

FRIENDS  
OF CANCER  
PATIENTS  
We are always with you



أصدقاء  
مرضى  
السرطان  
نحن معكم دوماً

# Celebrating 25 Years of Impact

Supporting Lives.  
Spreading Hope.  
Since 1999.



Annual Report  
2024

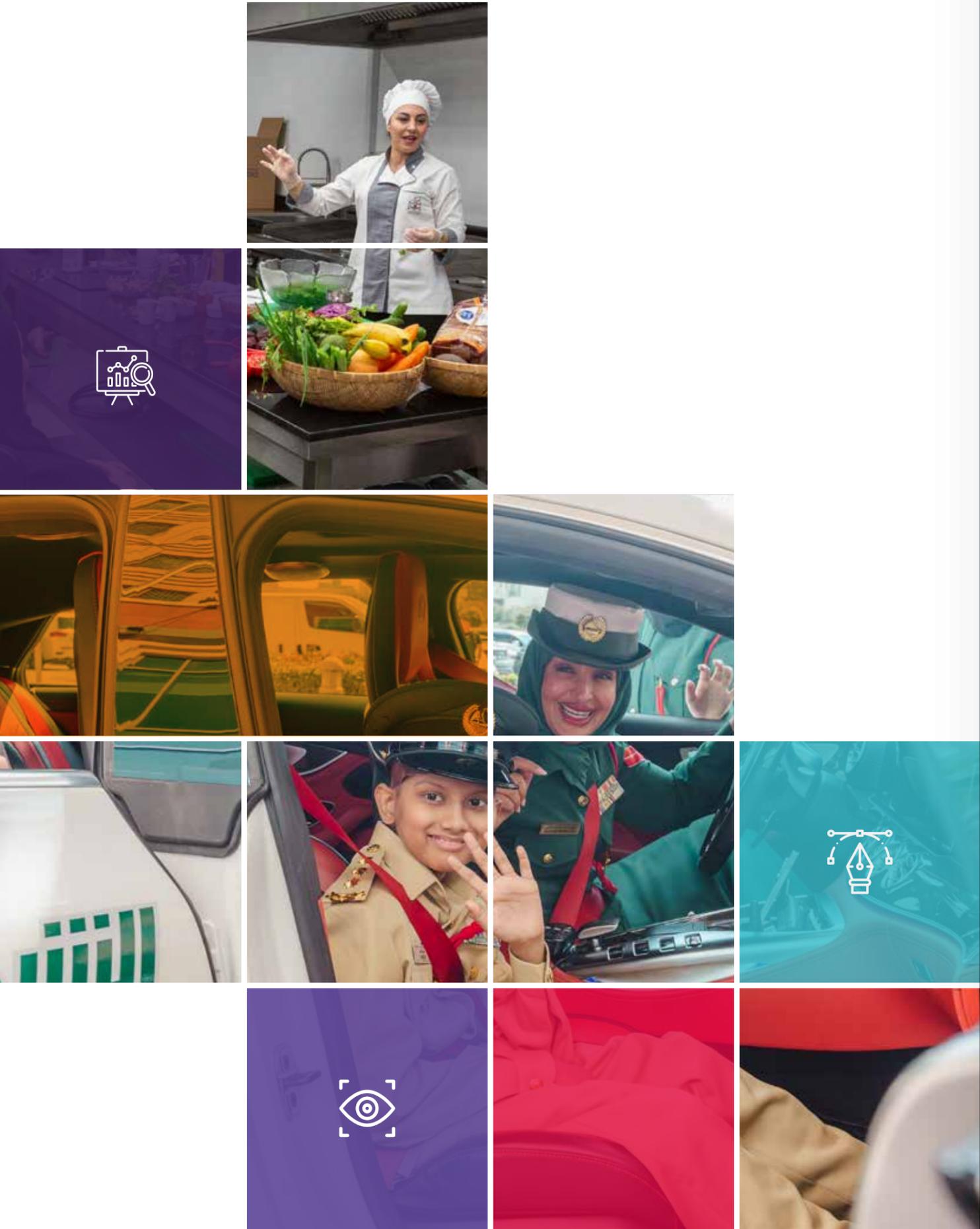
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# Chairman Message

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As we begin another chapter filled with purpose and progress, it's a moment of pride and gratitude to reflect on the remarkable 25-year journey of Friends of Cancer Patients. Since our founding in 1999 under the visionary leadership and patronage of Her Highness Sheikha Jawaher bint Mohammed Al Qasimi, FOCP has remained steadfast in its mission to support individuals and families impacted by cancer.

This annual report highlights our key achievements in 2024, centered around our three guiding pillars: raising awareness on the importance of early detection, delivering holistic support to patients, and advocating for improved cancer care policies aligned with global standards.

Thanks to the unwavering generosity of our supporters and the inspiring leadership that guides us, FOCP was able to reduce the financial burden of treatment for 409 cancer patients this year—regardless of their nationality, age, or circumstances. This inclusive approach remains at the heart of everything we do.

Throughout the year, we also led a wide range of community initiatives and awareness campaigns designed to uplift and inform. Programs such as the Pink Caravan, ANA Childhood Cancer Initiative, Shanab, and Skin Health continued to build strong public engagement while reinforcing the importance of early screening and emotional wellbeing.

In addition, our team participated in various seminars, workshops, and both local and international conferences, furthering collaboration and advancing best practices in cancer care. By sharing knowledge and building partnerships, we are contributing to the global dialogue on improved treatment and research.

Looking ahead, we remain deeply committed to strengthening the lives of those affected by cancer. With the dedication of our team, the trust of our partners, and the continued support of our community, we are confident in our ability to drive even greater impact in the years to come.

On behalf of the Board of Directors, I extend our heartfelt thanks to our donors and supporters. Your continued belief in our mission makes it possible for us to carry forward this vital work with compassion, determination, and hope.

Thank you.

