



## Win Over Cancer Report

14<sup>th</sup> Sep 2015 to 13<sup>th</sup> Sep 2018

We are a registered 80G approved NGO. Reg No. 2762.

Dear Patron

We are pleased to inform you that you NGO Win Over Cancer has completed three years of registration. It has been our endeavor to provide a 360 degree support to our brave cancer fighter community. With this mission, the “3S” (“*Save*”, *Support*” and “*Survive*”) concept was visualized.

Under ‘*Save*’ we aim at “Saving” people from Cancer. Here we have been undertaking following activities:

- a. Organize cancer awareness drives to help spread awareness about cancer
- b. Organize health check-up camps for early detection of cancer, and
- c. provide free counselling to cancer patients and their family members

Under ‘*Support*’ we are providing cancer treatment support to poor families. Here we undertake several programs e.g.:

- a. Provide low cost prosthetic bra to breast cancer survivors
- b. Organize crowd funding for poor patients to help them raise fund for treatment
- c. Help patients procure medicines at discount ranging from 10% to 70%
- d. Provide discount to patients on pathology tests
- e. Help patients in remote locations with free second opinion from specialists in Metros

Under ‘*Survive*’ we are providing

- a. Free skill development training to cancer survivors or members of cancer impacted families.
- b. On successful completion of training, we help them find a job so that they can continue to live a financially stable and dignified life.
- c. In exceptional cases, we mentor these people in starting their own ventures

It has been a humble beginning, but we have a long way to go.



## Win Over Cancer Report

14<sup>th</sup> Sep 2015 to 13<sup>th</sup> Sep 2018

We are a registered 80G approved NGO. Reg No. 2762.

### Mission "SAVE"

Spreading awareness about cancer, addressing myths and early detection and treatment has been one of our core objectives. During the last three years, **we have counselled 8,000+ people, organized 32 awareness drives, 17 detection camps and 3 social media campaigns impacting lives of more than 15000 people.** A brief of some of these events is summarized below:

- a. **Cancer awareness drive at NSDC, Delhi:** During August 2018 we organized a health talk on cancer awareness at the corporate office of National Skill Development Council, Delhi. The drive was attended by over 150 employees of NSDC
- b. **Health Checkup camp at Omaxe Nile, Gurugram:** During April'17 a free mammography of 75 women and screening of more than 100 adults was conducted in a drive which extended three weekends.
- c. **Stem cell donation drive at Adani Ltd, Gurugram:** The drive was organized in collaboration with Datri in April 2017. 37 employees of Adani were registered for stem cell donations
- d. **Online campaign for cancer awareness launched:** During April 2017, an online campaign launched on social platforms. The weekly campaign extended for six months wherein several important myths about cancer were addressed by noted oncologists. The campaign touch based more than 25,000 people.
- e. **World no tobacco day with Artemis Hospital, Gurugram:** The event was organized in May 2017 where more than 100 people were made aware about risks underlying usage of tobacco
- f. **Health Check-up and Cancer Awareness Talk:** Win Over Cancer in association with "Udaan" N.G.O. organized the Event in Dairy Village, Faridabad serving for more than 200 people
- g. **Stem-Cell Donor's Registration Drive:** Win Over Cancer in collaboration with N.G.O. "Datri" organized the Event in S.G.N.D. Khalsa College, Delhi University, getting 100 + Donors registered for the Stem-cell donation.
- h. **Win Over Cancer participates in "Free Health Check-up Mela":** Participation was done in Free health Check-up Mela at Dilli Haat, Pitampura along with 18 hospitals from Delhi NCR and had a foot fall of around 1500+ people.
- i. **Delhi College of Arts and Commerce:** We organized a fun filled youth awareness program at Delhi College of Arts and Commerce, Delhi University where more than 200 young champions were apprised about cancer in a fun filled way. They pledged to abstain from smoking, tobacco and drinking.



## Win Over Cancer Report

14<sup>th</sup> Sep 2015 to 13<sup>th</sup> Sep 2018

We are a registered 80G approved NGO. Reg No. 2762.

