# MAPPING THE FUTURE 2015 ANNUAL IMPACT REPORT



As the global cancer divide widens, so do the challenges and the need for equitable **Solutions**. We believe that the solutions must be enacted courciveus: among newly diagnosed patients and experienced patient leaders; HAND IN HAND with care providers; ACROSS private and public sectors.

TOGETHER, WE BRING THE SOLUTIONS.

Early in 2015, as we launched The Max Foundation's new website we began mapping the future. Ask anyone in the team and they will tell you that my favorite feature is right on the homepage: the map. I am obsessed with the map! Front and center, the interactive map pinpoints our offices, treatment solutions, partnering patient associations, support programs, and more. Our map carries so many intrinsic details about our organization in a single frame. But every time I look at it I can see that it is incomplete.

While our website map does a great job showing much of our current work, what you can't see is how our work is expanding and deepening all the time. It captures a fraction of what our team is doing around the world in partnership with all of you. And it doesn't show the potential of all that I envision us doing together with so many more of you.

In 2015, we spent a great deal of effort mapping the future state of The Max Foundation. We looked internally and externally, at our current partnerships and beyond. We asked big questions and aimed for bigger answers. Finally, we incorporated all these aspirations into a strategic plan and began moving into what our future holds.

Typically, an annual report looks back and showcases the many wonderful things done within the year. In our case, there is plenty to say – we saw tremendous partnerships grow, developed advanced solutions for access to treatment, and continued to advocate on behalf of people facing cancer around the world. These are all worthy stories– and there are many shared in the following pages.

But this year, we go one step further by daring ourselves to look into the future. Our 2015 Annual Report looks ahead – not just for our organization, but to the future of cancer care and global health at large. Allow me to share

three aspects of what I see in our collective future.

1. The future will be reliant on deep collaboration. We believe our core values need to be aligned with industry, global health organizations and patient associations within our partnerships to create solutions



together that address health inequities. We are shaping and reshaping our partnerships to be equipped for the future.

- 2. The future will empower patients as advocates for their health. As patients around the world gain more understanding of their diseases, they will continue to voice their needs and concerns. It is our responsibility to ensure we are hearing them clearly and doing all that we can to support them as agents of change.
- **3.** The future will be here sooner than we think. What worked yesterday may not work tomorrow, so we are moving purposefully into the future by creating elastic solutions to support patients in the next decade.

As you read our report, know that we are reflecting on 2015, planning for 2020, and leaping forward for impact every day.

Join us in mapping the future,

Pat Garcia-Gonzalez

CEO of The Max Foundation

# A PATH TO DIGNITY & HOPE

We view our model as a continuum that moves people from patient to supporter to advocate and leader. This pathway was purposefully created to build a global network of people championing the rights of patients around the world.

# A Continuum of Care

THE MAX FOUNDATION MODEL









74

406,799

**ACCESS TO DIAGNOSTICS** 

25

"Without your help, [gaining access to treatment] would not have been possible...today, my patients are receiving their treatment without needing to move to another country and away from their families."

—Oncologist in Paraguay

# **PATIENT ACCESS PROGRAMS**

Patients have better access to high quality cancer medications in more countries than ever before given the industry-driven access approach we helped pioneer over a decade ago.

# PREFERENTIAL PRICING

Thanks to preferential pricing for molecular tests and instruments, hospitals are actively using the latest technology to diagnose and monitor cancer in over 69 low- and middle-income countries.

# **GIFTS IN KIND**

Through Max Access Solutions, treatment is donated directly to us and distributed by a dedicated partner for designated patients in countries with no commercial solutions.

**GLIVEC® (IMATINIB)** 

**TASIGNA® (NILOTINIB)** 

**GENEXPERT® & XPERT BCR ABL ASSAY** 

**SUTENT® (SUNITINIB MALATE)** 

**ICLUSIG® (PONATINIB)** 

**REVLIMID® (LENALIDOMIDE)** 

**ZYTIGA® (ABIRATERONE ACETATE)** 

**[bMbRrbw**: Our approaches translate to cutting edge new immuno-oncology therapies being researched by top scientists.



# MAPPINICATION SUPPORT & EDUCATION

# **WORKSHOPS HOSTED**

#### **GATHERING FOR A PURPOSE**

34

Our disease-specific workshops create a space for patients and families to meet and learn from professionals as well as each other: through panels, testimonials, and sharing a meal.