**H.E. Sawsan Al Fahoum Jafar**  
Chairman Board of Directors  
Friends of Cancer Patients

# Our Board

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**H.E. Sawsan Al Fahoum Jafar**  
Chairman Board of Directors  
Founding Member



**H.E. Sheikha Lubna Bint Khalid Al Qaisimi**  
Vice President



**H.E. Sheikha Jawahar Bint Abdulla AL Qasimi**  
Board Member Treasurer



**H.E. Sheikha Aysha Al Qasimi**  
Board Secretary



**H.E. Khawla Al Serkal**  
Board Member



**H.E. Najla Al Midfa**  
Board Member



**H.E. Dr. Moza Al Shehhi**  
Board Member



**H.E. Mohammed Juma Al Musharrakh**  
Board Member



**H.E. Ibrahim Al Khayyal**  
Board Member



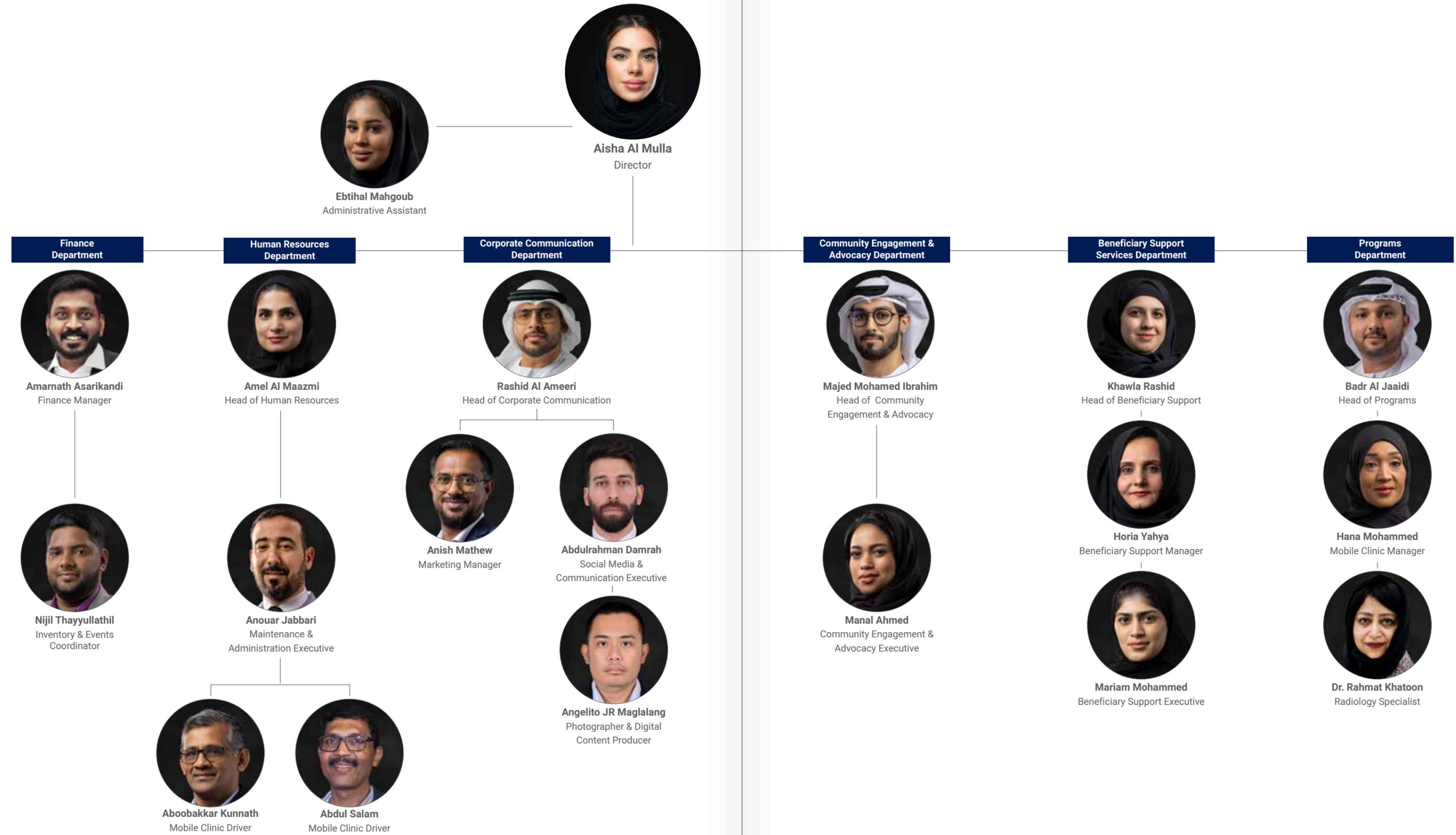
**H.E. Dr. Omar Al Hamadi**  
Board Member



**H.E. Dr. Abdullah Mohammed AlZarouni**  
Board Member

# Our Team

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# OUR 2024 PERFORMANCE



Beneficiary Financial Support

## 409

In 2024, FOCP provided **financial assistance to 409 cancer patients**, supporting their access to essential cancer treatments and medical care.

## >9<sup>AED</sup> Million

Over **AED 9 million** was allocated to cover cancer patients **treatment costs**.

## 137

Out of 409 supported cases, **137** were **breast cancer cases**.



Beneficiary Moral Support

## >2k

Through **59 moral support events**, we positively impacted the lives of **2,122 cancer patients**, offering comfort, connection, and encouragement.

## >500

9 patients received free wigs, and over **500 donated hair** through the **Locks of Hope** initiative.



Breast Cancer Awareness Initiative

## >17k

In 2024, as part of our early detection initiatives, we provided **breast cancer screenings** to **17,540 individuals** through over 150 events.

## >1.3k

We conducted **1,359 free mammogram screenings**, ensuring timely support for those in need.



Community Engagement and Awareness Events

## >20k

By organizing more than 200 community events, we impacted more than **20,000 individuals**, raising **awareness and hope** across communities.

## >5k Hours

In 2024, over 250 volunteers dedicated more than **5,000 volunteering hours** to support our mission.

## >175

We joined hands with over **175 partners and supporters** to enhance cancer care and awareness.



Advocacy and Scientific Affairs

## >5k

Over **5,000** public health experts, healthcare workers, NGOs, policymakers and members of the general public engaged directly through **advocacy & scientific affairs events**.

