

Jan 2020 Designing a New Decade



The childhood cancer epidemic

Malnutrition is making it worse.

A photograph of a young child's torso and arm. A person's hands are using a white measuring tape to measure the child's upper arm. The child is wearing a black beaded necklace and a red bangle on their right wrist. The background is a plain, light-colored wall.

70%

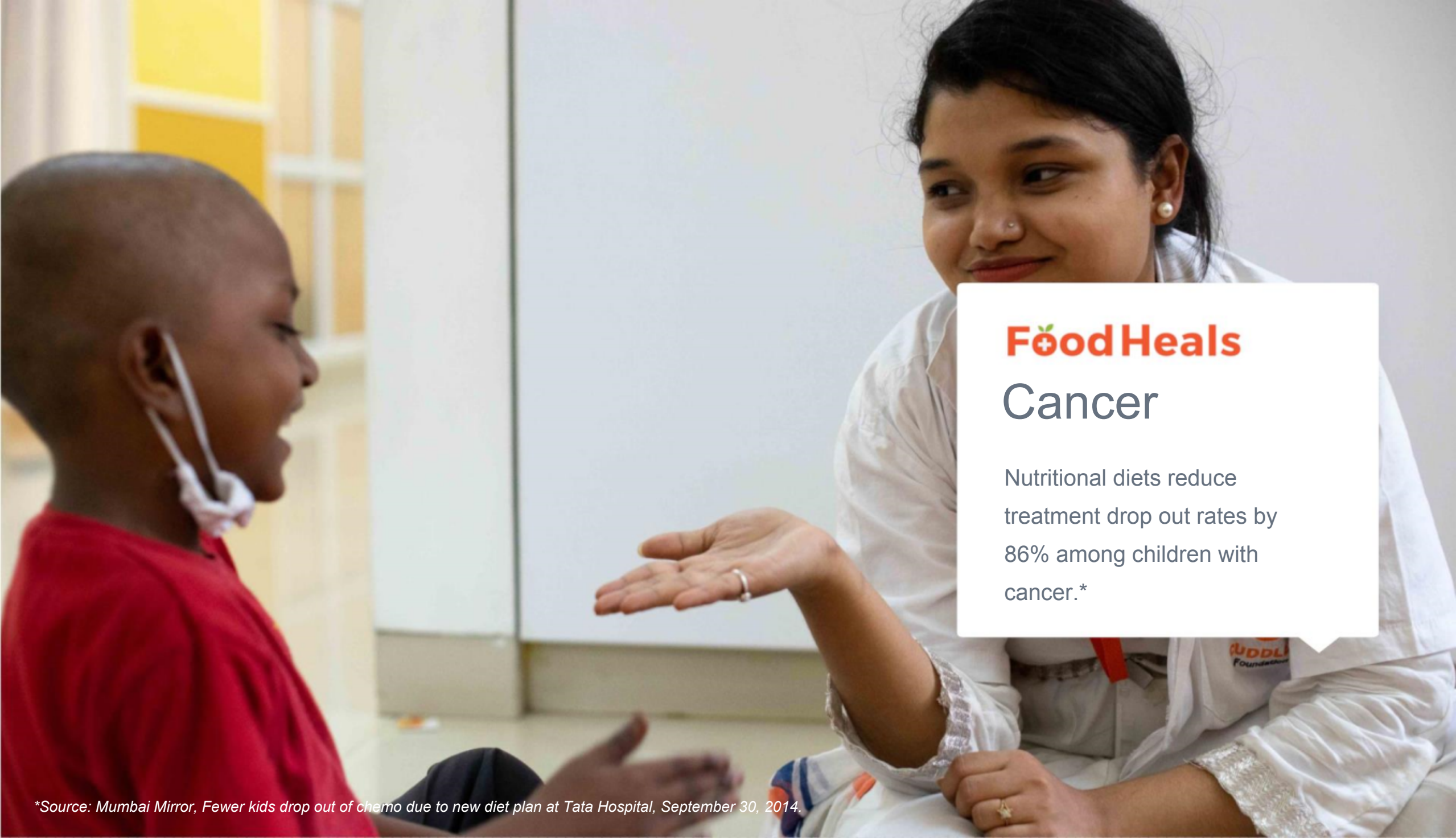
OF ALL CHILDREN
WHO HAVE CANCER
IN INDIA ARE
MALNOURISHED.

