

The Max Foundation



Annual Report
2014



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Same commitment. New location.

The Max Foundation moved our global headquarters to the city of Seattle in the fall of 2014 after more than 15 years in Edmonds, Washington. This was a strategic organizational move to bring us closer to the global health hub the city has become. We look forward to exploring Seattle, given that it is our gateway to the rest of the world.

Letter from the CEO

Dear Friends,

I am energized by the move of our headquarters to Seattle in 2014, knowing it brings us closer to a global health network that aligns with our mission to increase global access to treatment, care, and support for people living with cancer. Let me share a story that begins at our previous office and comes full circle to our new space and the very reason we are driven to improve conditions for people facing cancer around the world.

Back in early 2007, when we were operating from Edmonds, we received a package in the mail from Bangladesh. When I opened the package, I found a large book. It was actually a doctoral dissertation; big, bound, very technical...something about agriculture. On the second page was a dedication to The Max Foundation. We learned this was the dissertation of a patient from Bangladesh who was benefiting from one of our drug access partnership initiatives.

Those of us based in the global headquarters are physically distanced from the people we serve. We know names through our computer screen, emails, and teleconferences, but rarely do we have any tangible object like this book. I remember clearly how overwhelming it was; how excited I was to

know that we had been able to help someone and allow him to obtain his PhD; to know how deeply this person in Bangladesh felt about us. In that moment, I thought, “Okay, we have done something right. Here is one person whose life we have clearly impacted.”

The big dissertation was placed on a shelf in my office and stayed there until our recent move. It came with me to our Seattle space, where the tall book didn’t fit in the shorter shelves, so it has been shifting from one side of my desk to the other since then.

Fast forward to a global conference I recently attended along with advocates from around the world. Many patient leaders in our global network were there, among them, a dear friend named Sohag from Bangladesh. I had met Sohag at last year’s Asia regional meeting for patient advocates and I could tell he was smart and thoughtful.

Shortly after I returned from the conference, I was lost in thought attempting to find a solution to some challenge. My eye caught the dissertation still without a home on my desk. I noticed the patient’s name; it started with “Ebna.”

I was immediately distracted—Ebna...Ebna!



The week before the conference, I had noticed that many of the new participants have legal names that have nothing to do with the name they go by, which is customary in some cultures. Sohag’s actual name was very long and I only remembered it started with...Ebna!

I stared at the dissertation. I did not remember for sure, but it definitely reminded me of the name on Sohag’s nametag. I quickly took a photo of the book cover and emailed it to our team, who confirmed my theory. It was Sohag—the young man who lovingly dedicated his doctoral dissertation to us eight years ago was now the leader of a patient organization in his home country of Bangladesh. I have been so happy since we discovered this connection. It was a real example that each life matters, and that when we help one person, we help a community.

Very excited with the discovery, I wrote to Sohag. I was grateful to have the chance to tell him how much his wonderful gesture meant to us, then and now. He confirmed what was now evident; the dissertation was his, and his words once again touched my heart.

I am sorry if the story was too long but I wanted to share it with you because it epitomizes

our approach in so many ways. At the center of our work is the individual and the primary need to access treatment and support. Next, we build knowledge through workshops, materials and connecting people into a network of support. And finally, we bring everyone together as often as possible: to share experiences, knowledge, and to learn how to maximize our skills as leaders in order to make the world a better and more just place for people living with cancer.

I am still smiling and hope you are now, too. Magic.

A stylized, handwritten signature in black ink that reads "Pat".

Pat Garcia-Gonzalez
*Chief Executive Officer of
The Max Foundation*

Dear Pat,

Thank you very much for your nice and appreciating mail. Yes, this is my dissertation!

Actually, I met with my friend [chronic myeloid leukemia (CML)] immediately after my PhD admission in 2002! At that moment my feeling was, “I may not be able to complete my long-cherished PhD in the near future.”

The Max Foundation, my beloved institution, gave me mental strength, courage, inspiration, hope, aspiration, affection, love; teaching me how to dream in day and night.

My only wish...If I can devote my full time for the betterment of CML-affected people and serve The Max Foundation!

Best Regards,

Sohag



Outlining Our Approach

We didn't set out to build ecosystems. We didn't even know we were doing it. However, time and time again, that is what we do.

For us, the starting point is helping people access the treatment and services needed to overcome cancer. Through workshops and educational programs, we then bring patients together for support and information. It is also the first step in building advocacy networks which enable systemic change.

