



Children's
Cancer Center
Lebanon

ANNUAL REPORT 2024



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Message From Chair



As we step into 2025, I am filled with gratitude for the unwavering dedication and commitment of everyone who has contributed to CCCL's mission. Over the past year, we have worked together to overcome not only significant challenges but also a war, always keeping our shared goal in sight: ensuring that every child with cancer receives the care and hope they deserve.

The resilience of our board members and the exceptional leadership of the Executive Committee have been truly inspiring. Each one of you has generously shared your time, insights, and efforts to support CCCL's cause. I would like to express my deepest appreciation to our General Manager, Mrs. Hana Chaar Choueib, whose strategic guidance and passion continue to lead us forward.

In 2024, CCCL faced numerous trials, including economic difficulties and the ever-present need for sustained funding. Even more devastating was the war that struck our country, plunging us all into despair. Yet, through innovative fundraising initiatives, strategic global outreach, and the steadfast support of our community, we made remarkable progress.

Notably, our growing presence in regions such as the Gulf, UK, France, and the USA has opened new doors for partnerships and resources, ensuring continued care for our little warriors. We were very careful with every step we took, mindful of the horrifying period our country was enduring and respectful of the feelings of the diaspora, wherever they were.

However, the lessons of 2024 remind us that our mission requires constant vigilance and collaboration. We must continue working as a united team, leveraging the unique strengths and perspectives of every board member and committee to navigate the challenges ahead.

Looking ahead, 2025 is a year of opportunity and ambition. Our focus will be on expanding CCCL's global presence while solidifying our local efforts to ensure no child's treatment is interrupted due to financial constraints. Through carefully planned events, innovative campaigns, and strengthened partnerships, we aim to create a more sustainable and impactful future for CCCL.

To the entire CCCL team, thank you for your remarkable dedication and passion. Your tireless efforts during the most challenging times are the foundation of our success. To our board members, trustees, and supporters, thank you for your continued trust and commitment. To our dear patients and parents, we promise you to always maintain and achieve successfully our mission and support as many patients as possible. Together, let us make 2025 a year of hope, growth, and achievement, always for the children.

Joseph Asseily,
Chair of the Board



Messages

Sultan is a young car enthusiast with a heart full of determination. He channels his love for car racing into his journey to recovery. You'll often find him playing with toy cars along the walls, challenging his dad and the nurses to thrilling races, complete with powerful "vroom vroom" sounds that echo his strength and resilience.

This same power fuels his treatment journey, inspiring hope in his parents and everyone around him. Sultan is not just racing with his toy cars; he's racing toward a brighter, healthier future.



Patient

Sultan A., 3 year-old
Leukemia patient

His energy fueled his playfulness, and he'd run around with enthusiasm. But one fateful day, everything changed. As per his mother, "on an ordinary school day, Moustapha approached me, his face filled with pain. Initially, I dismissed it as a minor injury from his usual playtime adventures. I urged him to show me where it hurts, but he hesitated. Eventually, he revealed that while playing with his cousins, a sharp pain had pierced his leg.

I handed him some pain medication, assuming it was just an ache. That night, neither of us slept. His pain intensified, and our journey began—from one hospital to another, from scan to scan. The verdict was shocking: a tumor in his leg.

At first, I couldn't grasp the heaviness of their words. A tumor? I'd thought it was a mere swelling. The shock settled in when the doctors confirmed it.

Survivor



Moustapha H., 7 year-old
Ewing Sarcoma survivor

The days blurred together. Denial gripped me—I couldn't accept this reality. My once-vibrant son now faced a challenging future. Yet, Moustapha, despite his tender age, displayed remarkable resilience. He embraced treatments, and his body responded well to medications.

The hospital visits, injections, and constant monitoring drained us. School and playtime with cousins became distant memories.

But Moustapha fought. For three months, he couldn't walk. Yet, slowly, he began to recover. Now, he's starting to walk again. His resilience inspires me: when he smiles, my heart lifts; when he cries, my tears flow. Each day, I cherish his strength and celebrate every small victory.

