



Children's
Cancer Center
Lebanon

ANNUAL REPORT

2023



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Message From Chair



As we wrap up 2023, I am compelled to express my heartfelt gratitude to each one of our esteemed board members, and in particular, the Executive Committee. Their unwavering dedication and compassionate commitment have been the cornerstone of CCCL's resilience and success throughout the challenges we faced.

Deepest thanks go as well to every one of you, our supporters, as without your never-failing support, we wouldn't have made it through all the 2023 challenges.

In the face of adversity, we all stood as beacons of hope, pouring our time and passion into advancing the noble CCCL cause. Our selfless efforts, alongside the tireless devotion of our entire team, have not only sustained but strengthened our resolve to fulfill the mission and vision of the center. Our combined efforts allowed us to achieve CCCL's objectives despite all challenges, while having the support and continuous hard work of CCCL's General Manager, Mrs. Hana Chaar Choueib.

As you may all know, 2023 was a very difficult year; we faced profound challenges as numerous events and activities had to be either canceled or postponed due to regional instability, among other factors, beyond our control. Despite these daunting obstacles, our collective perseverance prevailed. Until December 2023, we faced a big deficit of \$4 million. However, through the support of highly appreciated donors and especially with the resounding success of the telethon orchestrated with Sar El Waet, we managed to mitigate this shortfall significantly, providing our children a more secure treatment journey and hope of a better tomorrow.

Yet, let us heed this sobering reminder: the wellbeing of our little warriors must never again be jeopardized by such precarious financial strains. As we step into the new year, let us reiterate the vital importance of unity within our board committees and the invaluable contributions of each member. CCCL relies upon our collective efforts to sustain the spirit of support and to amplify our impact for the children.

In light of the challenges of recent years and our ambitious expansion into new territories, particularly in the Gulf Region, UK, France, and USA, our journey towards growth continues unabated. Let us remain steadfast in our commitment to diversify our endeavors and reach even greater heights in service of our cause.

To each of you, I extend my deepest gratitude for your unwavering dedication, devotion, and commitment to CCCL. I also wish to extend a profound appreciation to every CCCL board member and the CCCL team for their remarkable dedication and tireless efforts. Let us nurture the flame of motivation that burns within us, igniting our resolve to serve the mission and vision of CCCL with ever-increasing fervor, each and every day, always with the children at the forefront of our hearts.

Joseph Asseily,
Chair of the Board.



Messages

While being the strong warrior he is, Khodor, a courageous cancer patient at CCCL, expresses his appreciation to the center. He mentions, "CCCL, you have not only recognized but embraced the pain and challenges I have been enduring. I am deeply thankful for the never-ending support you provide me. While it may be your responsibility to promise a better future for all your children, the truth is that you consistently go the extra mile. You are not just fulfilling an obligation; you are genuinely present with us every step of the way. Your presence gives me the strength and security to continue this challenging journey. Thank you for being the support that keeps me moving forward."



Khodor Khodor, 11-year-old Leukemia patient

Patient

Survivor



Thea Abi Nader – 20-year-old Leukemia survivor

Thea Abi Nader, a resilient survivor at CCCL, conveys a message: "I carry with me deep thankfulness for the nurses, staff, and volunteers at CCCL. They stood constantly by our side, never once leaving us alone. Their care extended through both our physical treatments and psychological comfort. In moments when isolation would take over, they consistently offered engaging activities, ensuring we were never left alone. Witnessing the center's offerings, from medications to attentive care, brought great relief to my parents. They no longer were worried about my well-being; instead, they knew I was in the safest of hands. Cancer, an ever-present challenge, stresses the importance behind CCCL's work. To witness current patients battle cancer and become survivors like myself and my friends, donations will always be needed."

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

We are proud to announce the successful recertification of our ISO 9001:2015 standard, a testament to our unwavering commitment to quality management since our initial certification in 2009. During the recent audit, we underwent a comprehensive examination of our organizational practices, with a focus on key areas:

Mission and Vision Consistency

**Internal Audit
and Management
Review**



**Quality Policy
and Corporate
Objectives**

**Proactive Risk
Management**



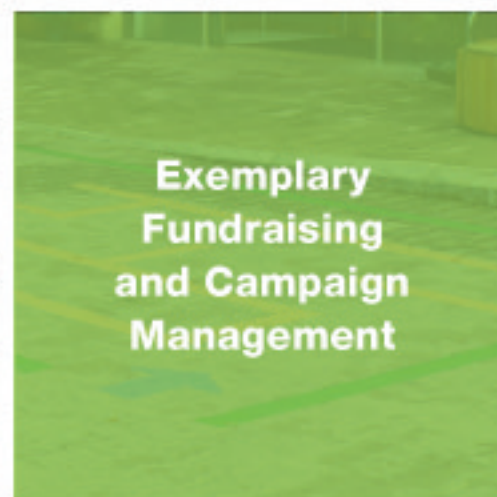
**Organizational
Structure
and Employee
Development**



