



# Annual Report 2017-18





# Our Mission

Cuddles Foundation is a non-profit organisation providing holistic nutrition support and food to underprivileged children fighting cancer across India. A well-nourished child stays in treatment and fights cancer better.



# The childhood cancer epidemic

40%

OF ALL CHILDREN  
WHO HAVE CANCER  
IN INDIA ARE  
MALNOURISHED.

80%

OF THEM DON'T  
SURVIVE BECAUSE  
OF IT.

A young girl with a shaved head, smiling and holding a piece of fruit. She is wearing a dark blue patterned top. The background is a solid orange color.

# #FoodHeals Cancer

Nutritional diets reduce  
treatment drop out rates by 86%  
among children with cancer\*

\*Source: Mumbai Mirror, Fewer kids drop out of chemo  
due to new diet plan at Tata Hospital, Sept 30, 2014



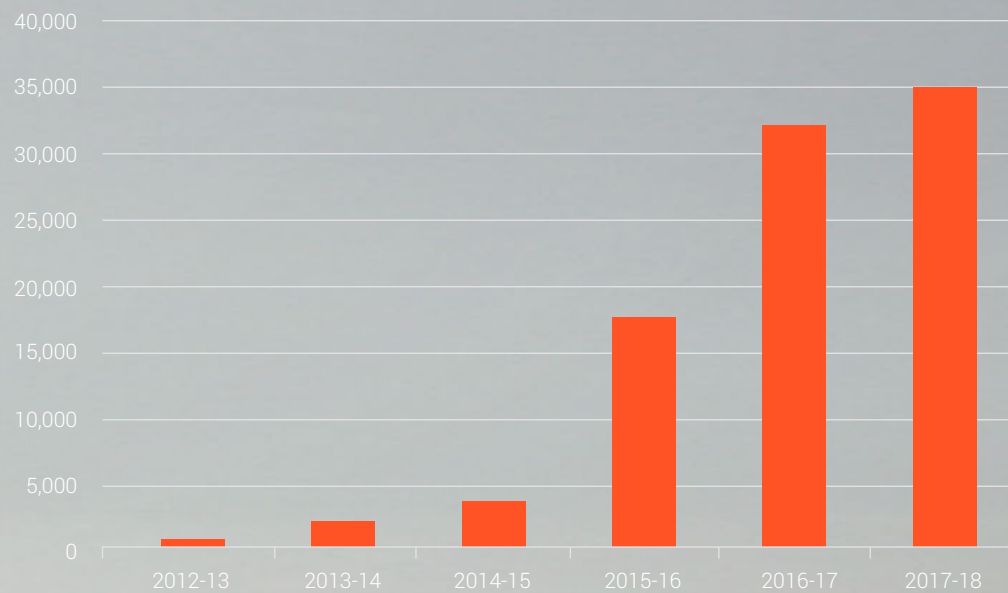


Your  
**impact**  
at a  
glance



# We turned 5 this year

And we evolved, grew up a little. Serving  
children in 1 hospital in 2012 to 18 in 2017.



# You made this happen!

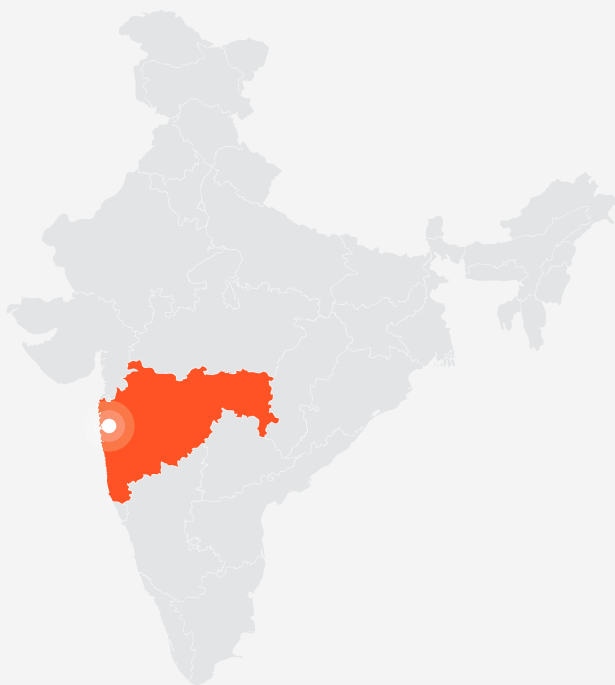
When Nabiya, a fun-loving, 11-year old girl who loved dancing, started complaining of fever, no one imagined how life was about to change. She was diagnosed with an extremely aggressive case of Blood Cancer. What followed was several rounds of chemotherapy. Weeks in isolation. And a body that was slowly shutting down. Chemo's side effects were beginning to show. She vomited for 10 days straight, lost 6 kgs in one month and was diagnosed as severely malnourished. Dance, was no longer on the little girl's mind.