As a mother, witnessing your child's pain is agonizing. Yet, Moustapha's courage fuels our hope. We navigate life one day at a time, grateful for each precious moment."

Moustapha, the resilient young fighter who once had to seek refuge in his mother's embrace, sheltering from the turmoil around him, is now a survivor. Thanks to your unwavering support, Moustapha not only fought but also triumphed. Today, he stands with us as a proud cancer survivor, ringing the bell of victory!



Vision, Mission & Values

CCCL is a Lebanese non-political non-profit association registered at the Ministry of Interior and operates by the Virtue of Notice & Advise No.:138/AD dated 12/10/2000 and its amended version No.: 1358 dated 25/08/2009, (also issued by the Ministry of Interior and Municipalities).

CCCL got the Public Utility feature on 5/2/2014 reference decree 11130 issued by the Ministry of Social Affairs.



CCCL Vision

To provide access to free standard treatment and care to all children with cancer in Lebanon and the region, without any discrimination.

CCCL Mission

To support all children with cancer and their families through securing funds to:

- Have access to standard treatment regardless of the parent's ability to pay
- Excellence in psychosocial services to help fight the disease
- Education to create better understanding and awareness of the disease

CCCL operates according to the following values:



Commitments, Certification & Reporting

Since 2009, CCCL has consistently met the requirements of the ISO 9001:2015 standard, successfully passing this year's audit as well. The comprehensive evaluation focused on critical aspects of our organizational practices, including:

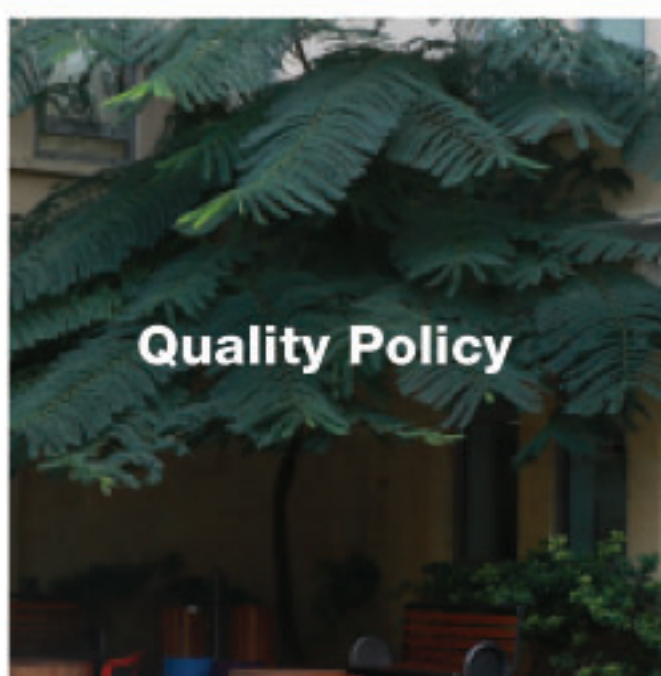
Alignment with our Mission and Vision

Management Review



Internal Audit Process and Reports

Quality Policy



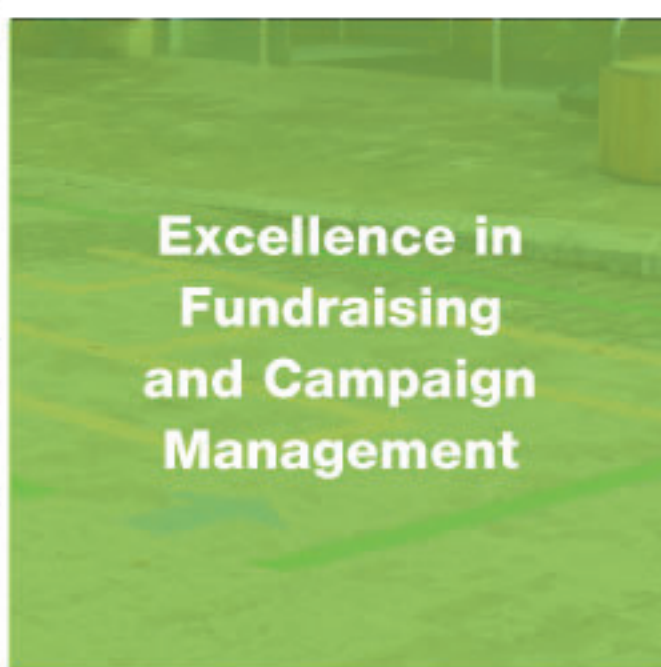
Corporate Objectives Monitoring, Measurement, and Analysis



