



# Helping children fight cancer

2016-17 YEAR IN REVIEW



At Cuddles Foundation we are on a mission  
to give every single child suffering from  
cancer a chance at a cure.

# In 2016,

Our team came together to bring holistic nutrition to underprivileged children fighting cancer.





Together, we engaged with \_\_\_\_\_

32000\* Children

across \_\_\_\_\_

17 Government hospitals

in \_\_\_\_\_

9 cities

*\* Number includes new and follow up interactions with the children.*

# OUR WORK





Together we raised funds for

---

17000 Protein Supplements

33000 Mid day meals

Over 2 Lac Meal Supplements  
(Egg, Banana, Lassi, Soy Milk, Butter Chipleets)

1700 Ration Baskets

Over 50 Parent support group meetings

# Our Cities and hospitals





# Mumbai

14400 Children

---

8 Nutritionists

---

5 Hospitals

- Tata Memorial Hospital
- Bai Jerbai Wadia Hospital
- Sion Hospital
- B Y L Nair Hospital
- King Edward Memorial Hospital



# Delhi

5100 Children

2 Nutritionists

1 Hospital

- All India Institute of Medical Science





# Kolkata

3780 Children

---

2 Nutritionists

---

2 Hospitals

- Saroj Gupta Cancer Centre
- NRS Medical College





# Bangalore

2760 Children

---

3 Nutritionists

---

3 Hospitals

- Kidwai Memorial Hospital
- Kiran Mazumdar Shaw Center
- St. John's Hospital



# Hyderabad

2760 Children

1 Nutritionist

1 Hospital

- MNJ Institute of Oncology Regional Cancer



# Chandigarh

1200 Children

---

1 Nutritionist

---

1 Hospital

- PGIMER





# Pune

960 Children

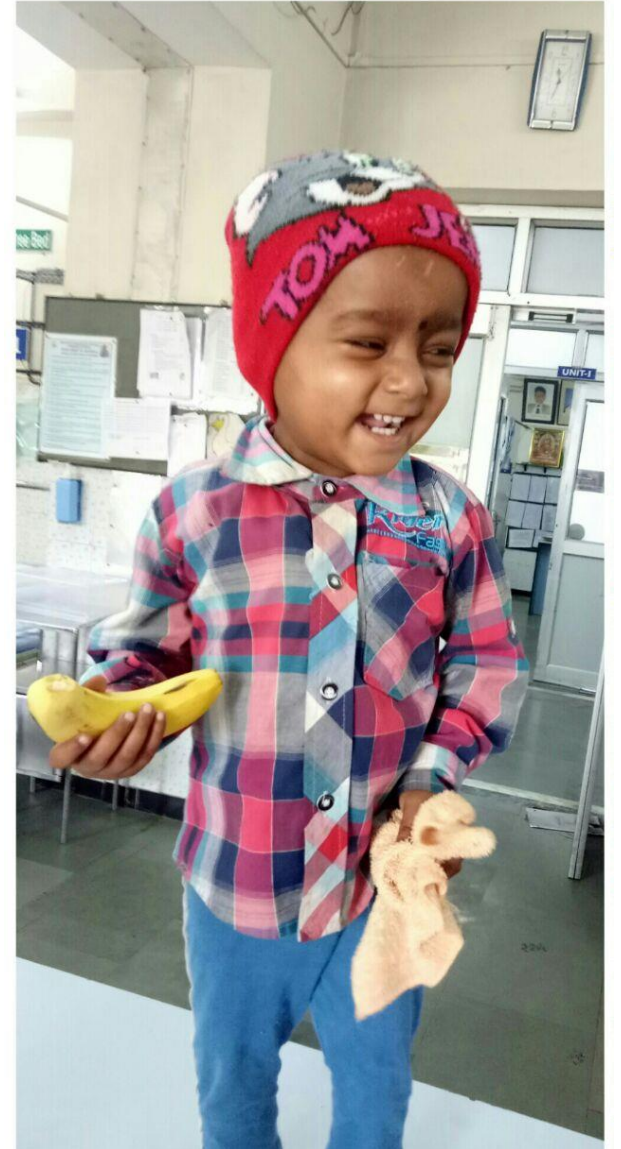
---

1 Nutritionist

---

2 Hospitals

- Bharati Vidyapeeth Hospital
- Deenanath Mangeshkar Hospital



# Lucknow

540 Children

1 Nutritionist

1 Hospital

- Sanjay Gandhi Postgraduate Institute of Medical Sciences



# Jaipur

360 Children

---

1 Nutritionist

---

1 Hospital

- Bhagwan Mahaveer Cancer Hospital





# Against all odds

Nair Hospital

Nutritionist - Mariam

A large part of our nutritionist's work involves helping children deal with the side effects of chemotherapy. Mariam at Nair Hospital found herself in a similar situation

recently when 4 year old Adeeba was admitted. Mariam intervened with a diet plan involving Total Parenteral Nutrition over 2 weeks enabling the child to receive much needed nutrition during treatment. Much to Mariam's delight, the next time she saw Adeeba was at the birthday celebration at the hospital, the girl looked happy and nourished.