Nabiya was immediately enrolled into the Cuddles Nutrition Program. With continuous support in the form of supplements, and rigorous diet planning, monitoring and counseling, today, we see a beautiful, healthier Nabiya come for her follow-ups. She has completed 6 months of nutrition treatment at MNJ in Hyderabad. We're happy to let you know - Nabiya is finally getting her groove back.



# Mumbai

In 2017-18



CHILDREN  
SERVED

16,504

CURRENT  
HOSPITALS

Tata Memorial Hospital  
Sion Hospital  
Wadia Hospital  
KEM Hospital  
Nair Hospital

INTERVENTIONS



Placement of  
Nutritionists



Nutrition  
Supplements



Monthly  
Ration Baskets



Hot Meals



In-patient  
Meals



Caregiver  
Support



# Delhi

In 2017-18



CHILDREN  
SERVED

5,952

CURRENT  
HOSPITALS

AIIMS

## INTERVENTIONS



Placement of  
Nutritionists



Nutrition  
Supplements



Monthly  
Ration Baskets



Hot Meals



In-patient  
Meals



Caregiver  
Support

# Chennai

In 2017-18



CHILDREN  
SERVED

1,200

CURRENT  
HOSPITALS

Adyar Cancer Hospital

## INTERVENTIONS



Placement of  
Nutritionists



Nutrition  
Supplements



Monthly  
Ration Baskets



Hot Meals



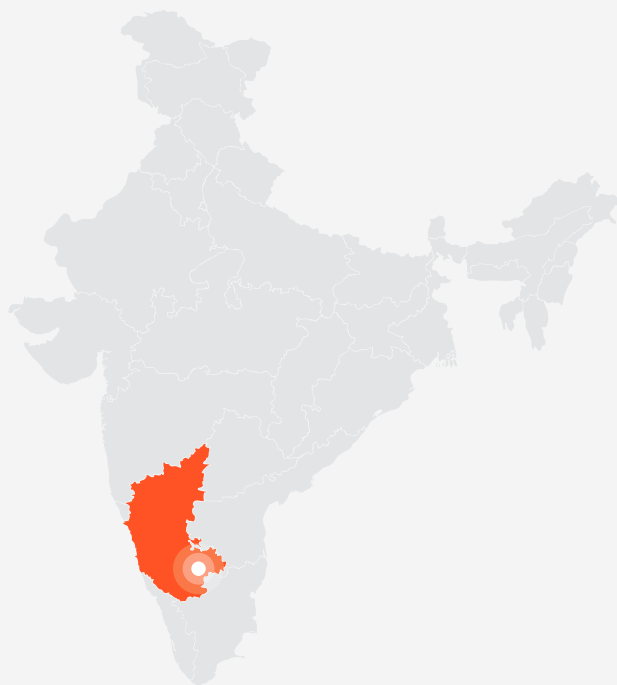
In-patient  
Meals



Caregiver  
Support

# Bangalore

In 2017-18



CHILDREN  
SERVED

2,900

CURRENT  
HOSPITALS

