



A MAN'S TRUE
WEALTH IS THE
**GOOD HE DOES
IN THIS WORLD**

Prophet Mohammed (PBUH)

join the fight against cancer
we can we must

The Cancer Foundation

The Cancer Foundation is a not for profit organization registered with the Securities and Exchange Commission of Pakistan (Companies Act 1984, Section 42), with the main objective of making cancer treatment available to everyone, without any distinction, at an affordable price. It brings together a team of like-minded people; entrepreneurs, business managers and doctors with a unique philosophy to achieve its mission.

The Team

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The Mission

The mission is to build and operate Cancer Care Units for the holistic management of cancer. It is envisaged that multiple secondary and tertiary units with teaching facilities will be built in the near future in the city of Karachi and nationwide. The core principle is to develop a welfare healthcare system, shorn of commercial intent, and to involve communities and the government to shoulder the financial burden of creating and running such institutions. This will bring about a significant price reduction to patients and make seemingly expensive quality care more affordable. With your support, we can work towards attaining our goal. Join the fight against cancer. We can, we must.

The First Cancer Care Unit

The Cancer Foundation has acquired a hospital premises in Gulshan-e-Iqbal, Karachi, opposite Aziz Bhatti Park, which is being rebuilt and restored. The anticipated cost of rebuilding and equipping this hospital and the first year's operating cost is Rs.900 million.

This will be a 90-bed unit with 18 beds committed to Intensive Care (ICU) and Step Down units (SDU), and 13 chemotherapy day care beds. This facility will incorporate:



Laboratory

- Chemical
- Hematology
- Microbiology
- Pathology

Radiology

- Multi-slice CT scanner.
- Nuclear medicine
- Ultrasound
- Interventional radiology room

Clinical Services

- Blood bank
- Inpatient beds
- 3 operating rooms
- 3 endoscopy suites
- Chemotherapy bay
- High dependency and ICU beds

The facility will blend functionality with comfort for the patients and its employees. A paperless electronic medical record system and IT backbone will be used to manage patient records, transactions, purchases and supply chain. This will ensure transparency, efficiency and lower operating costs in the long run.

Our Philosophy

Patient revenues do not drive growth

Our patients will not pay for future growth. We aim to exercise the 'not for profit' principle in its true sense. At the Cancer Foundation Hospital, patients will pay for their treatment costs only. Our quality of care and service will earn us the trust and goodwill of communities and government whose benevolence, in the form of donations and grants will drive our growth and expansion.

A not so 'business' model

We are not a free, but a fair hospital. Our 'business' model will ensure that the cost to patients is lower by at least 40 percent, when compared to the price paid by patients at similar organizations around us.

This will be achieved through:

- Tax exemptions
- Zero return on investment (ROI)
- Proactive resource generation
- Patients who cannot afford treatment at all, will be subsidized mainly by Zakat and to a limited extent by donations
- The non-zakat donations will be channeled to achieve price reductions system wide
- Monitored accounting and pricing mechanisms

The so called principle of ploughing back 'profits' from services into the system or 'cross subsidizing' other areas, is a faulty concept, in our opinion, as it eventually produces a price spiral. We understand that this is money going out of the same pocket - that of the patient - who is our primary concern. We believe that every opportunity to profit is, in fact, an opportunity to give a subsidy and break to our patients. We shall put in sophisticated accounting mechanisms to ensure that these principles are followed.



Everyone benefits

As we use donations to lower the overall price of treatment, this will expand our coverage to the lower income groups by making quality care affordable to them, thereby increasing our patient volumes.

It is a continuous cycle, whereby lower prices achieve higher volumes that in turn achieve further price reductions as economies of scale and efficiencies are achieved. In the long run, we expect everyone to benefit from donor contributions, whether they are patients of the Foundation or not. When we lower our prices, we expect to set a low price, high quality benchmark. By doing this, we encourage other organizations to meet the 'low price benchmark'.