80%

OF THEM DON'T
SURVIVE BECAUSE
OF IT.



Food 'x' Medicine = FoodHeals



Food Heals Cancer

Nutritional diets reduce treatment drop out rates by 86% among children with cancer.*

**Source: Mumbai Mirror, Fewer kids drop out of chemo due to new diet plan at Tata Hospital, September 30, 2014.*



Nutrition helps medicine work!

“I don't have enough words in my vocabulary to express my gratitude to the entire Cuddles team for the great work done by drawing our attention to nutrition and helping families cope with the distress during the entire treatment.”

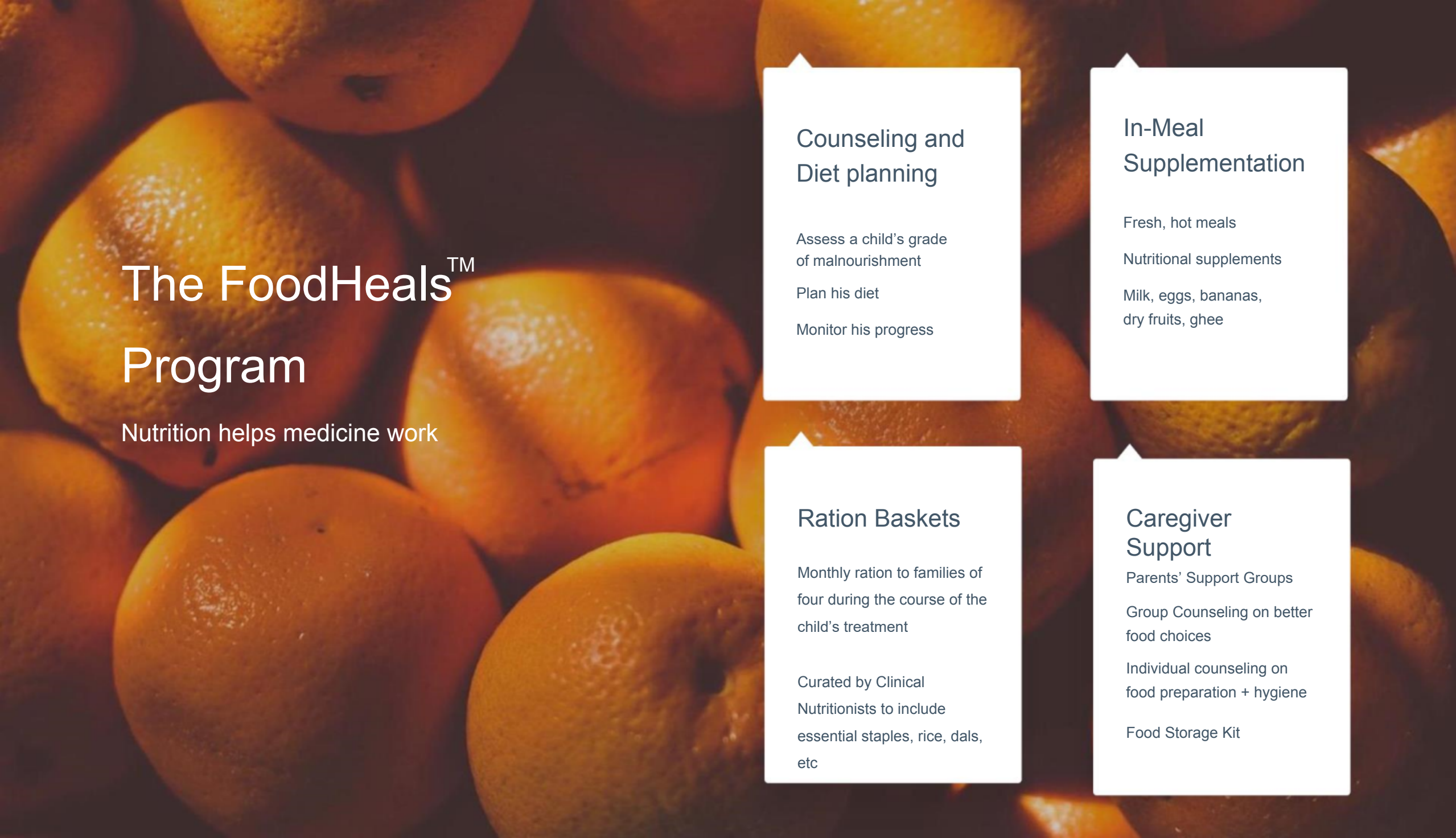


~ *Prof. Prantar Chakrabarti*
HOD, Haematology, NRS
Medical College, Kolkata.

Why partner with Cuddles Foundation

- National Award winning non-profit
- Strong team of Clinical Nutritionists
- Only Indian non-profit on the National Cancer Grid
- MoUs with all major Cancer hospitals of the country





The FoodHealsTM Program

Nutrition helps medicine work

Counseling and Diet planning

Assess a child's grade
of malnourishment

Plan his diet

Monitor his progress

In-Meal Supplementation

Fresh, hot meals

Nutritional supplements

Milk, eggs, bananas,
dry fruits, ghee

Ration Baskets

Monthly ration to families of
four during the course of the
child's treatment

Curated by Clinical
Nutritionists to include
essential staples, rice, dals,
etc


Caregiver Support

Parents' Support Groups

Group Counseling on better
food choices

Individual counseling on
food preparation + hygiene

Food Storage Kit

A group of young children, mostly boys, are standing on a playground with red metal railings. In the foreground, a boy in a red shirt is smiling and making a peace sign. Behind him, another boy in a green shirt is also making a peace sign and wearing a white face mask. Other children are visible in the background, some also making peace signs. The scene is outdoors with a building in the background.

Our Goals in 2020 - 21

Give every child fighting cancer a
chance at cure.

Serve at 10 new hospitals.

Reach out to 8 new cities.

Who are we impacting?

Children with Cancer

So they get better soon!

