

## 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):

Number: **000597**

Speaker: **A. Rawat**

Category of abstract : **Fundraising campaign report**

Theme : **3. Healthcare systems & policies**

Topic : **Innovative fundraising models**

Preferred Presentation Type : **Oral poster Presentation in Geneva and inclusion in the digital library**

UICC Member Organisation : **Yes**

Member Organisation : **Indian Cancer Society**

Travel Grant : **No**

Official congress language acceptance

Presenting author needs to be registered

All information correct

Abstract not previously presented

Corresponding author

Authority to act

Original author

Privacy policy

Declaration of conflict of interest

Conflicts of interest : **No**

Updated on: **Thursday, April 4, 2024 7:26 AM**



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



**HDFC Charity Fund for Cancer Cure**  
(A Fixed Maturity Plan)  
**#InvestInOthers**

**NFO Period:**  
28<sup>th</sup> July to 10<sup>th</sup> 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**

<b>Name of the Scheme</b>	<b>HDFC Charity Fund for Cancer Cure (A Fixed Maturity Plan)</b>
<b>Type of Scheme</b>	A Close Ended Income Scheme With Tenure 1196 Days. A Relatively High Interest Rate Risk and Relatively Low Credit Risk. To generate income through investments in Debt / Money Market Instruments and Government Securities maturing on or before the maturity date of the Scheme.
<b>Investment Objective</b>	<b>There is no assurance that the investment objective of the Scheme will be realized.</b>
<b>Purpose of the Scheme</b>	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).
<b>Benchmark Index</b>	Nifty Medium Duration Debt Index
<b>Fund Manager</b>	Mr. Anil Bamboli and Mr. Dhruv Muchhal (dedicated Fund Manager for overseas Investments)
<b>Investment Plans</b>	• 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
<b>Investment Options</b>	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
<b>Investment Strategy</b>	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.
<b>Minimum Application Amount</b>	<b>During NFO Period</b> <b>Purchase:</b> ₹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.
<b>Load Structure</b>	<b>Entry Load: Not Applicable.</b> 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. <b>Exit Load:</b> NIL.
<b>Investment Management and Advisory Fee</b>	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](http://www.hdfcfund.com) and at Investor Service Centres of HDFC Mutual Fund.

**This product is suitable for investors who are seeking\***

- Regular income over 1196 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)	<b>A-III</b>		

**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 Khanna<sup>1</sup>, **Ann Rawat**<sup>2</sup>, Anant Gokarn<sup>1</sup>, Tushar Vora<sup>3</sup>, Sachita Chawan<sup>2</sup>, Ranjana Pagare<sup>2</sup>, Vishal Bamne<sup>2</sup>, Usha Thorat<sup>2</sup>

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  $\leq$  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 7years, and after excluding the lost to follow up patients, for  $\leq$  15 years 1025/1679(61%) are alive at 5years and 654/1679(39%) were dead within 5 years. For  $> 15$  years, 2502/4202(60%) are alive at 5years 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



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

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, Mumbai, India; Children's Hospital of Eastern Ontario, Toronto, Canada

