

# FARAJA 2019 ANNUAL REPORT

A word from our Chair - Andrew Hollas

A word from our Founding Trustee - Shaira Adamali



*Our 2019 in Focus: Income*

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*2020 events calendar*

Testimonials

# A Word from Andrew Hollas

## CHAIR, BOARD OF TRUSTEES

The cancer burden in Kenya continues to increase with the latest GLOBOCAN statistics indicating that 47,887 new cancer cases are diagnosed every year. Out of these, 32,987 end up in mortality. That is a chilling 68%. This proves that the need for our services as Faraja is paramount. Now more than ever, are our complementary therapies and free support services crucial to children and adults with cancer in Kenya. Our 2019 financial report will reflect how we are responding to these growing numbers by increasing our patient support and opening new centers outside of Nairobi.

Our White Water Rafting Challenge in June 2018 raised the highest net revenue since we began this challenge in 2014. This allowed us to expand our services to include a 7th support group and a Young Survivors' Hangout which reaches out to patients between the ages of 13-35 years.

Partnerships are important to us because they enable us to improve our outreach efforts and enhance our programs and services. For this reason we are particularly excited that in November 2018, we partnered with the Moi Teaching and Referral Hospital (MTRH) in Eldoret to offer free support services to all cancer patients and their caregivers. Our new centre at the Chandaria Center for Cancer and Chronic Diseases is in tandem with our mission of bringing cancer care closer to people affected by it.

Finally, we are thankful to all our donors and supporters who keep us going by regularly supporting our events and programs. Next year we look forward to forging new partnerships in a bid towards creating a bigger impact on the cancer scene in Kenya.

**47,887\***

new cancer cases  
diagnosed each  
year in Kenya

\*GLOBOCAN statistics

# A Word from Shaira Adamali

## FOUNDING TRUSTEE

The Faraja Medical Support Fund (FMSF) achieved a milestone in November 2018, having reached the initial target of Ksh 100 million within the campaign period of 24 months. The Fund in memory of Natalie Havelock, which supports young mothers with breast cancer raised Ksh 10 million towards this Fund. Income from the fund of Ksh100m will allow us to support treatment for over 50 patients, every year, forever.

In the Pilot period pre October 2017, we supported 86 patients at a cost of Ksh 9,924,120 and 90% of these patients are doing well. This included 30 children. This comprises 32% of the total 93 patients we supported under the age of 13 years. Sadly the cancer statistics in Kenya are not encouraging and even more so for children with cancer.

Crafts for Cure remains one of our most powerful programs and we are thankful to all the donors who came on board this year to ensure that our weekly art and music therapy sessions remain sustainable. This year all our apples were donated, which helped us to visit more wards at Kenyatta National Hospital (KNH). The inspirational and dedicated young people who run the program are a ray of sunshine and hope for these children on their cancer journeys.

Our donors are the life line of our services and we are touched by the many ways in which corporates and individuals continue to give to support our programs. We are confident that this report will confirm that your investment in Faraja has given hope, help and life to those going through the cancer journey.

