

MAHAK

Society to Support Children
Suffering from Cancer

IRAN - TEHRAN



MAHAK – the Society to Support Children Suffering from Cancer

MAHAK – the Society to Support Children Suffering from Cancer is a charity organization established in 1991 and continues since as an independent NGO exclusively funded by benevolent citizens concerned with the welfare of children with cancer and their families. By March 2023, MAHAK operated with 867 paid staff and hundreds of volunteers scattered across Iran, providing full treatment, research, and psycho-social support to every Iranian and non-Iranian family whose child has cancer and is in need of financial and medical support. This inclusive service has been provided to over 42,751 cases by the end of March 2023 with close to 12,905 active cases receiving treatment and psycho-social support in all public hospitals throughout the country with pediatric oncology wards.



Vision Statement

MAHAK believes that parents should have no other concern than their children's recovery and also believes that with the parents present, the children can pass the treatment processes more happily, with more hope and that consequently both children and parents can change their focus from living or not, to the lives they will lead in the future.

MAHAK ensures that every child with cancer and their families receive comprehensive and integrated services across the country and provides them with up-to-date treatment services in accordance with national and International standards. By raising awareness and education, effective diagnosis occurs in the early stages and support is provided from the very first moment a diagnosis is rendered. MAHAK strives to provide the public with the latest cancer-related information, news, necessary resources and recommendations, and by expanding its cooperation with national and international research and treatment centers, MAHAK employs the most effective methods of cancer treatment, consequently decreasing the rate of pediatric cancer.

MAHAK is known as a charity organization that serves as a model for reliability, as well as for the implementation and evaluation of programs for national and international organizations alike. By all standards, MAHAK finds its place as a top-ranked organization among NGOs, not only overall, but also in every field of its numerous activities.

Mission Statement

MAHAK is a philanthropy established with the charitable and altruistic goal of serving humanity by combatting pediatric cancer nationally and internationally through medical care, research and support services. MAHAK is a non-profit, non-political, and non-governmental charity, dependent exclusively on public support provided in the form of funds, as well as in-kind, goods, services, and technical expertise.

Offering comprehensive services to children with cancer and their families, providing the most advanced and effective treatment services while observing the International Charter of Patients' Rights, employing up-to-date scientific advances and establishing a new research center in order to contribute to identifying the causes of childhood cancer, and its preferred methods of diagnosis, prevention, and treatment comprise the mission of this organization.

In contributing to the reduction of the pediatric cancer rate in Iran, MAHAK has adopted a novel approach by investing in raising awareness, and in prevention education. With the objective of optimally utilizing human resources capabilities, volunteers and employees work in close cooperation to make sure humanitarian objectives are met to the highest standards. Accessing the most recent technologies enables us to further develop key capabilities.

By addressing pediatric cancer in this manner, MAHAK espouses the ideal of helping fellow human beings. Transparency, appreciation, and accountability are MAHAK's most valued principles.

MAHAK, is a multi-disciplinary organization with one of the largest specialized hospitals in the Middle East and as a result of its commitments and transparency in giving comprehensive services under one roof according to international best practices, is the most trusted organization for individual and institutional benefactors who believe in the optimal utilization of scarce resources as measured by effectiveness and efficiency indices.

• Core Principles

Transparency

This critical principle is observed in MAHAK obsessively. All pertinent information is made available on public domain on a daily basis. Thus, all stakeholders are able to determine on an ongoing basis, how resources are obtained, how they are utilized, and to what extent the outcome of operations have met the objectives ascertained in advance.

Accountability

MAHAK takes a proactive approach to informing every stakeholder of the rights, privileges and services available to them. Moreover, MAHAK is receptive to all critic and suggestions regarding its mission to demonstrate impact in all its undertaking on a regular basis. Beyond its direct operations, MAHAK assumes responsibility in sharing its knowledge and experiences with all those active in humanitarian causes.

Appreciation

Realizing that it is the support and cooperation of benefactors, colleagues and alike-minded institutions that have made MAHAK's dream a reality, expressions of appreciation form an integral and inseparable part of every member and division of this institution.

Integrity & Aesthetics

In order to provide the best services possible, MAHAK is a firm-believer in acknowledging and functioning in an integrated fashion. To create a synergic environment, MAHAK consistently works toward improving its planning, programming and operations with a view to meet the expectations of all stakeholders as well as becoming a role model for humanitarian organizations globally. All decisions and activities are predicated on openness, accuracy, trust and correctness.