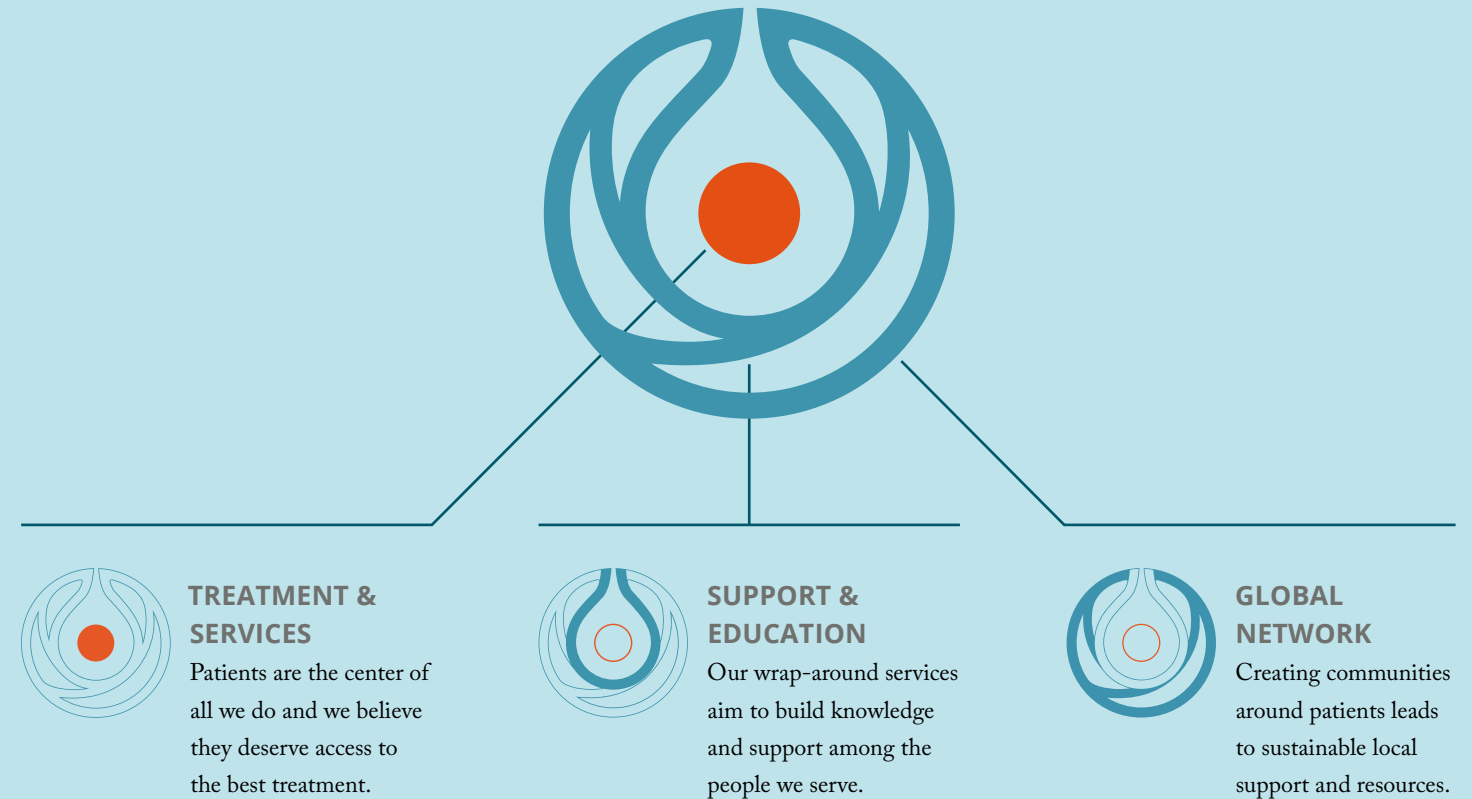
The Max Foundation operates as a multifaceted organization working on a myriad of platforms to bring dignity and hope to people around the world facing cancer.