Doctors

Bridging the gap between medicine and nutrition. Improving treatment outcomes

Caregivers and Parents / Moms

So they make better food choices at home



How it works



Assess
Malnutrition

Customise
diet plan +
counselling

Nutritional
Support and
aid

Monitor
progress

Repeat until
child is
cancer-free

Impact

Current Hospitals

28

Estimated Counsels last year

1,50,000

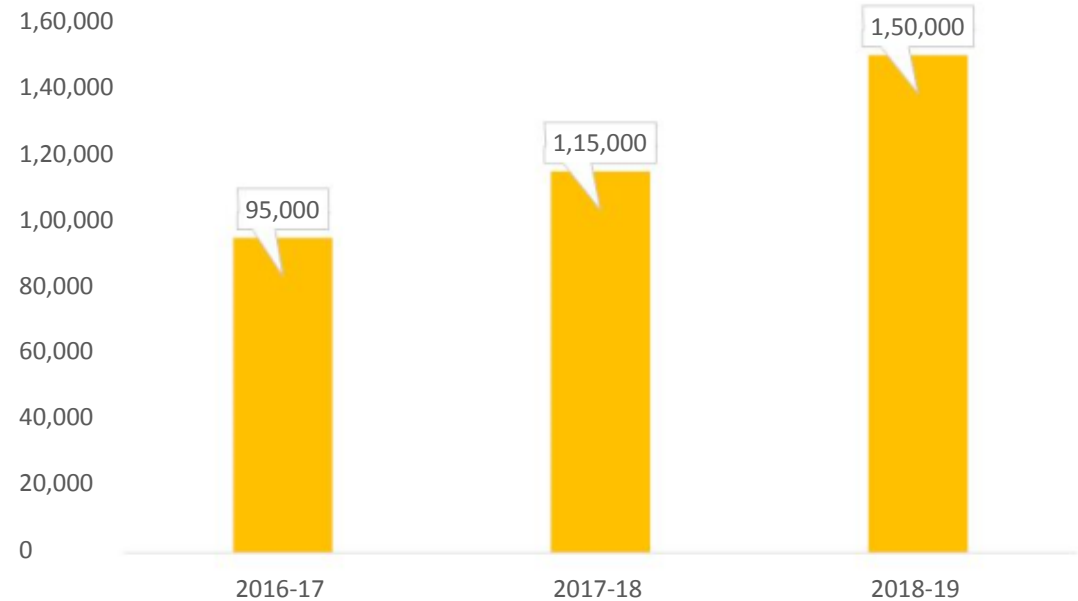
Cities

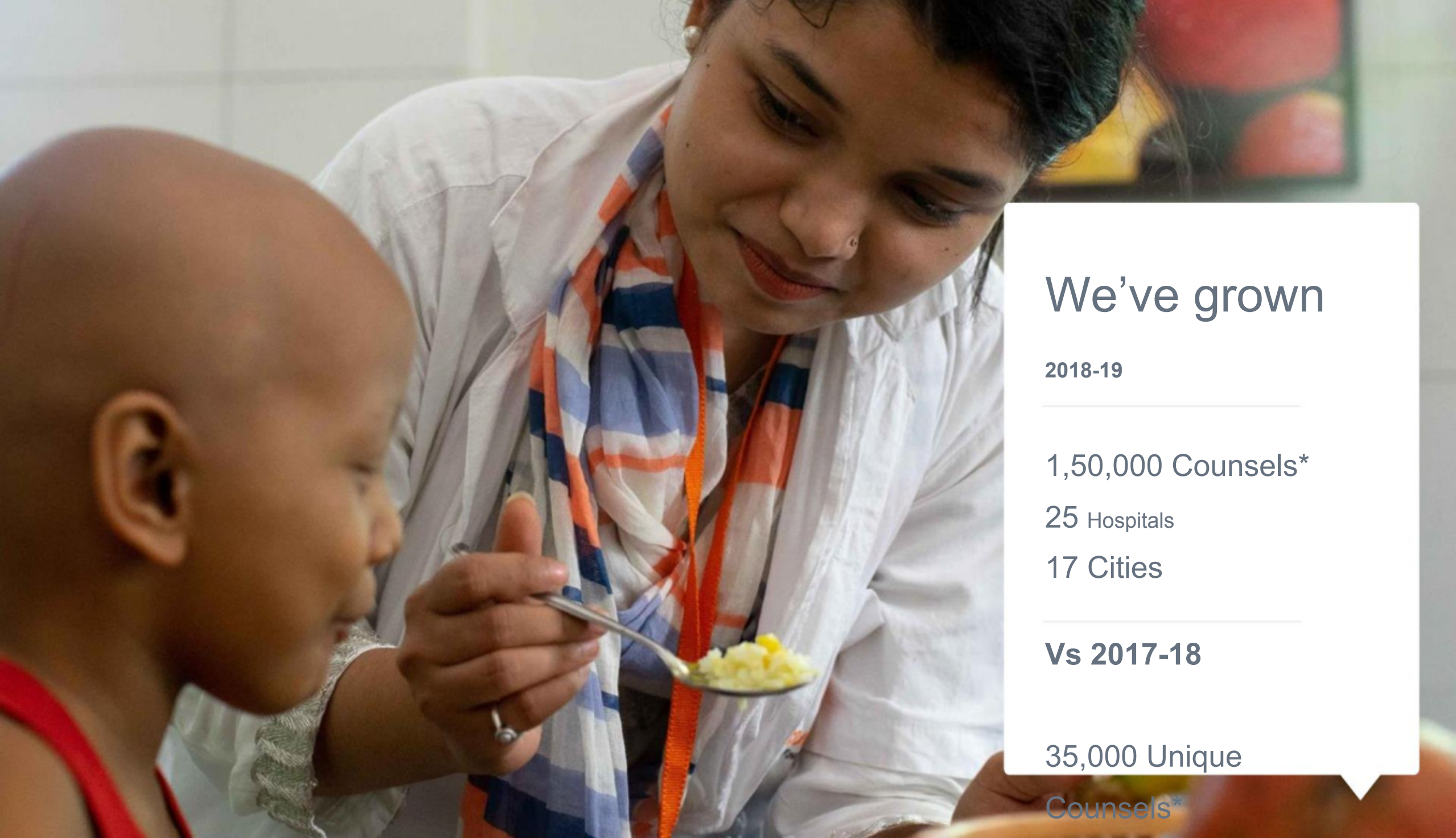
19

Our impact over
the years.