• Operational Departments



Hospital

Complete diagnostic, treatment, laboratory, and clinical, therapeutic and research facilities



Support Services

Providing social work services, psycho-social support and accommodation



Fundraising

Membership services, call centers, donation boxes, online payments, currency accounts



Financial Affairs

Accounting, Procurement, warehousing



Systems And Methods

Assessing conformity with standards and regulations, projects monitoring and evaluation, ensuring stakeholders' satisfaction



Volunteers

Full-time, part-time, on-need basis



Public and International Relations

Communication, content development, information sharing, translation, fundraising support, socio-cultural sensitization, CSR, branding



Human Resources

Recruiting, training, performance assessment, career development



Provincial Support Services

Expanding support services in other provinces and empowering alike centers in different cities to provide cancer-stricken children with equal access to comprehensive and integrated support services



Marketing

Branding, Marketing development, digital marketing and advertising



Information Technology

Maintaining and supporting information technology, software, and digital development

• MAHAK Pediatric Cancer Treatment & Research Center

- The largest specialized pediatric cancer center in the region since 2007 with 100 dedicated beds

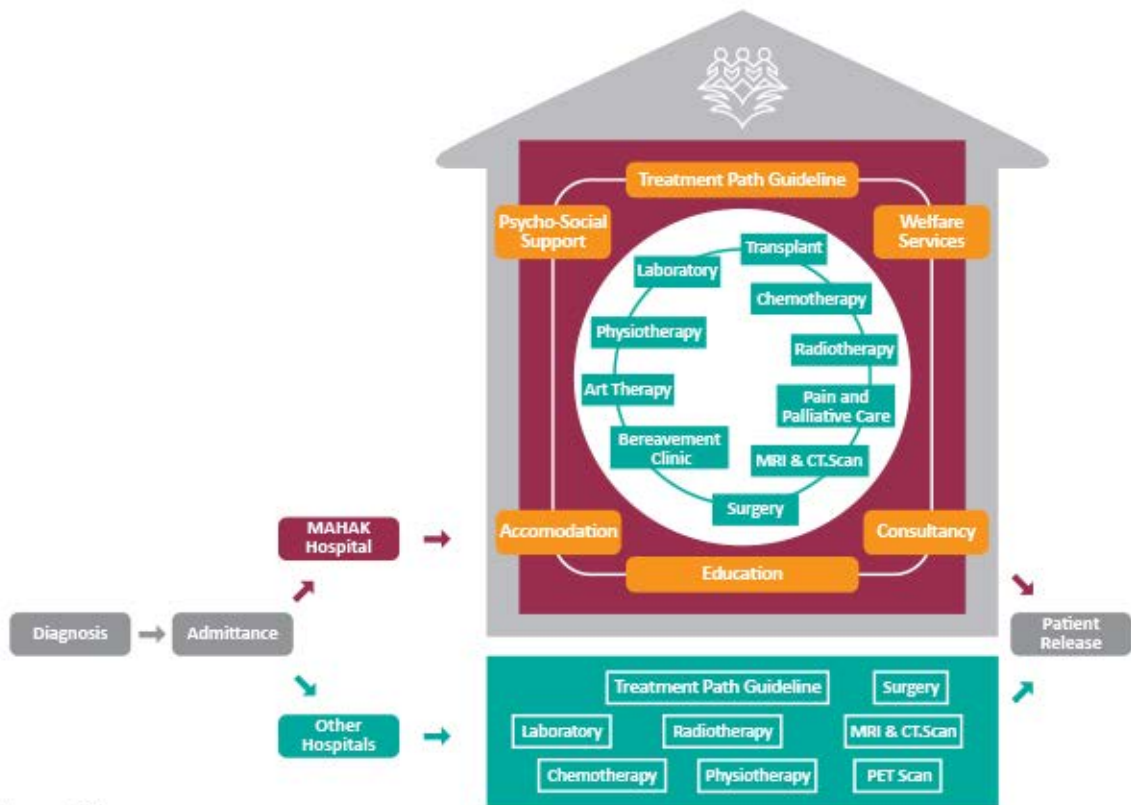
• Departments



- One of the key features of MAHAK hospital is full integration of assessment, diagnostic, treatment, and recovery process under one roof which many international studies have shown leads to increasing the chance of recovery.
- Close cooperation between the medical team, support services specialists including social workers and psychologists, and children's parents comprise the special features of the treatment process in MAHAK hospital.
- The registration center for donating hematopoietic stem cells was inaugurated in 2017, as the result of a joint CSR project aiming to facilitate the process of stem cell transplantation as one of the updated cancer treatments
- since the inauguration of MAHAK HLA Typing bank, it has registered more than 10000 samples of HLA data so far