Kidwai Hospital  
St John's Hospital  
Kiran Mazumdar Shaw  
Cancer Centre

INTERVENTIONS



Placement of  
Nutritionists



Nutrition  
Supplements



Monthly  
Ration Baskets



Hot Meals



In-patient  
Meals

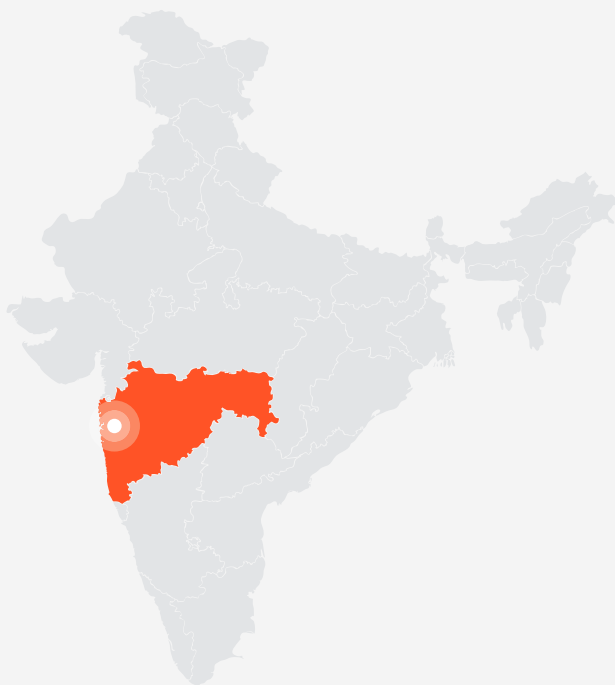


Caregiver  
Support



# Pune

In 2017-18



CHILDREN  
SERVED

1,500

CURRENT  
HOSPITALS

Deenanath  
Mangeshkar Hospital  
Bharati Vidyapeeth  
Hospital

## INTERVENTIONS



Placement of  
Nutritionists



Nutrition  
Supplements



Monthly  
Ration Baskets



Hot Meals



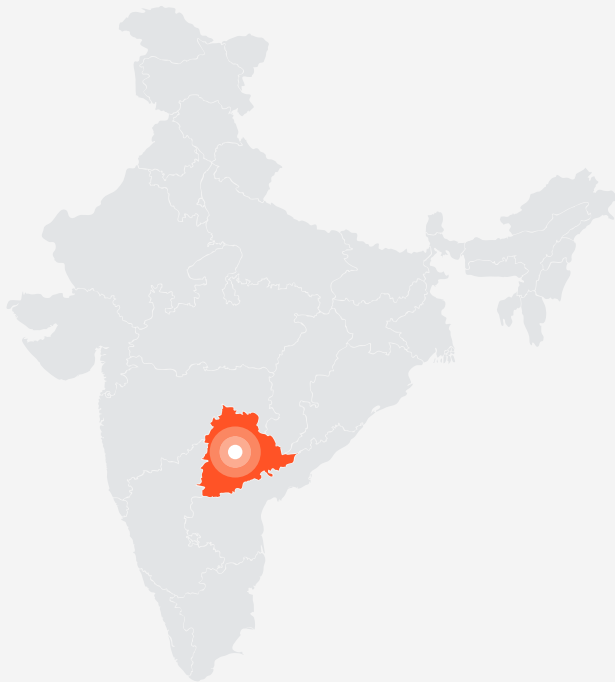
In-patient  
Meals



Caregiver  
Support

# Hyderabad

In 2017-18



CHILDREN  
SERVED

2,000

CURRENT  
HOSPITALS

MNJ Institute of Oncology

## INTERVENTIONS



Placement of  
Nutritionists



Nutrition  
Supplements



Monthly  
Ration Baskets



Hot Meals



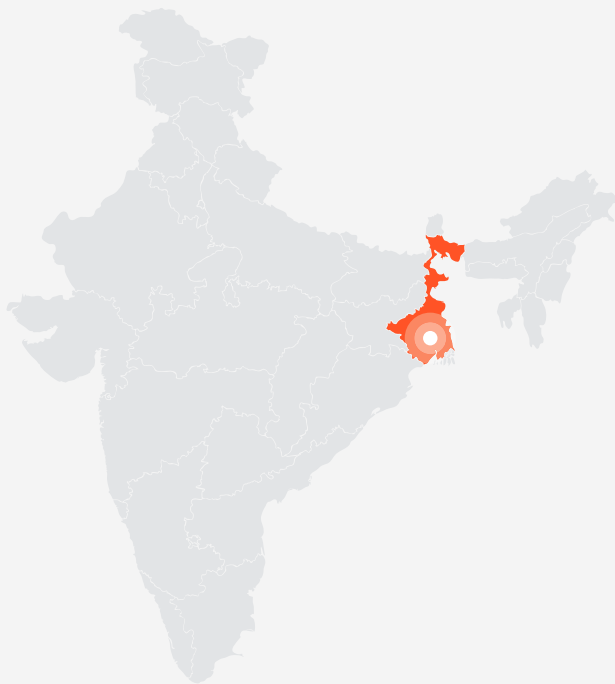
In-patient  
Meals



Caregiver  
Support

# Kolkata

In 2017-18



CHILDREN  
SERVED

2,244

CURRENT  
HOSPITALS

NRS Hospital  
Saroj Gupta Hospital

## INTERVENTIONS



Placement of  
Nutritionists



Nutrition  
Supplements



Monthly  
Ration Baskets



Hot Meals



In-patient  
Meals



Caregiver  
Support



# Jaipur

In 2017-18



CHILDREN  
SERVED

650

CURRENT  
HOSPITALS

Bhagwan Mahaveer Hospital

## INTERVENTIONS



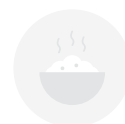
