



# Annual Report

2019–20





We nourish children in  
their fight against cancer.

**Because,  
#FoodHeals**



Dear Friend,

Thank you for being on this journey with us to nourish children fighting cancer. After all, we are bound by a common purpose, a shared future: the day when every child fighting cancer in India has a chance at a cure. But our efforts most often depend on finding compassionate people like you to embrace and support our cause. Of course, challenges in the form of events like COVID-19 will always stand in our path. But we must find a way to celebrate the good and stay focussed on tomorrow. Last year, children and their families had to deal with COVID and the additional burden of poverty and joblessness while battling cancer. Together, we helped them fight it.

But, this is an Annual Report for 2019-20, the year before the great pandemic. It is delayed, and for that, I sincerely apologise - we usually put this report together after our financial audits in June, every year. With the lockdown between March '20 - January '21 severely impacting our physical travel and accounting work, we had to realign its delivery to you. Yet, here

it is. We owe it to our auditors and our Finance & Accounts Teams for pulling it together despite the odds.

Friend, even during the worst times, a child battling cancer is full of love and hope. Their courage inspires my team and me to do more every day. As we continue to forge forward in our mission to bring nutrition to children so they may have the strength to fight cancer, we, too, must continue to have strength and courage. We draw our energy from your relentless commitment to our mission. And it's not just us, your support gives patients, and their families comfort that they have champions working tirelessly for them and all the children across the country. Thank you for your generosity!

With gratitude,  
Purnota Dutta Bahl  
Founder & CEO  
Cuddles Foundation





# The childhood cancer problem

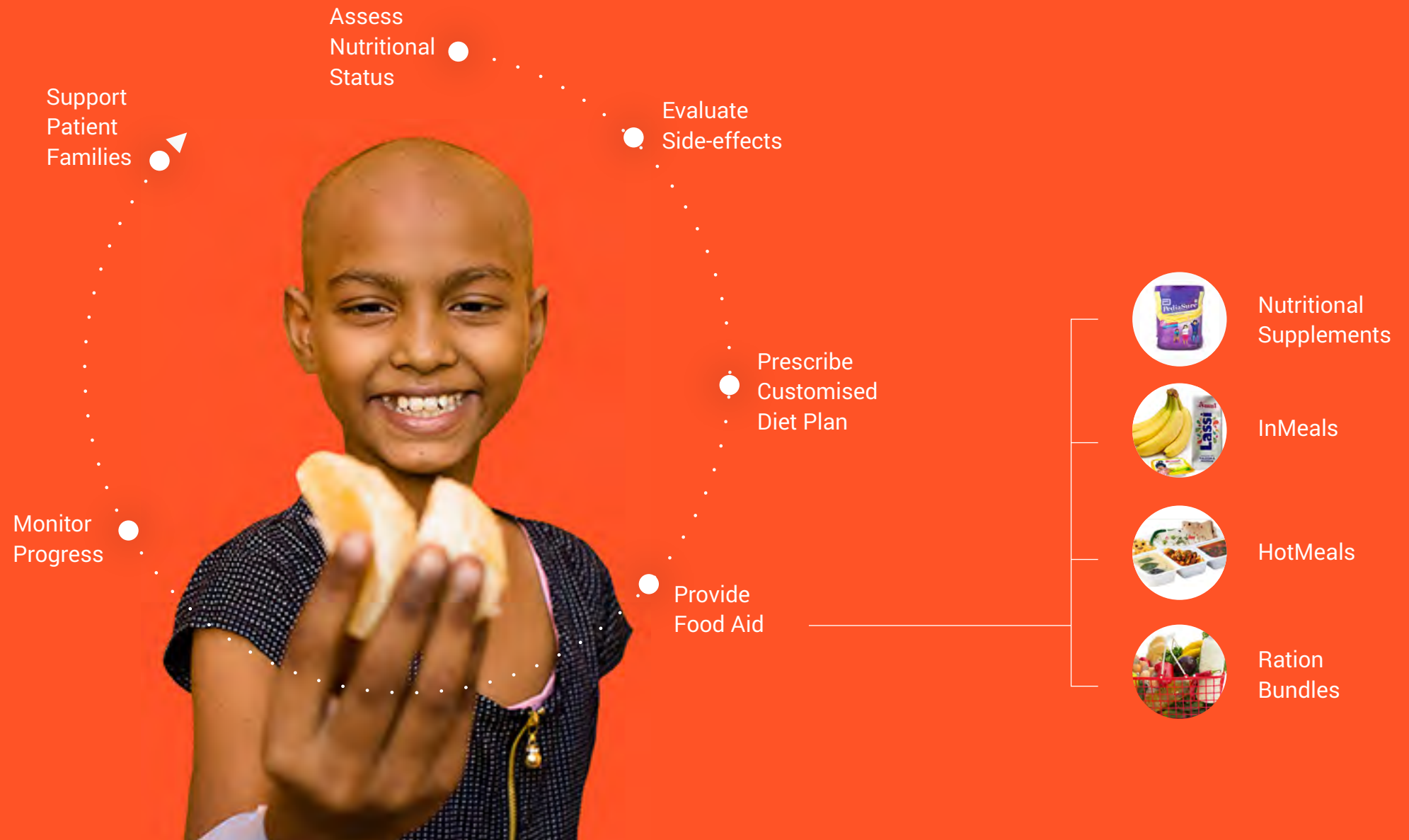
Childhood cancer is curable when a child is physically strong to take treatment. But in India, with up to 40% of children with cancer being severely malnourished at diagnosis, survival is a problem.





