As the global cancer divide widens, so do the challenges and the need for equitable solutions. We believe that the solutions must be enacted collectively: among newly diagnosed patients and experienced patient leaders; hand in hand with care providers; across private and public sectors.

Together, we bring the solutions.
Early in 2015, as we launched The Max Foundation’s new website we began mapping the future. Ask anyone in the team and they will tell you that my favorite feature is right on the homepage: the map. I am obsessed with the map! Front and center, the interactive map pinpoints our offices, treatment solutions, partnering patient associations, support programs, and more. Our map carries so many intrinsic details about our organization in a single frame. But every time I look at it I can see that it is incomplete.

While our website map does a great job showing much of our current work, what you can’t see is how our work is expanding and deepening all the time. It captures a fraction of what our team is doing around the world in partnership with all of you. And it doesn’t show the potential of all that I envision us doing together with so many more of you.

In 2015, we spent a great deal of effort mapping the future state of The Max Foundation. We looked internally and externally, at our current partnerships and beyond. We asked big questions and aimed for bigger answers. Finally, we incorporated all these aspirations into a strategic plan and began moving into what our future holds.

Typically, an annual report looks back and showcases the many wonderful things done within the year. In our case, there is plenty to say – we saw tremendous partnerships grow, developed advanced solutions for access to treatment, and continued to advocate on behalf of people facing cancer around the world. These are all worthy stories– and there are many shared in the following pages.

But this year, we go one step further by daring ourselves to look into the future. Our 2015 Annual Report looks ahead – not just for our organization, but to the future of cancer care and global health at large. Allow me to share three aspects of what I see in our collective future.

1. **The future will be reliant on deep collaboration.** We believe our core values need to be aligned with industry, global health organizations and patient associations within our partnerships to create solutions together that address health inequities. We are shaping and reshaping our partnerships to be equipped for the future.

2. **The future will empower patients as advocates for their health.** As patients around the world gain more understanding of their diseases, they will continue to voice their needs and concerns. It is our responsibility to ensure we are hearing them clearly and doing all that we can to support them as agents of change.

3. **The future will be here sooner than we think.** What worked yesterday may not work tomorrow, so we are moving purposefully into the future by creating elastic solutions to support patients in the next decade.

As you read our report, know that we are reflecting on 2015, planning for 2020, and leaping forward for impact every day.

Join us in mapping the future,

Pat Garcia-Gonzalez
CEO of The Max Foundation
A PATH TO DIGNITY & HOPE

We view our model as a continuum that moves people from patient to supporter to advocate and leader. This pathway was purposefully created to build a global network of people championing the rights of patients around the world.

A Continuum of Care
THE MAX FOUNDATION MODEL

Treatment Access TO LIVE NOW

Support & Education TO LIVE WELL

Capacity Building TO LIVE FOR THE FUTURE
“Without your help, [gaining access to treatment] would not have been possible...today, my patients are receiving their treatment without needing to move to another country and away from their families.”

—Oncologist in Paraguay

**COUNTRIES WITH ACCESS**

74

**MONTHLY DOSES DELIVERED**

406,799

**ACCESS TO DIAGNOSTICS**

25

**PATIENT ACCESS PROGRAMS**

Patients have better access to high quality cancer medications in more countries than ever before given the industry-driven access approach we helped pioneer over a decade ago.

**PREFERENTIAL PRICING**

Thanks to preferential pricing for molecular tests and instruments, hospitals are actively using the latest technology to diagnose and monitor cancer in over 69 low- and middle-income countries.

**GIFTS IN KIND**

Through Max Access Solutions, treatment is donated directly to us and distributed by a dedicated partner for designated patients in countries with no commercial solutions.

**TOMORROW:** Our approaches translate to cutting edge new immuno-oncology therapies being researched by top scientists.

---

**GLIVEC® (IMATINIB)**

**TASIGNA® (NILOTINIB)**

**GENEXPERT® & XPERT BCR ABL ASSAY**

**SUTENT® (SUNITINIB MALATE)**

**ICLUSIG® (PONATINIB)**

**REVLIMID® (LENALIDOMIDE)**

**ZYTIGA® (ABIRATERONE ACETATE)**
### Mapping the Future of Support & Education

<table>
<thead>
<tr>
<th>Service Description</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Workshops Hosted</td>
<td>34</td>
</tr>
<tr>
<td>Patients in Day by Day</td>
<td>800</td>
</tr>
<tr>
<td>One-on-One Support Services</td>
<td>109,575</td>
</tr>
</tbody>
</table>

### Gathering for a Purpose
Our disease-specific workshops create a space for patients and families to meet and learn from professionals as well as each other: through panels, testimonials, and sharing a meal.