Placement of  
Nutritionists



Nutrition  
Supplements



Monthly  
Ration Baskets



Hot Meals



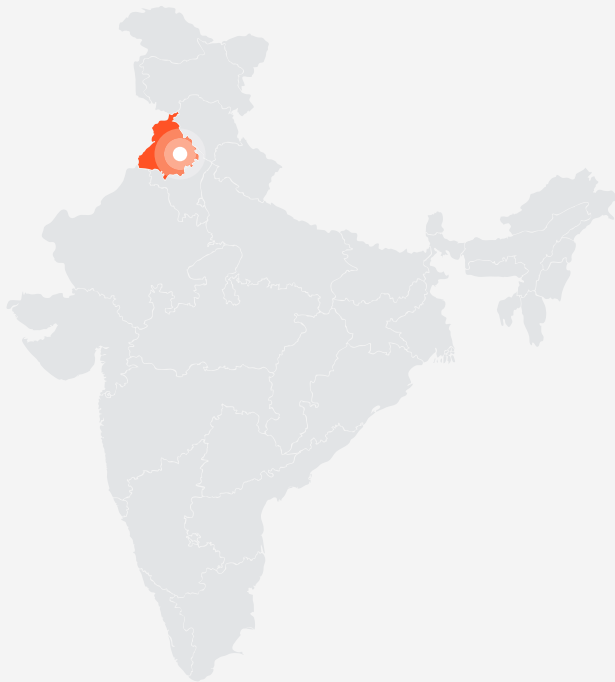
In-patient  
Meals



Caregiver  
Support

# Chandigarh

In 2017-18



CHILDREN  
SERVED

1,050

CURRENT  
HOSPITALS

PGIMER

## INTERVENTIONS



Placement of  
Nutritionists



Nutrition  
Supplements



Monthly  
Ration Baskets



Hot Meals



In-patient  
Meals



Caregiver  
Support

# Lucknow

In 2017-18



CHILDREN  
SERVED

1,000

CURRENT  
HOSPITALS

SGPGI

## INTERVENTIONS



Placement of  
Nutritionists



Nutrition  
Supplements



Monthly  
Ration Baskets



Hot Meals



In-patient  
Meals



Caregiver  
Support





# Program **strategy** at a glance





# Our Nutritionists

## WHAT WE PROVIDE

Nutritional Counsel

Assess a child's grade  
of malnourishment

Counsel the family on  
better food choices

Help plan a diet that's  
nutritious within limited means

Monitor a child's progress till  
he/she is cured



Our Nutritionists are the backbone of our service. Trained at the best institutes of the country, they are carefully chosen for their knowledge, empathy, ability to work with children and survive in tough conditions. They are then trained in pediatric oncology nutrition by some of the best oncologists in the country at TATA Memorial Hospital.

