Dignity and hope in the face of cancer
After more than 15 years helping people around the world who are affected by cancer, The Max Foundation has taken an exciting step toward the next phase of our organizational life by launching new branding.

The focal point of The Max Foundation’s brand is a refreshed logo that emphasizes the access we provide to treatment and services, and how everything we do is built around the needs of people living with cancer. The logo also references the shape of the globe to underscore our commitment to people with cancer around the world, and we harken back to our historical use of the oceanic blue color.

We view our rebrand as an opportunity to reflect on our progress to date, recommit to people around the globe living with cancer, and better reflect who we are as an organization and where we’re headed.

This is a brand we can grow with as we fortify our leadership in global health and amplify our voice as an advocate for people in need of access to treatment, care and support.
Dearest friends,

During our recent brand refresh process an anonymous stakeholder told us, “The Max Foundation’s greatest strength is its personalized approach to helping patients globally… it is all about heart and unconditional commitment.” This person’s quote hits at the core of The Max Foundation’s ethic. We have a personal commitment to doing whatever is in our power to help each and every patient.

The Max Foundation was founded with a single purpose, to enable other families to access the best treatment; just like Max. Two premises led our work then and now: that there are resources that newly diagnosed patients might not otherwise find; and that no matter how hard the road might be, there are partnerships to be forged to ensure that every person facing cancer can do it with dignity and hope.

With the support of our donors and corporate sponsors, this year our patient navigation services guided more than 35,000 patients through their cancer journey; and a little blue bird named Maximo spread its wings in 35 countries reaching 20,000 children, starting a conversation within communities around the world, and chipping down at the pervasive stigma that surrounds a cancer diagnosis.

We cannot do our worldwide work alone. We are honored to closely collaborate with partner organizations, whose passion and reach are invaluable. We are humbled to be part of thousands of healthcare teams whose dedication to their patients is contagious. And we are one with people living with cancer, personally pledging to add our voice to theirs as we walk through our journeys together.

Our continued commitment – and that of our partners – is fueled by the realization that too many people continue to lack access to treatment and support services. We look forward to the year ahead, as we help to create a world where all people facing cancer can live with dignity and hope.

Sincerely,

Pat Garcia-Gonzalez
Access to Innovative Treatments

Safety and sustainability meet dignity and hope

Access solutions for innovative treatments for cancer in low and middle income countries provide a new, ground breaking paradigm shift; no longer accepting that patients in these countries require only low-cost treatments, and demonstrating that with the commitment of all stakeholders it is possible, safe and sustainable to deliver innovative treatments in low resource settings.

“We continuously monitor the access environment. Requests from people who cannot find local treatment or support services become an important part of our knowledge base. These unmet needs push us to keep improving global access.”

Erin Schwartz, VP of Strategic Partnerships and Global Advocacy
Namaste everyone!

By Ameya Surve, MaxStation based in Mumbai, India

Saying “Namaste” is a way of greeting people in Hindi, the national language of India. I am Ameya Surve, a new team member from Mumbai, India. My experience working here so far has been awesome. Every day I get to interact with patients who come from different walks of life and there is something new to learn from every interaction. I would love to share a wonderful experience I had recently in our office.

I met a chronic myeloid leukemia (CML) patient from Orissa who was accompanied by her husband. Interviewing the patient in Amma’s (Viji’s) office, I explained to the family the details of an access program we manage. While doing so, they saw a snapshot of a very well-known superstar from Oriya film industry with Amma, displayed on the board. And instantly that one photograph changed the mood of the patient and her husband. They very proudly described this superstar’s achievements to us. Amma shared with them the fact that he, too, is a CML patient and immediately dialed his number and gave them an opportunity to have a brief chat with the superstar himself.

The patient, who had walked into our office with tension and worries in her mind, left the very same office with a broad smile on her face. It was that single phone call, making a connection between people, which had made all the difference. That day I realized the power of such gestures. The experience was truly touching.

“Day-in and day-out it does not change; one can see the shock in the expression as a new patient walks into our office, having just been told that he or she has cancer. For us, we have seen it 26,000 times; for them it is all too raw. My passion and my pride, is to ensure that by the time they leave this office, they know they are not alone.”

Viji Venkatesh, Country Head, India
Access to Data

The technology platform that makes patient tracking possible

Our access capabilities are propelled by our Patient Assistance Tracking System, PATS®, a smart program web engine developed by our IT Solutions team. This platform drives the program cycle of each patient and allows thousands of physicians around the world to collaborate in real time.

