

Indian Cancer Society's Cancer Cure Fund (ICS CCF)- Saving Lives through unique philanthropic mutual fund model

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Background and context

Limited government funding, unaffordable insurance cover and high cost of cancer treatment for underprivileged patients led to the launch of a philanthropic Mutual Fund(MF) scheme

Aim

The fund focuses on significant and timely financial assistance to cancer patients, aimed at curative treatment and standard of care through the ICS's Cancer Cure Fund (CCF) Project via its empanelled hospitals.

Strategy/tactics

In 2011 - the HDFC Charity Fund for Cancer Cure was launched, partnered between Indian Cancer Society(ICS) an apex non-profit organization committed to combat cancer, Tata Memorial Centre(TMC) a leading institution specializing in oncology in India and HDFC Mutual Fund (HDFC MF) a premier asset management company in India.

Programme/Policy

The contribution to the mutual fund is capital protected and returned/renewed at the end of a three-year period. The annual dividend (either whole or part) surrendered by the investor is donated to CCF for meeting the cost of cancer treatment for the poor. From 2014, HDFC MF matched the investors donation with an equal contribution as corporate social responsibility(CSR), effectively doubling the donation impact. In 2020, due to COVID-19, the scheme was paused; but relaunched in 2023. HDFC MF investors now contribute 50% or 75% of the dividend income towards the fund.

Process

Hospital selection criteria include comprehensive standard of care, underserved location for cost reduction and affordable treatment. ICS Governing Board regularly review these hospitals to ensure compliance with guidelines. Navya a clinically validated AI system, conducts initial screening of the applications recommending those that fulfil 50% chance of survival. Top oncologist review applications that need further evaluation ensuring quality and affordable care, while maintaining a quick turnaround time. Services from Navya, oncologist and the governing board are pro bono. Use of technology and operating guidelines enable standardized processes leading to transparency and accountability in fund utilization.

Outcomes

Upto March 2024, CCF has received Rs.277 crore(~USD 33 million)- 84 cr. and 134 cr. (~USD 10mil and 16 mil) from HDFC MF and its CSR respectively and the balance from other donors). CCF has successfully funded cancer treatment costs worth Rs.264 crore (~USD 32million) for 14954 patients across 19 empaneled hospitals Pan India, with a five-year survival rate 50% five-year survival rate [2011-2019; 3550/6763(52%)]

What was learned

The MF model is a sustainable source of funding for philanthropic endeavour. HDFC MF leverages its extensive network of clients- corporates and High Net Worth Individuals, enabling a meaningful contribution to the cause. While CCF's credibility has attracted additional donors to this impactful project. A robust process ensures thorough evaluation, approval, and timely fund disbursement. Continuous monitoring of patients is carried out to minimize lost-to-follow-up. The allocation of funds prioritizes applications with a minimum survival risk, maximizing impact thereby saving lives.

Image(s):

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Speaker: **A. Rawat**

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Topic : **Innovative fundraising models**

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Member Organisation : **Indian Cancer Society**

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☒All information correct

☒Abstract not previously presented

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☒Privacy policy

☒Declaration of conflict of interest

Conflicts of interest : **No**

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WHEN LIFE
 PUTS A
 FULL STOP.

 WE ADD TWO MORE,
 SO THAT HOPE
 CONTINUES TO WIN...

That's exactly why we double hope by matching your contribution*




HDFC Charity Fund for Cancer Cure

(A Fixed Maturity Plan)

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 NFO
 Period:
 28th July to
 10th August
 2023

 To know more contact your MFD/RIA or give a missed call on **73974 12345**

* HDFC Asset Management Company Limited shall contribute to Indian Cancer Society an amount equivalent to the total amount of Donations by the Donors, in such financial year, under the Scheme, subject to a limit of ₹ 16 Crores per financial year.
 The Scheme enables its Unit holders to donate part of distribution income to the Indian Cancer Society for treatment of underprivileged cancer patients. Such donations made by the Unit holders shall be eligible for claiming of deduction under Section 80G of Income-tax Act, 1961 (under the Old Regime).
 Distribution income is not assured and is subject to availability of distributable surplus.