• Treatment Path for Children with Cancer and their Families

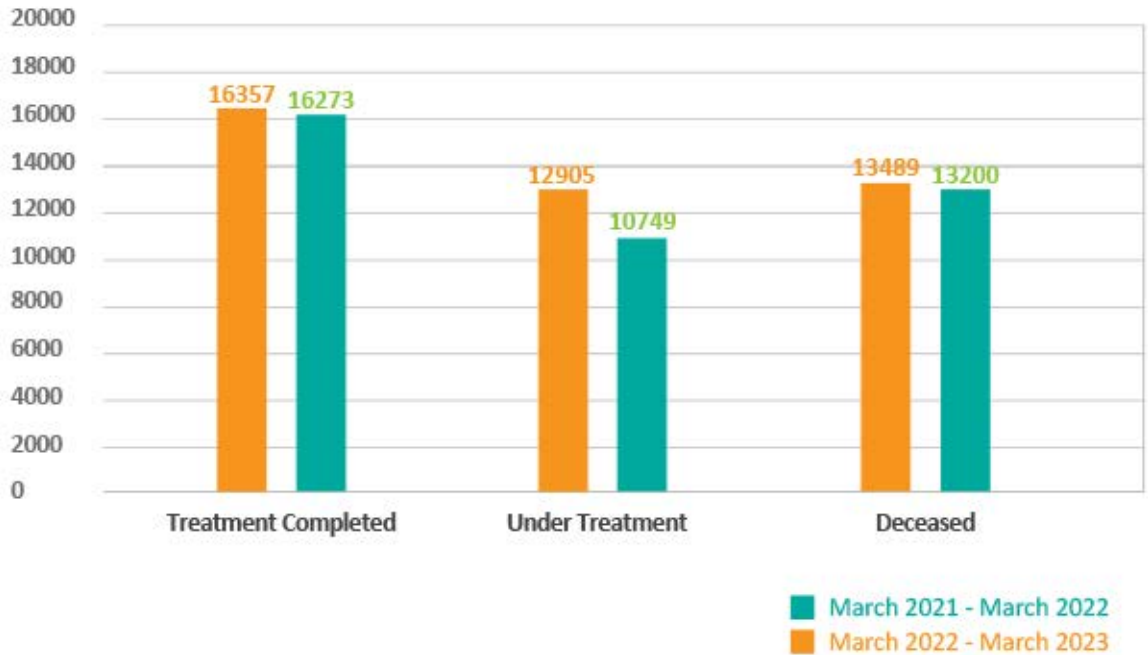
- MAHAK Hospital: All treatment, psycho-social, welfare, art, music and play therapy services are provided free-of-charge.
- Other Hospitals with Pediatric Oncology Wards: All treatment services; paid through MAHAK charity. However, in three provinces in Iran including Isfahan, Khorassan and Tabriz the same support services are provided either by volunteer social workers or other NGOs empowered by MAHAK.



