

2016 Annual Report

# **BUILDING A FOUNDATION FOR THE FUTURE**



The Max  
Foundation



**OUR MISSION IS TO  
INCREASE GLOBAL ACCESS  
TO TREATMENT, CARE, AND  
SUPPORT FOR PEOPLE  
LIVING WITH CANCER.**

## LETTER FROM THE CEO MAX, UNDER CONSTRUCTION

### Dear Friends,

2016 was a year of building a strong foundation for the future. I like to say that we are in the process of reinventing ourselves – in that context, 2016 marked a complete reframing of our organization's approach.

After many years of successfully managing pharma-driven patient access programs, in 2016, we began working with our treatment access partners to imagine how we could maximize our knowledge and expertise to increase our impact. We realized that as important as industry-driven patient access programs are, they are limited by a company's portfolio, and patients' diseases are company-agnostic. A patient might need a treatment developed by one manufacturer today, and a different one tomorrow from a different manufacturer. If we were going to be truly patient-centric, we needed to put the patient back at the center of our efforts and create a program that can provide any treatment a patient might need within a specific disease. Today we are improving our treatment access approach by delivering a model of our own called Max Access Solutions.

In our new model and through our Humanitarian Partners for Access to Cancer

Treatment (PACT) with several manufacturers, we are able to respond to requests from our partner oncologists and hematologists with a wider array of treatments and monitoring tools available. This, my friends, is the dream we have had for the past ten years: no matter where a patient lives, they can access the right treatment at the right time.

In order to accomplish this, we had to take an active role in supply chain management, receiving donations of products and developing our own supply chain into the major cancer centers in low-resource regions of the world. This approach better positions us for scaling into more disease areas with a continued focus on underserved populations. This ambitious transformation paves the way for longevity and sustainability in providing humanitarian access to cancer treatment in low-resource countries.

In strengthening our collaborations, we are creating solutions between the public and private sectors that are more patient-centered and aligned with global health principles. The Humanitarian PACT among companies on behalf of patients swings the pendulum from



competitors to coalitions and gives the global community tools for contributing to the third of the UN Sustainable Development Goals (SDGs): decreasing premature mortality.

In this year's annual report, you will hear from patients in each corner of the world. On the cusp of our 20th year, we are embracing our entrepreneurial roots and reinventing how we approach treatment access for all.

Thanks for being the cornerstones in building a future of dignity and hope in the face of cancer.

In partnership,

A stylized, handwritten signature in black ink that reads "Pat". The signature is fluid and cursive, with a horizontal line underlining the name.

Pat Garcia-Gonzalez  
Chief Executive Officer  
The Max Foundation

# SHARING STORIES THAT MATTER

Everything we do at The Max Foundation is aimed at helping people facing cancer around the world access the best possible drug treatments for their disease. This year's annual report features stories of exemplary patients we have served through our work.

While each person has their own unique story to tell, there are profound universalities within patient stories collected from all corners of the globe. When someone is diagnosed with cancer, no matter where they are in the world, they just want more time with their loved ones.

We make it our business to make that wish a reality by working collaboratively with our partners to overcome challenges from drug import, to diagnostic testing provisions, to patient and physician education, in more than 75 low- and middle-income countries.

An illustration of a man with short dark hair, wearing a light-colored short-sleeved button-down shirt. He is holding a small white pill bottle in his right hand and a small white pill in his left hand. The background is a stylized illustration with warm tones and geometric patterns.

# GERSHON

CANCER PATIENT  
IN GHANA

"I was blessed to learn that through The Max Foundation, my doctor could provide me with my life-saving treatment at no cost. This allowed me to return to my daily life, continue to support my family, and live healthily in my community."

In 2016, The Max Foundation received 912 units of Iclusig® (ponatinib) from ARIAD and 91 units of Sutent® (sunitinib malate) from Pfizer and provided donations of these prescribed treatments to 113 patients in 18 countries.

# ROSARIO

CANCER PATIENT  
IN MEXICO



“Through coaching from Max, I have overcome my cancer challenges. This support inspired me to start my own patient organization, Manitas, to help children in Mexico face cancer. Today, The Max Foundation helps my community through trainings and funding. I proudly give others the love and care I have received through The Max Foundation!”



In 2016, The Max Foundation provided over ninety-six thousand one-on-one emotional support services – such as calls in Latin America about treatment adherence – to cancer patients in sixty-seven countries.

A stylized illustration of a man with short brown hair and a beard, wearing a green patterned shirt, singing into a microphone. He is smiling and looking upwards. The background features a light blue circular highlight behind him and a faint, larger illustration of a person playing a guitar in the lower right. The overall style is hand-drawn and artistic.

