

I AM
AND
I WILL



World
Cancer
Day

A Report on MAHAK's Activities for World Cancer Day Campaign 2020



MAHAK

Society to Support Children
Suffering from Cancer

mahak-charity.org



A MEMBERSHIP ORGANISATION
FIGHTING CANCER TOGETHER

Message from the CEO



Due to the incidence rate of cancer which is rising day by day all over the world especially in low and middle income countries, the necessity of increasing knowledge and dispelling certain misconceptions about cancer is a highlighted issue.

Over the last two decades, different societies have strived to educate their local communities and design their national cancer control plans. However, to effectively implement them in a community, engagement of different strata regardless of any segregation factors.

I AM AND I WILL campaign is a great opportunity for everyone to do their share of educating or informing the society about the significance of caring for cancer patients. This responsibility is more considerable in developing countries since people are less informed about this illness and early detection and treatment services are less available in small cities and villages.

We believe cancer can be controlled and World Cancer Day is the best occasion on which we can raise awareness towards this issue. MAHAK, as the leading cancer organization in Iran participates in WCD campaign as one of its commitments to the society and invites the peer organizations as well as its ever expanding family to join this campaign by showing their commitment to their own and loved ones by a simple act. This year, MAHAK focused on performing small activities on a larger scale and in this vein, cooperated with leading artists and business entities as a result of which a greater number of people were informed about the campaign and joined to act.

We hope these acts will alert the community about cancer and will result in decreasing the gap between diagnosis and treatment for cancer patients, especially pediatric ones.

Arasb Ahmadian
CEO of MAHAK



MAHAK's Campaign in Numbers



Over **150** celebrities

shared posts on social media in support of the WCD campaign.

2,000 badges

with WCD logo were distributed among MAHAK's staff, volunteers, supporters, students and runners who joined the campaign.

Over **800** of MAHAK's staff

joined the WCD campaign.

500 volunteers

joined the campaign.

Close to **300** students

were informed about the campaign and made heart origami.

6,500 products

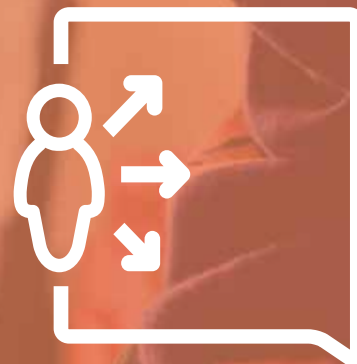
with campaign introduction tags were sold by Saharkhiz Co.

6,500 donation boxes

with campaign introduction tags were distributed among MAHAK's benefactors.

1,010,600 engagements

were reached by #IAmAndIWill Instagram posts of Iranian celebrities.



Influential figures play a role

Celebrities are influential figures whose philanthropic and benevolent activities are usually followed by their fans and followers. By MAHAK's invitation, over 150 top Iranian celebrities joined the campaign by sharing #IAmAndIWill posters on their Instagram. Their most frequent messages were:

"I am an artist and I will play a role in support of children with cancer."

"I am an athlete and I will try to stay with cancer-stricken children in the battlefield of cancer."



Landmarks illuminated to mark the WCD

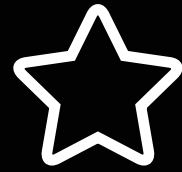
On the occasion of the International Childhood Cancer Day, **Azadi Tower**, the nostalgic landmark of Tehran lit up orange in support of MAHAK children and the World Cancer Day Campaign.





Azadi Tower is a monument located on Azadi Square in Tehran, Iran. It is one of the landmarks of Tehran, marking the west entrance to the city, and is part of Azadi Cultural Complex, which also includes an underground museum.





Sana Shopping Center is one of the ubiquitous malls in North Tehran. Many of the people who live in the northern part of the capital refer to this center. As a business entity which has supported MAHAK by different means, once more in February 2020 it joined to take action. Sana Shopping Center illuminated orange between February 4 to 15 to attract the public attention to WCD campaign.