- j. Cancer awareness drive with Artemis Hospital, Gurugram:** Event held on 4<sup>th</sup> February was attended by over 250 people
- k. Cancer awareness drive with Sarvodaya Hospital, Faridabad** More than 225 people benefitted from the event, Coupons for free mammography were also distributed to female attendees
- l. Cancer awareness drive with youth at SRCC, Delhi University**  
“Creating awareness with fun” – more than 550 students participated in the drive, one of the biggest in Delhi this year
- m. Cancer awareness drive at Big Bazaar, Delhi**  
The event organized in collaboration with Max Hospital saw involvement of more than 100 Big Bazaar employees
- n. Breast Cancer Conference (BC Ficon):** This largest breast cancer awareness conference was held on 11<sup>th</sup> and 12<sup>th</sup> March 2018 at Faridabad. More than 230 oncologists from India participated in the conference. Our NGO also participated in the conference and apprised the audience of their unique program of “free distribution of Prosthetic Bra”. Our programs were well appreciated by the participants.
- o. Cancer awareness drive with Sarvodaya Hospital, Faridabad at Ashoka Enclave part 2, Faridabad :** More than 120 people benefitted from the event, Coupons for free mammography were also distributed to female attendees

## EVENTS PHOTO GALLERY



Adani Ltd



Reliance Infra



ICICI Foundation



NFTN



RKSS



Manav Rachna Univ.



Dayal Singh College



DCAC



Gargi College



Laxmi Bai College



Delhi Hatt



## Win Over Cancer Report

14<sup>th</sup> Sep 2015 to 13<sup>th</sup> Sep 2018

We are a registered 80G approved NGO. Reg No. 2762.

**During this period we targeted to educate youth and ladies about Cancer. These programs were organized in Universities, Residential areas, Industrial Areas and Corporate offices. Innovative models were applied to connect with the audience on such a serious subject.**

Miss. Akriti Gupta, heading the youth awareness wing of Win Over Cancer was awarded as “Young leader creating a better world for all” by Women Economic Forum for organizing 16 cancer awareness program amongst Delhi University colleges and mobilizing more than 1600 youth for the cause between 2016-2018. She made more than 2500 students aware about cancer



## Win Over Cancer Report

14<sup>th</sup> Sep 2015 to 13<sup>th</sup> Sep 2018

We are a registered 80G approved NGO. Reg No. 2762.

### Mission "SUPPORT"

Your NGO came up with some innovative programs in supporting patients fighting cancer. The definition of "Support" was extended beyond just financial grants. We aimed at rationalizing treatment process and costs, introduce efficiencies and subsidies and optimize fund requirements. Through our programs we have been able to help patients reduce cost of treatment up to 40%. Our approach and programs have been well appreciated and recognized by Indian and international media as well.

Key highlights of our programs have been as under:

#### 1. Free distribution of Prosthetic Bra:

During the period December 2016 to August 2018 our NGO distributed Prosthetic Bra to 1083 patients across 25 States and 3 countries. Some interesting statistics of this program:

- i. 76% of our patients were from rural background. **In the absence of our program they would never have got an opportunity to use a Prosthetic Bra and would have suffered from various health issues.** This change is a big achievement for us.
- ii. 22% of our beneficiaries were in the age group of 30 to 40 years which is a worrying fact. This shows that the incidence of breast cancer is growing among young adults
- iii. Patients saved appx Rs 184 lac from this program during this period



A survey conducted on 400+ patients using our Prosthetic Bra for more than six months revealed a satisfaction level of 98%. Your NGO was conferred a letter of appreciation by Dr Anurag Srivastava, Head Surgery AIIMS in recognition of our efforts.



## Win Over Cancer Report

14<sup>th</sup> Sep 2015 to 13<sup>th</sup> Sep 2018

We are a registered 80G approved NGO. Reg No. 2762.

- 1. Crowd Funding Activities:** During the last three years, our NGO has supported the treatment of **22 patients to the tune of Rs 28.2 lac**. These include young children aged 18 months to adults as old as 48 years. 18 of these patients successfully completed their treatment during the year.
- 2. Free second opinion:** 72 patients from rural India were helped with free second opinions from super specialists in Metros
- 3. Subsidized Medicines program:** Patients have saved an estimated Rs 22 lacs from our program of subsidized medicines during the last three years

### Mission “SURVIVE”

**Cancer creates a huge financial vacuum for the impacted families which sometimes takes generations to normalize. More than 42% patients are in working age group. 75% of patients in India have to migrate for treatment. Earnings of more than 8.5 lac families get severely impacted every year due to cancer. The problem become more acute when the patient is a bread earner and other members of the families are short of earning capabilities. This is the biggest aftermath of cancer**

**Subsidies or grants provide a short-term relief to such people. To provide a long term sustainability, we have to create capabilities within the family.**

**Following steps have been taken during the last three years:**

#### **A. Financial Rehabilitation services**

- 1. Job Portal launched:** In September 2017, Win Over Cancer launched India’s only job portal for cancer survivors. 32 cancer survivors have been placed since then in various roles.