## >30

Organized and supported more than **30 impactful events across local, regional, and international platforms**, with advocacy efforts extending to **5 countries**.

# Beneficiary Support

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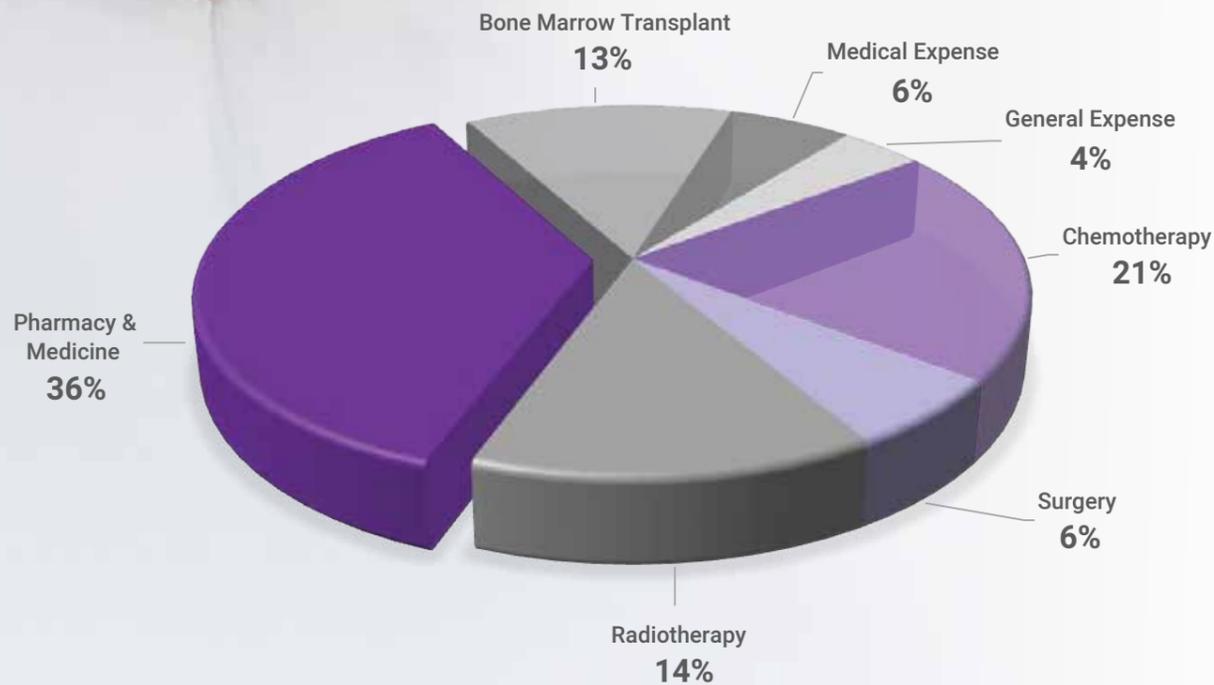
Your donation made a huge impact and gave hope to people living with cancer & their Families



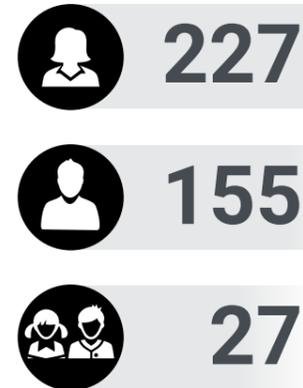
We covered  
**409**  
Cancer patients  
financial support



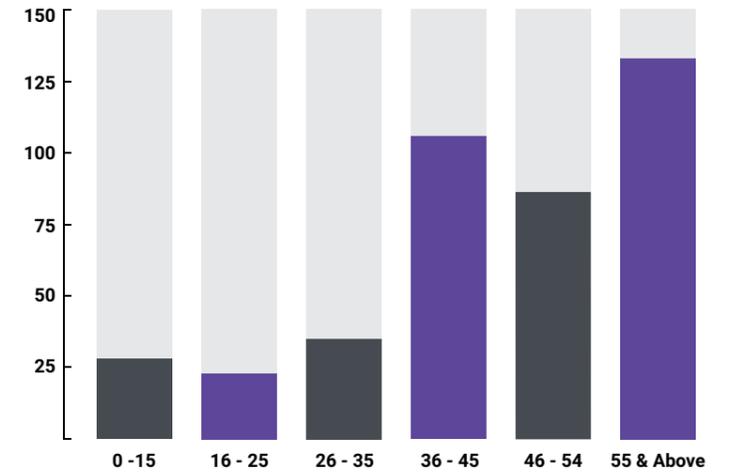
We allocated  
**> 9<sup>AED</sup> Million**  
To cover the treatment  
expenses



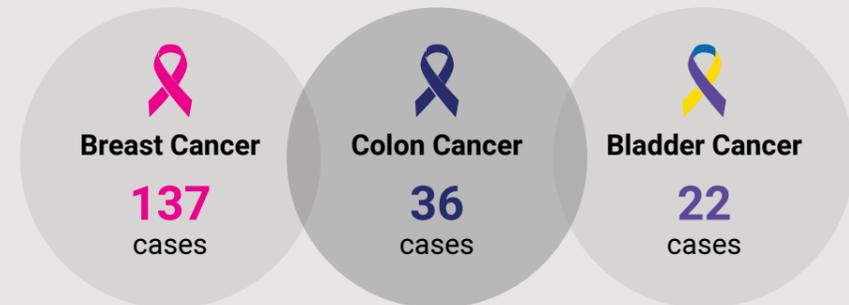
## Gender Distribution



## Age Distribution



## Top 3 cancer cases supported



We have supported a total of 55 types of cancer cases

## Nationality Distribution



“Their Journey Continues with You”

## Zakat Campaign Themed: Their Journey Continues with You

Since its launch in 2013, the annual Zakat campaign has been essential in supporting cancer patients and their families, offering much-needed financial help during difficult times. In 2024, the campaign, themed "Their Journey Continues with You," continued its mission to ease the financial challenges that cancer patients face, especially during the holy month of Ramadan.