**Abstract previously published / presented:** No

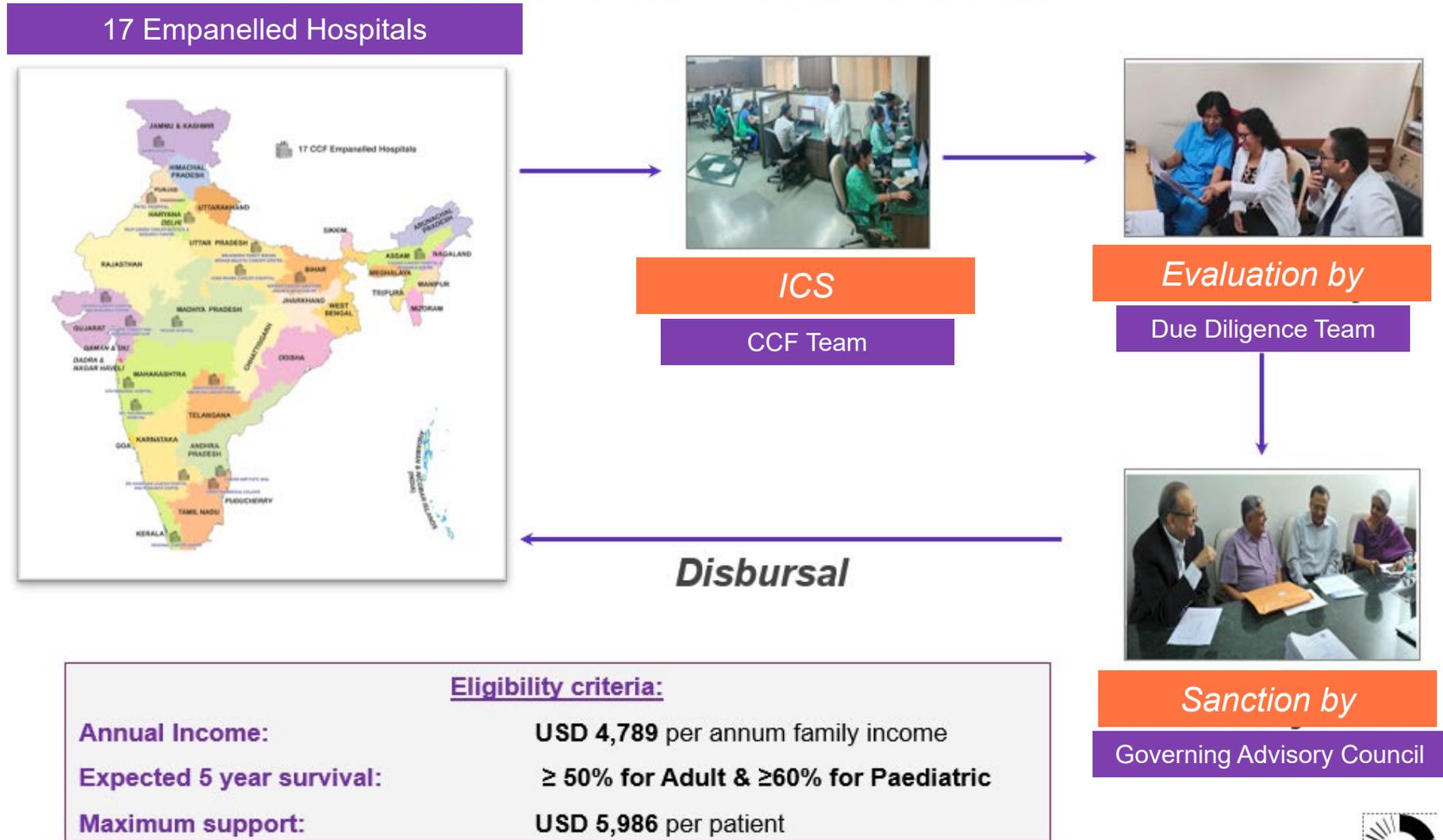
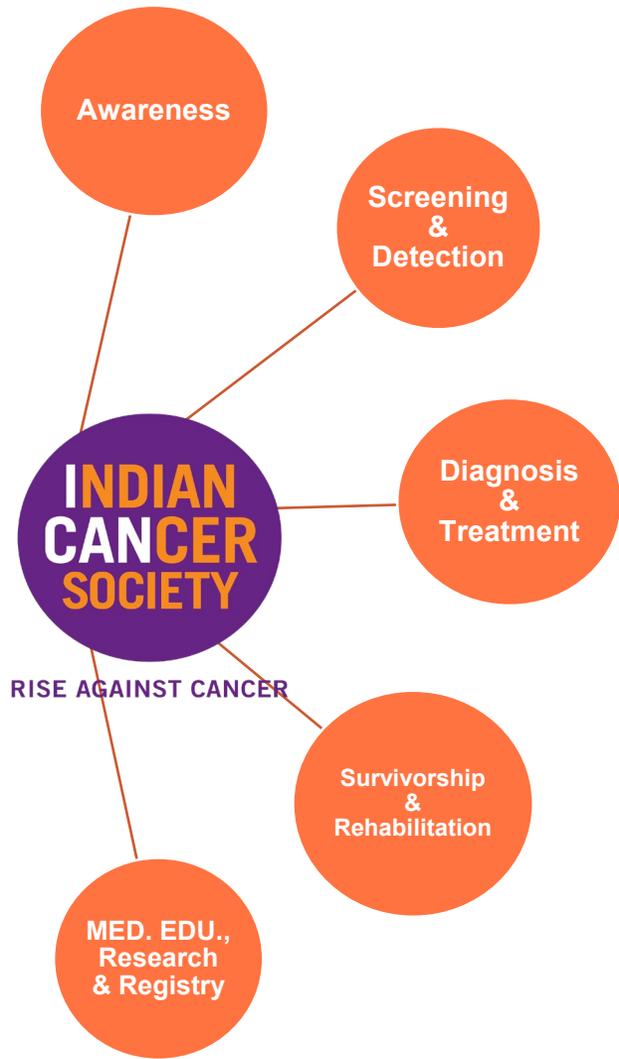


