



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

February 28, 2020

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
2019 Legislative Report on the Maryland Cancer Fund - Income Tax Checkoff**

Dear President Ferguson and Speaker Jones:

House Bill 1000, Chapter 392 of the Acts of 2004 established the Maryland Cancer Fund (Fund) within the Maryland Department of Health (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 fifteenth 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 \$6,490,841. The starting fund balance for Fiscal Year (FY) 2019 was \$1,091,559.68; \$493,042.08 was donated to the Fund in FY 2019. The Comptroller of Maryland did not deduct any expenses to administer the Fund.¹

During FY 2019, the Department awarded cancer treatment grants to local health departments and other authorized vendors to provide 42 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 \$886,356. The grant recipients were:

Allegany County Health Department - \$42,800;
Baltimore County Health Department - \$42,800;
Calvert County Health Department - \$21,400;
Carroll County Health Department - \$492,200;
Charles County Health Department - \$21,400;
Frederick County Health Department - \$96,300;
Garrett County Health Department - \$128,400;

¹ The FY 2018 report starting fund balance was erroneously reported to be \$1,091,559.68. The corrected FY 2018 starting fund balance was \$974,853.68. This error was the result of a transcription error, not a change in funds.

Primary Care Coalition (Montgomery County) - \$19,656; and Washington County Health Department - \$21,400.

In January 2019, the Department launched a six-week media campaign to encourage donations during the tax season. The campaign included print, web and television spots, and resulted in more than 2.87 million impressions targeting Maryland taxpaying residents within the State. The campaign used a mixed platform (digital media and television) strategy to reach individual taxpayers online and via television advertisements.

Digital Connected TV, targeted desktop and mobile video, and social media advertisements were used to engage Maryland residents and direct them to the Fund's website. In addition to digital advertising, 224 thirty-second television spots appeared on WJZ-TV CBS Baltimore, WMDT-TV ABC Salisbury, and ME-TV Delmarva. The cost of the campaign was \$24,000.

The Department placed a full-page advertisement in the January 2019 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 2019 tax season in an effort to increase donations to the Fund.

In the first six-month period of FY 2019, donations to the Fund totaled \$23,792.65. Donations to the Fund in the final six-month period of FY 2019 totaled \$469,249.43. 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 have any questions regarding this report, please contact me or my Deputy Secretary of Operations Gregg Todd at 410-767-4557 or at Gregg.todd@maryland.gov.

Sincerely,



Robert R. Neall
Secretary