“My team and I aim to develop cutting-edge technology that will serve the more than 2,000 users who operate in difficult environments with overstressed systems. Our challenge is finding the perfect balance between the latest technology and user-friendly services. Our commitment is serving dedicated physicians who treat hundreds of patients each day.”

Michael Wrigglesworth,
Global Head, IT Solutions

- 12,000 patient contacts logged per month
- 79,000 patient cases processed to date
- 2,149 active users from 95 countries
- 18,000 log-ins per month
- 200 data points tracked on each patient

PATS®
Patient Assistance Tracking System
Because Access Matters

Special Project for You

By Wirat Sae-Kuai, Senior MaxStation based in Bangkok, Thailand

I’ve spent eight years on the job and I never know what each new day will bring. This day, I received an email titled, “Special Project for You” requesting I travel from Bangkok to the Solomon Islands to help some patients in urgent need.

I quickly organized my travel to the island and, once there, worked alongside a dedicated team of physicians, led by Dr. Elizabeth Wore, Head of the Internal Medicine Department at the National Referral Hospital of Honiara. In order to facilitate the access solution, I led the required training and met with the patients. For my final assignment, we needed to get all the stakeholders onto one call to clarify expectations and launch the solution. What seemed like a simple teleconference threatened to become an insurmountable barrier to treatment. Teleconference equipment was a luxury the clinic didn’t have.

Together, Dr. Elizabeth and I went into intensive problem-solving mode. From all across the clinic, we pieced together a microphone, bought a new pair of speakers, we even arranged an internet connection in the Office of the Medical Superintendent, and used Skype through my laptop. Finally, we initiated the first-ever teleconference at this hospital. Our communication interventions allowed all stakeholders to work together and enable critical treatment.

Working alongside Dr. Elizabeth and her team of caring professionals reminded me that without human intervention, even the best access solutions couldn’t succeed.
The 2013 Maximize Life Campaign was our largest to date: 129 events across 35 countries throughout Africa, Asia, Latin America, Europe and North America, and 43 partnering patient organizations. The book was translated into 13 languages and given to 20,000 children around the world.

Maximo and the Big C, a storybook produced by The Max Foundation for children facing cancer, touched thousands of children and families this year through readings in pediatric hospitals, schools, community centers, and bookstore settings. Each time the book was read to young audiences, it was accompanied by an interactive discussion, breaking down stigma facing people living with cancer.

Access to Treatment Inspires Social Change

2013 Maximize Life Campaign

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Access to Information

The patient as a partner in their healthcare team

With the support of committed sponsors and in partnership with hematology societies, treating physicians, and local partner organizations, every year The Max Foundation invests heavily in the transfer of information and education to cancer survivors and their caregivers.

“During the past six years, government and industry have worked together to provide treatment access for people living with CML and GIST in Malaysia. As a result of this partnership and with the support of both stakeholders, our team has organized more than 100 educational events in partnership with Max Family, the local patient support organization. This win-win multi-sector partnership has one single focus: the well-being of each patient and his or her family members.”

Mei Ching Ong,
Director Max Malaysia & Head of Strategic Partnerships for the Asia Pacific Region
Overcoming Obstacles

Dolores’ story

By Cynthia Figueroa Guerra, 
Local Program Coordinator, based in Monterrey, Mexico

On May 25th, I received a short email with the subject “Foto de la conferencia” (Photo of the conference). Attached was a photo of a woman in an internet café, and I could see on the computer screen that she had been watching the virtual education session that we had run earlier that day. With her handbag still on her shoulder, a simple shopping bag on her arm; she looked determined.

In the email she conveyed her apologies for not having attended the education session due to unforeseen events. I was moved by her effort, not only to find an internet café to watch the educational program, but also to have her photo taken and sent to us. Dolores has been on treatment for chronic myeloid leukemia (CML) in Mexico for two years, receiving her medicine through an access program. She works as a maid, her husband works in agriculture, and together they are raising five children.

She wanted to make sure she was counted. And, at that moment, I knew that all the work of so many months was invaluable.

“We took many photos that day, at all the sites for the virtual education session. However, it was Dolores’ photo that encapsulated the success of the partnership between the patient, their physician, the community, and The Max Foundation. People like Dolores make it all worthwhile.”

Ines Garcia Gonzalez, 
Head of Strategic Partnerships for Latin America
Access Leads to Advocacy

Creating a movement of patient-led organizations

The Max Foundation has dedicated extensive resources in the last decade to partnering with patient leaders to form and support advocacy organizations. At least 30 locally registered organizations that serve patients today can be traced back to a deliberate strategy of helping with access to treatment.