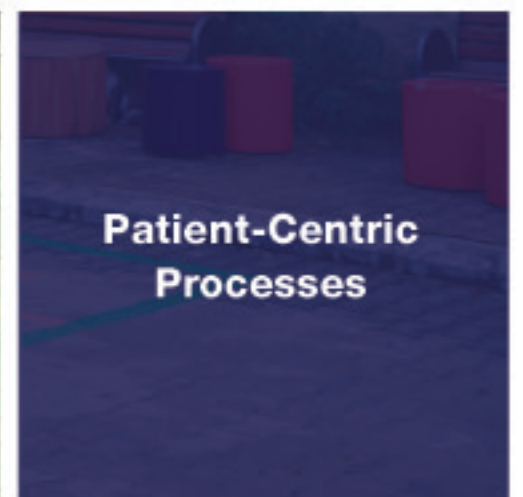
**Transparent
Purchasing Process**



**Exemplary
Fundraising
and Campaign
Management**



**Patient-Centric
Processes**



Samples taken during the audit provided clear evidence of the quality management system's capability to achieve its intended outcomes, demonstrating support for statutory, regulatory, and contractual requirements.

There were no outstanding nonconformities from previous assessments, and no new nonconformities were identified in the current assessment. This reinforces the organization's consistent adherence to quality standards and ongoing commitment to excellence.

Snapshot Of Year's Impact:



Funds raised in 2023:
Total raised from Fundraising:

\$9-10 Millions

Share of Voice:



Digital Media Channel	Reach by end of 2023
Followers	
Facebook	118,610
Instagram	55,870
Twitter	8,528
Linkedin	3,367
Tiktok	2,414
Youtube	1,085
Website Visitors	87,713

Given the fact that new donors reflect a wider and bigger brand reach, there was an increase of 31.6% of new donors from 2022 to 2023:

2022 1,814 | 2023 2,388 | % Increase 31.6%

Patients Supported

Around 400 patients have been supported by CCCL in 2023 at different hospitals that the center is in partnership with.

CCCL has an average cure rate exceeding 80% with an average treatment period of three years.

Sustainability At CCCL

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



Health and Wellbeing



Gender Equality



Economic Growth and Decent Workplace for all



Recycling program 2023 expanding to include e-waste into our recycling program



Working with partners and membership organizations to share experience and explore potentials

Strategic Outlook

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



Patient Journey

I. National Program

In its pursuit of reaching a maximum number of patients in Lebanon and the region, CCCL has strategically partnered with multiple hospitals across the country since 2019. With the American University of Beirut Medical Center (AUBMC) serving as the primary hospital for treatment and excellence, the collaboration is geared towards providing care for 50% of all children with cancer in Lebanon. Extensive discussions and meetings have taken place with various hospitals, facilitating the establishment of guidelines and the signing of annexes to ensure the optimal treatment for CCCL patients.



II. Access to Treatment

These past two years, CCCL has been facing many challenges when it comes to the increase in cost of treatment and medications and it is due to several factors such as the continuous increase and change of hospital tariffs, the overall guarantor share drop from 40% to below 10% as compared to previous years, the merge of very costly targeted and immunotherapies and the rise in cost of Bone Marrow Transplant (BMT) related preparations, complications and follow-ups. In addition, one of the major challenges faced these part two years is related to the removal of subsidization on medications where from 2022 to 2023, the cost of medications has increased by 84%.

Despite all these challenges, CCCL with the support of the Executive Committee, team and especially donors and supporters, continued its services and support to patients and has revised its mission to clarify its scope of coverage while still supporting and treating 50% of all children with cancer in Lebanon.

III. Wellness Program

As cancer affects not only the body but also the mind, CCCL introduced its Patients' Wellness Program in 2019. This initiative offers various psychosocial activities to enhance the well-being of our patients and make their cancer journey as comfortable and pain-free as possible. In 2023, approximately 420 sessions were conducted for all CCCL patients across the hospitals with which the center is in partnership.



In addition to internal activities led by certified psychology facilitators, CCCL opens opportunities for external parties to engage with children in the center's outpatient facilities. This outreach resulted in over 80 engagements, involving 20 individual supporters and 70 SMEs and large corporations, including MUREX and PEPSICO, in 2023.