Scheme Features

Name of the Scheme	HDFC Charity Fund for Cancer Cure (A Fixed Maturity Plan)
Type of Scheme	A Close Ended Income Scheme With Tenure 196 Days. A Relatively High Interest Rate Risk and Relatively Low Credit Risk.
Investment Objective	To generate income through investments in Debt / Money Market Instruments and Government Securities maturing on or before the maturity date of the Scheme. There is no assurance that the investment objective of the Scheme will be realized.
Purpose of the Scheme	The Scheme enables its Unit holders to donate part of distribution income to the Indian Cancer Society for treatment of underprivileged cancer patients. Such donations made by the Unit holders shall be eligible for claiming of deduction under Section 80G of Income-tax Act, 1961 (under the Old Regime).
Benchmark Index	Nifty Medium Duration Debt Index
Fund Manager	Mr. Anil Bamoli and Mr. Dhruv Muchhal (dedicated Fund Manager for overseas Investments)
Investment Plans	• Direct Plan • Regular Plan Since all distribution expenses / commission shall be borne by the AMC, there shall be no difference between the expenses / TER charged to Direct Plan and to Regular Plan
Investment Options	Under Each Plan only Payout of Income Distribution cum Capital Withdrawal (IDCW) Option with the following sub - options: • 50% IDCW Donation Option • 75% IDCW Donation Option
Investment Strategy	The Scheme intends to invest 95-100% in Government Securities/Treasury Bills. Further, in view of the current market scenario and non availability of regulatory limits for foreign /overseas investments, the scheme currently intends to invest only in domestic securities. For detailed Intended Portfolio Allocation please refer SID/KIM.
Minimum Application Amount	During NFO Period Purchase: ₹50,000/- and in multiples of ₹1,000/- thereafter per application Note: Allotment of units will be done after deduction of applicable stamp duty and transaction charges, if any.
Load Structure	Entry Load: Not Applicable. Pursuant to SEBI Circular No. SEBI/IMD/CIR No.4/168230/09 dated June 30, 2009, no entry load will be charged by the Scheme to the investor. Exit Load: NIL.
Investment Management and Advisory Fee	NIL. This Scheme being a philanthropic initiative by the AMC, no investment management and advisory fee shall be charged by the AMC to the scheme.

For further details, refer Scheme Information Document (SID) and Key Information Memorandum (KIM) available on www.hdfcfund.com and at Investor Service Centres of HDFC Mutual Fund.

This product is suitable for investors who are seeking*

- Regular income over 196 days (tenure of the Scheme)
- Investment in debt and money market instruments and government securities

*Investors should consult their financial advisers, if in doubt about whether the product is suitable for them.

The product labeling assigned during the NFO is based on internal assessment of the scheme characteristics or model portfolio and the same may vary post NFO when the actual investments are made.

Potential Risk Class (PRC) (Maximum risk the Scheme can take)			
Credit Risk →	Relatively Low (Class A)	Moderate (Class B)	Relatively High (Class C)
Interest Rate Risk ↓			
Relatively Low (Class I)			
Moderate (Class II)			
Relatively High (Class III)			
A-III - A Scheme with Relatively High Interest Rate Risk and Relatively Low Credit Risk			



Release Date: August 07, 2023

MUTUAL FUND INVESTMENTS ARE SUBJECT TO MARKET RISKS, READ ALL SCHEME RELATED DOCUMENTS CAREFULLY.

UICC2024

LONG TERM OUTCOME OF SUSTAINABLE FINANCIAL SUPPORT THROUGH INDIAN CANCER SOCIETY - CANCER CURE FUND (ICS-CCF) FOR TREATMENT OF CANCER PATIENTS

Long term Outcome of Sustainable Financial Support through Indian Cancer Society- Cancer Cure Fund(ICS-CCF) for treatment of underprivileged cancer patients.

Nehal R Khanna¹, **Ann Rawat**², Anant Gokarn¹, Tushar Vora³, Sachita Chawan², Ranjana Pagare², Vishal Bamne², Usha Thorat²

1 = Tata Memorial Centre, Homi Bhabha National University, Mumbai, India

2 = Indian Cancer Society-Cancer Cure Fund, Mumbai, India

3 = Children's Hospital of Eastern Ontario, Toronto, Canada

Background: Lack of finances for treatment of cancer is a major hindrance for improving outcomes at a national level.

Aim : In the year 2011, HDFC Mutual Fund in collaboration with Indian Cancer Society launched a unique scheme where investors donated the dividends for timely curative intent treatment of underprivileged patients with cancer from 16 hospitals across India.

