

# MARYLAND CANCER FUND - INCOME TAX CHECKOFF

2023

Health General Article, Section 20-117(d)

Maryland Department of Health

October 2024



## DEPARTMENT OF HEALTH

Wes Moore, Governor · Aruna Miller, Lt. Governor · Laura Herrera Scott, M.D., M.P.H., Secretary

October 21, 2024

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: Report Required by Health General Article § 20–117(d): 2023 Legislative Report on the Maryland Cancer Fund - Income Tax Checkoff (MSAR #2480)**

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 composed 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 nineteenth year of collecting monies for the Fund through the noted donation mechanisms. The overall amount of donations to the Fund since 2004 totals \$8,054,521.51. The starting Fund balance for Fiscal Year (FY) 2023 was \$803,073.73, and \$442,414.33 was donated to the Fund in FY 2023. The Comptroller of Maryland did not deduct any expenses to administer the Fund.

During FY 2023, MDH awarded cancer treatment grants to local health departments and other authorized vendors to provide up to one year of cancer treatment and/or payment for diagnostic testing to rule out a cancer diagnosis to 38 individuals. The cancer treatment grants totaled \$655,864. The grant recipients were:

- Allegany County Health Department - \$42,800;
- Baltimore County Health Department - \$21,400;
- Calvert County Health Department - \$14,173;
- Carroll County Health Department - \$279,805;
- Frederick County Health Department - \$74,900;
- Howard County Health Department - \$21,400;
- Primary Care Coalition (Montgomery County) - \$197,352; and
- Queen Anne’s County Health Department - \$4,034.

In January 2023, MDH launched a media campaign to encourage donations to the Fund during tax season. The multi-faceted campaign incorporated the Internet, internet television, and traditional television advertising to reach individual taxpayers. This campaign garnered over 4 million combined impressions across all platforms, targeting Maryland taxpaying residents and tax preparers within the State.

Multiple variations of Google search and display ads, a television commercial, and Facebook ads were utilized to engage Maryland residents and direct them to the Fund's website. This campaign included 38 thirty-second television spots on WJZ (CBS) Baltimore. In addition, YouTube OTT (Internet Television) advertising involved using a video ad to target viewers based on related interests. The cost of the campaign was \$23,604.

MDH placed a full-page advertisement in the winter 2023 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.

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, Sarah Case-Herron at [sarah.case-herron@maryland.gov](mailto:sarah.case-herron@maryland.gov).

Sincerely,

A handwritten signature in blue ink, appearing to read 'Laura Herrera Scott'.

Laura Herrera Scott, MD, MPH  
Secretary

cc: Sarah Case-Herron, JD, Director of Governmental Affairs  
Nilesh Kalyanaraman, MD, FACP, Deputy Secretary, Public Health Services  
Elizabeth Kromm, PhD, MSc, Director, Prevention and Health Promotion Administration  
Pamela R. Williams, MHA, Director, Cancer and Chronic Disease Bureau  
Ken Lin Tai, MD, MPH, Director, Center for Cancer Prevention and Control  
Sarah Albert, Department of Legislative Services (5 copies)