

I AM
AND
I WILL



World
Cancer
Day

A Report on MAHAK's Activities for 2021 World Cancer Day Campaign



MAHAK

Society to Support Children
Suffering from Cancer

mahak-charity.org



A MEMBERSHIP ORGANISATION
FIGHTING CANCER TOGETHER

Message from the CEO



It goes without saying that the COVID-19 pandemic has intensely altered many facets of people's life around the world during the past year. The masks, the disrupted and rearranged working environments, the ongoing collective need to monitor and safeguard against virus transmission, and the economic fluctuations all testify to this. But there is one important thing that Coronavirus has not changed: capacity of Iranian civil society members and their willingness to engage and support cancer-stricken children who are more vulnerable during pandemic.

During almost 30 years of existence, MAHAK has always strived to remain a pioneer in its activity fields and attract the individuals and organizations' attention to childhood cancer regardless of their profession and specialty. Since childhood cancer is not preventable but it is absolutely curable if detected early, awareness about the types of childhood cancers, its symptoms and treatment methods as well as access to diagnostic facilities result in early diagnosis and consequently to less painful, less costly and more effective treatment.

Accordingly, as a pediatric cancer care center, MAHAK 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 for the society.

In an environment where access to essential medications was limited due to embargos, the pandemic became a greater burden and changed priorities. Therefore, MAHAK reinforced its focus on social networks for its 2021 WCD campaign and planned to run numerous activities with the cooperation of its ever-expanding family. The following is a report on MAHAK's activities on the occasion of WCD and ICCD 2021.

As the CEO of MAHAK and on behalf of all my colleagues, I would like to express my sincere appreciation to individuals, groups and organizations that support cancer-stricken children in all circumstances and assist us in spreading our word. I hope our mutual efforts will result in survival of many more children from cancer and would ultimately lead to eradication of this disease.

MAHAK Campaign in Numbers



5 well-known landmarks and historical places

illuminated orange in three cities of Iran

Over 100 celebrities

shared posts on social media in support
of the WCD campaign.

Over 1,200 of MAHAK's staff and volunteers

joined the WCD campaign

8,000 donation boxes

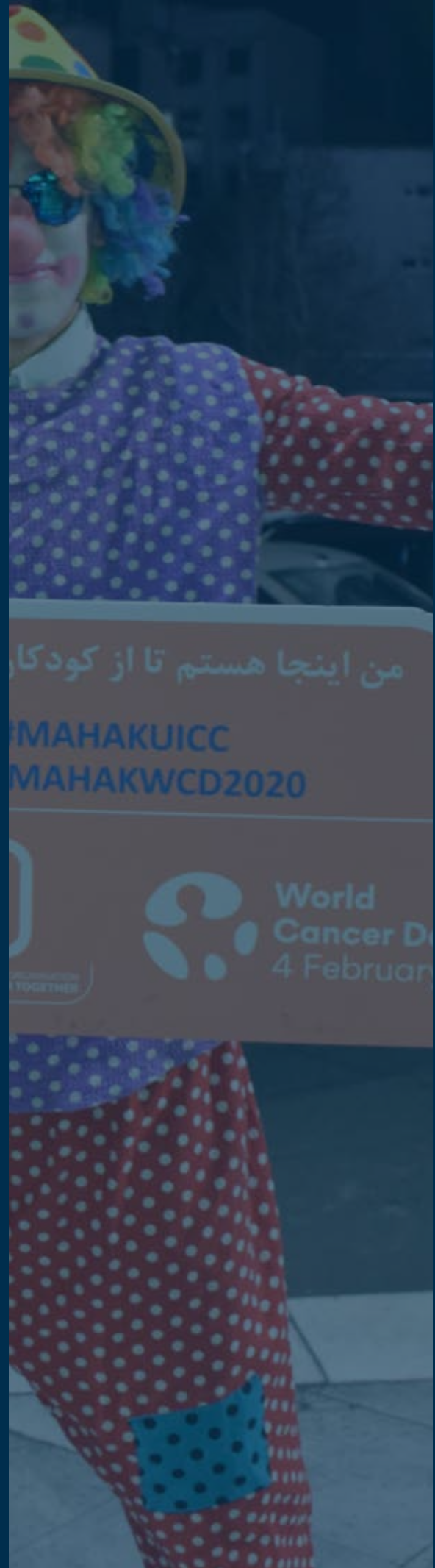
with campaign introduction tags were
distributed among MAHAK's benefactors

Over 1,150,000 engagements

were reached by #IAmAndIWill Instagram
posts

Over 600 students

were informed about the campaign and
joined the campaign





Measures Taken **by Artists and Celebrities**

In the third year of World Cancer Day with the theme of “I AM AND I WILL” MAHAK has received great support and engagement from well-known artists and celebrities as the previous years.

The strength point of 2021 campaign was the engagement of graphic designers who joined to turn the color of love to orange for cancer-stricken children through their precious artworks.

In a situation that over 20,000 cancer-stricken children are under treatment with 6 new cases adding every day, the collaboration and support of more societal actors is essential. With more benefactors, artists and celebrities joining the cancer awareness campaign, larger strata of the society will become aware of childhood cancer and its symptoms.

• Artists and Celebrities

As the previous year and by MAHAK invitation, **more than 100 Iranian celebrities** joined MAHAK's campaign by designing and publishing their 'I Am And I Will' message on their Instagram to help MAHAK in raising awareness about cancer especially pediatric cancer. Their most frequent messages were: "I am a member of the ever-expanding family of MAHAK and I will support cancer-stricken children." The artists and celebrities who joined MAHAK's campaign



1. Afsaneh Chehreh Azad
2. Afsaneh Haghshoar
3. Akbar Zanjanpour
4. Ali Radmand
5. Alireza Haghighi
6. Alireza Khamseh
7. Amir Abedi
8. Amir Hossein Rostami
9. Amir Reza Delavari
10. Amir Shahab Razavian
11. Amirhossein Babaei
12. Amirnaser Ranjbar
13. Arash Zellipour
14. Ardeshir Kamkar
15. Aref Gholami
16. Art for Peace Festival
17. Atefeh Razavi
18. Azadeh Moayedifard
19. Babak Borzouyeh
20. Babak Nouri
21. Barouk Music Band
22. Bijan Kamkar
23. Borzou Arjmand
24. Cyrus Ebrahimzadeh
25. Ebrahim Haghighi
26. Ehsan Analooyi
27. Ehsan Karami
28. Ehteram Boroumand
28. Elham Pavenezhad
30. Elika Abdolrazzaghi
31. Elka Hedayat
32. Farah Ossouli
33. Faranak Arta
34. Farzin Mohaddes
35. Fatemeh Motamed Arya
36. Felor Nazari
37. Fereydoon Farbod
38. Forough Houshang
39. Gelareh Abbasi
40. Ghashang Kamkar
41. Gity Khameneh
42. Habib Rezaie
43. Hana Kamkar
44. Hassan Fathi
45. Hassan Majouni
46. Hediyyeh Bazvand
47. Hooman Haji Abdollahi
48. Houshang Kamkar
49. Iraj Nozari
50. Kar0en Homayounfar
51. Kaveh Sepandar
52. Kohan Music Band
53. Leila Aghasi
54. Manijeh Hekmat
55. Mansour Zabetian
56. Maral Bani Adam
57. Maryam Ebrahimpour
58. Maryam Masoudi
59. Maryam Shirzad
60. Maryam Zandi
61. Mehdi Goudarzi
62. Mehdi Soltani Sarvestani
63. Mehran Ahmadi
64. Mehrzad Khajeh Amiri
65. Milad Omranlou
66. Milad Sarlak
67. Mohammad Reza Mandani
68. Mohammad Solouki
69. Najmeh Tajadod
70. Nasrin Nosrati
71. Negin Sarir
72. Newsha Barimani
73. Omid Mohammadnejad
74. Omran Forouzes
75. Onish Aminelahi
76. Pajand Soleymani
77. Pantea Mansouri
78. Parviz Parastouei
79. Payam Azizi
80. Poupak Azimpour
81. Reza Dormishian
82. Reza Rafii
83. Reza Yazdani
84. Saba Kamkar
85. Saeid Aghaei
86. Sahar Dolatshahi
87. Saloumeh Parsaayi
88. Saman Ehteshami
89. Saman Khosravani
90. Sepideh Golchin
91. Shabnam Moghaddami
92. Shahrokh Hedayati
93. Shahrzad Abdolmajid
94. Shahrzad Esfarjani
95. Siavash Saffarian
96. Tara Behbahani
97. The Kamkars Music Group