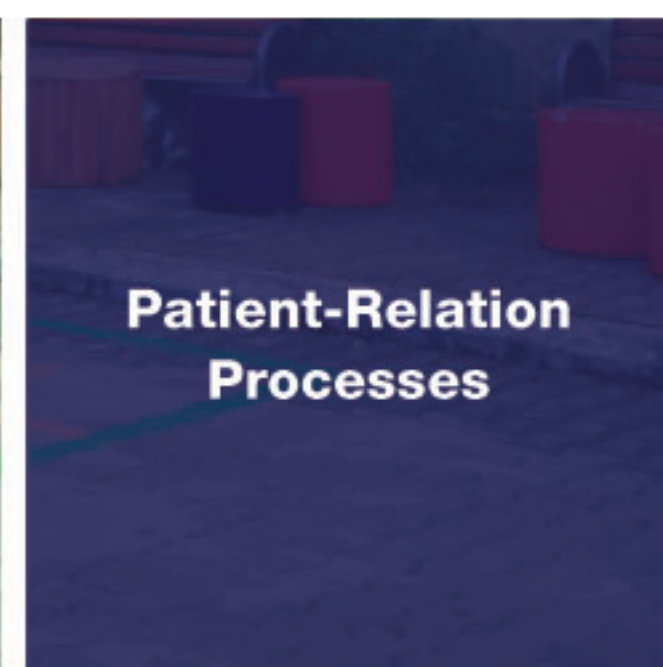
Organizational Structure and Employee Development



Excellence in Fundraising and Campaign Management



Patient-Relation Processes



The audit provided clear evidence of the effectiveness of our quality management system in achieving its intended outcomes. This includes compliance with statutory, regulatory, and contractual requirements.

Notably, there were no unresolved nonconformities from previous assessments, nor were any new nonconformities identified during the current audit. These results underscore CCCL's unwavering commitment to maintaining quality standards and delivering excellence across all areas of our work

Snapshot Of Year's Impact:



Share of Voice:

average of
55.6%

Digital Media Channel	Reach by end of 2023
Followers	
Facebook	118.4K
Instagram	56.8K
X (previously Twitter)	8.7K
Web3 on X	2,124K
Linkedin	3.8K
Tiktok	4.7K
Youtube	1.5K
Website Visitors	186K

Given the fact that new donors reflect a wider and bigger brand reach, there was an increase of 20.5% of new donors from 2023 to 2024:

2023 **2,388** | 2024 **2878** | % Increase **20.5%**

Patients Supported

Around 237 active patients were supported by CCCL in 2024 at different affiliated hospitals that the center is in partnership with, including AUBMC, ZHUMC, Makassed, RHUH, Bahman, Hammoud, Haykel, CHN, and Karantina. In line with CCCL's main mission of ensuring best quality of care and high average cure rate, 113 patients successfully finished their treatment in 2024.