Empowering the Next Generation

Young children will be the next generation who will run the philanthropic causes; therefore teaching them the concept of philanthropy and the importance of caring for their fellow beings is a crucial matter. MAHAK organized events in three schools (Kherad, Noavar and Pishro) in Tehran to invite the students to join WCD campaign. In these events MAHAK's representatives gave a presentation on MAHAK's activities and introduced the campaign. Moreover, the students made origami hearts for MAHAK children and wrote their motivational messages on them. In the end, they took photos with MAHAK's orange WCD frame.



MAHAK Family joins to speak up



MAHAK's Heroes, the Shining Part of the Campaign:



Join the campaign on social media

MAHAK children (under-treatment and survivors) shared #IAmAndIWill posts on Instagram and expressed their messages of hope and motivation to the global community. Their most frequent message has been:

"I am a hero and I will defeat cancer with hope and motivation."

"I am a cancer-survivor and I believe cancer is curable."



Visit Azadi Tower's Museum on ICCD

On the occasion of the International Childhood Cancer Day (ICCD), MAHAK children visited Azadi Tower Museum as an event which aimed to increase their quality of life and preserve their childhood. In this event, the children got to know about this monument's historical background and visited the tower along with their parents.



Participation of MAHAK's Staff

MAHAK's staff have always found themselves responsible to the society especially in taking steps to make the society alert about the phenomenon of cancer. As a result, in support of the World Cancer Day campaign over 800 staff of MAHAK Charity and MAHAK Pediatric Cancer Treatment and Research Center used WCD badges between 4 to 15 February with the aim of awareness-raising; afterwards shared the photos they had taken with MAHAK's WCD photo frame on Instagram and captioned #IAmAndIWill and #WorldCancerDay.





The founder of MAHAK: Progress is possible despite all the obstacles.

Saideh Ghods, the founder of MAHAK knows the concerns of the cancer-stricken children and their families very well since her dear daughter's being stricken by cancer over 30 years ago made her motivated to establish a place to support the little angels who suffer from this disease so that they recover and become healthy again just like her beloved Kiana. The founder of MAHAK has shared a message in line with 2020 campaign focusing on the issue of progress and says:

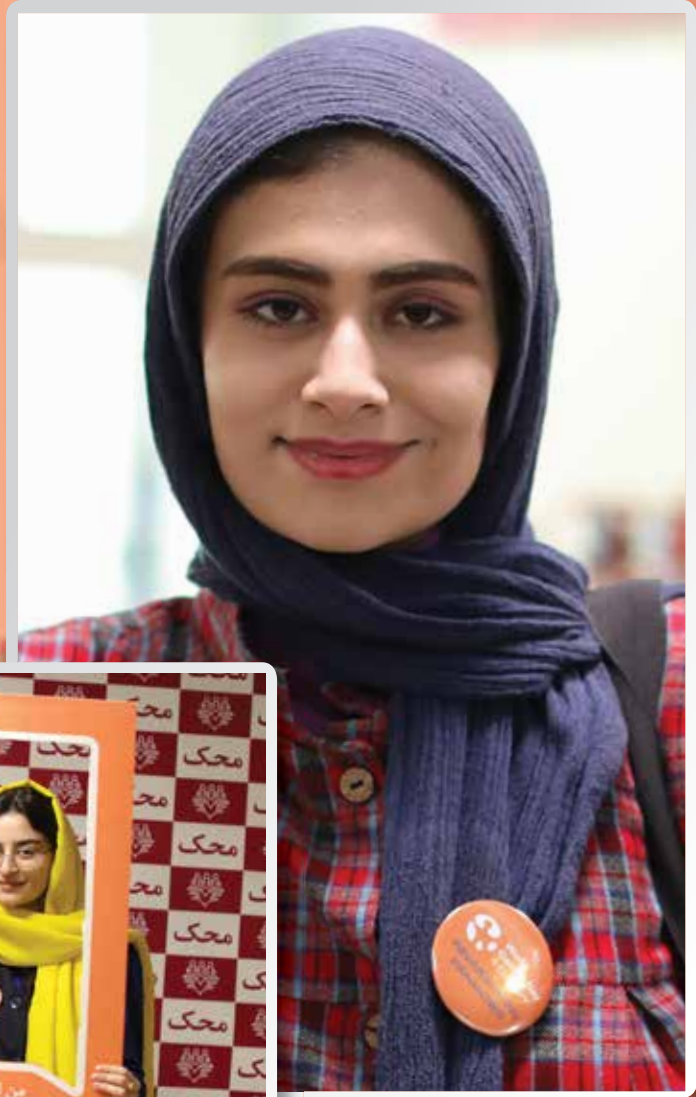
“Establishing MAHAK and initiating a systematic approach towards charity activities created an opportunity to the improvement of the Iranian social civil capacity to transit from a traditional approach of dedications solely based on religion to the culture of dedication with no expectation and no discrimination. MAHAK has been founded with this belief that big changes start with little steps; the steps which can be taken by every single one of us.”