### Compliance Through Connection
Through Day by Day, treatment program outcomes are improved and quality of life is healthier thanks to the phone calls, informational materials, and meetings in Latin America.

### Guidance Through the Patient Journey
Every day, our global team talks to hundreds of families across the globe helping them navigate their local health systems with caring support and knowledge.

“This workshop was an unforgettable event in my life, the first of its kind. It has helped me to get rid of fear from this disease. I have become more courageous.”

—Patient Workshop Attendee from India

**Tomorrow:** Our workshop participants of today become the patient leaders and community advocates of tomorrow.
Mapping the Future of Capacity Building

Leaders Trained: 87
Global Volunteers: 1,050
Community Reached: 42,250

A Network of Action
The Max Global Network is a collective of outstanding patient associations and community leaders who share our mission and vision. Our capacity building efforts prepare these organizations to improve local health systems and foster social change within their communities.

Ahead of the Curve on Health Systems Training
Our Health Technology Assessment (HTA) Workshop in Marrakesh was the first of its kind for the continent. More than just a training, the workshop became a forum to gain resources and expertise to strengthen our work throughout Africa and the Middle East.

Tomorrow: Acquired skills and knowledge today result in leaders actively participating in health systems negotiations.

Sharpening Our Skills
What do eighty-four advocates from across Asia, Latin America and Africa all have in common? Concrete skills in fundraising, social media, and advocacy gained from attending regional capacity building conferences in Malaysia, Morocco, and Argentina.

As a patient moves through these three areas, they gain the ability to support future patients that enter our continuum of care. Through our systemic approach to facing cancer, we develop an empowered network.

See How Our Model Impacts People Around the World →
Each year, we work with our network of partners to drive key initiatives and global campaigns that strengthen communities affected by cancer.
### INCREASING HOPE, REDUCING STIGMA
While treatment may save the life of a cancer patient, community support is vital to their wellbeing. Through simultaneous events during the Maximize Life Campaign throughout the month of October – from awareness-raising walks, to neighborhood performances, to readings for children – participants play an active role in building support systems within their local community.

### MAXIMIZE LIFE EVENTS
<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>EVENT PARTICIPANTS</td>
<td>11,000</td>
</tr>
<tr>
<td>GLOBAL VOLUNTEERS</td>
<td>1,050</td>
</tr>
</tbody>
</table>

### SPOTLIGHTING OUR INDIA PARTNERS
In April, The Max Foundation and Friends of Max formalized our long-standing collaboration supporting cancer survivors in India by signing a landmark Memorandum of Understanding to underscore our partnership.

### PCR AWARENESS ON 9/22
Our goal on World CML Day was simple: show our gratitude for health professionals while elevating the importance of molecular testing in the lives of our patients. Over 200 patients, caregivers, and advocates delivered treats to their health professionals in September.

### MY PCR GRANTS
<p>| |</p>
<table>
<thead>
<tr>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>36</td>
</tr>
</tbody>
</table>

### MY PCR OUTREACH
<p>| |</p>
<table>
<thead>
<tr>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>33,250</td>
</tr>
</tbody>
</table>

### CONFERENCE BOOTHS
<p>| |</p>
<table>
<thead>
<tr>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
</tr>
</tbody>
</table>

### MAKING PCR APPROACHABLE
Diagnostic testing is a complex subject, so the My PCR campaign provides advocates with simplified messaging and tools to explain the importance of the molecular test. The campaign rebrand to make it even more accessible was promoted at the American Society of Hematology.
“Through our strategic plan, The Max Foundation is striving for transparency so you, our supporters, can see your critical role in our mission to help people around the world face cancer with dignity and hope.”

**LEAP FORWARD FOR IMPACT**

**Our Map to the Future**

In 2015, we kicked off a five-year strategic plan to systemically address the needs of patients, doctors, families, and communities facing cancer in low- and middle-income countries. The three-tiered plan aims to reach even more patients through scalable solutions with the goal of meeting the targeted global health needs of 2020.
Foundation is striving for us and collaborators, will help people around the hope.”  

