

Barbara Nassar Cancer Center
For Supportive Care

Project Proposal

Submitted by



February 2024

Dear Sir/Madam,

Greetings,

The Barbara Nassar Association (BNA), after nearly 10 years of tireless work in spreading awareness, supporting and advocating for adult cancer patients in Lebanon, is striving to institutionalize its humanitarian work and to be an integral part of the National cancer control plan.

Influencing positive changes within the Ministry of Health has been a cornerstone of our endeavors, particularly the mechanization of the ministry's medication system for the benefit of cancer patients. As a key speaker at Arab and international conferences, I have had the privilege to share profound experiences and dedicated work in supporting adult cancer patients. Additionally, I serve as a member of the oncology (National Cancer Plan 2023-2028) advisory committee within the Public Health Ministry, actively contributing to the formulation and shaping of policies related to cancer. These roles have provided me with unique insights and a platform to influence discussions and initiatives on both regional and global stages.

We are honored to invite you to be a vital part of our ongoing mission. The establishment of a pioneering Cancer Centre (For Supportive Care) for adult cancer patients, the first of its kind in Lebanon, is a monumental goal we are actively pursuing.

We sincerely appreciate your commitment and invite you, along with our potential donors, to contribute in any form possible towards the realization of this significant project. The enclosed study provides a comprehensive overview of the Barbara Nassar Center for Supportive Care project, outlining its purpose and the impactful programs we plan to implement.

Thank you for considering our cause. We eagerly look forward to your support, which will undoubtedly make a meaningful difference in the lives of cancer patients and survivors.

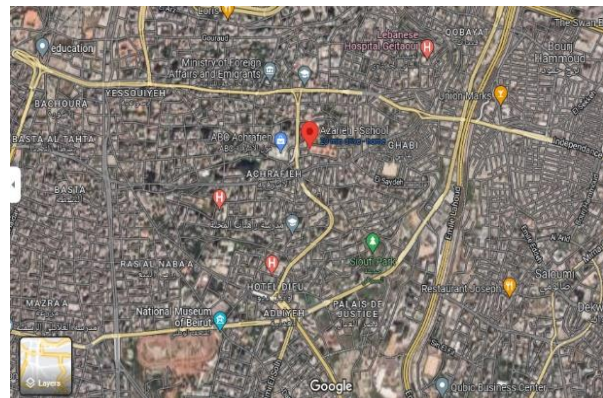
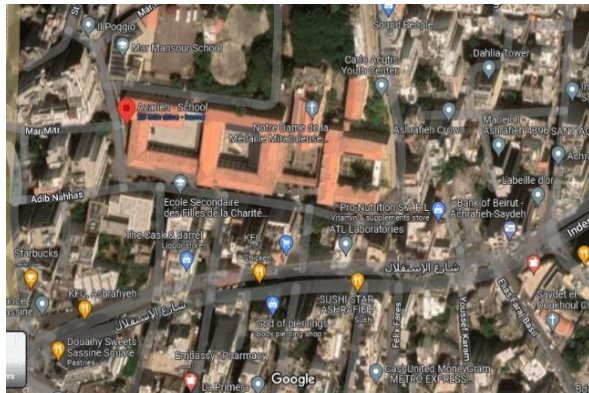
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Barbara Nassar Center for Supportive Care