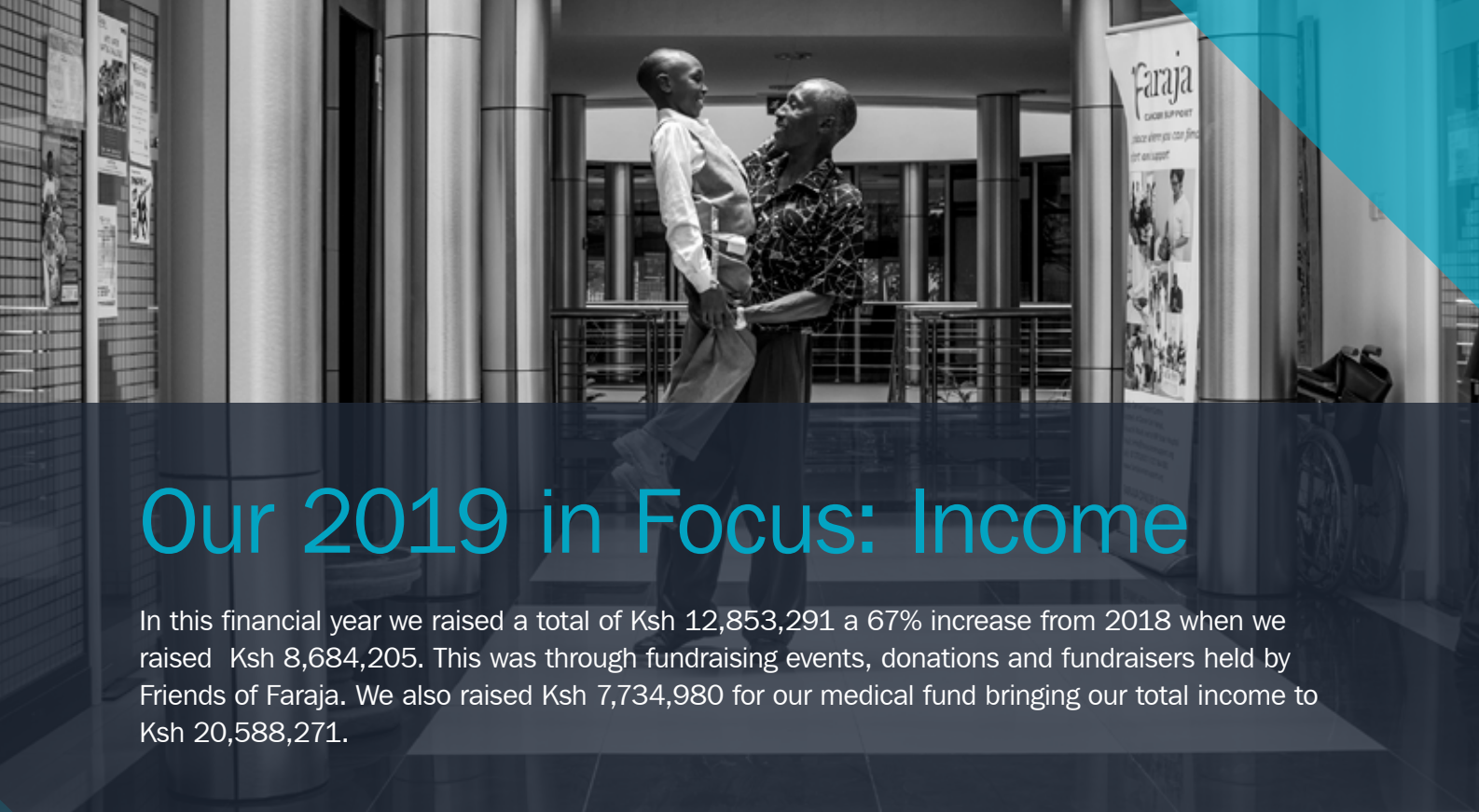
[Read more on the childhood cancer burden](#)



### TABITHA: A common story of misdiagnosis and eventual support

When Tabitha discovered a lump on her left breast she didn't give it much thought at first. This was mainly because what she knew about cancer made her believe it was a 'far-fetched issue affecting only wealthy people'. But when the tiny lump kept growing, she became concerned and went to a nearby clinic. The first diagnosis she received at the hospital was that it was breast milk trapped in the duct. This was shocking to Tabitha because her last born child was then in high school in Form One.

Read more about her story at:  
[Farajacancersupport.wordpress.com](http://Farajacancersupport.wordpress.com)