In September 2023, CCCL launched the Patient Support Group program during the Path of Joy event after negotiating MOUs, consent, and logistics with all relevant parties/providers.



Community Engagement

I. Fundraising

Over the past 21 years, CCCL has dedicated significant effort to building a robust donor base and a professional fundraising approach. This approach has transformed the concept of raising funds from simple appeals to executing projects and programs of various types, reaching out to diverse audiences and expanding our reach in every possible way.



Faced with unprecedented challenges since 2019 and the global survival mode that has impacted all sectors, CCCL has been working diligently in 2023 to regain strength and revive its activities and plans. The impact of inflation has been particularly severe, threatening to leave CCCL with a deficit of around 4 million dollars for 2023.

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 2023 as fundraising efforts, we were able to:

Revive our outreach activities & presence by planning 4 outreach events:

- Kuwait Gala Dinner
- Qatar event at the Lebanese embassy
- Cannes Gala Dinner
- Dubai Gala Dinner was postponed till February 2024

Revive local activities:

- Reinitiating corporate partnerships
- Enhancing monthly giving program
- Investing in digital fundraising, CCCL app donations & Google ads
- Organizing a telethon with Mr. Marcel Ghanem on his weekly show on MTV
- Increasing number of Third Party Initiatives (TPIs)
- Postponing Beirut Dinner due to the situation in Lebanon and the region



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 2024, we plan to further strengthen these connections by visiting both past and current high donors alongside our Chair. Telethon recognitions will be distributed during these direct visits, and we will also reintroduce the monthly newsletter, which will be shared with our high donors.

In addition, CCCL aims to enhance local ongoing programs and digital efforts in 2024, shifting focus from traditional events. In terms of outreach, we are actively assessing new countries and collaborating with our new affiliates, CCCL UK, CCCLF France, and CCCL USA.

II. 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 2023, over 10 awareness sessions were conducted at universities and schools throughout Lebanon, covering topics ranging from childhood cancer in general to HPV awareness. The response rate for these sessions reached an impressive 60%.



Furthermore, as part of the commemoration of Childhood Cancer Awareness Month in September 2023, 4 Awareness Episodes podcasts were produced. These episodes are now available on the Anghami app, CCCL's YouTube Channel, as well as on Apple, Deezer, and Spotify. Covering topics such as awareness, treatment, survivorship, and fundraising, the episodes garnered over 4000 downloads and approximately 3000 plays.

III. Stakeholders Networking / Advocacy / Mapping & Engagement

CCCL has actively engaged with various stakeholders in alignment with its mission. In 2023, the CCCL team attended and presented the center at several conferences, including the 15th Asia CCI Conference in Malaysia in May 2023, the second Patients Alliance Annual Meeting in Dubai in November 2023, the ALSAC Eastern Mediterranean Conference in Muscat in March 2023, and the London Global Cancer Network's annual Hybrid conference.

Memberships & Partnerships:

CCCL's International chapters:

- CCCL UK LTD: 2014
- CCCL at IHC – Dubai: 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)
- The Union for International Cancer Control (UICC) on whose board serves CCCL's General Manager
- The United Nations Global Compact Lebanon (UNGCL) on whose board serves CCCL's Public Relations & External Affairs Team Leader, which emphasizes its commitment to SDG3, SDG5, SDG8, SDG13 and SDG17
- St. Jude Global Alliance (SJGA), particularly the NCD Alliance
- The UK Global Cancer Network
- World Patients Alliance (WPA) on whose advisory board serves CCCL's Patients Relations Team Leader

Partnerships



Global Memberships



IV. Environment

- Communication on Engagement (COE) report on progress/contribution to the Sustainable Development Goals – SDGs (3, 5, 8, 13, 17) due June 2024
- Four CCCL team members attended the Conference of Parties (COP28) in November/December and as a result, 17 potential referrals for the benefit of CCCL. Moreover, Health declaration was signed by Lebanon and other countries
- Recycling program continued in partnership with “Association de L’ecoute” and “Yalla Return” yielding 22 million LBP
- Recycling program continued to grow to include e-waste with UN GCNL partners twice annually
- Green policy was postponed to be launched in 2024



Quality Empowerment

I. CCCL Team

In its persistent commitment to developing and motivating the workforce, CCCL's HR team collaborates with the management to consistently enhance the team's well-being and satisfaction, aiming for high retention rates. The retention rate reached 88% in 2023. To uphold and strengthen employee loyalty, CCCL provides various benefits and ensures that their concerns and voices are not only heard but also acted upon.



