

MARYLAND CANCER FUND - INCOME TAX CHECKOFF

2024

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) - 2024 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 the Secretary to annually report on the administration of the Fund.

Maryland is in its twentieth year of collecting monies for the Fund through the noted donation mechanisms. As of June 30, 2024, the overall amount of donations to the Fund since 2004 totals \$8,464,123.31. The starting Fund balance for Fiscal Year (FY) 2024 was \$876,800.19, and \$409,601.80 was donated to the Fund in FY 2024. The Comptroller of Maryland did not deduct any expenses to administer the Fund.

During FY 2024, 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 37 individuals. The cancer treatment grants totaled \$612,941. The grant recipients were:

- Allegany County Health Department - \$85,600;
- Calvert County Health Department - \$20,000;
- Carroll County Health Department - \$151,405;
- Frederick County Health Department - \$26,750;
- Garrett County Health Department - \$21,400;
- Primary Care Coalition (Montgomery County) - \$303,880; and
- Queen Anne’s County Health Department - \$3,906.

In January 2024, MDH launched a media campaign to encourage donations to the Fund during tax season. The multi-faceted campaign incorporated internet, internet television, and traditional television advertising to reach individual taxpayers. This campaign garnered over 3.6 million combined impressions across all platforms, targeting Maryland taxpaying residents and tax preparers within the State.

Multiple variations of Google search and display advertisements, a television commercial, and Facebook advertisements were utilized to engage Maryland residents and direct them to the Fund's website. This campaign included 43 thirty-second television spots on WJZ (CBS) Baltimore. In addition, programmatic and YouTube over-the-top (streaming and internet television) advertising methods involved using a video advertisement to target viewers based on related interests. The cost of the campaign was \$23,604.

MDH placed a full-page advertisement in the winter 2024 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. The cost to place the advertisement was \$1,000.

MDH appreciates 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 Sarah Case-Herron, Director of Governmental Affairs, at sarah.case-herron@maryland.gov.

Sincerely,



Laura Herrera Scott, MD, MPH
Secretary

cc: Erin McMullen, MPP, MSN, RN, Chief of Staff, Maryland Department of Health
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)