Methods: An oncological cut off of 70% survival for paediatric and 50% survival for adult at 5 years and compliance to national guidelines were criteria for funding and ascertained after due diligence of every application by experts. Regular telephonic follow up was done to ensure oncological status.

Results: From 2011 to 2019, out of the 6821 patients who received 13.5 million USD as financial aid, 1991(29%) were ≤ 15 years. Majority were hemato-lymphoid malignancies 1556/1991(78%) of which leukaemias were 1281/1556(82%) and lymphomas 275/1556(18%). The solid tumors were 435/1991(22%) of which 259/435(60%) were sarcomas, 142/435(33%) were non-CNS solid tumours and 34/435(8%) were CNS solid tumors.

Of the 4830/6821(71%) patients who were >15 years, majority had solid tumors 2767/4830(57%) of which the most common diagnoses was carcinoma breast 1198/2767(43%) followed by musculoskeletal tumors 390/2767(14%) and head and neck cancers 353/2767(13%). Hemato-lymphoid malignancies were 2063/4830(43%) of which leukaemias were 1194/2063(58%) and lymphomas 778/2063(38%). Survival status of 940/6821(14%) patients could not be ascertained due to lack of follow up details and this proportion varied between different institutes (3-30%).

At a median follow up of 7 years, and after excluding the lost to follow up patients, for ≤ 15 years 1025/1679(61%) are alive at 5 years and 654/1679(39%) were dead within 5 years. For > 15 years, 2502/4202(60%) are alive at 5 years and 1700/4202(40%) were dead within 5 years of sanction of funds. The outcomes did not differ between the age groups.

Conclusions: Though ICS-CCF has significantly impacted the lives of patients with cancer and the outcomes are optimal. Adopting a more objective way of triaging of cases for funding, incorporation of holistic support and better follow-up strategies along with late effect and survivorship support has the potential to further improve the outcomes.



World Cancer Congress
Geneva, Switzerland
17–19 Sept 2024



Cancer
Cure
Fund



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S. Chawhan; Dr. Nehal R Khanna; Dr. Anant Gokarn; Dr. Tushar Vora; A Rawat; R. Pagare; V. Bamne; U. Thorat;

Abstract submission identifier:

001034, RF02 Cancer control planning in low- and middle-income settings

Submission type name:

Scientific study

Congress theme:

4. Cancer treatment & palliative care.

Affiliated organizations:

Indian Cancer Society; Tata Memorial Centre, Homi Bhabha National University,
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No

