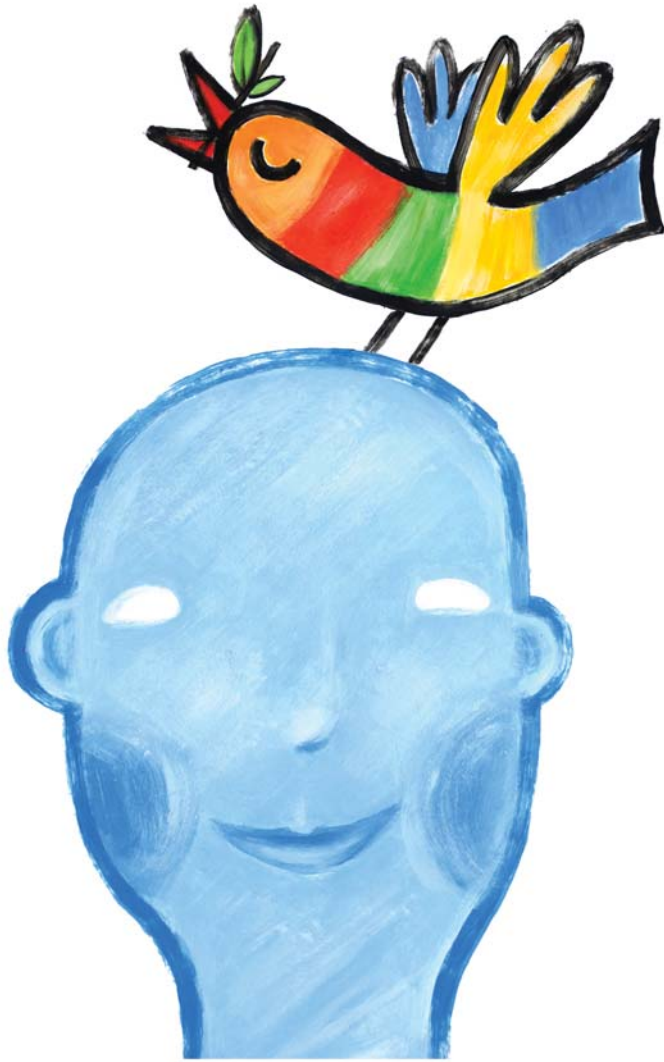




## Corporate Social Responsibility Projects Implementable in MAHAK





## سلامت جامعه دستاورد بالنگی سازمان شماست

Every year 200,000 Children All Over  
The world Get with Kancer and 250  
Children Die From Kancer Every Day...

هر ساله ۲۰۰,۰۰۰ کودک در سراسر دنیا به سرطان  
مثلا می شون و روزانه ۲۵۰ کودک به علت سرطان  
جان خود را از دست می دهند

بسیار جوانان و مسئولیت پذیری اجتماعی سازمان ها  
بسیار جوانان و مسئولیت پذیری اجتماعی سازمان ها

## **Help us and let us help you**

MAHAK's Motto of «help us and let us help you» creates the vision of «passion for humankind». This can be seen in the public involvement and the assistance offered to this organization. MAHAK, being in close contact with every individual and with its committed and sincere presence, has reached a distinct position with the government and the civil society. In our country, social participation has its roots in the ancient Iranian culture and belief that encourages helping others, establishing orphanages, asylums, clinics, schools, etc while in the industrial world of today, the concepts such as CSR as modern means of participation are much discussed and the NGOs including MAHAK should try to profit from these new ideas.





# Donation Box Station

## Background

MAHAK as a non-governmental, non-profit organization to support children suffering from cancer is managed by humanitarian assistance. A major income source is provided through donation boxes. One of the main concerns of this organization is just-in-time collection & distribution of donation boxes.

If you have appointed your office or company as a station for collecting & distributing MAHAK 's donation boxes, our staff regularly distribute and collect these boxes.

## Project objectives

- Reduce the cost of collection & distribution of donation boxes
- Accelerate the collection & distribution process

## Duration of Implementation

The estimated time for implementation of this project is two years.

## Financial Estimation

Cost of an area which is equal to two square meter

Cost of one staff according to the time he devotes to this project

## Project Impact

- Guarantee the sustainability of MAHAK's activities
- Increase satisfaction among philanthropists
- Reduce traffic congestion in the city
- Reduction in gas consumption
- Reduction in air pollution



# Mobility in daily life of cured children

## Background

Fortunately, every year a high number of children suffering from cancer enter the cure phase after terminating the treatment phase. But unfortunately some of them lose limbs while fighting against cancer. However, these children can experience mobility in their daily life, with the help of today's modern prosthesis products which help them be active once again. Therefore your company, as a driving force of the industry could grant mobility to the lives of the hero children with cancer through providing them with the required prosthesis.

## Project objectives

To empower & enrich children's lives who lose limbs, hence their mobility.

## Duration of Implementation

The estimated time for implementation of this project is a minimum of two years.

