

25 YEARS OF STRUGGLE FOR LIFE

Impossible?

No, I'm Possible!

Vanessa Barro Canal was diagnosed with acute lymphoid leukemia at the tender age of 2.

Today, she's 21, completely cured, studying psychology and has a healthy routine.



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TESTIMONIALS

PARTNERS, EMPLOYEES AND FRIENDS JOIN IN THE COMMEMORATION

Armínio Fraga Neto

Member of the Board of Trustees of the Brazilian Cancer Foundation

“Under the leadership of Dr. Marcos Moraes, the Foundation has made an immense contribution to cancer-related issues. It was born with an umbilical cord to INCA – the National Cancer Institute of Brazil, and has evolved over the course of time. Today, it is preparing itself for a new phase, yet it always remains on the same mission, that of providing various forms of support for cancer issues, including with the Brazilian Cancer Foundation Hospital. The combined set of the latter project and the volume of services it provides is enormous, all of which mean a huge contribution to Brazil.”

Ana Cristina Pinho Mendes Pereira

Director of the National Cancer Institute of Brazil - INCA

“The Foundation’s quarter century history is fused with that of INCA itself. It arose as a watershed, in order to provide support for cancer instruction and research, but it also took on the responsibility of providing human resources, which was a major differential factor. Highly qualified human-power, perpetuating a virtuous cycle of new professionals. This was INCA’s catalyzer and today, in large measure, INCA is alive and is highlighted as the fruit of this 25-year partnership. We are partners in various projects that encompass cancer assistance, instruction, research and preven-

tion that translate into the quality of the services provided to society. Being able to count on the Foundation’s partnership and expertise is fundamental for maintaining INCA as a renowned benchmark institute in terms of oncologic attention in Brazil.”

Paulo Chapchap

Member of the Board of Trustees of the Brazilian Cancer Foundation

“To enthuse anyone, work has to be both relevant and necessary. The Brazilian Cancer Foundation has these two characteristics: it is extremely necessary in the context of health in Brazil and it is extremely relevant, which means that it has a high degree of importance.”

Cristian Motz

Clinical Engineer of the Brazilian Cancer Foundation

“I started my activities at the Brazilian Cancer Foundation in 2007, when I was at INCA and had the challenge of implementing the clinical engineering service. Working at the Foundation means you are assured of enjoying quality of life and respect. Now that I’ve been with the Foundation for almost 10 years now, I still feel motivated and privileged, working at the Brazilian Cancer Foundation Hospital.”

Luiz Augusto Maltoni Jr.

Executive Director of the Brazilian Cancer Foundation

“The Brazilian Cancer Foundation gives us tremendous pride. Over the past 25 years, it has invested all the funds it has raised in oncology. It began by supporting INCA’s activities, then expanded to programs involving basic research and clinical research at other institutions. It has invested – and continues to invest – a great deal in human resources. We have an educational and training program for professionals in the area of radiotherapy, because our country has repressed demand for this type of instruction. The Foundation has been building up tremendous experience in managing human resources for oncologic work. This is exemplified by management of the Brazilian National Register of Voluntary Bone Marrow Donors (Redome). Always solidly grounded in the fundamental values of respect for people and for life, the Foundation materializes in the person of Dr. Marcos Moraes, one of the key people who idealized its founding. Even today he guides us in relation to such values and the seriousness with which cancer has been treated in Brazil. It is an honor to work at the Brazilian Cancer Foundation, the history of which I have followed ever since its beginning.”



Claudia Jurberg

Claudia Jurberg

Coordinator of the Dissemination Nucleus for the Rio de Janeiro Federal University (UFRJ) Oncobiology Program

“The UFRJ Oncobiology Program is a Carioca network for research, instruction and extension that links around 250 affiliated persons from various public institutions. It has become a benchmark and model of reference, chiefly for its pillars of scientific quality, funding and red-tape cutting that have been encouraged, provided and strengthened in our partnership with the Brazilian Cancer Foundation during these years. Without such support, we certainly wouldn’t be what we are today.”

Rosângela Bronze

Administrative Assistant at the Brazilian Cancer Foundation

“I’ve been with the Brazilian Cancer Foundation for 24 years now, and I’m highly proud of it, because I’ve accompanied the institution’s history and growth in all these years. The Foundation is an example of success in the

tertiary sector of the Brazilian economy, with a track record of victories in the struggle for life. The Brazilian Cancer Foundation Hospital will be a great public utility for the population of Rio de Janeiro. It is gratifying to be part of a team that struggles for a noble cause on behalf of society at large.”

“The Foundation is an example of success in the tertiary sector of the Brazilian economy, with a track record of victories in the struggle for life.”

Rosângela Bronze



DR. MARCO MORAES (IN THE MIDDLE), SURROUNDED BY BOARD MEMBERS AND EXECUTIVES OF THE BRAZILIAN CANCER FOUNDATION



Eduardo Campos

*Financial Analyst of the
Brazilian Cancer Foundation*

“Evolution: this is the word that defines the time I’ve been with the Brazilian Cancer Foundation. And this has occurred on both sides! My first contact with the Foundation, in December of 1999, was when I took part in a selection process for an Apprentice Minor position. In 2003, I was hired as an employee, and personal and professional evolution has been a constant trend in my life ever since then. I want the institution to continue firmly with its mission and its values. I have a feeling of tremendous gratitude.”



**Vera Luiza da
Costa e Silva**

Vera Luiza da Costa e Silva

Head of Secretariat of the World Health Organization Framework Convention on Tobacco Control (WHO FCTC)

“I accompanied the creation of the Brazilian Cancer Foundation and have witnessed its importance in the advance of control over cancer in Brazil, in the construction of the benchmark image that INCA has today and in the strengthening over the control of tobacco usage, including at the international level. In collaboration with the Secretariat and the Center for Tobacco Studies

“I find it admirable for it to have the capacity not to rest on its laurels, to look to the future and seek out opportunities for innovation, in order to fulfill its mission in the most effective and sustainable manner possible.”

Eliane de Castro Bernardino

of the Oswaldo Cruz Foundation’s National Public Health School (Cetab/Ensp/Fiocruz), the Brazilian Cancer Foundation has worked on linking up a national network of alternative diversification for tobacco raising, which will serve as a model for other nations. I believe the Foundation can also collaborate in supporting other Portuguese-speaking nations in Africa and Spanish-speaking countries in Latin America too.”

José Lemos

*Financial Analyst of the
Brazilian Cancer Foundation*

“I’ve been with the Cancer Foundation for 9 years now and have been able to accompany the entire transition, which is now picking up speed. The Foundation’s vision in fighting cancer and in expanding its activity areas are aspects that make me proud. The new project of the Cancer Foundation Hospital, where we still work in the assistance area, is likewise a point of pride for me. We’ve managed to see how fundamental our work is for curing cancer. It’s really a noble cause, and it really is possible to beat cancer.”

Eliane de Castro Bernardino,

*Member of the Oversight Board of
the Brazilian Cancer Foundation*

“I’m proud to participate in an organization like the Cancer Foundation, held up so sturdily as it is by the pillars of professionalism

and seriousness. I find it admirable for it to have the capacity not to rest on its laurels, to look to the future and seek out opportunities for innovation, in order to fulfill its mission in the most effective and sustainable manner possible. Participating in such a group, alongside people with so much talent, courage and responsibility, has given me inspiration and taught me a great deal. It’s a joy to contribute in such a context of excellence in management and of appreciation for all those who participate.”

Roberta Costa Marques

*Executive Director of the
Desiderata Institute*

“Cancer is the leading cause of death among children and adolescents in Brazil. Having the Brazilian Cancer Foundation, with its technical expertise and national coverage,



Eliane de Castro Bernardino

Dr. Marcos Moraes

*Founder and Chairman of the Board of
Trustees of the Brazilian Cancer Foundation*

“At the beginning, the Foundation was just 2 pages of paper in my briefcase and lots of will-power for everything to work out right. A dream must be big to be effective. With the National Program to Combat Cancer we built up a relationship with Brazil’s cancer institutions. We had the opportunity to know up close the difficulties and the chance to change the course of history.

“The Brazilian Cancer Foundation has grown daily, and so has our enthusiasm. The Brazilian Cancer Foundation Hospital has a most important meaning in this context. Not just for the Foundation, but also for the prevention and treatment of cancer in our country. We are putting our experience into practice and getting into direct assistance. The results will become available not

as a partner strengthens us in our campaign for early diagnosis and qualifies the debate regarding the network of pediatric cancer treatment, as well as bringing the issue into the national spotlight.”

Leticia Casado

*Technology Specialist of the National
Cancer Institute of Brazil - INCA*

“My admiration and respect for the Foundation has been growing ever since, 22 years ago, I perceived that it represents a milestone in the evolution and growth of INCA. I translate this feeling by stating that the Institute’s existence can be separated into the time before and after Dr. Marcos Moraes, the Foundation’s idealizer, who made it possible for INCA to make the difference, as part of our nation’s Single Health-Care System (SUS), in the life of the Brazilian population. Just two words (with a single Latin origin!) will suffice on its 25th birthday: congratulations and gratitude! #25yearsSavingLives.”

just as philanthropic contributions, but above all given to the patients, in the form of more humanized treatment.

“And it will all go together. Instruction, research, treatment of special diseases and programs that hospitals rarely feature, since they don’t have the resources and systems for funding, besides partnerships with universities. The line of service that we’ll be offering and all these projects will help people understand that a hospital is part of a system of education, treatment and preparation of professionals for service.

“This work is not just that of one person alone. It’s teamwork, in the true sense of the word. We’re winning and will continue the struggle. What we’ve built so far, over the course of the past 25 years, is what allows us to bestow this gift upon society.”



“We are putting our experience into practice and getting into direct assistance. The results will become available not just as philanthropic contributions, but above all given to the patients, in the form of more humanized treatment.”

Dr. Marcos Moraes

Peter Byrd Rodenbeck

President of the Board of Directors of the Brazilian Cancer Foundation

“Marcos Moraes continues today as the creator and pioneer of the Cancer Foundation, even as we celebrate its 25th birthday. The Foundation’s contributions to the fight against cancer in Brazil constitute a powerful legacy that has already saved and will continue to save thousands and thousands of lives.”



Thiago Kaufmann

Thiago Kaufmann

Project Analyst of the Brazilian Cancer Foundation

“Working in an institution that make a big difference for Brazilian society is very gratifying. For me, it was four years at the BrasilCord Network, accompanying the planning and execution of blood-banks in various regions of Brazil. At the end of 2015, I received an invitation to take on a new professional challenge: becoming part of the team of the Brazilian Cancer Foundation Hospital. We work to offer comfort and well-being for patients, caregivers and collaborators and turn the hospital into a cancer-treatment benchmark in Rio de Janeiro and, in the future, all of Brazil.”