#FoodHeals

Estimated counsels over the years





We've grown

2018-19

1,50,000 Counsels*

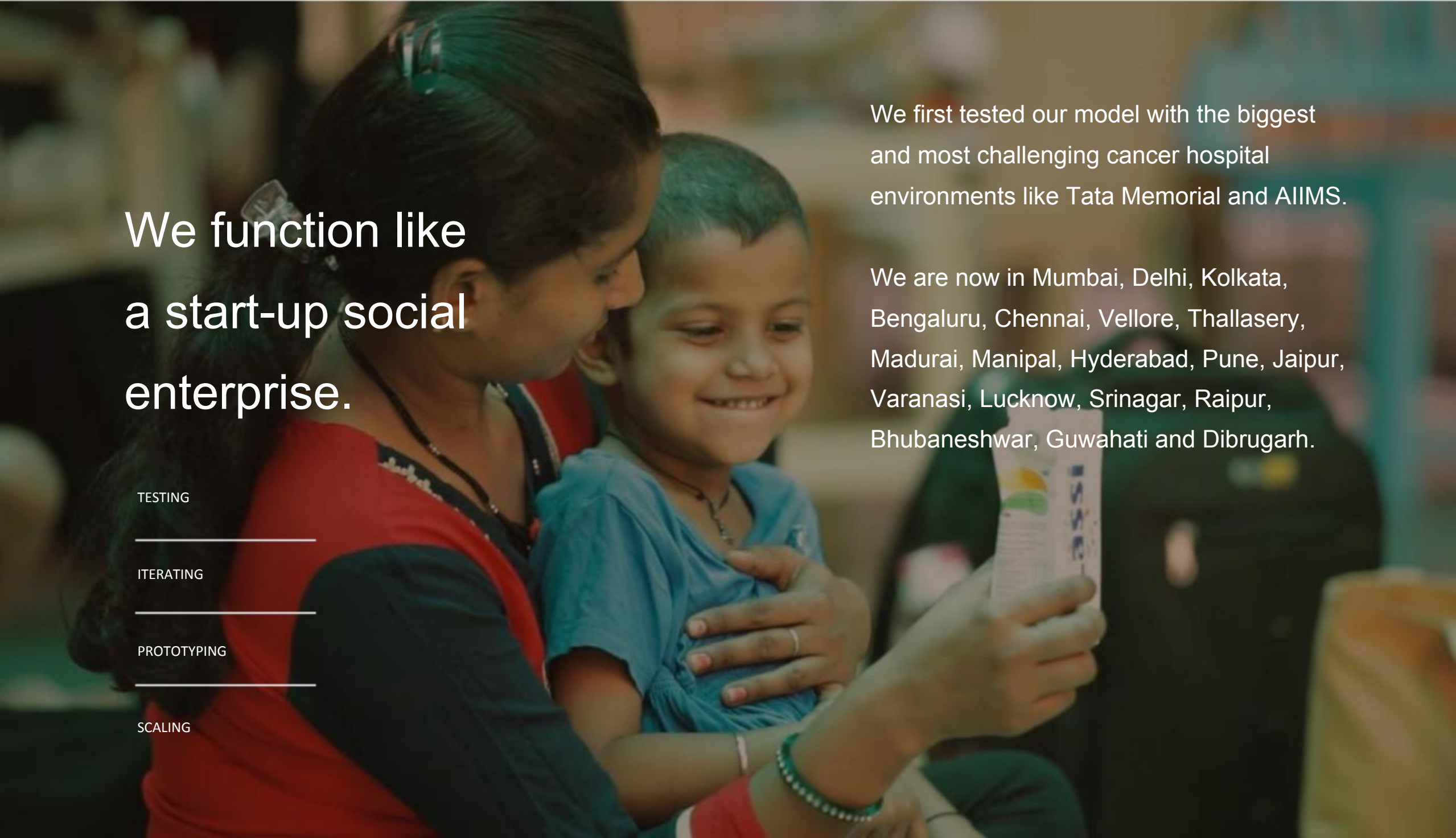
25 Hospitals

17 Cities

Vs 2017-18

35,000 Unique

Counsels*

A woman with dark hair tied back, wearing a red and black sari, is holding a young child in a blue shirt. They are both looking at a small pamphlet or brochure that the woman is holding. The child is smiling. The background is blurred, showing other people in a crowd.

We function like a start-up social enterprise.

TESTING

ITERATING

PROTOTYPING

SCALING