PAULA BOULTBEE  
PRESIDENT OF THE BOARD

WHERE ARE WE NOW?  
Our first objective is to more fully focus, measure and chronicle our work to build on our strengths.

WHERE ARE WE GOING?  
We are looking to the future to expand our unique patient-centered solutions to help close the cancer divide.

HOW DO WE GET THERE?  
We are bolstering our work by improving systems, diversifying funding, and expanding reporting.
MAX ACCESS SOLUTIONS
THE FUTURE OF TREATMENT ACCESS

With **bulk donations**, the pharmaceutical company 1 donates their treatment through governments or institutions. 2 These government institutions are overtasked with managing multiple donations, meaning treatment is often mishandled, left in storage or diverted away from the people who need them. 3

Through the **patient assistance programs** currently operationalized at The Max Foundation, medical practitioners reach out to us and request treatment access for their patients. 4 We work with pharmaceutical companies to process the orders 5 and the pharmaceutical organization completes the delivery of the drug to the patient. 6 The Max Foundation monitors the drug dosing, adherence and adverse events, and reports this back to the authorities.

Prospectively, we see **Max Access Solutions** as the optimal way to execute treatment access. Through these adaptable channels, The Max Foundation 7 partners with collaborative companies that share a common vision and provide gifts in kind or preferential pricing 8 for drugs and medical equipment. In partnership with third-party administrators, 9 we deliver the treatment directly to the physicians around the world. Through Max Access Solutions, we ensure each and every targeted therapy ends up in the hands of the oncology patients who need them.
We are paving the way for new treatment access pathways. We can see them before they even exist. Join in the patient’s journey.
For 2015, our financial revenue includes gifts in kind – charitable giving in the form of medical equipment and treatment. The addition of gifts in kind brings greater transparency and clarity to how The Max Foundation operates. Funding increased in key areas, with over ninety percent of our funds going directly to programs benefiting patients.

**Revenue**

- **22%** $1,115,027 Corporate Grants & Sponsorships
- **1%** $44,454 Donations
- **37%** $1,808,392 Gifts in Kind
- **1%** $25,539 Interest & Miscellaneous
- **39%** $1,923,070 Patient-Oriented Service Contracts

**Total Revenue** $4,916,482

**Expenses**

- **22%** $252,386 Management & General
- **8%** $35,737 Fundraising
- **91%** $2,957,588 Program Expenses

**Total Expenses** $3,245,711

**Gifts in Kind**

We are proud to highlight our Max Access Solutions. Through generous gift in kind donations from our industry partners, we are able to offer treatment and testing to thousands diagnosed with cancer. These strong collaborations allow The Max Foundation to put 91 cents of every dollar into supporting people facing cancer.
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.

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. Through our strategic partnerships, we create and strengthen pathways for access to treatment, care, and support.

Alcamed
Ariad
Asuragen
Bayer
Being Human – The Salman Khan Foundation
Boehringer Ingelheim
Bristol-Myers Squibb
Celgene Corporation
Cepheid
GLOBALRx
Janssen Pharmaceuticals
Novartis
Onyx Pharmaceuticals
Pfizer
Pharmacyclics
Point Blank
Society Tea
Tanner Pharmaceuticals

Affiliations
Our global affiliations extend our reach and impact throughout the world. Collaboration with these like-minded organizations include ongoing joint projects as well as shared initiatives and resources.

Cancer Financial Aid Coalition
CML Advocates Network
Global Myeloma Action Network
Global Oncology
International Childhood Cancer Day
International CML Foundation
Non-Communicable Disease Alliance
The Partnership for Quality Medical Donations
Union for International Cancer Control
Washington Global Health Alliance
Highlights from 2015 showcasing our efforts to provide access to treatment, education and support, and capacity building – all aimed at helping people around the world face cancer with dignity and hope.

**KEEPING MAX'S STORY ALIVE**
In October our friend and colleague Fan, a patient himself, interviewed Pat about Max's story. The interview was posted on our website in honor of Max's birthday. With over 250 playbacks, their intimate conversation reminded us how it all began for The Max Foundation.

**TRAINING FOR THE FUTURE**
The Health Technology Assessment (HTA) Training Workshop equipped cancer advocates from Africa and the Middle East with a greater understanding of the role of health technology assessment. The Max Foundation collaborated with health economy experts Professor Panos Kanavos of the London School of Economics and Jean Mossman to host the training – the first of its kind on the continent.