Sima Ferman

Head of the INCA Pediatric Oncology Service

“Our partnership with the Brazilian Cancer Foundation made it feasible to carry out several projects in building up a pediatric oncology service with all the facilities required to provide excellent care for INCA’s patients. We inaugurated the Pediatric ICU (Intensive Care Unit for children) in 2002, the pediatric ophthalmological consulting office in 2005, and the Pediatric Emergency Ward in 2009. During the period from 2011 to 2016, we were able to implement the projects for Registry and control of adherence to treatment and Rehabilitation for pediatric cancer patients in our institution. Each project was a dream come true. We still have a lot more dreams to fulfill, and we can always count on the support of the Brazilian Cancer Foundation.”

Sheila Prado

IT Manager at the Brazilian Cancer Foundation

“Chiefly for those of us in the IT area, the cause is the major attraction. It’s different from what’s usual in today’s market, for here we manage to see the more human side, not just the business aspects. In the administrative area, it’s common to always think about the technical part, but here, since the cause is different, we wind up getting much more involved. We constantly strive to do more, and to do



Sima Ferman

it better, to reach the greatest number of people. Especially with the Redome, the system that searches for Brazilian and international marrow donors, this is work that moves and shakes us a great deal. We are proud that we can develop solutions on behalf of this cause - life.”

Vanessa Fuzer

Service Supervisor at the Brazilian Cancer Foundation

“The Brazilian Cancer Foundation is heavily involved in cancer prevention campaigns. It has a commitment to society to provide quality information and service. With the Brazilian Cancer Foundation Hospital, we see the challenge on the part of each employee to build cancer treatment service that is different from what has existed so far in Rio de Janeiro. Our overriding objective is to offer the most advanced medicine, aligned with humanized service, always focusing on the patient. I feel privileged to be part of this hospital team, and every little bit of the hospital has a little bit of it in me.”

““The partnership with ACT Health Promotion has been in effect ever since ACT was founded 10 years ago. Together, we work for regulatory measures and monitoring actions that have contributed to changing the paradigm of tobacco usage in Brazil.”
Paula Johns

Paula Johns

Executive Director of ACT Health Promotion

“Cancer is a major challenge for present -day societies. The number of new cases is on the rise, and the risk factors related to the environment and life-styles have become increasingly complex. The role of the Brazilian Cancer Foundation deserves to be highlighted for dealing with all the aspects related to facing up to cancer, from promoting health to treating patients, including support for and promotion of public policies that have proved effective in controlling the risk factors, with emphasis on control over tobacco usage.

“The partnership with ACT Health Promotion has been in effect ever since ACT was founded 10 years ago. Together, we work for regulatory measures and monitoring actions that have contributed to changing the paradigm of tobacco usage in Brazil. Many lives have been saved and certainly many new cancer cases have been avoided thanks to the set of public policies for preventing tobacco usage supported by the Foundation. We trust that in the next 25 years our partnership can be strengthened and together we can win new victories and have improved public policies for promoting health that lead to cutting down the number of new cancer cases.”



Paula Johns

Valdemar Hofman

Administrative Assistant of the Brazilian Cancer Foundation

“I’ve worked at the Foundation for 21 years now and I’m extremely proud, because the institution acts on behalf of a highly important cause. Previously, it subsidized INCA’s work and, a few years ago, it began acting independently, but still carrying out major projects, such as the Hospital, which will be very good for the State of Rio de Janeiro. Cancer is a disease that requires a great deal of dedication on the part of doctors, and the Foundation’s directors do everything within their power for the cause. I do whatever I can to help with love, and I can only sing the praises of a company that has always treated me so well.”

Luiz Fernando Candiota

Vice President of the Board of Directors of the Brazilian Cancer Foundation

“After more than 20 years at the Foundation, it is with tremendous joy and satisfaction that I see the institution attain a new level of contribution to society, by means of its own specialized and integrated services to fight cancer. I feel as if I have contributed with one of the bricks to the building of a dream of my friend Marcos Moraes that is so important for our State of Rio de Janeiro and for Brazil.”

Ana Carolina Abreu Martins

Marketing Analyst at the Brazilian Cancer Foundation

“In my eight years at the Foundation, I’ve evolved not just professionally, but also as a human being. We’re all working together, every day, for life. And it’s priceless to know that what we’re doing can lead to knowledge about or contribution to treatment of cancer.

“This is our cause, the incentive at the start of each workday for ev-

ery new challenge. I’m very proud of being able to contribute and participate in the work that is being carried out by the Foundation in the struggle against cancer.”

Reinhard Braun

Director of Products at the Brazilian Cancer Foundation

“The first word that occurs to me in describing work at the Foundation is pride. The pride of being part of a team of collaborators of the Brazilian Cancer Foundation, after over 17 years at INCA. It’s a tremendous privilege to be working in controlling cancer, even though I wasn’t educated in the medical area.

“The second word is innovation. Its creation, just over 25 years ago, represented an opportunity to provide a new format for INCA, and to embrace its own challenges. Possibilities were crated for advances in management, in assistance to patients and in cancer research. And the advances have resulted in recognition, both in the scientific environment, as well as in society at large. We have received several mentions and awards for the results achieved, hence making our work efforts even more valuable.

“And the third word that comes to my mind is the integral nature of our work. Thinking about integral and integrated patient care and in full-scale attention to cancer, with strong emphasis on promotion, prevention, social mobilization and all the way to palliative care. Everything is done with quality, ethics and efficiency.

“Inspired by entrepreneurship, by the ideals and values affirmed by the Foundation’s creator and Chairman of its Board of Trustees, Dr. Marcos Moraes, I believe that through the Brazilian Cancer Foundation we can turn around the situation of the disease in our nation”.

25 YEARS

HIGHLIGHTS OF THE JOURNEY

ARY FRAUZINO FOUNDATION

The Brazilian Cancer Foundation came to birth as the Fundação Ary Frauzino (FAF), in 1991. The name was an homage paid to pioneering Brazilian cancer specialist Dr. Ary Frauzino Pereira, who was born in 1917 in the Central-Western Brazilian State of Goiás. He began his professional career in Rio de Janeiro and worked for 32 years at the National Cancer Institute of Brazil (INCA), where he introduced innumerable major reforms, programs and agreements that projected the Institute as a medical-hospital center specializing in instruction and research. The homage was in recognition of all his competence, efforts and visionary capacity.



TOBACCO USAGE

One of the historical flags waved by the Brazilian Cancer Foundation, ever since its creation, has been the fight against tobacco-usage. Several campaigns conducted by the institution helped lead Brazil to become the second country around the world to require adoption of pictures on cigarette packs showing the evil effects of nicotine. Tobacco usage leads to at least 50 (fifty) diseases, including cancer, and in Brazil alone kills around 400 people every single day. Smoking is the leading cause of avoidable death in the world. Today, in our nation, the number of former smokers is greater than the current number of smokers, but the struggle continues.



SCIENTIFIC RESEARCH

Cancer research has led to development of methods of early detection, exams and more effective treatment. Studies have further contributed to a better grasp of this complicated disease and its prognosis. The Brazilian Cancer Foundation, which has partnered with many different institutions on various projects, has provided tremendous incentives for INCA to carry out leading-edge technology research. It also provides incentives for the Oncobiology Program of Rio de Janeiro Federal University (UFRJ), in which over 300 professionals exchange information on treatment and techniques for early diagnosis. Moreover, the Program's graduate scholarships and fellowships are financed by the Foundation, which further invests in and helps prepare course material and content.

PALLIATIVE CARE

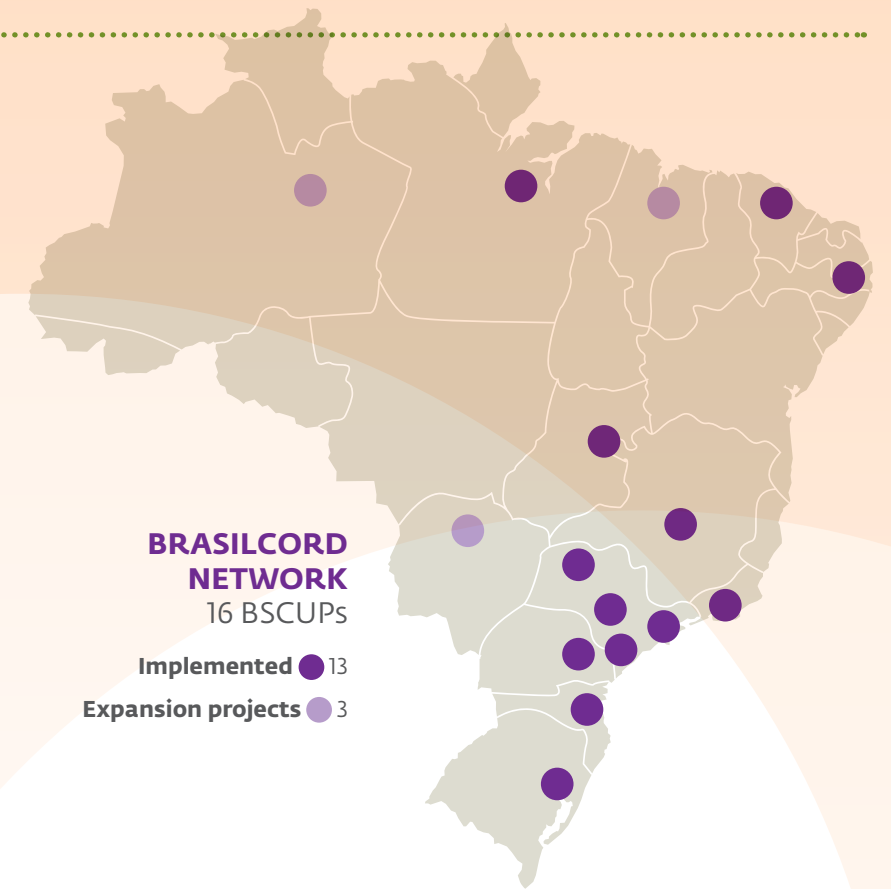
Palliative treatment is fundamental to control symptoms of the disease at the advanced stage and provide enhanced quality of life for patients and their next-of-kin. In Brazil, the rise in both the elderly population and the number of cancer cases have increased the impor-

tance of palliative care for public health. The Foundation is devoted to contributing to enhancement of the nation's cancer scenario. In 1998, it helped in creation of Cancer Hospital IV (HC IV), run by the National Cancer Institute of Brazil (INCA) and dedicated to patients without possibility of cure.

REDOME

The Brazilian National Register of Voluntary Bone Marrow Donors (REDOME) is the third largest in the entire world, behind only the United States and Germany, with over four million donors registered. The Brazilian Cancer Foundation is responsible for operational management of the Register, while INCA handles technical coordination.

REDOME brings together data on people willing to donate bone marrow for patients requiring transplants. At present, the search for donors for Brazilian patients is simultaneously carried out in Brazil and abroad. International donor banks also access data on donor candidates based on specialized systems, resulting in the sending of stem cells to other nations when compatibility is detected.