Disclosure of conflict of interest: None



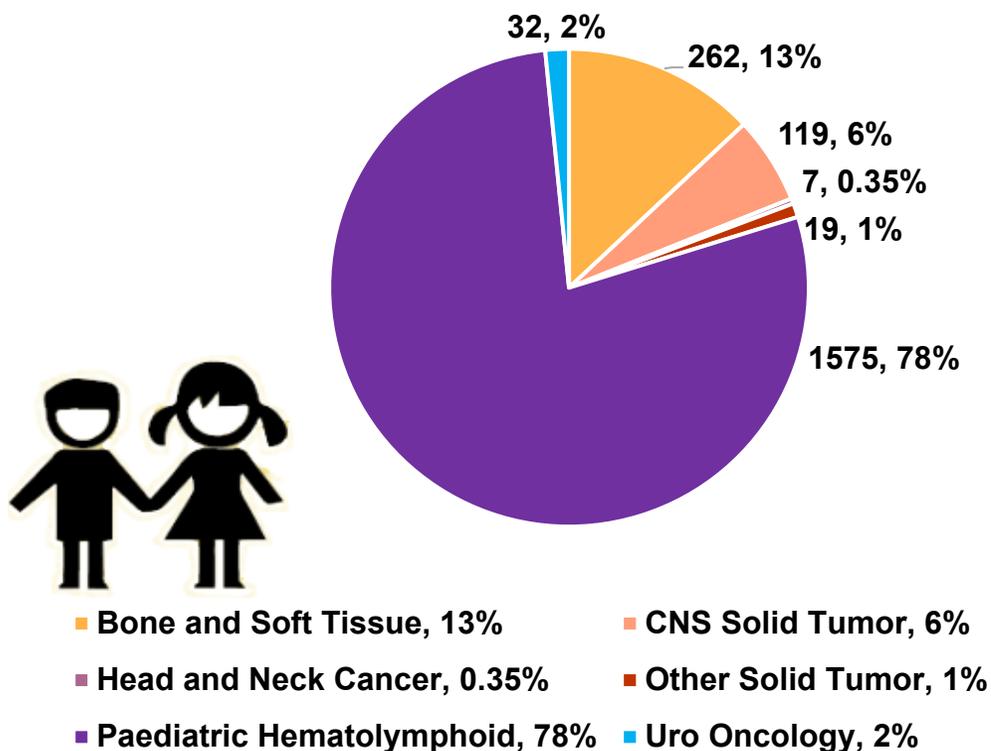
# Introduction

## Cancer Cure Fund Process Flow

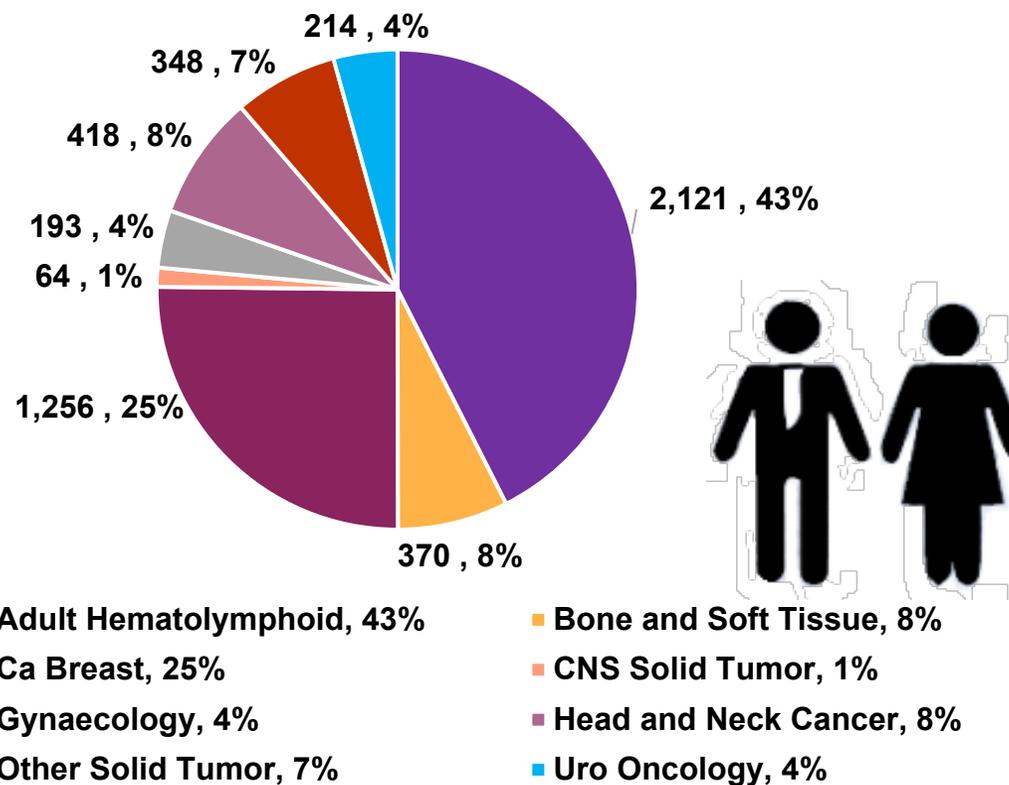


# Diagnosis wise breakup for Patients sanctioned from 2011 till 