The Zakat campaign has shown the generosity and kindness of the community, supporting cancer patients with a total of 24.8 million AED over the years. This

support has directly helped 2,241 cancer patients, providing them with financial assistance as they go through their treatment.

The campaign's success is thanks to the combined efforts of individuals, institutions, and organizations who have united to support those fighting cancer. Your Zakat donations help patients focus on their recovery, without the added worry of financial strain. With your continued support, we bring hope and relief to those who need it most.

## Our Impact



98

In 2024, FOCP provided financial assistance to 98 muslim cancer patients.



Your Zakat donations made a significant impact, bringing hope to cancer patients and their families in 2024.

38

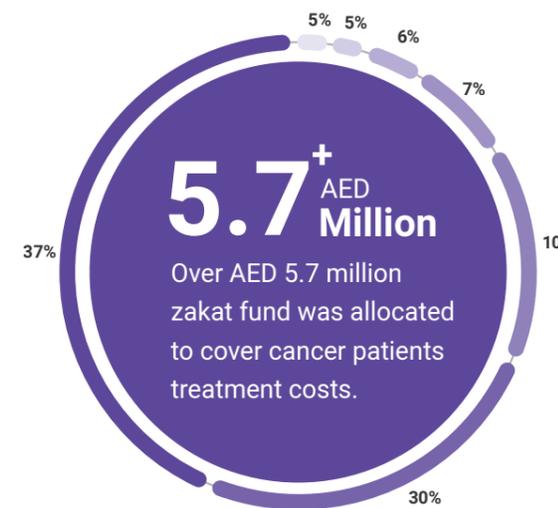
The **Kiswat Al Eid** program brought Eid joy to 38 children bravely fighting cancer.



400

In 2024, we distributed 400 **Al Meer Al Ramadany (food) boxes** to cancer patients and their families.

## IMPACT OF YOUR CONTRIBUTION



5.7+  
AED  
Million

Over AED 5.7 million zakat fund was allocated to cover cancer patients treatment costs.

2,139,740 AED  
Pharmacy & Medicine  
for 42 patients

349,249 AED  
Medical Expense  
for 11 patients (CT-Scan, MRI, Lab Tests etc.)

1,716,499 AED  
Chemotherapy  
for 25 patients

280,500 AED  
Surgery  
for 6 patients

550,000 AED  
Bone Marrow Transplant  
for 4 patient

276,302 AED  
General Expense  
for 9 patients (Doctor Visit, Artificial Limbs etc)

430,498 AED  
Radiotherapy  
for 9 patients

## Uplifting Cancer Patients and Their Families Through Ramadan Initiatives

During the holy month of Ramadan, Friends of Cancer Patients reaffirmed its commitment to easing the journey of cancer patients and their families. Through thoughtful initiatives focused on emotional, nutritional, and communal support, we partnered with key organizations to deliver meaningful experiences that brought relief, connection, and joy to those we serve.

### Iftar Gathering: Bringing Families Together

A warm Iftar brought together **200 patients** and their families for a heartfelt evening of connection and shared support.



### Al Meer Al Ramadany: Delivering Care and Comfort

In collaboration with Esaad Card Center and the UAE Food Bank, we provided **400 food boxes** to patients and their families.



### Kiswat Al Eid: Sharing Eid Joy

Eid clothing was gifted to **38 children**, creating joyful memories during the festive season.



## Focus Areas:



- Cervical Cancer Awareness
- Childhood Cancer Advocacy
- Breast Cancer Awareness
- Public Health Policy Engagement
- Survivorship and Palliative Care Education

## Event Outreach & Global Engagement

In 2024, we expanded advocacy efforts by taking part in events across different countries. These gatherings helped **raise awareness, share knowledge**, and bring together people working to **improve cancer care and public health**.



## Strategic Partnerships & Priorities

We worked closely with many local and international partners to support key topics like **cancer prevention, early detection, patient care, and health policy**. These partnerships helped strengthen the impact of the FOCP's mission.



## Global Health & Knowledge Sharing

Supported WHO 2030 cancer targets and **Sustainable Development Goal 3**, contributing to cancer control. Produced resources, including briefs, case studies, and scientific materials, while **sharing insights and best practices** across regional platforms.



# >5k

Through advocacy events, we successfully reached over **5,000 key stakeholders** across the public health sector, including experts, NGOs, healthcare workers, policymakers, and community members.

# 05

Advocacy extended **global representation** across **5 countries**, including UAE, Kuwait, and through virtual global platforms.

# 31

Total **31 events** organized and supported across local, regional, and international platforms.



# 40%

By holding 40% of events virtually or in a hybrid format, we were able to **expand reach and minimize logistical challenges**.

# 18

Strengthened collaboration with **18 strategic partners**, including participation in **Gulf Cancer Week, World Cancer Day** and partnerships with global organizations such as UICC, CCI Asia and the UAE-UK Business Council.





## Honored for Service

### Sharjah Award for Volunteering Work

FOCP has proudly received the Sharjah Award for Volunteering Work in its 21st edition. This award honors the dedication of our volunteers and supporters who work tirelessly to serve cancer patients and their families.

# Together for Impact

## Celebrating Partnerships and Recognitions that Drive Our Mission Forward

Friends of Cancer Patients (FOCP) believes in the power of collaboration and community spirit. Through meaningful partnerships and recognitions, we continue to expand our reach, improve patient care, and raise cancer awareness across the UAE.

## Strengthening Our Network

### MoU with Sharjah Social Services Department

FOCP signed a partnership agreement with **Sharjah Social Services Department** to **empower volunteers in supporting cancer awareness**. Through this collaboration, we are offering training programs that equip volunteers to serve cancer patients and their families with care, knowledge, and empathy.



## Enhancing Women's Care

### MoU with Saqr Hospital - Emirates Health Services

In partnership with **Saqr Hospital**, FOCP aims to boost **early breast cancer detection** efforts and enhance the services available for women diagnosed with the condition. This MoU strengthens our joint mission to deliver awareness and care where it's needed most.



