



**World  
Cancer  
Day**

**A Report on MAHAK's Activities for  
World Cancer Day 2019**



**MAHAK**

Society to Support Children  
Suffering from Cancer

[mahak-charity.org](http://mahak-charity.org)



A MEMBERSHIP ORGANISATION  
**FIGHTING CANCER TOGETHER**

## MAHAK's Joining UICC's World Cancer Day Campaign



During the last twenty seven years of activity, MAHAK has always strived to provide cancer-stricken children with the most effective and up to date treatment and support services in order to play its role in cancer control. Supporting more than 30,000 cancer-stricken children during these years is a good evidence of this claim from among which 6,114 have completed their treatment.

However, as one of the largest pediatric cancer centers in the middle-east and among the numbers of developing countries struggling with limitation in hematology-oncology facilities and economic conditions, it is obvious that its duty is not limited to provision of treatment or support services.

On the other hand, cancer control is not a process exclusively implemented by the government or community-based organizations. The role of society in this regard is undeniable. Organizations like MAHAK which generate their income from public donations should invest on educating the next generation and encourage them to pay attention to helping human kind.

In this vain and on the occasion of the World Cancer Day 2019, like the last 4 years, MAHAK has joined UICC's global campaign with the theme of encouraging individuals to make a commitment towards the people fighting cancer and the society with the title of 'I Am And I Will'.

What you will read in the followings, is a very short report on MAHAK's activities in the cancer awareness month, February 2019.



## National Awareness Campaign with Focus on Teaching Children to do Charitable Activities

### MAHAK's Presence in Four Schools to Make Heart Origami with Children



In line with the 3-year campaign of UICC, MAHAK has designed a national campaign with the aim of teaching elementary school children with the concept of humanitarian and charitable activities.

A heart origami was taught on MAHAK's media including website and Instagram carrying an invitation message to the parents and schools officials to make this origami. In the next stage the children could sell them to their family and friends or in a charity bazaar in their school and donate the revenue to MAHAK in order to support children suffering from cancer.

During February, MAHAK has been present in four elementary schools, introduced MAHAK and its activities, made origami with their cooperation and created a fun and interesting time for the children.

These four schools are located in Tehran and totally we reached almost 1,000 children between the age of seven and twelve.

1. German Embassy School Tehran
2. Shamsa Elementary School (for girls)
3. Nima Youshij Elementary School (for boys)
4. Pishro Elementary School (for boys)









## Kassa Charity's Joining UICC's Campaign along with MAHAK

Kassa – the Society to Support Children Suffering from Cancer in Isfahan as a full member of UICC is one of the charity organizations which MAHAK has empowered in line with its strategic goal of 'provision of comprehensive and integrated treatment and support services across the country.'

By clicking on the link below, you will visit a video-clip related to Kassa's presence at an international school in Isfahan for preparing heart origami in support of WCD campaign.




## MAHAK's Activities on Social Media

MAHAK shared four posts on Instagram to introduce UICC's WCD campaign to people and invite them to join it. In this vain, it stated that it was joining this campaign for the fourth successive year and informed the followers about the current year's plan.

The titles of the posts were:

- I am MAHAK and I support cancer-stricken children in any circumstance
- #IAmAndIWill
- How to Make an Origami for WCD
- You are the members of the ever-expanding family of MAHAK and you will support cancer-stricken children in any circumstance

Below you can read the visibility report of the posts.

 Instagram Posts Related to WCD					
title	like	comments	engagements	reach	imperssions
I am MAHAK and I will support cancer-stricken children in any circumstances	9326	125	9451	61668	91749
How to Make an Origami Video	8185	88	8273	40859	99551
How would you join UICC's WCD campaign?	9019	119	9138	38780	91543
World Cancer Day Event- News	5979	38	6017	36019	56636
CEO of MAHAK's speech regarding WCD- Video	7511	88	7599	30548	75356
World Cancer Day Event Visual Report	5892	35	5927	24244	52961

Moreover, during this period MAHAK has published 27 Instagram Stories with almost 20,000 impressions and engagement. You can refer to its visibility report as the appendix No.1.

من محک هستم  
و در هر شرایطی  
از کودکان مبتلا به سرطان  
حمایت خواهم کرد.



من یک مادر هستم  
و برای بچه‌های محک  
داستان می‌خوانم.