It's very common to see them work under extremely stressful situations, given public health infra - sometimes out of a parking lot in the hospital, or perched on top of a basket of bananas.

NUMBER OF  
NUTRITIONISTS

27

AVG. NUMBER OF  
PATIENTS SEEN  
EVERY DAY

95





# Food & Supplements

## WHAT WE PROVIDE

Fresh Hot Meals

Nutritional Supplements

Lassi, Soy Milk, Milkshake,  
Butter Chipleets, Bananas,  
Dry Fruits, Ghee, Eggs

Monthly Ration Baskets



# Caregiver Support

## WHAT WE PROVIDE

Parents' Support Groups

Group Counseling

Individual counseling  
on food preparation and  
kitchen hygiene

# Story of a #SuperMom

5-year old Manvi was diagnosed with Blood Cancer. Her parents brought her to us, malnourished and weak. Her supplement plan had just begun, when her father began insisting on taking her back to the village. But her mother inspired by her strength stayed on in a Gurudwara in the city, refusing to give up.

Today her chemotherapy treatment has begun. And her hunger to go home and play with her sisters feeds her hunger to beat cancer.





# Research in Paediatric Cancer Nutrition

## WHAT WE PROVIDE

Research assistance to Doctors

Nutritional fellowship program

Actionable knowledge and insights  
for better nutritional interventions

Our nutritionists in AIIMS are currently assisting Dr. Sameer Bhakshi, Prof. Department of Medical Oncology, on a research project that helps document and design a nutritional counseling program and database in pediatric patients with cancer.





# Proof and **sustainability** at a glance



# How Food Heals Cancer

Meet Megha, our little star from Kolkata who came to us last August. Struggling with Stage 4 Neuroblastoma, she was diagnosed as severely acutely malnourished.

Cancer had bloated her stomach, paralysed her legs and broken her jaw. Yet, she was hungry to fight it! To live, to say good-bye to cancer. In her unrelenting words, "To walk, run and play!"

Thanks to donors like you, we could feed that hunger through counselling, planned diets and food. We could make her strong enough to seek cancer treatment.





# Our Community

From Staff to doctors to Fundraisers and brand partners, our tribe grows stronger by the year.



# Our Supporters

2017 saw us work relentlessly to bring TATA Trusts on board. They have promised to support us with operating and capacity building costs (including salaries for staff and nutritionists) across the country. We are very excited to have a prestigious partner like TATA, both for the credibility it brings and the rigour in processes it requires us to have.

Thanks to TATA, about 90% of our operating costs will be covered over the next 2 years. Giving us the wings to take our Nutrition Program to other needy corners of the country.

**TATA TRUSTS**

## Nourishers

ADOPTED ONE OR MORE HOSPITALS



ACG CARES  
FOUNDATION



## Preservers

WHO CO-ADOPTED A HOSPITAL



## Providers

WHO ADOPTED ONE OR MORE PROGRAMS AT A HOSPITAL



VOLKART FOUNDATION  
INDIAN TRUST



PRANIC HEALING FOUNDATION  
OF SOUTH MUMBAI



# Notable Brand Tie-ups

Google Ad Grants

TATA  
CLiQ

first  
moms  
club  
#MommyMatters

BIOME  
CONSCIOUS FASHION

RILIEVI

ANANDRATHI  
Wealth For Good

#### #SHAREACUDDLE

TATA Cliq ran a 3-week long campaign on social media around Children's Day rallying their consumers to #ShareACuddle. They shared information on the role of food and nutrition in helping heal cancer and contributed Re.1 per product sale through the three weeks. We raised Rs.1,00,000 through this tie-up and over 1,00,000 more people now know about Cuddles.

#### RELIEVI

They have an enviable client list that includes Gucci, Prada, Versace, amongst many more. And they stand by us, every year. This year too they made us fabulous, dry-fit tees for our marathoners, and lab coats for our nutritionists.