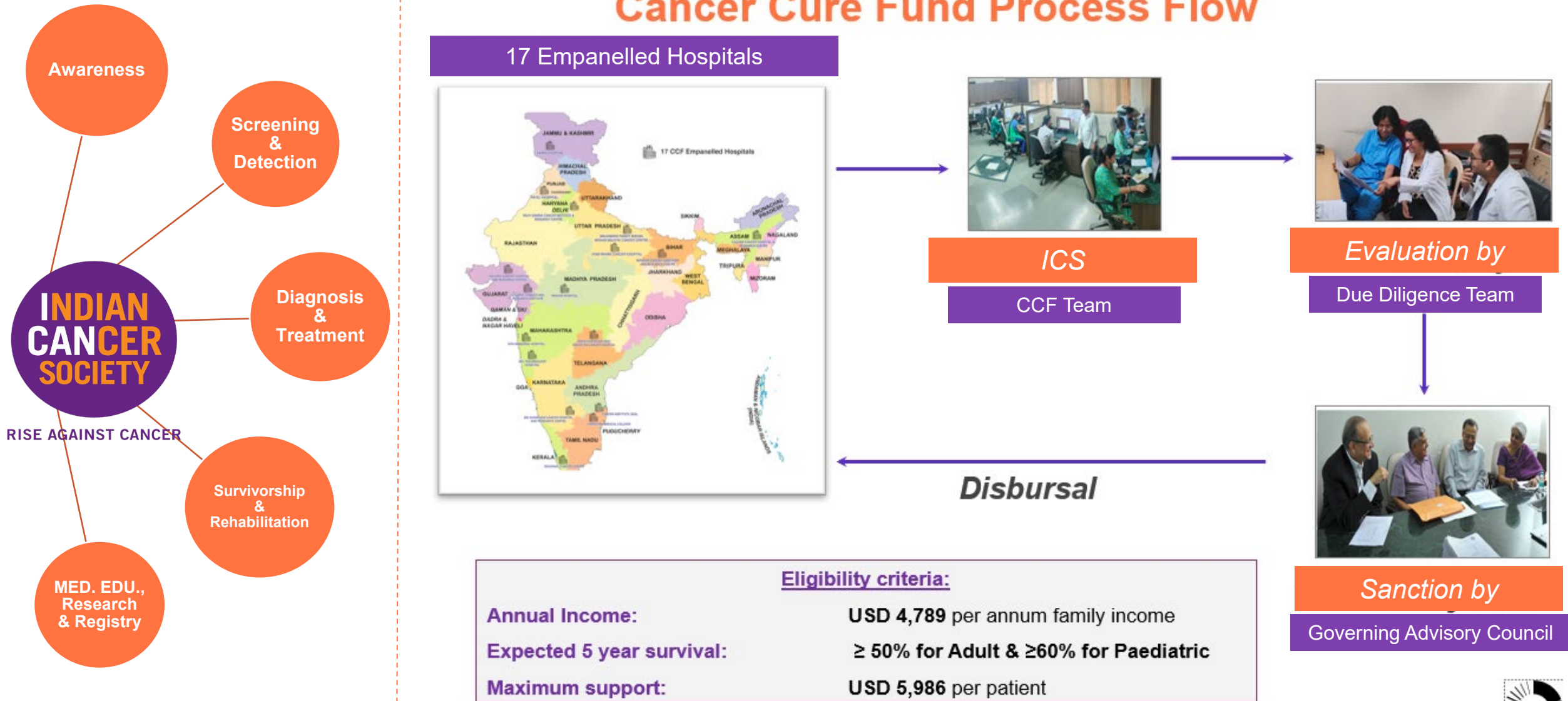


Disclosure of conflict of interest: None



Introduction

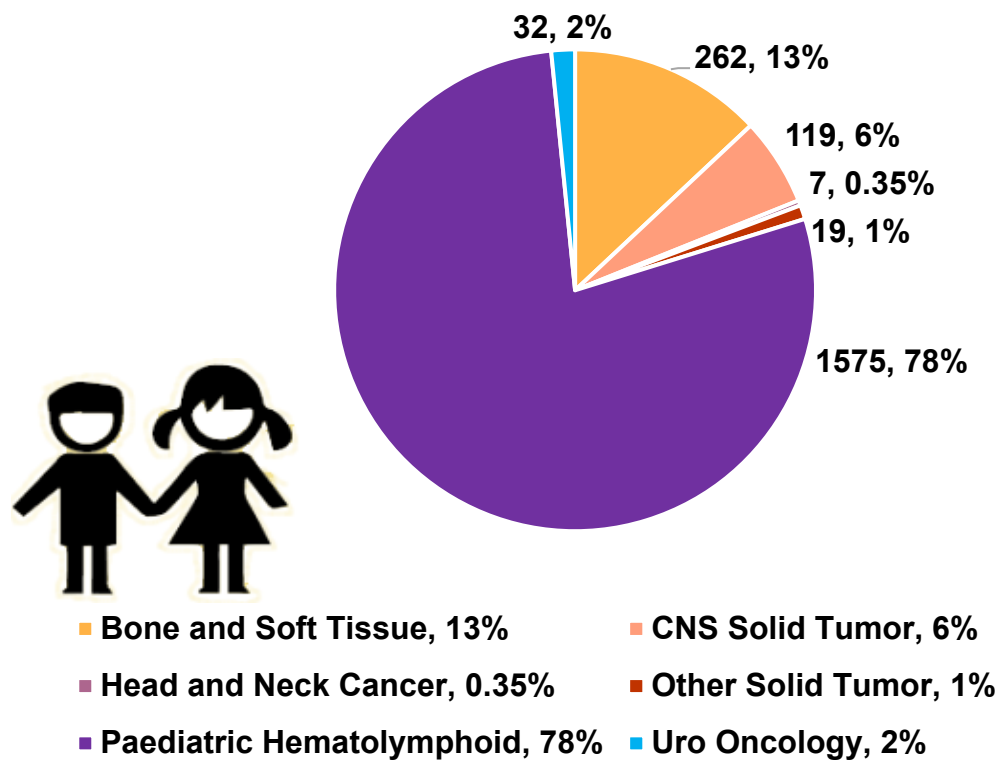
Cancer Cure Fund Process Flow



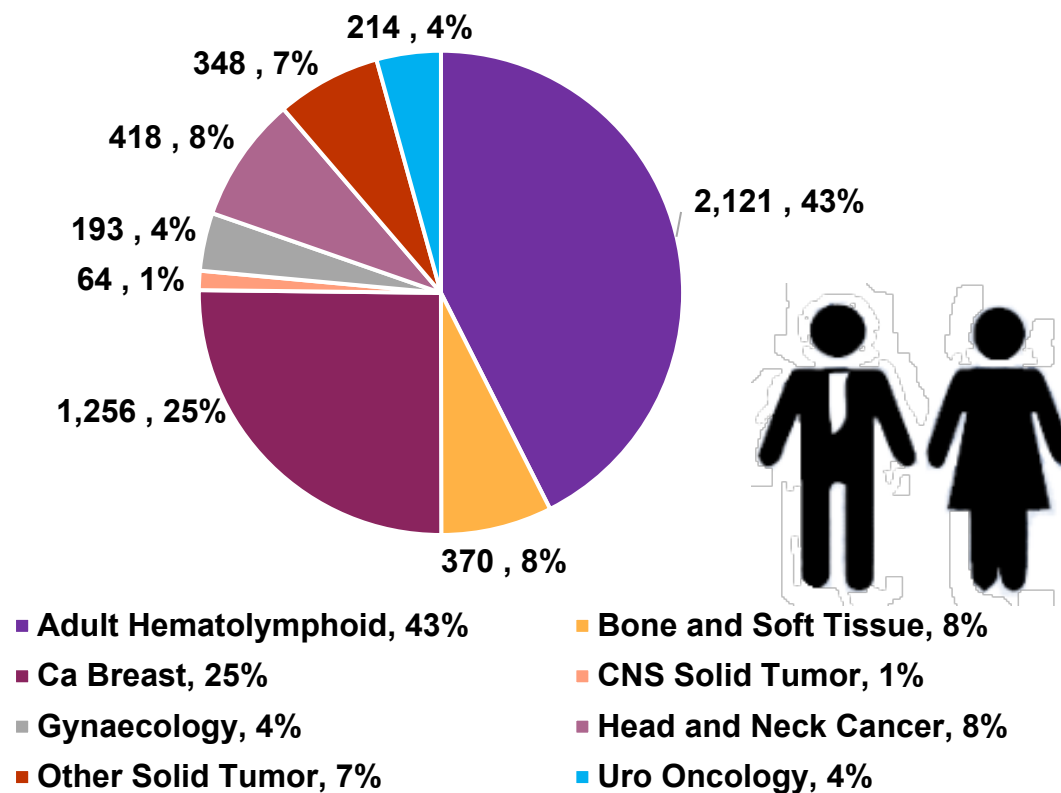
Long term Outcome of Sustainable Financial Support through Indian Cancer Society- Cancer