## Excellence in Communication

### SMB Awards 2024 – Media & Marketing Award

FOCP has won the **Media and Marketing Award at the e& UAE SMB Awards 2024**. This award celebrates our achievements in **digital transformation**, using innovative media and marketing strategies to spread awareness and support cancer patients across the UAE more effectively.



# Moral Support Program

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# 59

A total of **59 moral support events** were organized, ranging from hospital visits to family engagement activities—each designed to strengthen emotional and psychological support for patients and their loved ones.

## Focus Areas:

- Emotional Care
- Psychological Support
- Involving the Community
- Patient Well-being
- Empowerment



## Emotional Care and Psychological Support

We prioritize the mental and emotional health of cancer patients and their families by providing psychological support. Through hospital visits, workshops, counseling sessions, and emotional care activities, we help them face their journey with strength, comfort, and hope.



## Involving the Community and Partners

Our programs actively engage the wider community—including volunteers, schools, corporates, and organizations—to foster unity and compassion. Together, we create meaningful moments that uplift patients and bring people together in support of a shared cause.



## Supporting Patient Well-being and Empowerment

We believe in empowering patients beyond treatment. Through wellness activities, educational sessions, and empowerment programs, we nurture a sense of independence, dignity, and positivity—enabling patients to take an active role in their healing journey.



# >2k

Through moral support program, over **2,000 cancer patients and their families** received **moral, emotional, and community support** through various activities and programs.



# 86

Thanks to **86 partners and sponsors**, our Moral Support Program bringing them moments of joy, encouragement, and compassion.



# >500

In 2024, over **500 donated hair** through the Locks of Hope initiative and **9 patients received wigs**

# Moral Support Program

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## Highlights



### Inspiring Smiles with Space Heroes

A heartfelt visit was organized for children undergoing cancer treatment at Mediclinic Hospital Dubai. Emirati astronauts Nora Al Matrooshi and Mohammad AlMulla from the Mohammed Bin Rashid Space Centre led the visit, bringing joy, encouragement, and inspiration to young patients.

### A Taste of Happiness

Young patients enjoyed a cheerful baking session filled with creativity, laughter, and sweet treats – making lasting memories along the way, thanks to the support of Media One Hotel.



### Connecting Through Nature

Cancer patients and their families enjoyed a fun-filled day exploring wildlife and nature at Dubai Safari Park, made possible with the support of Dubai Municipality.



### A Day of Snow & Smiles

Cancer patients and their families enjoyed a memorable day at Ski Dubai Snow Park, filled with fun and laughter, thanks to the generous collaboration with Majid Al Futtaim.

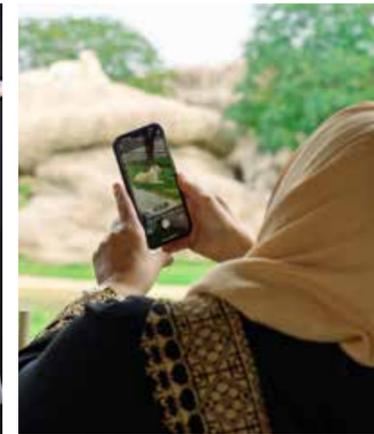
### Back to school

As part of the Back to School initiative, cancer patients received essential school supplies and support to help them return to class with confidence and excitement. This meaningful effort was made possible with the support of Sharjah Charity International, Dubai Police, and the Sharjah Department of Public Works.



### Making Magical Moments

Children with cancer experienced a joyful visit as Dubai Police and Make-A-Wish Foundation came together to make their wishes come true.



# Awareness & Community Engagement

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## Focus Areas:



- Breast Cancer Awareness
- Childhood Cancer Awareness
- Men Health Awareness
- Skin Health Awareness
- Cervical Cancer Awareness

## Bridging Gaps Connecting Communities Through Outreach and Awareness Campaigns

In 2024, we engaged communities across the UAE through impactful campaigns, outreach, and partnerships. With over 200 activations in schools, workplaces, and public spaces, we transformed awareness into action—empowering people through workshops, awareness rides, and screening programs to stand together against cancer.

> 20k

We impacted more than 20,000 individuals, raising awareness and hope across communities.

> 175

We joined hands with over 175 partners and supporters to enhance cancer care and awareness.

> 200

We organized over 200 community events across the UAE in 2024

> 5k Hours

In 2024, over 250 volunteers gave more than 5,000 volunteering hours to support our mission.

# Highlights



## Ride for a Cause

In honor of World Cancer Day, over 100 riders came together for a 20km awareness ride in collaboration with Rixos Marina Abu Dhabi - proving that united efforts can drive meaningful change in the fight against cancer.

## Under the Sun, With Care

With support from Dubai Municipality and NAOS Middle East, FOCP conducted educational sessions on skin cancer prevention for outdoor workers.



## Planting Seeds of Health

At the Sharjah Children's Reading Festival, FOCP's ANA initiative educated children on childhood cancer and healthy eating through interactive flashcards, storybooks, and fun-filled activities - turning learning into lasting impact.



## Striding with Survivors

FOCP was proud to join the Sharjah Women's Run organized by Sharjah Ladies Club. With the inspiring participation of cancer survivors, we ran together toward a brighter, healthier future.

## Honoring Silent Heroes

In Childhood Cancer Awareness Month, we recognize the incredible nurses in Oncology and ICU units. Their compassion and tireless dedication provide comfort and care when it matters most - true heroes in every sense of Public Works.



## Spreading Joy on Childhood Cancer Day

Al Zuhour Private School students entertained young cancer patients at NMC Royal Hospital on Childhood Cancer Day with games and performances.



# Pink Caravan Initiative

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## Focus Areas:

- Breast Cancer awareness
- Cervical Cancer Awareness



# Uniting for Impact Advancing Awareness Through Year-Round Action

Pink Caravan continued its mission throughout the year with impactful awareness activations in collaboration with valued partners across the UAE. Through over **150 events**, Pink Caravan provided breast cancer **screenings** to **17,540** individuals and **1,359 free mammograms**. These efforts strengthened community understanding of breast and cervical cancer while encouraging proactive health choices.

## Reaching the Northern Emirates

Pink Caravan extended its breast cancer screening services to the Northern Emirates-ensuring communities in remote areas received free, high-quality early detection and awareness support.