BRASILCORD NETWORK

16 BSCUPs

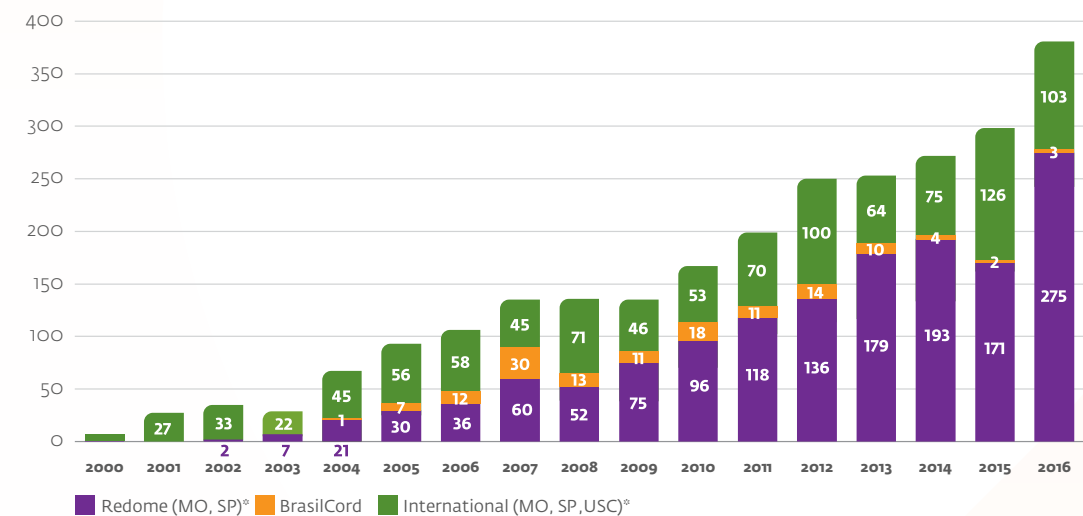
Implemented ● 13
Expansion projects ● 3

BRASILCORD NETWORK

The Umbilical Cord and Placenta Blood Banks (BSCUPs) store donated samples of umbilical cord blood, which is rich in stem cells, capable of reproducing the fundamental elements of blood and essential for transplant of bone marrow. The Brazilian Cancer Foundation is responsible for the Project for expansion

of the BrasilCord Network, which involves technical supervision by INCA and financing from the Brazilian Economic & Social Development Bank (BNDES). When expansion of the network is concluded, Brazil will have total storage capacity for 75 thousand pouches, expanding the chances for patients requiring bone marrow transplants.

REDOME: NON-KIN TRANSPLANTS IN BRAZILIAN PATIENTS



* MO = Bone Marrow; SP = Peripheral Blood; USC = Cord Blood Unit



INAUGURAL CLASS
OF THE NATIONAL
RADIOTHERAPY
TRAINING PROGRAM

TRAINING OF HUMAN RESOURCES

The National Radiotherapy Training Program, which began in 2016, is aimed at training and updating professional for the Health Ministry's National Radiotherapy Program, meeting the demand of the nation's Single Health-Care System (SUS). Lasting for two years, the training program will graduate 20 physicists and 80 technicians, and further update 300 professionals specializing in cancer.

Conceived of by the Brazilian Cancer Foundation and developed in partnership with the Radiological Sciences Department of Rio de Janeiro State University (UERJ), the Program became a feasible reality

thanks to funds obtained through the Federal Health Ministry's National Oncologic Attention Support Program (Pronon).

ONCOLOGIC ATTENTION PLANS

The Brazilian Cancer Foundation provides valuable consulting services for state and municipal health-care secretariats throughout Brazil, in order to improve their processes for treating cancer. The Oncologic Attention Plan encompasses everything from prevention and diagnosis through treatment and rehabilitation. The States of Amazonas and Rio de Janeiro, as well as the latter's up-state municipality of Macaé, already have their own Plans, with the Foundation's aid.

BRAZILIAN CANCER FOUNDATION HOSPITAL

The Brazilian Cancer Foundation is now actively providing direct health-care services with its Brazilian Cancer Foundation Hospital, located in the Méier district of Rio de Janeiro. The unit has been adapted and redesigned as a center of reference or benchmark, offering a high standard of service. With its leading-edge technology and highly-qualified medical staff, the Hospital will offer a full line of services for the disease. All the way from diagnosis of cancer through cure or palliative care, the services pass through all steps of the treatment and procedures required to offer the best quality of life for patients. ●

Your donation makes all the difference.

Cancer is a huge public health problem and its incidence has risen 20% in the past decade. World-wide expectation is for 21.4 million new cases and 13.2 million deaths in the year 2030, according to the World Health Organization (WHO). In Brazil, it is the second leading cause of death by disease, just behind cardiovascular problems.

The Brazilian Cancer Foundation and you, together, for life. Yes, the financial donations of individuals and companies have aided us, in the past 25 years, to continuously invest in the health-care area, more specifically in oncology. We have engaged in strategic actions for cancer prevention and control all over the nation. Thanks to such partnerships, we are concentrating efforts on promoting health, early diagnosis, education, research, palliative care and, through the Brazilian Cancer Foundation Hospital, direct assistance for patients. All this has only been possible thanks to your support – which makes all the difference in millions of lives. To join this cause, you can make contributions directly through our site www.cancer.org.br/doi. Solidarity is an act of love.

To make a bank deposit, use one of the accounts below:

Banco do Brasil
Branch No. 2234-9
Account No.
204783-7

Banco Itaú
Branch No. 0541
Account No.
10518-5

 **FUNDAÇÃO DO CÂNCER**
with you, for life



RADIOTHERAPY

GOOD SERVICE BEGINS RIGHT HERE

“I go to the waiting room and talk to the patient before beginning the radiotherapy session. There, he already begins to feel welcome, gains confidence. It’s very gratifying to be able to help that person weakened because of the disease.” This is the report of radiotherapy technician Paulo Victor de Araújo Silva of the Holy Mercy Hospital of Sobral, in the Northeastern state of Ceará. According to Paulo Victor, all this sensitivity was ingrained in him during the six months he spent in Rio de Janeiro taking the

Professional Training Course for Radiotherapy Technicians and Technologists. The course was developed by the Brazilian Cancer Foundation in partnership with Rio de Janeiro State University (UERJ) and the National Cancer Institute of Brazil (INCA).

The classes, which began in June of 2016, involved over a thousand hours devoted to technical and practical activities, both at the Cancer Foundation’s head offices and in renowned institutions that are Project partners, where the

supervised internships were conducted. Another three groups will take the course through the year 2018.

Students of the first class with average grades over seventy per cent received certificates issued by UERJ and accredited by the Ministry of Education (MEC) and the National Council of Radiology Technicians (Conter). During the course, the participants had the opportunity to study without having any financial worries, since they were granted fares, scholarships, meals and lodging.

THEORETICAL CLASS OF THE PROFESSIONAL RADIOTHERAPY TRAINING PROGRAM



Made feasible by the National Oncologic Attention Support Plan (Pronon) of the Federal Ministry of Health – MS, along with partner companies waiving tax benefits, the National Radiotherapy Training Program marks the beginning of the Foundation’s involvement in the area of instruction and aims to make up for the shortage of radiotherapy professionals in Brazil, so as to enhance the quality of the assistance and provide better attention in the form of more humanized service.

Radiotherapy is recognized as a fundamental component in the line of oncologic care. World Health Organization (WHO) data reveals that at least 60% of patients stricken with cancer will benefit from such therapy at some point in their treatment. With the expertise acquired over the years by its collaborators, the Foundation set up the Program according to the directives of the Brazilian Medical Physics Association (ABFM), the National Nuclear Energy Commission (CNEN), the International Atomic Energy Agency (IAEA), and Brazil’s National Sanitary Vigilance Agency (ANVISA, the local equivalent of the US’s FDA).

“Knowledge has to be shared”, explains the Program’s scientific coordinator, Carlos Eduardo Almeida, Ph.D., the Foundation’s medical physicist and UERJ’s Head Professor of the Medical Physics Department. “We’ve managed to assemble quite a homogenous team. Interaction of the students with the professor is very important and the interest has been fantastically keen, with dedication, working at top speed. And we further have the support of partner institutions that contribute to the success of the courses. We expect that, when they return to their home towns, these professionals can undertake their activities with security and, above all, with ethical attitudes. Our message is: we cannot think only about treating

the patients, but how we can take better care of them with the technological tools and knowledge that we have.”

OPPORTUNITY FOR VARIOUS AREA PROFESSIONALS

The National Radiotherapy Training Program includes the course for a professional master’s degree in medical physics approved by the Coordinating Office for Enhancement of Higher Educational Level Personnel (Capes), which lasts two years and leads to a diploma granted by UERJ. Started in June of 2016, the master’s degree course selected 21 professionals linked to public hospitals or private initiative entities with SUS agreements, from 13 Brazilian states. The first module was carried out in Rio de Janeiro, during a period of six months, for the theoretical and practical classes, and now continues with supervised internships at health-care establishments in nine Brazilian cities.

The master’s degree candidates further have the possibility of taking part in five updating courses offered along with the Program. The first, carried out at the end of November, devoted to Dosimetry Protocols, featured the participation of 35 professionals, 14 of them new students and 21 already registered for the professional master’s course.

Medical physicist Janaína Carlos came from Criciúma, in the Southern Brazilian state of Santa Cata-



GRADUATES OF
THE FISRT CLASS
OF TECHNICIANS,
ALONGSIDE
PROFESSOR CARLOS
EDUARDO ALMEIDA,
COORDIANTOR
OF THE NATIONAL
RADIOTHERAPY
TRAINING PROGRAM
(LEFT)

rina, and intends to take part in all the following modules. Active in the profession for 17 years now, she states that now she has found a manner of going into greater depth on the issues that in her day-to-day work wind up getting forgotten.

“The courses are great. I highlight the qualification of the professors and the access to important information. Learning at college falls short, because it doesn’t deal with all the issues. The congresses too talk about matters superficially. In all my time in this profession, I’ve never had the opportunity to study so in-depth. In the hinterland of my state, it’s even more difficult. The technology and the procedures change swiftly and we need to get updated,” states Janaína.

The high level of knowledge of the professors and the importance of the topics dealt with are some of the strong points of the Updating Course for Radio-Oncologic Doctors. In 2016, two open courses with national coverage were carried out, each lasting one week. The first, in August, dealt with breast cancer and gynecological tumors and was taught by radio-oncologists Célia

Viegas and Rachele Graziotin, of INCA. The second was conducted in November and coordinated by Dr. Robson Ferrigino and his team from the Portuguese Beneficiary hospital of São Paulo; it dealt with head and neck tumors. Radio-therapist Rachele Graziotin talks about the perception she had of the public’s reception of the initial module of the updating course. “We had two distinct profiles: specialists who are a reference in their states and potential multipliers capable of training new resources, and a young group aiming to implement various services throughout Brazil. All of them were selected especially for their capacity to replicate knowledge,” Dr. Graziotin explains. She also works as coordinator for brachial-therapy and radio-therapy residence at INCA.