Cure Fund (ICS-CCF) for treatment of underprivileged cancer patients - Ms. Sachita V Chawhan

Diagnosis wise breakup for Patients sanctioned from 2011 till 30th Jun.'19 N= 6998

Paediatric Age <=15 N=2014

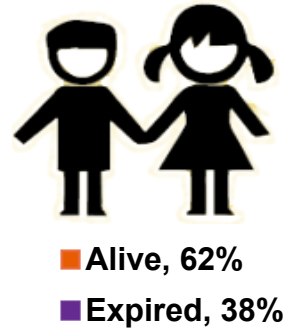
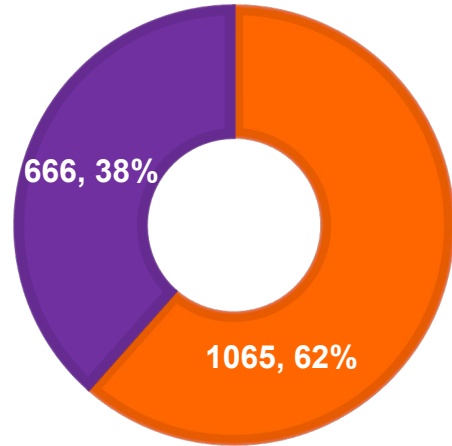