## Act for Change

We joined AstraZeneca to raise awareness about breast cancer. Women were encouraged to take action by learning, screening, and saying “yes” to their health and dreams.



## Pink Caravan Marks Women's Day

In celebration of International Women's Day, Pink Caravan teamed up with Sharjah Retail for activations at Suyoh, Kalba, and Rahmania Malls, offering free mammograms and promoting early breast cancer detection.

## Screening for a Healthier Tomorrow

Pink Caravan partnered with MSD to offer free cervical cancer screenings, emphasizing early detection and prevention.



## Corporate Support, Community Impact

Thanks to ABC Cargo and Couriers, the Pink Caravan Mammogram Clinic supported International Women's Day by offering free breast cancer screenings.

## October Breast Cancer Awareness Campaign: Engaging Communities, Encouraging Early Detection

Throughout October, Pink Caravan led a powerful nationwide campaign in support of Breast Cancer Awareness Month. In collaboration with government entities, private sector partners, and healthcare providers, we conducted a wide range of awareness lectures, mobile screenings, and community activations across workplaces, malls, and public venues.

These initiatives focused on early detection, education, and accessibility-empowering individuals with knowledge and resources to take proactive steps for their health. By turning public and corporate spaces into hubs of awareness and support, we broke down stigmas and encouraged a culture of openness, understanding, and preventive action in the fight against breast cancer.

### Community Engagement

Raised awareness and provided clinical services, making a strong impact in the community.



### Corporate Awareness

Educated employees on early detection and prevention through engaging sessions.



### Fixed Medical Clinics

20-day clinic activation across all 7 Emirates, offering easy access to breast cancer screening.



>700

We conducted **759 free mammogram** screenings, ensuring timely support for those in need.



>9k Hours

Over 9,000 hours of medical service were provided to the community by our dedicated **medical professionals**.



>16k

In October, as part of our breast cancer awareness campaign, we provided **breast cancer screenings** to 16,615 individuals through over 112 events.

>100

We joined hands with over **100 partners and supporters** to enhance cancer care and awareness.



>1.5k

Over 50 volunteers gave more than **1,500 volunteering hours** to support October breast cancer campaign.



>10k

Engaging over 10,000 **participants**, our community event made a strong impact.

## Campaign Highlights: Community Engagement Events

Throughout October, our community engagement initiatives created meaningful touchpoints across the UAE - from energetic fitness challenges to interactive family events and a powerful ride spanning all seven emirates. Through engaging activities, wellness challenges, and outreach efforts, we promoted early detection and inspired healthier lifestyles in a meaningful and accessible way.

### 3-Day Awareness Activation

As part of our Breast Cancer Awareness Campaign, this 3-day event brought together over 7,000 people in a lively, family-friendly setting. With 9 engaging activities, a kids' fun zone, and nearly 1,000 on-site clinical screenings, the event blended health, education, and entertainment - raising awareness and promoting early detection across the community.