30<sup>th</sup> Jun.'19 N= 6998

**Paediatric Age <=15 N=2014**

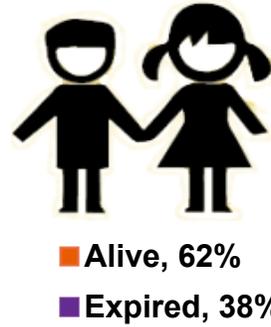
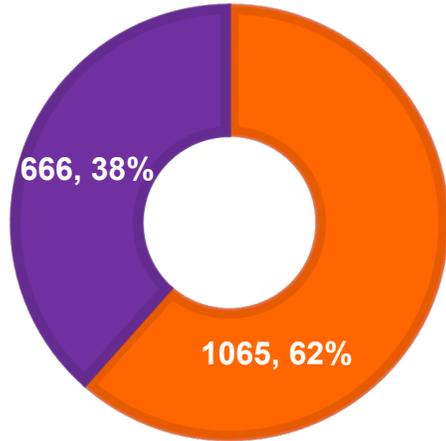


**Adult Age >15 N= 4984**

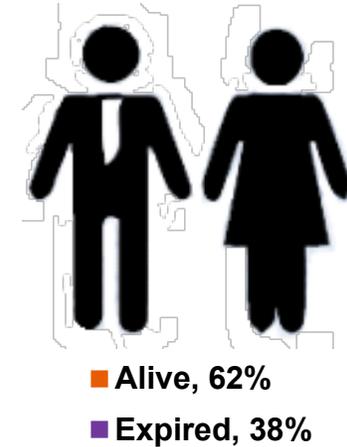
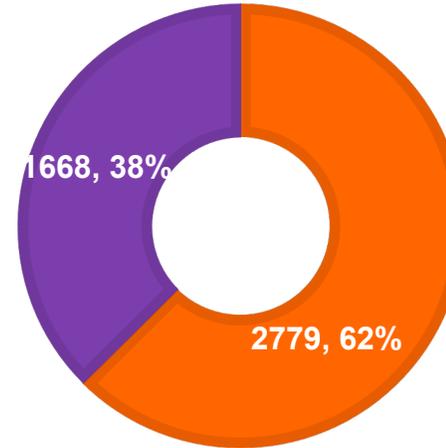