What a bright world this will be, if any of us light just one little candle.



Volunteers participate to spread the word

Volunteers are the faithful arms to whom MAHAK relies confidently. These benevolent supporters, known as the pillars of MAHAK, have always stayed with us and cared for cancer-stricken children. In 2020 campaign, also, the kind-hearted volunteers joined and shared photos on their social media to let the global community know the importance of providing such supports.



MAHAK's visitors participate and speak up

The benefactors and supporters of MAHAK can visit the charity to be informed about MAHAK's range of the activities. The visitors who referred during the period of February 4 to 15 were informed about the WCD campaign and joined by taking photos and sharing them with #IAmAndIWill messages.

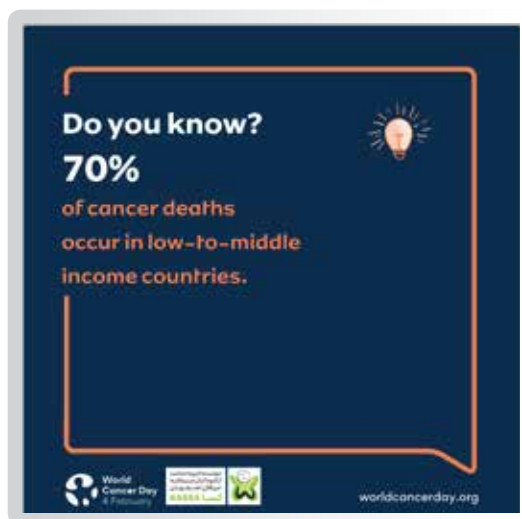
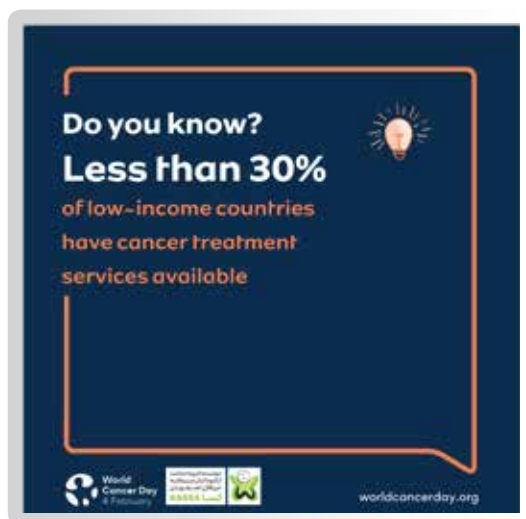
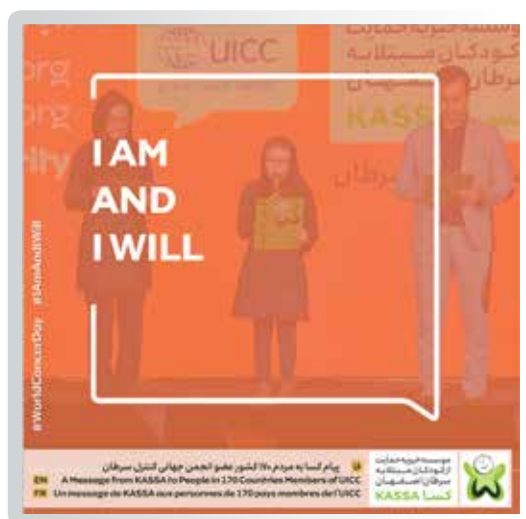
Partners in Action