Regional advocacy conferences

4 Regional meetings
80 Leaders
56 Organizations
50 Countries

“Ten years ago, there were no resources in Africa for people facing chronic myeloid leukemia (CML), and then Novartis Oncology brought access solutions to the region. One-by-one in different countries, I was able to identify patient leaders. Today, I proudly lead CML Life Africa, a robust network of patient leaders which provides education and support services to those newly diagnosed. In my experience, access to treatment means access to life.”

Danielle Matia,
Head of Programs, Africa Region

Partners

The Max Foundation works in close collaboration with partnering patient associations and cancer support organizations around the world. We carry out key cancer initiatives in partnership with these dedicated organizations, such as regional advocacy conferences, the Maximize Life Global Cancer Awareness Campaign, the “What is MY PCR?” campaign, the Latin American CML Patient Colloquia, the LA LMC Working Group, and the Colors of Hope Art Collection.

LATIN AMERICA

ARGENTINA
ALMA, Asociación Leucemia Mieloide Argentina

BOLIVIA
Celebrando la Vida

CHILE
Corporación Nacional Maxi-Vida Chile
Amigos de una Nueva Vida

COLOMBIA
Fundación Esperanza Viva
Fundación Colombiana de Leucemia y Linfoma

COSTA RICA
AGALEMO, Asociación Amalia y Glenn Dewey para Pacientes con Leucemia, Mieloma y otros

DOMINICAN REPUBLIC
Un Paso Max

HONDURAS
Asociación Hondureña de Lucha contra el Cáncer

ECUADOR
Asociación Esperanza y Vida

EL SALVADOR
Amor a la Vida

GUATEMALA
ASOPALEU, Asociación de Pacientes con LMC y tumores GIST

MEXICO
Alianza Anticáncer Infantil
AMELEG, Asociación Mexicana de Leucemia y GIST
A.C. Grupo Unido de Leucemia A.C.

NICARAGUA
Alas de Vida

PARAGUAY
FUNCA, Fundación Unidos contra el Cáncer

PERU
ESPERANTRA
Luz de Esperanza
Vida Nueva

URUGUAY
AsUL, Asociación Uruguaya de Leucemias y Afines

VENEZUELA
ASAPHE, Asociación de Ayuda a Pacientes Hemato-oncológicos
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<thead>
<tr>
<th>Region</th>
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<td>ASIA</td>
<td>BANGLADESH</td>
<td>Bangladesh CML Support Group</td>
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<td>CHINA</td>
<td>Shanghai Roots &amp; Shoots</td>
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<td>INDIA</td>
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<td>APSBES - Association pour la Promotion de la Santé et du Bien Etre Social</td>
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<td>Foundation for Advancement of Bone Marrow Transplantation</td>
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<td>The Leukemia and Lymphoma Society</td>
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Financials

Revenue grew by 16 percent this year, with funding increasing across the board for projects and programs. 90 percent of our funds were used for patient programs.

Sources of revenue: $2,800,980

- Patient Oriented Service Contracts: $1,986,937
- Corporate Grants and Sponsorships: $582,092
- Donations: $41,365
- Sponsored Medical Equipment: $182,768
- Interest and Miscellaneous: $7,818

Expenses - Use of Funds: $2,454,817

- Program Expenses: $2,230,475
- Management and General: $159,706
- Fundraising: $64,636

Sponsors and Donors

We thank our corporate funders for their commitment to our mission. Through our strategic partnerships with our sponsors, we continue to expand our capacity and our reach in supporting people living with cancer around the world. We also wish to acknowledge our generous private donors whose individual contributions help to sustain our work. We are grateful for your ongoing support.

ALCAMED
Asuragen
ARIAD
Bayer
Being Human- The Salman Khan Foundation
Bristol-Myers Squibb
Celgene Corporation
Cepheid
Direct Relief International
GLOBALRx
International CML Foundation
Janssen Pharmaceuticals Inc.
Lalnet
The Leukemia and Lymphoma Society
Life Care
Novartis
Onyx
Pharm-D
Pfizer Inc.
Roche
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Teva

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Yogesh Sindwani
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MaxStation

UZBEKISTAN
Sukhrob Saliev
MaxStation - Central Asia
The Max Foundation is a global health organization that believes that all people living with cancer have the right to access the best treatment and support. Through personalized access services, quality training and education, and global advocacy efforts, we aim to help people face cancer with dignity and hope.

The Max Foundation

www.themaxfoundation.org