**GETTING ENGAGED IN SEATTLE**
After moving to our new headquarters in Seattle, Washington, we celebrated with an Open House networking event for our neighbors, supporters and global health colleagues. We created an ‘around the world' experience complete with passports to introduce our work to the community. We are excited to be building our future in Seattle.
**HANDS FULL OF PATIENT ART**

Oncology professionals across the globe embraced patient art while reading The Lancet Oncology which featured colorful artworks from our Colors of Hope Collection on the cover of every issue in 2015. The spotlight was an amazing way to bring patient art into the lives of those who give them life.

**CHAI FOR CANCER TRAVELS TO THE USA**

A fundraising event that started in India crossed the ocean as a way for supporters to help people facing a cancer diagnosis in the country. Volunteers hosted 10 chaï addas (tea parties) with special guest South Asia Region Head, Viji Venkatesh, who brought stories about what it means to live with cancer in India. Our heartfelt thanks to all who participated so generously, bringing new friends to our collective mission.

**PARTNERING WITH NURSES**

Our first workshop for assistive health care workers trained 25 nurses in southern Africa about the journey a cancer patient takes ways to assist them. The workshop encouraged the health care workers at the front lines of caring for many of these patients.

**RECOGNITION FOR OUR EFFORTS**

Our CEO, Pat Garcia-Gonzalez humbly accepted two honors in 2015 on behalf of patients and partners everywhere: the Emerging Region Support and Partnership Prize from the International CML Foundation and the National Cancer Institute's first ever Global Cancer Medicine Humanitarian Award.
EXECUTIVES

EXECUTIVE STAFF
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 Boultbee  
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  
Board Member  
CEO of The Max Foundation

Tracey Higgins  
Board Member  
Edmonds Community College

Robert Farmer  
CML survivor & photographer  
Rosen~Harbottle Commercial Real Estate

Grant Rubenstein

Michele Baccarani, MD  
Andreas Hochhaus, MD  
Jerald Radich, MD

Hematology Advisors

Jorge E. Cortes, MD  
Timothy Hughes, MD  
Neil P. Shah, MD, PhD

Oncology Advisors

Brian J. Druker, MD  
Michael J. Mauro, MD  
Moshe Talpaz, MD

Matías Chacón, MD  
George D. Demetri, MD  
Peter Reichardt, MD

Francois Guilhot, MD  
Javier Pinilla-Ibarz, MD, PhD

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 towards our collective goals.

Carolyn Blasdel, FNP-BC  
Michele Galen, J.D.  
Jerald Radich, MD

Lawrence N. Shulman, MD

Rhonda Curry  
Teresa Guillien, MPA  
Carlos Rodriguez-Galindo, MD

Dr. Andy Stergachis, PhD, BPharm

Gilberto de Lima Lopes, Jr., MD, MBA, FAMS  
William E. Heisel, Journalism BA  
Kristofer Rogers
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.

**LEADERSHIP TEAM**

Pat Garcia-Gonzalez  
*Chief Executive Officer*

Erin Schwartz  
*VP of Strategic Partnerships & Communications*

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*

J. Michael Wrigglesworth  
*Director of Global Information Technology Solutions*

Ann Kim Novakowski  
*Senior Program Officer, PAP Compliance Coordinator & IT Solutions Liaison*

**GLOBAL HEADQUARTERS**

**SEATTLE, WASHINGTON**

Craig Anderson  
*Director of Information Technology*

Josué Blanco  
*Communications Officer*

Barbara Carpenter  
*Assistant to the CEO*

Paula Lacy  
*Administrative Assistant*

Michael Root  
*Program Officer*

Erin Lindsay Schneider  
*Program Officer*

**ARGENTINA**

Mercedes Arteaga  
*Program Officer & Regional Project Manager for Latin America*

María Victoria Duhalde  
*Local Program Coordinator for Argentina, Perú, & Ecuador*

**CHILE**

María Angélica Guerrero  
*Local Program Coordinator for Chile, Bolivia, & Paraguay*

**GUATEMALA**

Evelyn Berduo  
*Local Program Coordinator for Central America & Caribbean*

**INDIA**

Aparna V. Bhatta  
*Web Developer*

Ayeshah Dadachanji  
*NOA Coordinator/Program Officer/Region Head West & Central India*