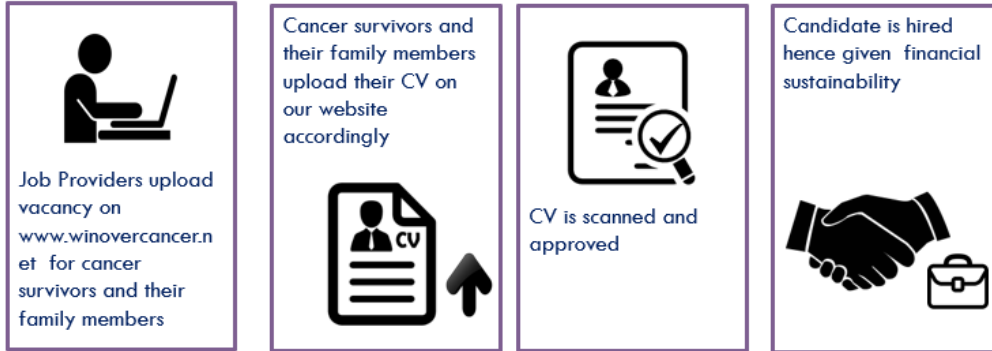


# Win Over Cancer Report

14<sup>th</sup> Sep 2015 to 13<sup>th</sup> Sep 2018

We are a registered 80G approved NGO. Reg No. 2762.

## JOB PORTAL: WIN-WIN SOLUTION



- Skill development programs:** After NSDC, Tally Education Pvt Ltd partnered with Win Over Cancer to support cancer impacted families. Under the model, Win Over Cancer will identify members of cancer impacted families in financial stress and refer them to 16,000+ training centres. Here these candidates are being provided skill development trainings. **All expenses of such training are being borne by Win Over Cancer.**



## SKILL DEVELOPMENT PROGRAMS



The biggest aftermath of cancer is the long term socio-economic impact on patient's family. Economic cost of cancer is the highest amongst all diseases. More than 6.5 lac families are being pushed to poverty line every year due to cancer. We shortlist a family member of impacted family, provide him compatible skill development trainings **free of cost with guaranteed placement** with a company

<ul style="list-style-type: none"> <li>•68 Courses</li> <li>•15700+ Centres</li> <li>•600+ Districts</li> <li>•33 States</li> </ul>	<p><b>Support provided</b></p> <ul style="list-style-type: none"> <li>a. Class Room Trainings</li> <li>b. Study Material</li> <li>c. Scholarships for               <ul style="list-style-type: none"> <li>i. Conveyance Support</li> <li>ii. Hostel Facility</li> </ul> </li> </ul>
---	--

- Sponsoring education:**

  - Master Nitin:** Win Over Cancer is committed to support real fighters. Master Nitin is one such boy. Nitin hails from a very poor family. The boy is attending school while undergoing chemotherapy. Win Over Cancer decided to support this fighter boy. In addition to paying for his treatment, we are paying his school fee.



## Win Over Cancer Report

14<sup>th</sup> Sep 2015 to 13<sup>th</sup> Sep 2018

We are a registered 80G approved NGO. Reg No. 2762.

- b. **Vivek:** Son of a poor marginalized farmer, Vivek became a poster boy of cancer survivor kids when he survived a rare and complicated blood cancer in 2016. Looking at his grit and determination, Win over Cancer has been supporting his education since 2016. Now the boy has reached class IX, has taken science and aspires to join Haryana police
- c. **Ravinder:** We also supported education of Ravinder, who unfortunately had to quit his studies due to a relapse
3. **Skill Development training of Saka Gaitely:** Saka, widow of a cancer fighter late Mark Gaitely has been struggling to meet her ends meet and support her lone child. Win Over Cancer helped Saka enrol to Tally – Win Over Cancer skill development initiative. After completing the training, Saka was placed with a Gurgaon based organization.
4. **Skill Development training of Nikhil and Mithilesh:** Nikhil is a class XII pass boy while Mithilesh is fruit vendor who had to quit his job of a store keeper for lack of knowledge of computers. Nikhil's brother and Mithilesh's son is fighting cancer. They have been struggling meet ends. Win Over Cancer helped both enrol to Tally – Win Over Cancer skill development initiative. On completion of training, they will be placed with an organization.
5. **Skill Development training of Nishtha:** This brave daughter of a marginalized farmer from a village near Chindwara in MP has been enrolled with Tally's accounting and GST training program
6. **Skill Development training of Rakesh:** This cancer survivor boy from Nagpur is getting training under our skill development program and will soon be placed on completion of the training program
7. **Entrepreneurship mentoring:** 32 beneficiaries have been mentored under the program to start their own ventures. All ventures are running successfully earning between 30 to 40K p.m.





