

This Was Printed From Triangle Business Journal

# In-kind giving boosts National Cancer Coalition

Premium content from Triangle Business Journal - by James Gallagher

Date: Thursday, November 18, 2010, 3:42pm EST

RALEIGH – The down economy has actually proved to be a boon for the National Cancer Coalition, a Raleigh nonprofit whose contributions primarily are in the form of donated medicines from pharmaceutical companies.

The coalition, which provides the drugs and medical devices it receives to hospitals and cancer patients in developing

nations, has experienced a surge in cash and in-kind donations, which are measured as revenue. The nonprofit's top line grew from \$120 million in 2007 to \$169.8 million in 2009. And the 2010 number, which has not been finalized, will eclipse 2009, says Executive Director **Rob Landry**.

The growth has been enough to propel the nonprofit to No. 107 on The Chronicle of Philanthropy's Top 400 list, up from

No. 138 a year ago. The NCC is the only Triangle-area nonprofit on the list to post an increase in donations during the year, and The Chronicle lists the coalition among organizations that it expects to continue growing, with 2010 revenue projected to come in at around \$179.5 million.

The upward momentum for NCC comes at a time when donors are scaling back. Total giving in the U.S. fell by 2.4 percent in 2008 and by another 3.2 percent in 2009 to \$303 billion, the lowest amount given since 2004, according to figures compiled by Giving USA, a nonprofit that tracks giving.

Landry attributes the growth of the Cancer Coalition to the partnerships the organization has built over the past five years. The organization receives the bulk of its donations from pharmaceutical companies – including Pfizer; Merck; Becton, Dickinson; Abbot Labs; and Johnson & Johnson – in the form of drugs and treatments.

"Our relationships are really bearing fruit," he says. "We've been very fortunate to come through the economy in very good shape."

But fortune likely has less to do with the organization's success than a shift in the way corporations, notably pharmaceutical companies, look to make their donations. Companies are giving fewer dollars and more in-kind gifts and are giving to organizations that fit within their industry.

"The planets aligned for an organization like that," says **Wendy McGrady**, vice president of The Curtis Group, a Virginia Beach-based fundraising consulting firm.

While total donations fell in 2008 and 2009, corporate giving actually grew last year, reaching \$14.1 billion, according to Giving USA. The bulk of that growth was due to in-kind donations from technology equipment and pharmaceutical companies.

A study by the Committee Encouraging Corporate Philanthropy found that companies boosted their in-kind donations by 16 percent. The change comes as corporations cut costs and their foundations watched endowments fall. "Companies were looking at other ways to give back to their partners," says **Alison Rose**, the committee's manager of standards and measurement, adding that 22 percent of companies polled said they chose in-kind donations because they had the inventory on hand.

At the same time companies are more frequently working to align their philanthropic efforts with their core business. The rationale is that the companies can use their expertise to better push the needle for societal improvement. For a pharmaceutical company, this means working with organizations that deal in health care. McGrady says the goal is to build brand awareness through philanthropic efforts. "They're supporting their business goals," she says.

The Merck Medical Outreach Program, which donates products to people who need them, is one of the company's major donation programs, says company spokesman **James Brinckman**. Merck has provided more than \$2.9 million worth of Temodar and Emend to the National Cancer Coalition for use in Latin America.

Of course, the scenario could change rather quickly for NCC. Rose says in-kind giving tends to be the most volatile kind. Factors such as inventory, disaster relief demands and large one-time gifts play a role in that volatility.

## BCI and NCC call on Veep

By Alhaji Bashiru Zakari

Two organizations, the Breast Care International (BCI) Ghana, a Non-Governmental Organisation, and the National Cancer Coalition (NCC) of the United States of America (USA), have called on the Vice President John Dramani Mahama at the Castle, Osu. The organizations briefed the Vice President on the recent donation of drugs for cancer and other related diseases to the Ministry of Health and Oncology Training for Registered Nurses in the country.

