

When

COURAGE

GENIUS

GENEROSITY

hold hands

all things are

POSSIBLE

chennai **Breast**
cancer research foundation



**TOGETHER
WE CAN
MAKE A
DIFFERENCE**



Radhika Santhanakrishnan
Managing Trustee : Sri Dhanvantri trust, Founder : Penn Nalam

“I am a breast cancer survivor”

Through my experience with breast cancer, two main objectives became clear to me.

- Create awareness about breast cancer and bring world class treatment facility to women in India.
- To provide an atmosphere that induces path breaking discovery to prevent, detect and cure breast cancer.

I started Penn Nalam, which is a unit of Sri Dhanvantri Trust with the support and guidance of my doctor. We have made significant progress in increasing awareness about breast cancer.

We are now embarking on an exciting new phase – To broaden our horizon with “**CHENNAI BREAST CANCER RESEARCH FOUNDATION**”, a centre of excellence leading to a surge in improving diagnostics, treatment, prevention and cure for breast cancer.

We need your help, to help us help other women.



EARLY DETECTION

**offers women
the most effective
treatment options
with long term
survival and good
quality of life**

Breast Cancer ...

Over 1,40,000 women are being diagnosed every year with breast cancer. It is the most common cancer in India. The trend of rising incidence rates is likely to continue due to a change in lifestyle factors and reproductive risk factors.

Western lifestyle, increased consumption of high fat diet, obesity, fewer and late pregnancies and reduced breast feeding are all factors that are attributed to increase the risk of breast cancer.

The mortality rate due to breast cancer is considerably high in India. This is due to ...

- Lack of awareness
- Lack of proper screening facility
- Lack of expertise in early detection
- Lack of facilities for follow up
- Disparities in cancer care
- Cost of healthcare

We are still largely underprepared to deal with this increase in incidence of breast cancer. We need a new model that is holistic, comprehensive and cost effective.

Our Journey So Far



We ourselves feel that what we are doing is just a drop in the ocean. But the ocean would be less because of that missing drop.

- Mother Teresa -

Our Journey So Far ...

We have made considerable progress in creating awareness amongst women particularly the socioeconomically disadvantaged women. We have created awareness using innovative techniques like screening documentary made in English and Tamil, talks, puppetry, street plays and mimes about breast cancer to various women's organizations including self help groups, women associations, employees of public and private sector organizations, urban and rural women. In addition, we offer them screening facility at our centre in Mandaveli and through our mobile units at their doorstep. We conduct workshops and education programs for medical and nursing staff to continue with best practices. Patients with breast cancer are supported with peer support groups, yoga, counseling, physiotherapy and advise regarding lifestyle modification.



**The best way
to find yourself is
to lose yourself
in the service
of others**

- Mahatma Gandhi -

A NEW MODEL ...

FOR BREAST CANCER CARE

- Aims to be a self sustainable nonprofit institution with a missionary spirit, bringing world class breast cancer care to all in India.
- Our goal is not to merely treat more patients but to cure breast cancer. We are committed to research and dedicated to going beyond state-of-the-art facility by pioneering new ways to diagnose, treat and prevent this disease.
- Chennai breast cancer research foundation would share the fruits of its knowledge and spread its concept of care to distant parts of this country.

CHENNAI BREAST CANCER RESEARCH FOUNDATION - PROPOSED FACILITY

- Preventive oncology.
- Research.
- Breast screening and diagnostic services.
- Breast pathology and molecular oncology.
- Breast cancer genetics.
- Breast cancer surgical services.
- Breast cosmetic and reconstructive services.
- Medical oncology services.
- Radiation oncology services.
- Psycho oncology services.
- Rehabilitation services.
- Palliative care.
- Holistic care – alternative therapies, accessories - prosthesis, hair care etc and life style management.
- Provision for long distance patients to stay on/off campus.

What we have

Committed team of doctors and other team members led by **Dr. Selvi Radhakrishna**, a renowned Oncoplastic breast surgeon.

21,000 sqft land at a premium locality in Anna Nagar.

What we need

We need funds to construct, equip and operate the facility. Funding for this project will enable us to bring state-of-the-art breast cancer care to the women of our country.

**SURVIVING
BREAST CANCER
SHOULD NOT
DEPEND ON
WHO YOU ARE
AND HOW MUCH
MONEY YOU HAVE**

Building Construction

Our team is excited and eager to see the project succeed. We have land for construction and need help to take this project to the next level. The proposed cost of the building construction includes the architectural design and approvals.

Cost approximately ₹ 14.70 Crores (\$ 2,194,030)

Diagnostic Radiology Department

The project is designed with a complete breast imaging facility inclusive of digital tomosynthesis, breast ultrasound and MRI. The facility would also include nuclear medicine department with gamma camera and PET CT scan for diagnostics.

Tomosynthesis	- ₹ 2 Crore	(\$ 303,030)
Breast MRI	- ₹ 4.5 Crores	(\$ 671,640)
Gamma camera	- ₹ 1.8 Crores	(\$ 268,655)
Pet CT	- ₹ 6.25 Crores	(\$ 932,835)
PACS	- ₹ 1 Crore	(\$ 149,255)

What we need

Radiotherapy

Many women in our country choose to avoid or are not offered breast preserving surgical options for want of good radiotherapy. Chennai breast cancer research foundation would ensure that no one is limited by cost or lack of facilities for radiotherapy to ensure the best possible quality of life and survival outcomes. A linear accelerator to provide radiotherapy facility has been planned for the centre.