# TONY

CANCER PATIENT  
IN MALAYSIA

“My doctor was optimistic as he explained that I could live a healthy and active life despite my cancer diagnosis. Learning that I’ll receive life-saving treatment for my cancer at no cost through The Max Foundation helped me to move forward without fear, and my faith and optimism help me stay positive about the future.”

The Max Foundation provided patient navigation services to over thirty-eight thousand patients in seventy-five countries and personally advocated for over four thousand patients in sixty-two countries.



# HIRA

CANCER PATIENT  
IN INDIA

“This little orange capsule extended my life. I never missed a dose or a follow-up appointment with my physician. By adhering to treatment, I was able to continue working to support my family and enjoy an active life.”

In 2016, The Max Foundation managed six unique industry-driven patient assistance programs, facilitating access to over four hundred thousand monthly cancer treatment doses, as prescribed by their treating physicians.

# MAX ACCESS SOLUTIONS

## INCREASING GLOBAL ACCESS TO CANCER TREATMENT, CARE, AND SUPPORT

Access to treatment for cancer in a complex world requires commitment and adaptability. As pioneers in the management of global access programs, Max Access Solutions represents a reframe of our strategy and our newest best practice model to respond to the need for cancer control.

Max Access Solutions is The Max Foundation's operational program through which humanitarian donations of approved oncology products are channeled to patients in need. Max Access Solutions is meant to be a bridge for access to treatment specifically within low- and middle-income countries (LMICs) where the burden of disease is high and local government access programs may not be currently feasible.

**"Cancer is the second leading cause of mortality globally, and the burden on resource-poor countries is among the highest. Our**

**collaborations across public-private sectors allow thousands to live beyond their cancer. Our efforts are measured not only in the number of drug doses we get to patients, but also in the invaluable time treatment adds to their lives."**



Ann Kim Novakowski  
Associate Program Director

# MAX GLOBAL NETWORK

## STRENGTHENING COMMUNITIES TO SUPPORT CANCER CARE

What started with a few cancer patients gathered together, first in hospitals and then in parks and later in rented rooms has evolved through the years into a network of 70 patient associations in 57 countries whose partnership is central to our continuum of care.

In the early days, our team would show up in clinic waiting rooms alongside patients and their families offering support and help navigating local health systems. In many parts of the world then and today, being diagnosed with cancer comes with a grave social stigma. People are often shunned by their own families and forced to find new supports, such as our team and other patients facing the same ailments.

Playing a crucial role in emotional support and education, all the organizations within the Max Global Network share our mission around improving access to cancer treatment and our vision for a world where everyone faces cancer with dignity and hope.



# 2016 FINANCIALS

In 2016, we continued our growth with significant new in-kind gifts – humanitarian donations of cancer treatment. Funding increased in key areas, with over ninety percent of our funds going directly to programs which benefit patients.

## Revenue TOTAL \$16,554,541

79%

\$13,165,210 • GIFTS IN  
KIND: PHARMACEUTICALS

13%

\$2,203,124 • CORPORATE  
SERVICES AGREEMENTS

5%

\$760,747 • CONTRIBUTIONS,  
GRANTS & SPONSORSHIPS

2%

\$403,500 • DIAGNOSTIC  
PROGRAM REVENUE

1%

\$21,960 • OTHER  
INCOME

Through generous donations of pharmaceuticals and related products provided by our industry partners, we are able to offer access to drug therapies and diagnostics on humanitarian grounds to individuals facing cancer in countries with no other solutions. The addition of these individualized product donations continues to expand both our reach and patient services.

## Expenses TOTAL \$16,022,590

\$15,436,035 • PROGRAM  
SERVICES EXPENSE

96%

\$418,897 • MANAGEMENT  
& GENERAL

3%

\$167,658 •  
FUNDRAISING

1%

# DONORS & SPONSORS

## 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.

## CORPORATE DONORS AND 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.

Abbvie

Amgen

ARIAD Pharmaceuticals

Bristol-Myers Squibb

Celgene Corporation

Janssen Pharmaceuticals

Novartis

Otsuka

Pfizer

## FRIENDS OF THE MAX FOUNDATION

Our Friends of The Max Foundation circle is a way to recognize businesses and family foundations contributing financial or in-kind gifts to the organization.