One of the students was 32-year-old Dr. Joaquim Lemes, who came from the Barretos Hospital in upstate São Paulo, betting on the knowledge that he would bring back home with him. “The opportunity was highly valid for reviewing concepts, besides the integration among the partici-

Training, master’s degree and updating

In 2016, the Program handled 21 physicists studying for their master’s degree, 20 students of the technical course in radiotherapy, 13 active medical physicists and 37 radio-oncologic doctors. All told, the following will be trained in the two-year period: 21 medical physicists 80 radiotherapy technicians and more than 100 doctors and physicists from public and philanthropic institutions and private institutions with agreements with the nation’s Single Health-Care System (SUS), who will be updated in their professions.

pants. The main idea is that work carried out in different parts of the country speak the same language” he states.

ABOUT PRONON

The National Oncologic Attention Support Plan (Pronon) was instituted by Law No. 12.715/12. It allows companies taxed on the basis of their taxable income, as well as individuals electing to file complete tax returns, to donate up to 1% of their income tax due to projects run by philanthropic entities in the oncologic area. Moreover, donations to projects approved under the Pronon do not prevent companies from using other tax deduction mechanisms, such as the Rouanet Law, the Sports Incentive Law, the National Elderly Fund, the Infancy and Adolescence Fund (FIA), or the National Program for Supporting Handicapped Persons (Pronas/PCD). ●

UFRJ ONCOBIOLOGY PROGRAM EYE ON THE FUTURE

Surveys and other kinds of research work in the oncologic area permit the discovery of new paths for early diagnosis of cancer, as well as the development of pharmaceuticals and better understanding of the complexity of the disease. The Brazilian Cancer Foundation continually invests in studies and, ever since 2005, has financed the Oncobiology Program of Rio de Janeiro Federal University (UFRJ), through scholarships for researchers.

Isabel de Paula Antunes David was one of the persons benefited by the research announcement of the Oncobiology Program in 2016. As exemplified by what happened in 2002 with the tobacco industry, when cigarette packs were obligated to standardize risk alerts regarding the dangers of tobacco usage, the senior researcher of Fluminense Federal University (UFF)

based in Niteroi is working for the same strategy to be adopted for industrially processed foods considered unhealthy (ultra-processed, rich in sodium, trans fat and sugar). Isabel has an educational background in nutrition, with a master’s and doctorate degrees in physiology from the Institute of Biophysics Carlos Chagas Filho (IBCCF) of UFRJ, and her line of research is searching for solutions to deal with the neuromarketing strategies used by the product promotion industry. “It’s urgent to regular the advertising and include warnings on packages. We are thinking about proposed labeling so that consumers can understand the information provided and make their choices in a conscious manner. A nutritional stoplight with distinct colors, indicating high levels of sugar, sodium and saturated fats highlighted on the labeling,” she suggests.

The excess of industrially processed foods in cans, jars and sachets can lead to cancer and other diseases. Recently, processed red meats – packaged ones in general – were covered by a publication from the World Health Organization (WHO), alerting to the danger of excess consumption. Healthy eating habits are among the four pillars of cancer prevention, along with banning tobacco and alcohol, and practicing physical activity.

For this reason, the Brazilian Cancer Foundation continues investing in research in these areas. Thanks to the Oncobiology Program, over 300 professionals from diverse specialties exchange infor-



RESEARCHER
ISABEL DE PAULA
WORKS ON A
LINE OF RESEARCH
WITH INDUSTRIALLY
PROCESSED FOODS.
SHE IS SEEKING REGULATION
FOR INCLUSION OF
WARNINGS ON FOOD
PACKAGES

mation on an ongoing basis. So far, the Foundation has invested over R\$ 3.5 million in research and in its dissemination nucleus. In 2016, it made 15 under-graduate and two graduate fellowships available, for a total of R\$ 345 thousand invested in the Program, which brings together research groups from various entities, such as the National Cancer Institute of Brazil (INCA), the Oswaldo Cruz Foundation (Fio-cruz) and the Rio de Janeiro Federal Rural University (UFFRJ) and Rio de Janeiro State University (UERJ). ●

“Healthy Mind”

An exposition set up at the Museum of Science and Life in Duque de Caxias (RJ), presented the story of the couple Thiago and Mila, dealt with in a playful way with various risk factors associated with cancer, among them tobacco usage and sex without a condom. The exhibit was developed in conjunction with the Dissemination Nucleus of UFRJ’s Oncobiology Program.

PRACTICAL CLASS FOR TECHNICIANS GROUP



BRASILCORD

CURE IS POSSIBLE

At the age of 9, Vanessa Barro Canal had the opportunity to be born again. After being diagnosed with acute lymphoid leukemia at the tender age of just 2 years and 9 months, she spent part of her childhood battling to fight off the disease, which stubbornly kept reappearing. She underwent three cycles of chemotherapy and her case was virtually given up for lost by the doctors. Nonetheless, she and her family never gave up hope, which was renewed through the Brazilian Public Network of Umbilical Cord & Placenta Blood Banks and Stem Cell Storage - BrasilCord. The latter network found material compatible with Vanessa's in the umbilical cord and stem cell bank system, which qualified her to receive the network's very first transplant in

Brazil in 2004. The operation was conducted at the Amaral Carvalho Hospital, which specializes in cancer and is located in the city of Jaú, in the Central part of the State of São Paulo.

Thanks to the surgical procedure, the reality of Vanessa's adult life is very different, 12 years later. Long released from hospital and completely cured, the 21-year-old presently is taking her fifth period of the psychology program at a São Paulo state college, and has a quite common and totally healthy routine. She has a normal romantic life, engages in physical activities and makes a point of spending lots of time with her family and friends, including hematologist Dr. Marcos Augusto Mauad, who was responsible for carrying out her transplant.

"I'm infinitely grateful for everything I can experience today," Vanessa enthuses. "I greatly value every single day. I went through some difficult times, but now I view life from a completely different angle. I had the chance to begin again and I owe this to the BrasilCord Network and Dr. Marcos, who I consider as my second father, and especially to that mother who had the initiative to donate her son's umbilical cord blood. And I always say: volunteers can't possibly imagine the good they're doing when they take the time and effort to donate, as they can save lives. Take me, for example, since I simply would not be alive today if that wonderful woman did not have such a willing attitude. Wherever I go, I carry this message of hope with me: donate, help those in need," Vanessa stresses.



VANESSA, CURED OF LEUKEMIA AFTER A STEM-CELL TRANSPLANT, TODAY HAS THE HABITS OF A NORMAL 21-YEAR-OLD: ROMANCE, STUDIES AND REGULAR PHYSICAL ACTIVITIES

Banks in expansion

As in the case of Vanessa, many other lives have dramatically changed for the better based on a gesture of donation. Created in 2004, the BrasilCord network has so far already made available 183 pouches of umbilical cord blood for transplants. And, to increase the possibilities for patients with cancer and other blood diseases, the Brazilian Cancer Foundation has been managing the project for enlargement of the Network since 2006, with expansion of the Cell Processing Centers - Umbilical Cord & Placenta Blood Banks (BSCUPs), run by the National Cancer Institute of Brazil (INCA). In 2008, there was further expansion of the network's installed capacity, with creation of six new Cell Processing Centers and revamping of four older units, based on funds provided by the Brazilian National Economic & Social Development Bank - BNDES. When the BrasilCord Network is concluded, the nation will be able to count on 16 BSCUPs and have

installed capacity for freezing 75 thousand units.

"The investment made in the BrasilCord network means we have greater representativeness of the genetic diversity of the Brazilian people, increasing the chances for non-kin marrow transplants in our country," explains the Cancer Foundation's Projects Manager Marson Rebuzzi. "It further expands the network's capacity for processing and preservation and provides the training of the human resources involved in the gathering, processing and cryo-preservation of stem cells".

The expansion plan encompasses various Brazilian states and has been divided into three phases. The first, concluded in 2007, consisted of increasing to 10.6 thousand the number of units of genetic material stored at INCA's Cell Processing Center, and was made possible thanks to a BNDES investment of R\$ 4 million.

The second phase, begun in 2009, financed 13 new blood banks, already operating in Belém (PA), Brasília (DF), Campinas (SP), Cu-

ritiba (PR), Fortaleza (CE), Florianópolis (SC), Porto Alegre (RS), Recife (PE), Ribeirão Preto (SP), Lagos Santa (MG), Rio de Janeiro (RJ), plus two more in São Paulo (SP). Five of them (Belém, Campinas, Florianópolis, Rio de Janeiro and Porto Alegre) are in the process of international accreditation by the Brazilian Association of Hematology, Hemotherapy & Cell Therapy (ABHH). This seal guarantees the best practices and highest standards of quality and safety for Brazil's hemotherapy services and blood banks, based on the appraisal of a series of processes.

In 2016, work began on construction and remodeling projects for the Umbilical Cord & Placenta Stem Cell Banks (BSCUPs) of Manaus (AM) and São Luís (MA), part of the project's third phase. For 2017, accreditation will be taking place for the BSCUPs de Fortaleza (CE), Brasília (DF), Belo Horizonte (MG), Recife (PE) and Curitiba (PR), and the construction work on the BSCUP of Campo Grande (MS) will be concluded. ●



INTERNATIONAL EVENTS

CANCER ON THE WORLD'S AGENDA

The Brazilian Cancer Foundation has been making its presence felt at international scientific events, in the constant search for innovation and exchange of information in the oncologic area. In 2016, the sector's main event, the Annual Congress of the American **Society of Clinical Oncology (Asco)** brought together in Chicago approximately 35 thousand participants, including Brazil's intensive cancer care specialist Dr. José Eduardo Couto de Castro.

The Asco Congress is a landmark event that indicates what is happening in clinical oncology," Dr. Couto de Castro states. "Based on the exchange of ideas among specialists, trends are dictated and many therapeutic decisions adopted all over the world are developed. At the 2016 event, a great deal of discussion was devoted to immunotherapy, one more option beyond the conventional treatments already established.

The event is very strong on presentation and debates regarding results, new therapeutic protocols and medicines for treating cancer," he points out.

Another major international event in 2016 took place at the **World Cancer Congress**, which was put on by the Union for International Cancer Control (UICC) in Paris, France, from October 31 through November 3, and brought together representatives of more than 139 countries around the globe. The objective was to discuss current issues regarding the disease, in both developed and emerging nations. The event was opened by the then-President of France, François Hollande, and the Queen of Spain, Letizia Ortiz. Participants included ministers and representatives of hospitals, research institutions, government institutions and NGOs besides.