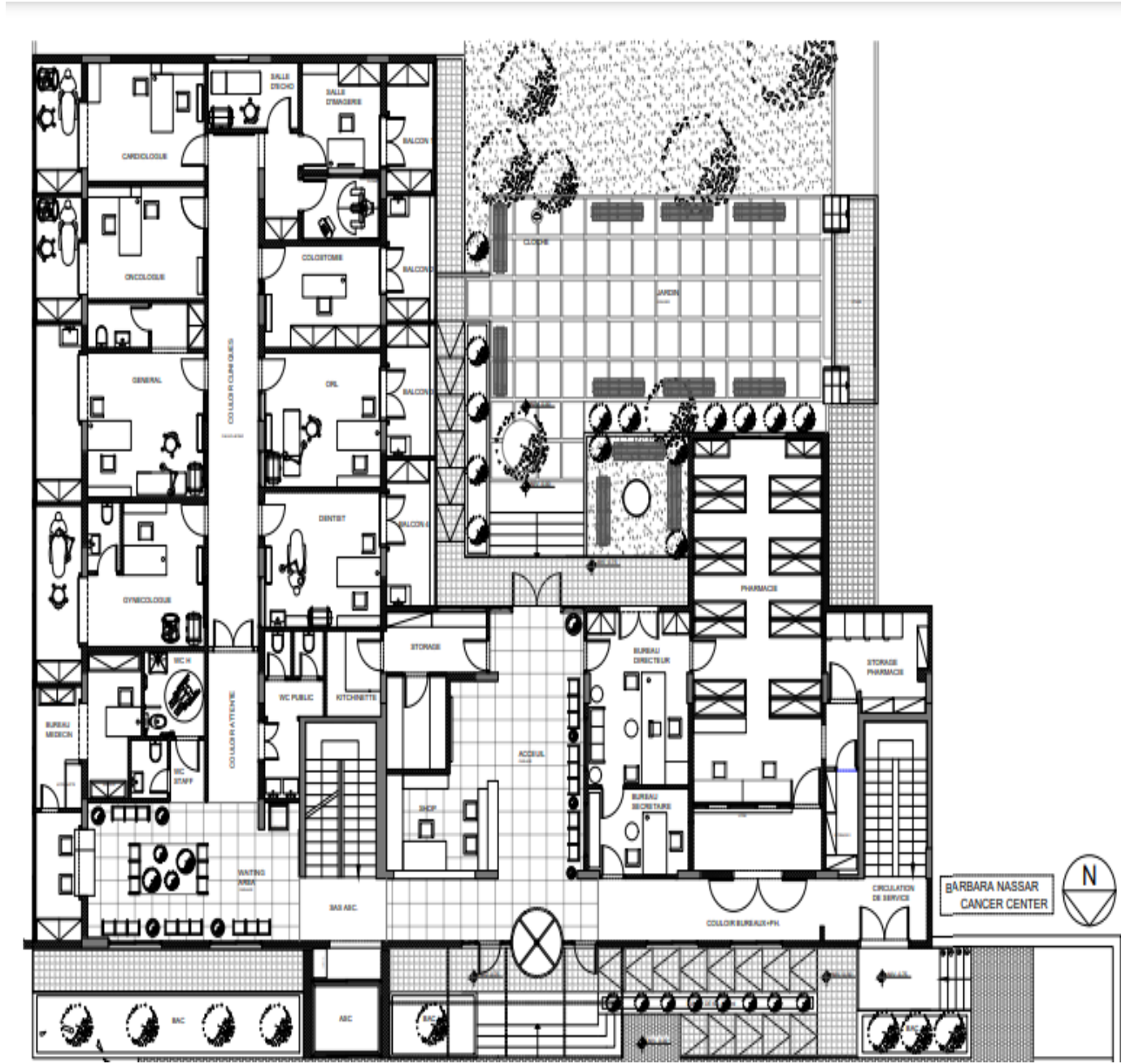
Project Description

The building is an old, 4-story structure situated in Achrafieh, the heart of Beirut, Lebanon's capital, making it an ideal location for a supportive care center for cancer patients. The strategic location of the center in Achrafieh optimizes its reach, impact, and collaborative potential in addressing the needs of cancer patients not only in Beirut but throughout Lebanon.



Phase 1 will involve the refurbishment of the Ground and First Floors, as outlined below;

Ground Floor (524.6 m2): (Dispensary, Pharmacy and Imaging Facility)



Floor Purpose:

The Ground Floor of the Barbara Nassar Center for Supportive Care is strategically composed to fulfil a spectrum of patient needs and services. It encompasses:

1. A Pharmacy & Storage area for essential medications and medical supplies.
2. The Reception Area & Small Shop welcomes patients, manages inquiries, and offers items crafted by cancer patients.
3. The Administrative hub, comprising the Executive Director Office & Secretary Bureau, oversees center operations.
4. A dedicated Waiting Area ensures comfort for patients awaiting dispensary or polyclinic services.
5. Specialized clinics include Cardiology, Oncology, General Medicine, Obstetrics and Gynaecology, Dentistry, and ORL...
6. The floor also hosts an Imaging facility for breast ultrasound and mammography, a Stoma clinic.
7. An outdoor Garden for a tranquil environment.