Dr. Mrs. Beatrice Wiafe Addai, the President of BCI and the Chief Executive Officer of Peace and Love Hospitals in Accra and Kumasi, said the National Cancer Coalition (NCC) of the US in collaboration with the Breast Care International, presented drugs worth about US\$23 million to the Ministry of Health this month.

The drugs are for cancer related diseases including prostate, colon, paediatric leukemia, cardiovascular, as well as adjunctive therapies for patients taking chemotherapy.

The President of BCI who presented the items, said the donation was in



fulfillment of a memorandum of understanding signed in July, 2009 between NCC and BCI. According to Dr Wiafe, the NCC will supply Ghana vital medicines and medical technology to complement government efforts in reducing the incidences of cancer and related diseases.

She said the treatment of cancer needed contemporary chemotherapy which is very expensive and patients often do not have money to pay for such

treatment.

Dr Wiafe announced that a US-based Pharmaceutical Manufacturing Company, Johnson and Johnson has granted BCI and NCC a grant to be used to provide training for nurses on Oncology. Vice President John Dramani Mahama said that government is working hard to provide accessible health care, but also needed corporate and other stakeholders to support it towards achieving that goal.

He lauded the efforts of the two organizations to addressing cancer and its related diseases in the country, and the oncology training for the nurses. The Vice-President of NCC US, Dr Tom Roane and the leader of the four man team from NCC was among the delegation who called on the Vice-President. The Deputy Minister of Health Mr. Rojo Mettle Nunoo was present when the delegation met the Vice President.

Miércoles 27 de Octubre del 2010

## Instituciones internacionales donan millones en medicamentos al Arzobispado

**Link Directo:** <http://www.elnuevodiario.com.do/app/article.aspx?id=218770>

SANTIAGO DE LOS CABALLEROS.- La Nacional Cancer Coalition, Inc., Institución sin fines de lucro de los Estados Unidos de Norteamérica y HFK, fundación hermana de Alemania, donaron a la Fundación Solidaria del Divino Niño Jesús, Inc., organismo del Arzobispo de Santiago de los Caballeros, una variedad de medicamentos que serán distribuidos entre hospitales e instituciones de servicios de aquí.



El acto de entrega se realizó en la Casa del Arzobispado y contó con la presencia de monseñor Ramón Benito de la Rosa Carpio, Arzobispo Metropolitano, de representantes de las instituciones donantes y de la que los recibieron.

Al Se inicio del presente año, la Fundación Solidaria del Divino Niño Jesús, Nacional Cancer Coalition y HFK, firmaron un acuerdo de cooperación con la finalidad de mejorar la salud y condición de los niños y adultos que padecen enfermedades, malnutrición y pobreza en la República Dominicana.

Al momento de sellar el convenio, Nacional Cancer Coalition y HFK, se comprometieron garantizar los productos médicos apropiados para las instituciones que trabajan con la salud en la región Norte y Santo Domingo y puedan servir mejor a los enfermos de escasos recursos.

Mientras, que la Fundación hizo el compromiso de solicitar tales medicamentos, realizar los procedimientos establecidos por el Ministerio de Salud Pública en su Departamento de Drogas y Farmacia, canalizar los trámites necesarios de Aduanas, hacer la debida redistribución y monitorearlos para evitar la comercialización de los mismos.

Los medicamentos benefician en Santiago de los Caballeros, el hospital José María Cabral y Báez, Cáritas Arquidiocesanas, hospital Arturo Grullón, Instituto Oncológico del Cibao, FUNDOLOR, Hogar Santa María, Hogar Niñas de Dios, Hogar Nueva Esperanza, Acción Callejera, Aldeas Infantiles, Angeles de Conani, Centro ILAC, Fundación Inmaculada Concepción, Padre Emiliano Tardif, Obra Corazón de Dios, Hermanos Unidos en Cristo, Fundación Monumento Viviente y el Instituto de Diabetes Doctor Raúl Martínez.