Moreover, a crucial aspect of maintaining and retaining employees is providing a clear career path and growth plan for each individual. Building on the succession plan established since 2019, the model of shared governance was successfully implemented in 2022 with the support and recommendation of the board.

Creating a comfortable and joyful work environment is paramount for employee satisfaction. CCCL's management and HR team strive to cultivate a healthy and friendly workplace where employees can express their concerns and suggestions through initiatives like 'Open Heart' sessions, a suggestion box, and monthly reports. Additionally, various fun team-building activities and breaks are organized to allow employees to relax and enjoy their time at work.

Ultimately, the HR team remains attentive to team members' concerns and needs, crafting solutions and tailoring activities to ensure they feel comfortable, valued, and heard.

II. Information Systems

The main goal of the National Cancer Registry (NCR) project is to gather accurate and comprehensive cancer data adhering to international standards. This data is intended for use in cancer control, epidemiological research, public health planning, and enhancing patient care. On October 3, 2019, CCCL signed a cooperation letter with the Ministry of Public Health to collaborate on the development of the pediatric national cancer registry.

Utilizing the open-source program canreg5, CCCL engaged in discussions and delivered data to the Ministry of Public Health, covering the period from 2015 to 2022. A new project exploring the correlation between overhead high-tension lines and leukemia cases was launched. Currently, CCCL is focused on establishing a cloud-based database for children with cancer in Lebanon (ages 0-18) and is actively seeking grant funding to support this important initiative.



III. Cost Optimization

Successful Cost Optimization and Strong Supplier Relations

Over the past 21 years, our team has diligently worked to ensure that our expenses align with the set budget while maintaining robust relationships with our suppliers. We are delighted to report that our collaborative efforts have resulted in successful alignment with our financial goals and strengthened ties with our valued suppliers during the challenging year of 2023.

Through strategic procurement practices and effective negotiation strategies, we not only stayed within the specified budget but also identified areas for potential savings, notably by receiving in-kind donations totaling \$874,000, including medications from approved pharmaceutical companies.

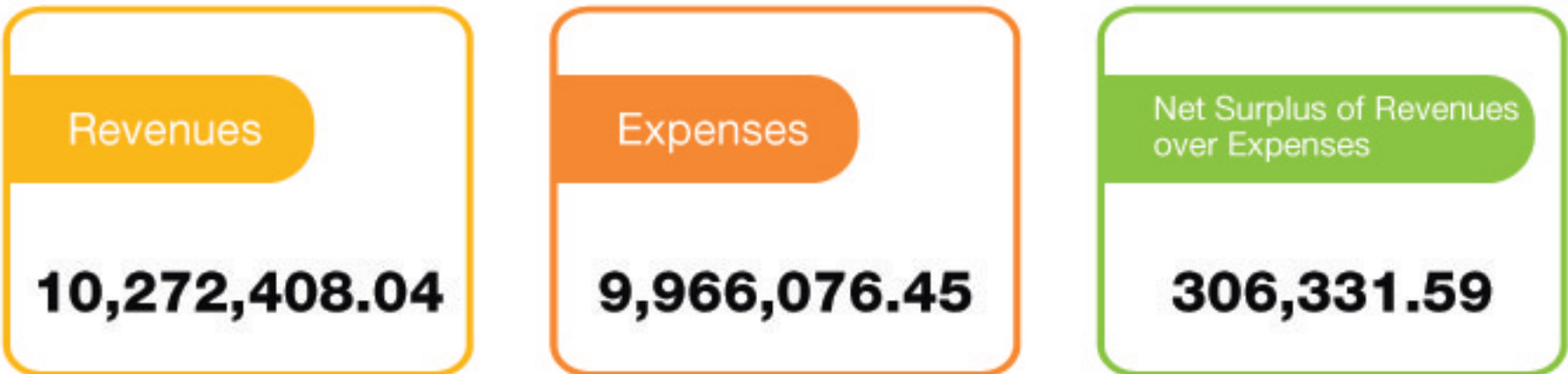
Our positive rapport with suppliers has played a pivotal role in this success. By fostering open communication and transparent collaboration, we have established a solid partnership with our suppliers.

We are committed to maintaining the high standards we have set, ensuring that our cost optimization strategies continue to yield positive outcomes, and our supplier relationships thrive. After each purchase request and upon delivery, a survey is filled by the requestor to evaluate the product.

Financials

CCCL has successfully conducted its audit report for 2022 by Deloitte & Touche and is currently in preparation for the audit of 2023.

Unaudited financial figures, subject to change, for the year ended December 31, 2023:



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 2024. 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 vision. Management ensures to work by it alongside the team.