The following table describe the floor, its composition and the services provided;

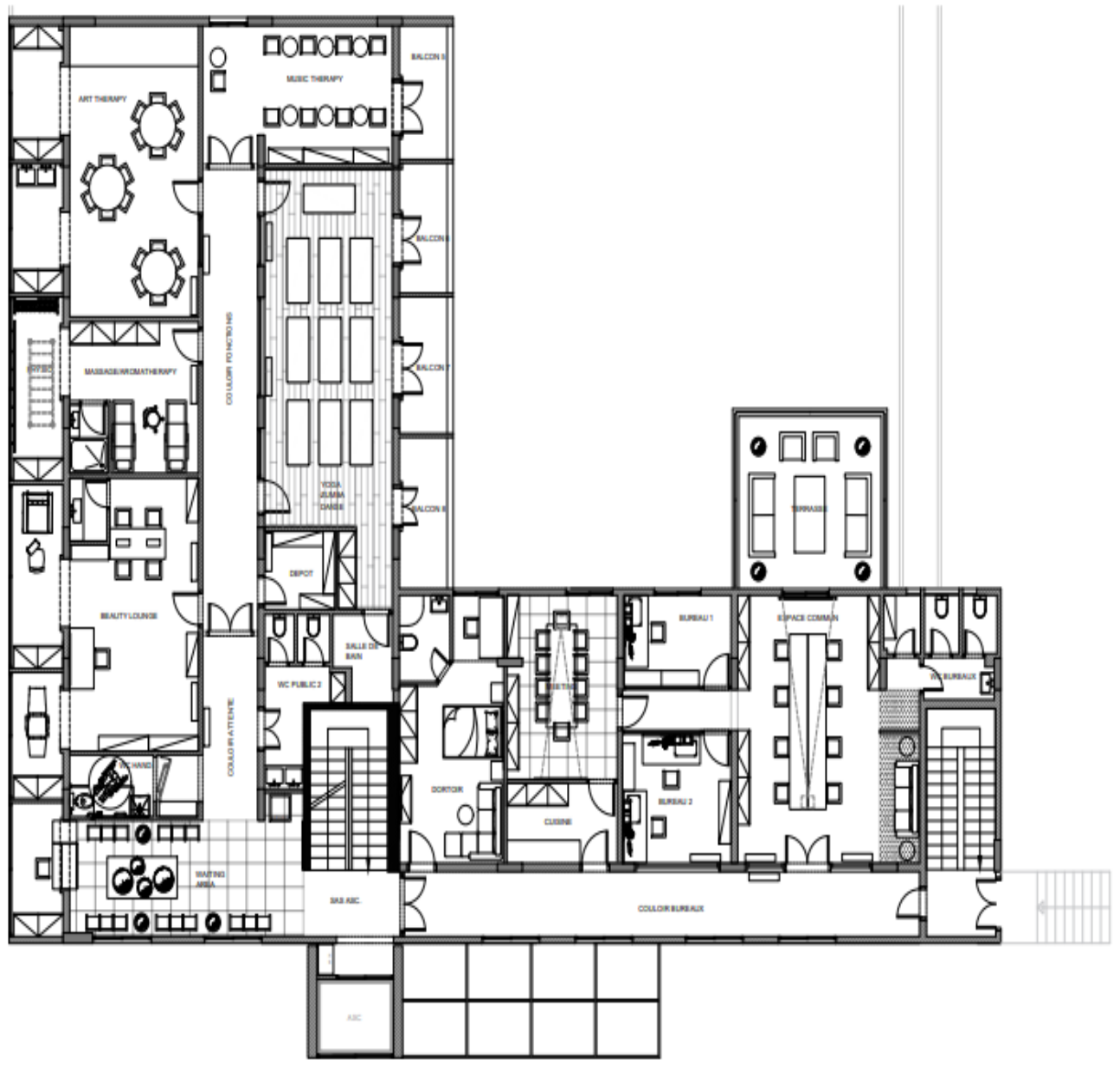
| Floor Composition | Services Provided |
|--|--|
| Pharmacy | Providing access to medications free of charge |
| Reception Area & Small Shop | Welcoming patients, managing inquiries, and offering a small shop for art or items done by cancer patients |
| Executive Director Office & Secretary Bureau | Administrative hub overseeing the center's operations, welcoming patients and families, and providing guidance |
| Waiting Area for Dispensary/Polyclinic | Comfortable space for patients awaiting dispensary or polyclinic services |
| Clinic N2: General Practitioner Nutritionist Psychotherapist Psychiatrist Gastroenterologist | Clinic N2 offers comprehensive healthcare services with a team of specialized professionals, including a General Practitioner, Nutritionist, Psychotherapist, Psychiatrist, and Gastroenterologist. Our dedicated staff provides personalized care, addressing a wide range of medical needs, from general health assessments and nutritional guidance to mental health support and gastrointestinal consultations |
| Clinic N3: Cardiologist Endocrinologist Dermatologist | Clinic N3 provides specialized medical care led by a team of experts, including Cardiologists, Endocrinologists, and Dermatologists, offering comprehensive services tailored to |