ecosystem

ee-kō-sis-tuhm | noun

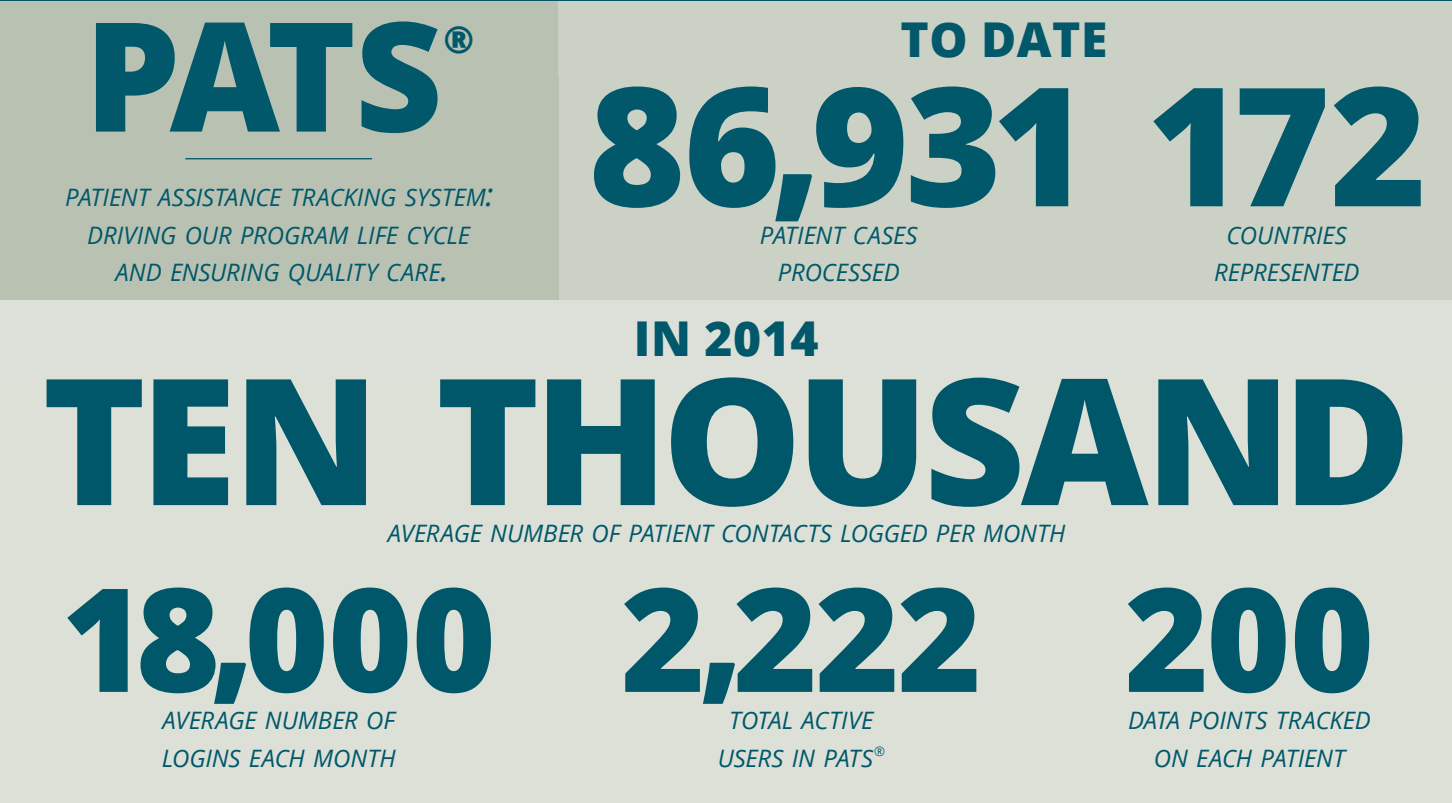
a complex network or
interconnected system.

The Max Foundation Ecosystem



Treatment & Services by the Numbers

In 2014, we enabled more than 37,000 people facing cancer to access lifesaving treatment through our partnerships. These partnerships include collaborations with physicians, industry and governments, along with the patients themselves. The core of our patient services is helping these same families navigate health systems by providing information, support and advocacy.



IT ONLY TAKES ONE PERSON TO MAKE A DIFFERENCE

By Cynthia Figueroa Guerra

Local Program Coordinator, Monterrey, Mexico

A few months ago, we received an email that said, “I’m a patient just starting an NGO to help people like me...I want to know if you can help us.” When I saw the name on the email, I was very surprised because it was Rosario, the same person who recently wrote to me requesting a hospital transfer from Tijuana to Guadalajara.