Representing the Brazilian Cancer Foundation at the Paris event, in its capacity as a member institution of the UICC, were epidemiologist Alfredo Scaff, psychologist Cristina Perez and nurse Mariana Pinho, of the Health-Care Promotion Area. On the occasion, presentations were given regarding the cancer prevention and control activities being carried out in Brazil.

"The World Congress generates technical knowledge and a great deal of information regarding control of cancer," is the way Dr. Scaff puts it. "It's the time in which, besides discussing practices adopted in their own countries, the world's leading specialists present new solutions for preventing and treating the disease. It further permits inter-country collaboration and the creation of support programs and professional interchange. The objective of the meeting is to create methodologies so that diag-

nosis takes place as quickly as possible and treatment takes place on a timely basis, thus making it possible for the patient to have a better chance of getting cured."

Considered the leading cause of avoidable deaths of human beings on Earth by the WHO, tobacco usage is famously related to various types of cancer and other diseases besides. Stringent control over tobacco is the main flag historically waved by the Brazilian Cancer Foundation and has a top spot on the agenda of the principal world meetings of the tobacco control sector. Also this past year, Foundation psychologist Cristina Perez was present as well in Panama for the October preparatory meeting for the 7th Session of the **Conference of Parties (COP7) for the WHO Framework Convention on Tobacco Control (FCTC)**, held in Greater Noida, India, in November. At the October session Cristina and other representatives from around the Americas discussed the issues

that were submitted a month later at the COP7. The COP is held every two years and it is sticking to its objective of ensuring that all countries around the globe sign on to the Framework Convention, an international treaty involving 180 nations for adoption of tobacco control measures.

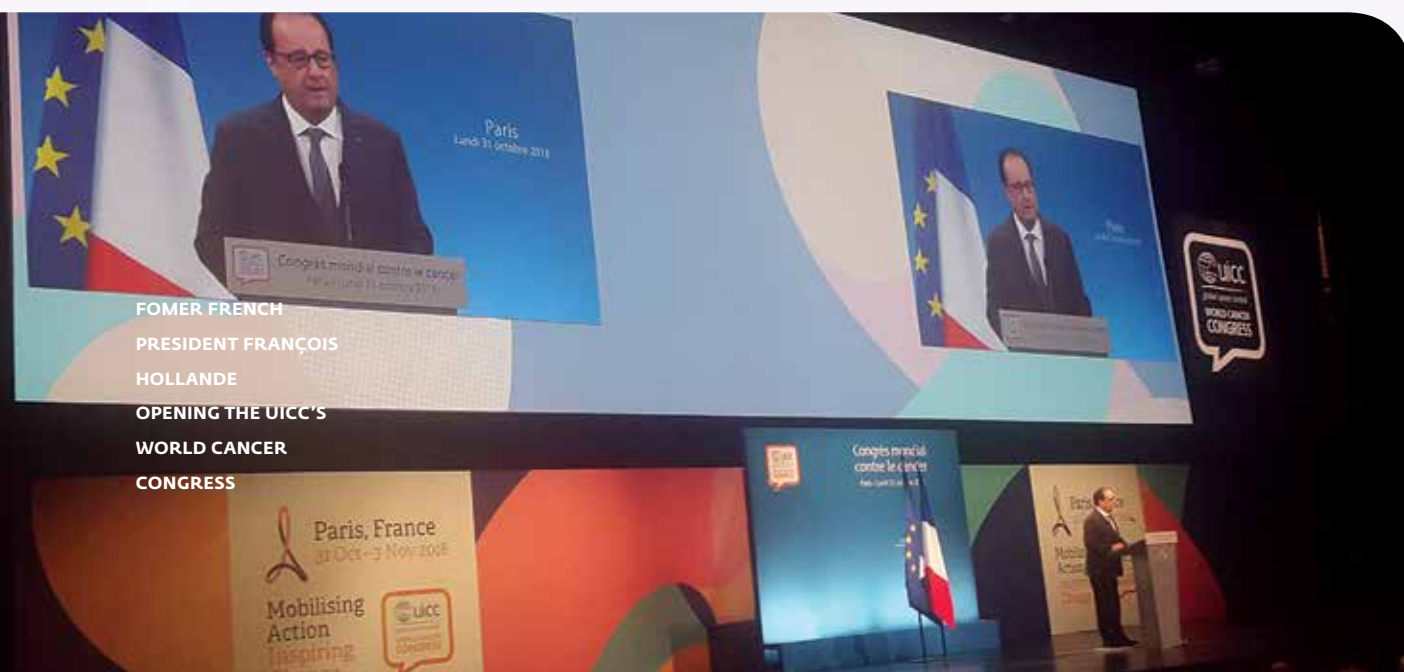
In recent years, Brazil – as the world's second largest producer and largest single exporter of leaf tobacco – has adopted several laws and strategies that have made it a worldwide benchmark and significantly cut down on the number of smokers here. "Internationally, Brazil has an outstanding image since it has approved leading-edge measures in the fight against tobacco," Mariana Pinho says. "Now, it is important for the country to advance on such points as the adoption of standardized packaging for tobacco products and continuity of the National Program for Alternative Diversification of Areas Where Tobacco is Traditionally Cultivated," the nurse concludes. ●



MARIANA PINHO (LEFT) AND CRISTINA PEREZ AT THE CONGRESS IN PARIS



REPRESENTATIVES OF THE FOUNDATION AND PARTNER INSTITUTIONS DURING THE CONFERENCE OF PARTIES (COP7) FOR THE WHO FRAMEWORK CONVENTION ON TOBACCO CONTROL (FCTC)



FOMER FRENCH PRESIDENT FRANÇOIS HOLLANDE OPENING THE UICC'S WORLD CANCER CONGRESS

BRAZILIAN CANCER FOUNDATION HOSPITAL

A PRESENT FOR RIO DE JANEIRO

The Brazilian Cancer Foundation has expanded its activities with the inauguration of the Brazilian Cancer Foundation Hospital, located in the Méier district of Rio de Janeiro's Northern Zone. This project, designed to be an oncology benchmark, involved major investments and underwent considerable revamping during the year 2016. The hospital will be offering a full

range of inter-disciplinary assistance to adult patients suspected of having or diagnosed with cancer, allying humanized service and leading-edge technology with a structure of services concentrated in one location, a differentiated model in the health-care area.

These days, to have exams, treatment and oncologic monitoring, a patient has to circu-

late through various locations," explains clinical oncologist Dr. Frederico Müller. "This causes tremendous physical and emotional draining and directly impacts their quality of life. In a single environment, they will now have available all the stages of complete care, such as consultations, laboratory work, image clinics, surgery, etc., in other words the

CLINICAL ONCOLOGIST
FREDERICO MÜLLER IN
THE CHEMOTHERAPY WING



full range. Moreover, the patient's medical background is on record here too, which leads to greater efficiency and security," he adds.

Besides the latest generation equipment, the Brazilian Cancer Foundation Hospital will be focusing on tender loving assistance, both for patients and the members of their family. In all the wings, sectors and wards of the hospital, a highly-trained team will be available to provide individualized care. Added to this will be other differentials, such as the emergency service unit, a modern structure for handling chemotherapy and an infusion sector with easy chairs and beds in individual compartments, besides the possibility of having a companion during the treatment process.

ENTRANCE OF THE
BRAZILIAN CANCER
FOUNDATION HOSPITAL

"The Brazilian Cancer Foundation Hospital has been planned to be efficient and effective," states Hospital director, Dr. Carlos Frederico Lima, a leading oncologic surgeon and breast cancer specialist. "When it comes to cancer, we cannot waste time or resources. We will be offering a complete line of exams, with nimbleness in results and the opinions of specialists who are references in their respective areas. After diagnosis, the patient is forwarded to the subsequent stages, which may include immediate surgery. We will be appraising the degree of advance of the disease and everything will be done according to a service protocol, even for those who perhaps will not continue with the rest of their procedures at our Hospital. In this case, they will be forwarded to their own surgeon or oncologist to being treatment," he explains. "Through our investments in technological innovation and human resources, our objective is to constantly strive for excellence in the oncology area in the State of Rio de Janeiro and in Brazil."



VANESSA FUZER,
SERVICE
SUPERVISOR,
IN FRONT OF THE
RECEPTION DESK



LUCIANA
BERGSTEN, IN
CHARGE OF THE
HOSPITAL'S
CLINICAL
PHARMACY

Structure and services

COMPLETE DIAGNOSIS

In the line of care, the diagnosis stage is fundamental. For this reason, there has been major investment in acquisition of the most modern equipment available on the market for examining images (upper and lower digestive endoscopy, magnetic resonance, radiography, ultrasonography, CT scans and digital mammography with tomo-synthesis).

The idea is to decrease the bottlenecks at the beginning of treatment. The Hospital's head radiologist, Dr. Cinthya Queiroz, explains

that a series of factors means that the unit can provide the most accurate results possible for the cancer patient. "First, we can highlight our team, which has years of experience in handling people with cancer, as well as other pathologies besides. We also have high-performance equipment available, capable of producing top-quality images and diagnostic capacity that favors quick and precise results, focusing on each type of disease. Above all, we have a humanitarian vision. We are prepared to handle people with

loving care and attention, listening to and respecting the time and limitations of each one. It's a very debilitating disease, from both a physical and psychological standpoint. For us, the patient is not just a number or a card, he or she is a person that is sick and needs special loving care."

Further in the line of diagnosis, the Hospital's Pathological Anatomy Center will have all the resources required for target therapy and molecular identification of various types of tumors.



THE HOSPITAL'S
CHIEF RADIOLOGIST
CINTHYA QUEIROZ

The Brazilian Cancer Foundation Hospital will offer a complete infrastructure for interdisciplinary treatment in order to battle cancer. The unit has no less than 7,400 square meters of built-up area, four surgery rooms, 14 exam rooms or consulting offices and over 80 beds, including internment and day clinic. When it is fully operational, it will have approximately 450 collaborators, and the estimate is that each month it will be able to handle around 6 thousand consultations, 7 thousand diagnostic exams (via images and endoscopy) and 420 surgeries.

Among the services provided are the following: outpatient service; day clinic; image diagnosis; clinical analysis laboratory; 24-hour emergency service; transfusion agency; clinical pharmacy; chemotherapy; radiotherapy; oncologic surgery; intensive care unit; and palliative care.

The Hospital's own clinical pharmacy can meet both internal and external demand (the latter from other health-care establishments). The infrastructure's en-

vironment is in accordance with the currently effective legislation and regulations of the Brazilian National Sanitary Vigilance Agency (ANVISA) for handling injectable medicines, including those used in chemotherapy treatments. The pharmacist will participate in all the stages of care: from the interview conducted when the patient is first admitted, through technical analysis of the prescriptions and subsequent follow-up treatment. "The process is a very minutely detailed one and we are implementing a solution that aims to guar-

antee safety and the presence of the pharmacist in the medication treatment chain", reports Luciana Bergsten, the Hospital's pharmacist in charge.