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| | cardiovascular health, endocrine disorders, and dermatological concerns. |
| Clinic N4: Obstetrics and Gynecologist & Urologist | Clinic N4 specializes in women's health and urology, providing expert care delivered by Gynaecologists and Urologists. It is a facility where women undergo HPV tests and various other screenings related to women's health. |
| Clinic N5: Oncologist & Haematologist | Fully equipped clinic dedicated to oncological-haematological consultations |
| Clinic N6: Pulmonologist Otorhinolaryngologist (Ear, Nose, and Throat) Neurologist | Clinic N6 delivers specialized medical services, featuring Pulmonologists, Otorhinolaryngologists (ENT), and Neurologists, providing expert care in respiratory, ear-nose-throat, and neurological health |
| Dentistry Clinic | Offering dental care services |
| Imaging (Breast Ultrasound & Mammography) | Facility for imaging and echography procedures for breast early detection |
| ORL Clinic | Clinic specializing in Ear, Nose, and Throat (ORL) care |
| Stoma Clinic | Dedicated space for colostomy- urostomy related kits and services |
| Garden | An outdoor space designed to offer a tranquil environment, contributing to the overall well-being of patients and visitors |

N.B: The clinics will be shared by physicians according to a rotation schedule.

First Floor (524.6 m2):

Empowerment & Psychosocial Support



Floor Purpose:

The First Floor of the Barbara Nassar Center is dedicated to empowering and fostering holistic well-being and emotional support for cancer patients. This floor serves as a haven for relaxation and rejuvenation, featuring

1. A Beauty Lounge
2. Massage & Aroma Therapy Lounge
3. Art Therapy Studio
4. Music Therapy Studio
5. Yoga/Zumba/Dance sessions Studio

Notably, it will be the first center in Lebanon to offer a comprehensive range of psychosocial support and activities for cancer patients and survivors. Recognizing the immense importance of addressing the psychological and emotional aspects of the cancer journey, this innovative initiative aims to enhance the overall quality of life for individuals affected by cancer, providing a nurturing environment that encourages resilience and shared support. The big common area and the terrace create a warm and welcoming space for communal interactions, promoting a sense of community and shared strength among patients and visitors.

The following table describe the floor, its composition and the services provided;

| Floor Composition | Services Provided |
|------------------------------|--|
| Beauty Lounge | Offering beauty and wellness services to enhance the self-esteem and relaxation of cancer patients |
| Massage & Aroma Therapy | Providing therapeutic massages and aromatherapy to alleviate stress and promote physical and mental well-being |
| Art Therapy | Engaging patients in creative expressions to facilitate emotional healing and self-discovery |
| Music Therapy | Utilizing music for emotional expression, stress reduction, and promoting a sense of community |
| Yoga / Zumba / Dance / Drama | Conducting sessions to improve flexibility, balance, and mental well-being through movement and exercise |