Peer Organizations

National Partners

KASSA charity, a full member of UICC, which is the organization empowered by MAHAK to support cancer-stricken children in Esfahan Province joined the WCD campaign by MAHAK's invitation and did some of the activities suggested by MAHAK including the presence at schools to make origami with students and sharing #IAmAndIWill posts.



International Partners

MAHAK's sister organizations, ISCC in the USA and IKKH in Germany joined the campaign by sharing MAHAK's World Cancer Day video on their social media to raise awareness towards the campaign.

On the other hand, on February 4, the Association Nakvalevi, with which MAHAK has already launched an empowering program, in cooperation with the Turkish Embassy in Tbilisi and the Georgian-Turkish Business Council GÜRTIAD, marked World Cancer Day with a charity concert and an Origami exhibition created by children. The event at the Tbilisi State University was attended by the ambassadors of other countries to Georgia, media, diplomats and other guests. All the generated revenue of this event were dedicated to the breast cancer patients.



Business Entities

Distribution of 6500 products with #IAmAndIWill Message

Saharkhiz Saffron Co. is a famous corporation which produces food products such as saffron, dried fruits and nuts. This old supporter of MAHAK joined us in this campaign by distributing 6500 of its products with this sentence: «I am Saharkhiz Co. and I will support cancer-stricken children.» to mark the survival of 6500 MAHAK children from cancer.

Participation of business entities in the digital campaign

Business entities which have always stays with MAHAK in the path of supporting children with cancer and their families did their share this time in another way by posting their #IAMAndIWill statements on their Instagram. They mostly said: «I am... and I will support cancer-stricken children.»



WCD campaign awareness team at shopping malls

Kourosh Mall and Sana Shopping Center are two famous places in Tehran. During the period of the World cancer Day and the International Childhood Cancer Day from February 4 to 15, MAHAK's representatives were present at MAHAK's desk which had been placed to raise the awareness of the shoppers towards WCD campaign and invite them to join.



Several people referred to the desk and took photos and share on their social media to do their share in informing others about this campaign.





Engaging Municipality:

Partnership Project with Shahrvand Chain Stores

On December 19, 20 and 26 MAHAK was present in a branch of Shahrvand Chain Stores (empowered by Municipality of Tehran) to invite the shoppers to join UICC's World Cancer Day campaign. People took photos with MAHAK's orange WCD frame on which it was written: "I am here to support cancer-stricken children". In addition, the shoppers were given gold ribbons as the childhood cancer awareness symbol and there was a helium balloon on which they wrote their wishes for cancer-stricken children.



Awareness-Raising Event for Young parents on World Cancer Day

MAHAK's representatives took part in an awareness raising event in district 14 of Tehran's municipality. The aim of this event was to inform the audience about cancer-prevention methods, healthy diet for cancer prevention and cancer patients along with psychologically approved attitudes towards these patients and the whole concept of cancer. In addition, MAHAK gave a presentation on its 28 years of experience and invited the audience to join WCD campaign.