Beginning in 2018, the Hospital will also offer radiotherapy with two linear accelerators for 4D treatment, intensity-modulated radiation therapy (IMRT), and volumetric modulated arc therapy (VMAT) – modern equipment with millimetric precision in relation to the region to be treated and which will make significant advances possible. ●



INTENSIVE CARE UNIT (ICU)
WING OF THE BRAZILIAN CANCER
FOUNDATION HOSPITAL

MARKETING ACTIVITIES

PARTNERS FOR LIFE

2016 was a year noteworthy for a great deal of mobilization by society in favor of life. The support of partners, both individuals and companies, has been fundamental for the Brazilian Cancer Foundation to provide information on cancer prevention and early diagnosis to a constantly increasing number of people. Let's check out the activities we have promoted:

World Cancer Day – February 4

This is a global event that brings together people from all four corners of the Earth in the struggle against cancer. The objective is nothing less than saving millions of lives each year, reinforcing the importance of adopting healthy habits and positive attitudes towards prevention, early diagnosis and treatment. The messages “I can choose a healthy lifestyle”, “We can create healthy environments”, “I can understand that early detection saves lives”, “We can inspire action, act!” and “I can share my story”, suggested by the Union for International Cancer Control (UICC) – which the Brazilian Cancer Foundation is a member of –, were posted on our



social networks in the first week of February. Our followers on the Internet really dug and shared the messages by passing them on!

International Woman's Day – March 8

The Parmê restaurant and luncheonette chain donated part of their earnings from rounds of pizza served on this day, engaging not just their female customers, but the rest of their families too.

World No Tobacco Day (WNTD) – May 31

In partnership with the Alliance for the Control of Tobacco (ACT), we produced a video with a message from epidemiologist Dr. Veronica Hughes, who was diagnosed with lung cancer, for publication on the Foundation's social networks on May 31. On the occasion, Verônica called on Society to sign an on-line petition clamoring for adoption of standardized cigarette packs.



PARALYMPIC
ATHLETE
JANE RODRIGUES
SHARED
HER STORY OF
OVERCOMING
HER HANDICAP IN
THE PINK OCTOBER
CAMPAIGN

Pink October

The month was marked by initiatives on social networks to alert women and the population in general regarding the importance of early diagnosis of breast cancer, in order to improve the results of treatment. The director of the Brazilian Cancer Foundation Hospital, Dr. Carlos Frederico Lima, oncologic surgeon and breast cancer specialist, gave prevention tips in a series of videos. By the same token, clinical oncologist Frederico Müller dealt with the issue at an event held at the Rio de Janeiro State Legislative Assembly (Alerj). For the second year in a row, Rio de Janeiro stylist Gilda Midani selected special clothing from her collection for Pink October and donated part of the sale proceeds to the institution. Women's fashion brand Kinky Jeans also contributed to the Foundation. In her endorsement of the movement, para-athlete Jane Karla Rodrigues submitted a moving testimonial regarding the story of her life and her overcoming her handicap: an archer, Jane recovered from breast cancer in 2011, and after a great deal of dedication, managed to prepare herself and represented the Brazilian delegation in the Rio2016 Paralympic Games. The video was broadcast on the site and social networks of the Foundation to encourage other people who have been afflicted by the disease.



#DiadeDoar (Day to Dial and Donate) – November 29

The Brazilian version of the campaign #GivingTuesday, an international movement to encourage the giving spirit and the culture of donation, took place on November 29 on Facebook, Instagram and Twitter to boot. The idea is to constantly engage followers to practice solidarity. The Internet public also had the opportunity to personalize the photo of their profile with the movement's trademark.

ANA 2017
CALENDAR:
PROCEEDS
FROM SALES
WERE REVERTED
TO THE
BRAZILIAN
CANCER
FOUNDATION



Blue November

Rio de Janeiro's traditional drug-store chain Granado joined forces with the Brazilian Cancer Foundation in a campaign oriented to men's health. Part of the proceeds from the sale of the men's shampoo known as Hair, Beard and Moustache (“Cabelo, Barba e Bigode”) were donated to the Foundation.

Ana 2017

A dozen artists met at the Modern Market (Mercado Moderno) in Ipanema, Rio de Janeiro, at the launch of the calendar paying homage to the founder of the local silk workshop known as the Silk Atelier, Analúcia Souza, who died of cancer. The income earned from the collective work, in which each month was represented by a different artist, was donated to help fund the work being carried out by the Brazilian Cancer Foundation. ●

REDOME

TRANSPLANTING LOVE

Over four million people involved in the virtuous circle of love and donation. This is the total number registered on the Brazilian National Register of Voluntary Bone Marrow Donors (Redome). Operational management of the Redome Network program is handled by the Brazilian Cancer Foundation, while the National Cancer Institute of Brazil (INCA) handles technical coordination. The background work of this complex infrastructure – which employs algorithms to cross check data and find “the” required genetic compatibility be-

tween patients and non-kin donors, in order to save lives – involves a group of 47 people. The searches are not conducted in Brazil alone, but also through foreign registries. Although the task is hardly a simple one, in 2016 no less than 381 transplants were carried out in Brazilian patients (fully 27% more than in 2015). Furthermore, Redome shipped 99 cells (bone marrow or peripheral blood) from our nation for transplants overseas last year.

Redome is the world’s third largest marrow donor register (behind only the United States and

Germany), and it also conducts campaigns for inclusion of donors and updating of data of donors already on the register. Electrician Adilson Rodrigues da Silva registered as a potential donor in 2009, in a campaign conducted in the city where he lives, Tupi Paulista, in the State of São Paulo. He recalls that on the day he registered there only remained five more minutes before the inscription deadline closed, but even so he still managed to do it. And it just had to be. Just one year later, he got a phone call: it was time for him to continue with the required proce-

dures and the counter-proof of the exams. Bingo! It all worked out perfectly. “I remember at the time that people said that I was crazy, because I would have to undergo general anesthesia. But I went ahead anyway and it all worked out so naturally, without any pain, and it was actually quite gratifying,” Adilson states.

At the end of 2015, the electrician had the opportunity to get to meet the patient who received his donation, since Redome’s policy is for donor and receiver to only be introduced to each other a year and a half after the procedure is conducted. “I had a certain curiosity, of course, but the willingness to arrange the encounter came from the person who received the transplant. It was a really cool moment, very emotional for both sides. Knowing that the other person is still alive shows that it’s worthwhile, that it wasn’t in vain. I’d do it all over again, for anyone in need that I might be able to help,” he concludes.

You can save a life

Just as important as the registration of new bone marrow donors is the updating of the data of those already registered on the REDOME network. In 2016, after an appeal was broadcast on the nightly newscast Jornal Nacional (TV Globo), the Redome site recorded double the number of accesses to its site to update data such as telephone numbers and addresses.

Further in 2016, a working group – made up of representatives of Redome and INCA’s International Cooperation staff – joined forces to create the campaign entitled “Update your register. You can save a life anywhere in the world”, designed for World Marrow Donor Day – WMDD, commemorated on the third Saturday of September.

The direct and simple message with high impact had one focus: disseminating the importance of updating data registered on the Redome. Hooking onto the Olympic and Paralympic period when the Rio2016 games were held midyear, several activities were thought out for spreading the word on social networks, engaging followers, athletes and former athletes as well. With the support of blood banks in every Brazilian state, the hashtags #thankyoudonor, #WMDD and #WMDD2016 were multiplied.

“The main message continues being raising consciousness regarding bone marrow transplants, the work of the Register and the importance of updating data. With our campaign, we managed to double the quantity of updates of donors during the period,” reports Redome’s manager Alexandre Almada.

Other activities buttressed the campaign even further, such as the launch of an animated video; the first international encounter between donor and receiver, reinforcing the importance of cooperation between countries; lectures at health-care congresses; and raising the consciousness of high school and university students.



MANAGER ALEXANDRE ALMADA IN FRONT OF PART OF THE TEAM THAT WORKS AT REDOME, THE WORLD’S THIRD LARGEST MARROW DONOR REGISTER

A "Hello" that makes a difference

The phone rings. On one end of the line is 66-year-old social worker Ítala Coelho Martins Ferreira, who has been working at Redome for 13 years now. On the other end is a potential bone marrow donor registered on the Brazilian network. Ítala is one of the people who paved the way for this type of dialogue with volunteers, indeed she's mastered such interaction ever since Redome was created in 2004. The first contact is of fundamental importance, surrounded by a great deal of care and a lot of truth, with information being passed along in as clear a manner as possible, re-affirming the responsibility of the donation gesture.

"It's work that involves mutual trust between those two people who are on the line, so it's important for there to be a lot of truth, to clear up the doubts that arise as much as possible, regardless of whether we have a donor there or not," she reports.



ÍTALA FERREIRA:
13 YEARS
DEDICATED
TO THE DIALOGUE
WITH POTENTIAL
DONORS

Ítala has already gone through various stages of the process that culminates with the donor being selected to go to a pick-up center. When a compatible donor is found registered on the Redome, it's not always an easy task to find them – hence the importance of keeping data up to date – and, moreover, it's not always that the potential donor in question is ready and willing to donate at that precise

moment. "Many times, the person put themselves on the register because of a friend who needed a transplant, for example. There are also those cases with logistical difficulties, of having to get away from their work for the required procedures to be carried out," the social worker explains. Today, she is in charge of the most difficult contacts, what with all her ability and gift of the gab acquired over the course of the years.