### **PATIENTS IN DAY BY DAY**

# **COMPLIANCE THROUGH CONNECTION**

800

Through Day by Day, treatment program outcomes are improved and quality of life is healthier thanks to the phone calls, informational materials, and meetings in Latin America.

# **ONE-ON-ONE SUPPORT SERVICES**

# **GUIDANCE THROUGH THE PATIENT JOURNEY**

109,575

Every day, our global team talks to hundreds of families across the globe helping them navigate their local health systems with caring support and knowledge.

"This workshop was an unforgettable event in my life, the first of its kind. It has helped me to get rid of fear from this disease. I have become more courageous."

—Patient Workshop Attendee from India

**TOMORROW:** Our workshop participants of today become the patient leaders and community advocates of tomorrow.

# MAPPINATHEFUTURE OF CAPACITY BUILDING

87

1,050

42,250

#### A NETWORK OF ACTION

The Max Global Network is a collective of outstanding patient associations and community leaders who share our mission and vision. Our capacity building efforts prepare these organizations to improve local health systems and foster social change within their communities.

#### AHEAD OF THE CURVE ON HEALTH SYSTEMS TRAINING

Our Health Technology Assessment (HTA) Workshop in Marrakesh was the first of its kind for the continent. More than just a training, the workshop became a forum to gain resources and expertise to strengthen our work throughout Africa and the Middle East.

# **SHARPENING OUR SKILLS**

What do eighty-four advocates from across Asia, Latin America and Africa all have in common? Concrete skills in fundraising, social media, and advocacy gained from attending regional capacity building conferences in Malaysia, Morocco, and Argentina.

**TOMORROW**: Acquired skills and knowledge today result in leaders actively participating in health systems negotiations.



As a patient moves through these three areas, they gain the ability to support future patients that enter our continuum of care. Through our systemic approach to facing cancer, we develop an empowered network.

SEE HOW OUR MODEL IMPACTS PEOPLE AROUND THE WORLD >

7



Each year, we work with our network of partners to drive key initiatives and global campaigns that strengthen communities affected by cancer.

# MAX GLOBAL NETWORK PARTNERS

75

**COUNTRIES REPRESENTED** 

61

**GRANTS AWARDED IN 2015** 

84

#### LATIN AMERICA 21 ORGANIZATIONS

ABRALE

ALMA

AMELEG ASAPHE

ASOPALEU

Agalemo

Alianza Anticáncer Infantil, A.B.P.

Asociación Amor a la

Asociación Hondureña de Lucha contra el Cáncer

Corporación Nacional Maxi Vida Chile

Esperantra

Esperanza y Vida

Fundación Alas de Vida

Fundación Colombiana de Leucemia y Linfoma

Fundación Esperanza

Fundación Unidos contra el Cáncer

Grupo Unido de Leucemia A.C.