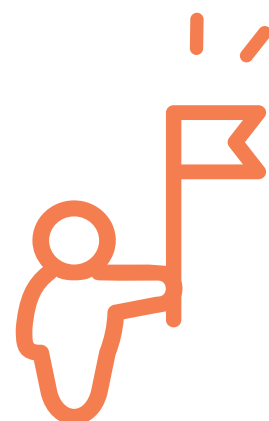


Sport Groups

Persian Trail Runners spread the message of hope

Persian Trail Runners are a sport group with humanitarian concerns and express them in their running event to make the public cognizant of the benefaction capacities in the society.

The runners cooperated with MAHAK in announcing its concerns regarding the World Cancer Day 2020 by using MAHAK's WCD badges in one of their biggest events which took place in Qeshm Island in South Iran on February 13.



WCD Campaign on MAHAK's Social Media

Sharing a video on the World Cancer Day

On the occasion of the World Cancer Day, on 4th of February, MAHAK shared a video to announce it has joined 2020 World Cancer Day campaign. In this video MAHAK's staff made #IAmAndIWill statements to announce how they will have a role in the path of cancer control. The link of the video on MAHAK's website:



<https://mahak-charity.org/main/index.php/en/who-we-are/international-days/3314-happy-world-cancer-day-2020>



Sharing a post to invite the public to join

MAHAK's followers were asked to share a post which contained this sentence: "I am Iranian and I will try to support cancer-stricken children and their families along with MAHAK by joining the World Cancer Day campaign."



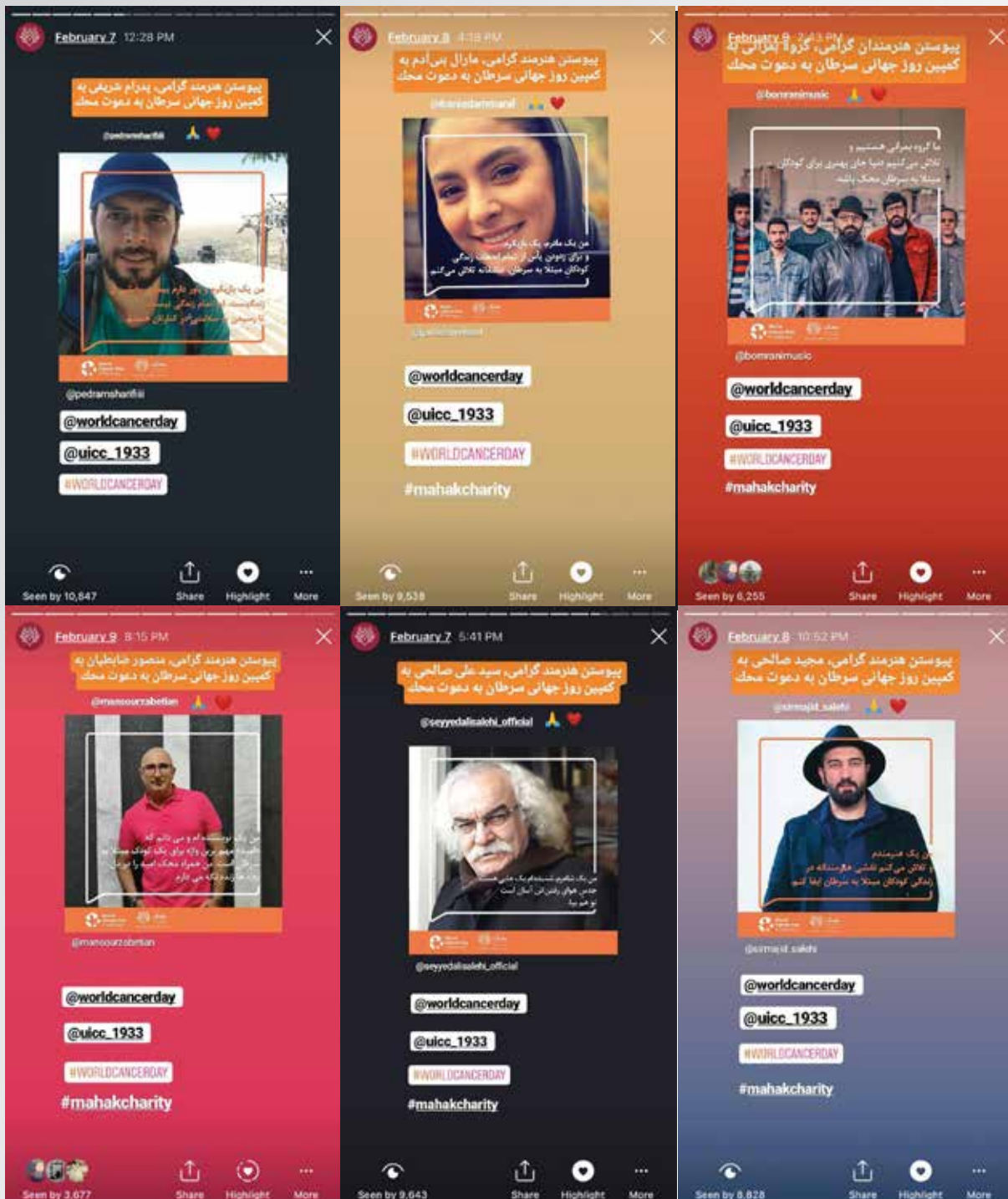
Sharing a video reflecting the participation of celebrities