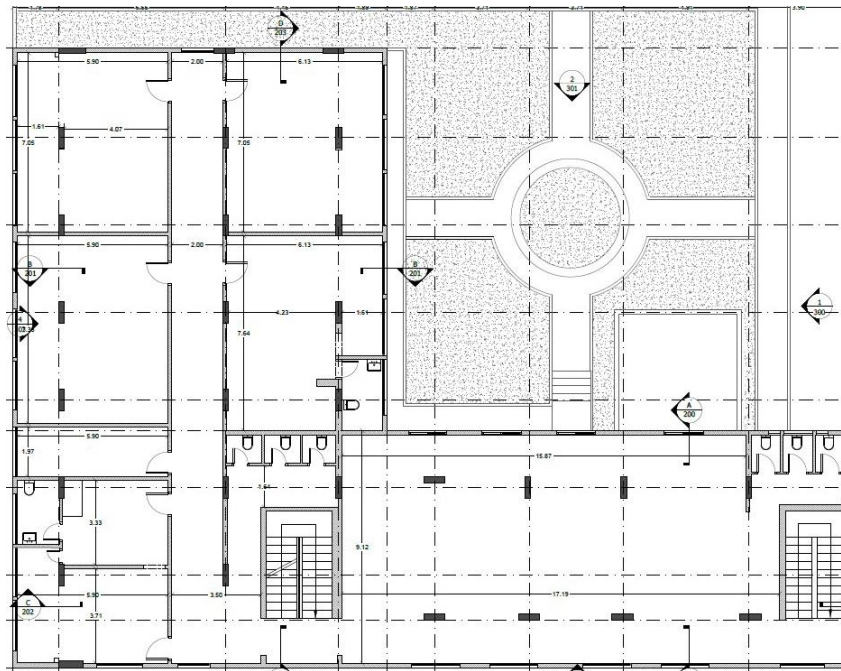
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|-----------------------------------|--|
| Kitchen | Offering nutritional support and cooking classes to promote healthy eating habits |
| Meeting Room | Hosting support group meetings, educational sessions, and discussions for patients and families |
| Office 1 | Spaces for administrative and counselling services, ensuring smooth operations and individualized support |
| Office 2 | Spaces for administrative and counselling services, ensuring smooth operations and individualized support |
| Big Common Area + Adjacent Office | Providing a communal space for socializing, relaxation, and a nearby office for administrative tasks |
| Terrace | Offering an outdoor space for patients to enjoy fresh air and tranquillity, contributing to overall well-being |

Phase 2 will involve the refurbishment of the Second and Third Floors, as outlined below;

Second Floor (524.6 m2):

Auditorium / Conference Rooms + Exhibition

(Barbara's Souvenirs – Gift Shop) + Awareness Museum



(The Final Plan will be ready soon)

Floor Purpose:

The Second Floor of the Barbara Nassar Center for Supportive Care is designed as a hub for knowledge dissemination and community engagement. It comprises versatile spaces, including

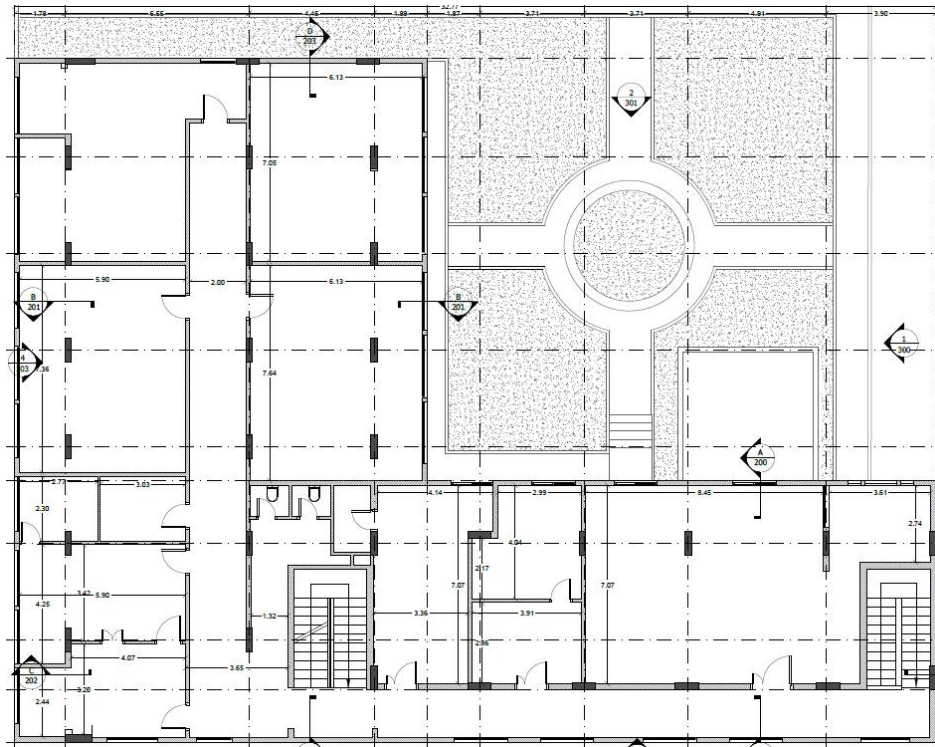
1. A Large Conference Hall (“*Professor Fadi Nasr Conference Hall*”)
2. Two Small Conference Room that will be available for lease to companies or individuals seeking spaces for hosting their events.
3. A unique Cancer Awareness Museum equipped with interactive games and projections, aimed at educating school students and visitors about cancer while emphasizing the importance of early detection as well as an area dedicated to a permanent exhibition featuring Barbara’s Souvenirs – a gift shop where visitors can purchase products crafted by cancer patients.

