

The Max Foundation



Annual Report
2014



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Board of Directors & Staff

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.

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

Patients are the center of all we do and we believe they deserve access to the best treatment.



SUPPORT & EDUCATION

Our wrap-around services aim to build knowledge and support among the people we serve.



GLOBAL NETWORK

Creating communities around patients leads to sustainable local support and resources.

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.

PATS®

PATIENT ASSISTANCE TRACKING SYSTEM:
DRIVING OUR PROGRAM LIFE CYCLE
AND ENSURING QUALITY CARE.

TO DATE
86,931 PATIENT CASES PROCESSED
172 COUNTRIES REPRESENTED

IN 2014
TEN THOUSAND

AVERAGE NUMBER OF PATIENT CONTACTS LOGGED PER MONTH

18,000
AVERAGE NUMBER OF
LOGINS EACH MONTH

2,222
TOTAL ACTIVE
USERS IN PATS®

200
DATA POINTS TRACKED
ON EACH PATIENT

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.

IN 2014, WE PROVIDED PATIENTS WITH...

37,432
PATIENT NAVIGATION SERVICES,

25,536
EMOTIONAL SUPPORT SERVICES,

4,027
INFORMATIONAL REFERRAL SERVICES, AND

5,661
ADVOCACY SUPPORT SERVICES, IN

112
COUNTRIES AROUND THE WORLD.

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 World 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.

AFRICA & MIDDLE EAST

AMACAS, *Cameroon*
 AMAL, Association des Malades Atteints de Leucémies, *Morocco*
 APSBES, *Togo*
 Association de Lutte Contre la Leucémie, *Niger*
 Association Leucémie, Espoir Mali, *Mali*
 Can Survive, *Egypt*
 Childhood Cancer Foundation South Africa, *South Africa*
 Childhood Cancer Initiative, *Kenya*
 CML Patients' Foundation of Ethiopia, *Ethiopia*
 CMLSA, *South Africa*
 Crusaders Club Ministry, *Sierra Leone*
 Emirates Association for Cancer Support, *United Arab Emirates*
 Ghana Patient Support Group, *Ghana*
 Groupe d'Appui aux Survivant du Cancer, *Burkina Faso*
 Henzo Kenya, *Kenya*
 Israeli CML Patients Organization, *Israel*
 Leukemia and GIST Advocacy Fraternity, *Uganda*

Mathiwos Wondu-Ye Ethiopia Cancer Society, *Ethiopia*
 MaxCare Nigeria, *Nigeria*
 Nakuru Hospice, *Kenya*
 Patient's Friends Society-Jerusalem, *Palestine*
 People Living with Cancer, *South Africa*

ASIA PACIFIC

Children's Cancer Foundation, *Singapore*
 ELGEKA, *Indonesia*
 IZUMI, *Japan*
 Max Family, *Malaysia*
 Max Miracle, *Cambodia*
 MaxSmiles, *Thailand*
 Max's Vie, *Vietnam*
 Shanghai Roots & Shoots, *China*
 Taiwan Bone Marrow Transplant Association, *Taiwan*
 Touched By Max, *Philippines*

CENTRAL ASIA & EUROPE

AdVita Foundation, *Russia*
 Association of Patients with Hemoblastoses, *Kazakhstan*

The Max Global Network

Associação Portuguesa Contra a Leucemia, *Portugal*
 CML Association of Serbia Organization, *Serbia*
 CML Patient Association Armenia, *Armenia*
 National Cancer Council Mongolia, *Mongolia*
 Osanna, *Ukraine*
 Polish Association for CML Patients Aid, *Poland*
 Slovenian Lymphoma and Leukemia Patient Association, L&L, *Slovenia*
 The Alliance of CML Patients of Georgia, *Georgia*
 Uzbekistan CML Patients League, *Uzbekistan*

LATIN AMERICA

ABRALE, *Brazil*
 ALMA, Asociación de Leucemia Mieloide Argentina, *Argentina*
 Corporación Nacional Maxi-Vida Chile, *Chile*
 Fundación Colombiana de Leucemia y Linfoma, *Colombia*
 AGALEMO, *Costa Rica*
 Fundación Esperanza Viva, *Colombia*
 Asociación Esperanza y Vida, *Ecuador*