- **Hilarión Isalguéz**

# BCI, NCC donate drugs to health facilities

By Alhaji Bashiru Zakari

Breast Care International (BCI) in conjunction with the National Cancer Coalition (NCC) of Raleigh, USA, has donated medical relief items for distribution to public health facilities in the country.

Ghana is one of 50 developing countries to benefit from the donation. The donation was in fulfillment of a memorandum of understanding signed last year between NCC and BCI.

Beneficiary health institutions are psychiatric hospitals in the country, the Korle-Bu Teaching Hospital, Accra, Atua Government Hospital, Somanya in the Eastern Region, hospitals managing Bruli-Ulcers, the NHIA, the Komfo Anokye Teaching Hospital (KATH), Tamale Teaching Hospital and other clinics and hospitals that are taking part in the Oncology Nurses training programme scheduled for 16th - 18th September, 2010. The drugs were worth about 23 million dollars.

The donation last week is the 9<sup>th</sup> since the two organizations agreed in 2009 to provide medicines for Ghanaian health facilities to fight cancer, hemophilia, mental illness, gastrointestinal, heart diseases among others. Previous donations have been worth between 250 dollars to 3 million dollars.

Dr. (Mrs) Beatrice Wiafe Addai, President of BCI and Chief Executive Officer (CEO) of Peace and Love Hospitals in Accra and Kumasi, who presented the items at the Peace and Love Hospital in Accra, assured that BCI and NCC would work closely to ensure that thousands of Ghanaian patients benefit from the drugs.

She said the treatment of can-



*Prof. Jennifer Welbeck of Korlebu Teaching Hospital on the right receiving donation drugs from Dr. Mrs Beatrice Wiafe Addae of BCI.*

cer and its related diseases needed contemporary chemotherapy which is very expensive and patients often do not have money to pay for such treatment, hence these drugs must be given to patients free of charge.

Dr. Wiafe Addai announced that NCC and BCI had secured a grant from US pharmaceutical manufacturer, Johnson and Johnson to provide Oncology training for registered nurses from 20 selected hospitals and clinics in Ghana.

The said training programme which comes under NCC's Women Cancer Initiative, seeks to secure modern therapies and

technology to address management and treatment of Cervical, Breast and Ovarian cancers.

In separate interviews after receiving the donations on behalf of their institutions, Prof. Jennifer Welbeck, Head of Child Health Department of the Korlebu Teaching Hospital and Dr. Akwasi Osei, the Chief Psychiatrist, commended the BCI and NCC for their kind gesture. They promised that the drugs will be put to good use to the benefit of patients.

Mr. Samuel Boateng, Director at the Ministry of Health, who received the items on behalf of the Vice-President, His Excellency

John Dramani Mahama, for the Ministry of Health, lauded the efforts of the two institutions to address cancer and its related diseases as well as other ailments that needed assistance in their managements.

He noted that the drugs will go a long way to complement efforts by the Ministry of Health to provide quality health care.

