



Nastenka
**Charity Foundation Helping Children
With Cancer**

**Scientific and Research Institute for Pediatric Oncology
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About the Foundation

Problems of Children's Oncology

About 5000 children get sick every year in Russia according to the Health Ministry of the RF. Behind this figure are the children who tolerate incredible physical sufferings, children who are sometimes bedridden, children on operating tables. Behind this figure are the parents whose moral sufferings are beyond reality; mothers whose smiles cover pain and fear for the lives of their children.

In recent years children's oncologists have significantly moved forward in fighting the diseases which earlier were considered to be beyond cure. With the treatment started correctly and on time, 80% of children with acute lymphoblastic leukemia, 90% with Hodgkin's granuloma and 90% with tumor of kidney can overcome their illness.

The high quality and up-to-date treatment results are complete recovery of a child. There are many thousand people in today's world who were cured from cancer in their childhood.

The core problem is insufficient financing which is the cause of the lack of medications and equipment as well as deficiency of qualified medical staff. The minimum cost of marrow transplantation, which is often the only method to save child's life, is \$ 40 000. Due to poor financing the number of transplantations done in the RF is by far smaller than the existing need. In many cases this denies for a child the last chance for life.

The material situation of families with sick children can with certainty be called distressful. It is families from the depth of Russia and broken families who face the hardest challenges, and their number is significant. According to the survey among parents in the Scientific and Research Institute for Children's Oncology, the disability pension for children with oncological diseases is 4500 to 5000 rubles. Treatment of an oncological disease is a lengthy process which takes from 7-8 months to several years. For the whole period the mothers do not have an opportunity to work, because children need thorough care.



Hard financial situation adds to the state of **continuous stress** that the **parents** go through because of the child's sickness.

Objective of the Foundation:

to increase the quality of diagnostics and treatment of children with oncological diseases, to provide all kinds of help to their families.

The main recipient of the Foundation beneficent aid is Scientific and Research Institute for Pediatric Oncology of the Russian Scientific Oncology Center of N.N. Blokhin with the Russian Academy of Medical Sciences, where over 140 children from different regions of Russia are taking treatment.

Programs of the Foundation

1. Helping the Hospital program

- Acquisition of medications, medical equipment and consumables.
- Search of funds for treatment of certain patients.
- Assistance in preparing qualified medical personnel.
- Improvement of working conditions of medical personnel.

2. Helping the Family program

- Material assistance to the families of sick children
- Psychological support of children and their parents
- Improvement of living conditions of children and their parents staying in hospital
- Paying for travel and residence of families from other cities.



3. Smile program

- Carrying out festivities, entertainment programs, concerts, tours.
- Gifts for sick children.

4. Volunteer program

- Attracting volunteer workers for work in the Foundation

5. Every Child is a Citizen of the World program

- Attracting international social and charity organizations for cooperation with the Foundation
- Raising awareness of the government

and public about the problems of children's oncology departments and families of children with oncological diseases.

Why cooperate with *Nastenka*

1. *Nastenka* Charity Foundation is independent on the government and on corporate giant sponsors. This provides freedom in decision-making done by the Foundation staff themselves, as well as in creation and implementation of the projects jointly with different companies and individual benefactors.
2. The Foundation works directly with the Scientific and Research Institute for Pediatric Oncology and Hematology being in close contact with the sick children, their parents and doctors. That's why the Foundation staff know best what kind of help is needed and what's the most effective way to provide it.
3. The Foundation enjoys good reputation, being very well known among benefactors, and has long history which proves its reliability and commitment.
4. Health of children is health of our country, and we can have our influence on that when and where it is most necessary.

Opportunities for joint projects

1. Cause related marketing

The company gives its clients the opportunity of taking a kind action – to make their impact on saving children with cancer - while buying its product or service.

A charity markup (in size of 1% or less) is added to the fixed price of the product. The amount is not considerable comparing to the original price and is chosen by the producing company (or the official representative in case the producing company does not present in the country).

This is marked on the product package, in the shops where it is sold and so on. Moreover, a social advertisement campaign can be held.

The company does not spend resources directly on charity. It covers only product promotion expenses while determining the volume of PR campaign.

Benefits:

- Improved image, respect and customers loyalty
- Brand highlighting among competitor ones thanks to social responsibility of the company
- Consumers quantity increasing as every person feels grateful when paying for charity

Examples: the largest project in the world Join RED, Sberbank bank card “Podari zhizn” (“Make a present of life”)

2. Joint charity events

When taking part in joint charity activities the company gains promotion for wide audience. As the partner of a charity event helping children with oncology diseases the company gets a status of a social-responsible one.

