




Annual Report 2018-19



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

We help underprivileged
children fight cancer with
better food and nutrition.

Because,
#FoodHeals

The childhood cancer epidemic

40%

OF ALL CHILDREN
WHO HAVE CANCER
IN INDIA ARE
MALNOURISHED.

80%

OF THEM DON'T
SURVIVE BECAUSE
OF IT.



Program **strategy** at a glance



Our Goal

To expand to 25 hospitals,
with 90% of our nutrition
services to 90% of hospitals

The Food Heals Program

Nutrition helps medicine work



Counselling & Diet Planning

- Assess a child's grade of malnourishment
- Plan his diet
- Monitor his progress



In Meal Supplementation

- Fresh, hot meals
- Nutritional supplements
- Milk, eggs, bananas, dry fruits, ghee



Ration Baskets

- Monthly ration to families of four during the course of the child's treatment.
- Curated by Clinical Nutritionists to include essential staples, dals, etc.



Caregiver Support

- Parents' Support Groups
- Group counselling on better food choices
- Individual counselling on food preparation + hygiene
- Food storage kit

Food Heals Cancer



Reduction in dropouts

Nutritional support means one less thing for parents to worry about. They don't have to choose between the life of their child and the fate of their family. And, children don't drop out of treatment.



Better food choices

When equipped with the right guidance and knowledge about how to do the best within their limited means, mothers make better food choices for the child as well as the rest of the family.



Motivated doctors

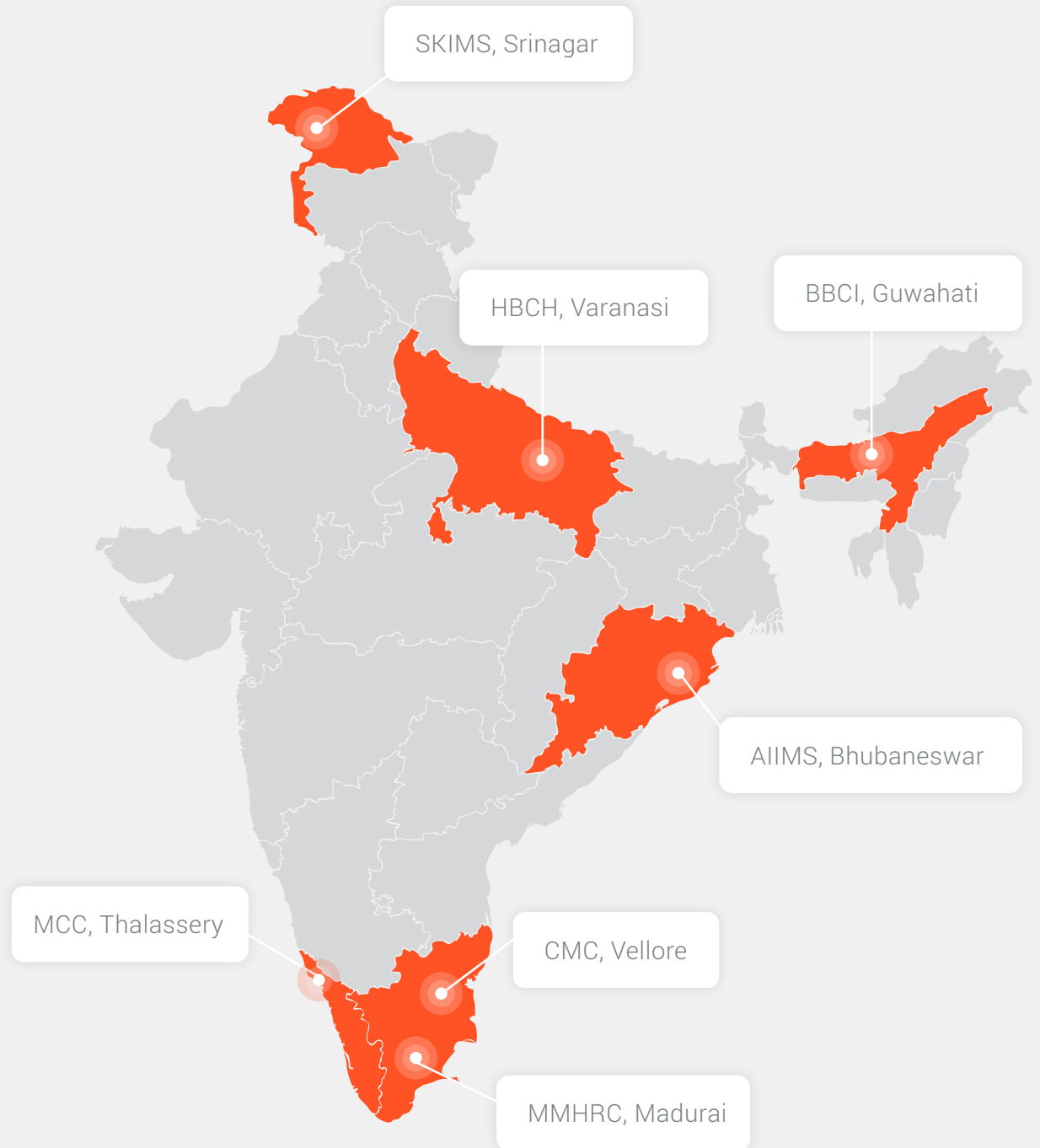
Nutrition helps medicine perform to its fullest potential. Doctors are motivated when they see children responding well to their treatment.