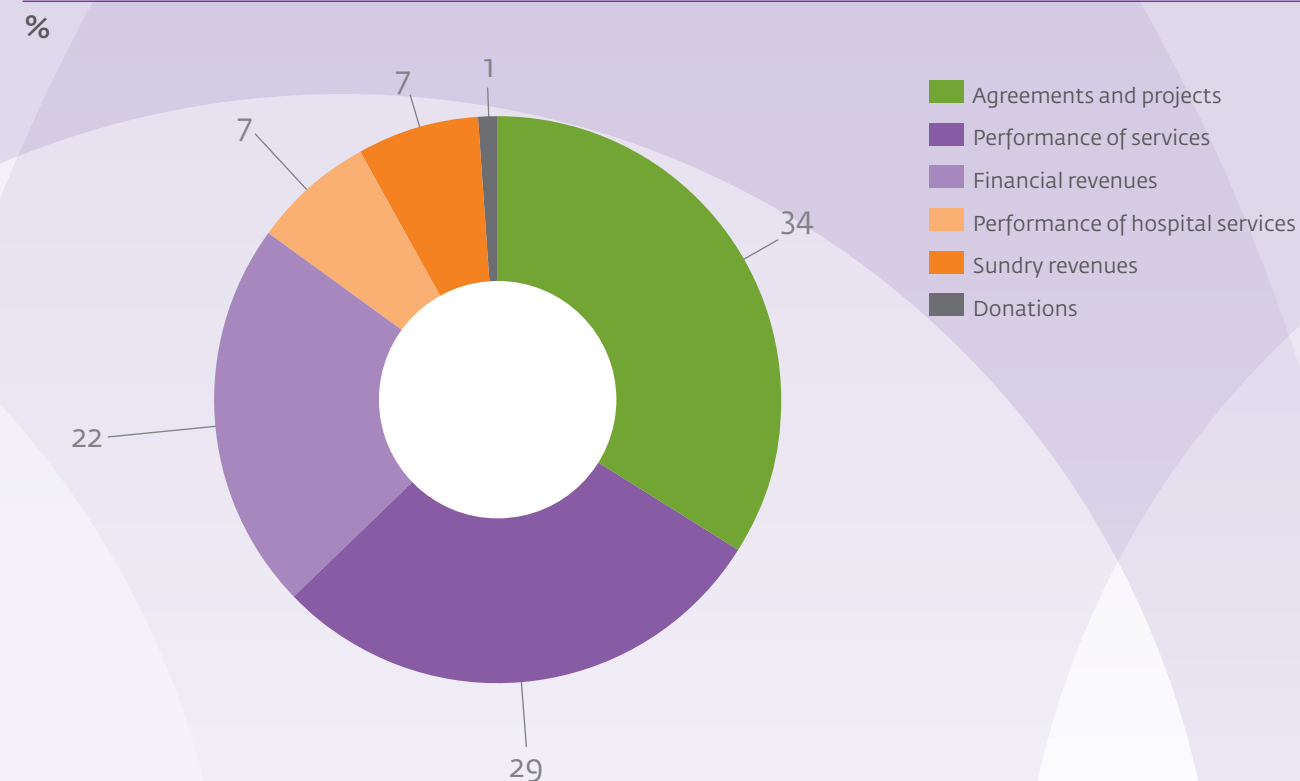
"Intruding in people's lives without being inconvenient is almost a job for Sherlock Holmes. We have loads of stories to tell, many precious moments. Even so, some are very special. I remember one contact with a potential donor, a doctor, and after I identified myself, I asked if he had time to talk with me. He replied: 'I'm in my office, attending to a patient, but you can talk to me. Right now, nothing is more important than the matter that you need to talk to me about'. This just shows all the altruism involved in donation. There are always two sides to the story, that of the donor and that of the volunteer," she states. ●



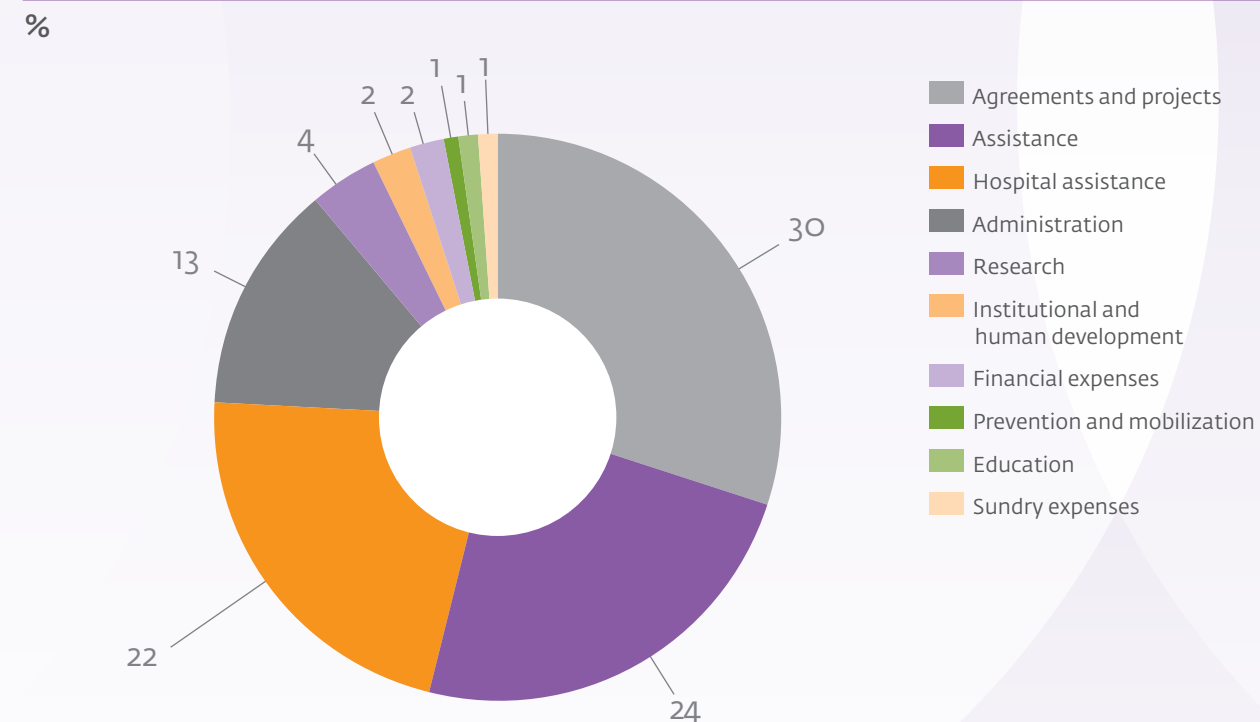
CAMPAIGN TO UPDATE THE REDOME INCLUDED ACTIONS INVOLVING ATHLETES PARTICIPATING IN THE RIO2016 GAMES, AMONG THEM ARCHER MARCUS D'ALMEIDA

REVENUES AND EXPENSES 2016

REVENUES



EXPENSES



REPORT OF INDEPENDENT AUDITORS ON THE FINANCIAL STATEMENTS

To the Board of Trustees, Board of Directors and Oversight Board of the Ary Frauzino Foundation for Cancer Research & Control – Brazilian Cancer Foundation
Rio de Janeiro – RJ

UNQUALIFIED OPINION

We have audited the accompanying financial statements of Fundação Ary Frauzino para Pesquisa e Control do Câncer – Fundação do Câncer (“Entity” or “Brazilian Cancer Foundation”), comprising the balance sheet as of December 31, 2016, and the related statements of surplus (deficit), comprehensive surplus (deficit), changes in equity and cash flows for the year then ended, as well as the summary of significant accounting policies and other explanatory information contained in the Management Notes to the financial statements.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of the Brazilian Cancer Foundation as of December 31, 2016, and the performance of its operations and its cash flows for the year then ended, in conformity with accounting practices adopted in Brazil.

BASIS FOR UNQUALIFIED OPINION

Our audit was conducted in accordance with Brazilian and International Standards on Auditing. Under such standards, our responsibilities are described in the following section entitled “Auditors’ responsibilities for audit of the financial statements”. We are independent in relation to the Entity, in accordance with the relevant ethical principles set out in the Code of Professional Ethics of Accountants and the professional standards issued by the Brazilian Federal Accounting Council (CFC), and we have further complied with the other ethical responsibilities under

such standards. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our unqualified audit opinion.

EMPHASES OF MATTERS

Certificate of Beneficiary Social Assistance Entity (CEBAS-Health)

We call attention to the facts described in Management Notes 1 and 36, that on September 22, 2015, the Brazilian Health Care Secretariat published in the Official Federal Gazette (D.O.U.) Administrative Ruling No. 914 of September 21, 2015, rejecting the Entity’s petition for Renewal of the Certificate of Beneficiary Social Assistance Entity (CEBAS) issued June 29, 2009 in the Health area, subject to administrative appeal within 30 (thirty) days from the publication date. The Entity filed the appropriate appeal (numbered 25000.170688/2015-18) on a timely basis, petitioning for suspension of such rejection. On March 30, 2017, Health Ministry Order No. 22 was issued, turning down the Entity’s administrative appeal and upholding the previous decision to reject its request for renewal of the 2009 CEBAS-Health certificate. Accordingly, with the support of its legal counsel, the Entity may during this current fiscal year file an appropriate lawsuit for suspension of the effects of Ruling No. 914/2015, to maintain the Entity’s CEBAS-Health certificate, based on the legal arguments submitted in the administrative appeal that were not considered by the Health Care Secretariat, including with a view to depositing the amounts at stake in court. Under

currently effective legislation, with rejection of the petition for CEBAS renewal, the requirement to pay federal social contributions is retroactive to 180 (one hundred and eighty) days prior to the date the rejection was published, corresponding to the amount of over R\$ 5,187 thousand. Our opinion is not qualified due to this matter. Owing to the unfavorable ministry order, albeit one still subject to further court appeal, the Entity’s Management will recognize its legal obligation in the Brazilian Cancer Foundation’s 2017 financial statements.

Uncertainty – Brazilian Cancer Foundation Hospital

As mentioned in Management Note 2, on December 1, 2015, the Brazilian Cancer Foundation acquired all the shares of the company formerly known as HSM - Hospital SEMIU Méier Ltda. (“HSM”) and merged the latter upstream by incorporating its assets as of March 31, 2016. HSM was engaged in general hospital assistance and the hospital is undergoing a remodeling process to adapt and expand it for the main purpose of making it a cancer-treatment hospital. Upon acquisition of HSM, goodwill amounting to R\$ 2,411 thousand was calculated, based on an economic appraisal conducted by a specialized firm. On March 31, 2016, a corporate operation was carried out that resulted in universal succession, that is, the Entity conducting the upstream merger (the Brazilian Cancer Foundation) succeeded the company merged upstream (HSM) with respect to all its legal positions for both assets and liabilities, in its capacity as successor, and HSM was extinguished and its activities from thereon in were conducted by the Entity. On December 31, 2016, the Brazilian Cancer Foundation Hospital posted revenues of R\$ 9,635, net of disallowals, operating costs of R\$ 29,636, negative financial results of R\$ 2,133 and losses of R\$ 22,134. The results posted differ from the projections made by the Entity’s Management, which may indicate the need for injection of funds so that the Brazilian Cancer Foundation Hospital continues operating as a going concern. Our opinion is not qualified due to this matter.

OTHER MATTERS

Upstream merger of investee

As mentioned in Management Note 1, during the year 2016 the Brazilian Cancer Foundation merged its investee HSM upstream. Consequently, the

accompanying financial statements for the year ended December 31, 2016 do not include consolidated balances. This matter should be considered in reading and comparing the accompanying financial statements for the year ended December 31, 2015.

Responsibilities of the Entity’s Management and Governance for the financial statements

The Entity’s Management is responsible for the preparation and fair presentation of the financial statements in accordance with accounting practices adopted in Brazil and international financial reporting standards (IFRS), as well as for such internal control as Management determines is necessary to enable preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, Management is responsible for appraising the Entity’s ability to continue operating as a going concern and disclosing, when applicable, the matters related to such continuity and the use of such accounting basis in preparing the financial statements.

The persons responsible for the Entity’s Governance are those entrusted with the responsibility of supervising the process of preparation of the financial statements.