To appreciate and announce that over 150 celebrities joined the campaign on social media in support of MAHAK, a video was shared on MAHAK's Instagram including these posts.



Sharing the celebrities' stories

MAHAK shared the posts of celebrities who joined the campaign as stories on its Instagram page. These stories have been viewed by **875,548** people in total.



Gold Ribbon Installation Event

The generous supporters who work voluntarily for MAHAK do their best in the path of caring for children with cancer. On the occasion of the World Cancer Day, they aimed to raise awareness of the people in the vicinity of MAHAK Hospital by installing the childhood cancer awareness symbol on the hills in front of MAHAK hospital. This big ribbon can be seen by all children who stay at the hospital from their rooms' windows and all the people who pass by the hospital can see this art piece. It should be mentioned that due to MAHAK's commitment towards preserving the environment, this structure has been built using stones and space blankets and no chemical colors or other substances which contaminate the environment have been used. In addition, after 24 hours the blanket was removed from the structure due to the same reason.



Clowns brought the message of hope and happiness to MAHAK

Numerous events take place at MAHAK to increase the quality of life of children with cancer and their families. In the same vein, the group of Clowns came to MAHAK Hospital to put on an amazing show for the children to entertain them on the occasion of the World Cancer Day.



Training session on cancer-prevention methods for MAHAK's staff

MAHAK holds training events for its staff during the year with the aim of preserving and increasing the health status of the staff. Along the same line, a training session was held at MAHAK's amphitheater in which the personnel learned the cancer-prevention methods and were informed about the most common types of cancer.



Distributing 6500 donation boxes with WCD campaign message

Aiming to make the community alert about the World Cancer Day campaign and inviting them to join and play a role has been of great focus by MAHAK this year. Therefore, one activity was distributing 6500 donation boxes with a tag on them which introduced the campaign and asked the donor who has received the box to join.



WCD Campaign in Press

MAHAK has benefited from the capacity of the press to inform the society about its concerns and the activities of the charity and the hospital ever since it was established. In January and February 2020 numerous newspapers and news agencies published articles and reports focusing on the activities of MAHAK for the World Cancer Day.

