



Larry Hogan, Governor · Boyd K. Rutherford, Lt. Governor · Dennis R. Schrader, Secretary

May 13, 2021

The Honorable Bill Ferguson
President of the Senate
State House, H-107
Annapolis, MD 21401-1991

The Honorable Adrienne A. Jones
Speaker of the House of Delegates
State House, H-101
Annapolis, MD 21401-1991

**RE: Health General Article, §20-117(d), Annotated Code of Maryland,
2020 Legislative Report on the Maryland Cancer Fund - Income Tax Checkoff**

Dear President Ferguson and Speaker Jones:

Maryland Health General Article §20-117 establishes the Maryland Cancer Fund (the Fund) within the Maryland Department of Health (MDH). The purpose of the Fund is to award grants for cancer prevention and treatment through voluntary contributions made to the Fund through either income tax checkoffs or other donations. The Fund is comprised entirely of special funds. In addition to establishing the Fund, §20-117(d) also directs MDH to annually report on the administration of the Fund.

Maryland is in its sixteenth year of collecting monies for the Fund through the noted donation mechanisms. The overall amount of donations to the Fund since 2004 totals \$6,756,192.61. The starting Fund balance for Fiscal Year (FY) 2020 was \$852,813.76, and \$265,351.61 was donated to the Fund in FY 2020. The Comptroller of Maryland did not deduct any expenses to administer the Fund.

During FY 2020, MDH awarded cancer treatment grants to local health departments and other authorized vendors to provide one year of cancer treatment and/or payment for diagnostic testing to rule out a cancer diagnosis to 49 individuals. The cancer treatment grants totaled \$922,969. The grant recipients were:

Allegany County Health Department - \$181,900;
Baltimore County Health Department - \$113,420;
Calvert County Health Department - \$26,400;
Carroll County Health Department - \$239,145;
Charles County Health Department - \$21,400;
Frederick County Health Department - \$53,500;
Garrett County Health Department - \$128,400;
Howard County Health Department - \$21,400
Primary Care Coalition (Montgomery County) - \$116,004; and
Washington County Health Department - \$21,400.

In March 2020, MDH launched a media campaign to encourage donations to the Fund during the extended tax season. The multi-faceted campaign incorporated internet, radio, and television advertising to reach individual taxpayers online, in transit, and at home. This resulted in more than 3.8 million impressions across all platforms, targeting Maryland taxpaying residents within the State.

Multiple variations of Google search and display ads, radio ads, and a kinetic typography video, which incorporates motion and text to express ideas using video animation, were utilized to engage Maryland residents and direct them to the Fund's website. This included 36 thirty-second television spots on WBAL-TV (NBC) Baltimore and a total of 75 fifteen-second and thirty-second radio spots on WWIN-FM (Magic 95.9). The cost of the campaign was \$23,604.

MDH placed a full-page advertisement in the winter 2020 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 to this, MDH mailed letters and other promotional materials to tax preparers during the 2020 tax season in an effort to increase donations to the Fund.

MDH commends the Maryland General Assembly's dedication to supporting initiatives that will reduce the burden of cancer in Maryland. MDH will continue to report on the 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 have any questions regarding this report, please contact Director of Governmental Affairs Heather Shek at heather.shek@maryland.gov.

Sincerely,

A handwritten signature in black ink that reads "Dennis R. Schrader". The signature is written in a cursive style with a large initial "D".

Dennis R. Schrader
Secretary

cc: Jinlene Chan, MD, MPH, FAAP, Acting Deputy Secretary, Public Health Services
Donna Gugel, MHS, Director, Prevention and Health Promotion Administration
Ken Lin Tai, MD, MPH, Director, Center for Cancer Prevention and Control
Pamela R. Williams, MHA, Director, Cancer and Chronic Disease Bureau
Heather Shek, JD, Director of Governmental Affairs
Sarah Albert, MSAR #2480