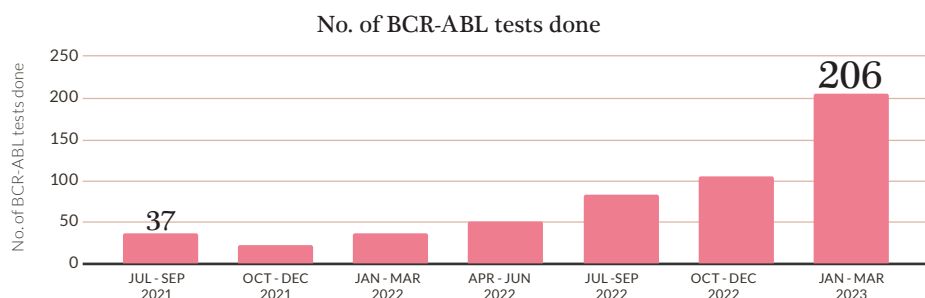


Friends of Max Forging Ahead at 20

BCR-ABL test at no cost for all!

Medicine at no cost to the patient! The GIPAP program from Novartis, along with The Max Foundation, was a dream-come-true for CML / GIST patients worldwide. This program offered the magic bullet - worth millions of dollars - absolutely free-of-cost; that too, literally at your doorstep!

Friends of Max also has this dream - to offer BCR-ABL tests free-of-cost to all patients in India. Our partnership with CORE Diagnostics & WorldQuant is a step in that direction. Thousands of patients have used CORE's home sample collection service and we have now extended this service to our patient meetings too! We are so glad to share the success of this program with you.



Recently, Friends of Max signed-up with Adyar Cancer Institute, Chennai, to take another step to bring this facility to hundreds of under-privileged patients. Based on how this experiment succeeds, we dream of partnering with many prominent hospitals across the country.

All this has been possible due to the amazing teamwork between Team Max Foundation, our City Chapter Leaders, our Trustees & beloved Amma. And last, but not the least, I thank the FOM flag bearer for this project - **Archana Arora** (and her predecessor **Aashray Paul**) for

making this dream closer to a reality. Welcome aboard, Archana!

- Nirmesh P.
Trustee and Secretary,
Friends of Max



Amma Speaks

Friends of Max completes 20 years in 2023

When Novartis' Glivec burst upon the firmament of cancer therapy, a hitherto rare and fatal leukaemia was converted into a chronic, manageable condition. The access program put in place and handed over to The Max Foundation for management was one without any kind of precedent. Within no time hundreds of CML patients had been enrolled into the program; men, women, young adults and children coming from all socio-economic strata.

Very early in the program itself it was evident these patients and their families needed to have access to some sort of a safe and secure platform - to share and learn from one another and maximise the impact of patient support interventions. And so was born Friends of Max - 20 years ago to the day, the support group arm in India of The Max Foundation.

In these years indeed this group has grown from strength and today stands in the unique position of welcoming all CML & GIST patients into its fold offering the many support systems to them in which the initial group of members themselves found succour.

Our trained City Chapter Leaders are leading projects, our fundraiser Chai for Cancer has international recognition and begins Season 10 this year and FOM is supporting other fledgling groups in the region like Max ko Saathi in Nepal, CML Collectives in Sri Lanka and Bangladesh CML Supporting Group in Bangladesh.

So last week in just one day the Treasurer and I, the Managing Trustee signed 62 cheques totalling to around 5 lakhs. This amount was completely raised by Chai for Cancer and went towards covering costs of diagnostic tests and school fees of little CML patients.

We cannot be in a better place than this just now.

- Viji Venkatesh,
Managing Trustee, Friends of Max and Region Head
(India & South Asia), The Max Foundation

Remembering Max

As we turn twenty, we remember Max, who passed away on 9th March 1991.

Max was diagnosed with CML when he was 14 and died three years later. Every year on this day we light a candle in his memory and repledge our oath to continue to support all CML and GIST patients in their cancer journey.



Patient Support Meetings

This quarter our focus was to expand our footprint nationwide. With the support of The Max Foundation's team we widened our scope by reaching out to first-time patients from different geographies; rural and urban, who have no access to any support groups.



OUTREACH:

- Cities:
- Guwahati
 - Chennai
 - Mumbai
 - Patna
- Workshops Conducted:
- Compliance
 - Art Therapy
 - The Power of Advocacy
 - Story Telling



Guwahati Meeting

JAN 13 VENUE : Gauhati Medical College and Hospital

This was the first Patient Group meeting not only of 2023 but also the first in Guwahati after the long gap caused by the pandemic. The meeting was open to all CML patients being treated in the Gauhati Medical College and Hospital. A Compliance Workshop was conducted to reinforce the importance of good adherence behaviour for positive treatment outcomes, which unfortunately had taken a backseat during COVID and its aftermath.