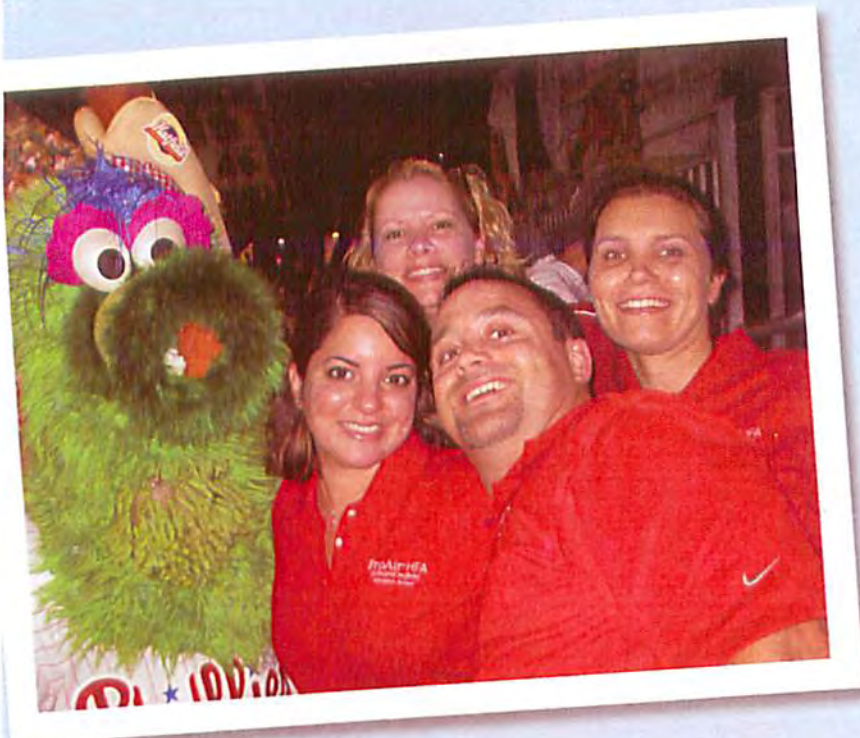
The Vice President assured government's commitment to ensuring that the programme is effectively implemented in Ghana in order to guarantee a cancer free future for Ghanaian women.

## US\$ 7 PARA EL INSTITUTO DEL CÁNCER

■ Mañana llega a Uruguay una delegación de la Coalición Nacional del Cáncer de los Estados Unidos (NCC por sus siglas en inglés), institución que ha aportado US\$ 7 millones en donaciones para el Instituto de Oncología, hoy Instituto Nacional del Cáncer, en los últimos 5 años. La delegación es encabezada por el presidente de la NCC Robert Landry y por el director del Instituto Nacional de Oncología Roberto Viola. Las donaciones realizadas por esta institución se enmarcan dentro del programa de donación de medicamentos iniciado en el 2003 luego de la firma de un Convenio de Entendimiento entre la NCC y el MSP.

Esta organización sin fines de lucro tiene por misión reducir el sufrimiento de los pacientes que tienen cáncer y el de sus familias, mediante el acceso al conocimiento y la asistencia. El programa de la NCC se concentra en la donación de citostáticos de alta calidad, equipamientos e insumos médicos.

# Employee Engagement Across Teva



Denise Bradley, Nicole Roumy, Mike Zambarano, and Carola Golser-Wamser pose with the Phillie Phanatic at a ProAir Night with the 2008 World Champion Phillies.

Despite our increasing growth, Teva employees understand the importance of forming strong bonds with coworkers. Teva appreciates its employees' efforts and works hard to provide events and activities that foster camaraderie and build teamwork.

Events differ throughout North America according to local culture. For example, Teva's Doral site offsets the Florida heat with an annual ice cream social. Irvine employees come together a few times during the year for their All Hand's Meeting to strengthen employee relationships and brainstorm new business strategies and ideas. In Teva Novopharm's Markham site, they celebrate Diversity Days with a potluck where employees bring in food from their native culture and dress in traditional clothing. Throughout Teva, where we have a strong focus on MS, local teams participate in the annual MS walk and cycling events to raise money and awareness to find a cure. Other Teva North America locations celebrate holidays, anniversaries, company picnics, and contribute to the community.

These events bring individuals together and cultivate relationships. As Teva continues to grow and new employees join the business, Teva will continue to emphasize the significance of its employees connecting with each other.



On behalf of Teva USA, Joe Cunliffe and Jeff Borden accepted this award from D. Thomas Roane (center), of the National Cancer Coalition (NCC) in recognition of Teva's support to under-served cancer patients in developing world countries. Through Teva's product donations to NCC, over one hundred thousand patient months of chemotherapy have been provided to pediatric and adult cancer patients. This partnership is providing the opportunity for survival and the hope of a brighter future."