#### WEALTH FOR GOOD

India's leading financial services firm tied-up with us for the second time in a row to host 'Wealth For Good' in Bangalore and Chennai. They inspired their clients to use their wealth to bring food and nutrition to children fighting cancer. Led and driven by the amazingly large-hearted employees of Anand Rathi.

#### FOOD HEALS BLOG

First Moms Club shares our blog on "Food Heals" to their following of over 1,00,000 moms helping us spread the message of making better food choices for their families.



#### WONDERLAND CARNIVAL

Biome's designer, Namrata and her team, from Kolkata, were hard at work to translate our kids' creations to reality using organically sourced cloth and vegetable dyes to create beautiful, sustainable clothes for them. At The Wonderland carnival for kids of NRS Hospital, the kids with their mothers dressed up for a very special afternoon and walked the runway in healthy clothes.

#### GOOGLE GRANTS

They have saved us our admin costs on emails and servers. And, opened out the opportunity for us to effectively use YouTube and Google Classroom for our training needs. We now also get to use a Google Ad Grant of 10,000 USD per year.





# Our Ambassadors

They are the believers, supporters lending their voice, time, credibility to the cause. They build our tribe.

# Sonam Kapoor

#ONEKILOOFLOVE

Diwali 2017 was special. Sonam participated in our campaign to bring a kilo of love, ghee and dryfruits to every child in our care. Her video wishing her followers a happy Diwali and urging them to spread some festive cheer by donating Rs.2000 towards ghee and dry fruits for our kids was heartwarming.





## Aditya Joshi, Vishal Agarwal & Manika Jain

### #RUNFORCUDDLES

Marathoners AJ, Vishal and Manika raised closed to 11 Lakhs together through their friends and family via the TATA Mumbai Marathon, 2017. They posted video messages, facebook posts and emails to rally their friends to contribute to the cause.

## Shlok, Keya, Gunjan, Pragya & Ananya

### BIRTHDAY FOR CUDDLES

They pledged their birthdays to fighting cancer. They accepted donations to Cuddles in lieu of gifts.



# Fundraising Specials



# Meher 2018

Our Annual Fundraising Gala was different this year. It was non-ticketed and included a closed group of our individual donors. It was held at Taj Lands End, Mumbai by the pool. 100 people got together to “Feed The Hunger for Life” that evening. It brought them closer to the stories of the lives they were about to impact.