The year we dared

Because if the dream is audacious,
we have to walk the uncharted path.

We added
**7 new
centres**



Quick Overview of **Reach and Impact** 2018-19

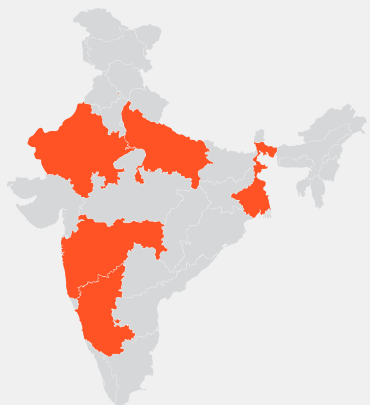
CITIES **17**

HOSPITALS **25**

NUTRITIONISTS **37**

SPENDS (CRORES) **6**

ESTIMATED
COUNSELS **1,50,000+***

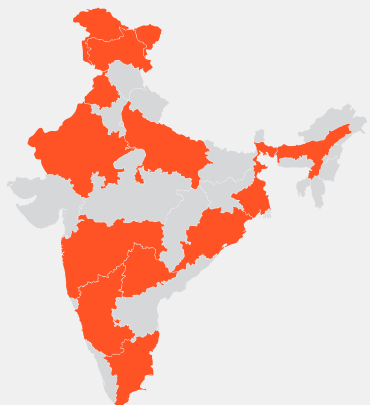


Estimated

Cuddles

In 2018-19

MUMBAI	Tata Memorial Hospital	27,432
	Bai Jerbai Wadia Hospital	8,448
	Sion Hospital	5,640
	KEM Hospital	2,928
	Nair Hospital	624
PUNE	Deenanath Mangeshkar Hospital	2,904
	Bharati Vidyapeeth Hospital	2,640
DELHI	AIIMS (All India Institute of Medical Sciences)	8,760
BENGALURU	St John's Medical College and Hospital	2,400
KOLKATA	NRS Medical College and Hospital	7,104
	Saroj Gupta Cancer Centre and Research Institute	9,480
LUCKNOW	SGPGI (Sanjay Gandhi Postgraduate Institute of Medical Sciences)	4,392
JAIPUR	Bhagwan Mahaveer Cancer Hospital	6,840



Estimated

Counsel's

In 2018-19

CHANDIGARH	PGIMER (Post Graduate Institute of Medical Education and Research)	10,896
HYDERABAD	MNJ Institute of Oncology and Regional Cancer Centre	19,560
CHENNAI	Adyar Cancer Institute	11,400
SRINAGAR	SKIMS (Sher-I Kashmir Institute of Medical Sciences)	3,840
GUWAHATI	BBCI (Dr. B Barooah Cancer Institute)	7,920
VELLORE	CMC (Christian Medical College)	800
BHUBHANESHWAR	AIIMS Bhubhaneshwar	2,800
MADURAI	MMHRC (Meenakshi Mission Hospital and Research Centre)	8,250