# FoodHeals Program

Our Nutrition services for children with cancer





# FoodHeals Cancer

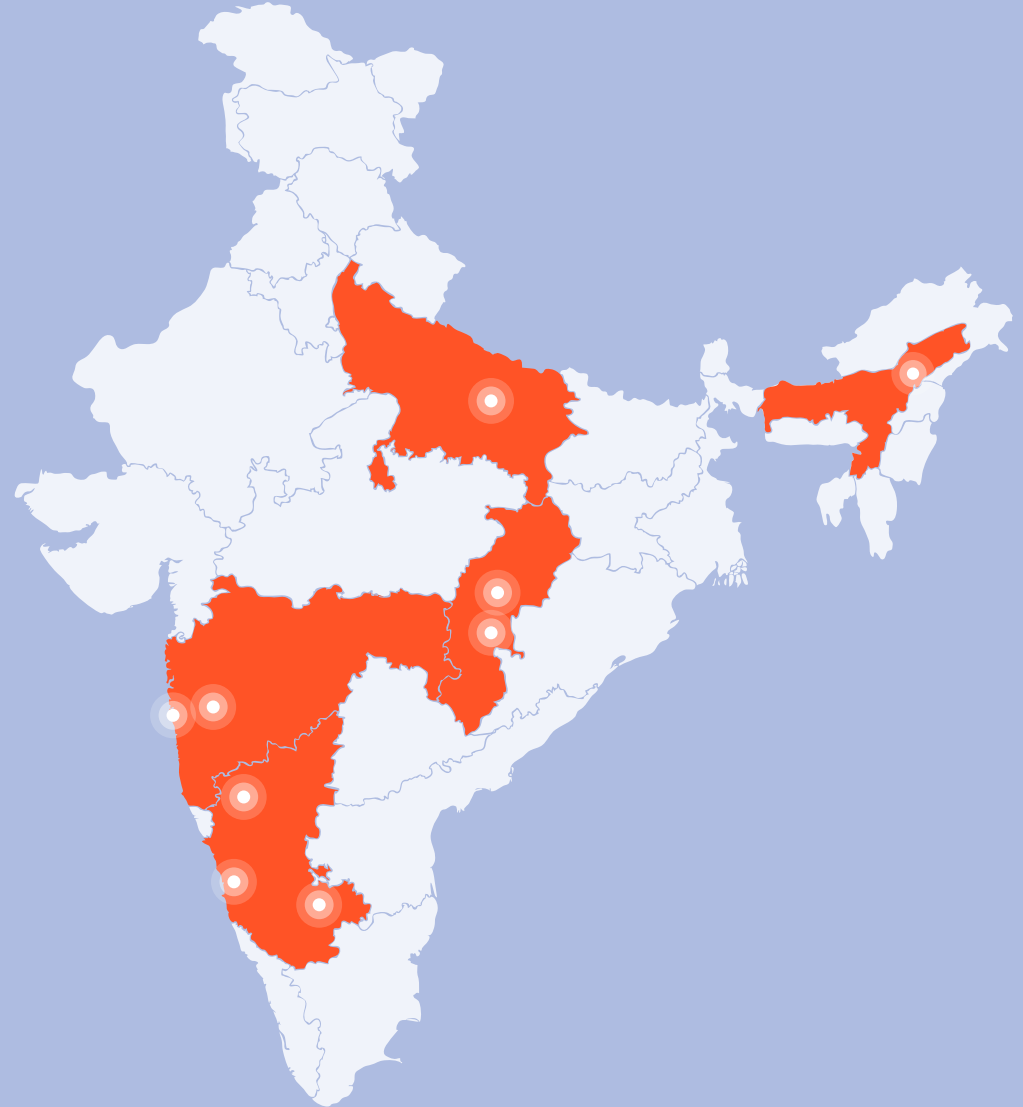
With the right nutrition and care, a child experiences:

01. Reduced side-effects and treatment complications
02. Fewer breaks or delays in treatment
03. Improved chances for survival and positive treatment outcomes
04. Better immunity against infection.



# We added nine new centres, most covering smaller towns and cities.

- Sri Shankara Cancer Foundation, Bangalore
- KLES Dr. Prabhakar Kore Hospital & Medical Research Centre, Belgaum
- Assam Medical College, Dibrugarh
- KEM Hospital, Pune
- Kasturba Medical College, Manipal
- Regional Cancer Center, Raipur
- BALCO Medical Centre, New Raipur
- Benaras Hindu University Hospital, Varanasi
- SRCC Children's Hospital, Mumbai





# A quick overview of our reach and impact in 2019–20



Hospitals

30

Cities

21

Nutritionists

37

Cr Spent

9.8

Estimated Counselling Sessions

1.8 Lakhs\*

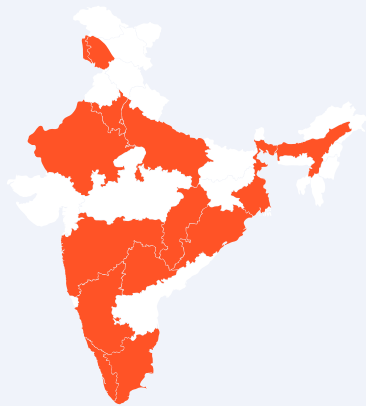
\*Estimated counseling sessions cover the number of times beneficiaries have been engaged at partner hospitals. Due to the Covid-19 lockdown, the estimated counsels for 2019-2020 were based on 47 working weeks and a reduced hospital capacity by 40% for March 2020.





# Partner Hospitals

2019-20



## Mumbai

Tata Memorial Hospital  
Bai Jerbai Wadia Hospital  
Sion Hospital  
Nair Hospital  
KEM Hospital  
Comprehenssive Thalassemia Care Center  
and Bone Marrow Transplantation Center

## Pune

Deenanath Mangeshkar Hospital  
Bharati Vidyapeeth Hospital  
KEM Hospital

## Delhi

AIIMS (All India Institute of Medical Sciences)  
AIIMS (new dept)

## Bengaluru

St John's Medical College and Hospital  
KMS Hospital

## Kolkata

NRS Medical College and Hospital  
Saroj Gupta Cancer Centre and Research Institute

## Lucknow

SGPGI (Sanjay Gandhi Postgraduate Institute of Medical Sciences)

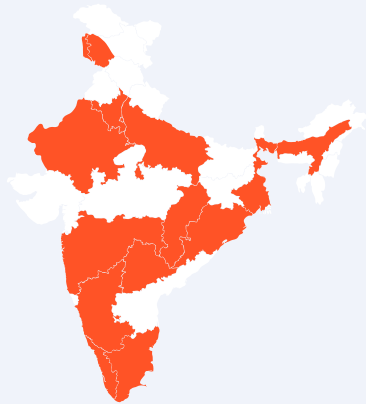
## Jaipur

Bhagwan Mahaveer Cancer Hospital



# Partner Hospitals

2019-20



Hyderabad	MNJ Institute of Oncology & Regional Cancer Centre
Chennai	Adyar Cancer Institute
Srinagar	SKIMS (Sher-I Kashmir Institute of Medical Sciences)
Guwahati	BBCI (Dr. B Barooah Cancer Institute)
Madurai	MMHRC (Meenakshi Mission Hospital and Research Centre)
Bhubaneswar	AIIMS Bhubaneswar
Vellore	CMC (Christian Medical College)
Varanasi	Homi Bhabha Cancer Center
Manipal	Kasturba Medical College
Raipur	Regional Cancer Center
Dibrugarh	Assam Medical College
Thalassery	Malabar Cancer Centre
Belgaum	KLES Dr. Prabhakar Kore Hospital & Medical Research Centre