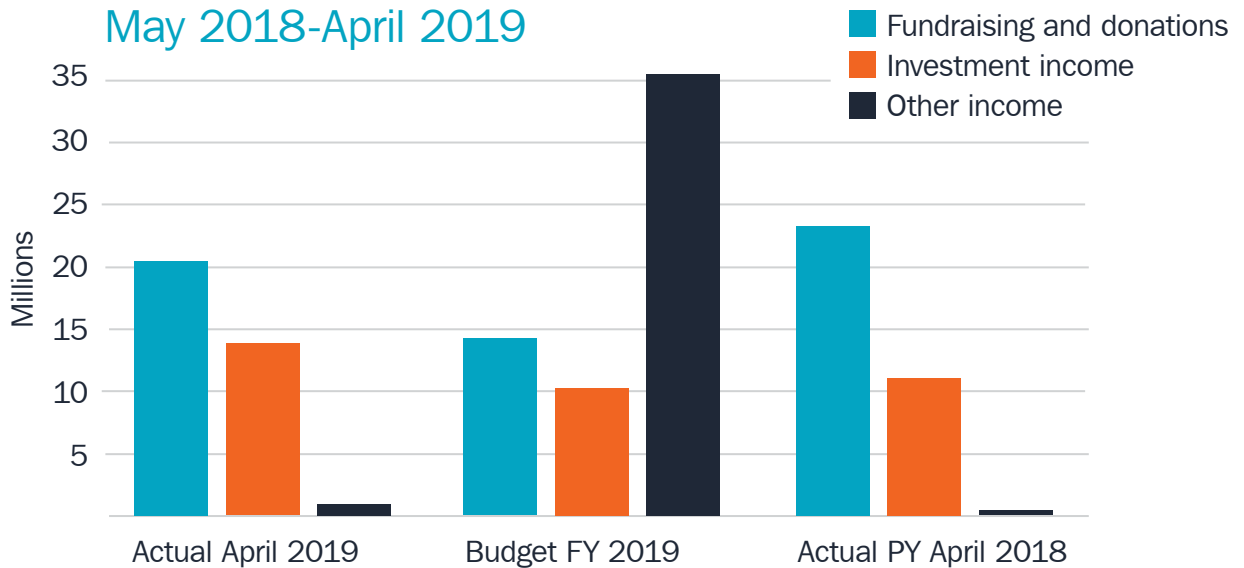


# Our 2019 in Focus: Income

In this financial year we raised a total of Ksh 12,853,291 a 67% increase from 2018 when we raised Ksh 8,684,205. This was through fundraising events, donations and fundraisers held by Friends of Faraja. We also raised Ksh 7,734,980 for our medical fund bringing our total income to Ksh 20,588,271.

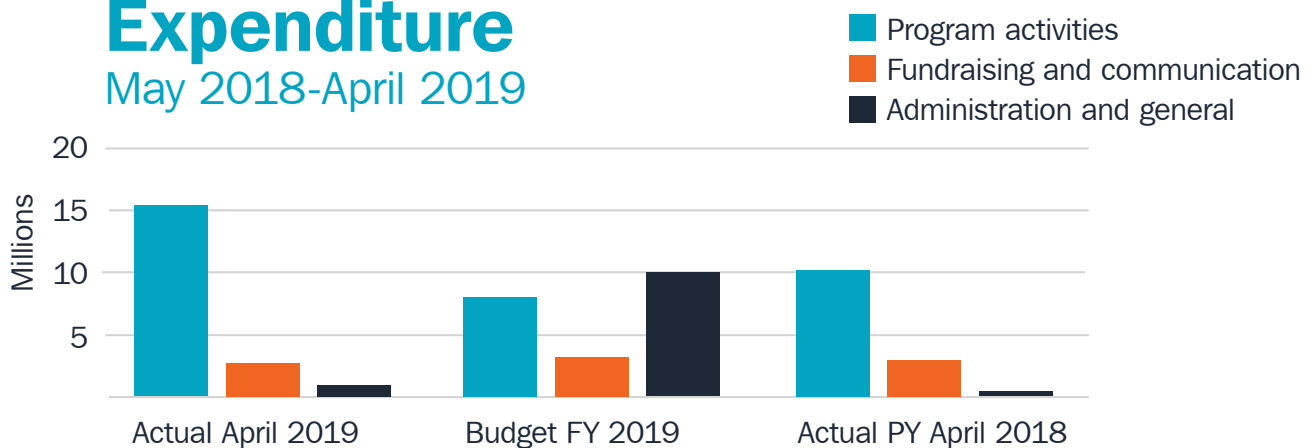
## Income

May 2018-April 2019



## Expenditure

May 2018-April 2019



# Our Fundraising Activities

## WHITE WATER RAFTING

Our 2018 White Water Rafting Challenge registered 43 teams, saw 350 spectators and raised Kshs6.3 million, a 61% improvement from 2017 when we registered 39 teams and raised Kshs3.9 million. An increase in the amount fundraised was mainly due to additional silver sponsors and more teams fundraising over and above the minimum registration fee. Thank you to our silver sponsors: Chandaria Foundation, Great Rift Valley Lodge, Kenchic, Chloride Exide, Kenya Revenue Authority (KRA) Sarova Hotels, and Simba Corp. We are hugely grateful to Savage Wilderness Camp for hosting us for the 6th year running.

## KENYA'S BIGGEST COFFEE MORNING (KBCM)

The 2018 Coffee Morning registered new hosts such as Nairobi Bottlers, Cheki and the Jivanjee family. We also had new schools partnering with us notably: Rosslyn Academy and Peponi House Preparatory School. The coffee mornings have proven to be an enormously useful time to further educate people about cancer and raise awareness. Using a wealth of experts in nutrition, medicine and cancer survivors themselves we are able to reach out to different groups and increase knowledge and demystify the disease.

We registered 34 hosts and raised Kshs3million. This initiative is growing in popularity and next year we are hoping to grow the number of hosts. You can read more about our event by going to the KBCM website: <http://kbcm.farajacancersupport.org/>

## CHRISTMAS CRICKET CRACKER

On the 1st and 2nd December 2018, Jason Holley and his brother Jeremy organised another Christmas Cricket Cracker at the Nairobi Club. This is the second year a total of Ksh 350,000 was raised for the Faraja Medical Support Fund (FMSF).