Rosario has benefited from one of our treatment access partnerships since 2007. She is a very responsible patient, taking her medicine diligently and attending all her physician appointments. When I called her she said, “Cynthia! I didn’t know that you’re the one who would respond to my email!!!” Ever since then we have been talking very often and I’m like a coach for her around capacity building.

Rosario established an NGO, “Manitas, la Pulsera de la Leucemia” (Little Hands, the Leukemia Wristband), with the objective to help people with cancer, regardless of age. Her organization helps patients with local and regional transportation, nearby shelter for families of patients, and a basket of basic goods.

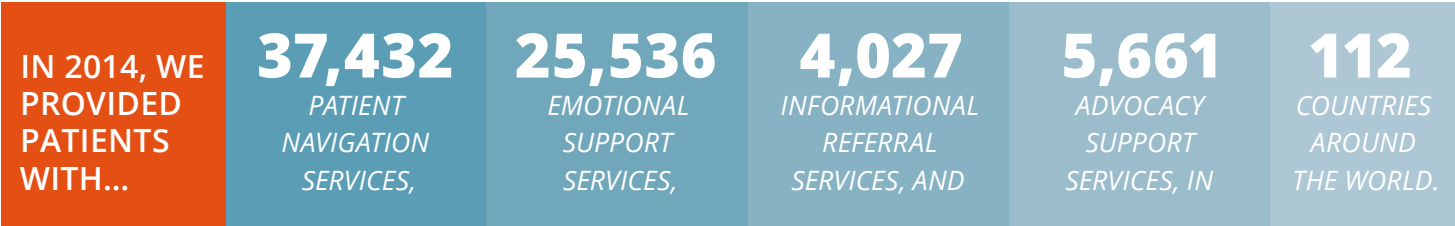
Rosario has reminded me that we do not need so much money to make a difference, we just have to believe in ourselves and be fully committed.

“Being sick does not mean you cannot take care of someone else. On the contrary, for those who are not hospitalized, it helps us to be more attached to our treatment and realize the importance of following the instructions of our doctor, and it helps us to keep fighting and value that we are fine.”

—Rosario, Founder of “Manitas, la Pulsera de la Leucemia” in Mexico



Volunteers, led by Rosario, gave out knit hats and “Maximo and the Big C” books to children during their hospital stay.



Support & Education



14 NATIONS

The Latin America Leucemia Mieloide Crónica Working Group, held in Mexico City, drew in participants from 14 of the 20 Latin American countries.

Making a Global Impact

Most of us have heard the saying, “knowledge is power.” Our team of advocates around the world have lived that expression.

By developing local workshops and conferences alongside collaborating country-based patient organization, we generate opportunities for individuals to learn about their disease in a safe and encouraging environment. Our framework includes panels with leading physicians that promote a healthy dialogue between healthcare providers and the people who live with the condition. In an era of precision medicine where each patient is unique, these interactions are truly empowering.

THREE YEARS RUNNING

The third meeting of Chronic Myeloid Leukemia Life Africa was held in Johannesburg, South Africa. 15 African nations were represented at the workshop.

16 WORKSHOPS

A total of 16 educational workshops took place in India with over 1,700 participants attending.

23 ORGANIZATIONS

The Rising Sun Chronic Myeloid Leukemia Patient Advocacy Meeting in Malaysia trained 23 organizations in patient advocacy.

721 PATIENTS

Malaysia’s 14 workshops gathered 721 patients, caregivers, and practitioners to discuss disease education.

3 ADVOCATES

We sent three global advocates along with staff and mentors to the Word Cancer Congress in Melbourne, Australia.



Dr. Susanna Hilda Hutajulu educates an audience of patients at our first Indonesian patient workshop.

INAUGURAL WORKSHOP IN INDONESIA

The Max Foundation’s first Indonesian patient workshop for people living with chronic myeloid leukemia (CML) and gastrointestinal stromal tumor (GIST) took place in Yogyakarta, Indonesia in December 2014. Our Malaysia team traveled to Indonesia to replicate their proven strategy based on a decade of reaching patients in their home country. The overwhelmingly positive response from Indonesian patients and physicians alike marked the success of this new frontier.

