



MARYLAND Department of Health

Larry Hogan, Governor · Boyd K. Rutherford, Lt. Governor · Robert R. Neall, Secretary

August 13, 2018

The Honorable Thomas V. Mike Miller, Jr.
President of the Senate
State House, H-107
Annapolis, MD 21401-1991

The Honorable Michael E. Busch
Speaker of the House
State House, H-101
Annapolis, MD 21401-1991

**RE: Health-General Article, §20-117(d), Annotated Code of Maryland
2018 Legislative Report on the Maryland Cancer Fund – Income Tax Checkoff**

Dear President Miller and Speaker Busch:

House Bill 1000, Chapter 392 of the Acts of 2004 established the Maryland Cancer Fund (the Fund) within the Maryland Department of Health (the Department). The purpose of the Fund is to award grants for cancer prevention and treatment through voluntary contributions made to the Fund from an income tax checkoff and other donations. The Fund is comprised entirely of special funds. The enacted legislation further directs the Department to annually report on the administration of the Fund per Health-General Article, §20-117(d), Annotated Code of Maryland.

Maryland is in its fourteenth year of collecting monies for the Fund from the income tax checkoff and other donations. The overall amount of donations to the Fund since 2004 totals \$5,997,799. The starting fund balance for Fiscal Year (FY) 2018 was \$1,091,559.68; \$409,094 was donated to the Fund in FY 2018. The Comptroller of Maryland did not deduct any expenses to administer the Fund.

During FY 2018, the Department awarded cancer treatment grants to local health departments and other authorized vendors to provide 29 individuals with cancer treatment for one year and/or to pay for diagnostic testing to rule out a cancer diagnosis. The cancer treatment grants totaled \$592,786. The grant recipients were:

- Allegany County Health Department - \$21,400;
- Baltimore County Health Department - \$128,400;
- Calvert County Health Department - \$5,000;
- Carroll County Health Department - \$256,800;
- Cecil County Health Department - \$21,400;
- Frederick County Health Department - \$53,500;
- Garrett County Health Department - \$85,600; and
- Primary Care Coalition (Montgomery County) - \$20,686.

In February 2018, the Department launched a six-week web and television media campaign to encourage donations during the tax season. The campaign resulted in more than 3.75 million impressions targeting Maryland taxpaying residents within the State. The campaign primarily used a digital strategy to reach individual taxpayers online, targeting audiences across various websites

and through social media. Web banners and a video were used to engage Maryland residents and direct them to the Fund's website. In addition to digital advertising, 58 thirty-second television spots appeared on WJZ-TV CBS (Baltimore) and Maryland Public Television. As part of the campaign, 150,000 residents were reached via e-mail through the *Maryland Public Television Insider*. Advertising on the *Baltimore Magazine* website registered an additional 3,000 digital impressions. The cost of the campaign was \$24,000.

The Department placed a full-page advertisement in the January 2018 issue of *The Statement Magazine*, the official membership publication of the Maryland Association of Certified Public Accountants, Inc. (MACPA). This publication targets certified public accountants in Maryland and is mailed to all MACPA members, with a circulation of approximately 10,000. In addition, the Department mailed letters and other promotional materials to registered tax preparers during the 2018 tax season in an effort to increase donations to the Fund. The Fund also continues to maintain a presence on the Department's Center for Cancer Prevention and Control website.

The Department commends the Maryland General Assembly's dedication to supporting initiatives that will reduce the burden of cancer in Maryland. The Department will continue to report on its administration of the Maryland Cancer Fund, including the amount of donations raised for the Fund and the number and types of grants awarded. If you wish to discuss this matter further, please contact Mr. Webster Ye, Deputy Chief of Staff, Office of the Secretary, at 410-767-6480 or at webster.ye@maryland.gov.

Sincerely,

A handwritten signature in black ink, appearing to read "Robert R. Neall". The signature is fluid and cursive, with the first name "Robert" and last name "Neall" clearly distinguishable.

Robert R. Neall
Secretary