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.
#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

team@cuddlesfoundation.com
Chennai

In 2017-18

current hospitals

Adyar Cancer Hospital

Interventions

- Placement of Nutritionists
- Nutrition Supplements
- Monthly Ration Baskets
- Hot Meals
- In-patient Meals
- Caregiver Support

Children Served

1,200

Team@cuddlesfoundation.com
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

In 2017-18
1,500

CHILDREN SERVED

CURRENT HOSPITALS
Deenanath Mangeshkar Hospital
Bharati Vidyapeeth Hospital

INTERVENTIONS
Placement of Nutritionists
Nutrition Supplements
Monthly Ration Baskets
Hot Meals
In-patient Meals
Caregiver Support

In 2017-18

Pune
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.

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MNJ Institute of Oncology
Hyderabad
In 2017-18

2,000
CHILDREN SERVED

CURRENT HOSPITALS
MNJ Institute of Oncology

INTERVENTIONS
Placement of Nutritionists
Nutrition Supplements
Monthly Ration Baskets
Hot Meals
In-patient Meals
Caregiver Support
In 2017-18

Kolkata

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

In 2017-18

team@cuddlesfoundation.com
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

team@cuddlesfoundation.com
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

team@cuddlesfoundation.com
Lucknow

1,000

SGPGI

INTERVENTIONS

Placement of Nutritionists
Nutrition Supplements
Monthly Ration Baskets
Hot Meals
In-patient Meals
Caregiver Support

In 2017-18

team@cuddlesfoundation.com
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

team@cuddlesfoundation.com
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.

<table>
<thead>
<tr>
<th>NUMBER OF NUTRITIONISTS</th>
<th>27</th>
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<tr>
<td>AVG. NUMBER OF PATIENTS SEEN EVERY DAY</td>
<td>95</td>
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Food & Supplements

WHAT WE PROVIDE

Fresh Hot Meals

Nutritional Supplements

Lassi, Soy Milk, Milkshake, Butter Chiplets, 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.
WHO ADOPTED ONE OR MORE PROGRAMS AT A HOSPITAL

**Nourishers**
ADOPTED ONE OR MORE HOSPITALS

- JLL
- Matrimony
- Bajaj Finserv
- ACG CARES FOUNDATION
- LAJJA FOUNDATION

**Preservers**
WHO CO-ADOPTED A HOSPITAL

- QuintilesIMS

**Providers**
WHO ADOPTED ONE OR MORE PROGRAMS AT A HOSPITAL

- BCPT
- Volkar Foundation Indian Trust
- Jewelix
- Pranic Healing Foundation of North Mumbai

*team@cuddlesfoundation.com*
Notable Brand Tie-ups

Google Ad Grants

TATA CLiQ

first moms club

BIOME CONSCIOUS FASHION

RILIEVI

ANAND RATHI

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.
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.

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.
**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.
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

team@cuddlesfoundation.com
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.
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.
Thank you for saving lives

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