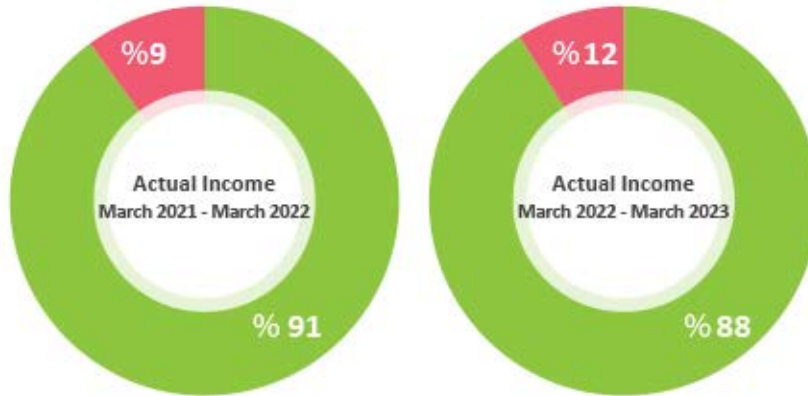
• **Number of New Cases**

	March 2021 - March 2022	March 2022 - March 2023
New Cases	2675	2529

• **Cumulative Number of Patients under Support**

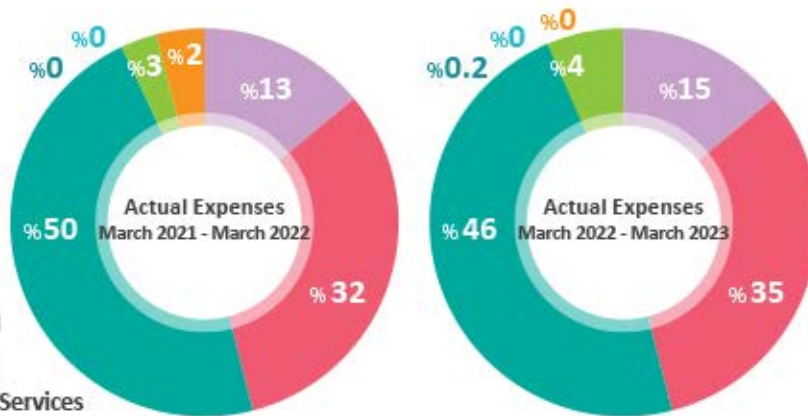


• Budget Distribution March 2021 - March 2023



- Charity
- Hospital

Distribution of Actual Income



- Charity
- Hospital
- Logistic
- Support Services
- Development
- Strategy
- Cancer Research

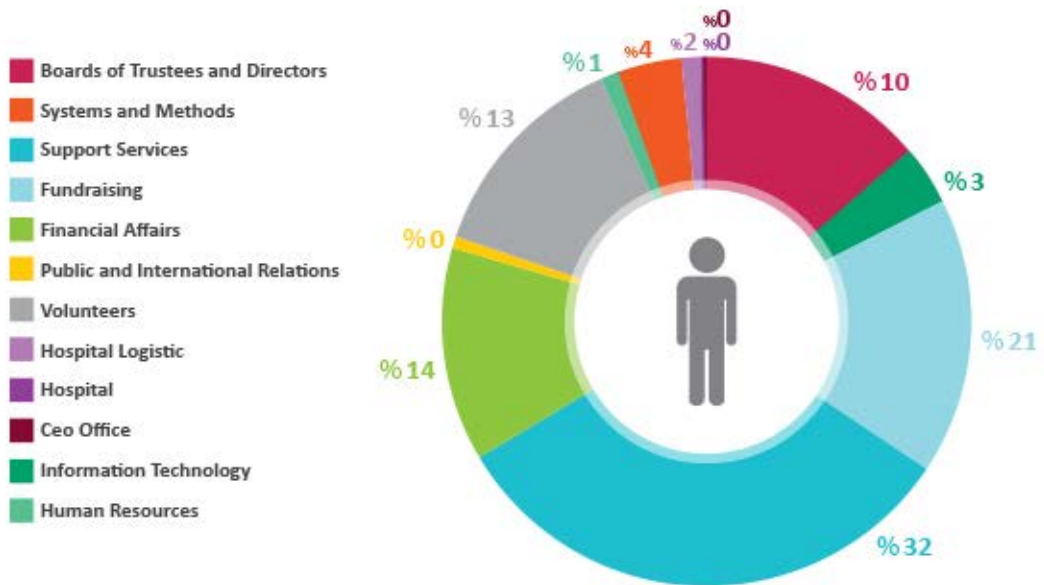
Distribution of Actual Expenses

• Volunteers; the Faithful Arms Hugging MAHAK

Volunteerism is prevalent throughout MAHAK, from our founder to the members of the boards of trustees and directors. Currently, more than 1000 volunteers cooperate with MAHAK and numerous tasks and activities are in progress in different departments in return for no financial advantages.

Organizing more than 75 from the first day of MAHAK's existence until March 2023, establishing and maintaining MAHAK School, being present in all the hospitals with pediatric oncology wards across Iran can be cited among the hundred operations conducted and monitored by volunteer department.