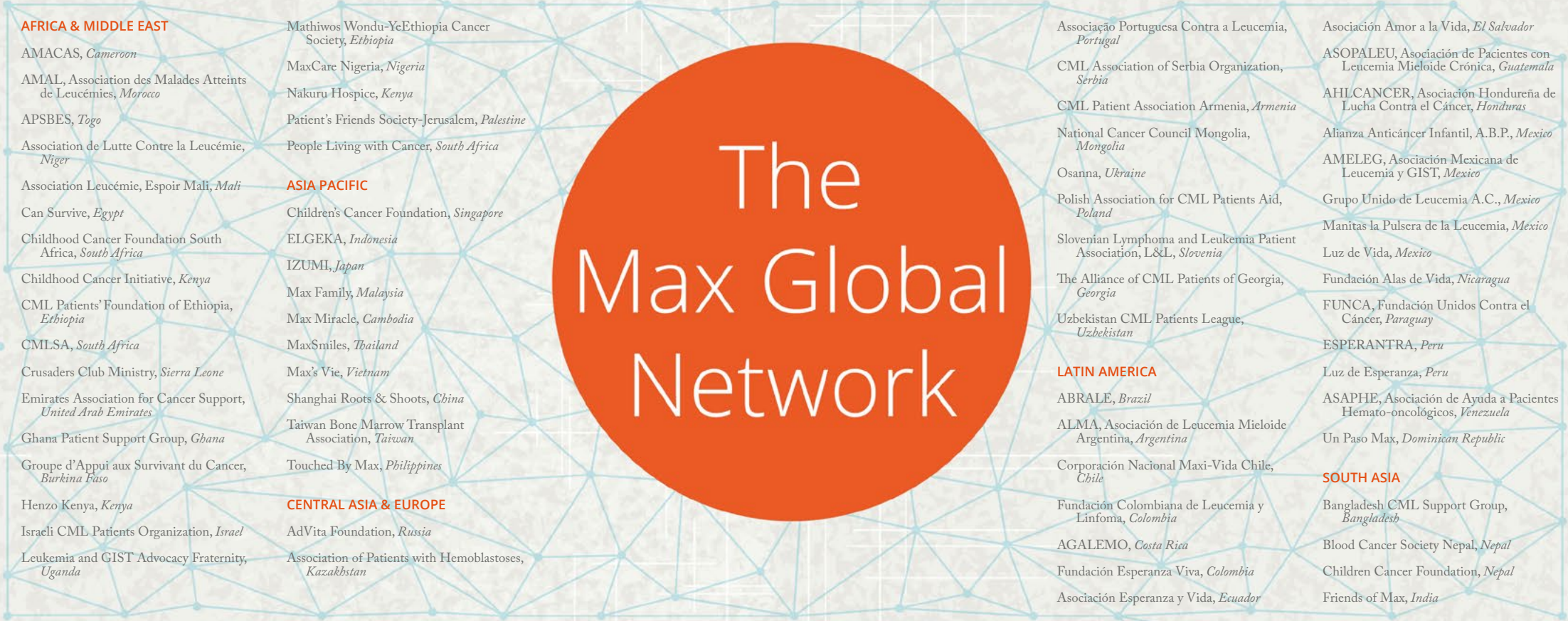
“Our exit survey showed that 100 percent of participants indicated they would attend a patient workshop again in the future. I didn’t need the evaluation to realize that what we were doing was important. One could see it in each person; the engagement and the emotions were palpable.”

—Mei Ching Ong, Head of Strategic Partnerships for the Asia Pacific Region

Global Network

The Max Global Network is our system of outstanding patient organizations and community leaders who share our mission and vision.

We proudly carry out key initiatives in partnership with these dedicated organizations and leaders. In addition to the organizations The Max Foundation has helped to create, many other patient associations have joined as partners in the Max Global Network. We are grateful for our partnerships with each and every organization, near and far.



THE MAX GLOBAL NETWORK AT A GLANCE...

68 PATIENT ORGANIZATIONS

56 COUNTRIES REPRESENTED

Highlights from 2014

MAXIMIZE LIFE CAMPAIGN

Each year, partners and volunteers receive grants to host events as part of the Maximize Life Campaign.

These events are geared toward combating stigma, increasing community awareness about cancer, and elevating the voices of those diagnosed with cancer. In 2014, our Maximize Life Campaign featured patient organizations in 30 low and middle-income countries contributing to a common goal: decreasing isolation and increasing hope.

Patient organizations developed local events, all featuring at least one survivor who shared their experience living with cancer. These speakers helped educate and inform participants as well as inspire action and advocacy among community members.

“BEING ABLE TO BE A PART OF [THIS EVENT] HELPED ME GROW AS A PERSON, AND ENCOURAGED ME TO TAKE THE INITIATIVE IN ORDER TO SUPPORT OTHER NEWLY DIAGNOSED PATIENTS.”