Cost approximately ₹12 Crores (\$ 1,791,045)

Breast Cancer Laboratory

Histopathology is a cornerstone in the diagnosis of breast cancer, staging and planning treatment. A state-of-the-art specialist laboratory that does advanced testing along with basic biochemistry and hematology has been planned.

Cost approximately ₹ 1 Crore (\$ 149,255)

Operating Theaters

The hospital is designed with two major operation theaters with state-of-the-art equipment including an operating microscope to do micro vascular reconstruction.

Cost approximately ₹ 2.5 Crores (\$ 373,135)

Hospital Beds (Pre & Post)

The total bed count for the proposed hospital is 50 which includes Pre & Post op, recovery, high dependency unit and chemotherapy beds. These beds would be equipped with medical gas lines and monitoring equipment.

Cost approximately ₹ 50 Lakhs (\$ 74,625)

Furniture & Fittings

The furniture and fittings for the project would be functional and comfortable for the patients

Cost approximately ₹ 55 Lakhs (\$ 82,090)

Non Medicals

The facility would be having an IT department with an integrated hospital management software system, telecom network, housekeeping facility inside the hospital.

Cost approximately ₹ 1.5 Crores (\$ 223,880)

**Help us
to help
them**

Much of the vital work we do is funded by bequests. These come to us from the donations of those whose lives have been touched by cancer in some ways. Perhaps you could create a legacy too, by helping us to help in need.

Corporate Donation

You can make corporate donation to Chennai Breast Cancer Research Foundation. It is a simple way to support the work of Chennai Breast Cancer Research Foundation without any commercial benefit attached to it.

It is tax deductible.

You can also make a corporate donation by matching rupee for rupee of your employees donation.

Payroll giving enables your employees to give directly to Chennai Breast Cancer Research Foundation through automated payroll deduction - simple, tax-efficient and cost effective. Through providing a payroll giving platform, you can as a company match your employees donation, demonstrating your corporate social responsibility values, showing your company's commitment to making a difference whilst leading by example.

Grants

We are very grateful for the grants received from the trusts and foundations which have allowed us to complete the following projects recently:

- The mobile mammography and pap smear screening unit.
- Community awareness screening programs.

Further grants will help us with setting up and the operating cost of the state-of-the-art facility to detect, treat and cure breast cancer. Future progress is entirely reliant on your generosity. Your support will help us reach more Indian women with breast cancer to cure. You can help fund critical research and quality of life services for women with breast cancer.

Help us to help them

In Kind Partnership

Businesses can help fight breast cancer providing free services and/or products to Chennai Breast Cancer Research Foundation. Pro-bono support will in turn enable us to reduce our running cost and direct more money into our research.

Commercial Partnership

We would like to bring strong relationships with commercial partners who provide direct financial assistance as part of their corporate social responsibility. They can help raise awareness for the cause by promoting our key message in their own advertising and PR directly to outlets, customers, suppliers and staff.

Individual Donations

Every little helps.

You can make a general, in honor or in memory donation.

In addition, there are several ways in which you can network and raise money for this cause.

If you are celebrating a special occasion such as a birthday, anniversary or wedding, giving in celebration is a simple and personal way to make a difference to the lives of our women.

Whatever the occasion, ask friends and family to make a donation instead of, or as well as, buying you a gift.

A variety of events can be organized by groups and individuals within the community in support of CBCRF. The foundation is grateful for the vital awareness, support and funds that these events provide. Whether it is a pink ribbon breakfast, a girl's night in, a bake sale, pink ribbon run, walk, charity dinners, charity concerts or anything else, our community fundraisers are invaluable.

Creating your own fundraising event / project is a great way to raise money for this endeavor and it can be as simple or as complex as you like.



**When
courage,
genius,
and
generosity
hold hands,
ALL THINGS
ARE POSSIBLE**

How to Donate

... Online Donations

Donations by online may be in Indian Rupees or foreign currency.

Sri Dhanvantri Trust is officially authorized to receive donations in foreign exchange under the **Foreign Contribution Regulation Act**.

Donations are exempted from income tax under 80G(5) (vi) of act 1961 as per certificate No. DIT(E) no. 2(94) 9-10 dated 10.11.2009 valid from 18.09.2009 onwards.

International Donations

FCRA registration number is 075901363

FCRA Bank A/C Details

Bank Name : Bank Of India
Branch : Mylapore
A/C No : 800220110000374
IFSC Code : BKID0008002

Indian Donations

Bank A/C Details

Bank Name : Bank Of India
Branch : Mylapore
A/C No : 800220110000178
IFSC Code : BKID0008002

Cheque or Demand draft

Please prepare your cheque or draft in favour of “Sri Dhanvantri Trust” payable at Chennai.

Please make sure that you send a crossed / account payee cheque or Demand Draft and send it to the below address.

Chennai Breast Cancer Research Foundation

(A Unit of Sri Dhanvantri Trust)
‘Kumara Vijayam’, Flat A-1, New No 187, Old No 99
Royapettah High Road, Mylapore, Chennai - 600 004

Chennai Breast Cancer Research Foundation

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