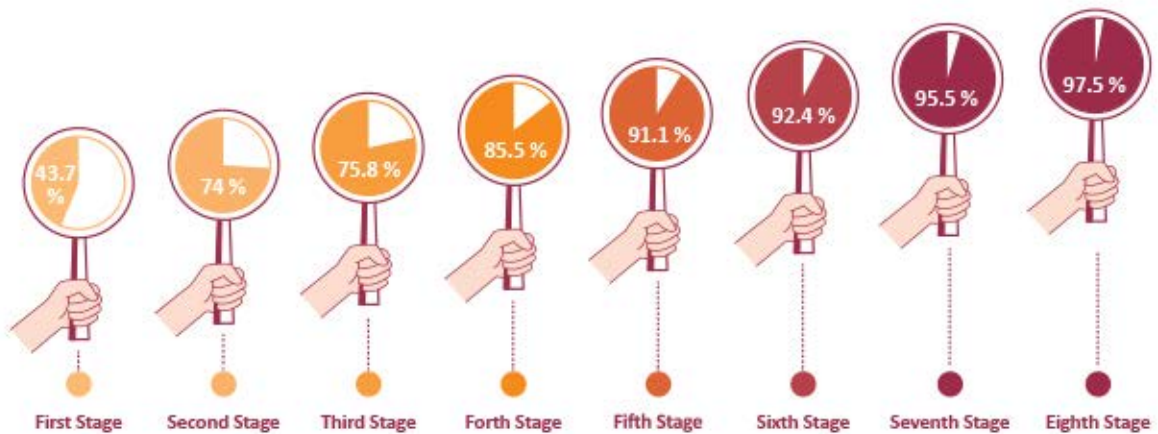
Total number of volunteer working hours between March 2022 - 2023 has been close to 20371 hours.



Distribution of Volunteers' Working Hours (March 2022 - March 2023)



- **MAHAK's Total Score based on NGO Benchmarking Audit**



The 1st NGO in the World

- **Report on the 8 stages of Soci t  Generale de Surveillance (SGS) NGO Benchmarking**

MAHAK was audited by Soci t  Generale de Surveillance (SGS) for the first time in 2006 and received the score of 42% which was not sufficient to receive SGS certificate. But in 2007, MAHAK received the SGS certificate by receiving the score of 76%. In 2011 and 2013, MAHAK was rewarded by the 10th best score among 230 and 263 NGOs respectively. In 2016, MAHAK has impressively been ranked as the 4th best NGO with the score of 95.5 by SGS among 299 organizations. Eventually, in 2018 this charity organization received the score of 97.5 and became the 1st NGO according to the audit. This extraordinary accomplishment can only be realized if an organization is genuinely committed to adherence to international standards in order to provide its beneficiaries with the highest level of support and patient care services.

• Achievements and Awards

	<p>Ranked the 1st NGO in the world by Société Générale de Surveillance (SGS) NGO benchmarking audit in 2018</p>		<p>Gained consultative status with the United Nations Economic and Social Council (ECOSOC) in 2001.</p>		<p>Precipitant of level-three certificate in Delta Assessment from the International Project Management Organization (IPMA) in 2019</p>
	<p>Recipient of Two Gold Awards from the International Project Management Association (IPMA) in 2014 & 2018</p>		<p>Recipient of the Silver Prize for Green Project Management (GPM) in 2014</p>		<p>Recipient of the Golden Award from the "Top Ten Award International Network" in 2017</p>

• Memberships

	<p>Membership in GRI Community since March 2019</p>		<p>Collaboration with United Nations High Commissioner for Refugees (UNHCR) since 2007</p>		<p>Membership in Union for International Cancer Control (UICC) since 2008</p>
	<p>Collaboration with Gustave-Roussy Institute (IGR) since 2007</p>		<p>Membership in International Network for Cancer Treatment and Research (INCTR) since 2009</p>		<p>Membership in MedicRes Institute since 2011</p>
	<p>Head of Iranian Commission on Corporate Responsibility and Anti-Corruption under the Supervision of the International Chamber of Commerce (ICC) since 2014</p>		<ul style="list-style-type: none"> • Membership in Childhood Cancer International (CCI) since 2000 • Membership in CCI's Regional Committee since 2012 		<p>Membership in the Society of Hematologic Oncology (SOHO) since 2015</p>
	<p>Collaboration with Kurdistan Save the Children (KSC) since 2012</p>		<p>Membership in United Nation Global Compact since 2016</p>		<p>Collaboration with LÖSEV, the Foundation for Children with Leukemia in Turkey since 2013</p>
	<p>Educational Collaboration with Relief International since 2016</p>		<ol style="list-style-type: none"> 1. Membership in EBMT since 2015 2. Membership in ASBMT since 2015 3. Membership in APBMT since 2015 4. Honorary Membership in EMBMT since 2015 		<p>Collaboration with Saint Jude Research Center since 2007</p>