—A SURVIVOR AND PARTICIPANT
FROM NICARAGUA

9,356 MAXIMIZE LIFE PARTICIPANTS

1,052 MAXIMIZE LIFE VOLUNTEERS

41 GLOBAL EVENTS



A volunteer in Thailand shows his 'Maximize Life' spirit at a local campaign event.



Advocate Bahija of Morocco connecting with global patient leaders (see next page).



Young Maximo takes flight at a children's production in Colombia.

CAMPAIGN LEADER SPOTLIGHT: BRAVE BAHIJA

While each organization gave its own unique flavor to their Maximize Life Campaign event, it was one leader who took the opportunity to new heights—literally. Bahija, Head of the Association des Malades Atteints de Leucémies (AMAL), took patients and their physicians together up a three-day mountain trek! The climbing adventure, as you can imagine, was powerful; it contributed to dissolving hierarchical barriers and forming strong bonds among the participants through the ascent.

In addition to organizing this event, Bahija shared her personal story of bravery through the “I am Maximo, I am an advocate” essay contest held during the campaign. What follows is an excerpt from her entry.

“My story is like that of the little chick Maximo, that saw oneself as useless and fragile, but his soul has responded and was filled with the strength and courage of an entire planet when he heard cries for help. He immediately saved the small vulnerable chick...”

“Am I not like him? Am I not Maximo because his story is the same everywhere in the world? Me too, after the mourning [of both my diagnosis and its timing with my first pregnancy], I rose from the ashes of despair; I said, ‘What does not kill you makes you stronger.’ As Maximo, I replenished my weakness to be stronger and help others because it is the best way to help oneself.”

—Bahija, President & Founder of AMAL in Morocco

Highlights from 2014

MY PCR

The My PCR Campaign is a global initiative driven by The Max Foundation aimed at increasing awareness and education of treatment monitoring for chronic myeloid leukemia (CML) by developing educational materials and providing grants for partner organizations. PCR, which stands for polymerase chain reaction, refers to a sophisticated molecular test.

In 2014, Boris, a patient leader in Georgia, received a grant for his organization to host their first My PCR Campaign awareness event, which convened patients, caregivers and physicians to discuss information about PCR testing and access. Event attendees signed a petition that was submitted to their government requesting the establishment of national CML treatment guidelines and access to PCR testing for Georgians. Today, Boris and the organization's members have made improvements in patient education and increasing communication between patients and physicians, and continue to actively seek access to this important monitoring test.

“THE GOAL OF OUR ORGANIZATION IS SIMPLE: THAT ALL CML PATIENTS IN GEORGIA HAVE ACCESS TO EXISTING TREATMENT AND MONITORING OPPORTUNITIES.”

— BORIS, HEAD OF THE ALLIANCE OF CML PATIENTS OF GEORGIA



58 PARTNER ORGANIZATIONS

49 COUNTRIES REPRESENTED

18 NEW PARTNERS IN 2014

CHAI FOR CANCER

Chai Addas (tea parties) are gatherings in India where friends and neighbors come together to drink tea and socialize. The Max Foundation's team, led by Viji Venkatesh and in partnership with the Friends of Max Trust, embarked on a new fundraising initiative for patient support programs. With Chai for Cancer, leaders and volunteers hosted Chai Addas in their homes with tea provided by a local sponsor. Instead of paying for tea, guests donated funds to benefit our work in the country.

With 40 Chai Addas hosted throughout India, Chai for Cancer proved to be a fun, uplifting, and bonding community experience and is now an annual event each May.



Radio jockey Kirthi Shetty supporting Chai for Cancer on India's Red FM.



Raj Rege's creative selfie won the Chai for Cancer Instagram contest.

“Linking us with other groups around the world and facilitating face-to-face international meetings is sure to bring up legends in the advocacy world.”