Luz de Esperanza

Luz de Vida

Manitas la Pulsera de Leucemia

Un Paso Max

# AFRICA & MIDDLE EAST 26 ORGANIZATIONS

A.G.I.L du Sénégal

**AMACAS** 

**AMAL** 

Association Fanomezana

Association Leucémie, espoir Mali

Association de Lutte Contre la Leucémie

CML Patients' Foundation of Ethiopi

CML Zimbabwe

CMLAC

**CMLSA** 

CanSurvive

Childhood Cancer

Foundation South Africa

Childhood Cancer Initiative

Crusaders Club Ministry

Emirates Association for Cancer Support

Groupe d'Appui aux Survivants du Cancer

Henzo Kenya

Israel CML Patients Organization

Leukemia & GIST Advocacy Fraternity of Uganda

**MWECS** 

MaxCare Nigeria

NGO APSBES / DILIGENCE GROUP

Nakuru Hospice

Patient's Friends Society-Jerusalem

People Living with Cancer

Tanzania CML Patient Group

# **ASIA PACIFIC**13 ORGANIZATIONS

Children's Cancer

**ELGEKA West Jawa** 

I7UM

Korea Blood Cancer Association

Max Family

Max Miracle

Max's Vie

MaxSmiles

Shanghai Roots and Shoots

Taiwan Bone Marrow Transplant Association

Touched By Max

YKI Jakarta

Zero Club CML

# **CENTRAL ASIA & EUROPE** 9 ORGANIZATIONS

Association of Patients with Hemoblastoses

Associação Portuguesa contra a Leucemia

CML Association of Serbia

National Cancer Council

Mongolia Mongolia

Sanna

Polish Association for CML Patients Aid

Slovenian Lymphoma and Leukemia Patient Association, L&L

The Alliance of CML Patients of Georgia

Uzbekistan CML Patients League

# SOUTH ASIA 5 ORGANIZATIONS

Bangladesh CML Supporting Group

Blood Cancer Society Nepal Friends of Max

Children Cancer Foundation Nepal

KIRAN



# INCREASING HOPE, REDUCING STIGMA

While treatment may save the life of a cancer patient, community support is vital to their wellbeing. Through simultaneous events during the Maximize Life Campaign throughout the month of October – from awareness-raising walks, to neighborhood performances, to readings for children – participants play an active role in building support systems within their local community.

**MAXIMIZE LIFE EVENTS** 

48

**EVENT PARTICIPANTS** 

11,000

**GLOBAL VOLUNTEERS** 

1,050



# SPOTLIGHTING OUR INDIA PARTNERS

In April, The Max Foundation and Friends of Max formalized our long-standing collaboration supporting cancer survivors in India by signing a landmark Memorandum of Understanding to underscore our partnership.

MY PCR GRANTS

36

MY PCR OUTREACH

33,250

CONFERENCE BOOTHS

# MAKING PCR APPROACHABLE

Diagnostic testing is a complex subject, so the My PCR campaign provides advocates with simplified messaging and tools to explain the importance of the molecular test. The campaign rebrand to make it even more accessible was promoted at the American Society of Hematology.





# PCR AWARENESS ON 9/22

Our goal on World CML Day was simple: show our gratitude for health professionals while elevating the importance of molecular testing in the lives of our patients. Over 200 patients, caregivers, and advocates delivered treats to their health professionals in September.



"Through our strategic plan, The Max transparency so you, our supporter see your critical role in our mission to world face cancer with dignity and h

# LEAP FORWARD FOR IMPACT

# Our Map to the Future

In 2015, we kicked off a five-year strategic plan to systemically address the needs patients, doctors, families, and communities facing cancer in low- and middle-income countries. The three-tiered plan aims to reach even more patients through scalable solutions with the goal of meeting the targeted global health needs of 2020.

# Foundation is striving for s and collaborators, will help people around the

PRESIDENT OF THE BOARD

# AT PRESENT THE FUTURE TOMORROW

# WHERE ARE WE NOW? WHER

Our first objective is to more fully focus, measure and chronicle our work to build on our strengths

# WHERE ARE WE GOING?

We are looking to the future to expand our unique patient-centered solutions to help close the cancer divide.

# OUR PATHWAY

# **HOW DO WE GET THERE?**

We are bolstering our work by improving systems, diversifying funding, and expanding reporting.

# MAX ACCESS SOLUTIONS

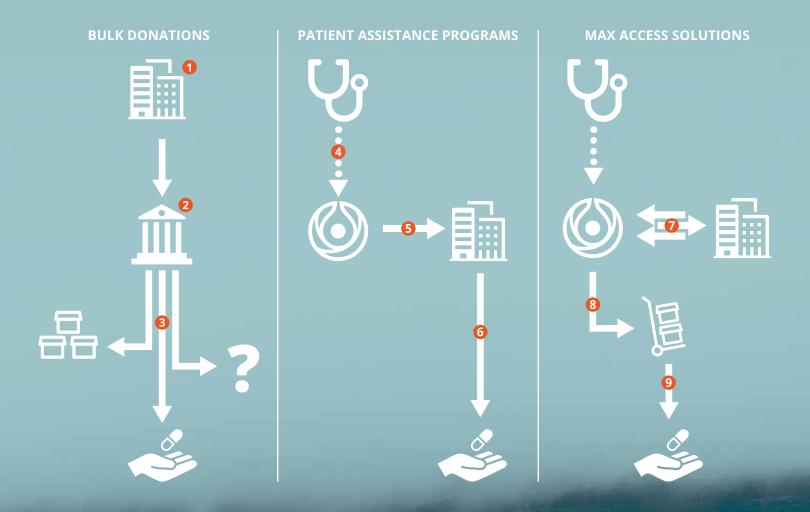
# THE FUTURE OF TREATMENT ACCESS

With **bulk donations**, the pharmaceutical company **1** donates their treatment through governments or institutions. **2** These government institutions are overtasked with managing multiple donations, meaning treatment is often mishandled, left in storage or diverted away from the people who need them. **3** 

Through the **patient assistance programs** currently operationalized at The Max Foundation, medical practitioners reach out to us and request treatment access for their patients. • We work with pharmaceutical companies to process the orders • and the pharmaceutical organization completes the delivery of the drug to the patient. • The Max Foundation monitors the drug dosing, adherence and adverse events, and reports this back to the authorities.

