



Cuddles Foundation

Impact Report 2024-25

Analysing the impact of nutrition
on children with cancer in India.





New acts for new impact

Dear Partner,

Over 19,380 children were nourished with hope and care this year—thanks to what we’ve achieved together. Our FoodHeals™ Programme remains the foundation of better clinical outcomes in every hospital we serve. In 2024, our nutritionists conducted over 223,200 counselling sessions across partner hospitals. We also launched tele-counselling at Cachar Hospital in Assam, reaching even the most remote regions.

Food healed far and wide, all year long.

We now look to 2025 with excitement to achieve more than ever before—by expanding to 52 partner hospitals and scaling our tele-counselling model, ensuring children everywhere receive critical nutrition support—no matter where they live. We’re also deepening our impact through a new Survivors Program, offering continued care for children after cancer treatment. This initiative will help young survivors reintegrate into everyday life with the support and confidence they deserve.

Additionally, after the inspiring participation of 30 non-Cuddles Nutritionists in our 2024 National Paediatric Nutrition Summit, we’re set to further expand the summit this year—solidifying Cuddles as a national leader in Paediatric Oncology Nutrition.

We’re excited to face the year head-on and heart-first. With your support, as always, we’re sure to reach every goal—and then some. Thank you for being part of our impact.

Purnota

With gratitude,

Purnota Dutta Bahl

Founder & CEO

Cuddles Foundation

Our approach

Bringing medicine and nutrition together. Food heals.

Enable Doctors

We partner with government and charity cancer hospitals to provide them with a Paediatric Oncology Nutritionist.

Train Nutritionists

We handpick and train a team that's big on both heart and skill. They help counsel children with cancer on nutritional choices.

Provide Aid

We support children and their families with free food and nutrition. With your help we provide hot meals, in-meals, nutritional supplements, eggs, bananas, and monthly ration baskets for a family of four.

Cuddles Foundation

Changing how childhood cancer is fought in India by bridging the gap between medicine and nutrition.

Since 2013, we have been working with government and charity cancer hospitals, enabling them with trained paediatric oncology nutritionists and food aid so that more children may win the battle against cancer. With the FoodHeals™ App, a first-of-its-kind tech platform that automates clinical nutritional functions, we are able to create an ecosystem that enables medical and nutrition teams to collaborate more effectively and make specialised nutritional care more accessible to children. We also freely share our breakthroughs and experience with healthcare practitioners so that they may use this knowledge to save thousands of more children.

Our Reach*

15

States

44

Hospitals

65+

Nutritionists

12+

Patient Support Coordinators*



► Recipient of the National Award for Child Welfare, 2015–16.

The FoodHeals™ Program

Our program is customised to every child's medical condition to provide the right nutrition needed to complete treatment successfully. Here's how:

Assess

We first assess and screen the nutritional status of every child seeking cancer treatment in our partner hospitals.

1

Evaluate

We evaluate side effects that may negatively impact the child's nutritional status.

2

Prescribe

We finalise the right nutrition therapy and prescribe a customised diet plan for the child.

3

Provide

We aid and support the child and family by providing nutritional supplements, hot meals, in-meals, eggs, bananas and monthly ration bundles for a family of four.

4

5

Support

We also support patient families with the knowledge to make healthier food choices by organising parent support group meetings, videos and educational talks.

6

Monitor

We continuously monitor the child's nutritional status and reassess plans, if required.



In the year 2024-25,

19,380+

Patients engaged

2,23,200+

Counselling sessions conducted



Profile of the children reached:

► Top 4 Prevalent Cancers

B-cell Acute
Lymphoblastic
Leukaemia

19%

Acute
Lymphoblastic
Leukaemia

9%

Acute Myeloid
Leukaemia

5%

T-cell Acute
Lymphoblastic
Leukaemia

5%

► Age and Gender Distribution

65%

Boys



35%

Girls

Below 5
38%



5-10
36%



Above 10
26%



Nutrition aid is as crucial as counselling.

Considering that a large majority of Cuddles’ beneficiaries earn less than ₹10,000* per month, distribution of nutrition aid is essential.