Adult Age >15 N= 4984

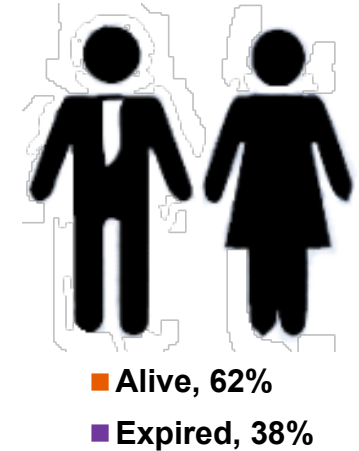
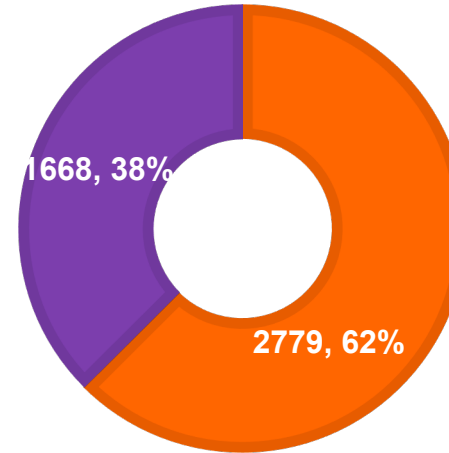


Survival Analysis for Patients sanctioned from 2011 till 30th Jun.'19. N=6178

PAEDIATRIC AGE <=15 N=1731



ADULT AGE >15 N=4447



* If LFU is included the survival % will drop to 53% for Paediatric and 56% for Adult.

Call to Action



Thank you



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Indian Cancer Society, Cancer Cure Fund; Mumbai, India;

Abstract submission identifier: 000597, RF15 Inspirational fundraising, advocacy and awareness campaigns

Submission type name: Fundraising campaign report

Congress theme: 3. Healthcare systems & policies.

Affiliated organizations: Indian Cancer Society.

Abstract previously published / presented: No



Disclosure of conflict of interest: None



Collaboration



RISE AGAINST CANCER

1951 - An apex non-profit organization committed to combat cancer.



2000 - HDFC Mutual Fund (HDFC MF) a premier asset management company in India.



1941 - A leading institution specializing in oncology in India.

Method of funding

HDFC AMC PHILANTHROPIC FUND MODEL



Money from investors



Invested in a 3 year



Mutual fund product



Investing in high quality debt paper



Dividend from investment



Donated to ICS



\$ 10.84 in M Dividend



The Process Flow

Method of utilising

CANCER CURE FUND (CCF) MODEL

19 Empanelled Hospitals PAN India

Identifies Patients: Family's Annual income < ₹4 lakh, min 50% survival outcome

Responds to CCF/DDT/GAC queries

Shares patient status and use of funds

AI & Due Diligence Team (DDT)

Screens medical and cost aspect every week

Seeks clarity on hold applications

Recommends GAC sanction, rejection cases

Governing Advisory Council (GAC)

Reviews all AI, DDT applications twice a month

Final **authority** for recommending applications

Evolves strategy, policies and monitor progress of the CCF

CCF Team

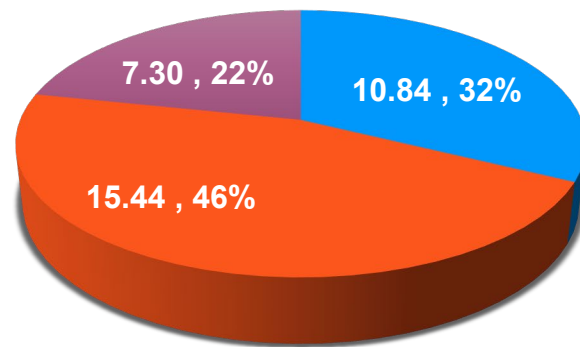
Coordinates with Empanelled hospitals, AI, DDT & GAC

Addresses all queries with respect to the processes

Monitoring reports, patient follow up guidelines

Contribution from Oct 2011 to June 2024 (\$ M)

