

# ANNUAL REPORT **2020**

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## **Faraja Turns 10!**

A Decade of Giving Hope, Help and Life



 **Faraja**  
CANCER SUPPORT

# A Word from Andrew Hollas

## CHAIR, BOARD OF TRUSTEES

**It is our honour to share this report with you as we reflect on some of our most memorable and impactful moments. Faraja is excited to celebrate its 10 year anniversary THIS YEAR.**

### GRATITUDE AND THANKS

We have achieved far more than we could ever have imagined when we first opened the doors to our wellness centre in Nairobi at HCG-CCK, formerly Cancer Care Kenya. It is fitting on this milestone to express our sincere gratitude to the incredible stakeholders who have walked this journey with us and without whom none of what we have done would have been possible. These include patients, caregivers, therapists, volunteers, donors and fundraisers, trustees, staff, medical professionals and our valued "Friends of Faraja." I would like to sincerely thank everyone for their tireless dedication and shared commitment to our cause.

### GENEROSITY OF DONORS AND FUNDRAISING

The reason we are able to continue to impact a growing number of individuals is due to the generosity of our many supporters, some of whom we will highlight in our annual report this year. We receive invaluable service from our therapists, volunteers and friends of Faraja who give their time and expertise to ensure that children and adults with cancer in Kenya experience quality care and comfort. We would like to appreciate all donations that come in kind either through services or fruits and crafts material for our crafts for cure program or drinking water and flowers that add value and beauty to our center.

We would have loved to celebrate our 10 year milestone with everyone but in the current circumstances that has not been possible. We are proud of what we have achieved in 10 years and the amazing people we have been blessed to work with in different capacities. Some key milestones I would like to highlight are our first concert "Life after cancer" in 2012, the launch of our wellness center in 2013, our screening campaigns from 2014-2017, the launch of our medical fund in 2016 and opening our second centre in Eldoret in November 2018. Thank you for your invaluable support and for sharing in our joy today.

***"We are proud of what we have achieved in 10 years and the amazing people we have been blessed to work with in different capacities."***

I would also like to take this opportunity to welcome our new trustees; Noelle Orata who is a pathologist by profession and Hasheem Maloo, an IT expert and businessman. A special thank you to Dr. Manu Chandaria who has been our trustee since we started but has recently retired. Thank you for believing in our vision and walking with us from our formative years.

*Asante*  
*Andrew Hollas*

# A Word from Shaira Adamali

## FOUNDING TRUSTEE

### VISION

Having faced breast cancer 16 years ago, I know that the power of companionship and support when undergoing treatment and the journey to recovery cannot be underestimated. This led to the genesis of creating a safe space, where free support services can be offered to cancer patients and their caregivers in an atmosphere that strives to bring comfort and strength in a time of adversity. This year, we celebrate 10 years of Faraja giving hope, help and life and we would like to highlight some of our most notable achievements.

### PROGRESS AND REACH

Thanks to the generosity of our donors and the support of our friends, we are now a family of 7 permanent staff members, about 50 volunteers, almost 100 therapists and 11 Trustees (in Kenya and the UK). In 10 years we have launched more centres, created new programmes, formed new partnerships and continue to break new ground in the oncology space. Over 10,000 patients and caregivers have accessed complementary therapies, such as counselling, nutritional therapy, exercise, energy-based healing and more, to go alongside medical treatment. It is heartwarming to see that not only do the numbers accessing our services increase every year, but many are regular and continue to come to Faraja long after they have finished treatment.

Since 2010, the number of cancer support groups at Faraja in Nairobi has increased from 3 (breast, cervical, prostate) to 9 to include head and neck, blood cancers, young survivors, caregivers, Kipepeo Grief and parents of children with cancer at Kenyatta National Hospital (KNH). In the past 10 years we have had over 430 support group meetings with over 13,000 attendees. We have organised special lectures, workshops and talks by professionals from Kenya and around the world, sharing knowledge and research in order to open our minds and perspectives on what can be possible. When we started our prostate support group, we had 5 meetings per year, each meeting averaging about 10 men in attendance. Now we

have a prostate support group that meets monthly with an average attendance of 30. The feedback has been overwhelmingly positive, and we shared many of these testimonies through our social media platforms as part of our 10 year anniversary celebration.