من یک معلم هستم  
و به کودکان مبتلا به سرطان  
داوطلبانه آموزش خواهم داد.



شما چطور به کمپین روز  
جهانی سرطان می‌پیوندید؟



## Organizing the 5<sup>th</sup> International Congress on Corporate Social Responsibility



The 5th International Congress on Corporate Social Responsibility has been held at MAHAK with the themes of “planning models, implementation models, reporting standards”.

The target groups of this event are the industry leaders, chambers of commerce, business entities, representatives from government, policy makers, university professors and students in the field of management and economics, senior managers and experts, private and governmental companies active in the field of Corporate Social Responsibility along with international cancer-centric organizations and NGOs.

This congress has been held with the scientific support of Management and Economics Faculty of Sharif University; Department of Management, Science and Technology of Amir Kabir University; Faculty of Management of Tehran University; Industrial Management Institute; Institute for Research and Planning in Higher Education and Iranian Project Management Association.



## National and International Speakers

In this specialized event the following professionals were present as keynote speakers and panelists:

- Ahmad Pourfallah, Member of the Board of Trustees of MAHAK and the secretary of the four previous CSR congresses;
- Arasb Ahmadian, the congress secretary and the CEO of MAHAK;
- Martin Sedlmayer, IPMA Vice President Products and Services;
- Christoph Hamelmann, WHO Representative in Iran;
- Lise Kingo, CEO and Executive Director at UN Global Compact; (video presentation)
- Abbas Hoshi, Faculty Member at Management and Accounting Faculty of Shahid Beheshti University;
- Will Parks, Resident Representative of UNICEF in Iran;
- Hamed Shadkam, CEO of Kerman Khodro Industrial Group;
- Gholamreza Safakish, IPMA Vice President Education, Training and Young Crew;
- Nasrin Noorshahi, President of Institute for Research and Planning in Higher Education;
- Yvonne Schoper, Professor at HTW Berlin - University of Applied Sciences;
- Saba Kamkar, Manager of Innovation and Development Department of MAHAK;
- Sharif Nezam Mafi, Member of the Board of Trustees of MAHAK, Chairman of Iran-Switzerland Chamber of Commerce;
- Alireza Sheikh, Faculty Member at the Faculty of Management, Science and Technology of Amir Kabir University of Technology;
- Farid Bidgoli, Country Manager at Roche Ltd.



## Organizing and Participating in the World Cancer Day Event with the Collaboration of the Ministry of Health and Medical Education



On the occasion of the World Cancer Day, 4 February 2019, an event was held by the Iranian National Cancer Network consisting of an exhibition and an assembly at the University of Tehran. The participants in this event were the Network's members; the delegates from Ministry of Health and Medical Education and business entities.





### MAHAK's Activity at the Side Exhibition

In the exhibition section, which was held from 2 to 4 p.m., MAHAK and all the cancer-centric organizations in Iran who were members of the Network had an information desk to inform the participants about their activities. MAHAK as a full member of Union for International Cancer Control (UICC) announced its activities for joining this union's World Cancer Day Campaign and invited all the participants to join. The participants wrote their messages of #IAmAndIWill, in line with the mentioned campaign, and took photos with them and were given gold ribbons to raise awareness towards childhood cancer.





## Joining Iranian National Network of NGOs and Charities for Cancer to UICC

In the assembly section of the WCD's event, Arasb Ahmadian the CEO of MAHAK and the Chairman of the Iranian National Cancer Network, announced that this network has requested to be a member in UICC and mentioned the great benefits and advantages that this membership will bring up for all the cancer-centric organizations across the globe.

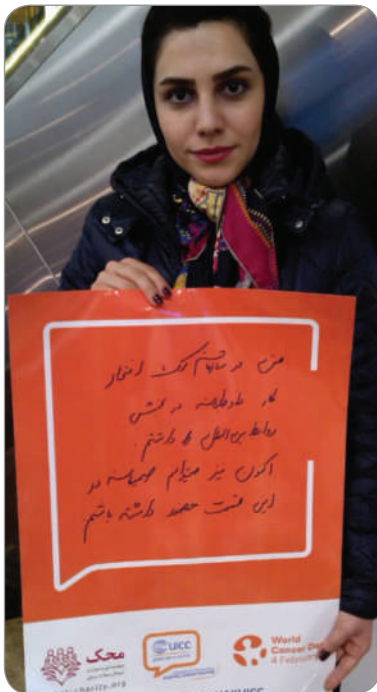
Highlighting the membership of the network, Arasb Ahmadian stated: "Joining UICC was the network's primary concern since the first day of its formation with the aim of accessing to and sharing specialized updated knowledge and experience as well as participating in international meetings, developing communications among professionals, and ultimately improving the quality of treatment and support services provision for cancer patients and their families."