• Precious Artworks of Renown Iranian Graphic Designers

This year, **nine of the most prominent graphic designers in the country** accepted MAHAK's invitation for joining the 2021 campaign in the most beautiful manner possible. The Well-known graphic artists have shown their support for the treatment of more than 20,000 children with cancer with their world of art. These artists portrayed the color of love in the most beautiful way possible by deploying the color of orange, the color of WCD campaign.

The designers who joined MAHAK's campaign:

Farzad Adibi

His artworks are classified in cultural graphic in the field of press and publications layout. He has received many awards in the mentioned field. Adibi is a professor in national and international universities.



Onish Aminelahi

He is a graphic designer. He has been a board member at Iranian Graphic Designers Society from 2013 to 2016. Aminelahi's works have been published by The Center for the Study of Political Graphics in 2011 and 2013.



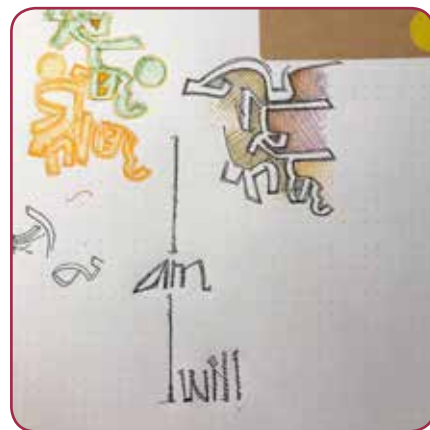
Ebrahim Haghighi

He is a graphic designer, photographer and filmmaker. He is a prominent contemporary artist and is known for his logo designs. He is a member of Alliance Graphique Internationale and The Iranian Documentary Filmmakers Association.



Hadi Heidari

He is a journalist, painter and cartoonist. He has been a jury member in different journalism and cartoons festivals. Heidari has been a member of International Federation of Journalists. He received Omid Journalism Prize in 2014.



Damoon Khanjanzadeh

He is a graphic designer, typographer and font designer. He is a member of Iranian Graphic Designers Society and is a professor at Sooreh Art University of Tehran. Khanjanzadeh has had numerous national and international accomplishments and achievements.



Ali Radmand

He is a cartoonist, illustrator, animator and graphic designer and is one of the outstanding faces of contemporary illustration in Iran. Radmand has received different national and international prizes from cartoons and illustrations festivals.

Majid Abbasi

He is a graphic designer who is known for being professional in packaging, publications layouts and his artworks which focus on corporate identity. He is a professor at the college of Fine Arts at University of Tehran. His art pieces have been displayed in Iran and several countries including Germany, Japan, Belgium and etc.

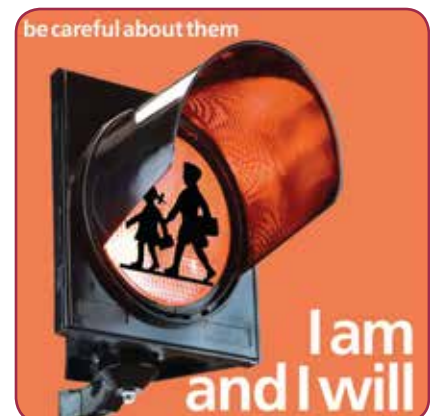


Saed Meshki

He is renown for his artworks on corporate identity and publications layout. He has received many national and international awards from European countries including the Czechia Republic and Poland.

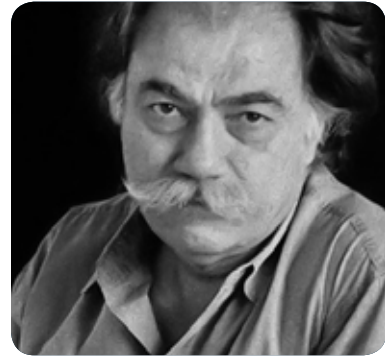
Alireza Mostafazadeh

He is a member of Iranian Graphic Designers Society. His artworks have been displayed and received awards in national and international galleries and festivals. He is a university professor at College of Fine Arts at University of Tehran. Mostafazadeh is also a prominentr brand consultant.



• Morteza Momayez Foundation

Morteza Momayez Foundation, bearing the name of a prominent Iranian graphic designer and illustrator, donated two of the invaluable works of this late artist to MAHAK to support the children with cancer going through difficult days of treatment. After learning about the graphic artists' collaboration with MAHAK, his son Anoushiravan Momayez, donated artworks of his father to MAHAK as well so that the memory of those who passed away due to cancer would continue to live on.





• 1st Virtual “I Am A Winner” Painting Exhibition

The 1st virtual painting exhibition entitled “I am a winner” was held from February 3 to 10 in line with the campaign of UICC on the occasion of the World Cancer Day with the slogan “I am an artist and I strive for the victory of children with cancer”.

According to a 14-year tradition, this exhibition was organized by Tara Behbahani an artist and permanent member of MAHAK family, and was held virtually for the first time due to the prevalence of COVID-19, with a symbolic display and sale of students’ paintings for a week on MAHAK’s Farsi website.

The revenue generated from the symbolic sale of paintings of the academy’s students will be used for treatment and support of more than 20,000 of MAHAK children who are in the treatment phase. “I am a winner” is a colorful world that has been given to their little friends at MAHAK by 64 students from Tara Behbahani Academy to continue the path of fight and victory against cancer.



• The Little Turtle and the Orange Sea; A Story of Inspiration

Before the pandemic hit, the physical presence of volunteer artists at MAHAK was one of the exciting programs for children under treatment at MAHAK hospital. During the past year, all the visits to hospital wards were restricted to safeguard children's health through social distancing. However, their mental health and childhood days are still a priority for all treatment and supportive teams. Therefore, all the programs have been recorded and sent to MAHAK children.

In line with the above-mentioned point as well as MAHAK's 2021 WCD awareness-raising campaign, "Azadeh Moayedifard", a puppeteering director and a volunteer voice actor, told the story of 'The Little Turtle and The Orange Sea' for MAHAK children to remind them how important and strong they are in their journey of fighting cancer.