—Ferdinand, patient leader from Kenya

A NEW GENERATION OF ADVOCATES

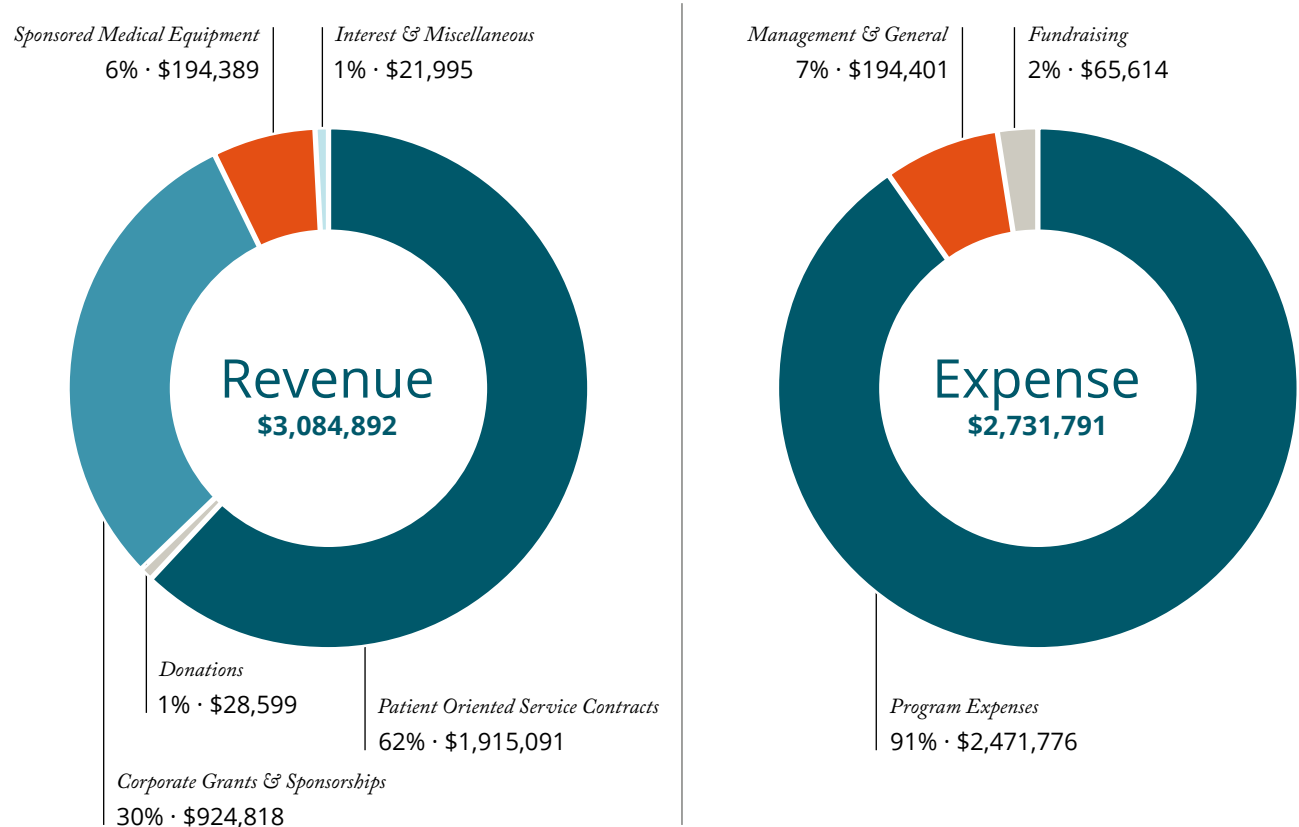
Honing leadership talents among the next generation of advocates is both a priority and an inspiration for The Max Foundation. In 2014, we invited survivors within our global network to write essays telling their stories, focusing on how and why they became advocates. Three essay authors were selected to attend the World Cancer Congress to broaden their knowledge in advocacy, policy, and resources.



Advocates Moshaddek of Bangladesh, Ferdinand of Kenya, and Cristian of Chile with India Country Head Viji Venkatesh at the World Cancer Congress in Australia.

Financials

In 2014, our revenue grew by ten percent. Funding increased across the board for projects and programs, with over ninety percent of our funds going directly for programs benefiting patients.



Sponsors & Donors

We wish to thank our corporate partners and sponsors for collaborating with us in our mission. We value the alignments in our shared commitment to making the world a better place for people facing cancer. Through our strategic partnerships, we create and strengthen pathways for access to treatment, care, and support.

2014 SPONSORS

- | | |
|--|-------------------------|
| Alcamed | GLOBALRx |
| Ariad | Janssen Pharmaceuticals |
| Asuragen | Novartis |
| Bayer | Onyx Pharmaceuticals |
| Being Human – The Salman Khan Foundation | Pfizer |
| Boehringer Ingelheim | Pharmacyclics |
| Bristol-Myers Squibb | Point Blank |
| Celgene Corporation | Society Tea |
| Cepheid | Tanner Pharmaceuticals |

A NOTE TO OUR DONORS

Thank you to our generous private donors who make it possible for The Max Foundation to support global cancer survivors. We are grateful for your ongoing partnership. This year, we continued to expand our community of supporters and look forward to further engagement in the year ahead.