Sustainability At CCCL

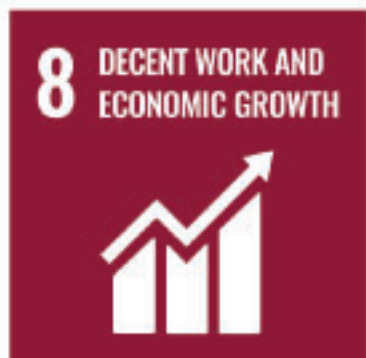
CCCL has been persistent in adapting the sustainable development goals throughout its operation since 2018 along with reporting on engagements:



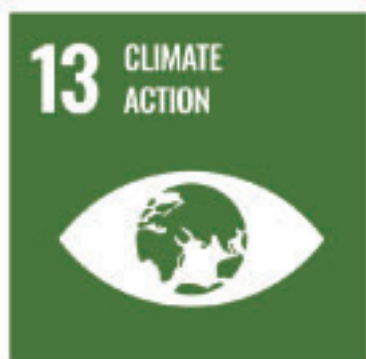
Health and Wellbeing



Gender Equality



Economic Growth and Decent Workplace for all



Climate action, continuation of CCCL's Recycling program 2024 including paper waste PEP Plastics and e-waste



Collaborating with partners and membership organizations to create a better world for our patients by sharing experiences and exploring new opportunities



Hence submitted its bi-annual Communication on Engagement report in June 2024 to the United Nations Global Compact platform.

Strategic Outlook

In its dedication to sustainability and continuous excellence, CCCL fosters a close collaboration between the board and management to formulate a strategic sustainable vision. External experts, including BCG, contribute to this process, shaping the direction that CCCL employees will follow.



Patient Journey

I. Access to Treatment:

CCCL Patient Treatment Framework Enhancements

During the fiscal year 2023-2024, CCCL refined its patient treatment framework to ensure comprehensive and effective care. Key initiatives included reviewing coverage policies, aligning treatment standards with the latest medical advancements, and strengthening collaboration with partner hospitals. Measures were implemented to streamline medication management, address governmental approval delays, and enhance operational efficiency.

Additionally, CCCL hosted strategic discussions with partner hospital leaders to align processes and improve patient experiences. These efforts contributed to achieving a combined patient satisfaction rate of 91.72%, underscoring CCCL's commitment to delivering exceptional care.



Emergency Plan during War

After the war intensified towards the end of September 2024 in Lebanon, it has led to widespread displacement, uprooting countless families and creating severe disruptions in access to essential services.

At the Children's Cancer Center of Lebanon (CCCL), we have swiftly responded to the challenges posed by the ongoing war by mobilizing a dedicated task force to assess the displacement status and immediate needs of our active pediatric cancer population. Within the initial days of the crisis, we prioritized gathering critical data on patient displacement and identifying their long-term requirements to ensure continuity of care.



The number of displaced patients reached around 40% from CCCL's active patients.

However, CCCL worked very hard to ensure that the treatment never stops by taking several measures including relocating patients' enrollment to other hospitals which are closer to their new area of residence after displacement, providing limited accommodation support to patients, and securing and stocking medications for up to three months' coverage.

Continuous and daily tracking and monitoring of patients' displacement status was being done to ensure that all children are receiving their treatment without interruptions and are physically safe.

III. Wellness Program

“Cancer affects not only the body but also the spirit, making holistic care essential.” Recognizing this, CCCL launched its Patients’ Wellness Program in 2019, continuously evolving it with the invaluable support of esteemed partners like PepsiCo. This initiative provides a various range of psychosocial activities designed to uplift patients, ease their journey, and bring moments of comfort and relief.



In 2024 alone, CCCL delivered approximately 338 psychosocial support sessions and 223 pedagogic sessions to patients across its partner hospitals.

Beyond in-house activities led by certified psychology facilitators, CCCL fosters community engagement by welcoming external contributors to interact with children in its outpatient facilities. This outreach has been extraordinary, resulting in around 50 engagements and mobilizing 23 individual supporters alongside 27 small to medium enterprises, non-governmental institutions and large corporations, including industry leaders like Touch and the Lions Club, in 2024.

In 2025, in coherence with global movements and strategies and in an effort to further advance its commitment to patient-centered care, CCCL will continue its development of this program by introducing innovative solutions such as the Virtual Reality devices sponsored by our long-term partners PepsiCo. In addition, CCCL will expand this program, which includes Yoga, Expressive Art and Music, Art and Craft, and Drama Therapy, by offering the services to all childhood cancer patients in Lebanon.