### FARAJA IN ELDORET

Faraja's strategic plan recognizes that as cancer treatment services available outside Nairobi grow so must our reach. To increase the number of people we can reach, we needed to increase both the number of centres and the work each centre does. In line with this objective in November 2018, we opened a centre in Uasin Gishu county at the Moi Teaching and Referral Hospital (MTRH). So far our Eldoret centre has touched the lives of over 3,000 cancer patients and their caregivers through their four active support groups and daily complementary therapies; nutrition advice, yoga and counselling.

### CRAFTS FOR CURE

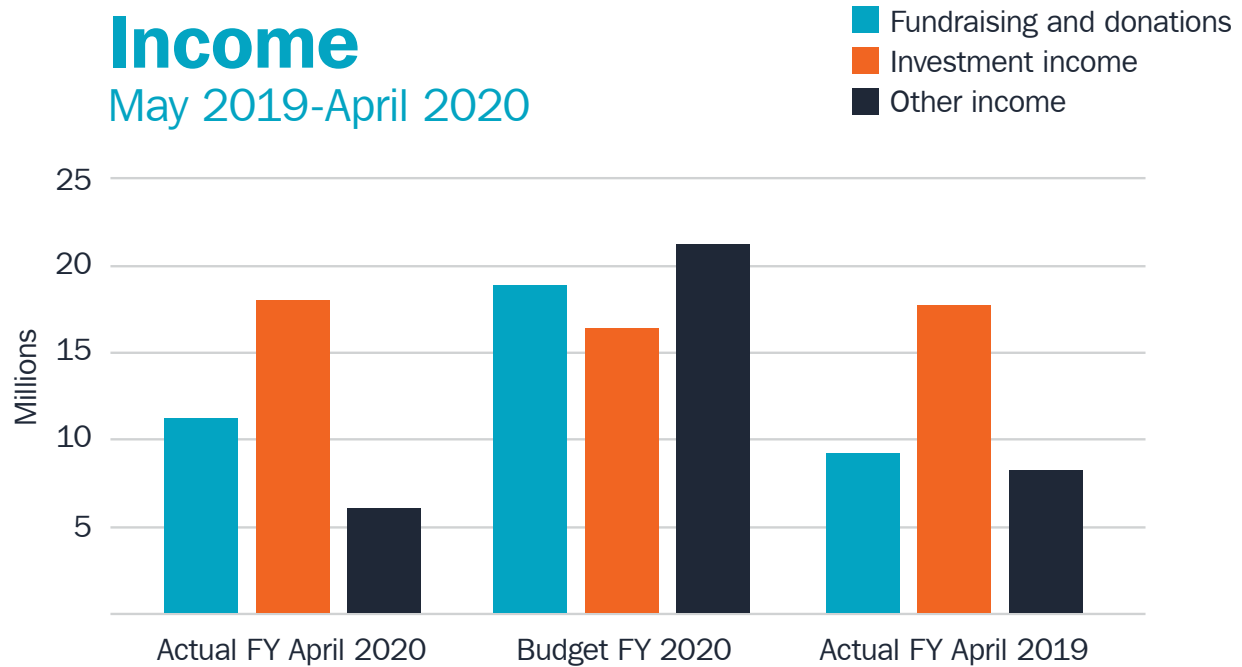
In 2012 we started our art therapy program "Crafts for Cure" to give much-needed relief to the little warriors at Kenya's largest referral hospital, KNH. We now offer art therapy sessions on Fridays and music therapy on Wednesdays in 7 different wards touching the lives of 430 children every week. Since 2015 we have been giving milk and fruit to the children and their caregivers on Fridays. This is a total of 70,000 packets of milk and over 65,000 apples. We have also filled a gap for support by starting, 3 years ago, a weekly support group for parents with children with cancer at KNH.

This year's report is special as it marks 10 years of service to cancer patients and working with amazing people who give their time, energy and professionalism. I would like to thank all our partners and friends. It has left a mark in the lives of children and adults with cancer and their loved ones who have benefitted from our collective service.