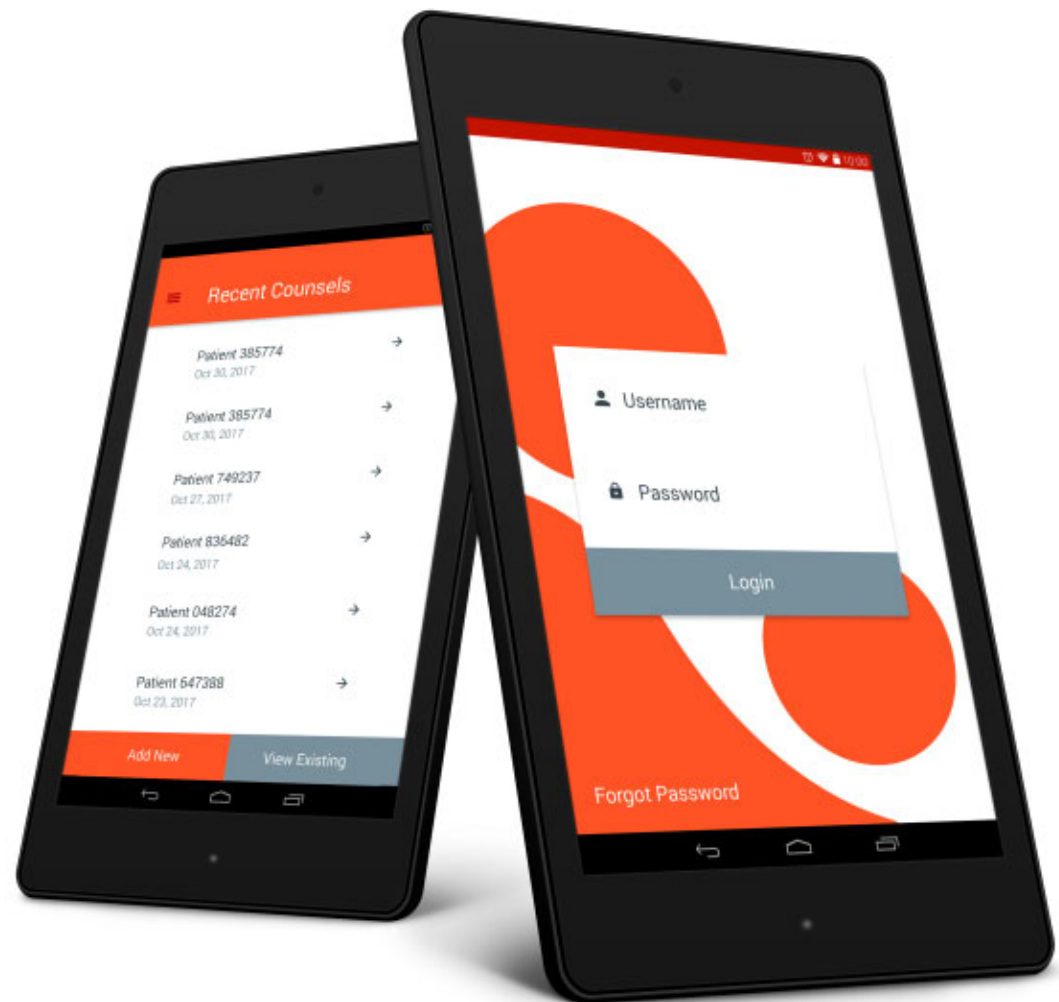


# The Future

We've invested in technology to improve our service and maximize our impact. The CuddlesApp is the first such app for Nutritionists in the world that will help them assess a child's malnourishment level and plan a diet for the child. Saving on precious time that will help us reach out to more kids in need. It is our goal to open the app to other organisations and countries fighting childhood cancer and malnourishment.



**CUDDLES**App



A woman with dark hair and a green clip is holding a young child with a shaved head. The child is smiling and looking at a packet of Amul milk that the woman is holding. The woman is wearing a red top and a green beaded bracelet. The child is wearing a blue shirt. The background is blurred, showing other people in a room.

# Our Goal

## THROUGH OUR NUTRITION PROGRAMS

Reach 50,000 needy children  
fighting cancer.

6 new hospitals in 5 new cities.

Roll out 90% of our programs  
across all our hospitals.

# Summary Balance Sheet

FUNDS AND LIABILITIES	2017-18	2016-17	PROPERTY AND ASSETS	2017-18	2016-17
<b>Trusts Funds or Corpus</b>	-	-	<b>Fixed Assets</b>		
Balance as per last Balance Sheet			Balance As per Last year	34676	34676
Add/less: Surplus/Defecit as per income expenditure account			Additions during this year	593125	
<b>Specific Purpose Grant Subsidy /Sponsorship</b>	11974609	4428158	Less: Deductions during the year	-	
	<b>11974609</b>	<b>4428158</b>	Less: Depreciations of the year	-162557	
<b>Liabilities</b>				<b>465244</b>	<b>34676</b>
For Statutory Due	179745	61245	<b>Advances</b>		
For Expenses	223600		To Vendors for Projects	19696	11802
For Donations received in advance	1177274		To others		
	<b>1580619</b>	<b>61245</b>	<b>Income outstanding</b>	<b>19696</b>	<b>11802</b>
			Income Receivable		
			Interest		
				<b>0</b>	<b>0</b>
Balance as per last Balance Sheet	7257289	5497727	<b>Other Asset Receivable</b>		
Add/less: Surplus/Deficit as per income expenditure account	-5122507	1759561	Deposits	42000	42000
	<b>2134782</b>	<b>7257288</b>	TDS Receivable	37024	20919
			Interest Receivables		112494
				<b>79024</b>	<b>175413</b>
			<b>Cash and Bank Balance</b>		
			In Savings accounts	10898043	8516013
			In Deposits	4218116	3000000
			Other (Cash on Hand)	9887	8788
				<b>15126046</b>	<b>11524801</b>
<b>Total</b>	<b>15690010</b>	<b>11746691</b>		<b>15690010</b>	<b>11746692</b>