We first tested our model with the biggest and most challenging cancer hospital environments like Tata Memorial and AIIMS.

We are now in Mumbai, Delhi, Kolkata, Bengaluru, Chennai, Vellore, Thallasery, Madurai, Manipal, Hyderabad, Pune, Jaipur, Varanasi, Lucknow, Srinagar, Raipur, Bhubaneshwar, Guwahati and Dibrugarh.

100% Transparency.

Know where and how your money is saving lives. When you give to Cuddles, you can visit any of our hospitals to see how you are impacting young lives with food and nutrition.

[ANNUAL REPORTS](#)

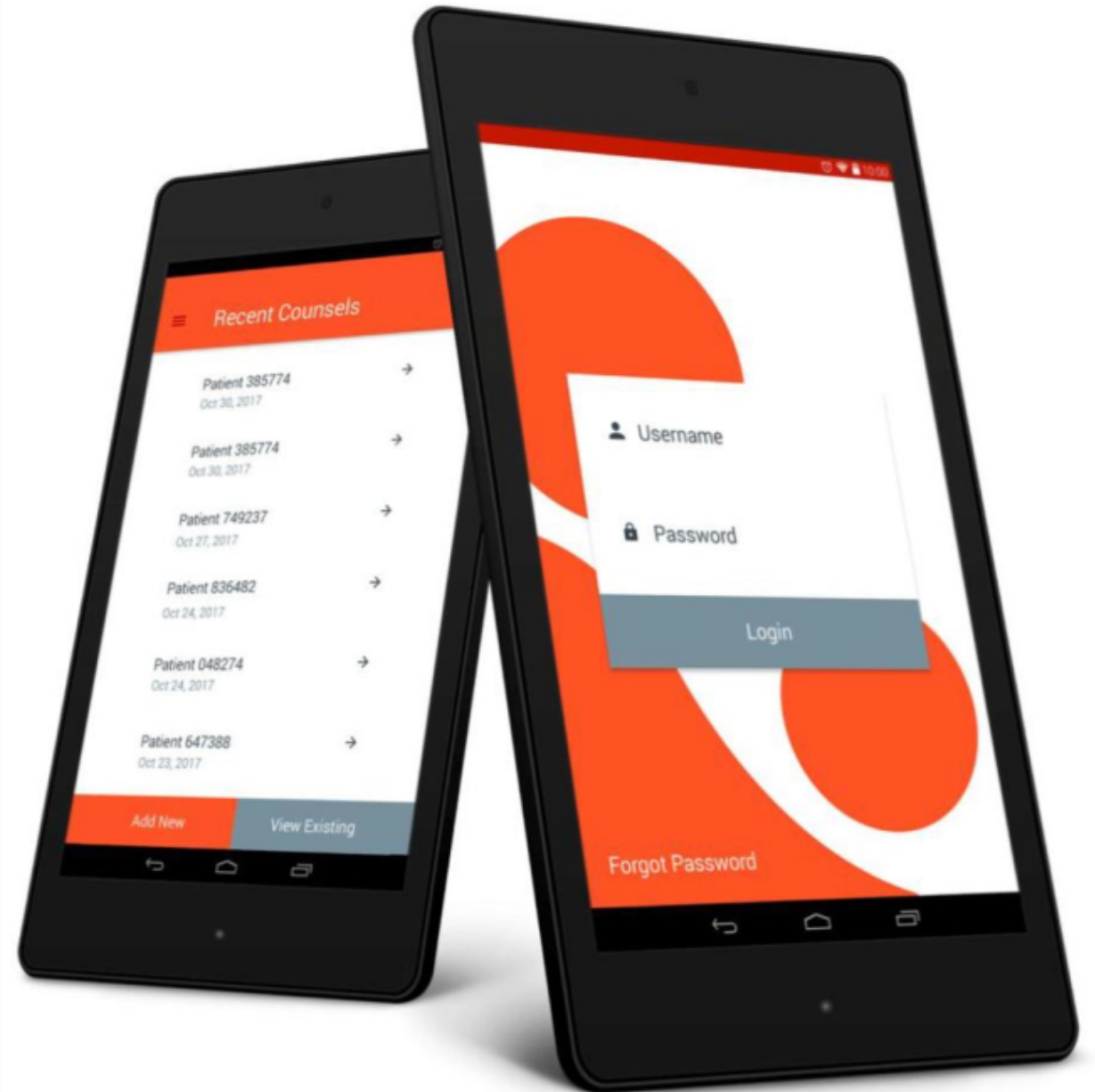
[QUARTERLY REPORTS](#)