Alcamed

Beresford Booth PLLC

Cepheid

Choice Organic Teas

Tanner Pharma Group

# EXECUTIVES

## BOARD OF DIRECTORS

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 Boulton · *President of the Board*  
*Principal at PTB Consulting LLC*

Jerry Scott, CPA · *Treasurer of the Board*  
*Chartered Global Management Accountant*

David Tingstad · *Secretary of the Board*  
*Beresford Booth PLLC Law*

Pat Garcia-Gonzalez · *Chief Executive Officer & Founder*

Robert Farmer · *Board Member*  
*CML Survivor & Photographer*

Tracey Higgins · *Board Member*  
*Edmonds Community College*

Grant Rubenstein · *Board Member*  
*Rosen-Harbottle Commercial Real Estate*

## MEDICAL ADVISORY BOARD

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

### *Oncology Advisors*

Matías Chacón, MD

George D. Demetri, MD

Peter Reichardt, MD

Jonathan Trent, MD

### *Hematology Advisors*

Michele Baccarani, MD

Jorge E. Cortes, MD

Brian J. Druker, MD

Francois Guilhot, MD

Andreas Hochhaus, MD

Timothy Hughes, MD

Michael J. Mauro, MD

Javier Pinilla-Ibarz, MD, PhD

Jerald Radich, MD

Neil P. Shah, MD, PhD

Moshe Talpaz, 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 to our collective goals.

Carolyn Blasdel, FNP-BC

Rhonda Curry

Gilberto de Lima Lopes, Jr., MD, MBA,  
FAMS

Michele Galen, JD

Teresa Guillien, MPA

William E. Heisel, Journalism BA

Jerald Radich, MD

Carlos Rodriguez-Galindo, MD

Kristofer Rogers

Lawrence N. Shulman, MD

Dr. Andy Stergachis, PhD, BPharm

# 2016 STAFF

## LEADERSHIP TEAM

Pat Garcia-Gonzalez, Chief Executive Officer

Erin Schwartz, Vice President of Global Strategy

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 Wigglesworth, Director of Global Information Technology Solutions

Ann Kim Novakowski, Associate Program Director

**HEADQUARTERS - SEATTLE, WASHINGTON, USA**

Craig Anderson, Director of Information Technology

Josué Blanco, Senior Brand Manager

Barbara Carpenter, Assistant to the CEO

## OUR TEAM

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

Paula Lacy, Administrative Assistant

Wesley Teo Nguyen, Senior Program Officer

Winona Rennick, Development Manager

Erin Lindsay Schneider, Senior Program Manager

## AFRICA & MIDDLE EAST

Mame Fall, Local Program Coordinator

Catherina Scheepers, Program Officer

## ASIA PACIFIC

Nor Aisya Binti Nor Azham, Project Executive

Waheeda Binti Hasbullah, Junior Project Executive

Wen Huei Fan, Graphic Designer

Gin Nin Gow, Project Executive

Yee Jia Heng, Project Executive

Shirleen Low, Project Executive

Nelia Medina, Local Program Coordinator

Nor Aina Binti Abd Rahim, Administrative Executive

Wirat Sae-Kuai, Program Officer

Piyapong Siriviriyarnum, Program Officer

Thaned Kairaj, Local Program Coordinator

## CENTRAL ASIA

Sukhrob Saliev, Local Program Coordinator

## LATIN AMERICA

Cynthia Figueroa Guerra, Local Program Coordinator

Mariana Rubi Gonzalez, Local Program Coordinator

Mercedes Arteaga, Program Officer & Regional Project Manager

María Victoria Duhalde, Local Program Coordinator

Melisa Fazio, Local Program Coordinator

Lyat Granati, Local Program Coordinator

Martha Rosario Molina, Local Program Coordinator

Nilexis Bernard Rodríguez, Local Program Coordinator

Evelyn Berduo, Local Program Coordinator

**SOUTH ASIA**

Aparna V. Bhatta, Web Developer

Phillip Fernandes, Administrative Assistant

Sharon Gonsalves, Program Officer, Regional Head

Santosh S. Kadam, Manager: Accounts/ Office & Personnel

Priyanka Kandalgaokar, Program Officer India, Administration Team Supervisor

Prasad Kothekar, Administrative Assistant

Sherly K V, Volunteer

Azim Mohd, Driver

Ashika Naik, Local Program Coordinator

Beena Narayanan, Program Officer, Regional Head

Sudha Samineni, Program Officer

Manish Shukla, Web Developer

Yogesh Sindwani, Web Developer

Shilpi Sirohi, Local Program Coordinator

Julie Soundarva, Housekeeping Staff

Vijayalakshmi Sundaram, NOA Coordinator and Program Officer/ Regional Head

Ameya Surve, Local Program Coordinator

Komal Surve, Administrative Executive and Assistant Local Program Coordinator

Vidya Tahilramani, Local Program Coordinator

# MAX GLOBAL NETWORK

## PATIENTS WITH A PURPOSE

The Max Global Network is a collective of patient support groups. We are grateful to the extraordinary work and dedication of the 77 partners from over 60 countries. Through their tireless efforts and local influence, they are improving the lives of people living with cancer worldwide.