Total Number of Published Articles/ Reports

58

Total Number of Reports/ Articles on First Page

4

Total Number of Exclusive Reports

6

Total Number of Articles/ Reports Published on News Agencies

28

Total Number of Articles/ Reports Published on Newspapers

24

مدیرعامل محکم در اجرائی فعالیت‌های مرتبط با اطلاع رسانی و ایجاد آگاهی در خصوص سرطان کودکان خبر داد و گفت: افزایش آگاهی عمومی درباره سرطان کودکان باعث تشخیص زودهنگام بیماری می‌شود این مهم‌ترین فواید آشنایی با این بیماری است.

مدیرعامل محکم گفت: «به منظور تحقق اهداف رایج روز جهانی سرطان، مؤسسه سنی در توسعه همکاری‌های ملی و بین‌المللی با سازمان‌ها و نهادهای مردمی، نهاد منافع و فعالان در این حوزه دارد. اخیراً نیز هم‌زمان با روز جهانی سرطان، طی همکاری مشترک با این مؤسسه با انجمن کنترل جهانی سرطان (UICC) کمپین روز جهانی سرطان در ایران آغاز شد. تا امروز که روز جهانی سرطان کودکان است برگزار می‌شود. این کمپین با توجه به فعالیت‌های این مؤسسه به عنوان ۲۰ عنوان فعالیت به صورت آنلاین و در فضای مجازی و همچنین به صورت حضوری در مدارس جهت معرفی سبب‌های احتمالی سرطان کودکان و همچنین آموزش والدین و معلمان در خصوص تشخیص زودهنگام سرطان کودکان و همچنین معرفی روش‌های درمانی و پیشگیری از آن ادامه دارد.»

مدیرعامل محکم در اجرائی این فعالیت‌ها توسط یکی از قدیمی‌ترین موسسات خبریه فعال در حوزه حمایت از کودکان مبتلا به سرطان با دیگر صورت ایجاد آگاهی در این زمینه را یادآوری می‌کند. هم‌اکنون بیش از ۹۹ هزار کودک مبتلا به سرطان تحت درمان در سراسر کشور تحت حمایت هستند و روزانه بیش از ۱۰۰ کودک جدید نیز به جمع کودکان تحت حمایت محکم اضافه می‌شود. اینکه مردم نسبت به موضوع سرطان کودکان آگاه شوند و بتوانند به صورت بااطمینان از ایشان حمایت کنند نقش مهمی در ارائه خدمات درمانی و حمایتی به آنها دارد.»

آخرین جزئیات از آماردرستی به مناطق حادثه‌زده از برف

رئیس سازمان امداد و نجات جمعیت هلال احمر درباره آماردرستی به مناطق کوهستانی برفی گفت: در ۲۲ استان آذربایجان شرقی و غربی، اردبیل، آذربایجان شرقی، تهران، چهارمحال و بختیاری، خوزستان، خراسان شمالی، زنجان، سمنان، قزوین، قم، کرمانشاه، کرمان، کهگیلویه و بویراحمد، گلستان، گیلان، لرستان، مازندران و همدان نبره‌های آلودگی در حال کم‌کم‌رسانی هستند. آماره داده می‌شود که ساعت گذشته ۵۶۷ تپ مستقر از ۲۸۳۶ نیروی آمدادی به ۱۶۹ محور کوهستانی و ۴۹ شهر و روستا خدمات آمدادسانی ارائه کردند. سلیبی با بیان اینکه ۲۶۷۴ نفر تحت آمدادسانی قرار گرفتند گفت از این میان ۱۳۰ نفر به مناطق امن منتقل شدند و ۹۶۲۷ نفر اسکان اضطراری یافتند همچنین ۷۱ نفر به مراکز درمانی منتقل شدند. رئیس سازمان امداد و نجات جمعیت هلال احمر درباره توزیع مواد غذایی میان مردم حادثه‌زده گفت: ۱۷۱۷ نجات‌یافته، ۱۷۱۱ بسته غذایی، ۲۷۸۲ کیلوگرم خردما ۲۸۶۸ قرص نان، ۱۲۷۹ بطری آب معدنی، ۱۸۷۷ بسته بیسکویت و ۸۸۴ قوطی کنسرو میان مردم توزیع شد. سلیبی خاطر نشان کرد آمدادسانی‌ها در اردبیل، گیلان و خوزستان ادامه دارد.