# A quick overview of estimated aid in 2019–20



Total no. of Supplements:

**27,363**

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Total no. of In-Meals\*:

**3,71,371**

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Total number of HotMeals:









**64,810**

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Total Monthly Ration units:

**7,989**

*\*Includes Eggs, Bananas, Milkshakes,  
Lassi and Butter Chipleets.*

									
Mumbai	Tata Memorial Hospital	✓	✓	✓	✓	✓	✓	✓	✓
	Bai Jerbai Wadia Hospital	✓	✓	✓	✓	✓	✓	✓	✓
	Sion Hospital	✓	✓	✓	✓	✓	✓	✓	✓
	Nair Hospital	✓	✓	✓	✓	✓	✓	✓	✓
	KEM Hospital	✓	✓	✓	✓	✓	✓	✓	✓
	Comprehenssive Thalassemia Care Center and Bone Marrow Transplantation Center	✓	✓	✓	✓	✓	✓	✓	✓
Pune	Deenanath Mangeshkar Hospital	✓	✓	✓	✓	✓	✓	✓	✓
	Bharati Vidyapeeth Hospital	✓	✓	✓	✓	✓	✓	✓	✓
	KEM Hospital	✓	✓	✓	✓	✓	✓	✓	✓
Delhi	AIIMS (All India Institute of Medical Sciences)	✓	✓	✓	✓	✓	✓	✓	✓
	AIIMS (new dept)	✓	✓	✓	✓	✓	✓	✓	✓
Bengaluru	St John's Medical College and Hospital	✓	✓	✓	✓	✓	✓	✓	✓
	KMS Hospital	✓	✓	✓	✓	✓	✓	✓	✓
Kolkata	NRS Medical College and Hospital	✓	✓	✓	✓	✓	✓	✓	✓
	Saroj Gupta Cancer Centre and Research Institute	✓	✓	✓	✓	✓	✓	✓	✓
Lucknow	SGPGI (Sanjay Gandhi Postgraduate Institute of Medical Sciences)	✓	✓	✓	✓	✓	✓	✓	✓
Jaipur	Bhagwan Mahaveer Cancer Hospital	✓	✓	✓	✓	✓	✓	✓	✓



									
Hyderabad	MNJ Institute of Oncology & Regional Cancer Centre	✓	✓	✓	✓	✓	✓	✓	✓
Chennai	Adyar Cancer Institute	✓	✓	✓	✓	✓	✓	✓	✓
Srinagar	SKIMS (Sher-I Kashmir Institute of Medical Sciences)	✓	✓	✓	✓	✓	✓	✓	✓
Guwahati	BBCI (Dr. B Barooah Cancer Institute)	✓	✓	✓	✓	✓	✓	✓	✓
Madurai	MMHRC (Meenakshi Mission Hospital and Research Centre)	✓	✓	✓	✓	✓	✓	✓	✓
Bhubaneswar	AIIMS Bhubaneswar	✓	✓	✓	✓	✓	✓	✓	✓
Vellore	CMC (Christian Medical College)	✓	✓	✓	✓	✓	✓	✓	✓
Varanasi	Homi Bhabha Cancer Center	✓	✓	✓	✓	✓	✓	✓	✓
Manipal	Kasturba Medical College	✓	✓	✓	✓	✓	✓	✓	✓
Raipur	Regional Cancer Center	✓	✓	✓	✓	✓	✓	✓	✓
Dibrugarh	Assam Medical College	✓	✓	✓	✓	✓	✓	✓	✓
Thalassery	Malabar Cancer Centre	✓	✓	✓	✓	✓	✓	✓	✓
Belgaum	KLES Dr. Prabhakar Kore Hospital & Medical Research Centre	✓	✓	✓	✓	✓	✓	✓	✓



# Leading thought on nutrition in India and globally

Our nutritionists are encouraged to publish their case studies and share their knowledge with the clinical nutrition and paediatric oncology communities, at large. Following are a few cases that stood out.





# Papers & Presentations Submitted

in External Forums / Conferences

## Nandita Dhanaki



Oral case-study presentation on, 'Nutritional management of a 3-year-old girl undergoing bone-marrow transplant for Severe Anaplastic Anaemia.'

Oral case-study presentation on, 'Nutritional management of steroid-induced duodenal ulcer in a 3-year-old child with Ganglioneuroblastoma (intermixed).'

Participated as faculty in an oncology workshop on 'Insights to haematological malignancies.'