## FAMILY FUN RUN

For the 2nd year, on 19th of January 2019, Faraja Club of International School of Kenya (ISK) organised a family fun run at their Nairobi Campus. They raised a total of USD 3,647.14 for FMSF. Their goal is to raise USD 10,000 so that they can support one patient, every year, forever. The aim of the club is to create awareness about the risk factors and early signs of cancer.

## MILES FOR SHILLINGS (MILES4KSHS)

Rachael Gitonga who is an avid runner is doing a running campaign to raise funds for Faraja. The Miles4Kshs campaign aims to raise money through mileage covered from the miles she runs from January to September 2019. The climax of the campaign will be when she runs the Berlin Marathon in September 2019.

Rachael's target is 2500 Km and all proceeds will go towards the Faraja Medical Support Fund.



# Our Programs in Focus

## **FARAJA MEDICAL SUPPORT FUND (FMSF)**

This year the Medical Support Fund raised Ksh 7,734,980. Having raised a total of Ksh 93 million in previous years, FMSF reached a milestone by reaching Ksh 100 million on 14th November 2018 well within the two years target.

In the 2018 financial year, Ksh 12million of the income from the fund was used to support children and adults with cancer in Kenya. A total Ksh 8,738,385 was spent for supporting 93 patients; Out of the 93, 30 were children, 16 men and 47 women. Out of the 47 women, 6 were beneficiaries of the Natalie Fund.

We grateful for and would like to recognize the services of ICEA Asset Management Ltd who manage the investment of our FMSF funds and waive all service fees.



## **THERAPIES**

We have added three new wellness therapies to our programs namely: Facial Distortion Model (FDM), Diversional Therapy (such as beadwork, knitting and crochet), and meditation and mindfulness. As a result of adding these therapies and increasing the number of massage therapists, nutritionists, lymphatic drainage practitioners and counselors Faraja was able to better serve the needs of patients. We were also able to reach 34 more patients per week which added up to 1632 more patients than in the previous year.

Here is a testimony from one of our patients who has greatly benefited from our free support services: [Youtube.com/watch?v=De2OvtkGArM&t=17s](https://www.youtube.com/watch?v=De2OvtkGArM&t=17s)



## THERAPISTS AND VOLUNTEERS

The number of therapists who volunteer at Faraja increased from 19 to 29 and our volunteers from 15 to 42. This has helped us improve our services to patients and caregivers at our center in Nairobi and Eldoret and at our outreach program at Kenyatta National Hospital (KNH).

Since we opened our new center in Eldoret in November 2018 we have 3 regular therapists and 27 volunteers who help us weekly with our patients and caregivers.

## SUPPORT GROUPS

This year we have seen an increase in support group attendance. We also begun our 7th support group in January 2019, Young Survivors' Hangout, which records approximately 30 teenagers and young adults.

### SUPPORT GROUP ATTENDANCE | May 2018-April 2019

Breast Cancer	600	Prostate Cancer	231
Head and Neck Cancer	120	Gynecological cancer	200

## CRAFTS FOR CURE

### CRAFTS FOR CURE ATTENDANCE | April 2018-April 2019 | 4 Wards Fri, 1 Ward Wed

Item	Friday Crafts	Wed Music	Apples	Milk	Wards
Total	5,376 children	840 children	14,700	22,260 pkt	222
	48 weeks	30 weeks			

Over the last one year, Faraja reached a total of 5,376 children between the ages of 3 and 14 at the KNH pediatric wards 1e, 3, 4a, 9d through music therapy on Wednesday and art therapy on Friday. This year we added new fun activities such as a movie day and art master class.

"I love dancing, I am always happy when the music group comes on Wednesday." said a 12 year old girl with leukemia from ward 1e, who has been receiving treatment for the last one and a half years. She is one of the many children who we impact through our services.

In June 2018, two additional fruit shops have come on board to support our weekly contribution of apples to the children at KNH pediatric wards. The total donation of apples from May 2018 to April 2019 is valued at Ksh 277,000.

# Expansion Program

Faraja Eldoret officially started on 15th November 2018. We are located in Chandaria Center at MTRH. The center offers complementary therapies such as nutrition, counselling, yoga and dance. We currently have two general support groups: for men and women which meet once a month. We plan on diversifying the support groups as we progress.