Quality is never Compromised

Price is perceived to be an indicator of quality. We want to change this mindset. Our lower prices will be an indicator of our efficiencies, public support and our non-profit model that will not be achieved by compromising quality. Our quality must satisfy the most wealthy and discerning donors. This same quality care will be made available to the poorest patient arriving at our doors. We expect our patients to receive such a compassionate and quality experience, that they would want to come back to the Foundation to donate and help others like themselves. We understand that quality goals often conflict with profit goals. The Foundation has taken the profit motive out of the equation; hence all our energies are focused on the quality motive alone.

Equal treatment for all

We envisage one uniform pricing system for all patients reflected in uniform patient rooms. Every patient is a 'VIP', hence especially designated rooms will not be available. We will foster a culture of quality and care without distinction of class and wealth - a principle rooted in Islamic and medical ethics.

Our Values

Goodness is shared and multiplied

We strongly believe that goodness should not be hoarded. It needs to be shared, and more importantly, multiplied. Our 'not for profit' definition defies the conventional business principles that look to obtain a consistent positive bottom line, built on aggressive marketing and cut throat competition.

Our not for profit aim has the inherent principle of 'collaboration' for growth of other similar organizations, which is the antithesis of competition. Our goal is a healthcare industry minus commercialization, a cancer-aware public, and a healthier, stronger nation. Any organization that wishes to meet this end can join forces with us and create synergies and strengths.

Faith

Our driving ideal is our Islamic values. These values teach us to give and share. The Cancer Foundation will be the very emblem of these values. We will not only treat patients but will be consistent with their beliefs. We are Fesabelillah (to earn the pleasure of Allah SWT) and will not generate funds from sources or activities considered objectionable or haram in Islam. We will seek the guidance of Shariah to ensure adherence to these principles.

The Clinical Program

Our sole aim is to alleviate suffering. We shall provide:

Treatment

Our treatment begins with prompt and proper diagnosis. Subsequently, our multidisciplinary medical teams will provide the desired level of intervention to treat the disease. No one should have to fight cancer alone - at the Cancer Foundation, no one will.

Palliative Care

We will alleviate the suffering of our terminal cancer patients and their loved ones. We will have a strong focus in palliative care, pain control, psychological counseling and therapy. The Cancer Foundation will walk with its patients to the very end.

Influencing National Health Care Policy and Legislation

The Foundation aims to globally influence tertiary and primary care, palliative care, cost containment and healthcare standards. We will achieve this by participating in national healthcare policy-making and addressing legislative voids in these areas. The Foundation will actively promote cancer awareness and prevention drives. We will reach out to public places, institutions and households with information designed to improve the general quality of life.

An Appeal

It is imperative for the community to come together and help create hospital systems to treat and prevent cancer in Pakistan. When we declare our users as donors and donors as users, we want to promote a social symbiosis on a national scale. We need you, and our patients need you. We urge you to step forward and help us with philanthropy, advice, goodwill and voluntary service.

Indeed, Allah loves the beneficent
بلاشبه اللہ انسانوں سے بھلائی کرنے والوں سے محبت کرتا ہے۔ ۝ سورۃ بقرہ آیت ۱۹۵۔

join the fight against cancer we can we must

Account Title: The Cancer Foundation

Allied Bank Limited

Khayaban-e-Tanzeem Branch, DHA Karachi, Pakistan.

Swift Code: ABPAPKKA Branch Code: 0682

PKR 001000698117-0015 ● USD 001000698117-0021
GBP 001000698117-0038 ● Euro 001000698117-0044

*Donations and Contributions are tax exempted under
clause (c) of sub section (36) of section 2 of the Income Tax Ordinance 2001*

NTN: 4018658-0

External Auditors

 ERNST & YOUNG

Ernst & Young Ford Rhodes Sidat Hyder
Chartered Accountants

Internal Auditors

Jalis Ahmad & Co.
Chartered Accountants

Legal Advisor

KMS Law Associates

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Name of Donor

Amount Donated (PKR) Type of Donation Zakat Other

Special Instruction for Zakat (if any)

Cheque/Remittance Number

Bank

Contact Number

Email Address

Postal Address

Date

Signature

DONOR PLEDGE FORMS AND CORRESPONDENCE SHOULD BE ADDRESSED TO
The Cancer Foundation, C11, Block 4, Clifton, Karachi. Tel: 021-35309921-26, Fax: 021-35309928