آزاده مؤیدی فرد، هنرمند عزیز و دوست همیشگی
کودکان محک هم با گفتن قصه «**لاک پشت کوچولو و دریای نارنجی**»
به کمپین این روزهای محک که رنگش نارنجیه پیوسته





• The Musical Notes of Hopes Played by Children

In line with MAHAK's WCD and ICCD campaign, a group of music academies and individuals joined MAHAK to give hope and strength to children fighting cancer and raised awareness about this disease in their communities.

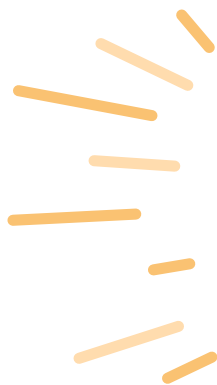
- **Manak Music Academy** young students played a musical piece for their friends at MAHAK while they were dressed in orange as a symbol of the WCD campaign.



- **Tehranpars Music Academy** supported MAHAK's campaign during February 4 to 15 by sharing posts and introducing the WCD campaign and organizing an online music festival with cooperation of their students.



- **Koohyar**, a young teenager joined the World Cancer Day campaign by playing the electric guitar in support of his friends at MAHAK.



• The Accompanying A Cappella Groups

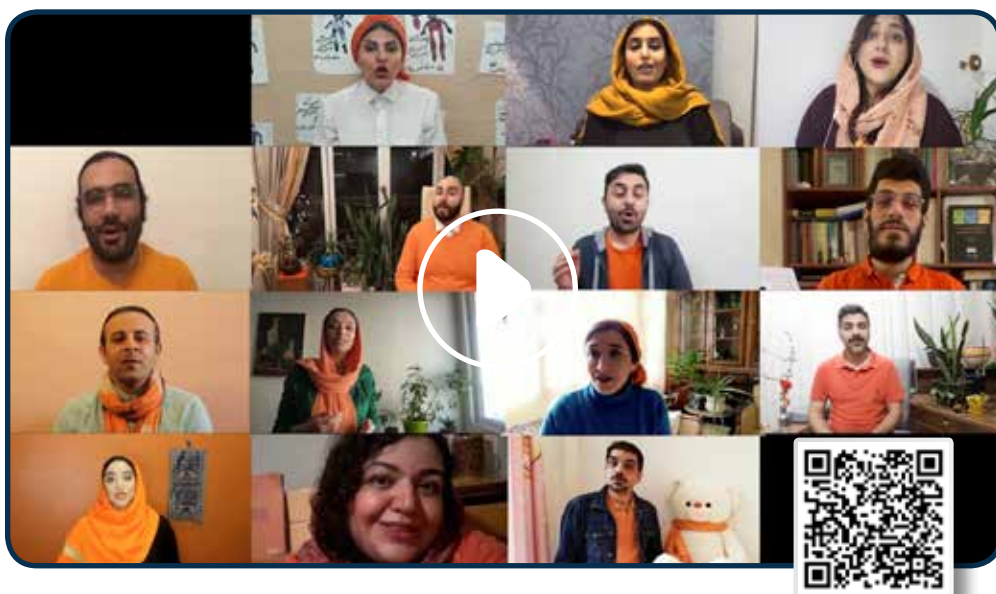
One of the interesting actions taken on the occasion of World Cancer Day was engagement of two A Cappella Groups. A cappella music is group or solo performance without instrumental accompaniment, or a piece intended to be performed in this way.

The A Capella Groups who joined MAHAK campaign:

• Damour Vocal Band



• Vocapella (Tehran Vocal Ensemble)





Landmarks Illuminated to Mark the WCD

On the occasion of the World Cancer Day and International Childhood Cancer Day, the landmarks of **Tehran and historical places in other cities** lit up in orange which is the color for raising awareness towards WCD campaign.

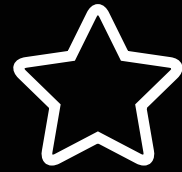
Milad Tower also known as the Tehran Tower is a multi-purpose tower in Tehran, Iran. The tower is a part of the International Trade and Convention Center of Tehran, which also includes a five-star hotel, a convention center, a world trade center and an IT park.”





Azadi Tower is a monument located on Azadi Square in Tehran, Iran. It is one of the landmarks of Tehran, marking the west entrance to the city, and is part of Azadi Cultural Complex, which also includes an underground museum.

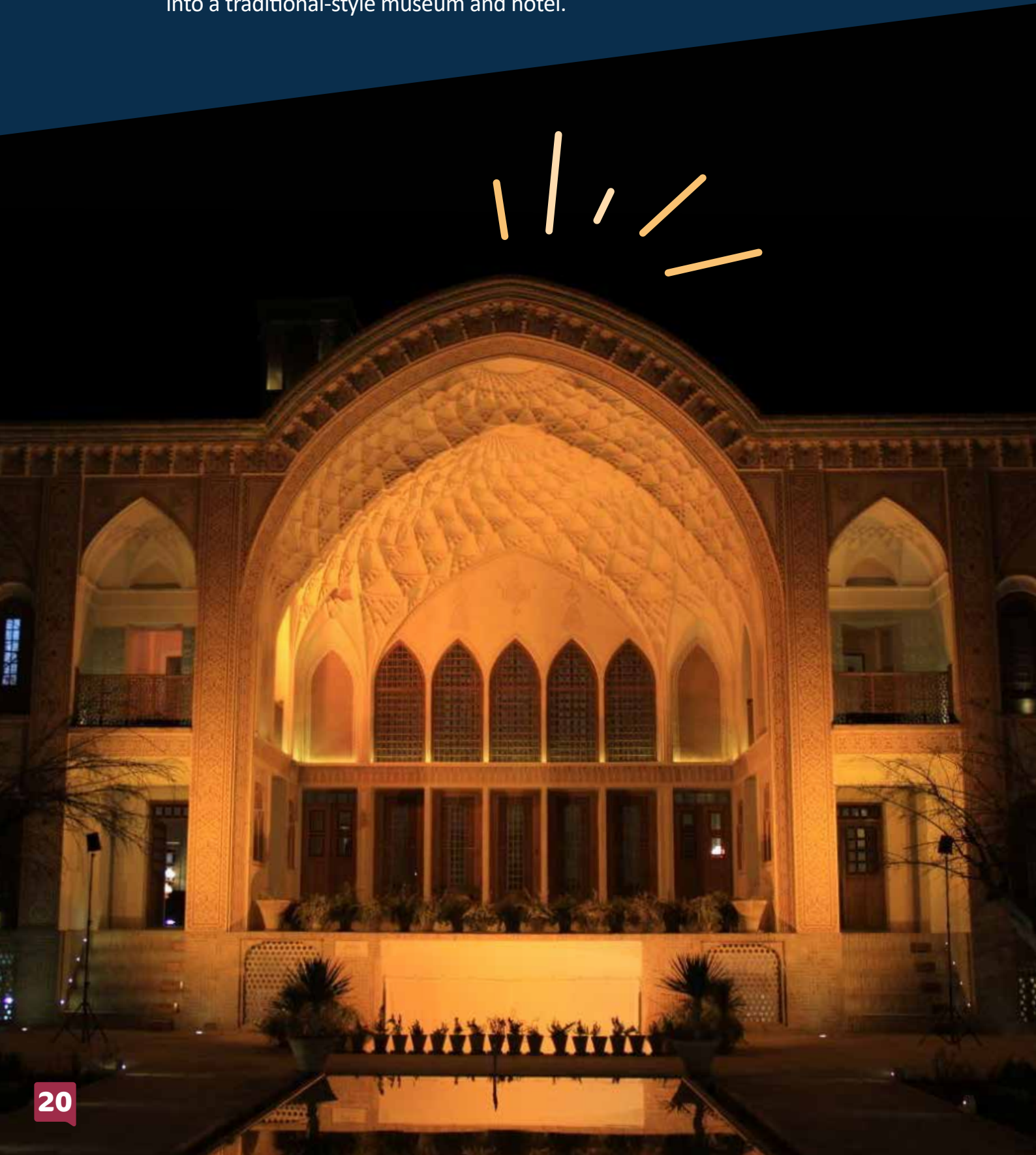




Sana Shopping Center is one of the ubiquitous malls in North Tehran. Many of the people who live in the northern part of the capital frequently visit this center. As a business entity which has supported MAHAK by different means - most recently in February 2021 - joined the campaign. Sana Shopping Center illuminated orange between February 4 to 15 to attract public attention to cancer and the necessity of raising awareness and knowledge in this regard.