Prospectively, we see **Max Access Solutions** as the optimal way to execute treatment access. Through these adaptable channels, The Max Foundation **7** partners with collaborative companies that share a common vision and provide gifts in kind or preferential pricing **3** for drugs and medical equipment. In partnership with third-party administrators, **9** we deliver the treatment directly to the physicians around the world. Through Max Access Solutions, we ensure each and every targeted therapy ends up in the hands of the oncology patients who need them.





ving the way for new treatment access pathways.

We can see them before they even exist.

Join in the patient's journey.

# FINANCIAL OVERVIEW

For 2015, our financial revenue includes gifts in kind – charitable giving in the form of medical equipment and treatment. The addition of gifts in kind brings greater transparency and clarity to how The Max Foundation operates. Funding increased in key areas, with over ninety percent of our funds going directly to programs benefiting patients.



# YOU MAKE IT POSSIBLE

# To Our Donors

Thank you to our generous private donors who support global cancer survivors through their contributions to The Max Foundation. You are helping people near and far face cancer with dignity and hope. We are grateful for your ongoing support, and look forward to further engagement in the year ahead.

# Sponsors

We extend our gratitude to our corporate donors and sponsors for collaborating in our mission. We deeply value our shared commitment to patients around the world. Through our strategic partnerships, we create and strengthen pathways for access to treatment, care, and support.

Alcamed Bristol-Myers Squibb Onyx Pharmaceuticals

Ariad Celgene Corporation Pfizer

Asuragen Cepheid Pharmacyclics
Bayer GLOBALRx Point Blank
Being Human – The Salman Khan Janssen Pharmaceuticals Society Tea

Foundation Novartis Tanner Pharmaceuticals

Boehringer Ingelheim

# **Affiliations**

Our global affiliations extend our reach and impact throughout the world. Collaboration with these like-minded organizations include ongoing joint projects as well as shared initiatives and resources.

tions include ongoing joint projects as well as shared initiatives and resources.

Cancer Financial Aid Coalition International Childhood Cancer Day Union for International Cancer

CML Advocates Network International CML Foundation Control

Global Myeloma Action Network Non-Communicable Disease Alliance Washington Global Health Alliance

Global Oncology The Partnership for Quality Medical

Donations



# REMARKABLE MOMENTS

Highlights from 2015 showcasing our efforts to provide access to treatment, education and support, and capacity building – all aimed at helping people around the world face cancer with dignity and hope.



In October our friend and colleague Fan, a patient himself, interviewed Pat about Max's story. The interview was posted on our website in honor of Max's birthday. With over 250 playbacks, their intimate conversation reminded us how it all began for The Max Foundation.



# Rech Schools

# TRAINING FOR THE FUTURE

The Health Technology Assessment (HTA) Training Workshop equipped cancer advocates from Africa and the Middle East with a greater understanding of the role of health technology assessment. The Max Foundation collaborated with health economy experts Professor Panos Kanavos of the London School of Economics and Jean Mossman to host the training – the first of its kind on the continent.



#### **GETTING ENGAGED IN SEATTLE**

After moving to our new headquarters in Seattle, Washington, we celebrated with an Open House networking event for our neighbors, supporters and global health colleagues. We created an 'around the world' experience complete with passports to introduce our work to the community. We are excited to be building our future in Seattle.

# THE LANCET Oncology



# HANDS FULL OF PATIENT ART

Oncology professionals across the globe embraced patient art while reading The Lancet Oncology which featured colorful artworks from our Colors of Hope Collection on the cover of every issue in 2015. The spotlight was an amazing way to bring patient art into the lives of those who give them life.

# **RECOGNITION FOR OUR EFFORTS**

Our CEO, Pat Garcia-Gonzalez humbly accepted two honors in 2015 on behalf of patients and partners everywhere: the Emerging Region Support and Partnership Prize from the International CML Foundation and the National Cancer Institute's first ever Global Cancer Medicine Humanitarian Award.