Total	1,55,058
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Interventions

Estimated

In 2018-19

								
MUMBAI	Tata Memorial Hospital	✓	✓	✓		✓	✓	✓
	Bai Jerbai Wadia Hospital	✓	✓	✓	✓	✓	✓	✓
	Sion Hospital	✓	✓	✓	✓	✓	✓	✓
	KEM Hospital	✓	✓	✓	✓	✓	✓	✓
	Nair Hospital	✓	✓	✓		✓	✓	✓
	Comprehensive Thalassemia			✓	✓	✓		
	Care Pediatric Hematology- Oncology BMT Centre							
PUNE	Deenanath Mangeshkar Hospital	✓	✓	✓		✓	✓	✓
	Bharati Vidyapeeth Hospital	✓	✓	✓		✓	✓	✓
DELHI	AIIMS	✓	✓	✓		✓	✓	
BENGALURU	St John's Medical College and Hospital	✓	✓	✓	✓	✓	✓	✓
KOLKATA	NRS Medical College and Hospital	✓	✓	✓	✓	✓	✓	✓
	Saroj Gupta Cancer Centre and Research Institute	✓	✓	✓		✓	✓	✓
LUCKNOW	SGPGI	✓	✓	✓		✓	✓	✓

KEY



Placement of
Nutritionists



Nutritional
Counselling



Nutritional
Supplements



Hot
Meals



In Patient
Meals



Ration
Baskets










Caregiver
Support

Estimated

Interventions

In 2018-19

								
CHANDIGARH	PGIMER	✓	✓	✓				✓
HYDERABAD	MNJ Institute of Oncology and Regional Cancer Centre	✓	✓	✓			✓	✓
CHENNAI	Adyar Cancer Institute	✓	✓	✓			✓	✓
SRINAGAR	SKIMS	✓	✓	✓		✓	✓	✓
GUWAHATI	BBCI	✓	✓	✓		✓	✓	✓
VELLORE	CMC	✓	✓	✓		✓		✓
BHUBHAN ESHWAR	AIIMS Bhubhaneshwar	✓	✓	✓		✓		✓
MADURAI	MMHRC	✓	✓	✓		✓	✓	✓
JAIPUR	Bhagwan Mahaveer Cancer Hospital	✓	✓	✓		✓	✓	✓





Highlights of the year



Closing the nutrition hygiene gap from home to hospital

An infection, often stemming from a lack of hygiene in the way food is stored or served, can set us all back because it compromises a child's immunity. We noticed children were eating out of newspapers, plastic packets and take-away plastic boxes when in the hospital for OPD visits.

And so, in consultation with our partners at TATA Memorial, we put together a food storage kit consisting of a stainless steel tiffin box, plate, spoon, glass and a flask. These were given in waterproof sling bags large enough to contain the kit and hospital files during OPD visits. 1,132 Food Storage kits were successfully rolled out in Mumbai and Pune, on a pilot basis.

The pilot was sponsored by our CSR partner, Hexaware.



Saying NO to plastic containers

"The distribution of the steel induction kits by Cuddles Foundation has been a major successful step towards the hygienic practices of the parents. After the distribution of 70 induction kits in the month of September 2018 at SGCCRI on the occasion of National Nutrition Week, we have seen a major positive change towards discarding plastic utensils and cutleries, as the parents were made aware of not only the side-effects of usage of plastic products but also of the ease of cleaning and maintenance of the steel utensils. The impact was visible not only through their enthusiastic usage of the steel induction kits but also through encouraging other parents to give up plastic products for their kids. We hope that this year we can reach out to more kids with these steel induction kits, and discard plastic completely."

~ Dr. Soma Dey

(DY INCHARGE-PAED) HAEMATOLOGY
AND PAEDIATRIC ONCOLOGY



Infosys Aarohan Social Innovation Awards

In 2017-18, in order to mitigate the probability of errors and increase the time for counsels, we started on a journey to automate mathematical functions. Thus, was born the FoodHeals App. The app is currently being used at 10 hospitals.

It also made it to the Top 30 list of Social Innovations for the Infosys Aarohan Social Innovation Awards. Chosen from 900 applicants across the country, the App is ISO 27001 certified.