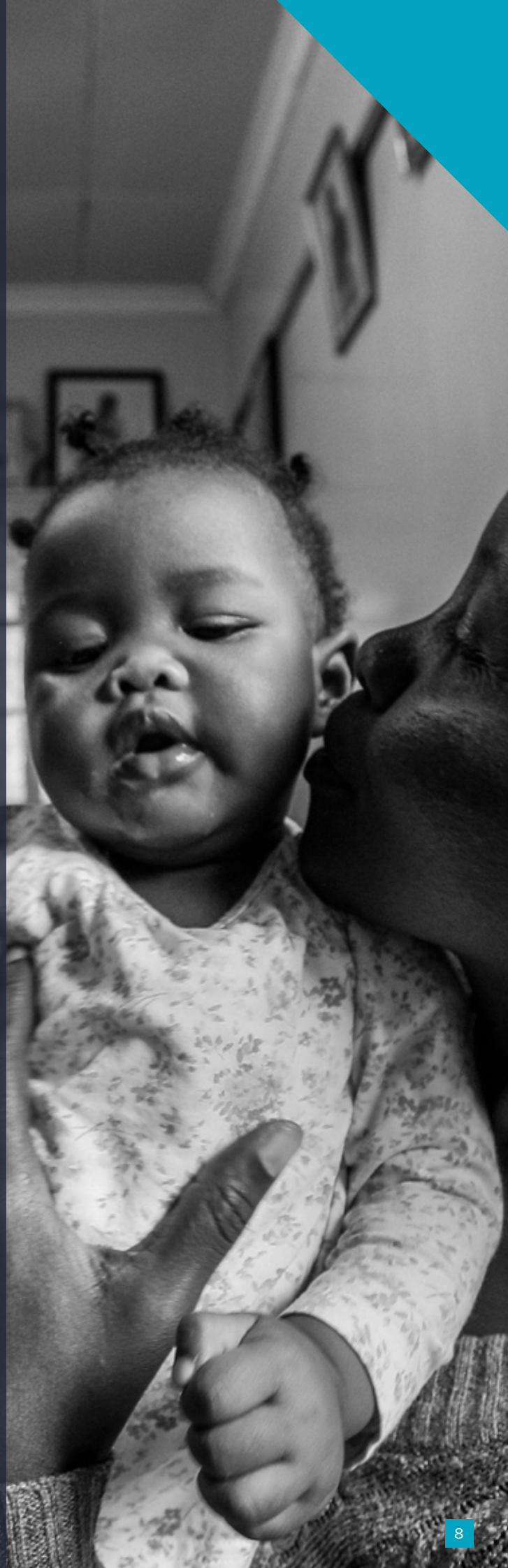
Despite the challenge of patients living far from Eldoret town, we record a monthly attendance of 20 members per session for the ladies support group and 15 for the male. We also receive an average of 60 patients per week. We are off to a good start.

## USING VIDEO FOR FUNDRAISING AND CREATING AWARENESS

In January 2019, we worked with Camerapix Ltd to produce a 7 minute documentary about our services. Our aim is to use the documentary to visually depict our services and the impact they make to patients and caregivers with the aim of reaching out to more patients, caregivers and potential supporters within Kenya and the diaspora.

The video can be viewed here:

[Youtube.com/watch?v=TUTwU4IDbJY&t=309s](https://www.youtube.com/watch?v=TUTwU4IDbJY&t=309s)





# Special Thanks

Finally, we express our gratitude to Faraja Trustees, Staff, Volunteers, Therapists, Donors, Friends and Partners for the continued service and support to Faraja and our patients and caregivers. A special thank you to some therapists who have been with us for the last 6 years but have relocated. Thank you to Zira (Reflexology), Jean (Body Talk), Marieke (Lymphatic Drainage) and Rita (Reflexology).

A major reason why we are able to do what we do is because of the services we receive pro-bono from some of our service partners who do not charge us for vital services that we would otherwise pay for. A special thanks to HCG-CCK Cancer Center for the free space that you give us and much more. Granular IT for design and setting up our new online

database. It has not only made our data collection easier but has also simplified our review process for applications to the FMSF. Thank you Subati for the free flowers that make our center beautiful every week..

We especially want to appreciate the good service we received from Arwa Kapacee who was, until April 2019, our Finance and Administration Manager for the last 6 years. Arwa leaves us to start a new chapter in Canada with her husband. We wish her the very best in her endeavors.

We welcome three new staff members: Judy Wakio (Finance and Administration), Maureen Kimwattan (Administrator-Eldoret) and Lowry Achieng (FMSF-Officer).