▶ Aid distributed in the year 2024-25

22k

Ration bundles distributed

4,666

Average kilocalories given per day with the ration program

₹7,600

Savings added on average to caregiver incomes per month**

943k

In-meals

58k

Hot meals

48k

Nutritional supplements



*Responses were collected from 3,044 beneficiaries at over 35+ partner hospitals in August 2023.
**Calculated basis an IPD child availing of all 4 programs and counselling

► Impact on treatment follow-up

97% of children followed up on their treatment plan when nutrition was a part of it.*

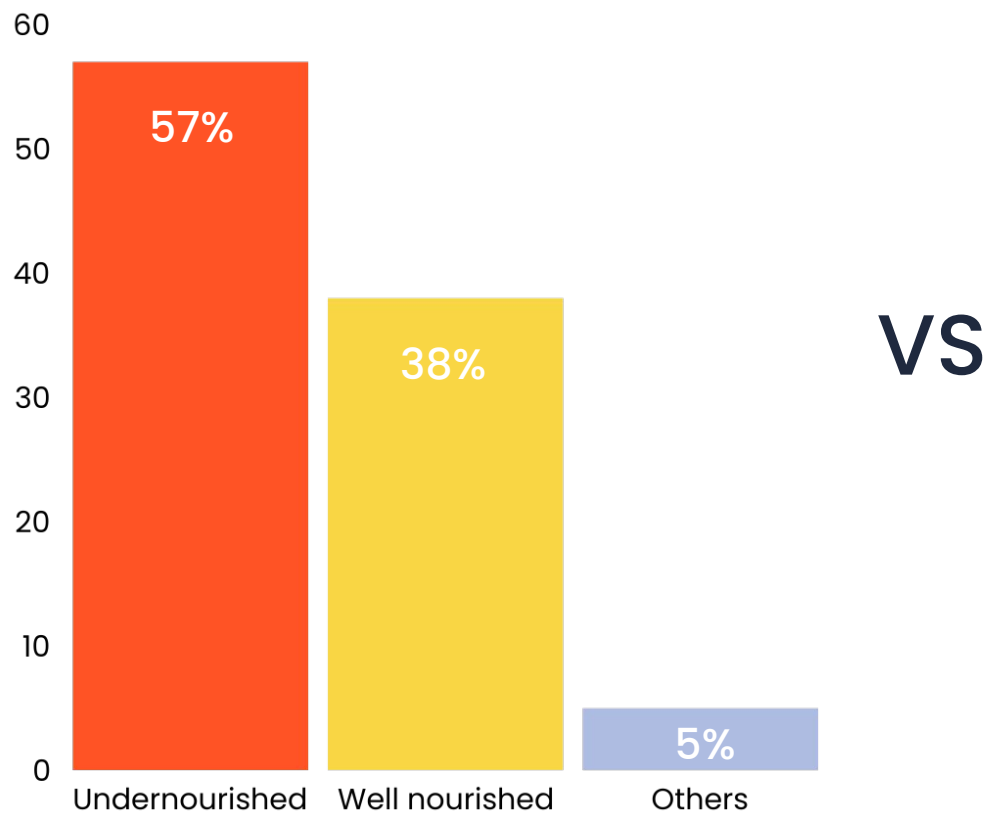
*Patients who returned for a second visit or continued treatment.

► Impact on Nutritional Status

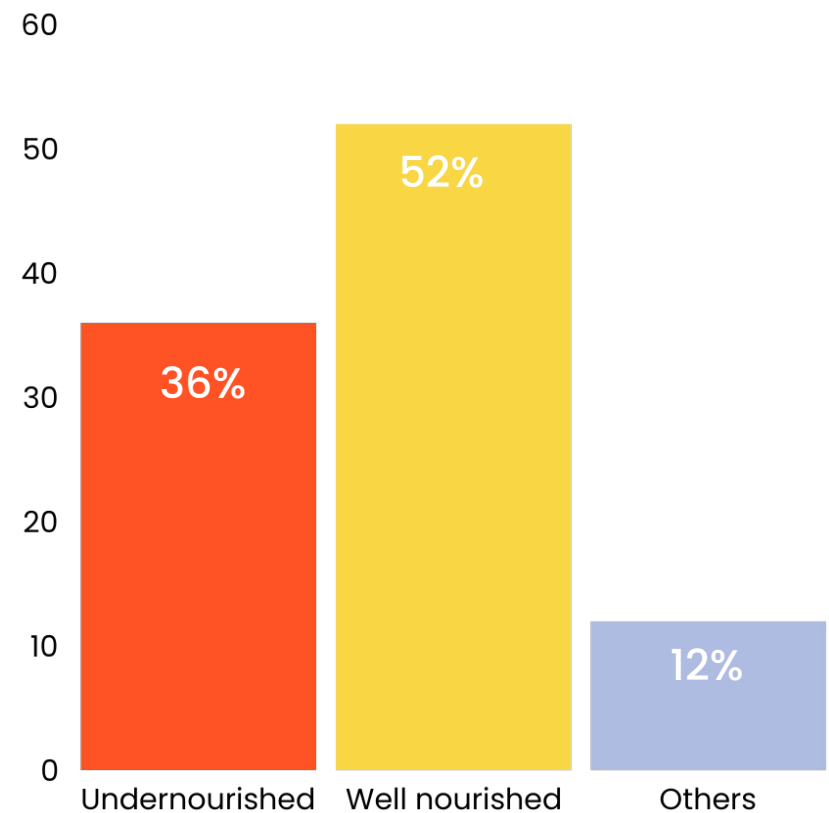
81% of patients improved or maintained their nutritional status, despite cancer therapy like chemotherapy or radiation.