افزایش نرخ گزایه تاکسی‌های اینترنتی

یوسف جنت سرپرست معاونت حمل‌ونقل و ترافیک شهرداری تهران درباره آخرین جزئیات افزایش گزایه ناوگان حمل‌ونقل عمومی در سال ۹۹ گفت: هنوز درباره میزان افزایش نرخ گزایه سال آینده تصمیم‌گیری نشده است و پس از اینکه بودجه سال آینده در این باره تصمیم‌گیری می‌شود سرپرست معاونت حمل‌ونقل و ترافیک شهرداری تهران افزود: با توجه به افزایش هزینه کالاهای مصرفی و بالا بودن هزینه رانندگان ناوگان تاکسیرانی به طرز چشم‌افزایش نرخ گزایه ناوگان حمل‌ونقل عمومی و تاکسیرانی در سال آینده با نسبت ملایم انجام می‌شود. در پاسخ به این سوال که قیمت‌گذاری گزایه ناوگان تاکسی‌های اینترنتی در سال ۹۹ به چه شکل است، گفت: قیمت‌گذاری نرخ گزایه این ناوگان برعهده مدیریت شهری نیست و مدیران شرکت‌ها باید نسبت به افزایش گزایه سال آینده خود تصمیم‌گیری کنند. جنت تأکید کرد: نرخ گزایه تاکسی و ناوگان حمل‌ونقل عمومی کمتر از نرخ تورم افزایش می‌یابد.

فرم اشتراک روزنامه

کلیه متقاضیان مقرر می‌توانند هزینه اشتراک خود را بر اساس مبلغ مندرج در جدول ذیل، به حساب بانک ملت به شماره ۸۳۰۸۳۰۷۸ / ۴۶۳۹۸۳ / ۴ به نام روزنامه جهان صنعت واریز و اصل سند بانکی مربوطه را به همراه فرم تکمیل شده به دفتر امور مشترکین روزنامه جهان صنعت ارسال نمایند. آدرس: میدان آرژانتین - بلوار بیفتی - خیابان دهم غربی - پلاک ۱۰ - واحد ۲ و یا ارسال از طریق شماره: ۸۸۷۳۱۳۳۱

« فقط تهران بزرگ »

دوره اشتراک

هزینه اشتراک (ریال)

با توجه به اینکه نرخ روزنامه جهان صنعت توسط موسسه اطلاعات اعلام می‌شود، بهتر است کلیه متقاضیان در زمان اشتراک:

- شرایط اشتراک:
- ساعات تحویل روزنامه از ۶ الی ۱۱ صبح
- شروع اشتراک (متقاضیانی که درخواست خود را به طور کامل تحویل نمایند) اول و شانزدهم هر ماه می‌باشد.
- مبلغ مندرج در جدول فوق بابت روزانه یک نسخه اشتراک می‌باشد.
- لطفاً قبضه فیش بانکی را تا پایان اشتراک نزد خود نگهداری فرمایید.
- در صورت عدم تحویل روزنامه حداکثر تا ساعت ۱۴ همان روز مراتب را با تلفن ۸۸۷۳۱۳۳۱ اعلام فرمایید.

نام و نام خانوادگی: _____ شرکت / موسسه: _____

تلفن: _____

فکس: _____ تعداد درخواستی: _____



آدرس: _____ مدت اشتراک: ۶ ماهه / یک ساله

شماره فیش بانکی: _____ بانک: _____ تاریخ واریز فیش: _____



We will try our best in the path of cancer control till this disease gets eradicated forever. Thank you for supporting us to accomplish our mission.

Contact Information

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-  [facebook.com/mahakcharity](https://www.facebook.com/mahakcharity)