# Win Over Cancer Report

14<sup>th</sup> Sep 2015 to 13<sup>th</sup> Sep 2018

We are a registered 80G approved NGO. Reg No. 2762.

## B. Others

### 1. Media recognition:

- a. Various newspapers, web sites and e-news portals have extensively covered Win Over Cancer initiatives. These include:
  - i. ZEE News
  - ii. The Asian Age
  - iii. JK 24X7
  - iv. Dainik Jagran
  - v. Navbharat Times
  - vi. DNA
  - vii. InfoCan
  - viii. India Today
  - ix. Meri Delhi
  - x. The CSR Journal
  - xi. Digitalterminal.in
  - xii. CSRmandate.org
- b. Leading oncology journal “We Can Serve” did a detailed story on Win Over Cancer initiatives including free distribution of Prosthetic Bra and skill development services
- c. Our co-founder Kavita Gupta was invited as a **TedEx** speaker at VIT Vellore
- d. Noted industrialist and Media tycoon, Mr Subhash Chandra invited our founder Mr Arun Gupta as a speaker on how to tackle “fear” in the “**Subhash Chandra show**” held at PHD chamber of commerce. The show was attended by noted industrialists and professionals and was broadcast on all 17 Zee channels on 30<sup>th</sup> and 31<sup>st</sup> March 2018.

## WIN OVER CANCER-IN MEDIA



Zee News Coverage



Navbharat Times



Telugu News Paper Enudu



The Better India



InfoCan



India Today



## Win Over Cancer Report

14<sup>th</sup> Sep 2015 to 13<sup>th</sup> Sep 2018

We are a registered 80G approved NGO. Reg No. 2762.

### Other awards and recognition

- Our Co-founder Kavita was awarded with the coveted “Nari Chetna Puraskar” by Ministry of Small and Medium Enterprises (MSME) for her Prosthetic Bra program
- Win Over Cancer was awarded by Justice Dhingra at an event in New Delhi, jointly organized by Delhi University and GSTstreet.com
- Mr Arun Gupta’s contribution for cancer was recognized at Shaheed Bhagat Singh Alumni Association’s annual festival
- Mrs Kavita Gupta was awarded with Women achievers award by Naaz foundation

Mrs. Kavita Gupta invited as a TedEx speaker to share her experience as co-founder of Win Over Cancer

- Miss. Akriti Gupta, heading the youth awareness wing of Win Over Cancer was awarded as “Young leader creating a better world for all” by Women Economic Forum for organizing 16 cancer awareness program amongst Delhi University colleges and mobilizing more than 1600 youth for the cause between 2016-2018. She made more than 2500 students aware about cancer
- Mr. Arun Gupta was invited to an international conference on “Care for Cancer” in Sweden to showcase Win Over Cancer’s skill development model

## AWARDS & RECOGNITION



Women achiever’s award 2017 by “**Naaz Foundation, Dubai**”



Arun invited as speaker on **Dr Subhash Chadra Show**



Akriti receiving the award “Young leaders making a global impact by **Women Economic Forum**”



Women of India Award 2016 by **Muskaan Foundation**



Women of Excellence award 2017 by “**Meri Delhi**”



Kavita invited as **TedEx** speaker at VIT Vellore



# Win Over Cancer Report

14<sup>th</sup> Sep 2015 to 13<sup>th</sup> Sep 2018

We are a registered 80G approved NGO. Reg No. 2762.

## Glimpse of some events



We would like to thank you for your support and look forward to your continued patronage.

Please watch our three year impact video at  
<https://www.youtube.com/watch?v=BKoyYPTqujU&t=268s>

Yours truly

Arun Gupta