Community Engagement

I. Fundraising

Over the past 22 years, CCCL team has worked hard in coping with all the challenges in the country to be still able to raise the funds needed to fulfill the center's mission.

Through different ideas and approaches locally and overseas, the team worked to always uplift the concept of fundraising benchmarking with international charities similar to St. Jude and others worldwide.



Being up to the level of professional institution, nothing less was expected at times of crisis from such a team rather than quick interventions with the proper solutions.

Faced by the impact of the unprecedented lengthy war on Gaza and South of Lebanon in 2023, coming after four very challenging years of financial crisis, blast, and pandemic impacting all sectors, CCCL has been faced by the expansion of war starting summer of 2024 which made things even worse as many programs and events were planned for summer. Quick shift was needed, as each time crisis emerges, and thus as we anticipated since July 2024 a deficit that could reach 3 million USD by end 2024, a meeting with managers was set on July 31 where new steps were agreed on.

It's important to note that CCCL has always embraced a comprehensive risk management approach. Therefore, when we raise concerns or sound the alarm, it is not just for the current moment but a consideration for the future and our continued operations.

In 2024, as fundraising efforts, we were able to:

Enhance our overseas activities and presence by planning seven events out of which six were executed:

- Dubai Gala Dinner
- London Networking event at the Lebanese Embassy
- Sohour in Abu Dhabi
- Houston Gala Dinner
- New York Networking event
- Brazil Gala Dinner (however, concept was shifted due to war and other networking events were done around it)

Revive local activities:

- Enhancing monthly giving program
- Investing in digital fundraising through gaming
- Beirut Dinner which was canceled because of the war on Lebanon
- Direct meetings were done with big and loyal donors before the war expanded in September
- Launched the “Hope Amidst Chaos” campaign with direct appeals for support from all CCCL’s donors as the war worsened mid-September
- Had a dedicated social media campaign during war



Maintaining strong relationships with all donors and supporters has always been a top priority for CCCL. The recognition scheme is diligently followed, ensuring that all supporters receive proper acknowledgment. In 2025, we plan to continue with further strengthening these connections by visiting both past and current high donors alongside our Chair and Board.

In addition, CCCL aims to enhance local ongoing programs and digital efforts in 2025, shifting focus from the traditional.

In terms of outreach, we are actively assessing new countries for meetings and networking events (e.g., KSA, Bahrain, Qatar, Africa) in addition to having Gala Dinners in Kuwait, Dubai, and Brazil along with meetings and niche gatherings in South of France and London.

As for USA, we will make sure to coordinate our plan with ALSAC team.

All this will be possible collaboration with our affiliates, CCCL UK, CCCLF France, and CCCL USA by participating in structuring clear strategies and targets for each entity.



II. Media

The media has played a vital role in amplifying CCCL's voice, ensuring that our mission reaches a wide audience and that our message of hope and resilience continues to inspire. Thanks to the dedicated efforts of journalists, TV stations, radio channels, digital platforms, outdoor media, and print media, CCCL has strengthened its presence, raising awareness about childhood cancer and the importance of community support.

As a token of gratitude, CCCL hosted its annual Media Appreciation Lunch, a special gathering to honor our media partners for their unwavering support. This event serves as a meaningful opportunity to foster stronger relationships and express our sincere appreciation with no requests—only heartfelt gratitude for their invaluable contributions.



III. Awareness

In line with CCCL's mission to educate about the disease, the center has actively promoted awareness since its inception in 2002, employing diverse channels for outreach. In 2024, over 13 awareness sessions were conducted across corporates, universities and schools throughout Lebanon, addressing topics such as childhood cancer in general to HPV awareness; this marked an increase of 30% in the number of sessions delivered compared to 2023. The sessions received a strong response rate, maintaining an impressive 60% engagement level. Out of 100 electronic and written feedback forms collected, the satisfaction rate was exceptionally high, reflecting the positive impact of these initiatives reaching over 85% resulting in fundraising activities and expansion of screening campaigns.



