Message from
Chair of the General Advisory Council ICS-CCF

Dear Friends,

It’s been a long and exciting journey that we have undertaken since 2011, with HDFC AMC as our partner, in evolving a sustainable innovative funding model for treatment of the underprivileged cancer patients.

With the increased dividend from the mutual fund and matching amount donated by HDFC AMC, scaling up has been possible. This has enabled us to support more than 7400 patients so far for their cost of treatment.

The unique features of this Fund are:

- Treatment provided through empaneled hospitals throughout the country carefully selected for the quality of care and the cost. Having an empaneled hospital close to the location of the patient helps in minimizing travel, stay etc. cost for the patient and family.
- The maximum amount sanctioned for treatment for each patient is Rs 5 lakh (income eligibility is Rs 4 lakh per annum currently). This ensures that almost entire cost of treatment for most cancers is met by the Fund.
- Due diligence by a team of expert oncologists screen each application from point of view of survivor risk, the standard of care and reasonableness of cost. To deal with increased number of applications, nearly eight DDT meetings are held each month.
- The General Advisory Council of the ICS sanctions each application through fortnightly meetings ensuring a quick turnaround time (16-18 days) between the date of receipt of application and disbursal of the first instalment.
- Close follow up of sanctions, utilization and refunds with hospitals to ensure that unutilized funds are recycled as early as possible to ensure larger coverage. Follow up of patients to minimize “lost to follow up” and improve the outcome with the intervention.

The fourth series of the HDFC Cancer Cure Fund is expected to be launched in April 2020 when we hope that you, who have stood behind us all along, will continue to support us in saving lives of cancer patients in this country.

With greetings,
Usha Thorat

---

Message from
Managing Director,
HDFC AMC LTD

HDFC Mutual Fund, to commemorate its 10th year of operations, launched its first Cancer Cure Fund in 2011, a truly innovative, first of its kind mutual fund offering, dedicated to philanthropy. The objective of this CSR initiative is to generate consistent financial assistance for providing treatment to underprivileged cancer patients across India. HDFC Mutual Fund, followed this up with launches of similar 3 year close-ended funds in 2014 and 2017, effectively combining its investment understanding and distribution network, while partnering with Indian Cancer Society (ICS), to ensure successful delivery of financial assistance.

Under this offering, the funds are invested with a relatively conservative approach, and the returns thereof, in the form of dividends, either partly or fully, are donated to ICS, which in turn are eligible for deduction U/S 80G of Income-tax Act, 1961. HDFC AMC also contributes an equal amount as donation, thereby doubling the impact of donations made by the investors. The initial investment amount at the end of maturity of the fund is returned to the investors at applicable NAV.

When we speak of mutual funds, we speak of returns. However, in this fund, the real returns is the impact that it leaves on the society. Till now, our series of Cancer Cure Funds have benefitted more than 7400 cancer patients with free treatment across all 29 Indian states. In order to ensure sustainability of this effort of philanthropy, the 4th tranche of the Cancer Cure Series is currently being planned for a 2020 launch.

Best wishes,
Milind Barve
Nidhi Baipotu

Nidhi’s mother says that the pain in her daughter’s thigh started when she was 6 years old and she was shattered when told that her leg could not be saved. Nidhi had been diagnosed with Ewings Sarcoma and she was supported for treatment through ICS - CCF at Tata Memorial Hospital, Mumbai.

Her mother’s concern was “my daughter is handicapped; how will she go through life?” But she was determined to make her daughter succeed in spite of the disadvantage and wants her to be a role model for others.

Nidhi participated in The World Children’s Winners Games held in Moscow in 2019, which are international sports competitions for survivors of childhood cancer. She won Golds in Chess, Running and Swimming and a Bronze in shooting! We are very proud of this little 9 year old champion!

Atharv Deshmukh

Atharv, 10 is from Siddheshwar, a small village from Satara district in Maharashtra. He loves sports and has a passion for Football and Chess. When he was 6 he started having constant high fever. The doctors at the local hospital referred him to Tata Memorial Hospital, Mumbai for further investigations. In Dec 2014 he was diagnosed with Medulloblastoma (PNET).

Atharv completed the treatment in Dec 2015 and after the maintenance phase of treatment, he was referred to ICS for Growth hormone therapy. He received Rs 5 lakhs for the treatment which he is currently undergoing.

His mother, Vaishali, had great hopes for her son and her dream came true when he won a bronze for chess & silver for football in “The World Children’s Winners Games” Moscow, Russia in July 2019.

PM Modi lauds 10 Children Cancer Survivors, who won Medals for India, on “Man ki Baat”

Thank you PM Narendra Modi for conveying to the nation your appreciation and recognition of our stars Nidhi Baipotu and Atharva Deshmukh. Your communication will be a big help to create awareness that childhood cancers are curable and that these children can also be successful in life!