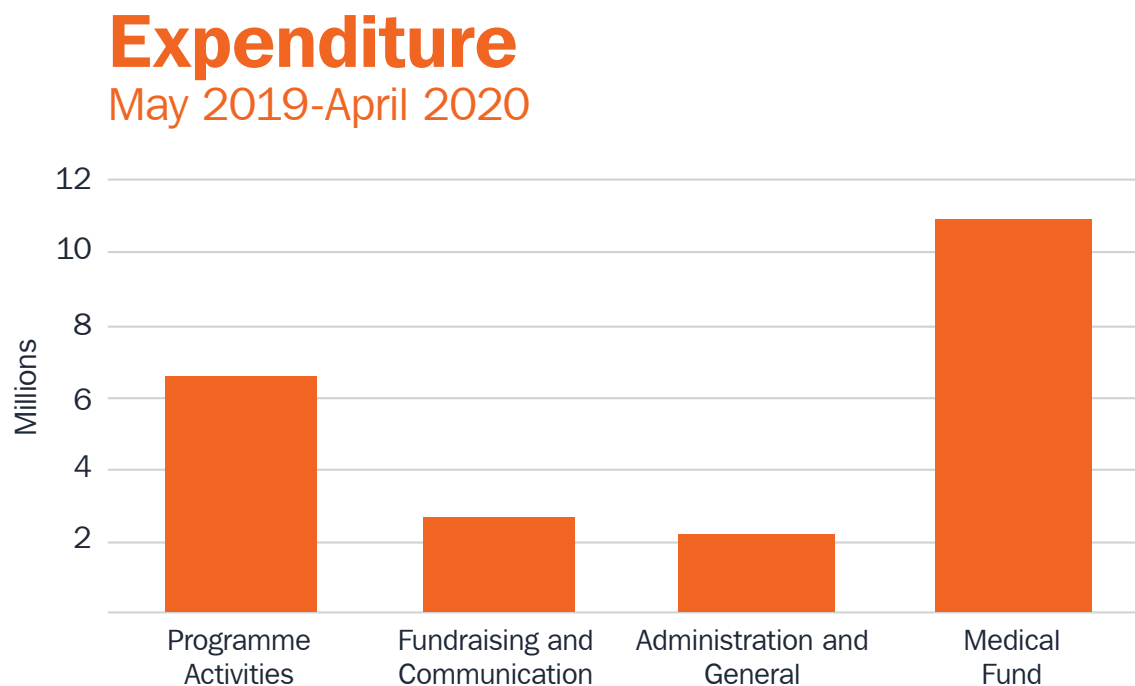
*Thank you,  
Shaira Adamali - Founding Trustee*

# 2020 in Focus

This year we raised Kshs11,725,143 from our fundraising activities. This is a 22% increase from last year when we raised Kshs9,216,882.



Our total expenditure for the financial year 2020 was Kshs6,580,031. We spent a further Kshs10,884,031 to support medical treatment for patients through our medical fund.





## Patient Testimony

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Rosemary is a strong advocate and is very keen to educate people about cancer especially gynaecological cancers.

“I risked being misdiagnosed. Had I not asked my previous employer for help, I would have continued bleeding thinking it was my family planning gone wrong. It is important to also seek expert medical advice from a hospital with good diagnostic equipment and not an estate clinic”

Read how Rosemary attended Faraja’s end of year party and received a gift of a lifetime instead at:

[Farajacancersupport.wordpress.com](https://Farajacancersupport.wordpress.com)

# Faraja Support Service

## THERAPIES

Therapies remain a core pillar of what we do at Faraja. We are happy that this year we noted an increased uptake in individual and group therapies based on the demand from patients and caregivers. We introduced new therapies such as; Fascial Distortion Model (FDM), Oncological Rehabilitation and Neuro Linguistic Programming. A total of 2,100 individual and group therapies were offered at Faraja in Nairobi, an increase from last year when we had a total of 1,800 patients. We are thankful to all our therapists who have made time to offer their valuable and professional services for free.

As we celebrate 10 years it is appropriate to recognize and thank therapists who have been with us since Faraja started; Smita Shah (Nutrition), Babubhai Shah (Movement), Asmita Shah (Nutrition), Marie Jose Dollerman (Body Talk) and The Lotus Healing Seva Group led by Kamal Tolia.

## VOLUNTEERS

This year has seen an increase in volunteers, mainly from tertiary institutions such as Moi University, United States International University (USIU) and the University of Nairobi (UoN). We signed up a total of 31 volunteers this year.