## MAHAK's Presence at Selected Metro Stations to Run UICC's Campaign

On the occasion of the World Cancer Day, MAHAK placed information desks in four metro stations in Tehran to invite the passengers to join UICC's WCD Campaign. The selected metro stations were Madani, Mosalla, Panzdah-e-Khordad and Tajrish. These stations were selected since they are among the busiest ones in Tehran so that more people could be invited to join the campaign.



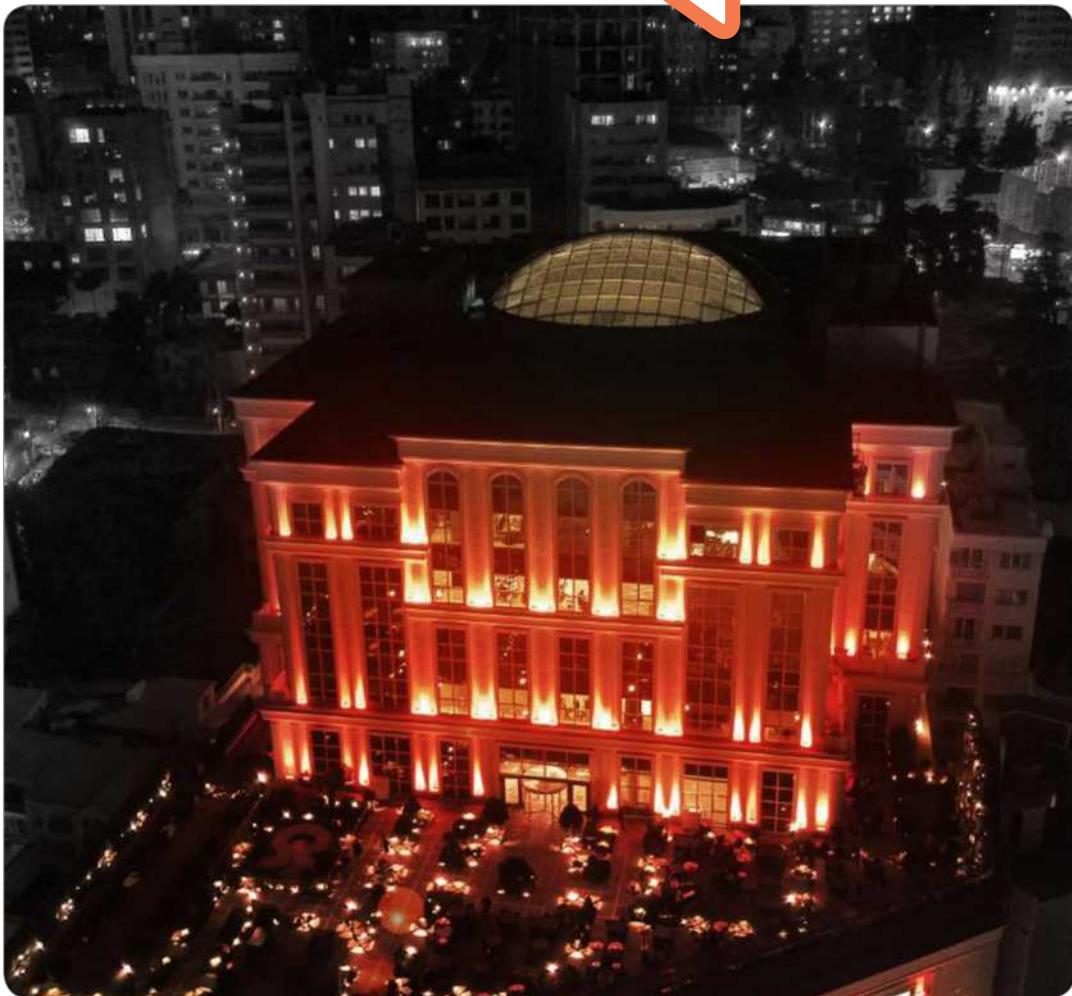


## Promoting UICC's Campaign at MAHAK's Fundraising Offices and Information Desks

MAHAK has 33 fundraising offices in Tehran to which people refer to submit donations of any kind. During the period from the World Cancer Day to the International Childhood Cancer Day in 25 fundraising offices the donors were informed about UICC's WCD Campaign and were invited to join it by writing messages of IAmAndIWill in support of cancer patients and expressed their concern toward eradication of cancer.