► Nutritional Gain Through Targeted Intervention- FY 2024-25

Our nutrition program is driving real change: undernourishment dropped 21% by the end of treatment. Children are getting stronger as they heal.



New Patients



Patients Ending Treatment

A mother's beacon of hope

Sathi, Sayantika's mother, finds hope in her child's growing strength.

“

After we started following the diet plan from our Cuddles nutritionist, Rosy, and receiving monthly ration and supplement support, my little girl not only got stronger—her mood improved too. She wanted to play and learn again, and my heart is filled with joy. I'm so grateful to everyone who has supported my family and my child—Rosy has truly been a blessing. Knowing so many people are helping feed my child every day means I haven't lost her—because of you.

[Read more](#)



*Patient name & photograph has been included with their guardian's consent.

Doctor's speak: Impact of nutrition

Results of a survey conducted among our partner doctors*

Overall Health Improvement Majority (94%) reported significant improvement in patients' overall health.	94%
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Tolerance to Cancer Treatments Most respondents (77%) observed that patients exhibited significantly better tolerance to chemotherapy and radiation.	77%
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Reduction in Treatment-Related Complications Many (83%) felt that nutrition interventions have reduced complications such as infections and delayed recovery	83%
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Caregiver Empowerment Respondents (85%) reported noticeable improvements in caregivers' ability to manage their child's nutritional needs	85%
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*Survey conducted among 48 partner doctors in January 2025

Food helps medicine work better.

“

Well-nourished kids with better BMI and albumin levels respond better to treatment and have fewer incidences of chemotherapy related complications. This shows just how crucial nutrition is. Good food isn't just about physical health—it keeps kids energetic, positive, and on track for long-term recovery. Cuddles Foundation's nutrition program has made a huge difference for underprivileged kids.

Dr. Abhilasha S.

Pediatric Hemato-Oncologist and Professor, JNMC, KLES
Belgaum



How your contribution to Cuddles helps achieve SDGs



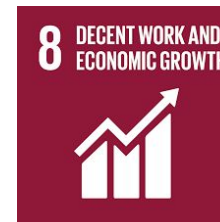
Financial protection from catastrophic illness like cancer reduces poverty



Promote access to care that is not discriminatory against girls and enables mothers and families.



Reducing hunger and malnutrition improves childhood cancer outcomes



Investing in diverse occupations such as nutritionists required for care stimulates local economic growth and employment.



Investing in childhood cancer supports attainment of multiple health related targets



Promote access to care for all communities to reduce catastrophic health expenditure and inequalities.

Our Methodology:

What We Measured

- ▶ In consultation with cancer and nutrition specialists and multidisciplinary experts, the following metrics were determined as appropriate to help us demonstrate the effectiveness and impact of the FoodHeals™ program:

Cases

Patients engaged at the partner hospital(s) are noted on a rolling basis, and the gathered data is analysed for the annual time period.

- # of patients engaged
- # of counselling sessions
- # of cases by ratios (male/female, age)
- # of cases by types of prevalent cancers

Rate of Follow-up

This includes the percentage of patients who return for a second visit and/or continue treatment. This determinant is a reversal of the failure to start treatment, which is a subset of the standard measure of treatment abandonment.

- % of patients who did follow-up*

Nutrition Aid

We assess the nutritional support provided in two ways: in terms of value i.e., average kilocalories given per day; and average price of aid as savings to caregiver income; and in terms of physical quantities i.e., ration bundles, in-meals, nutritional supplements and hot meals disbursed and nutritional composition of the ration bundle.

- Average kilocalories per day
- Average savings added to caregiver incomes
- # of nutritional supplements distributed
- # of hot meals distributed
- # of in-meals distributed
- # of ration bundles distributed
- Nutritional composition per ration bundle

Impact on Nutritional Status

At every visit, nutritionists note patient MUAC or Body Mass Index (BMI), which is required to determine the patient's nutritional status. Impact on nutritional status covers change in patient's nutritional status from their first to last visit.

- % increased or no change*

Case Stories

This notes the qualitative impact of the FoodHeals™ program. Case stories highlight patients who have been engaged as part of the FoodHeals™ program, adhered to their treatment schedule and have benefited from the program.

*For these analyses, we've only included data from partner hospitals who've shared a minimum of six months of program data with us via the app.



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For more information, email:
fundraising@cuddlesfoundation.com
or visit www.cuddlesfoundation.org

Feed a child. Starve cancer.

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