## SUPPORT GROUPS

Last year we saw an increase in our core support groups: Breast, Prostate, Gynaecological cancers. We also introduced the young adults support group for patients between the ages of 16 and 30 years.

SUPPORT GROUP	ATTENDANCE
Breast Cancer	605
Prostate Cancer	350
Gynecological cancer	230

## NEW PROGRAMS

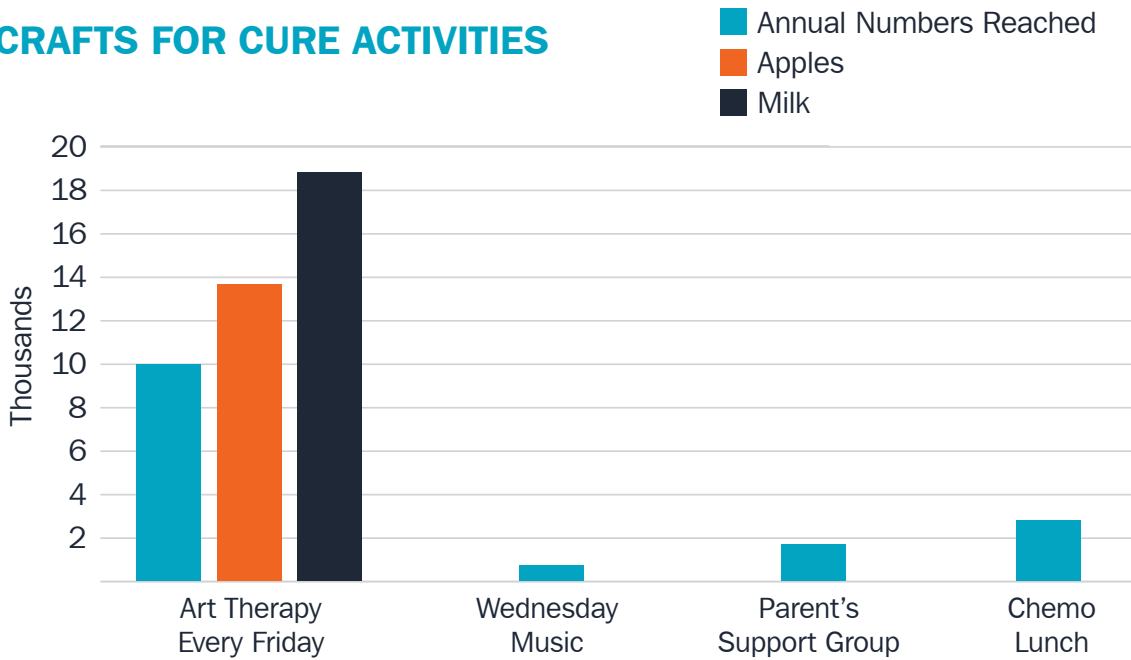
Kipepeo support program: Faraja, in partnership with the Kenya Hospices and Palliative care Association started a grief and bereavement support program called Kipepeo. Our first support group took place on March 12th 2020. After that meetings have continued online.

Caregiver Series: This is a weekly workshop that addresses the needs of caregivers. The group was started by Erin Das and Dr. Sayyeda Dhalla and meetings take place every Tuesday.

Our response to the Covid 19 Pandemic: Owing to the guidelines set by the Ministry of Health and the World Health Organisation, we stopped our onsite programs from April 2020. We are currently conducting some of our therapies and webinars virtually.

# Crafts for Cure

## CRAFTS FOR CURE ACTIVITIES



Our weekly art and music therapy program at KNH has increased from 4 wards to 7 wards. Our program now runs concurrently in Ward 1C, 1E, Level 3, 4A, 6B, 8C and 9A every Friday.

## OUR 2020 PARTNERS

We are thankful to all our partners for our Crafts for Cure programme. Because of your support, we are able to increase our reach at KNH. We now have a sustainable supply of milk, apples and stationery for the children. We have also started a library for the young adults.

Our crafts for cure program takes place at Kenya’s largest referral hospital, KNH, which has become a main isolation and treatment hospital for Covid 19. For this reason our services at KNH are for the time being limited to lunch for outpatient chemotherapy patients and donating take away crafts bags for children and care packages for the parents.