Saraye Ameriha which is a large 200-year house in Kashan, Iran also joined MAHAK's campaign. It was originally built as a family residence during Zand dynasty for Agha Āmeri, the governor of Kashan, and it is now restored and transformed into a traditional-style museum and hotel.





Yakhchal House is an old house in Isfahan, Iran. it was originally built in Qajariyeh era and it is now transformed into a traditional-style hotel.

MAHAK Charity and Hospital displayed World Cancer Day logo on its building entrance through logo projection to raise awareness about this day and the importance of being concerned about this disease by the help of its volunteers.



مؤسسہ خیر بہ حمایت از کودکان مبتلا بہ سرطان (محکم)
ساحتمان یادمان «میثرا سادات میرباقری»





WCD Campaign on MAHAK's Social Media

Since MAHAK WCD campaign was organized with focus on social media, all the contents and measures taken by MAHAK and its partners are shared on different social networks.

• 'I Am A Winner' Virtual Painting Exhibition

The 1st virtual painting exhibition was held at MAHAK and the paintings were symbolically sold on MAHAK's online shop.





• How to make a WCD Poster

In order for all people to learn how to create their own-made 'I Am And I Will' posters, MAHAK made a video to promote the instruction.

• WCD Uniformed Posters

Ten uniform posters with messages have been designed and published for people who like to use ready-made posters.



• Changing the Profile Photos to Orange

On February 3, MAHAK invited its stakeholders to use WCD logo as their profile photos for three days and provided them with the logo file.

Engagement
14692



• 1st Crowd Funding Project at MAHAK

MAHAK has launched its 1st crowd funding project on the occasion of the World Cancer Day successfully raising funds for a replacement part for one of its radiotherapy machines.

Engagement
17123



• Taking Photo from Orange Objects around You

All stakeholders were invited to share photos with and of orange items around them and send their message of I Am And I Will.

Engagement
8755



• Orange and Gold Products on MAHAK Online Shop

The volunteers of MAHAK produced some orange and gold key-chains which are the colors for world cancer day campaign and childhood cancer awareness respectively. These products are available on MAHAK online shop.

Engagement
12296



• Manak Music Academy Joined MAHAK Campaign

The students of Manak Music Academy has joined MAHAK campaign by playing The Symphony No. 9 by the great Ludwig van Beethoven, composed between 1822 and 1824 and its translated Farsi lyric by the late Naser Nazar.



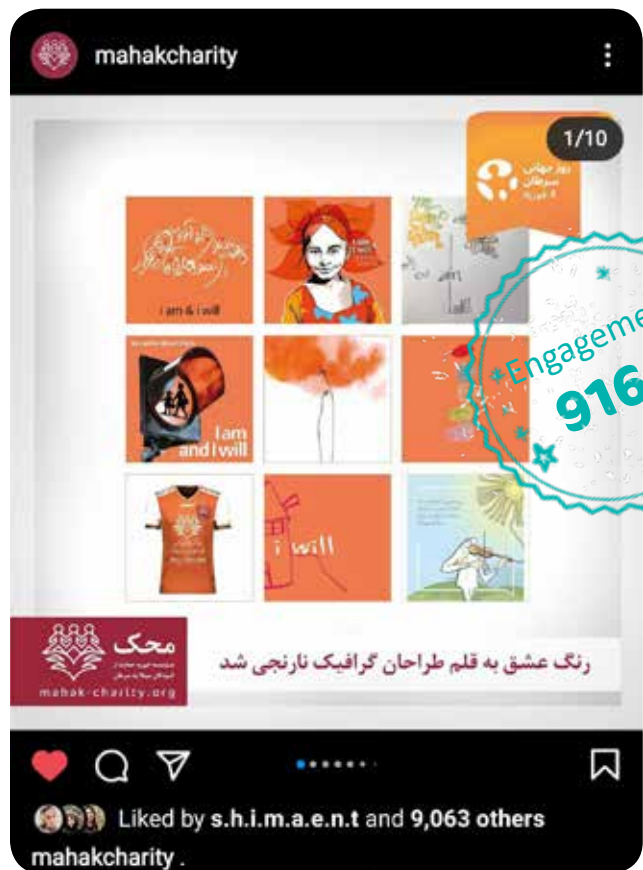
• How to Communicate with Cancer-Stricken Children's Families

A joint project with MAHAK and In1min group was implemented in which all the simple but significant points in communicating with the families of cancer-stricken children are mentioned in a very creative manner.



• The Color of Love Has Turned Orange by Graphic Artists

Nine prominent graphic artists joined MAHAK campaign by creating exquisite artworks with the main color of orange to raise awareness about cancer especially childhood cancer among the society



• The Story of Little Turtle and the Orange Sea

The story of hope and inspiration by a well-known and popular artist has been shared on MAHAK media and hospital rooms for children to give them energy and motivation during treatment.

• The Symptoms of Six Common Childhood Cancers

According to WHO and Global Initiative for Childhood Cancer, six common cancers need more attention and actions. MAHAK made a series of animations to increase knowledge within the society about the type, symptoms and measures to be taken in case of noticing any symptoms.



Engagement
6292



Engagement
4520



Engagement
4952



Engagement
4587



Engagement
4945

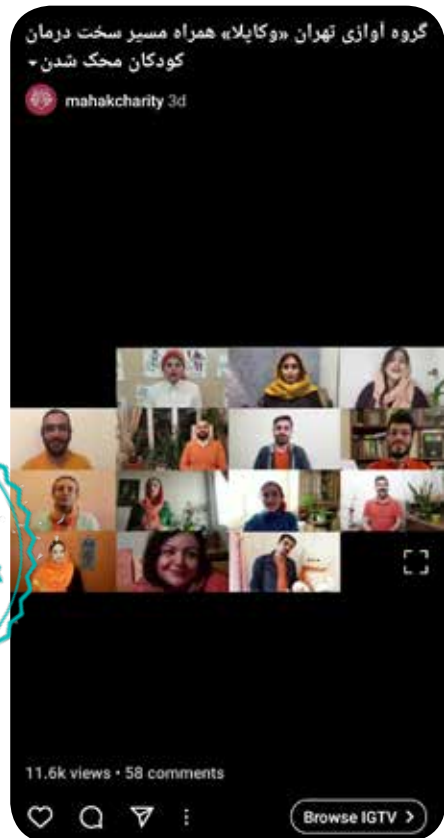


Engagement
4274

• The Vocal band of Vocapella

Vocapella Band joined MAHAK by performing an inspiring and well-known children's music in support of MAHAK children.