To learn is to grow

30 nutritionists from across the country congregated in Mumbai's YMCA for a **5-day intensive training on Advanced Paediatric Oncology Nutrition & Behaviour Change**. Faculty included doctors, nutritionists and consultants from the field of medicine, nutrition, public health and consumer behaviour.

Leading the thought on nutrition in India and globally

In 2018-19, we focused on widening our knowledge and presenting it too. **Six of our nutritionists were selected to present papers on Paediatric Oncology Nutrition at SIOP Kyoto 2018 and SIOP PODC Chennai 2019.**

We also put together **two training manuals for Clinical Nutritionists on Anthropometry and Basic Nutrition for Children with Cancer.** These ready-reckoners are available for guidance both to Cuddles Nutritionists as well as Clinical Nutritionists across the world.



Celebrating Nutrition Week at hospitals

Educating parents on practising good nutrition at home is a big part of our FoodHeals program. Nutrition Week is celebrated across all hospitals in the 1st week of September involving parents, kids, doctors and the hospital staff in making smart choices for the kids and themselves.

From poster making competitions for kids to cookouts for parents, and playing nutritional housie and ludo to role plays, our nutritionists go the whole mile to make food fun for kids and parents.

This year, we also set up a Kitchen Garden for parents and hospital staff at Saroj Gupta Cancer Centre and Research Institute in Kolkata.



A Great Place To Work

The Great Place To Work Survey selected Cuddles as one of the Top 10 nonprofits to work for in India.