The aim of our charity events is to attract the attention of the society to the issue of childhood oncology so that more and more people are ready to help. It includes such events like:

- charity concert
- charity marathon, auction, flash-mob, holiday, festival, etc
- advertisement, information campaign
- and others

Example: Avon march against breast cancer on Vasilievskiy spusk (the very center of Moscow).

3. The programs of employees' donations and corporate volunteering

The programs of employees' donations

Firstly the program involves distribution of posters and information concerning Foundation activity in the company office.

Programs also includes following kinds of activities:

- Providing opportunity to transfer some amount of money from employee salary according to his/her wish to the Foundation through the company accounting department
- Informing the employees about Foundation needs, hospital and children necessities, opportunities to provide help. Information is distributed via e-mail, publications in corporate magazines any other way. Staff of the Foundation is always ready to make a presentation in the company office.
- To gather charity donations in the office while holding :
 - Charity lottery
 - Marathon
 - Creative charity events

Reports on money spent and children got help are presented to the company.

Programs of corporate volunteering

An individual program is designed for each company according to the aim of the Foundation and preferences and capabilities of the employees. For example it can be an organization of:

- professional support to the work of the Foundation
- unusual fundraising events
- developing and entertaining studies with children
- relevant courses and trainings for doctors and staff of the Foundation
- events for parents of sick children

When holding programs like employees donations and corporate volunteering the company does not spend expenses directly on charity yet it gives opportunities for its staff to make their impact in solving a huge problem of childhood oncology. Therefore the company shows its care on staff and creates a positive working atmosphere.

These programs can be hold as a part of

corporate events and teambuilding due to the fact that they solve the following objectives:

- Raising the staff loyalty to the company
- Team bonding thanks to common activities with noble aim

Personal satisfaction on making a charity donation or volunteering with the help of one's employer company. Example: "A day of beauty" project organized by Dessange company in the Institute of childhood oncology.

Other opportunities for cooperation

1. **Sponsorship support of the Foundation.** Regular transfers to the accounts of the Foundation for realization of its goals. The Foundation provides reports about receipt and spending of funds.
2. **Provision of free products or services** produced by the company to the families of children with oncological diseases, to the hospital or to the Foundation as a part of its programs and projects.
3. **Purchase and free donation of medicines and medical equipment** to the hospital of the Scientific and Research Institute for Pediatric Oncology at Russian Scientific Oncology Center of N.N. Blokhin with Russian Academy of Medical Sciences
4. **Participation in charity events for the companies:**
 - Annual bowling tournament (fee for the team participation is a charity donation),
 - Other contests, corporate games, exhibitions, fairs and other events.
5. **Other ways** to include charity in social responsibility policy of the Company: for example, children and their parents can be clients \ future clients of the company.

Your benefits from cooperation

Beside the opportunity to take part in solving the most vital problems through helping children with oncological diseases, charitable activities of the Company will be an effective method to achieve its own objectives.

On the whole, cooperation with *Nastenka* Foundation provides the following benefits for you:

- Reputation of a socially responsible company, loyalty and commitment of customers, employees and partners
- Charity is a necessary part of social report, which is key for attracting investors and ensuring loyalty of the government
- Placing the Company logo on all marketing materials of the Foundation, which will contribute to quality promotion and add value to the brand
- Mentioning the Company in mass media in connection with charity
- Opportunity to make own possible contribution in solving the major problem, i.e. increasing the quality of diagnostics and treatment of children with oncological diseases.

Examples of projects and cooperation

Bowling tournament

Every year we carry out a charity bowling tournament. *Apelsin* club kindly provides 16 lanes for the tournament. Each participating team makes charity donations as payment for lanes, and this way we collect money for the acquisition of medicines or equipment for the departments of the Institute. The tournament participants include corporate and individual sponsors, bankers, businessmen, performing artists, athletes.

Day of Beauty for mothers

From time to time we carry out a Day of Beauty for mothers together with hair-dressers, photographers and stylists right in the Scientific and Research Institute for Pediatric Oncology. It is very rare that the mothers can use their time for themselves, because they give all their physical and moral powers and time to children who need thorough care. This day becomes one of the bright impressions among the hospital routine.

Million Hearts event



Every year we carry out a *Million Hearts* charity event, when we propose to people to write kind wishes of recovery for children with cancer. This event helps to raise awareness of individuals and public to the problems of children's oncology. The partners to the event are annual jazz festival in Arkhangelskoe estate, Tea Gardens in Vorontsovo estate, a chain of supermarkets, leading institutions of higher education in Moscow.

Further steps

We offer to develop an individual program of cooperation with your company. We will be glad to answer all your questions on the following phone numbers: (495) 980-53-77, 8 (926) 245-10-51 Ms. Lyubov Ermolayeva, PR Manager, 8 (495) 585-41-01 Mrs. Jamilya Alieva, Chairwoman of the Foundation.