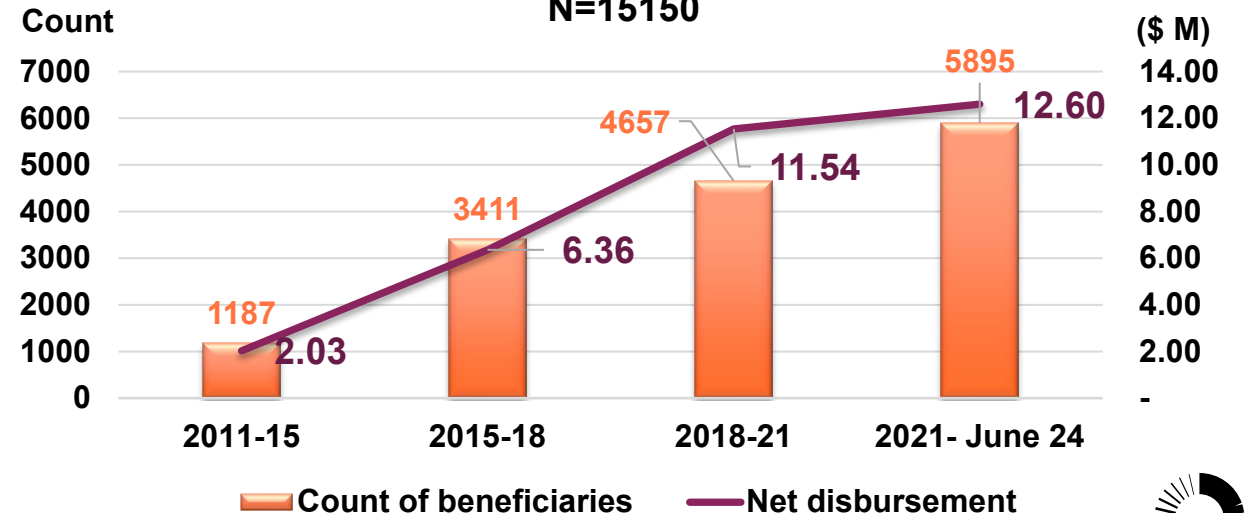
Total Contribution \$ 33.58 M



■ HDFC AMC-Dividend, 32% ■ HDFC AMC-CSR, 46% ■ Others, 22%

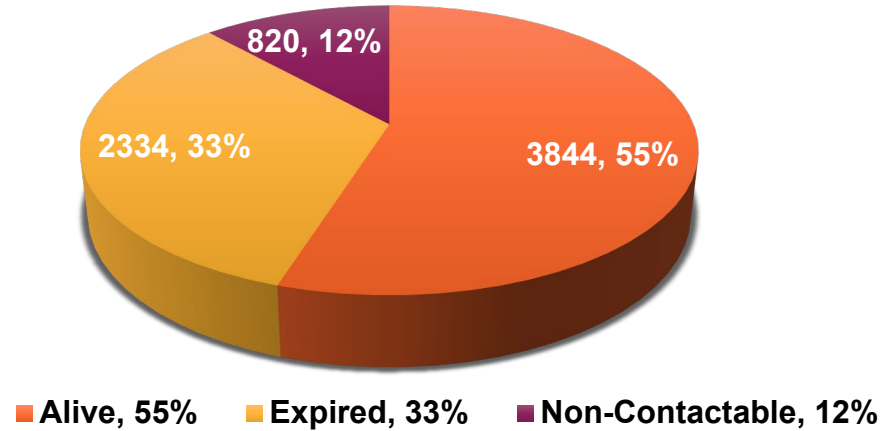
The Impact – Oct 2011 to June 2024

Funds disbursed \$ 32.53 M & Beneficiaries supported N=15150



Impact

Survival Analysis for Patients sanctioned from 2011 till 30th Jun.'19. N=6998

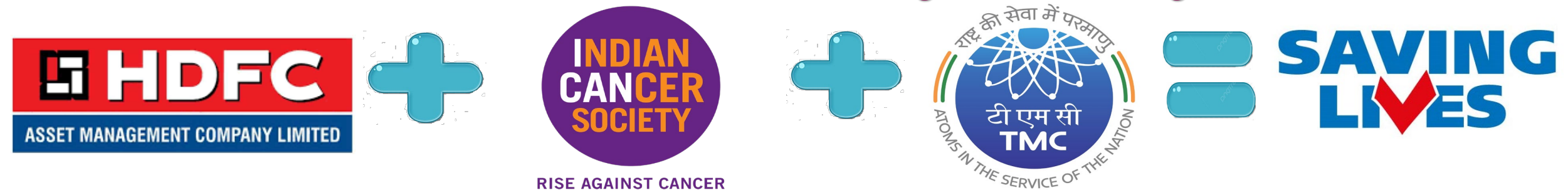


Key Takeaway

Sustainable Funding

Robust Screening

Diligent Reviewing



Thank you



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