Our Prime Donors

- HDFC Ltd
- Indiabulls Housing Finance Ltd
- State Bank of India
- Balkrishna Industries Ltd
- HDFC AMC Ltd
- Axis Bank Ltd
- HDFC Bank Ltd
- Reliance Industries Ltd
- STCL Finance Ltd
- STCL Primary Dealer Ltd
- Dilip S Shanghvi
- Bharat Petroleum Corp Ltd
- Bank of India
- Union Bank of India
- Vijaya Bank
- SBI Foundation
- Exide Industries Ltd
- Aditya Birla Capital Ltd
A Sustainable Model for a Developing Country

Indian Cancer Society is proud to announce that the analysis done by Dr Tushar Vora (Chairperson, DDT) on “Outcomes of patients supported by CCF”, has been selected for presentation at the International Society of Pediatric Oncology (SIOP) conference. Dr Seema Gulia (Founder Member, DDT) and Dr Shripad Banavali (Director Academics, TMC & Member, GAC) are attending the conference at Lyon, France from 23rd - 26th October 2019

Impact Of Sustainable Financial Support Through Indian Cancer Society Cancer Cure Fund (ICS-CCF) For Treatment Of Cancer Patients – A Model From A Developing Country

T. Vora¹, N. Khanna², A. Gokarn³, A. Gulia⁴, S. Gulia⁴, A. Rawat⁵, N. Halady⁶, U. Thorat⁷, S. Banavali¹

¹Tata Memorial Centre (TMC)- Homi Bhabha National Institute (HBNI), Pediatric Medical Oncology, Mumbai, India. ²TMC-HBNI, Radiation Oncology. ³TMC-HBNI, Medical Oncology. ⁴TMC-HBNI, Orthopedic Surgical Oncology. ⁵Indian Cancer Society (ICS), Director-Cancer Care, Mumbai, India. ⁶ICS, Chairperson-Governing Advisory Council - Cancer Care. On behalf of Due Diligence Team & Governing Advisory Council ICS-Cancer Cures.

PROCESSES

HOSPITAL
- Identification: Choosing the eligible patient for CCF funding
- Selection: Appropriate Document(ies) Income Proof, Cost estimated
- Referral: Send patient application to CCF with documents

DUE DILIGENCE TEAM
- Screening: Application screened by CCF team
- Discussion: Medical Evaluation of applications
- Sanction: Recommended sanction issued by DDT

GOVERNING ADVISORY COUNCIL
- GAC meeting: Case presentation at GAC meeting
- Finalization: GAC confirms sanction

CCF TEAM
- Follow-up: CCF maintains contact with patient post-treatment

Time of Registration to Date of Application
Median 54 Days

Date of Application to Date of Sanction
Median - 18 days
2011 - 23 days
2012 - 20 days
2013 - 16 days

Date of Registration to Date of Last follow up or Event or Censor
Median follow-up - 4.3 years
Median follow up of Alive Patients - 5.7 years

Applications Received Versus Sanctioned
2011 to 2013 – N = 598

Status of 516 patients

- Alive and Without Disease: 48%
- Alive With Disease: 17%
- Death Due to Disease: 7%
- Lost to Follow Up: 25%
- Death due to other cause: 3%

Results & Conclusions

At a median follow up of 5.7 years > 50 % of patients have been cured of Cancer.
The lost to follow up rates varied widely between institutes (5.9% - 58%)
On average 46.5% of total treatment cost supported by ICS-CCF (Range 31% - 62%) across institutes and diagnoses
ICS-CCF has significantly impacted lives of substantial number of cancer patients Pan-India.
This sustainable model of financial aid for cancer patients can be replicated across resource constrained countries.
ICS CCF organised a get-together for paediatric cancer patients, whose treatment was supported by HDFC AMC. Ms Nisha De’Souza, HDFC AMC investor and a generous donor to CCF was invited as Chief Guest. Most of the children who attended the program had completed their treatment. Students from Singapore International School conducted an Art Workshop and also entertained the children with songs. An interactive Poetry recitation, storytelling and dances were performed by ICS staff. The children participated happily in every activity.

The children and their parents thoroughly enjoyed the entire program. The children danced to the tunes of the songs that were played. The warmth and the enthusiasm that these children brought with them changed the overall energy in the gathering. After the event, every member of ICS who was associated with this programme responded with renewed energy and happiness that they were able to bring a smile on these innocent lives who have and are still going through so much pain in their lives.
SUPPORTED PATIENTS = 7469

AMOUNT DISBURSED = Rs129 Crore

PATIENTS SUPPORTED

GENDER

- Males: 52%
- Females: 48%

AGE WISE

- 0-15 Years: 36%
- 16-45 Years: 43%
- Above 45 Years: 21%

TYPES OF CANCERS

- Blood Cancer (Leukemia): 27%
- Breast Cancer: 26%
- Sarcoma: 13%
- Ca Colon: 10%
- Oral Cancer: 8%
- Germ Cell Tumor: 5%
- Multiple Myeloma: 3%
- Lymphoma: 3%
- Ca Rectum: 3%
- Ca Cervix: 2%
- Others: 2%