Participated as faculty in a conference on 'Nutrition, a challenge for many cancer patients - navigating cancer-specific diets.'

## Karishma Niwate



Oral case study presentation on the topic, 'Nutritional management of a 5-year-old boy with HLH and Griscelli Syndrome pre and post-BMT.'

Oral case study presentation on the topic, 'Nutritional management of a child with Burkitt's Lymphoma.'

## Nikisha Mewada



Oral case study presentation on the topic, 'Nutritional management of a child with Methotrexate-induced grade-3 mucositis, acute kidney injury and multidrug-resistant sepsis.'

Oral case study presentation on the topic, 'Nutritional management of a child with Langerhans Cell Histiocytosis with acute Gastroenteritis / Enterocolitis and dehydration.'

Oral case study presentation on the topic, 'Tuberculosis as the culprit in Acute Lymphoblastic Leukaemia with severe acute malnutrition refractory to nutritional intervention.'



# What Doctors have to say about our work

“Because of these active interventions, we have observed a remarkable positive effect on response and tolerability to chemotherapy and outcome. We are fortunate enough and grateful for the continuous support from Cuddles Foundation and looking forward to further assistance from them. My heartfelt thanks to all the members of the Cuddles Foundation and the esteemed donors on behalf of BBCI family.”



**Dr Munlima Hazarika**

Professor at Dept. of Paediatric Oncology,  
Dr B Borooah Cancer Institute, Guwahati, Assam.





# What Doctors have to say about our work

"The one thing that has been strikingly evident while treating children with cancer is that whenever we had a malnourished child (underweight or overweight) their response to the treatment would be suboptimal, side-effects to treatment would be very high and overall outcome for the disease would be really poor, compared to a child with appropriate weight. Such is the impact of malnutrition on cancer therapy!"



**Dr Vasudeva Bhat**  
Paediatric Oncologist,  
Kasturba Medical College, Manipal.



# What Doctors have to say about our work

“Nutrition is a very important aspect of treating childhood cancer. Majority of the children who come with childhood cancer develop either malnutrition due to cancer or already have pre-existing malnutrition. These children cannot tolerate the treatment very well and get a lot more toxicity and have a poor outcome, so it is extremely critical for us to tackle malnutrition right at the beginning when we actually start the treatment for cancer. It is well known that if we treat malnutrition right at the beginning of the treatment, these children have much better outcomes than children whose malnutrition is not addressed. So what Cuddles Foundation is doing is actually bridging the gap of taking care of malnutrition across hospitals in the country, and thousands of children have benefitted from this.”



**Dr Girish Chinnaswamy**  
Senior Paediatric Oncologist  
Tata Memorial Hospital, Mumbai.



# Cu:Fest 2019

In September 2019, we debuted Cu:Fest - our Annual Training Summit for our clinical and non-clinical staff, thanks to our partners, Barclays. The 3-day workshop in Goa was packed with sessions on soft-skills including “Empathy”, “Transactional Analysis” and “Learning to Dream,” conducted by internal and external speakers. It was a great time for teams from across the country to meet and exchange ideas.

A shoutout to our brand and execution partners Novotel, Nykaa and Sparkle Events.



Indu Rao, Speaker and Advisory Board Member.



# A home away from home

Leaving the safety and warmth of their homes and coming to hospitals for treatment can be a daunting experience for many children. This is why we try to make their stay at the hospital as delightful and comforting as possible. We make the best of every occasion and organise parties and get-togethers so that children and their families feel right at home.







# Kaun Banega Crorepati's Karamveer

In November 2019, thanks to our supporters and champions we debuted on the hot seat on Kaun Banega Crorepati's Special Karamveer Episode on Sony TV. We were lucky to have Bollywood actors, Mr Amitabh Bachchan and Mr Emraan Hashmi, shine a spotlight on our mission of fighting childhood cancer with nutrition.

The show took us to a million homes and introduced us to many people who now generously support our work.



# Your tribe grows stronger with every passing year

No. of Individual supporters:

**2,658**

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No. of Corporates:

**80**

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No. of Trusts:

**32**





# 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



Ghee boxes  
in-kind



Bournvita packets  
and Perk in-kind





# Notable Brand Tie-Ups

Cuddles X





# Cuddles x Devi Coffee

Devi Coffee collaborated with us in October 2019 to share part of the proceeds from their beverage sales and helped kids with cancer have a chance at cure.