The Second Floor seeks to foster awareness, encourage community involvement, and contribute to the center's educational initiatives.

The following table describe the floor, its composition and the services provided;

| Floor composition | Services Provided |
|--|---|
| Large Conference Room “ <i>Professor Fadi Nasr Conference Hall</i> ” | Providing a spacious venue for conferences, seminars, and events |
| Small Conference Room | Offering a smaller setting for more intimate gatherings and meetings |
| Small Conference Room 2 | Providing an additional space for conferences and discussions |
| Space for permanent Exhibition (Barbara’s Souvenirs – Gift Shop to buy patients’ products) | Showcasing a permanent exhibition of Barbara’s Souvenirs, a gift shop allowing visitors to purchase products crafted by cancer patients |
| Museum to raise awareness about Cancer for Schools students/visitors | Featuring an educational Cancer Awareness Museum with interactive exhibits and projections to raise awareness about cancer for school students and other visitors |

Third Floor (524.6 m2):
Patients' Craft Workshops
Empowerment and Community Space



(The Final Floor Plan will be available soon)

Floor Purpose:

The Third Floor serves as a focal point for empowerment and community-building at the Barbara Nassar Center. It dedicates space to Patients' Craft Workshops, allowing cancer patients to engage in therapeutic artistic activities.

Workshops Room 1 and Workshops Room 2 are exclusively designated for Craft Workshops, offering opportunities for activities like sewing, creating wigs, and engaging in various crafts such as painting, pottery, jewellery making, knitting, and crocheting. These crafted items will be available for sale to contribute to the financial support of cancer patients.

The floor includes an Empowerment and Community Space equipped with board games, fostering an environment that promotes social interaction, support, and empowerment for cancer patients and survivors.

It also features a welcoming cafeteria where patients, families, and visitors can find comfort, nourishment, and a tranquil space for respite during their challenging journey.

| Floor Composition | Services Provided |
|---|--|
| Cafeteria | A space providing refreshments and meals for patients, families, and visitors |
| Community Space for reading, Board Games and others entertainment activities | An area for relaxation, reading, and engaging in board games to foster community interaction |
| Workshops room 1 | Dedicated space for crafting activities, including sewing and various creative endeavours |
| Workshops room 2 | Additional room for patients to participate in therapeutic crafting sessions. |
| Craft Workshops: Sewing & Creating Wigs and Hair Extensions, as well as various crafting activities like painting, pottery, jewellery making, knitting, or crocheting | Creative spaces for cancer patients to engage in artistic activities, such as sewing, crafting wigs and hair extensions, painting, pottery, jewellery making, knitting, and crocheting |
| Recording Studio | A dedicated studio for podcasts aims to increase awareness by featuring cancer survivors and specialists, fostering informational conversations on the journey through and beyond cancer |

Barbara Nassar Center for Supportive Care: Transforming Lives and Filling Critical Gaps in Cancer Patient Support

In Lebanon, adult cancer patients are often left to struggle on their own without proper support. From the moment of diagnosis, until the completion of treatment, and beyond, these individuals require guidance from knowledgeable professionals. Unfortunately, there is a lack of integrated cancer centers in the country, leaving most patients to choose their own attending physicians without the help of a specialist. Furthermore, these patients are unaware of where to go for medical tests.

Cancer patients have more needs than merely medical care. To address this, the Barbara Nassar Center for Supportive Care will provide psychological and moral support, as well as guidance to meet financial and in-kind needs, for adult cancer patients in Lebanon. This Center will serve as the first point of reference for these patients, regardless of the hospital they are receiving treatment in or who their doctor is.

