

Maryland Cancer Fund – Income Tax Checkoff

2025

Health General Article §20-117(d)

Maryland Department of Health

August 2025

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 twenty-first year of collecting monies for the Fund through the noted donation mechanisms. As of June 30, 2025, the overall amount of donations to the Fund since 2004 totals \$8,888,845.66. The starting Fund balance for Fiscal Year (FY) 2025 was \$1,537,270.68, and \$424,722.35 was donated to the Fund in FY 2025. The Comptroller of Maryland did not deduct any expenses to administer the Fund.

During FY 2025, MDH awarded cancer treatment grants totaling \$454,174 to local health departments and other authorized vendors. These grants provided up to one year of cancer treatment and/or payment for diagnostic testing to rule out a cancer diagnosis for 29 individuals. The grant recipients were:

- Allegany County Health Department - \$64,200;
- Calvert County Health Department - \$44,492;
- Carroll County Health Department - \$107,000;
- Frederick County Health Department - \$5,350;
- Primary Care Coalition (Montgomery County) - \$205,676;
- St. Mary's County Health Department - \$21,400; and
- Talbot County Health Department - \$6,056.

In January 2025, MDH launched a multi-faceted media campaign targeting Maryland taxpaying residents and tax preparers to encourage donations to the Fund during tax season. Multiple variations of Google search and display advertisements, YouTube advertising methods, Facebook advertisements, and 33 thirty-second television commercial spots on WBAL-TV (NBC) Baltimore were utilized to engage Maryland residents and direct them to the Fund's website. The cost of the campaign was \$24,000. The campaign garnered over 3.4 million combined impressions across all platforms.

MDH placed a full-page advertisement in the winter 2025 issue of *The Statement Magazine*, the official membership publication of the Maryland Association of Certified Public Accountants, Inc. (MACPA). This digital publication targets certified public accountants in Maryland and is sent to all MACPA members, with a circulation of approximately 9,000. The cost of placing the advertisement was \$1,000.

MDH will continue to report on the administration of the Maryland Cancer Fund, including the amount of donations raised and the number and types of grants awarded.