Chennai Meeting

FEB 25 VENUE : Adyar Cancer Institute

Over 150 patients attended the first ever meeting held for CML patients who up to now have not been part of any access program, have no access to any support group and who are on generics mostly supplied through the government agencies. Compliance is a major issue with these patients; one of the reasons being erratic supply of the drug and financial constraints. The meeting was organised on the request of Dr P K Jayachandran, Associate Professor, Medical Oncology, Adyar Cancer Institute in Chennai.



Mumbai Meeting

FEB 11 VENUE : ACTREC Kharghar, Navi Mumbai

A gathering of 100 CML and GIST patients in the New Bombay township of Kharghar. Representing ACTREC were Dr Sachin Punatar, Dr Akanksha, Dr Anuj Kumar and former Director Dr Rajiv Sarin. The main agenda of the meeting was to work in collaboration with the treating physicians, the patients and their caregivers to overcome the stigma associated with cancer and to provide information as well as emotional support.



Patna Meeting

MAR 04 VENUE : All India Institute of Medical Sciences

The 13th Patna meeting in as many years saw 300 eager patients (old and new) and their caregivers travelling from far and wide. The meeting was supported by 14 physicians from AIIMS, IGIMS & Medanta Hospital in Patna. A facility for BCR-ABL & CBC testing was also organised. More than 80 patients had their tests done and 40 new members joined FOM.

Chai for Cancer Addas

Chai for Cancer helps to raise funds to support FOM's wide range of patient-focused activities.

Volunteers host an informal hangout or 'Adda' in their homes or offices or at a suitable venue of their choice, they invite friends, family and colleagues to join them over a cup of chai.



To host an Adda please send an email to: chaiforcancer@gmail.com



Chai for Cancer featured as an exemplary awareness and fundraising campaign at The Alliance & Partnerships for Patient Innovation & Solutions (APPIS) Summit held virtually on 20 & 21 March 2023.

The Summit is a platform to share experiences and discuss solutions to overcome healthcare challenges and prioritize action towards accelerating access for patients in Asia Pacific, Middle East, and Africa.

CFC IN THE NEWS

The Outlook Magazine featured Chai for Cancer in their February 13 2023 issue. "A Labour of Love" showcases Viji Venkatesh's mission to provide cancer care and support, one cup of tea at a time.



KEY TAKEAWAYS

04

Addas held

+250

Guests

6000+

Cups of Chai raised



Radio Partners

Cities:

- Mumbai
- Pune
- Patna
- Delhi

JAN
19

VENUE : Mumbai
HOST : Gayatri and Shantanu Srivastava



FEB
05

VENUE : Pune
HOST : Abhishek and Amruta Patidar



MAR
05

VENUE : Patna
HOST : Priya Manish Kumar and the ladies of Inner Wheel Pataliputra Club



MAR
26

VENUE : Delhi
HOST : Sindhushree Khullar



Upcoming...

Launch of Season 10 Chai for Cancer Adda
at Viji & Venky's on Sunday, May 14, 2023



CHAI FOR CANCER
SEASON 9, 2022-2023

THIS SEASON
HELP US RAISE
₹ 75,00,000
FOR
CANCER PATIENTS
IN NEED

₹ 62,20,000 raised so far

RAISE A CUP, DRINK TO A CAUSE
DONATE ONLINE - WWW.CHAIFORCANCER.ORG

The Max Foundation
RED FM 93.5
Friends of Max

Know the Max Team



Ashok Shivram Boricha

Admin Assistant, The Max Foundation

Ashok has been with The Max Foundation in its Mumbai office since its early years. He joined the small team of three in 2004 as Admin Assistant. His daily work included interacting with patients, making them comfortable on their arrival at the Max office and handing them their approving letter for collecting medicines.

In 2011 due to some family problems, he needed to take a break. He re-joined Max in 2019 and his duties include coordinating all admin related work in the Mumbai office.

Ashok is of the opinion that the satisfaction that he derives from his work at The Max Foundation and the blessings that he receives daily from patients and their caregivers, makes it worth his while. He feels he does not need to go to any place of worship; instead in serving patients and their caregivers, he is worshipping God and serving his life purpose.

Other motivating factors include working closely with Amma, and knowing how he was missed both by patients and caregivers as well as colleagues during his sabbatical from work.

From the Physician's Desk

I have been the Medical Advisor to Friends of Max for more than 15 years.

Seeing at close quarters, the compassion and warmth with which the entire team works makes me more attached to the cause.

FOM, with its dedication to patient care and awareness activities, will be one of the benchmark organisations for patient support group in the country. I wish the entire team all the best in their future endeavours.



- Dr Rejiv Rajendranath
Consultant Medical Oncologist
Integrated Cancer Care Group
Apollo Cancer Center, Chennai

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www.facebook.com/Chai-for-Cancer

LinkedIn : <https://in.linkedin.com/in/chai-for-cancer-702630117>

Twitter : @Friends_Of_Max
@chaiforcancer

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