Nevertheless, we must highlight that due to the escalating security situation in Lebanon, the plans of delivering further awareness sessions during the Month of September, as Childhood Cancer Awareness Month, were either postponed or completely cancelled. This has hindered the efforts of the team and the plan was restricted to social media posts, one in-person awareness session, and the creation - in collaboration with Anghami - of a patients' playlist entitled: "Children's Cancer Awareness Month: Our Favorite Tracks" which was linked to a donation page on CCCL website.

IV. Stakeholders Networking / Advocacy / Mapping & Engagement

CCCL has actively engaged with various stakeholders in alignment with its mission. In 2024, the CCCL team attended several in-person conferences, including The World Cancer Congress in September 2024, the London Global Cancer Network's annual hybrid conference in November 2024, and delivered in partnership with KHCF, UICC, PepsiCo, and AUBMC a session entitled: “Bridging Medicine & Emotional Support in Cancer Therapy with CCCL” and the St. Jude Global Convening in December 2024.

Memberships & Partnerships:

CCCL's International chapters:

- CCCL UK: 2014
- CCCL under Dubai Humanitarian: 2017
- CCCLF France: 2022
- CCCL USA: 2022



CCCL's International Memberships:

CCCL is also a proud member of several international organizations including:

- The Childhood Cancer International (CCI), and CCI Asia on whose Board of advisories and organizational committees serve the Marketing and Communication Manager and the Patients' Relations Specialist
- The Union for International Cancer Control (UICC) on whose board serves CCCL's General Manager for the third consecutive term
- The United Nations Global Compact Network of Lebanon (UNGCL) on whose board serves CCCL's Public Relations and External Affairs Team Leader for the second term, which emphasizes its commitment to SDG3, SDG5, SDG8, SDG13 and SDG17
- St. Jude Global Alliance (SJGA) particularly, the NCD Alliance
- The International Society of Pediatric Oncology (SIOP)
- The UK and Ireland Global Cancer Network
- World Patients Alliance (WPA) on whose advisory board serves CCCL's Patients Relations Team Leader
- The World Association of NGOs by the United Nations

Partnerships



Global Memberships



V. Environment

- The Communication on Engagement (COE) report on progress.
- Contribution to the Sustainable Development Goals – SDGs (3, 5, 8, 13, 17) due June 2024 was completed on time and published on the UNGC platform:
<https://unglobalcompact.org/what-is-gc/participants/132892-Children-s-Cancer-Center-of-Lebanon-CCCL->
- Next report is due on June 2026.
- Recycling program continued in partnership with “Association de L’écoute” and “Yalla Return”. It continued to grow to include e-waste with UNGCNL partners, twice annually.
- The Green Policy was postponed to be launched in 2025, due to the ongoing instability in the country, and the difficulties of its implementation for the lack of external suppliers that can align with it.



Quality Empowerment

I. CCCL Team

In alignment with its unwavering commitment to fostering a motivated and dedicated workforce, CCCL's Human Resources team collaborates closely with management to enhance employee well-being and satisfaction. This strategic approach resulted in an impressive retention rate of 100% in 2024, knowing that in 2002, CCCL started with only 3 employees and after 23 years, CCCL is functioning with 48 employees. CCCL prioritizes employee loyalty through a comprehensive benefits package and by ensuring employees' voices are actively acknowledged and addressed. This resulted also in an outstanding satisfaction rate of 91% based on the end of year annual satisfaction survey.



During the challenging period of the war on Lebanon in 2024, CCCL demonstrated continuous support and care to its team's safety and well-being. The center swiftly adapted by implementing flexible attendance policies, enabling employees to navigate the crisis while maintaining a sense of security and balance. This proactive approach underscored CCCL's commitment to safeguarding its workforce amidst adversity. In addition, support emails were sent to the team along with tips on how to cope with the stress of war and uncertainty making sure that every employee is cared for and heard.