Phillip Fernandes  
*Administrative Assistant*

Sharon Gonsalves  
*Manager: Accounts/Office & Personnel*

Santosh S. Kadam  
*Program Officer, Regional Head North & East India*

Priyanka Kandalgaokar  
*MaxStation*

Prasad Kothekar  
*Administrative Assistant*

Shirly K.V.  
*Volunteer*

**DOMINICAN REPUBLIC**

Martha Rosario Molina  
*Local Program Coordinator for Dominican Republic*
OUR TEAM

Azim Mohd  
*Driver*

Ashika Naik  
*MaxStation*

Jaya Namboodari  
*Administrative Assistant*

Beena Narayanan  
*Program Officer, Regional Head, South India*

Sudha Samineni  
*Program Officer India, Administration Team Supervisor*

Manish Shukla  
*Web Developer*

Yogesh Sindwani  
*Web Developer*

Shilpi Singh  
*MaxStation*

Julie Soundarva  
*Housekeeping Staff*

Ameya Surve  
*MaxStation*

Komal Surve  
*Administrative Executive*

Vijayalakshmi Sundaram  
*Program Officer*

Vidya Tahiramani  
*MaxStation*

Shinu Thomas  
*MaxStation*

**MALAYSIA**

Nor Aisyah Binti Nor Azham  
*Project Executive*

Wen Huei Fan  
*Graphic Designer*

Gin Nin Gow  
*Project Executive*

Yee Jia Heng  
*Project Executive*

Shirleen Low  
*Project Executive*

Nor Aina Binti Abd Rahim  
*Administrative Executive*

**MEXICO**

Estefany Green Cerda  
*Local Program Coordinator*

Cynthia Figueroa Guerra  
*Local Program Coordinator*

Gisela Corchado Salgado  
*Local Program Coordinator*

**PHILIPPINES**

Nelia Medina  
*MaxStation*

**SOUTH AFRICA**

Catherina Scheepers  
*MaxStation*

**THAILAND**

Somsak Apichaichoonpong  
*Administrative Assistant*

Wirat Sae-Kuai  
*Senior MaxStation*

Piyapong Siriviriyanan  
*MaxStation*

**UZBEKISTAN**

Sukhrob Saliev  
*MaxStation*
INSPIRATION FOR THE ROAD

For the 2015 Maximize Life Campaign, we hosted an essay contest and asked people to write about their experience of overcoming adversity and fear. We received over 70 essays, each one contributing a unique yet familiar story of inspiration. Below, we share a selection of quotes from the essays submitted this year. Congratulations to Saliou Diop of Senegal, Jozina Pacheco Gómez of Perú, and P. Sageetha of India who were selected by our panel of judges as this year’s winners. Read all the essays at maximizelife.themaxfoundation.org.

“People touched by cancer desperately need our support and strength.”
Moshaddek Alam,
Survivor from Bangladesh

“Cancer is a battle that family and friends need to be fighting together!”
Christian Tiglao,
Caregiver from the Philippines

“The basic need of any cancer patient is emotional support and encouragement.”
Sandhya Godey,
Caregiver from India

“I'm not foolish enough to be thankful for cancer, but I am thankful for some of the lessons it's taught me.”
Karthikeyan K,
Survivor from India

“A tous ceux qui sont dans le combat contre la CML, je tiens à leur dire courage et leur apporter mon soutien.”
Saliou Diop,
Survivor from Senegal

“I learnt that the first step is to hold his hand in the battle and face it with confidence.”
P. Sangeetha,
Caregiver from India

“When I share my 16 years experiences with CML I can see rays of happiness in their faces.”
Bishnu Paudel,
Survivor from Nepal

“El cáncer se llevó mi cabello, pero no mi vida. Descubrí que hay esperanza para todos.”
Jozina Pacheco Gomez,
Survivor from Perú

“Si tuviera que decir qué aprendí de esta experiencia, diría que anteriormente no había disfrutado del todo de la vida.”
Cristina Pichihueche,
Sobreviviente de Argentina
The Max Foundation is fearlessly moving into the future of global health. We are achieving measurable results through innovative solutions that allow people all around the world to face cancer with dignity and hope.
Increasing global access to cancer treatment, care, and support.

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
themaxfoundation.org

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

PARTNER WITH US
We rely on your donations to fund our global efforts. Make your gift today at themaxfoundation.org/donate.