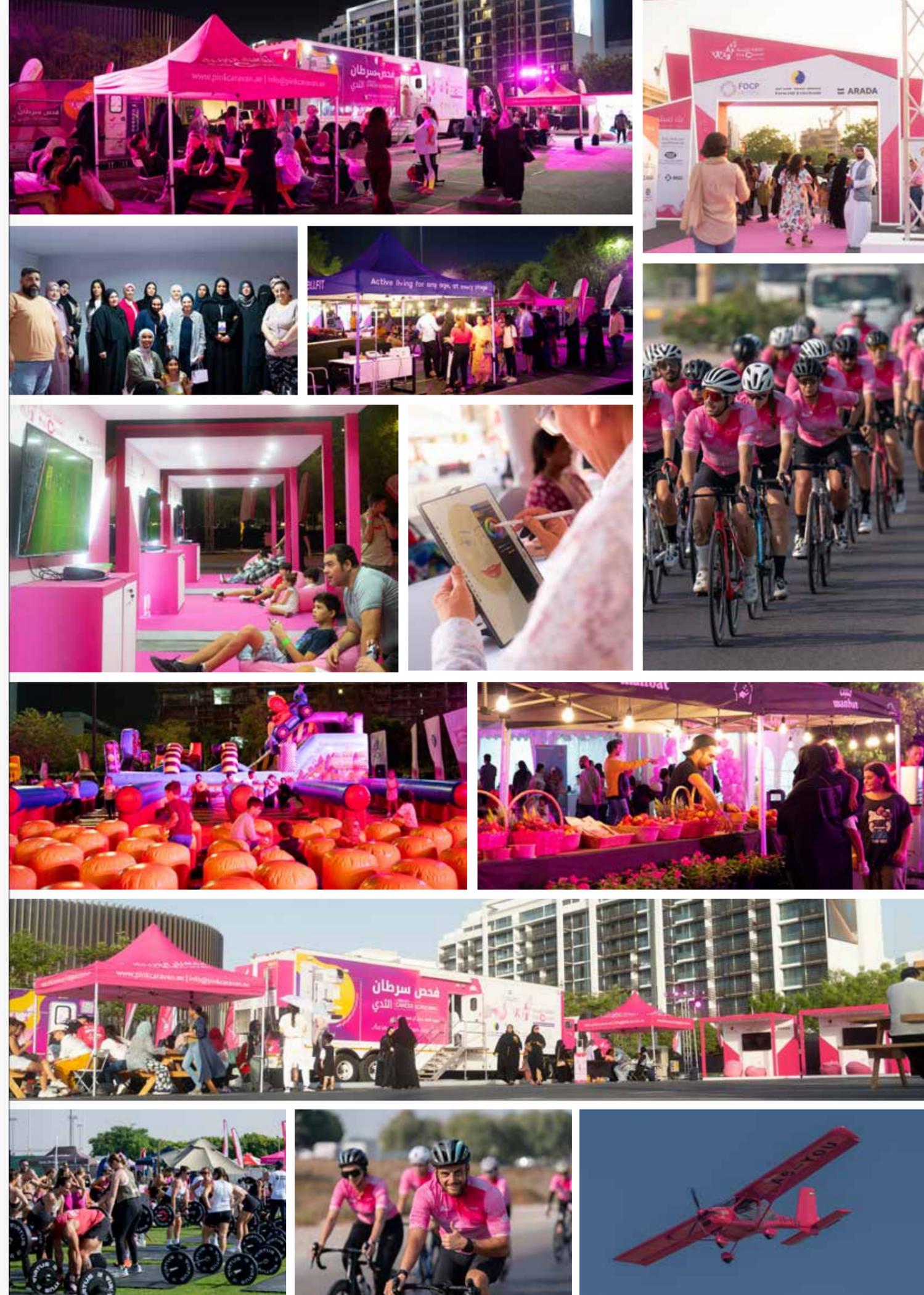
### Ride Across the 7 Emirates

In a collaboration with Los Habibies, our awareness message traveled across all seven emirates through a symbolic cycling journey. The ride united communities and sparked nationwide attention, with the official ride video reaching 15 million views - a strong reminder of the collective support for breast cancer awareness and early screening.



### Battle Cancer Fitness Challenge

In partnership with Battle Cancer and supported by AstraZeneca, this high-energy fitness event brought the health and wellness community together in a show of strength and solidarity. It encouraged proactive lifestyles while spreading vital awareness about breast cancer prevention and the importance of early screening.



## Campaign Highlights: Fixed Clinics & Awareness Activations

Through a united effort with partners and medical collaborators, our October campaign brought vital breast cancer education and screening services to communities across the UAE. From workplace outreach to nationwide clinic activations, the initiative expanded access to care and highlighted the strength of collective action in promoting early detection and public health.

### Corporate Activations

In partnership with public and private sector organizations, we hosted 112 awareness activations across the UAE, including corporate and government entities. These events provided vital education and over 5,000 clinical exams and 759 mammogram screenings, helping embed health awareness in both workplaces and public spaces.



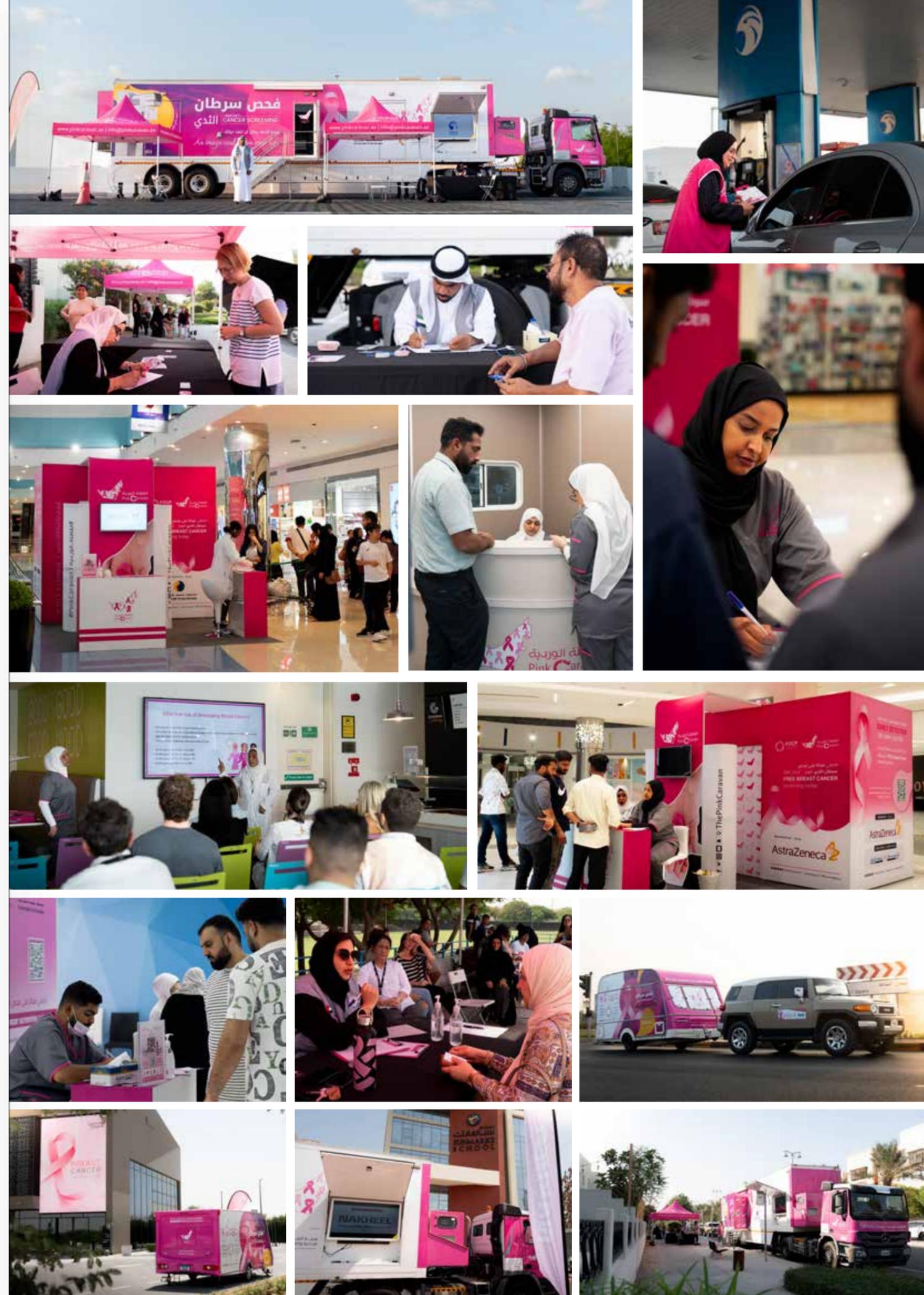
### 20-Day Fixed Clinic

In collaboration with malls and outdoor venues, fixed clinics were set up across all seven emirates for 20 days, offering free breast cancer screenings. With over 10,000 clinical exams conducted, the initiative made early detection services easily accessible and highlighted the value of strong community partnerships.



### Medical Collaborations

Our October efforts were made possible through the strong support of our medical partners, whose contributions enabled the delivery of essential screening services. Their involvement expanded our outreach and strengthened the impact of our breast cancer awareness mission across the UAE.