Asociación Amor a la Vida, *El Salvador*
 ASOPALEU, Asociación de Pacientes con Leucemia Mieloide Crónica, *Guatemala*
 AHLCANCER, Asociación Hondureña de Lucha Contra el Cáncer, *Honduras*
 Alianza Anticáncer Infantil, A.B.P., *Mexico*
 AMELEG, Asociación Mexicana de Leucemia y GIST, *Mexico*
 Grupo Unido de Leucemia A.C., *Mexico*
 Manitas la Pulsera de la Leucemia, *Mexico*
 Luz de Vida, *Mexico*
 Fundación Alas de Vida, *Nicaragua*
 FUNCA, Fundación Unidos Contra el Cáncer, *Paraguay*
 ESPERANTRA, *Peru*
 Luz de Esperanza, *Peru*
 ASAPHE, Asociación de Ayuda a Pacientes Hemato-oncológicos, *Venezuela*
 Un Paso Max, *Dominican Republic*

SOUTH ASIA

Bangladesh CML Support Group, *Bangladesh*
 Blood Cancer Society Nepal, *Nepal*
 Children Cancer Foundation, *Nepal*
 Friends of Max, *India*

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



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

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).

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.

58 PARTNER ORGANIZATIONS

49 COUNTRIES REPRESENTED

18 NEW PARTNERS IN 2014

"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



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

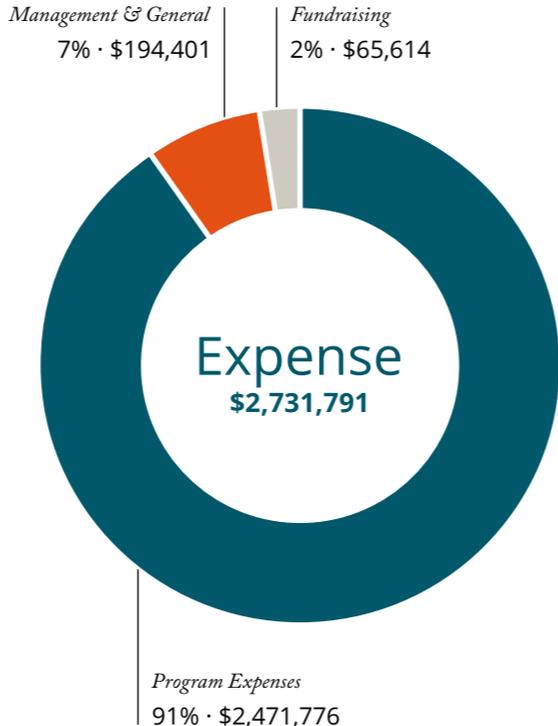
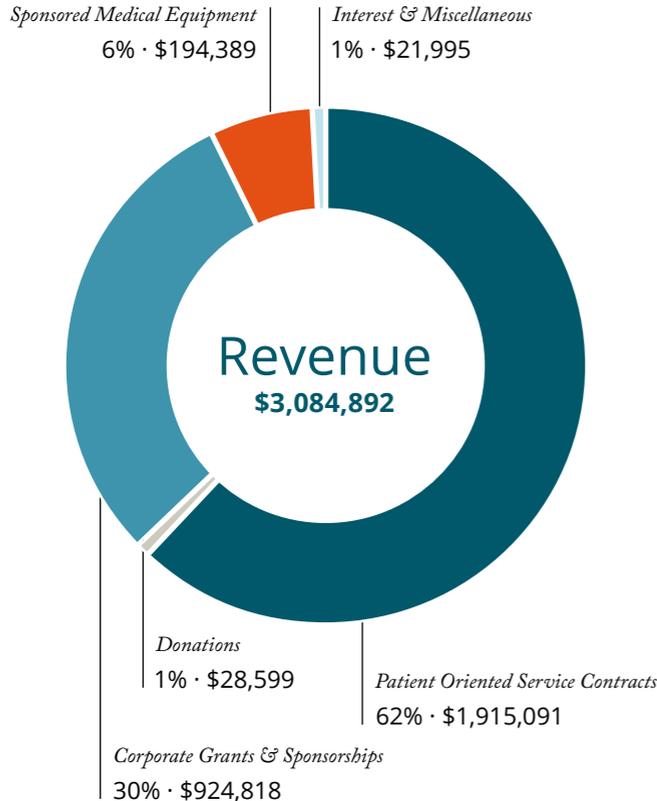
Honing leadership talents among the next generation of advocates is both a priority and an inspiration for The Max Foundation. In 2014, we invited survivors within our global network to write essays telling their stories, focusing on how and why they became advocates. Three essay authors were selected 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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Secretary, CML survivor and photographer

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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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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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