# Faraja in Eldoret

Since we opened our 2nd wellness center in Uasin Gishu County in November 2018, we have seen an increase in the number of patients who visit our centre. We now see about 18 patients a day, an increase from 2019 when we would see 5-10 patients a day. Therapies currently being offered are counselling, exercise, nutrition and patient navigation.

Last year we had 2 main support groups: for men and for women but due to increased demand for specialized support, we have started a colorectal and young survivors support group.





# Fundraising Activities

## WHITE WATER RAFTING

Our 2019 rafting challenge was held in June at Savage Wilderness Camp. We registered 44 teams, received 500 spectators and raised a net income of Kshs6.3million. A special thanks to our silver sponsors: Kenchic, Sarova, the Great Rift Valley Lodge and Chloride Exide. Thanks to the incredible work from Granular IT, we have a website dedicated to our white water rafting challenge. Check out [farajaraftingchallenge.org](http://farajaraftingchallenge.org)

## KENYA'S BIGGEST COFFEE MORNING (KBCM)

The 2019 KBCM registered 38 hosts and raised a total of Kshs3.2 million. Coffee mornings are a very powerful and simple way of creating awareness about the risk factors and early signs of cancer and raising funds.

## MILES 4 SHILLING CAMPAIGN

Rachael Gitonga is an avid runner who decided to run to raise money for Faraja through her campaign Miles 4 Shillings. Her aim was to participate in middle distance running races with the aim of running a total of 2500Km and raise Kshs1 million for Faraja. Supporters were asked to sponsor every kilometer she ran and she raised a total of Kshs1.1 million.

## TAHIR'S PROJECT

Tahir is a Grade 11 student at Aga Khan Academy who chose to raise money for Faraja as part of his class project on creating social impact. He raised a total of Kshs550,000. We are thankful to Tahir, one of our youngest fundraisers.

## NEW YEAR'S CRICKET CRACKER

The annual cricket cracker took place on 25th and 26th January 2020 at Nairobi Club. Through tickets and auctions, they raised Kshs400,000 for Faraja. We are delighted that they plan to make the cricket cracker an annual event.

## ISK - TUKIMBIE PAMOJA RUN

Every year in January, the International School of Kenya (ISK) organizes a family fun run to raise money for Faraja's medical fund. The run took place on 19th January 2019 and raised a total of Kshs364,714. A further Kshs448,743 was raised through a Movember campaign. ISK plan to raise a total Kshs2million (\$20,000) for the Faraja Medical Fund. This will support medical treatment for 1 patient every year forever.

## NAIROBI SANTA RUN

In December 2019, the Nairobi Santa Run debuted their premier half charity marathon with the aim of supporting 6 charities. Faraja was one of the beneficiaries and received Kshs50,000. We are thankful to be chosen and look forward to partnering with them in the future.

As Faraja we are always seeking to partner with organisations that can help create greater awareness about what we do with the aim of reaching more patients and caregivers. This year the following organisations gave us a platform to not only share our free support services but to also fundraise. We are grateful to them for this opportunity.

## BRITISH CHAMBER OF COMMERCE- KENYA

The British Chamber of Commerce - Kenya selected Faraja as their CSR project for 2019-2020. This partnership was officially launched during a business breakfast on Thursday 11th July 2019.

## KENYA DIASPORA ALLIANCE (KDA)

In September 2019, we signed a 6 month engagement with KDA. Our agenda for partnership was to create new linkages with the diaspora community through awareness of our free support services and our medical fund. Through our partnership, we were able to post targeted messages on their online portal, join their WhatsApp groups and post about our therapies and participate in their December 2019 Diaspora Homecoming Event held at the Ole Sereni Hotel.

We continue to maintain linkages with the diaspora community and hope to secure regular funding from this group.



## Donations in Kind

In addition to the free services from therapists and volunteers we receive free goods and services from Faraja friends. We are deeply thankful for all the support we have received and continue to receive.

## Upcoming Events

We have adapted our resource mobilization strategy to take into account the new “norm”. We are planning a virtual physical challenge called “5for5” and a virtual concert.



## A Special Thanks

We simply could not support all the patients and caregivers who walk through our doors without the help of our faithful therapists and volunteers. Thank you for your selfless service and for going the extra mile to ensure that everyone who walks through our doors or interacts with us is never left the same but filled with hope and comfort. We would also like to thank our donors and supporters who go out of their way to help us raise money so that we can be there for patients at moments that matter the most to them.