# Recognition & Gratitude

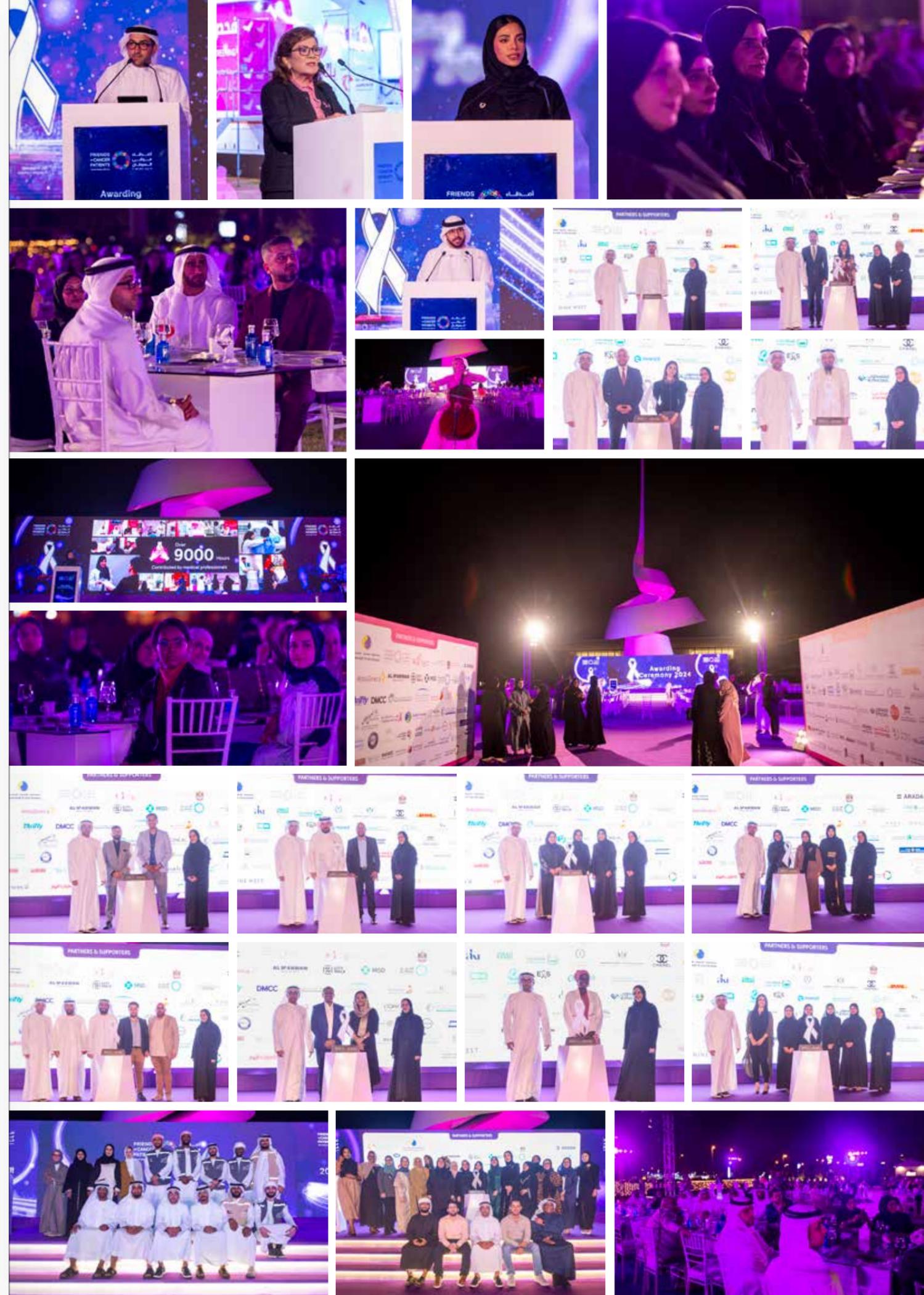
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## Appreciation Ceremony A Tribute to Our Supporters and Partners

Friends of Cancer Patients (FOCP) proudly hosted a special award ceremony to recognize the valued supporters, donors, and sponsors whose contributions have helped advance our mission.

Their support has played a key role in driving awareness campaigns, enabling impactful community activations, and providing financial assistance for cancer patients throughout their treatment journeys. Thanks to their generosity, many individuals and families across the UAE received the help they needed during some of the most difficult times in their lives.

This ceremony was a heartfelt expression of gratitude to those who continue to stand with FOCP – making a meaningful difference in the lives of patients and supporting the collective fight against cancer.



# Recognition & Gratitude

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## Breast Cancer Awareness Campaign

### Release the Knot

- Encouraging emotional release and survivorship stories.
- Thousands reached with raw, honest testimonials

# Strengthening Our Voice by Inspiring the Community

In 2024, FOCP's digital campaigns go beyond awareness - they build movements, inspire action, and connect hearts. Through strategic public relations, impactful social media content, and a dynamic online presence, we strengthened our visibility and inspired action across the UAE and beyond.

## > 500

Over 32 press coverages across local and regional outlets generated more than **500 media clippings**, expanding our reach and boosting awareness of our mission across the UAE.

## > 10M

Across all platforms, our content garnered over **10.9 million impressions**, strengthening brand presence and deepening public engagement.

## > 50k

Over **50,000** people engaged with our mission through our **website visits**, contributing to awareness and online giving by connecting with informative content that empowered support for our goals.

## > 30

Over **30 influencers** collaborated with us, helping amplify our message, extend our reach, and engage new audiences across digital platforms.

## > 6M

With over **6 million engagements**—through likes, shares, comments, and saves. Our content sparked meaningful interactions and strengthened audience connections.

## > 14k

Our content generated over **14,000 interactions**, reflecting strong audience interest and active participation across platforms.

## 20%

With 20% growth, our **social media following** reflects stronger engagement and expanding reach.



## Support the Journey by



**2308** AED 500  
**4467** AED 200  
**4426** AED 50  
**6447** AED 20

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