Responsibility of the independent auditors for audit of the financial statements

Our objectives have been to obtain reasonable assurance that the financial statements, taken as a whole, are free of material misstatements, whether due to fraud or error, and to issue an audit report containing our opinion. Reasonable assurance is a high degree of assurance, though it is not any guarantee that an audit engagement conducted in accordance with Brazilian and International Standards on Auditing can always detect any material misstatements that may exist. Such misstatements may result from fraud or error and are considered material when, either individually or in the aggregate, they may reasonably be expected to influence the economic decisions of users based on such financial statements.

As part of our audit conducted in accordance with Brazilian and International Standards on Auditing, we have exercised professional judgment and maintained professional skepticism during the course of our engagement. Furthermore, we have also:

- Identified and appraised the risks of material misstatements in the financial statements, whether due to fraud or error, and planned and carried out audit procedures in response to such risks, and further obtained sufficient and appropriate audit evidence to provide a basis for our unqualified audit opinion. The risk of non-detection of a material misstatement by fraud is greater than that resulting from error, in that fraud may involve acts intended to deceive internal control, collusion, forgery, omission or intentional misrepresentation.
- Obtained an understanding of the Entity's material internal controls, in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Entity's internal control.
- Evaluated the appropriateness of accounting policies used and the reasonableness of accounting estimates and respective disclosures made by Management.
- Concluded as to the appropriateness of Management's use of the accounting basis for continuity of the operations of the Entity as a going concern and, based on the audit evidence obtained, whether there is material uncertainty regarding its capacity to continue operating as a going concern. If we conclude that there is such material uncertainty, we are to call attention in our audit report to the respective disclosures in the financial statements or include a modification in our opinion if the disclosures are inadequate. Our conclusions are based on the audit evidence obtained up to the date of our report. Even so, future events or conditions may lead the Entity to be unable to continue operating as a going concern.

- Appraised the overall presentation, structure and content of the financial statements, including the disclosures therein, and whether they represent the corresponding transactions and events in a manner compatible with the objective of fair presentation.
- Obtained appropriate and sufficient audit evidence regarding the financial information of the entities or business activities of the group, in order to express an opinion on the financial statements. We are responsible for the direction, supervision and performance of the audit engagement of the group and, consequently, for the audit opinion.

We have communicated with the persons responsible for the Entity's Governance regarding the following aspects, among others: the planned scope and timing of the audit and the significant audit findings, including any material weaknesses in the internal controls that we have identified during our work.

Rio de Janeiro, April 6th 2017 (Portuguese Original)
(Draft Free English Version August 4th 2017)



BDO RCS Auditores Independentes SS
CRC 2 SP 013846/F-2

JULIAN CLEMENTE
Accountant CRC 1 SP 197232/O-6 - S - RJ

CRISTIANO MENDES DE OLIVEIRA
Accountant CRC 1 RJ 078157/O-2

BALANCE SHEETS

As of December 31, 2016 and 2015 (in thousands of Brazilian Reais – R\$)

	Management Note	Entity		
		2016	2015	2015
ASSETS				
Current Assets				
Cash and banks		105	303	369
Funds earmarked for programs	5	14,347	17,871	18,134
Equity fund investments	6	123,742	152,723	152,723
Accounts receivable	7	27,341	40,768	41,200
Advances		1,135	708	811
Inventories		282	81	102
Prepaid expenses		397	-	260
Government agreements	8	16,430	19,856	19,856
Advances for future capital increase		-	2,784	-
Other credits receivable	9	9,229	7,082	7,082
		193,008	242,176	240,537
Noncurrent Assets				
Long-term assets	10	3,245	737	737
Investments	11	-	17,970	-
Property and equipment	12	79,574	28,389	51,305
Intangible assets	13	3,320	-	2,440
		86,139	47,096	54,482
Total Assets		279,147	289,272	295,019

LIABILITIES AND EQUITY

	Management Note	Entity		
		2016	2015	2015
Current liabilities				
Accounts payable to suppliers	14	13,044	5,903	6,241
Loans and financings	15	14,172	-	-
Payroll charges and other obligations payable		2,032	1,889	2,845
Payroll accruals	16	2,448	4,363	4,688
Other provisions	17	18,001	13,662	13,899
Government agreements	9	16,657	20,110	20,110
Projects to be carried out	18	15,212	14,545	14,545
Other accounts payable	19	8,878	8,241	12,043
Other obligations payable		250	255	344
		90,694	68,968	74,715
Noncurrent Liabilities				
Other accounts payable	19	10,665	12,057	12,057
Provision for contingencies	20	2,006	1,537	1,537
Deferred revenues	21	16,989	24,023	24,023
		29,660	37,617	37,617
Equity				
Foundation equity	22	92,926	116,820	116,820
Statutory equity fund		65,867	65,867	65,867
		158,793	182,687	182,687
Total Liabilities and Equity		279,147	289,272	295,019

STATEMENTS OF SURPLUS (DEFICIT)

For the Years Ended December 31, 2016 and 2015 (in thousands of Brazilian Reais – R\$)

			Entity	Consolidated
	Management Note	2016	2015 Reclassified	2015 Reclassified
Operating Revenues				
Without restriction				
Revenues from performance of services	23.2	28,921	73,922	74,468
Hospital service revenues	23.3	6,826	-	-
Disallowed hospital service revenues	23.4	(291)	-	-
Research contracts		2,506	2,361	2,361
Courses and seminars		433	148	148
Donations		1,488	2,248	2,248
Equity donations		460	399	399
Other revenues		4,042	4,472	4,472
Financial revenues	24	21,778	21,340	21,306
		66,163	104,890	105,402
With restriction				
Agreements and projects				
Agreements – healthcare programs	25	24,691	23,324	23,324
Projects – healthcare programs	26	5,953	4,434	4,434
Funding				
Education and training	27	3,370	-	-
		34,014	27,758	27,758
Operating Costs				
On programs (activities)				
Assistance	28.1	(27,574)	(63,301)	(64,463)
Hospital assistance	28.2	(25,205)	-	-
Education	28.3	(655)	(634)	(634)
Research	28.4	(3,994)	(7,642)	(7,642)
Prevention and mobilization	28.5	(1,190)	(2,422)	(2,422)
Institutional and human development	28.6	(2,016)	(8,833)	(8,833)
REDOME agreements	25.1	(24,427)	(23,296)	(23,324)
Other costs – healthcare programs	25.2	(264)	(28)	-
BrasilCord network – projects	26.1	(3,792)	(3,466)	(3,466)
Pediatric oncology – projects	26.2	(1,511)	(311)	(311)
Other costs – healthcare projects	26.3	(650)	(657)	(657)
Free education and training courses	27	(3,370)	-	-
		(94,648)	(110,590)	(111,752)
Gross Income		5,529	22,058	21,408
Operating Expenses				
Administration	29	(14,127)	(14,107)	(14,107)
Financial expenses	30	(2,672)	(34)	-
Equity pickup		(1,466)	(665)	-
Other operating expenses		(40)	(3)	(52)
		(18,305)	(14,809)	(14,159)
Surplus (Deficit) for the Year		(12,776)	7,249	7,249

STATEMENTS OF COMPREHENSIVE SURPLUS (DEFICIT)

For the Years Ended December 31, 2016 and 2015 (in thousands of Brazilian Reais – R\$)

		Entity	Consolidated
	2016	2015	2015
Surplus (Deficit) for the Year	(12,776)	7,249	7,249
Total Comprehensive Surplus (Deficit) for the Year	(12,776)	7,249	7,249

STATEMENT OF CHANGES IN EQUITY

For the Years Ended December 31, 2016 and 2015 (in thousands of Brazilian Reais – R\$)

	Foundation Equity	Statutory Equity Fund	Accumulated Surplus	Total
Balances as of December 31, 2014	109,808	65,867	-	175,675
Retrospective adjustment at investee	-	-	(237)	(237)
Balances as of January 1, 2015	109,808	65,867	(237)	175,438
Surplus for the year	-	-	7,249	7,249
Incorporation of surplus for the year	7,012	-	(7,012)	-
Balances as of December 31, 2015	116,820	65,867	-	182,687
Retrospective adjustment	-	-	(11,118)	(11,118)
Balances as of January 1, 2016	116,820	65,867	(11,118)	171,569
Deficit for the year	-	-	(12,776)	(12,776)
Incorporation of deficit for the year	(23,894)	-	23,894	-
Balances as of December 31, 2016	92,926	65,867	-	158,793

STATEMENTS OF CASH FLOWS

For the Years Ended December 31, 2016 and 2015 (in thousands of Brazilian Reais – R\$)

	Entity		Consolidated
	2016	2015	2015
Cash Flows from Operating Activities			
Surplus (deficit) for the year	(12,776)	7,249	7,249
Adjustments to reconcile results for the year to funds provided by operating activities			
Depreciation and amortization	6,095	4,365	4,501
Write-off of fixed assets (property and equipment)	40	3	3
Equity pickup	1,466	665	
Retrospective adjustment	(11,118)	-	(237)
Decrease (increase) in assets			
Accounts receivable	13,427	356	313
Advances	(427)	216	215
Prepaid expenses	(201)	20	24
Inventories	(397)	-	(22)
Government agreements	3,426	-	-
Other credits receivable	(4,655)	(787)	(778)
Increase (decrease) in liabilities			
Accounts payable to suppliers	7,141	2,473	2,646
Loans and financings	14,172	-	-
Payroll charges and other obligations payable	143	1,713	1,761
Payroll accruals	(1,915)	(650)	(858)
Government agreements	(3,453)	191	191
Projects to be carried out	667	(2,184)	(2,184)
Provision for contingencies	469	(3,428)	(3,428)
Deferred revenues	(7,034)	325	325
Other obligations payable	3,579	30,218	28,416
Net Cash Provided by (Used in) Operating Activities	8,649	40,745	38,137
Cash Flows from Investing Activities			
Acquisition of fixed assets (property and equipment)	(34,593)	(4,026)	(4,026)
Acquisition of assets through upstream merger of subsidiary	(22,727)	(16,460)	(16,460)
Write-off of advance for future capital increase	2,784	(2,784)	-
Adjustment for business combination goodwill	(909)	(2,411)	(2,411)
Upstream merger of subsidiary	14,093	-	-
Net Funds Provided by (Used in) Investing Activities	(41,352)	(25,681)	(22,897)
Increase (Decrease) in Cash and Cash Equivalents	(32,703)	15,064	15,240
Cash and cash equivalents at beginning of year	170,897	155,833	155,986
Cash and cash equivalents at end of year	138,194	170,897	171,226
Increase (Decrease) in Cash and Cash Equivalents	(32,703)	15,064	15,240

The Management Notes are an integral part of the financial statements and are available to interested parties in the Portuguese original at the Cancer Foundation's website www.cancer.org.br (Translator's Note: Not Translated into English) Adriana Cascareja Soares – Accountant registered with the Rio de Janeiro Chapter of the Brazilian Regional Accounting Council under No. CRC-RJ 078797/O-0

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