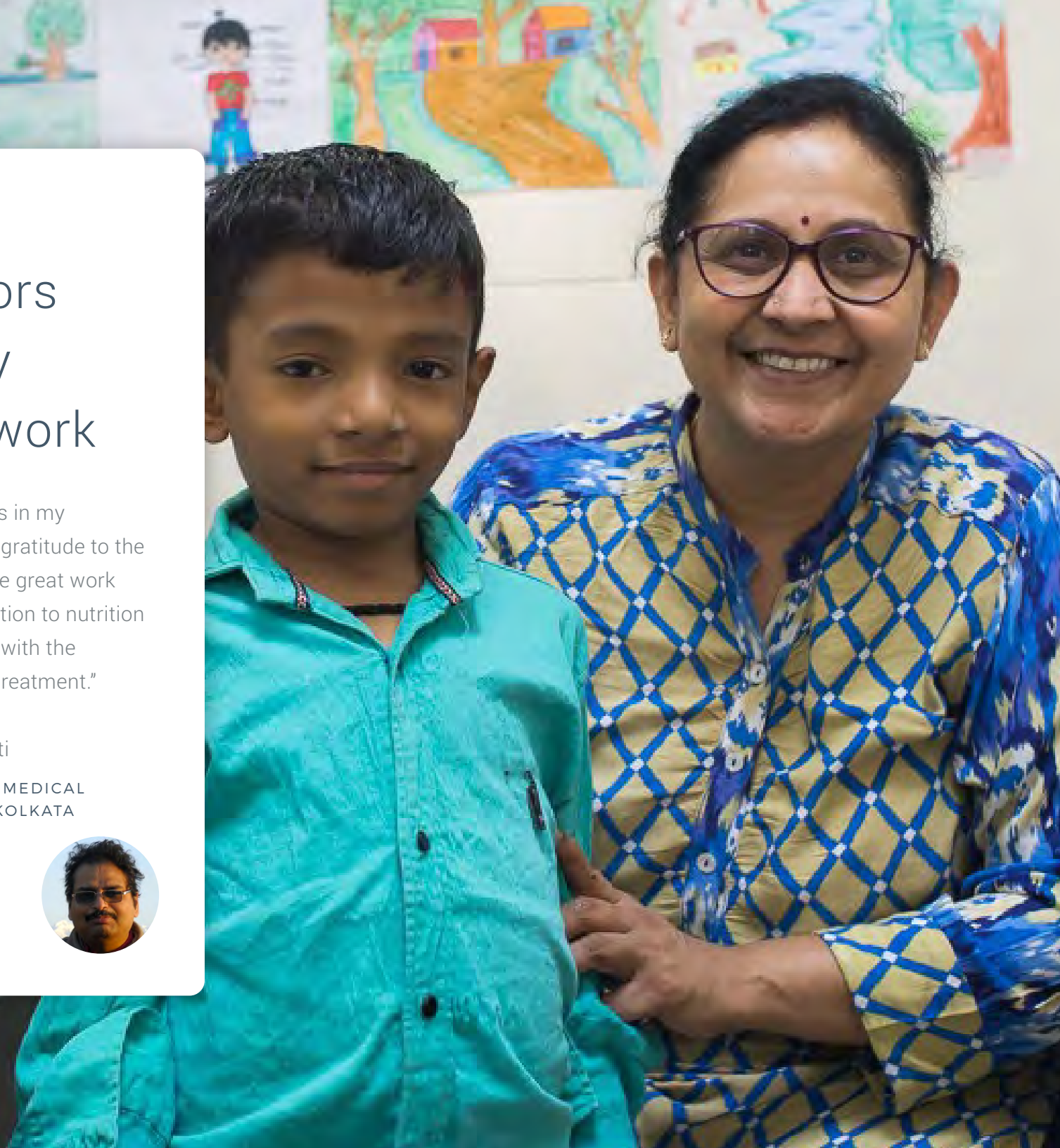


What doctors have to say about our work

"I don't have enough words in my vocabulary to express my gratitude to the entire Cuddles team for the great work done by drawing our attention to nutrition and helping families cope with the distress during the entire treatment."

~ Prof. Prantar Chakrabarti

HOD, HAEMATOLOGY, NRS MEDICAL
COLLEGE AND HOSPITAL, KOLKATA

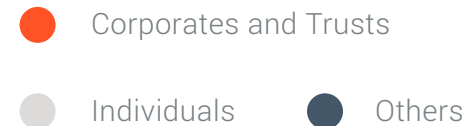
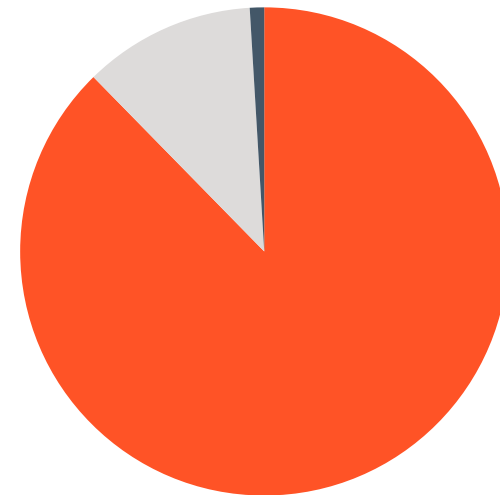


**Your tribe
grows stronger
with every
passing year**



88% of our funds came
from corporates + trusts.

An increase of 21% from last year.





Investing in People, Talent and Processes

TATA Trusts, our largest donor, rolled out its funding of our salaries and operational expenses. They have committed to be with us on this journey for the next 3 years.

TATA TRUSTS

Our Nourishers

ADOPTED THE ENTIRE FOODHEALS PROGRAM AT HOSPITAL/S



Our Preservers

CO-ADOPTED THE FOODHEALS
PROGRAM AT HOSPITAL/S



Our Providers

PART-SPONSORED A PROGRAM AT A HOSPITAL



VOLKART FOUNDATION
INDIAN TRUST



PRANIC HEALING FOUNDATION
OF SOUTH MUMBAI





Notable Brand Tie-Ups



The Bohri Kitchen

On June 16 and 17, 2018, Bohri Kitchen hosted a special thal for Cuddles on the occasion of Eid. Part of the proceeds from all diners on those two days were shared with Cuddles to nourish children fighting cancer.

کاظری
the bohri kitchen

Baumondi Accessories

German brand Baumondi collaborated with us to share part of the proceeds from their newly launched line of silk scarves. Their initiative helped bring hot meals to children in our partner hospitals in Kolkata.



Food with Benefits

On July 8, 2018, Cellar Door organised a Food With Benefits Sunday Brunch prepared by veteran chefs AD Singh, Rahul Akerkar, Riyaaz Amlani, Romil Ratra, Vicky Ratnani, Ishtiyaque Qureshi and Vithal Kamat. The FWB event raised Rs.19,500 to fund our mission.