# Cuddles x Mommygrapher

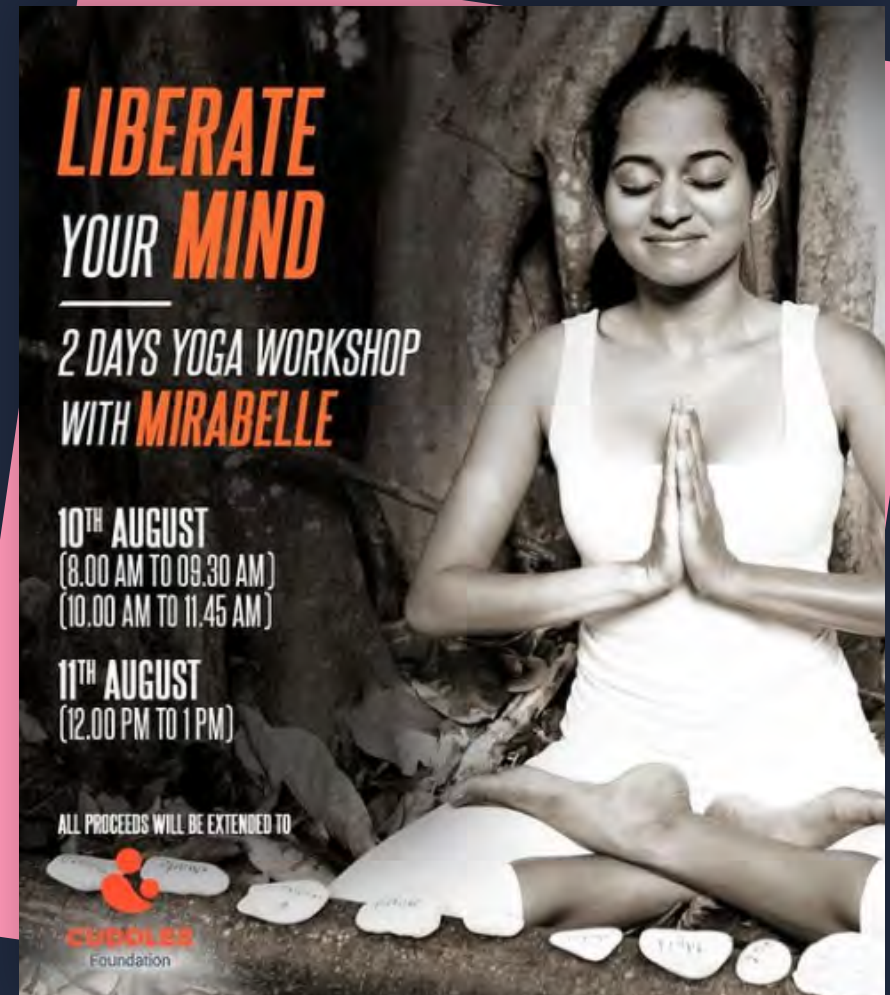
Noted photographer and Cuddles supporter, *Mommygrapher*, held monthly mini-photography sessions with families across the country and donated all proceeds from her sessions to bring nutrition to children with cancer.





# Cuddles x Reset

In August 2019, we collaborated with popular fitness and wellness centre, Reset. They pledged all proceeds from their new wellness workshops to sponsor our nutrition program.







# FoodHeals Ambassadors

#VoiceForCuddles





# Sonali Bendre

On 15th February 2019, International Childhood Cancer Day, we welcomed the beautiful and talented actress Sonali Bendre to our family. Since then, she has been kind enough to lend her voice in support of our mission on multiple occasions.



## Luke Coutinho

In June 2019, Holistic Lifestyle Coach, Luke Coutinho, joined us in our mission as our FoodHeals Ambassador. His understanding of the importance of holistic wellness and lifestyle to children with cancer and his great network and influence has immensely helped our mission.



## Chef Kelvin Cheung

Chef Kelvin spent some time with us at TATA Memorial Hospital, meeting the children, parents, and nutritionists in May 2019. He has been championing our cause since then. We're so humbled to have him as the first chef collaborator to drive our mission forward.



## Dr Srikumar Rao

We kicked off our first ever Cuddles Masterclass for our brand partners and supporters with internationally acclaimed speaker and author, Dr Srikumar Rao's session on Creativity and Personal Mastery.

Our friends at Reset India, Su Casa and Sparkle Events helped us put together this lovely sunlit evening for our team and supporters.