Engagement
11813



• Damour Vocal Band

Damour Vocal Band made their impact on the occasion of the WCD and put together and performed a nostalgic medley for MAHAK children.

Engagement
10149



• Raising Awareness about Childhood Cancer through Instagram Stories

Another measure taken to raise awareness about the symptoms of childhood cancer was sharing stories on Instagram to over 331,000 followers on this page. In these stories the symptoms of the six most common childhood cancers which have been announced by the World Health Organization (WHO) were introduced.

علامت اصلی سرطان کودک چیست؟

وجود توده در هر نقطه از بدن، شعله، آند بی‌حالی، کبودی، سرگیجه و عدم تعادل، سردرد دائمی، دوپینی، نفوس دائمی، بزرگی غدد لنفاوی در گردن یا کشاله ران

وجود این علائم الزاماً به معنی ابتلا به سرطان نیست اما اگر آنها رو در کودکان مشاهده کردین به پزشک مراجعه کنین

هر چند وقت یکبار آزمایش خون برای کودکان لازم است؟ منظور از چکاپ آزمایش خون است؟ یعنی هر دو هفته آزمایش خون گرفته شود؟

با توجه به سن کودک متفاوت است. در شیرخواران و نوزادان تا ۶ ماه اول، هر دو هفته یکبار یا نهاناً ماهی یکبار، می‌بایست چکاپ انجام شود.

در ۶ ماه دوم تولد، ماهی یکبار و سال دوم، سه ماه یکبار و از سال سوم به بعد هر شش ماه یکبار می‌بایست آزمایش خون گرفته شود.

شایع‌ترین نوع سرطان در کودکان چیست؟

سازمان بهداشت جهانی در قالب پروژه Global Initiative for Childhood Cancer ۶ سرطان شایع کودک را معرفی کرده است. بر این اساس سرطان خون، نئور کتیله، لوسوز مغزی، نئومور چشمی، نئومور غده لنفاوی و نئومور سیستم لنفاوی شایع‌ترین سرطان‌ها در کودکان است.

برای تشخیص هر نوع سرطان نیاز به آزمایشات خاصی وجود دارد. با توجه به علائمی که در کودک ظاهر می‌شود این آزمایش‌ها متفاوت است. بنابراین نمی‌توان به این سوال یک پاسخ مشخص داد و باید توسط پزشک متخصص بررسی شود.

آیا ممکن است ابتلا به سرطان بدون علامت باشد؟

بله. گاهی در معاینه و چکاپ‌های روتین سالیانه بیماری تشخیص داده می‌شود اما فرد علائمی نداشته است. بنابراین حفظ روال زمانی برای چکاپ‌های روتین از اهمیت بسیاری برخوردار است.

آیا سرطان ارثی است؟

وراثت و ژنتیک در ابتلا به بعضی از انواع سرطان مؤثر است مانند رینوبلاستوم، اما در کل اگر در خانواده‌ای ابتلا به سرطان بیماری شایعی باشد، احتمال این‌که فرزندان نیز به سرطان مبتلا شوند بیشتر می‌شود.

دلایل سرطان کودکان به دلیل آن‌که موضوع سنک زندگی چندان معنا نمی‌دهد دلایل فعلی در زمینه ابتلا وجود ندارد. اما عواملی مانند ژنتیک و وراثت خانوادگی، سوء تغذیه، استرس و بیماری‌های روحی و افسردگی والدین، آب شرب و هوای آلوده می‌تواند در ابتلا به سرطان در کودکان مؤثر باشد.



Partners in Action

As the previous year, different groups and organizations active in educational, economic and social sectors joined MAHAK to raise awareness about cancer among their stakeholders.



• Schools

• National Schools

In the previous years, MAHAK representatives were present at different schools, introduced MAHAK and the WCD campaign to the young children as the next generation who will shape the world. Due to the COVID-19 pandemic and online activity of schools and educational centers, MAHAK was not able to be present at the classes. Therefore, we asked students to draw for MAHAK children and give them hope to defeat cancer.

The accompanying schools include:



- Abu-Ali Sina
- Asma Yasin
- Mehr-Asa
- Najm
- Noavar
- Refah Novin
- Shamsaye Danesh
- Valleh



• International Schools

During the WCD campaign, a video message has been sent to MAHAK from Nairobi, Kenya. The students of Mama Africa Pendo school joined MAHAK's campaign and sent their 'I Am And I Will' message to their friends in Iran who are passing their cancer treatment days. Their message was: "We are from Mama Africa Pendo and we stand for children suffering from Cancer".

We deeply appreciate the efforts of Mama Africa Pendo charity school, the students and teachers who pay attention to the necessity of accepting roles and responsibility for children about philanthropic issues regardless of nationality or geographic borders.



We are from Mama Africa Pendo School and we stand for children suffering from cancer.

#WorldCancerDay
#IAmAndIWill

Join us on 4 February
worldcancerday.org

 World Cancer Day
4 February

• Shopping Centers

In 2021 some shopping centers joined MAHAK to raise awareness about childhood cancer and emphasize the role of early diagnosis in a less painful, less costly and more effective treatment process.



Accordingly, they showed MAHAK's videos on their screens and adjust banners at their centers to invite their numerous customers and shoppers to join the campaign and send their 'I Am And I Will' message to MAHAK children.

The shopping centers that joined MAHAK to raise awareness about cancer:

- **Rosha Shopping Center**
- **Seven Center Shopping Mall**
- **Sana Shopping Center**

• Business Entities

A group of business entities joined MAHAK campaign campaign by making and sharing 'I Am And I Will' posters on their social media and inviting their followers and stakeholders to do the same. The business entitie sthat joined MAHAK to raise awareness about cancer:

- Asb-e-Bokhar Auto Magazine
- Halavi Immigration Institute
- Iranian Food and Beverage Association
- Iran-Switzerland Chamber of Commerce
- Pad Darou (Co.)
- Rabin Consultants Group
- Saberi Steel Tube & Profile Company
- Sana Shopping Center





Peer Organizations

As the previous years, In addition to organizing WCD campaign, MAHAK has invited its peer organizations to promote this campaign and raise their community's awareness about cancer especially childhood cancer.

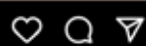
• Kassa Charity

KASSA charity, a full member of UICC, is the organization empowered by MAHAK to support cancer-stricken children in Esfahan Province. This charity organization joined the WCD campaign by MAHAK's invitation through introducing the campaign to its stakeholders.



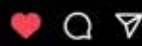
• International Society for Children with Cancer (ISCC)

The sister organization of MAHAK in the United States, ISCC, joined MAHAK and invited its stakeholders to change their profile pictures. In addition, it shared the series of animations which educate the families about symptoms of six common childhood cancers according to WHO.

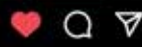


34 likes

iscc_charity Change your profile photo and join MAHAK's WCD Campaign
We have introduced a variety of ways to join MAHAK's World Cancer Day campaign and raise awareness about this disease and increase the rate of early detection which results in less painful, less costly and more efficient treatment for cancer-stricken children. As we had announced we would introduce different ways for more individuals and groups to join the WCD campaign to spread the word.