## Financial Estimation

Internal leg prosthesis	85.000.000 to 100.000.000 RIs
External leg prosthesis	30.000.000 to 50.000.000 RIs
Hand prosthesis	20.000.000 to 50.000.000 RIs

## Project Impact

- Improve the quality of life for children
- Encourage children to succeed in their new life after being cured







# Promoting Philanthropy

## Background

In communities on the path of transition from tradition to modernity, capacities are transferred from individuals to legal entities. The companies which assemble a group of people as employees or as human resources provide capacities for social activities and philanthropy. If each employee from your company donate 10000 Rls from his/her salary as a member of MAHAK which then can be collected by the company, sustainable financial resources can be in place to help MAHAK achieve our common goals.

## Project objectives

Providing sustainable financial resources for MAHAK

## Duration of Implementation

The estimated time for implementation of this plan is at least 5 years.

## Financial Estimation

The cost of the implementing procedure to collect and donate the contributions of employees to MAHAK (each member at least 10000 RLs)

## Project Impact

- Promoting the culture of humanity
- Guarantee the sustainability of MAHAK's activities



# Let MAHAK be recognized Through Your Goods or Services

## Background

One of the problems MAHAK faces is the late referral of families. Referring just in time, can increase the chance of recovery and decrease the treatment costs for the children who are at the beginning stages of their therapy. Your goods or services can pass on information about MAHAK. By informing the society about MAHAK's activities and the way that families can contact MAHAK, many families who are under much tension due to their children's cancer, can get in touch with MAHAK and its support services department in the shortest time.

## Project objectives

- Public introduction of MAHAK for raising awareness in the society
- Public introduction of MAHAK for quick access of families who have children suffering from cancer
- Reduction in the cost of communication

## Duration of Implementation

The estimated time for implementation of this plan is at least 2 years.

## Financial Estimation

The cost of the project can be estimated based on the type of the product or communication.

## Project Impact

Increase public awareness on pediatric cancer and supporting services of MAHAK





# Help MAHAK's "Green Building" Through Renewable Energy

## Background

Our country can have access to two clean and renewable natural resources of energy, solar and wind energy; therefore, it has appropriate context to promote utilizing these two resources of energy. Implementing one of its social corporate responsibilities, MAHAK, as a green organization is interested in using these two clean resources of energy in the hospital.

You can help MAHAK in promoting the usage of clean energies and reduce utilizing non-renewable energies, by equipping the building of the hospital, with required equipments.

## Project objectives

- Promote utilizing clean and renewable resources of energy
- Reduce energy expenses

## Duration of Implementation

The estimated time for implementation of this plan is at least 2years

## Financial Estimation

Project costs can be estimated based on products and mode of communication

## Project Impact

- Maintain limited fossil fuel resources
- Reduce air pollution
- Promote the culture of utilizing clean resources of energy







# **Economizing in the electricity consumption**

## **Cutting down the Overhead Costs in favor of Treatment**

### **Background**

MAHAK, the highly specialized hospital, with over 18.000 square meters has plenty light lamps. Using automatic systems to control excess energy consumption such as photocell can lead to reduce the overhead expenses of the organization. In the current situation in which the targeted subsidy is being implemented, this issue of the economizing the Electricity Consumption is of a high priority as using less Watts of energy increases vital drops of medicine for children suffering from cancer.

### **Project objectives**

- Decrease in energy consumption
- Decrease in expenses

### **Execution period**

The estimated time for implementation of this plan is at least 1 year.

### **Financial Estimation**

According to the rate of consumption, this item requires more expertise.

### **Project Impact**

- Preserve national resources
- Reduce air pollution
- Promote a culture to correctly consume energy in the society



# **Economizing water consumption A Single Water Drop Saved Means a Couple of Drops for Treatment**

## **Background**

Everyday, MAHAK, the highly specialized hospital, welcomes over 600 persons including patients & their families, medical staff, visitors, philanthropists & clients. This causes the increase in water consumption. Using automatic systems to control water consumption such as automatic faucets can lead to the reduction of the overhead costs of organization. In the current situation in which the targeted subsidy is being implemented, this issue of the economizing Water Consumption is of a high priority as less water drop consumption increases vital drops of medicine for children suffering from cancer.

## **Project objectives**

- Decrease energy consumption
- Decrease expenses

## **Duration of Implementation**

The estimated time for implementation this of plan is at least 6 months.

## **Financial Estimation**

The expense of 350 automatic faucets with the basic price for each number equals to RIs. 3.500.000.

## **Project Impact**

- Preserve national resources
- Reduce air pollution
- Promote a culture to correctly consume energy in the society





## **MAHAK & Your Organization**

Since the proposed projects in this brochure is developed just based on MAHAK's requirements, they are prone to be beyond your field of interest or your field of activity; and as we believe that the Corporate Social Responsibility is a mutual relationship between NGOs and Commercial Entities, in such cases, our fundraising section is open to develop CSR projects within the frameworks you are interested in, based on MAHAK's requirements. If you are interested in cooperating with MAHAK in our current project or in the future projects according to your organization's capabilities, please contact the fund raising department through the numbers below:

**Contact Numbers:** 23501082 - 23501247



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

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