After the war, a group session was done with the support of a professional psychologist about thriving through challenges, and a program to support the need upon their need is being studied in 2025.

A key element of CCCL's strategy is its focus on clear career progression and professional development. Building on the succession plan initiated in 2019, the successful implementation of the shared governance model in 2022, endorsed by the board, has further empowered employees and reinforced their engagement.

To cultivate a thriving and supportive work environment, CCCL employs initiatives such as "Open Heart" sessions, a suggestions box, and regular feedback mechanisms. These efforts, complemented by engaging team-building activities and well-being breaks, contribute to a positive workplace culture.

By actively listening to employees and addressing their needs, the HR team, under the guidance of management, ensures that every team member feels valued, respected, and inspired to contribute to the organization's mission of providing exceptional care.



II. Information Systems

In 2024, CCCL continued to enhance its technological infrastructure, security, and innovation to improve patient care, operational efficiency, and fundraising efforts.

The cancer registry was consistently updated, with progress made toward integrating advanced data management systems.

Strengthening cybersecurity remained a priority, ensuring compliance with international standards while advancing towards full certification.

Business continuity measures were reinforced, enabling seamless remote work and secure connectivity during crises.

Fundraising evolved with new digital strategies, including emerging technologies to create engaging donor experiences. Additionally, immersive technology was introduced to support pediatric patients, while new tools enhanced employee well-being, workflow efficiency, and marketing outreach. These advancements reflect CCCL's commitment to innovation and excellence in its mission.



Future Plans

CCCL always sets its plan and works on its calendar for the upcoming year, including local and outreach fundraising events. There are plans for around 30 events in 7 countries, including Lebanon, with considerations for opening and expanding to more countries.

In addition to fundraising plans, CCCL will be celebrating various international days related to cancer, such as World Cancer Day and International Childhood Cancer Day, both in February 2025. This includes organizing awareness sessions and participating in international conferences.

Internally, CCCL consistently works hard to align each department's vision with CCCL's overarching sustainable vision. Management ensures to work by it alongside the team and ensure continuity and high productivity.

Board Of Trustees & Committees

CCCL is governed by a Board of Trustees, led by an active Executive Committee headed by the Chair of the Board and the Executive Committee itself. The Executive Committee represents the association, manages its affairs, and ensures adherence to regulations and applicable laws.



Comprising 12 board members elected every three years through a secret ballot by the Board of Trustees, the Executive Committee operates with a quorum of more than half the Board Members who have completed their yearly membership fees. Following this election, the Executive Committee selects the Executive Bureau, which includes the Chair, Vice Chair, General Secretary, Treasurer, Accountant, and the Official Delegate towards the Government. The CCCL Chair is not eligible to run for two consecutive terms.

In October 2022, the CCCL Board of Trustees elected a new Executive Committee Board for the period 2023-2025:

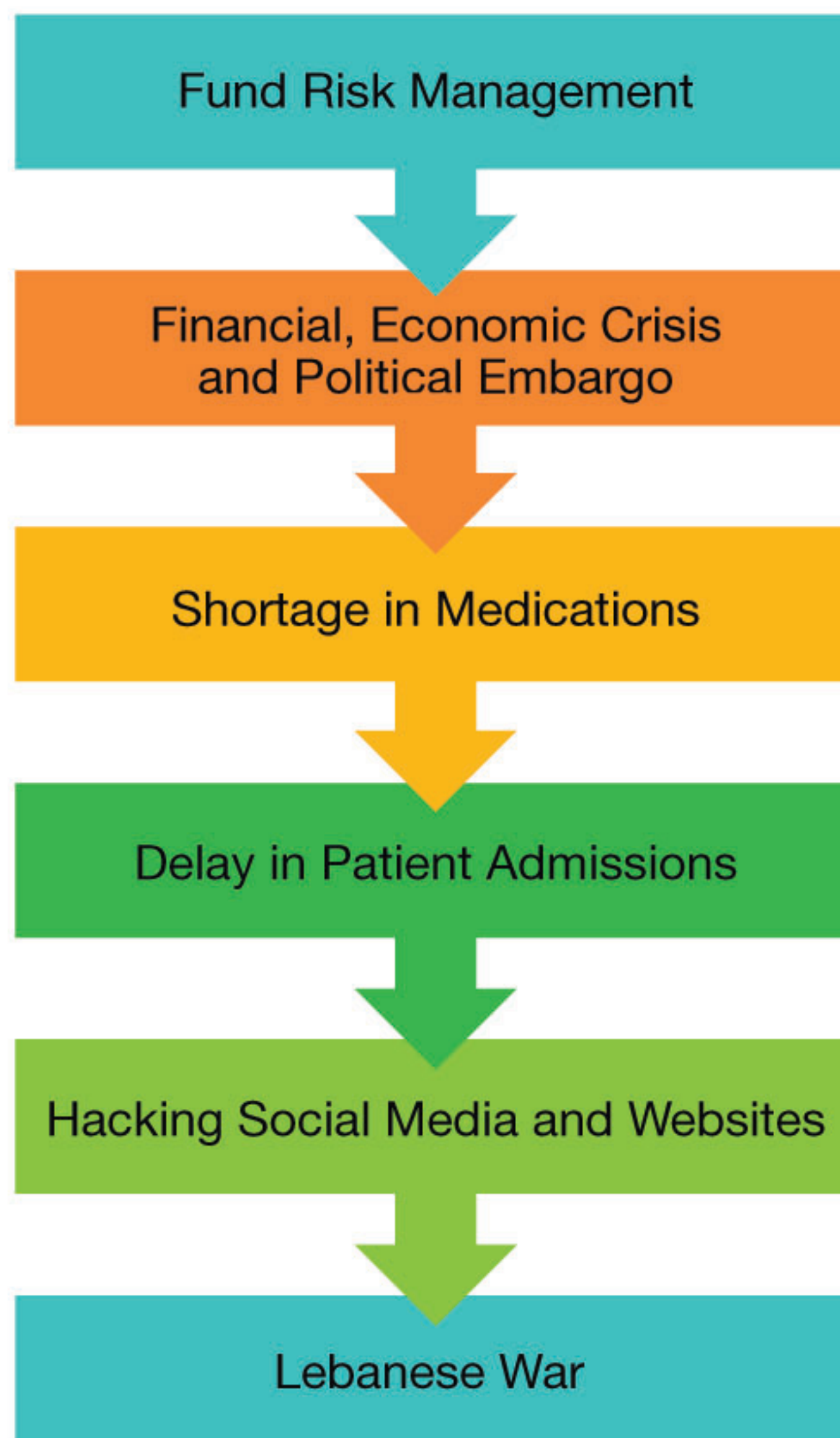
- Mr. Joseph Asseily: Chair of the Board
- Dr. Cesar Bassim: Vice Chair of the Board
- Mr. Nicolas Boukather: Treasurer of the Board
- Mrs. Asmahan Zein: Secretary of the Board
- Mrs. Lara Debs: Accountant
- Mr. Paul Edde
- Mr. Zaid Midani
- Mrs. Yola Noujeim
- Mrs. Salwa Salman
- Mrs. Mona Sidaoui
- Mr. Gaby Tamer
- Mr. Salim Zeenni

In addition to the Executive Committee, there are five board committees for CCCL:

- Strategic Planning Committee
- Financial and FR Committee
- Medical Advisory Board Committee
- Partnership Committee
- International Outreach Committee

Risks and Opportunities:

The purpose of the risk and opportunity process is to assist businesses in defining their risk and opportunity management framework, encompassing activities such as methodology, risk appetite, methods for training, reporting, and escalating risks. We conduct a yearly assessment of our risks, and below are the major risks that our organization might be facing:



Tribute & Annexes

- To all past chairpersons and EC members
- Strategic partners
- Donors and supporters
- Media
- Volunteers and Friends



Children's
Cancer Center
Lebanon

THANK
YOU

