



Chai for Cancer “Drink To A Cause”



Chai For Cancer (CFC) is an awareness-creating and voluntary fund-raising campaign directed at supporting patients who are coping with the two rare life-long cancers.



Begun in 2014 and best when conducted in an informal atmosphere (called adda) it is a tool to raise voluntary funds to help patients cover costs incurred by them for accessing the treatment. Fund-raiser Chai for Cancer Addas have been held over the last five years all over India and since 2015, in Singapore and USA.

Amma Speaks

Looking back at something we began five years ago, brings a great sense of wonder and satisfaction, but above all gratitude to all who have supported the Chai For Cancer campaign. During each one of these five years some old friends have joined their hands with us and new friends and supporters have also emerged. Chai for Cancer is making an impact in the lives of people who need our support. That's what keeps us going. The idea was to make the huge challenge of facing a dreaded disease simpler by associating it with an everyday occasion like drinking a cup of chai.

To 'new normalize' a condition that has been treated as taboo and riddled with misconceptions and try to clear the air. In the end, it's been a disarmingly simple idea that has been its own strength and therefore, successful in spreading the message. The Friends of Max is a group of people coping with a rare disease. We are open about it, brave and share information with each other. It makes us different yes but it does not prevent us from living life to the full and experiencing 'other' 'normal' moments in life with our families, friends and peers. Our cancer experiences paradoxically make us braver and more sensitive to the needs of peers sharing this burden. Knowing

we can help each other and keep going gives us the boost we need. In Chai for Cancer FOM has found the perfect tool to raise funds for those amongst us who do not have the resources to cope with this lifelong condition. Raise a cup for the cause. Together We Share and Learn. These are carefully thought through terms which capsule several many-sided emotions which we need to grapple with, understand and incorporate in our thinking. It provides the energy we need to keep going. The journey never stops. We have 'miles to go' and 'promises to keep'.

- Viji Venkatesh

The money that is raised at a Chai for Cancer Adda is used to support patients who are under life-long treatment for their cancers in the following ways:

- To reimburse costs of Medical Tests incurred for periodic monitoring
- To provide need-based Nutritional support required for compliance
- To reimburse transportation and accommodation costs incurred by patients on their visits to their treatment centres
- To compile, translate, print and distribute disease information literature/booklets

CFC Merchandise available includes mugs and Tees made by Mandhana Retail Ventures Ltd

Merchandise



Corporate Samaritans



The CFC campaign has led to greater awareness of FOM's activities and has led to growing CSR support from companies like Mandhana Retail Ventures Ltd (MRVL), SBI Life Insurance and WorldQuant (India) Research Ltd



Hospitals:

The support from the medical fraternity has been truly invaluable. Rajiv Gandhi Cancer Institute (Delhi), Tata Memorial Hospital (Mumbai), Tata Medical Center (Kolkata), Indo American Cancer Hospital & Research Institute (Hyderabad) to name but four, have been regular hosts of CFC Addas. Much respected physicians take time out of their endless schedules to attend Addas and Raise a Cup for the Cause.



Around The World:

Addas have been held all over the world: USA, Singapore and India. Be it a farmhouse in Coimbatore or a Bikers' Rally in Navi Mumbai or a public park in Hyderabad, an unabashed Salman Khan fan in Singapore or gracious friends in USA or the '100 Saree Pacters'. The reach of Chai for Cancer has been amazing. An immensely gratifying experience.





An idea is born

More than two decades ago, in 1995, during a fund-raiser in Brisbane (Queensland, Australia) a mug drew Viji's attention.

She donated funds and brought it back to India. From the desk in her office in Mumbai, it stared back at her: strong and silent,

yet paradoxically fragile. Qualities she recognized in cancer patients and caregivers she interacted with.

The idea of Chai for Cancer, to touch the lives of others in a very "everyday" manner, was born.

The #Chaifie campaign



Our Supporters

Our well-known supporters include Being Human, The Salman Khan Foundation, 93.5 Red FM, Mandhana Retail Ventures Ltd and Mahotsaav Entertainment



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To Donate:

Cheques should be drawn in favour of Friends of Max and couriered to our office in Worli (Mumbai);
To donate online visit www.friendsofmax.info;
Receipts u/s 80 G of Income Tax Act, 1961 will be issued.

Friends of Max is registered as a Public Charitable Trust: Regn No E-24284(B) Mumbai, dated 4-7-2007