A.G.I.L du Sénégal, Senegal

ABRALE, Brazil

Agalemo, Costa Rica

Alianza Anticáncer Infantil, A.B.P., Mexico

AMACAS, Cameroon

Asociación Amor a la Vida, El Salvador

Asociación de Ayuda a Pacientes Hemato-oncológicos - ASAPHE, Venezuela

Asociación de Leucemia Mieloide Argentina - ALMA, Argentina

Asociación de Pacientes con Leucemia Mieloide Crónica - ASOPALEU, Guatemala

Asociación Hondureña de Lucha contra el Cáncer, Honduras

Asociación Mexicana de Leucemia y GIST - AMELEG, Mexico

Associação Portuguesa contra a Leucemia, Portugal

Association de Lutte Contre la Leucémie, Niger

Association des Malades Atteints de Leucémies - AMAL, Morocco

Association Fanomezana LMC, Madagascar

Association Leucémie, espoir Mali, Mali

Association of Patients with Hemoblastoses, Kazakhstan

Bangladesh CML Supporting Group, Bangladesh

Blood Cancer Society Nepal, Nepal

CanSurvive, Egypt

Celebrando la Vida, Bolivia

Childhood Cancer Foundation South Africa, South Africa

Childhood Cancer Initiative, Kenya

Children Cancer Foundation Nepal, Nepal

Children's Cancer Foundation, Singapore

Chronic Myeloid Leukemia Advocates of Ghana (CMLAG), Ghana

CML Association of Serbia, Serbia

CML Patient Association Armenia, Armenia

CML Patients' Foundation of Ethiopia, Ethiopia

CML Zimbabwe, Zimbabwe

CMLSA, South Africa

Corporación Nacional Maxi Vida Chile, Chile

Crusaders Club Ministry, Sierra Leone

ELGEKA West Java, Indonesia

Emirates Association for Cancer Support, UAE

Esperantra, Peru

Esperanza y Vida, Ecuador

Friends of Max, India

Fundación Alas de Vida, Nicaragua

Fundación Colombiana de Leucemia y Linfoma, Colombia

Fundación Esperanza Nueva, Bolivia

Fundación Esperanza Viva, Colombia

Fundación Unidos contra el Cáncer, Paraguay

Groupe d'Appui aux Survivants du Cancer, Burkina Faso

Grupo Unido de Leucemia A.C., Mexico

Henzo Kenya, Kenya

Israel CML Patients Organization, Israel

IZUMI, Japan

KIRAN, Pakistan

Korea Blood Cancer Association, South Korea

Leukemia & GIST Advocacy Fraternity of Uganda, Uganda

Luz de Esperanza, Peru

Luz de Vida, Mexico

Manitas la Pulsera de Leucemia, Mexico

Mathiwos Wondu-Ye Ethiopia Cancer Society/MWECS, Ethiopia

Max Family, Malaysia

Max Miracle, Cambodia

Max's Vie, Vietnam

MaxCare Nigeria, Nigeria

MaxSmiles, Thailand

Nakuru Hospice, Kenya

National Cancer Council Mongolia, Mongolia

NGO APSBES / DILIGENCE GROUP, Togo

Osanna, Ukraine

Patient's Friends Society-Jerusalem, Palestine

People Living with Cancer, South Africa

Polish Association for CML Patients Aid, Poland

Shanghai Roots and Shoots, China

Slovenian Lymphoma and Leukemia Patient Association, L&L, Slovenia

Taiwan Bone Marrow Transplantation Association, Taiwan

Tanzania CML Patient group, Tanzania

The Alliance of CML Patients of Georgia, Georgia

Touched By Max, Philippines

Un Paso Max, Dominican Republic

Uzbekistan CML Patients League, Uzbekistan

YKI Jakarta, Indonesia

Zero Club CML · South Korea

**AT THE MAX FOUNDATION, WE ARE  
BUILDING A STRONG FOUNDATION TODAY  
SO PEOPLE CAN CONTINUE FACING CANCER  
WITH DIGNITY & HOPE TOMORROW.**



Help people live with dignity  
and hope by donating at  
[themaxfoundation.org/donate](https://themaxfoundation.org/donate)

**THE MAX FOUNDATION**

200 NE Pacific Street, Suite 103  
Seattle, Washington 98105 USA  
Phone: +1 425-778-8660  
US toll free: 1-888-462-9368  
[info@themaxfoundation.org](mailto:info@themaxfoundation.org)  
[themaxfoundation.org](https://themaxfoundation.org)

**REGIONAL OFFICES**

**Africa & Middle East**  
Johannesburg, South Africa  
**Asia Pacific**  
Kuala Lumpur, Malaysia  
**Latin America**  
Buenos Aires, Argentina  
**South Asia**  
Mumbai, India