 1 Star — Country Campaign (local control)**

* Run and audited locally by the country organisation.
* The country team controls how funds are spent.
* PRI lists and promotes the campaign but does not run or audit it directly.

**★★ 2 Star — Country Campaign (PRI checked annually)**

* PRI performs an annual check for eligibility and basic standards.
* A country campaign may receive up to the amount it needs from the 85% program portion of funds it attracts.
* If a campaign raises more than it needs within the financial year, the unused part of its 85% moves to the **PRI General Fund** to support **global FgrC research grants**.
* Up to **15%** supports county campaigns operation costs with an amount taransferred to PRI’s essential operations, co-branding advertising and support. PRI lists and promotes the campaign but does not run the campaign.

**★★★ 3 Star — PRI Global Campaign**

* Led by PRI and prioritised by need and PRI research.
* May include collaborations with recognised global organisations.
* PRI controls the budget and delivery; follows the **85/15** standard; approved by **EAG**.

**★★★★ 4 Star — PRI In-House Research Project**

* Designed and run by PRI’s research team; approved by **EAG**; follows the **85/15** standard; labelled **“PRI.”**

*What “in-house research project” means:*

* PRI sets the research question, protocol, and budget.
* Ethics/IRB (independent review board) approval is obtained as required; data and results are managed under PRI policies.
* PRI may collaborate with external institutions, but leadership and accountability sit with PRI.

**Your Updates**

* Immediate **receipt and thank-you** (Gift Aid where applicable)
* **Quarterly impact** snapshots
* **Audited annual report**
* **Project updates:** milestones (PRI projects), results/outputs (research), campaign reach (non-research)

**Our Promise**

* **Clarity** on where your gift goes and the difference it makes- An individual QR code for the country you choose for your donation
* **Responsible stewardship** and **due diligence**
* Respect for your **preferences and privacy**

**Questions?** [Donations@pinkribbon.org](mailto:Donations@pinkribbon.org) or [info@pinkribbon-international.org](mailto:info@pinkribbon-international.org)

**Tax Deductibility for International Donors**

Please note that donations made directly to our organization may **not be tax-deductible in your home country**.

* **United States:** Donations to our U.S. 501(c)(3) charity are tax-deductible for U.S. taxpayers.
* **European Union:** Tax deductibility may apply for cross-border donations within the EU/EEA if made through approved partners such as *Transnational Giving Europe* or local “Friends of” entities.
* **Asia:** Most countries, including China, India, Singapore, Hong Kong, and Japan, allow tax deductions only for donations made to locally registered charities. International donations are generally not deductible unless given through approved local partners (e.g., CAF, Give2Asia).
* **Australia:** Only donations to organizations with Deductible Gift Recipient (DGR) status qualify for tax deductions. International donations are not deductible unless routed through an Australian “Friends of” charity or foundation.

If you would like your donation to be **tax-deductible in your country of residence**, we recommend giving through a **local partner organization, donor-advised fund (DAF), or “Friends of” charity** that is registered in your jurisdiction.

Thank you for all your support

**The PinkRibbon International Team**