# Survival Analysis for Patients sanctioned from 2011 till 30<sup>th</sup> Jun.'19. N=6178

PAEDIATRIC AGE  $\leq 15$  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



\$ 10.84 in M Dividend



Donated to ICS



Dividend from investment

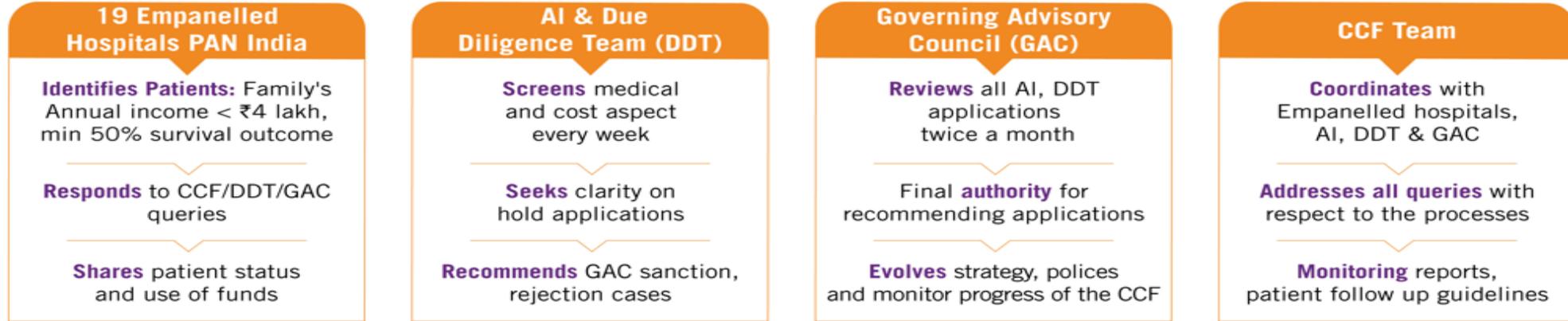


Principal amount returned to investor



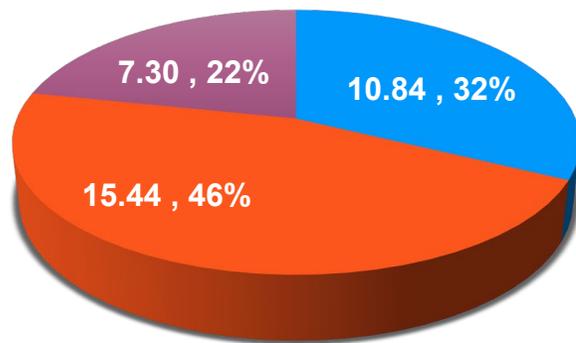
# The Process Flow

## Method of utilising CANCER CURE FUND (CCF) MODEL



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

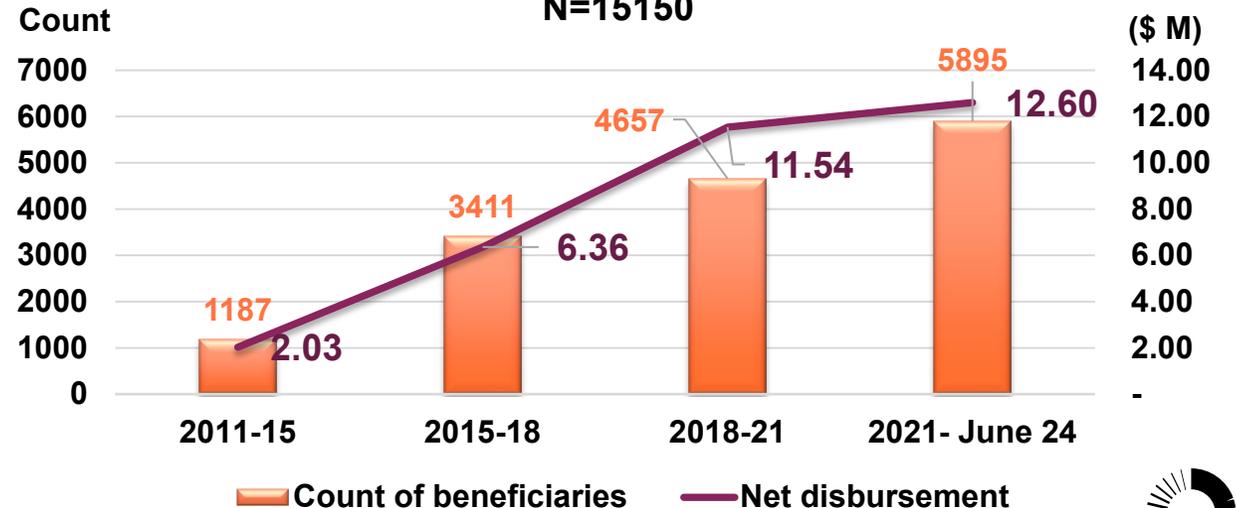
Total Contribution \$ 33.58 M



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

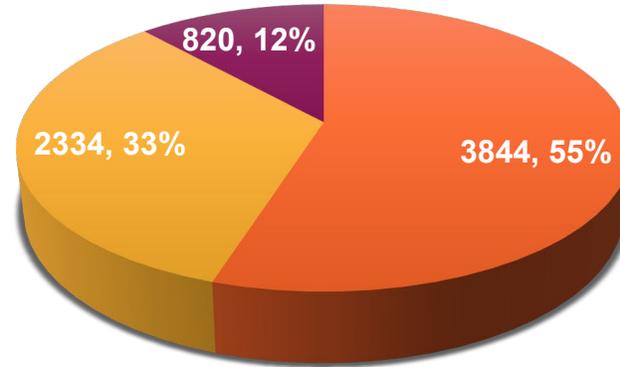
### The Impact – Oct 2011 to June 2024

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



# Impact

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



■ Alive, 55% ■ Expired, 33% ■ Non-Contactable, 12%

## Key Takeaway

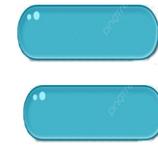
Sustainable Funding

Robust Screening

Diligent Reviewing



RISE AGAINST CANCER



SAVING LIVES



# Thank you



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