Key Programs at the Barbara Nassar Center for Supportive Care:

- ***Medical Examination Program:***

We strive to offer low-cost medical examinations in the Center's dispensary, with private haematologists and oncologists, as well as other specialists in cancer care such as gynaecologists, urologists, dermatologists, pulmonologists, endocrinologists, cardiologists, dentists, nutritionists and more. This initiative addresses the economic challenges faced by patients who may struggle to afford regular doctor visits.

- ***Screening & Early Detection Program:***

Equipped with a mammogram and breast ultrasound, the Center plays a crucial role in fostering early detection of breast cancer, especially in the absence of national campaigns due to the economic crisis. Committed to providing nominal prices, we aim to encourage regular screenings, addressing the gaps left by the halted national program. By doing so, the Center becomes an essential lifeline, reducing barriers to early detection and significantly contributing to improved treatment outcomes and community health amid challenging circumstances.

- ***Psychological Support Program:***

The primary purpose of the Center is to offer psychological support to patients and their families. This involves personalized assistance through one-on-one counselling and group activities like art and music therapy, breathing exercises, sports, and more. In addition, the Center will have dedicated beauticians offering skin consultations and treatments to enhance the well-being of patients during their treatment. Furthermore, the Beauty Lounge will be open to the public, offering paid services to contribute to the sustainability of the Center's initiatives.

- ***Medicines and Medical Supplies Provision Program:***

Since its formation, the association has been offering free cancer medication to those in need, but the demand has grown beyond its abilities. To address this, we have been granted authorization from the Ministry of Health to secure donations of medicines from external sources, which will be given out to patients at no cost. Additionally, we will provide other Medical supplies that patients need after cancer operations such as urine and stool bags (colostomy and urostomy), artificial breasts, wigs, diapers, oxygen machines, wheelchairs and more...

- ***Financial Program to Support Patients in Hospitals:***

The first aim of forming the BNA association is to ensure that patients are able to receive their healthcare with dignity, without having to resort to begging. Given the prevailing economic challenges, the association is dedicated to offering financial assistance, covering essential aspects such as chemotherapy sessions, PET Scan tests, and organizing comprehensive test campaigns and treatments. This commitment addresses the critical needs of patients, fostering a supportive environment for their healthcare journey.

- ***Cancer Awareness Museum for Schools and the Public:***

The awareness museum at the Center will host groups of students and corporate employees for seminars about all types of cancer, in addition to live testimonies from cancer survivors, as well as to hear testimonies from people who have survived the disease, fostering a broader understanding of cancer prevention, screening, and treatment.

- ***Rehabilitation, Empowerment and Healing Arts Program:***

The Empowerment & Community Space within our Center for Supportive Care offers a haven of support and creativity for our patients and survivors. It's a place where individuals can find solace, engage in empowering workshops, and connect with others on similar journeys. From the warmth of our cafeteria to the joy of crafting, this space fosters a sense of community, healing, and hope. Through the sale of their crafts, patients and survivors contribute to their treatments, increasing the circle of support and resilience within our Center.

Financial Sustainability for Barbara Nassar Center for Supportive Care

The proposed Center for Supportive Care for cancer patients will be able to ensure its long-term financial sustainability by collecting reasonable/symbolic fees from the public, such as the dental clinic, consultations in dispensary, imaging services, psychosocial activities, auditorium and workshop rooms as well as fundraising events. The Center will also seek corporate sponsorships and grants from Ministry of Public Health and other governmental institutions. Additionally, the Center will pursue cost-saving measures such as energy efficiency measures, bulk-purchasing, and the use of technology to reduce operational costs. Through these strategies, the Center will be able to provide quality care to the community without having to rely solely on donations.

Publicity & Visibility

We understand that your donation is a significant investment, and we want to ensure that your generosity is recognized. We will acknowledge your donation on our website/App, in our annual report, press releases, TV appearances, social media posts, and other public acknowledgments.

Furthermore, the visibility plan includes a plan to display the donor logos and partner logos within the Center, in presentation and other promotional materials.

To explore detailed visibility opportunities, please refer to the **Sponsorship Opportunities Annex** of the *'Barbara Nassar Center for Supportive Care'*, which outlines various sponsorship programs and their associated benefits. Your support will not only be acknowledged by the Barbara Nassar Association but also by the cancer patients and the wider public.

We are counting on your generous contribution!

Thank you for reading!

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