## Brave little boy

AIIMS Hospital

Nutritionist - Mitika

Children who are Severely Acutely Malnourished (SAM) are treated with utmost urgency as part the protocols we follow. 8 year old Rahees was so weak that he needed to be carried by his parents. The doctors were unable to even begin his treatment. With a combination of nutritional supplementation and intense counselling, our nutritionist Mitika was successful in helping Rahees gain the 3.5 kgs he needed to finally begin treatment. Its a sea change that Mitika sees in Rahees today when he walks in by himself, smiling shyly to meet her for his follow up visits.



# The Fighter

Bharati Vidyapeeth Hospital

Nutritionist - Mansi

Pictures speak a thousand words and in case of Shreyash, its the child's fighting spirit that saw him through the complications like loss of vision and infection in his nasal passage.

This made it challenging for us to even intervene with tube feeding which he really needed. However, he fought hard post his surgery and gained the much needed 4 kgs. Shreyash is now maintaining his weight gain with supplementation and monthly ration support.





# The times we best like to remember

2016-17 HIGHLIGHTS



# The time when we won the National Award!

On November 14, 2016, Cuddles Foundation was honored to be the recipient of the prestigious National Award for Child Welfare. The award was presented by the Hon'ble President of India at the Rashtrapati Bhavan, New Delhi.



# The time we invested in championing the cause at national and international platforms

8th International SIOF PODC workshop on Nutrition in Children with Cancer took place on 18th-19th February 2017 at PGIMER, Chandigarh which was co-sponsored by Cuddles Foundation.





# The time when a feeding tube saved a child's life in Kolkata

We introduced child sized imported silicone feeding tubes into our hospitals, increasing its acceptability amongst children and parents.



# The time when we launched our very own story and coloring book

The book “Gubloo and his Magic Rings” is authored by Purnota Dutta Bahl. It teaches children, the benefits of eating healthy food, in a fun way.



# The times we helped bring Smiles to the children

Birthday parties, Diwali gifts, Christmas celebrations, Art workshops.





# The times when corporates volunteered, donated and engaged with the kids!

Employees of a lot of corporates not only donated but also helped bring smiles by organizing magic shows, parties for the children, puppet shows, etc.

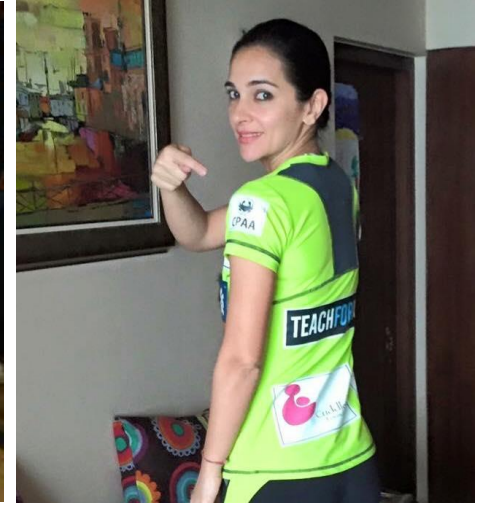


The times when our  
amazing donors with the  
biggest hearts came out  
to celebrate their  
special days with us





# The times when some amazing people championed for the cause





# The time we got together with Tata Memorial Hospital and UNICEF

In March 2017, 26 of our nutritionists participated in a week long, intensive and unique training program on Pediatric Oncology Nutrition. The objective of the program was to help the participants provide world class, standardized care to children across our centres.



# The times our work got appreciated

Press articles, online features went a long way in helping us create awareness about our cause and programs.



SOCIAL ENTREPRENEURSHIP

## "Every Cent We Raise, We Put it in Charity"



7 Shares



Shubha Sharma

MUMBAI: FEBRUARY 02, 2017 23:48 IST  
UPDATED: FEBRUARY 02, 2017 23:48 IST



MUMBAI

## A warm embrace



## BAYSIDE JOURNAL

EVERYBODY'S GOT A STORY



COMMUNITY

## Fighting Cancer with Cuddles

*Meet the only NGO in the country that provides children who suffer from cancer with nutritious food*

By Kanan Udeshi



Facebook



Twitter



आवडले 31



Tweet



# Note from Founder

2016 was a year we will remember forever. It was the year where our work was recognised at the Rashtrapati Bhawan when we were awarded the National Award, we introduced some game changing protocols at the hospitals and we collaborated with Unicef for nutritionists training. It was the year we got an amazingly dedicated brand ambassador- Sonam Kapoor and a mentor full of wisdom- Mrs. Neerja Birla.

However, we did not walk this journey alone. You walked it with us. When we struggled some of you reached out a hand. When we tried something heroic many of you came and cheered. Most of all you empowered us to do what we do with your resources and trust that we would put it to the best use that we can.

This year our focus will be to increase the depth of services provided to all our kids across 17 hospitals. It would be our endeavor to provide as much support not only around nutrition for the child but support to the family as a whole. We would be also focusing around ground breaking research in the field of pediatric oncology nutrition. On the corporate side our focus would be to build sustainability in funding to ensure that our kids always have access to good nutrition while building a strong brand that you are proud of.

As we close this year, we invite you to walk this path with us yet again, cheer for us and support us. Because we are only conduits to your intention of bringing about change and giving each child with cancer a chance at cure.

With love,  
Purnota Dutta Bahl  
Founder and CEO  
Cuddles Foundation







**In 2016-17, YOU helped us get  
closer to our mission !**

**A BIG THANK YOU FROM TEAM CUDDLES!**