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:

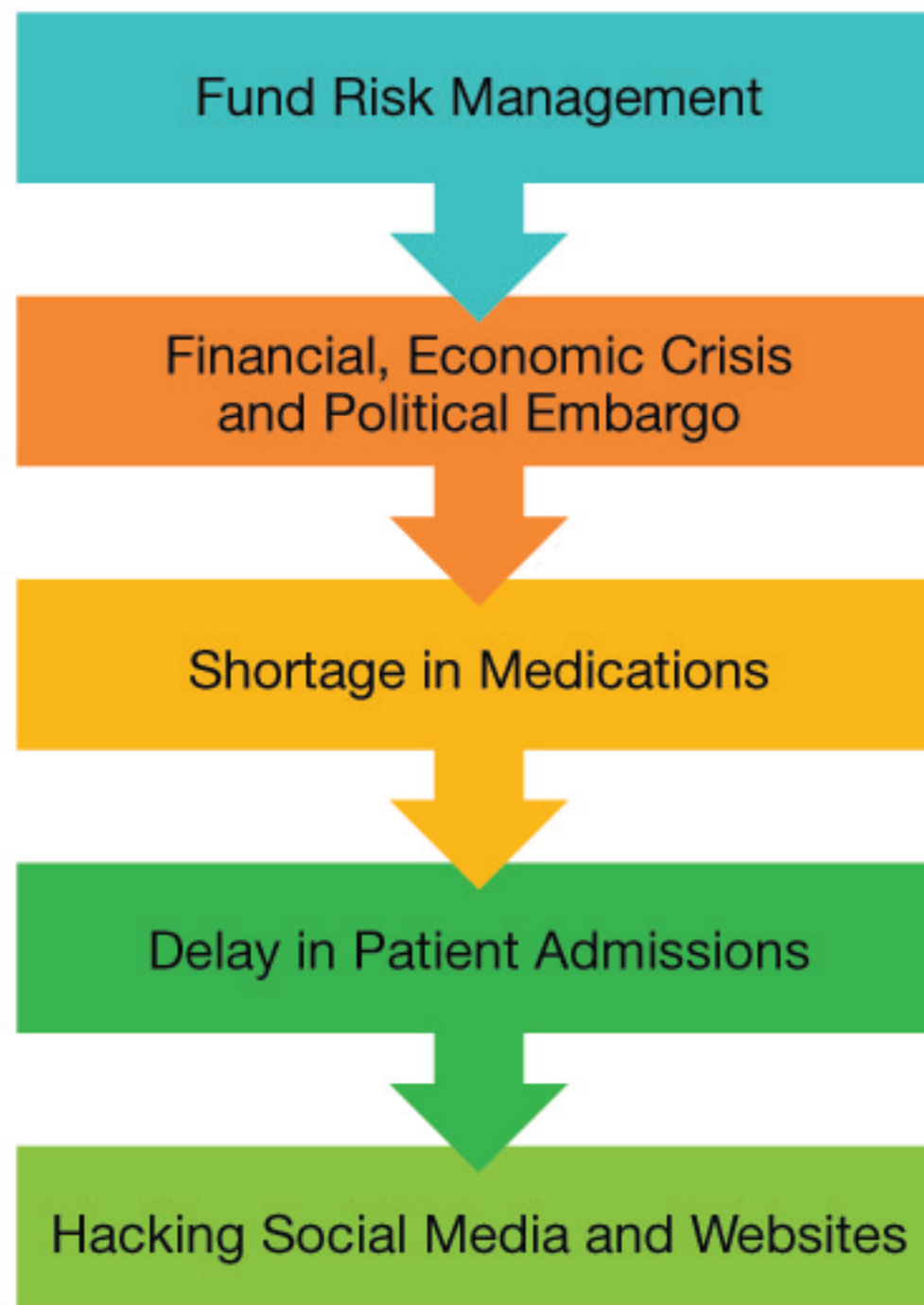
- Mr. Joseph Asseily: Chair of the Board
- Dr. Cesar Bassim: Vice Chair of the Board
- Mr. Nicolas Boukather: Treasurer of the Board
- Mrs. Asmahan Zein: Secretary of the Board
- Mrs. Lara Debs: Accountant
- Mr. Paul Edde
- Mr. Zaid Midani
- Mrs. Yola Noujeim
- Mrs. Salwa Salman
- Mrs. Mona Sidaoui
-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

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

- Strategic Planning Committee
- Financial & 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 & Executive Committee members
- Strategic partners
- Donors & supporters
- Media
- Volunteers & friends



**Children's
Cancer Center**
Lebanon

Thank you