● Key Accomplishments

- Providing full gap coverage of treatment costs for all cancer-stricken children in need regardless of nationality, ethnicity, or gender
- Receiving the score of 97.5 in Société Generale de Surveillance (SGS) NGO benchmarking audit in 2018 and being ranked as the 1st NGO in the World
- Receiving the gold award from the International Project Management Association (IPMA) for “Developing MAHAK's Human Leucocyte Antigen (HLA) Bank Project” in 2018
- Expanded outreach across the country: identifying %95 of target population and promoting early detection
- Providing online and private educational and counseling services for patients and families including schooling for children, and crisis management training and therapy for parents
- Inauguration of the first non- governmental registration center for donating hematopoietic stem cells in Iran in 2017.
- Providing comfortable accommodation in Tehran for children and their families for the duration of treatment
- Actively promoting Corporate Social Responsibility (CSR)
- Maintaining operational costs to below %15 of total expenses
- Active presence in Iranian National Cancer Network consisting of 42 members of cancer-centric charities and community based organizations as the member of the board of directors of this network in order to improve the interactions between this network and government delegates
- Receiving the level-three certificate in Delta assessment from the International Project Management Organization (IPMA) in 2019



• MAHAK's Childhood Cancer Awareness Campaigns

Early Diagnosis; less painful, less costly and more effective treatment

MAHAK as a pediatric cancer care center and a full member of the Union for International Cancer Control (UICC) as well as the regional board member of Childhood Cancer International (CCI) has steadfastly participated in different occasions including World Cancer Day (WCD), International Childhood Cancer Day (ICCD), and Childhood Cancer Awareness Month (CCAM) to raise awareness about pediatric cancer and its challenges among the society. These campaigns are organized in February and September respectively.

These campaigns are implemented in line with MAHAK vision statement aiming to raise awareness among society and absorb attention to the importance of early diagnosis which leads to less costly, less painful and more effective treatment.

World Cancer Day campaign (WCD)

In February, on the occasion of world cancer day and International Childhood Cancer Day, MAHAK hold an awareness campaign engaging different strata of the society. The aim of this campaign is to communicate the challenges and complexities which the patients face during their cancer treatment as well as to celebrate the progress in its many forms that enable more people to seek and receive the care they need and deserve.

In line with its more than a quarter-century of activity, MAHAK has defined its strategies concerning provision of integrated and comprehensive care as well as the equitable distribution of resources throughout the country for all children with cancer.

In 2020, by engaging educational centers, business entities and other humanitarian organizations throughout the country in its WCD and ICCD campaign, MAHAK has received UICC's World Cancer Day Spirit Award and became a member of WCD Advisory Group for the 2022 campaign per the invitation of UICC.

MAHAK's Gold September

During every-year September, on the occasion of Childhood Cancer Awareness Month (CCAM) which is remarked by International Society of Pediatric Oncologists (SIOP) and CCI, MAHAK raises awareness among the society towards the symptoms of childhood cancers as well as the importance of early diagnosis in experiencing less costly, less painful and more effective treatment for children.

In line with the Global Initiative for Childhood Cancer, MAHAK organize this campaign with the aim of increasing the survival chance and decrease treatment difficulties through spreading the word by its ever expanding family.



International Childhood Cancer Day campaign (ICCD)

Every year, on the occasion of International Childhood Cancer Day (ICCD) in February, MAHAK with the cooperation of its ever-growing family joins Childhood Cancer International (CCI) and International Society of Pediatric Oncology (SIOP) to raise awareness about childhood cancer through a campaign.

The aim of this campaign is to absorb the society's attention towards the significant role of early diagnosis which becomes a leverage for more effective cancer treatment with less cost and less pain.

Since World Cancer Day (WCD) and ICCD are two important dates in February, MAHAK has organized its awareness campaign from February 4 to February 16 to cover these two dates. During the past three years, MAHAK joined CCI-SIOP campaign with three themes of #throughourhands, #throughyourhands and #throughtheirhands by promoting it among the families of children with cancer. This campaign has been organized purely for children with cancer and their families. In this campaign, children and families provide a message of hope for their caregivers with the color they choose. By participating in this campaign, they will receive a certificate of engagement. We hope for the families under the support of MAHAK to enjoy a better experience.



2020



2021



2023

Scan the QR Codes to read MAHAK's activities for World Cancer Day (WCD) and International Childhood Cancer Day (ICCD) during past years.





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