Meher x Singapore

Our first ever invite-only fundraiser outside the country was put together with the help of our volunteers Anjali Grover and Uma Seshadri in Singapore.

A charity lunch with 50 of their closest friends and family at one of Singapore's top Indian restaurants, Rang Mahal. In another first, the proceeds from this lunch helped kickstart our program at AIIMS, Bhubaneswar.

Max Bupa donates weight

Max Bupa hosted a fun challenge on social media involving stand-up comedians like Sahil Shah and Azeem Banatwalla, RJ Aditi of Radio One Delhi, employees and customers to #DonateYourWeight. The concept was simple.

The amount of kilos the challenge takers pledged to lose would be the amount of nutrition our kids would receive to fight cancer. Max Bupa received pledges equalling 500 kgs of weight loss – that's 500 kgs worth of nourishment that they provided our kids!



Foresight for Ration

Employees of Delhi-based Foresight helped raise and put together ration baskets, food storage kits and hygiene kits for our kids. Around 100 boxes were packed and distributed in Bhagwan Mahaveer Cancer Hospital, Jaipur at the end of their annual convention.



Rilievi India

They have an enviable client list that includes Gucci, Prada, and 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.



People for Cuddles

They are the believers and supporters lending their voice, time and credibility to the cause. They build our tribe. Together, they raised Rs. 3.89 Lakhs for nutrition for children fighting cancer. Pledging birthdays, baking cookies, running marathons and donating in memory of their loved ones.





Thank you for **saving lives**

For more information, please email us
at team@cuddlesfoundation.com

Income and Expenditure for the Year Ended 31st March 2019

EXPENDITURE	2018-19	2017-18	INCOME	2018-19	2017-18
To Establishment Expenses			By Contribution towards		
To Administrative and Other Expenses	11,693,547	8,905,289	<i>General Donation</i>		
To Bank Charges	-	14,821	- Domestic	7,201,848	18,154,178
To Depreciation	349,156	162,557	- FCRA	1,704,549	-
	12,042,703	9,082,667	<i>Grants</i>		
To expenditure under the object of trusts			- Domestic	49,247,537	9,807,201
a. Religious	-	-	- FCRA	81,215	-
b. Educational	-	-		58,235,149	27,961,379
c. Medical relief	47,734,095	23,684,578	By Other Income	719,072	550,176
d. Relief of Poverty	-	-	By Prior Period Income		93,184
e. Other Charitable objects	-	-			
	47,734,095	23,684,578	By deficit carried forward to Balance Sheet	2,622,578	5,122,507
To Remuneration to Trustee	1,800,000	960,000			
To Specific Purpose Grant / Subsidy / Sponsorship					
Fund transfer to reserves					
To Surplus carried over to Balance Sheet					
Total	61,576,798	33,727,245	Total	61,576,798	33,727,245

Note: Summarised from the Accounts audited by A.S.Tijare and Associates, Chartered accountants for the even period

Prior Years comparison have been re-grouped wherever necessary

Summary Balance Sheet at 31st March 2019

FUNDS AND LIABILITIES	2018-19	2017-18	PROPERTY AND ASSETS	2018-19	2017-18
Trusts Funds or Corpus	-	-	Fixed Assets		
Balance as per last Balance Sheet			Furniture and Fixtures	123,454	84,739
Add: Trust Fund contribution during the year	200,000	-	Skin Folder Caliper	38,942	-
			Computers	860,469	380,505
Specific Purpose Grant / Subsidy / Sponsorship	13,516,794	1,19,74,609		1,022,865	465,244
Current Liabilities	2,629,837	15,80,620	Intangible Asset		
		-	Mobile App C-WIP	1,637,629	-
Income and Expenditure Account			Current Assets		
Balance as per last Balance Sheet	2,134,782	72,57,289	Cash & Cash Equivalents	12,018,473	15,126,046
Less: Amount transferred to Corpus fund	-	-	Other Current Assets	182,172	98,720
Add: Surplus	-	-	Sundry Debtors	997,696	-
Less: Deficit (As per I & E A/c)	(2,622,578)	(51,22,507)			
	(487,796)	(21,34,782)			
Total	15,858,835	15,690,010	Total	15,858,835	15,690,010