# Tata Marathon

January 2020 was massive for us! Over 20 people, including our team of Nutritionists, our young fundraising heroes, and our corporate dream runners from Cactus Global gathered to run the Tata Mumbai Marathon with us.

Our young fundraising heroes, Maanvi and Raanan, ran the half marathon for kids fighting cancer while Kushagra Sharma ran the full marathon.



# Our FoodHeals Champions

They are our believers and supporters lending their voice, time and credibility to the cause. Together, they raised funds for nutrition for children fighting cancer, pledged birthdays and weddings, ran marathons, climbed mountains, and advocated our cause.





## Our London debut

On 2nd May 2019, our FoodHeals champion and UK Chapter Lead, Koli Lodha, hosted an informal fireside chat with 20 guests at the Maanch office amphitheatre at Paddington, London. The idea was to take our mission to other corners of the world.



# FoodHeals Fundraiser, Mumbai

On 25th August 2019, our FoodHeals champion and UK Chapter Lead, Koli Lodha, hosted an exclusive and intimate fundraiser along with her husband Amit Lodha for their friends and family in Mumbai.



# Meher 2019

Most evenings with friends are special, but some are extraordinary, like Meher 2019. We had a roomful of about 70 special friends, old and new, to celebrate our sixth birthday.

We had the opportunity to show them the impact of their contributions and the lives they've been nourishing and saving.





# FoodHeals Week

We partnered with multiple restaurants and chefs to create a special menu for Cuddles. All the sales from the menu were donated to support our FoodHeals Program in hospitals.

Our restaurant and cafe partners:





# Awards

## Special Jury award at the Outlook Poshan Awards 2019

In September 2019, we won the Special Jury award at the Outlook Poshan Awards 2019 for our work in urban nutrition. The Vice President of India, Shri M. Venkaiah Naidu, presented it to us while the special jury included eminent representatives from the government, TATA Trusts, Gates Foundation, ICMR and others.



# Awards

## Panna Dhai Award from the Mewar Foundation

In March 2020, we were privileged to receive the Panna Dhai award for our contribution to children's welfare at the Mewar Foundation 38th Annual Awards at the Udaipur Palace. One of the first recipients of this award was Dr APJ Kalam when he created lightweight, affordable polio callipers in the 90s. Just to be in this august company is humbling.



# Awards

## Golden Angel Award from Sanjeevini

Sanjeevini, a nonprofit that provides care, counselling and rehabilitation to persons fighting cancer and their families recognised us for our work. In an event held on 18th April in Mumbai, they awarded us with the Golden Angel Awards. This or any other award would not have been possible without the incredible team that supports us.



Thank you for  
feeding children  
and starving  
cancer!



[www.cuddlesfoundation.org](http://www.cuddlesfoundation.org)



# Income and Expenditure for the Year Ended 31st March 2020

Expenditure	2019-20 <i>Amount</i>	2018-19 <i>Amount</i>	Income	2019-20 <i>Amount</i>	2018-19 <i>Amount</i>
To Establishment Expenses			By Contribution towards		
To Administrative and Other Expenses	1,60,46,448	1,30,05,944	<i>General Donation</i>		
To Bank Charges	-	-	- Domestic	5,39,54,364	72,01,848
To Depreciation	4,99,378	3,49,156	- FCRA	45,95,344	17,04,549
			<i>Grants</i>		
			- Domestic	7,21,21,494	4,92,47,537
			- FCRA	7,715	81,215
To expenditure under the object of trusts					
a. Religious	-	-			
b. Educational	-	-			
c. Medical relief	7,97,85,547	4,64,21,698			
d. Relief of Poverty	-	-	By Other Income	12,89,253	7,19,072
e. Other Charitable objects	-	-			
			By Prior Period Income		
To Remuneration to Trustee* (CEO Salary)	22,50,000	18,00,000			
			By deficit carried forward to Balance Sheet		26,22,577
To Specific Purpose Grant / Subsidy / Sponsorship					
Fund transfer to reserves					
To Surplus carried over to Balance Sheet	3,33,86,798				
<b>Total</b>	<b>13,19,68,171</b>	<b>6,15,76,798</b>	<b>Total</b>	<b>13,19,68,171</b>	<b>6,15,76,798</b>

Note: Summarized from the Accounts audited by Devesh K Shah & Co, Chartered accountants for the even period  
Prior Years comparison have been re-grouped wherever necessary