96 views



107 views

• Nakvalevi Charity

Nakvalevi Charity which is located in Tbilisi, Georgia joined MAHAK as previous years by introducing the campaign to its stakeholders and sharing the 'I AM And I Will' poster.



**I am Tamar Gotatishvili
from Nakvalevi NGO in Georgia
and I support MAHAK children**

#IamAndIWill

World Cancer Day
4 February

Join us on 4 February
worldcancerday.org



Staff and Volunteers

One of the most important groups who always support MAHAK's actions are staff and volunteers. In 2021 campaign, MAHAK has strived to raise awareness about cancer among them and spread the word by their assistance.

• A Webinar on Cancer Prevention for MAHAK's Staff and Volunteers

Due to the importance of the colleagues and volunteers' health and the important role of awareness in cancer prevention or early diagnosis, in conjunction with the World Cancer Day campaign, a training webinar was held focusing on the symptoms of breast cancer and prostate cancer. In this educational webinar, 1200 MAHAK's employees and volunteers were invited to participate and were provided with information about how to have periodic examinations, select times to see a physician and the need to pay attention to cancer symptoms. The recorded version is available to all the staff and volunteers who have not been able to participate in the webinar.



• Meeting of MAHAK's Social Work Volunteers on the Occasion of WCD

On the occasion of the World Cancer Day, a meeting of MAHAK social work volunteers was held in the presence of Saideh Ghods, the founder of MAHAK, while maintaining social distance and observing health protocols at MAHAK. In this meeting, the attendees were invited to write their I Am And I Will statements on the first-hand orange pieces of paper which had been given to them at the beginning of the meeting. In the end, they took photos with their slogans and published them on their social media accounts.



• Organizing Medical Check-ups for Staff

One of the measures taken by MAHAK during the World Cancer Day Campaign was organizing medical check-ups for the staff. Over 840 staff has had complimentary annual check-ups under the auspice of MAHAK hospital medical staff. These tests will be checked and analyzed at MAHAK laboratory and the staff will be notified in case of any requirements for further check-ups.

• Volunteers Joined MAHAK Campaign

Volunteers are the central core of MAHAK who never withhold their support from MAHAK and children with cancer. These benevolent supporters, known as the pillars of MAHAK, have always stayed with us and cared for cancer-stricken children. In the last year of 'I Am And I Will' campaign, also, the kind-hearted volunteers joined and shared photos on their social media to let the global community know the importance of raising awareness about cancer in the society.

Some of the posters are as follows:



• Writing Messages of Hope on an Orange Poster

Volunteers cannot be present at MAHAK Hospital due to the pandemic; however, few of them come to help in administrative affairs in a separate building from the hospital where social distancing is conducted and health protocols are strictly observed. These volunteers joined the campaign by writing their messages of hope on the orange I AM AND I WILL poster.



• **Volunteers Made the Hospital Playroom Orange**

The generous supporters who work voluntarily for MAHAK do their best in the path of caring for children with cancer. For the 2021 campaign, they made one of the playrooms at hospital orange. Due to pandemic, the wards' playrooms are limitedly active; every day for one child according to the psychologists' advice.

Since no one is allowed to be in the wards except the medical team, the volunteers got the permission to enter after the confirmation of their negative COVID-19 PCR tests.





Donors

MAHAK has taken some measures to attract the attention of its ever-expanding family to the challenges and requirements of children with cancer. These measures were taken in two categories of informative actions and fundraising actions.

• Settlement of Banners in Fundraising Offices

In order to reach more people and donors for raising awareness about cancer especially childhood cancer, the campaign's informational banners were raised at MAHAK fundraising offices in Tehran and Karaj.

The colleagues at fundraising department invited donors to join WCD campaign by enhancing their knowledge about cancer from approved sources and join MAHAK in raising awareness about this issue.





• Distribution of 7600 Donation Boxes

By March 2020, more than 7600 children with cancer have survived this disease. Early diagnosis and prompt treatment is one of the reasons for the recovery of these children. During the period of time when the World Cancer Day campaign was run by MAHAK, and according to every year's tradition 7600 donation boxes were distributed among our donors. A message of invitation to join the campaign focusing on the need to pay attention to cancer awareness was attached to 7600 donation boxes.





• Crowd Funding

On the occasion of World Cancer Day campaign, MAHAK decided to launch its first crowd funding event to raise sufficient funds to procure an expensive replacement part for a radiotherapy device at MAHAK Hospital. This crowd funding was run from February 4 to 15 covering the period between the world cancer day and international childhood cancer day

Radiotherapy is one of the main methods in treatment of cancer which requires a high level of accuracy. The the mentioned replacement part increases the accuracy of radiotherapy treatment and plays an important role in preventing damage to healthy body tissues during radiotherapy. It reduces complications and improves the quality of life of children after the treatment period. According to the treatment standards, the efficiency of this piece ends after about 1300 times of use so this piece must be replaced every 5 or 6 years as 200 to 250 children undergo radiotherapy in the hospital each year.



• Selling Orange Gifts to Support the Little Heroes of MAHAK

Orange (WCD awareness color) and gold (color of childhood cancer awareness) key chains are made by MAHAK volunteers and sold on MAHAK's online shop. Everyone is able to buy these products for themselves or their loved ones, besides joining MAHAK's campaign and supporting cancer-stricken children. Photographing these products and sharing them at personal Instagram pages was the way for the individuals to showcase this companionship.

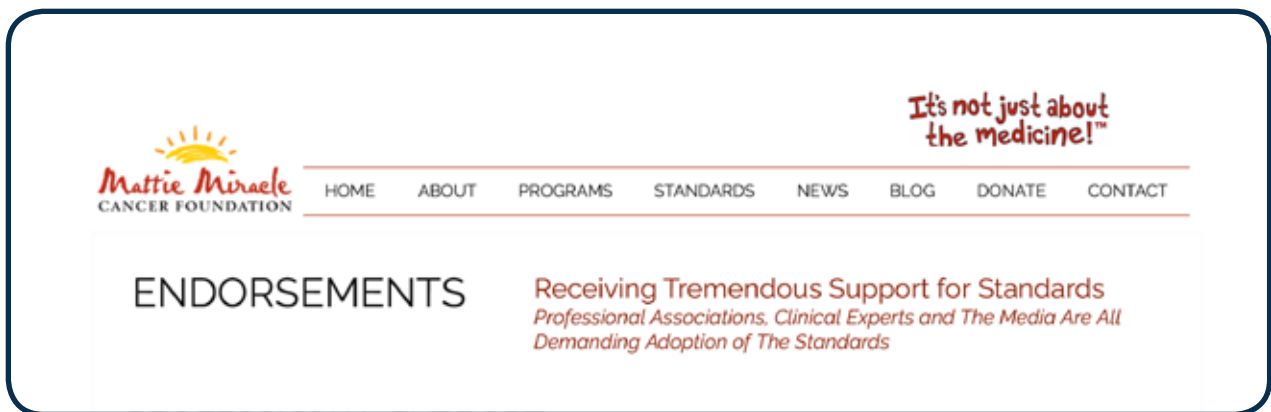




Specialized Communities

For the last year of 'I AM And I Will' campaign MAHAK has implemented some collaborations with specialized communities to promote the concept of campaign.