# CHAI FOR CANCER TRAVELS TO THE USA

A fundraising event that started in India crossed the ocean as a way for supporters to help people facing a cancer diagnosis in the country. Volunteers hosted 10 chai addas (tea parties) with special guest South Asia Region Head, Viji Venkatesh, who brought stories about what it means to live with cancer in India. Our heartfelt thanks to all who participated so generously, bringing new friends to our collective mission.



# **PARTNERING WITH NURSES**

Our first workshop for assistive health care workers trained 25 nurses in southern Africa about the journey a cancer patient takes ways to assist them. The workshop encouraged the health care workers at the front lines of caring for many of these patients.



# **EXECUTIVES**

#### **EXECUTIVE STAFF**

Our Board of Directors is comprised of professionals dedicated to serving our mission. The Board provides governance and fiduciary oversight, along with guiding policy and assessing organizational performance goals.

Paula BoultbeeDavid TingstadRobert FarmerGrant RubensteinPresident of the BoardSecretary of the BoardBoard MemberBoard Member

Principal at PTB Consulting LLC Beresford Booth PLLC Law CML survivor & photographer Rosen~Harbottle Commercial

Real Estate

Jerry Scott, CPAPat Garcia-GonzalezTracey HigginsTreasurer of the BoardBoard MemberBoard Member

Chartered Global Management CEO of The Max Foundation Edmonds Community College

Accountant

# **MEDICAL ADVISORY BOARD**

Our Medical Advisory Board includes specialists who are key opinion leaders in the field of oncology. Based around the world, these expert physicians are formative in leading research and managing patient care at their centers of excellence.

Hematology Advisors			Oncology Advisors
Michele Baccarani, MD	Andreas Hochhaus, MD	Jerald Radich, MD	Matías Chacón, MD
Jorge E. Cortes, MD	Timothy Hughes, MD	Neil P. Shah, MD, PhD	George D. Demetri, MD
Brian J. Druker, MD	Michael J. Mauro, MD	Moshe Talpaz, MD	Peter Reichardt, MD
Francois Guilhot, MD	Javier Pinilla-Ibarz, MD, PhD		Jonathan Trent, MD

#### STRATEGIC INNOVATION ADVISORY BOARD

Hailing from both the public and private sectors, our Strategic Innovation Advisory Board includes leaders in the fields of global health, fundraising, and communications who lend their advice, skills and expertise towards our collective goals.

Carolyn Blasdel, FNP-BC Michele Galen, J.D. Jerald Radich, MD Lawrence N. Shulman, MD

Rhonda Curry Teresa Guillien, MPA Carlos Rodriguez-Galindo, MD Dr. Andy Stergachis, PhD,

Gilberto de Lima Lopes, Jr., William E. Heisel, Journalism BA Kristofer Rogers

MD, MBA, FAMS

# **OUR TEAM**

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.

#### **LEADERSHIP TEAM**

Pat Garcia-Gonzalez

Chief Executive Officer

Erin Schwartz

VP of Strategic Partnerships &

**Communications** 

Danielle M. Matia

Region Head for Africa & Middle East

Inés García González

Region Head for Latin America

Mei Ching Ong

Region Head for Asia Pacific

Viji Venkatesh

Region Head for South Asia

J. Michael Wrigglesworth

Director of Global Information Technology

Solutions

Ann Kim Novakowski

Senior Program Officer, PAP Compliance

Coordinator & IT Solutions Liaison

# GLOBAL HEADQUARTERS SEATTLE, WASHINGTON

Craig Anderson

Director of Information Technology

Iosué Blanco

Communications Officer

Barbara Carpenter

Assistant to the CEO

Paula Lacy

Administrative Assistant

Michael Root

Program Officer

Erin Lindsay Schneider

Program Officer

#### **ARGENTINA**

Mercedes Arteaga

Program Officer & Regional Project Manager

for Latin America

María Victoria Duhalde

Local Program Coordinator for Argentina,

Perú, & Ecuador

#### **CHILE**

María Angélica Guerrero

Local Program Coordinator for Chile, Bolivia,

& Paraguay

#### **DOMINICAN REPUBLIC**

Martha Rosario Molina

Local Program Coordinator for Domincan

Republic

#### **GUATEMALA**

Evelyn Berduo

Local Program Coordinator for Central

America & Caribbean

# **INDIA**

Aparna V. Bhatta

Web Developer

Ayeshah Dadachanji

NOA Coordinator/Program Officer/Region

Head West & Central India

Phillip Fernandes

Administrative Assistant

**Sharon Gonsalves** 

Program Officer, Regional Head North

& East India

Santosh S. Kadam

Manager: Accounts/Office & Personnel

Priyanka Kandalgaokar

MaxStation

Prasad Kothekar

Administrative Assistant

Shirly K.V.