Board of Directors

We are grateful for the ongoing support and guidance provided by our Board of Directors, which includes members of our Executive Board and our Medical Advisory Board.

EXECUTIVE BOARD

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Staff

The international staff of The Max Foundation work with passion and purpose to develop and execute our programs in support of patients, families and communities facing cancer.

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Assistant to the CEO

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President & CEO

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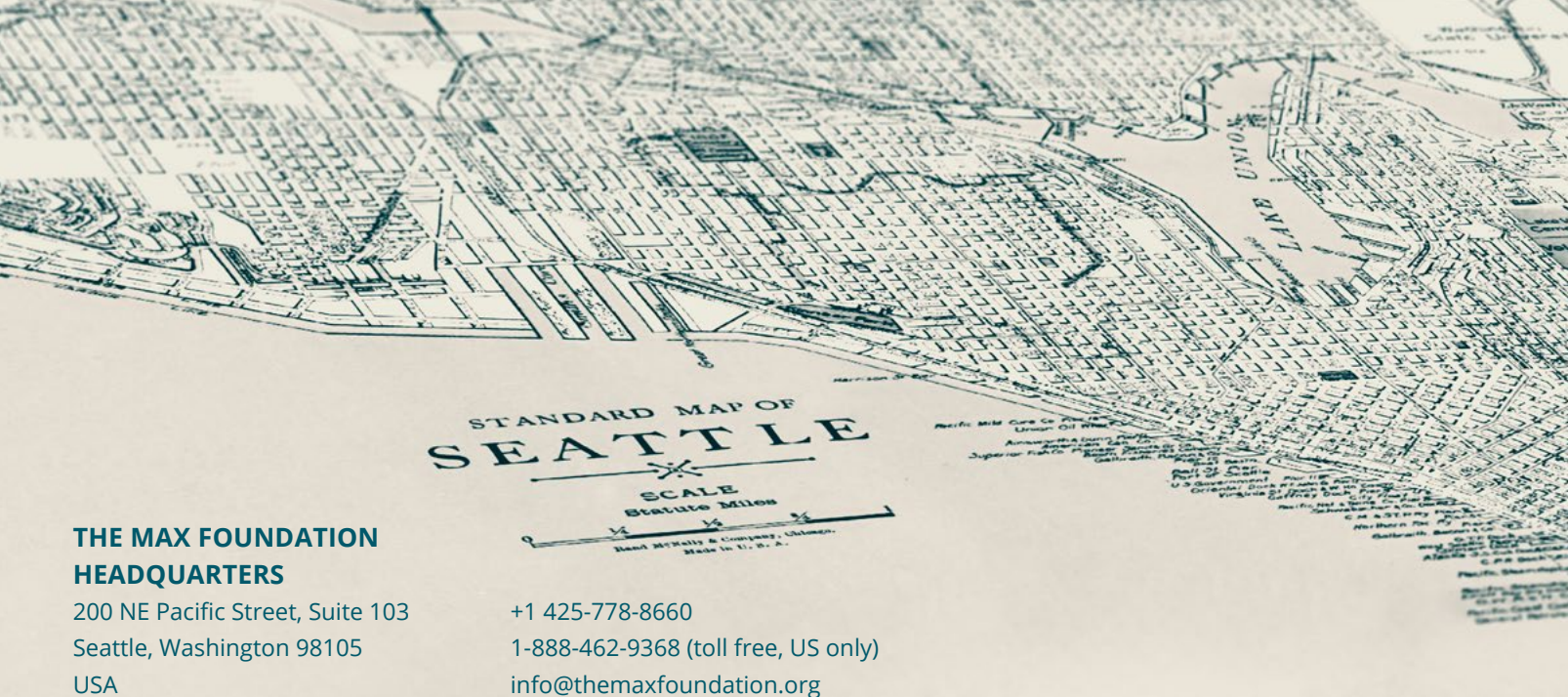
Piyapong Siriviriyanyum
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UZBEKISTAN

Sukhrob Saliev
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The mission of The Max Foundation
is to increase global access to
treatment, care, and support for
people living with cancer.



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