[HOSPITAL VISITS](#)

Using Tech for Impact

The FoodHeals App

To provide standardized nutrition counsel and care to children fighting cancer across India, we **have** developed a tablet-based Android App to aid nutritionists to assess and treat malnutrition.





Infosys Aarohan Social Innovation Awards

Top 30 from 900 applicants

ISO 27001 certified

Rolled out in 10 hospitals



Closed the nutrition hygiene gap from home to hospital


Through a pilot with 1,132 Food Storage kits rolled out in Delhi, Mumbai, Bangalore, Hyderabad, Kolkata, Chennai and Pune.

FoodHeals™ App

An android based app that assists our nutritionists recording anthropometric measurements and dietary recall and calculating the grade of malnourishment and nutritional deficiency in a child.

It's currently being piloted in 10 hospitals across India.





All this to nourish
children so they
get better soon!

We cannot save 50,000 lives without you.

Here's how you can partner with us. Be a...

Nourisher

Adopt a hospital's
Cuddles Nutrition Program

Preserver

Co-adopt a hospital's
Cuddles Nutrition Program

Provider

Adopt a program across
hospitals.

Be a Nourisher. Adopt a hospital.

Support Cuddles Foundation as a
Nourishing Partner for 3-years.

We cannot abandon children mid-way
through treatment. A typical cancer
treatment from diagnosis to follow up
lasts for 3-years.

Impact

Provide Nutritional Counseling &
Diet Planning

Provide Healthy Food &
Nutritional Supplements

Program benefits

EXCLUSIVE PROGRAM
NAMING RIGHTS

SIMPLE LAUNCH CEREMONY AT THE
ADOPTED HOSPITAL

EMPLOYEE ENGAGEMENT AT THE HOSPITAL
ONCE A YEAR

LOGO PRESENCE ON THE CUDDLES WEBSITE

SOCIAL MEDIA PROFILING
& REACH 17K + FOLLOWERS

CEO DONOR PASSES FOR OUR ANNUAL FUNDRAISING
GALA – MEHER IN MUMBAI.

STANDEE BRANDING AT MEHER.

QUARTERLY IMPACT REPORT

**Your contribution will help us
feed
the children's hunger
for life at the hospital**

**We cannot abandon children
mid-way through treatment.**

**A typical cancer treatment from
diagnosis to follow up lasts for 3-years.**



Our Awards

National Award for Child Welfare
(2015-16)

UNGC and Akshaya Patra
Foundation's Nourisher Award
(2018)

ICICI Advantage Women's Award
(2018)

Outlook Poshan Award (2019)

Our supporters

TATA TRUSTS



Pirojsha Godrej
Foundation



**VOLKART FOUNDATION
INDIAN TRUST**



World Pranic Healing Foundation



Feed a Child. Starve Cancer.

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