- **A Step Forward to More Qualified Psychological Services**



During all the 30 years of activity with the aim of supporting cancer- stricken children and their families, MAHAK has always strived to provide specialized and updated treatment and support services to them.

psychological analyses are one of the remarkable tools which help our support services team in managing the behavioral challenges of children and their families during treatment process.

The studies indicate that cancer-stricken children and their families need psychological services in addition to medications.

Accordingly, MAHAK as the only pediatric cancer care center in Iran which is well-informed about the importance of psycho-social support during treatment process and has held different specialized conferences, and has deployed different tools and standards in this regard.

MAHAK has endorsed 15 psychological standards of Mattie Miracle Cancer Foundation. Each standard has been demonstrated in an article which has been published in Pediatric Blood and Cancer Journal.

Moreover, MAHAK decided to add the Psychosocial Assessment Tool (PAT) to its collection of valid psychosocial tests. Based on the approval of Nemours Foundation, MAHAK is allowed to deploy this test from May 2021.

• MAHAK Representative Attends Iranian Pharmaceutical Students' Association (IPhSA) Webinar

On the occasion of the World Cancer Day (February 4) Iranian Pharmaceutical Students' Association (IPhSA) held a webinar and invited a representative from MAHAK Charity to make a speech in this virtual event.

Head of the International Relations Department of MAHAK attended this event and gave an introduction about MAHAK and the World Cancer Day campaign, mentioned the importance of early diagnosis and access to the essential medications for cancer patients and invited the attendees to follow MAHAK and take an action to spread the word.





Childhood Cancer Awareness Actions

Since MAHAK is the only exclusive center for pediatric cancer in Iran, it is one of its responsibilities to provide approved data and information about this disease to its stakeholders.

Accordingly, in 2021 campaign, MAHAK has provided the society with information about pediatric cancer, its symptoms and behavioral points.



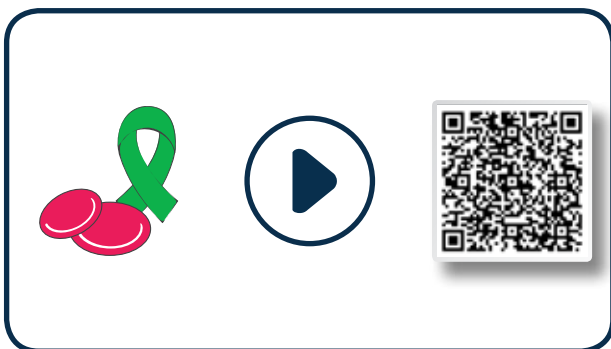
• Educating the Iranian Society by Creating Awareness on Symptoms of 6 Common Childhood Cancers

According to WHO, on average 400,000 children are diagnosed with cancer each year, most of whom live in low- and middle-income countries where treatment is often unavailable or unaffordable to them.

In line with realizing Sustainable Development Goals (SDGs) and attainment of universal health coverage for every child, WHO introduced Global Initiative for Childhood Cancer (GICC) in 2018. As only about 20% of children with cancer survive in some low- and middle-income countries, the goal of the global initiative is to achieve at least a sixty-percent survival rate and to reduce suffering for all children with cancer by 2030.

For that reason, its first focus has been laid on six common cancers which represent 50–60% of all childhood cancers. These conditions are highly curable with proven therapies. During this campaign and according to WHO and CCI, MAHAK has made and published a series of animations to introduce the symptoms of these types of cancer. These videos have been made in two languages of Farsi and English and have been shared with peer organizations at national and international levels.

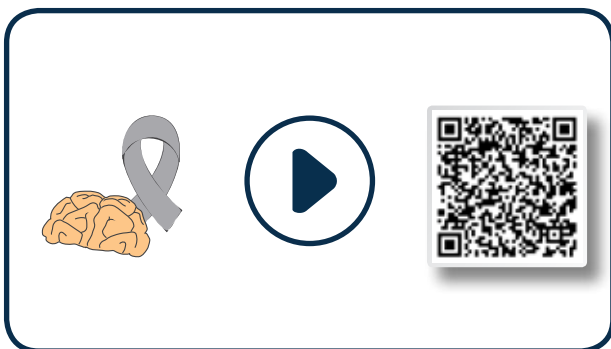
• Acute Lymphoblastic Leukemia (ALL)



• Retinoblastoma



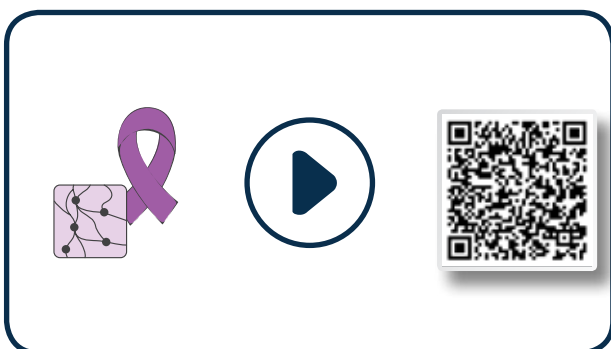
• Wilm's Tumor



• Low-Grade Glioma



• Hodgkin Lymphoma



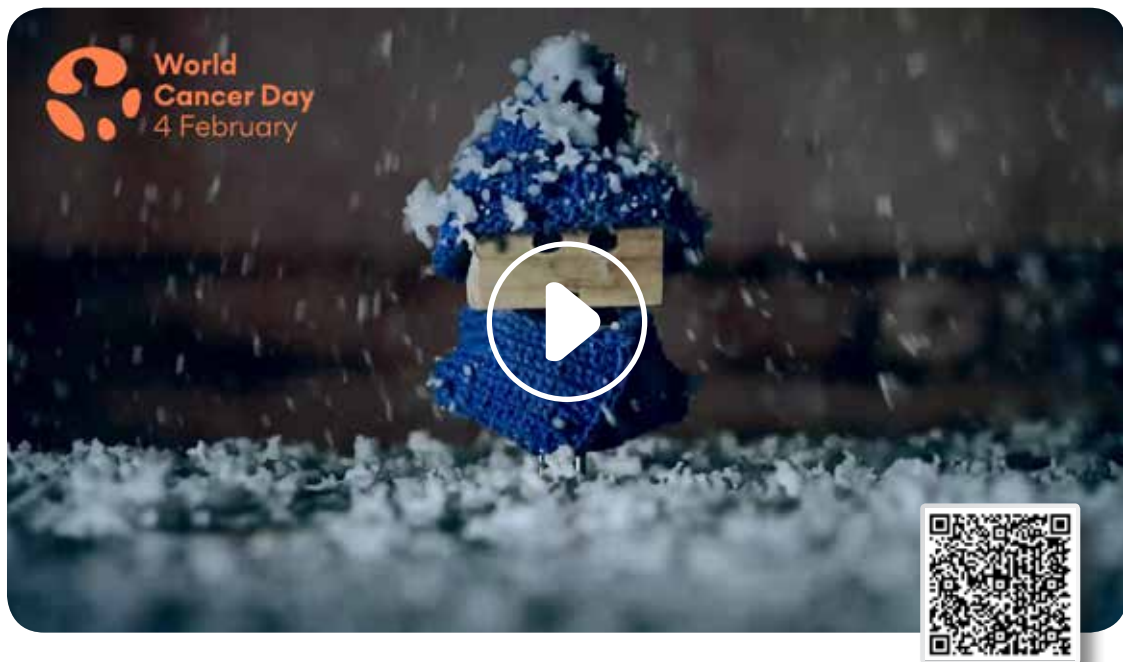
• Non-Hodgkin Lymphoma



- **Creativity and Professionalism Merge to Teach Communication Manners with Cancer-Stricken Children**

Children with cancer and their families are among the vulnerable groups who need special attention in communications. With the cooperation of the well-known and creative group called 'In1min' who publish standard and applicable contents in a simple way, a video was made to inform the society about dos and don'ts of treating cancer-stricken children and their families.