## Sana Shopping Center's Becoming Orange in Support of MAHAK Children



Sana Shopping Center in Tehran became orange in support of MAHAK cancer-stricken children from February 4 to February 15 (from World Cancer Day to the International Day of Childhood Cancer) in line with its Corporate Social Responsibility (CSR). The color of orange was chosen since it is UICC's announced color for the World Cancer Day. This famous Shopping Center in Tehran joined UICC's campaign with the following slogan: "I am Sana Shopping Center and I will be orange to support children with cancer."



## Commemorating the International Childhood Cancer Day



mahak-charity.org

آرزوی خانواده بزرگ محک در روز جهانی سرطان کودک


MAHAK commemorated the International Childhood cancer day by sharing a video and a post on Instagram on the same occasion. The following hashtags were used: #IAmAndIWill #WorldCancerDay #mahakwcd2019 #MAHAKUICC in addition to the hashtags introduced by CCI: #careandcureforall #ICCD2019.

## Distributing Gold Ribbons to Raise Awareness toward Childhood Cancer



MAHAK distributed more than 1000 gold ribbons, as the symbol of childhood cancer awareness, in its different events and in fundraising offices in Tehran during February to raise awareness toward childhood cancer and encourage them to know more about this disease.

## Appendix No. 1

 <b>Instagram Stories Related to WCD</b>					
title	replies	reach	imperssions	viewers	shares
I am MAHAK and I will support cancer-stricken children in any circumstances	28	10053	11325	10000	-
How to Make an Origami 1	3	13465	15315	13400	38
How to Make an Origami 2	6	11741	12845	11700	19
How to Make an Origami 3	5	11103	12783	11100	23
How to Make an Origami 4	1	10475	11284	10400	40
How to Make an Origami 5	1	9968	10839	9968	10
How to Make an Origami 6	11	9518	10252	9518	10
How would you join UICC's WCD campaign?	11	10814	12312	10800	-
WCD Event- Story 1	12	18007	20908	18000	7
WCD Event- Story 2	3	15691	17226	15600	3
WCD Event- Story 3	3	14504	15779	14500	6
WCD Event- Story 4	4	13639	15045	13600	3
WCD Event- Story 5	1	12785	14002	12700	1
WCD Event- Story 6	5	12180	13695	12100	4
WCD Event- Story 7	2	12044	13569	12000	-
WCD Event- Story 8	8	11763	12952	11700	2
WCD Event- Story 9	-	11229	12804	11300	4
WCD Event- Story 10	5	10839	12834	10800	4
WCD Event- Story 11	9	10733	12559	10700	5
WCD Event- Story 12	3	10543	11955	10500	1
WCD Event- Story 13	2	10415	11406	10400	9
WCD Event- Story 14	2	9783	10500	9783	7
WCD Event- Story 15	2	9400	9985	9400	2
WCD Event- Story 16	-	9063	9691	9063	-
WCD Event- Story 17	4	8773	9418	8773	2
WCD Event- Story 18	-	8542	9227	8542	-
WCD Event- Story 19	17	8590	9311	8590	-
WCD Event- Story 20	9	7678	8435	7678	-



### IGTV

title	viewers	comments
CEO of MAHAK's speech regarding WCD- Video	1389	6



### Facebook Posts Related to WCD

title	like	comments	engagements	reach	shares	viewers
I am MAHAK and I will support cancer-stricken children in any circumstances	250	7	590	6445	40	-
How would you join UICC's WCD campaign?	143	1	311	6278	17	-
WCD Event News	142	5	257	4674	12	-
CEO of MAHAK's speech regarding WCD- Video	81	3	240	3397	13	830
Visual Report of WCD Event	85	2	206	3776	4	-





I am a member of  
Cancer Charity and  
I will inform my family  
and friends to be aware  
about Cancer prevention  
and healthy lifestyle.





World  
Cancer Day  
4 February


## Hope continues in MAHAK

### Contact Information

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