# Summary Balance Sheet at 31st March 2020

Funds & Liabilities	2019-20 Amount	2018-19 Amount	Property and Assets	2019-20 Amount	2018-19 Amount
Trusts Funds or Corpus			Fixed Assets		
Balance as per last Balance Sheet	2,00,000		Furniture and Fixtures	6,15,521	1,23,454
Add: Trust Fund contribution during the year		2,00,000	Skin Folder Caliper	33,101	38,942
			Computers	8,32,170	8,60,469
Specific Purpose Grant / Subsidy / Sponsorship	1,66,41,538	1,35,16,794	Office Equipment	1,83,240	
			Intangible Asset		
Current Liabilities	33,00,647.05	26,29,837	Mobile App C-WIP	4,48,348	16,37,629
			Software	28,674	
			Current Assets		
Income and Expenditure Account			Cash & Cash Equivalents	4,77,24,109	1,20,18,473
Balance as per last Balance Sheet	(4,87,796)	21,34,782	Other Current Assets	14,83,220	1,82,172
Less: Amount transferred to Corpus fund	-	-	Sundry Debtors	16,92,804	9,97,696
Add: Surplus	3,33,86,798	-			
Less: Deficit (As per I & E A/c)		(26,22,578)			
<b>Total</b>	<b>5,30,41,187</b>	<b>1,58,58,835</b>	<b>Total</b>	<b>5,30,41,187</b>	<b>1,58,58,835</b>

Note: Summarized from the Accounts audited by Devesh K Shah & Co, Chartered accountants for the even period  
Prior Years comparision have been re-grouped wherever necessary

# Funding Breakup

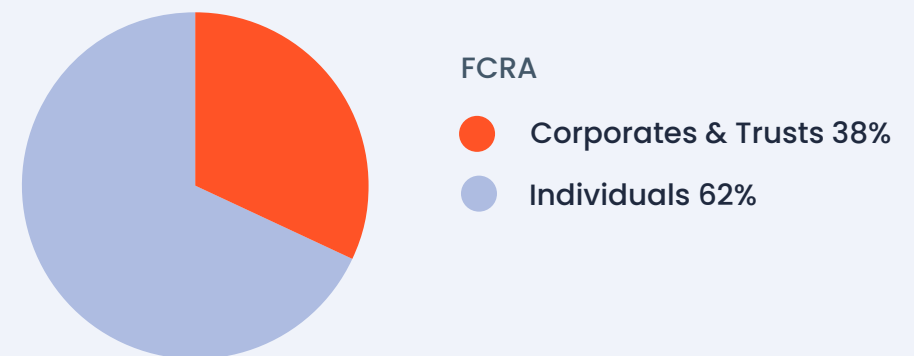
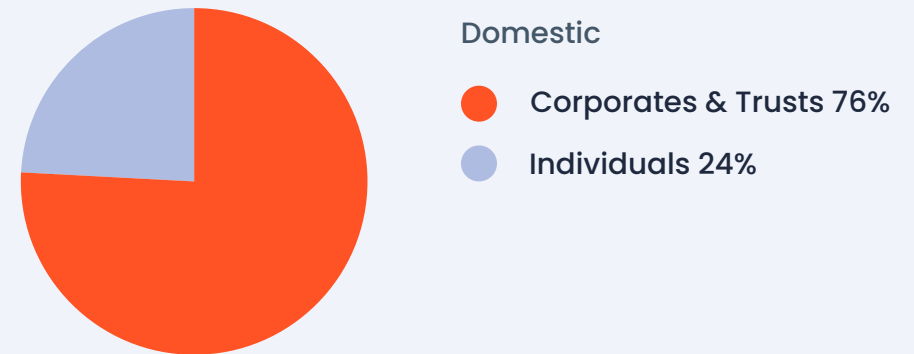
## Donations Received (in Crs) – Domestic

Corporates & Trusts	9.67
Individuals	3.07
	<b>12.74</b>

## Donations Received (in Crs) – FCRA

Corporates & Trusts	0.17
Individuals	0.28
	<b>0.45</b>

## Where the money came from:



# Expense Breakup

Expenditure	Amount
Nutrition Aid	4,78,11,672
Capacity Building and App Development	1,02,65,424
Caregivers Support	63,17,420
Program Salaries and Welfare	1,48,20,602
Other Program Expenses	5,70,429
Admin Expenses	1,65,45,826
Other	22,50,000
<b>Total</b>	<b>9,85,81,373</b>

Allocation of Expenses