This video remarks some simple but very significant points about communicating with cancer-stricken children and their families in a very artistic way. These points were derived from several years of hard work undertaken by MAHAK's social workers and psychologists interacting with the patients and their families. This video has been made in three languages of Farsi, English and Arabic and has been shared with our peer organizations at national and international levels.



• Publishing Two Books about Treatment Process

A few years ago, MAHAK translated and published a series of books from German which elaborate on different processes and methods of childhood cancer treatment in a simple language.



Two books of 'Chemo Hero' and 'Radiotherapy' have been complimentarily published for everyone in one of the remarkable online book stores so that everyone can read them and increase their knowledge about the challenges that children with cancer face during their treatment.

These books are available on Fidibo official website and application in Farsi language.

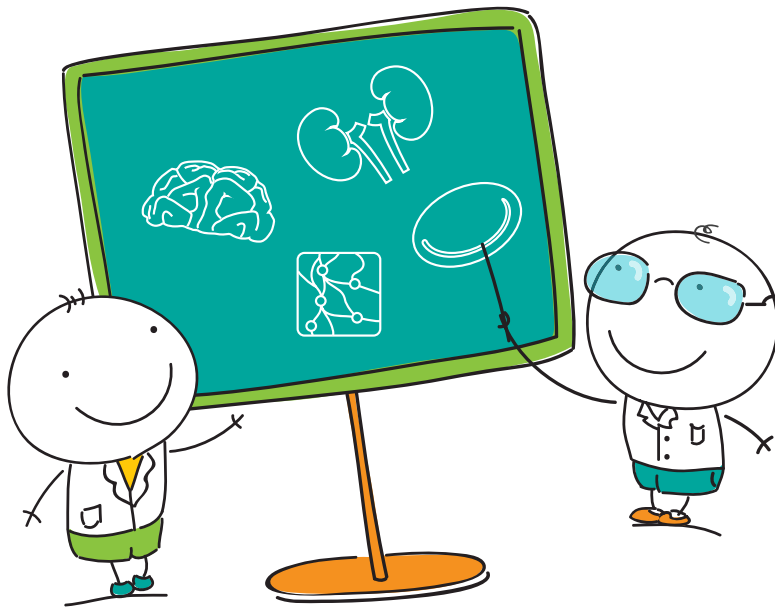
• Participating in ICCD Campaign by Childhood Cancer International

MAHAK has joined CCI in #throughourhands campaign 2021 by promoting it among the families of children with cancer. This campaign has been organized in line with Cure All program and GICC and is purely for children with cancer and their families.

In this campaign, children and families paint a virtual hand with the color they choose and also provide a message of hope for other children and their families. By participating in this campaign, they will receive a certificate of engagement.

MAHAK has promoted this campaign by involving three of its peer organizations in Esfahan, Tabriz and Mashhad so that the families under support of these organizations can enjoy a better experience.

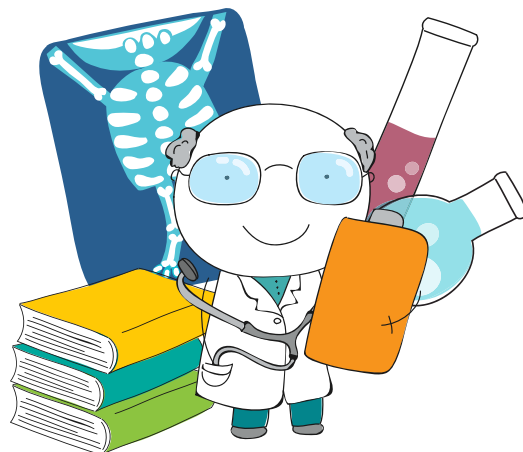




• Sharing the Frequently Asked Questions about Childhood Cancer

With the cooperation of our stakeholders on social networks, a list of FAQs has been prepared and they have been answered by one of MAHAK's pediatric-oncologists. These questions and answers are published on MAHAK's media in order to increase general knowledge about childhood cancer, its causes, its diagnosis and treatment. In a nutshell, the symptoms of the six common cancers announced by WHO were mentioned once again as the FAQs were answered.

All these actions were implemented since MAHAK believes that by raising awareness in the society, early diagnosis will be realized and consequently, the treatment process will be less painful, less costly and more effective.

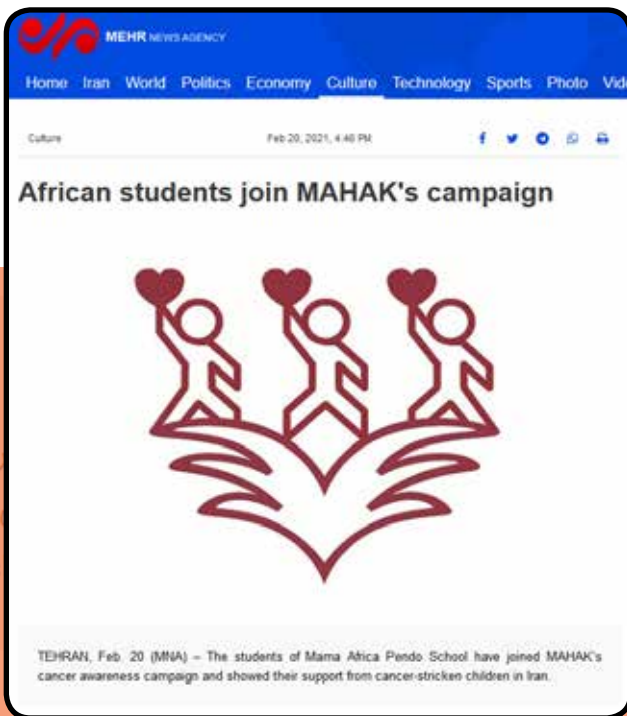




WCD Campaign in Press

MAHAK has benefited from the capacity of the press to inform the society about its concerns and the activities of the charity and the hospital ever since it was established. In February 2021, many newspapers and news agencies published articles and reports focusing on the activities of MAHAK for the World Cancer Day.

- Total Number of **Articles/Reports on First Page** **7**
- Total Number of **Articles/Reports Published on News Agencies** **56**
- Total Number of **Articles/Reports Published on Newspapers** **40**



During the third and final year of 'I AM AND I WILL' campaign, from Word to Deed, we learned:



- To engage different strata of the society to widely spread the word



- To engage the cancer-stricken children and their families to boost the morale of the ones who are experiencing this journey



- To deploy the language of art and creativity to talk about our campaign in a simple manner



- To educate children as the next generation of the society and engage them in humanitarian actions




- To create awareness about the challenges and processes of the cancer treatment to facilitate treatment for patients and their families



- To create awareness integratedly across the country with cooperation of other charities



- To continue our efforts for well-educating the society about the phenomenon of childhood cancer till its eradication



Early diagnosis will result in less painful, less costly and more effective treatment. Join us to increase awareness and save more lives.

Contact Information

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