Note: Summarized from the Accounts audited by Mr A.S.Tijare and Associates, Chartered accountants for the even period  
 Prior Years comparision have been re-grouped wherever necessary

# Summary Income Expenditure Updated

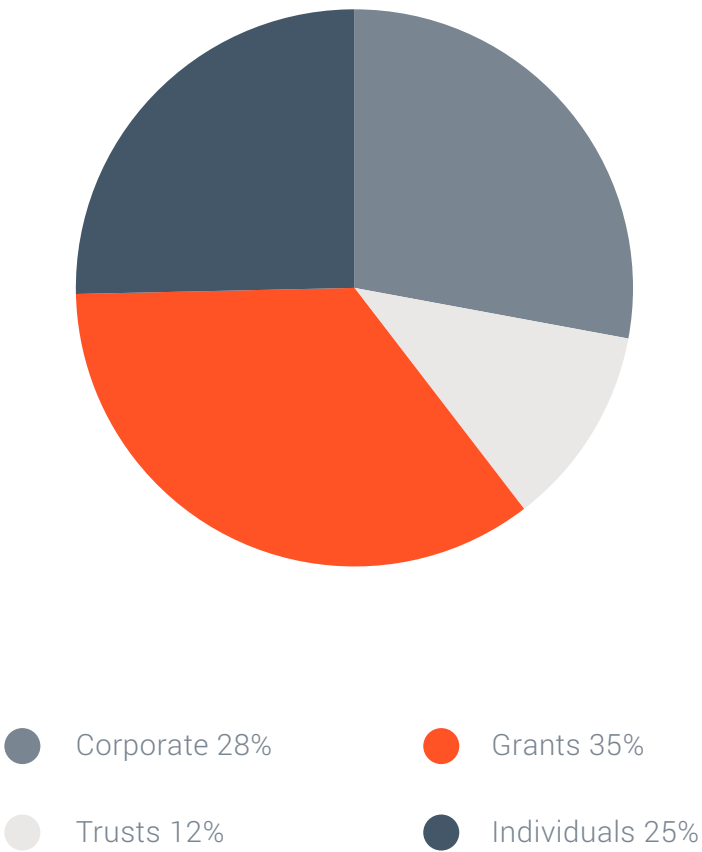
EXPENDITURE	2017-18	2016-17	INCOME	2017-18	2016-17
<b>To Establishment Expenses</b>			<b>By Donations in Cash or Kind</b>		
To Administrative expenses	3503474	3856905	Local	27961380	27837371
To Salary and Welfare	8357508		FCRA	-	-
To other Expenses - Depreciation on fixed assets	162557	2592			
To Bank Charges	14821	5075			
	<b>12038360</b>	<b>3864572</b>	<b>By Interest</b>	<b>27961380</b>	<b>27837371</b>
<b>To amount transferred to reserve or specific funds</b>	0	4428158	On Bank Account	273723	
			On Fixed Deposits	254519	
		<b>4428158</b>	Income Tax Refund		
			Discount Received	21934	
<b>To expenditure under the object of trusts</b>				<b>550176</b>	<b>0</b>
Religious			<b>By Income from other sources</b>	93184	
Educational				<b>93184</b>	<b>0</b>
Medical relief	21688886	18204562			
Relief of Poverty			<b>By Balance carried forward</b>	5122506	
Other Charitable objects			to balance sheet	<b>5122506</b>	<b>0</b>
	<b>21688886</b>	<b>18204562</b>			
<b>To balance carried over to balance sheet</b>		1759562			
		<b>1759562</b>			
<b>Total</b>	<b>33727246</b>	<b>28256854</b>		<b>33727246</b>	



# Funding Breakup

DONATIONS RECEIVED FROM	
Corporate	7804225.00
Trusts	3261892.00
Grants	9807200.84
Individuals	7088061.97
	27961379.81

Where the money came from





# Thank you for **saving lives**

For more information, please email us  
on [team@cuddlesfoundation.com](mailto:team@cuddlesfoundation.com)