Volunteer

# **OUR TEAM**

Azim Mohd

Driver

Ashika Naik

MaxStation

Jaya Namboodari

Administrative Assistant

Beena Narayanan

Program Officer, Regional Head

South India

Sudha Samineni

Program Officer India, Administration Team

Supervisor

Manish Shukla

Web Developer

Yogesh Sindwani

Web Developer

Shilpi Singh

MaxStation

Julie Soundarva

Housekeeping Staff

Ameya Surve

MaxStation

Komal Surve

Administrative Executive

Vijayayalakshmi Sundaram

**Program Officer** 

Vidya Tahilramani

MaxStation

Shinu Thomas

MaxStation

**MALAYSIA** 

Nor Aisya Binti Nor Azham

Project Executive

Wen Huei Fan

**Graphic Designer** 

Gin Nin Gow

Project Executive

Yee Jia Heng

Project Executive

Shirleen Low

Project Executive

Nor Aina Binti Abd Rahim

Administrative Executive

**MEXICO** 

Estefany Green Cerda

Local Program Coordinator

Cynthia Figueroa Guerra

Local Program Coordinator

Gisela Corchado Salgado

Local Program Coordinator

**PHILIPPINES** 

Nelia Medina

MaxStation

**SOUTH AFRICA** 

Catherina Scheepers

MaxStation

**THAILAND** 

Somsak Apichaichoonpong

Administrative Assistant

Wirat Sae-Kuai

Senior MaxStation

Piyapong Siriviriyanum

MaxStation

**UZBEKISTAN** 

Sukhrob Saliev

MaxStation

# INSPIRATION FOR THE ROAD

For the 2015 Maximize Life Campaign, we hosted an essay contest and asked people to write about their experience of overcoming adversity and fear. We received over 70 essays, each one contributing a unique yet familiar story of inspiration. Below, we share a selection of quotes from the essays submitted this year. Congratulations to Saliou Diop of Senegal, Jozina Pacheco Gómez of Perú, and P. Sageetha of India who were selected by our panel of judges as this year's winners. Read all the essays at maximizelife.themaxfoundation.org.

"People touched by cancer desperately need our support and strength."

Moshaddek Alam, Survivor from Bangladesh "Cancer is a battle that family and friends need to be fighting together!"

Christian Tiglao, Caregiver from the Philippines

"The basic need of any cancer patient is emotional support and encouragement."

Sandhya Godey, Caregiver from India "I'm not foolish enough to be thankful for cancer, but I am thankful for some of the lessons it's taught me."

> Karthikeyan K, Survivor from India

"A tous ceux qui sont dans le combat contre la CML, je tiens à leur dire courage et leur apporter mon soutient."

> Saliou Diop, Survivor from Senegal

"I learnt that the first step is to hold his hand in the battle and face it with confidence."

> P. Sangeetha, Caregiver from India

"El cáncer se llevó mi cabello, pero no mi vida. Descubrí que hay esperanza para todos."

> Jozina Pacheco Gomez, Survivor from Perú

"When I share my 16 years experiences with CML I can see rays of happiness in their faces."

> Bishnu Paudel, Survivor from Nepal

"Si tuviera que decir qué aprendí de esta experiencia, diría que anteriormente no había disfrutado del todo de la vida."

> Cristina Pichihueche, Sobreviviente de Argentina



The Max Foundation is fearlessly moving into the future of global health. We are achieving measurable results through innovative solutions that allow people all around the world to face cancer with dignity and hope.



Increasing global access to cancer treatment, care, and support.

#### THE MAX FOUNDATION

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#### **REGIONAL OFFICES**

Africa & Middle East Johannesburg, South Africa

**Asia Pacific** Kuala Lumpur, Malaysia

**Latin America**Buenos Aires, Argentina

South Asia Mumbai, India

#### **PARTNER WITH US**

We rely on your donations to fund our global efforts. Make your gift today at themaxfoundation.org/donate.