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

Funding Breakup

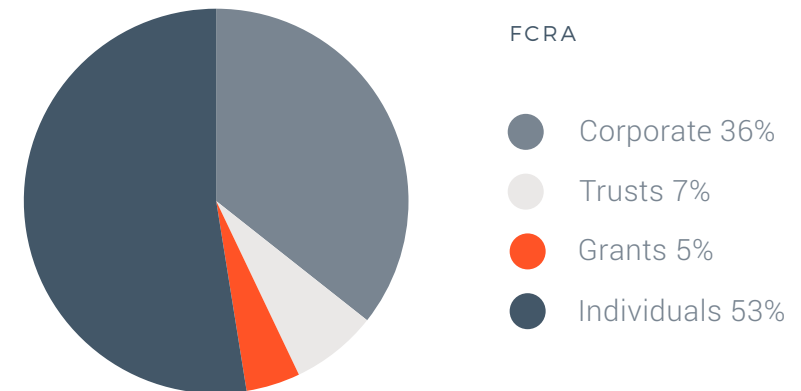
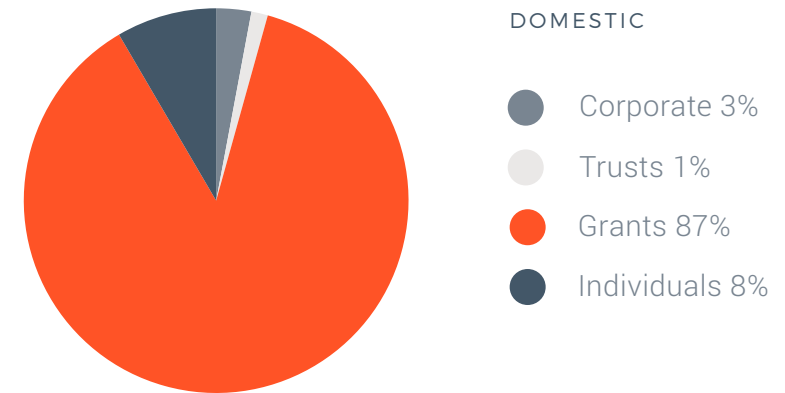
DONATIONS RECEIVED - DOMESTIC

Corporate	1,660,306
Trusts	783,052
Grants	49,247,537
Individuals	4,758,490
	56,449,385

DONATIONS RECEIVED - FCRA

Corporate	636,446
Trusts	130,050
Grants	81,215
Individuals	938,053
	1,785,764
	58,235,149

Where the money came from

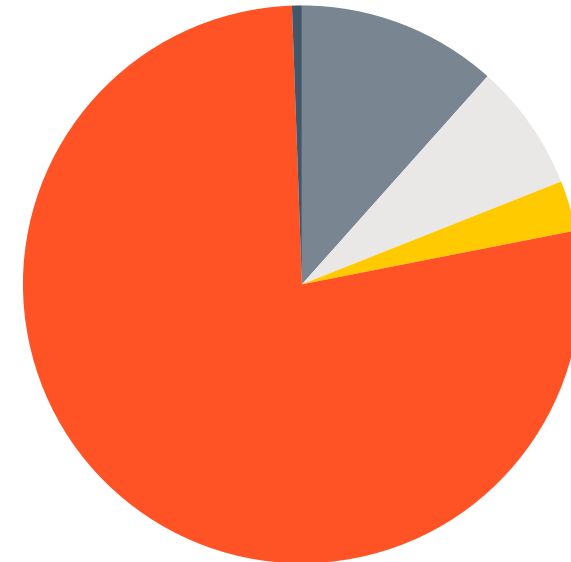


Expense Breakup

EXPENDITURE

Administrative	7,138,734
Administrative: Salary and Wages	4,554,813
Remuneration to Trustees	1,800,000
Programs	47,734,095
Others	349,156
	61,576,798

Where the money was used



- Administrative 12%
- Admin: Salary and Wages 7%
- Remuneration to Trustees 3%
- Programs 78%
- Others 1%