



Giving hope and a real chance of recovery, to people living with cancer, every year, forever



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Faraja
CANCER SUPPORT TRUST

FOUNDER FOREWORD



Shaira Adamali - Faraja Founder

Grants have been gifted to adults and children in desperate need of life-saving medical treatments, such as chemotherapy and radiation. All had nowhere else to turn.

The results have been outstanding - to date 42 adults and children have received a financial grant with 38 alive and doing well today. This not only proves our pilot system is effective; its busting the stigma that cancer is a death sentence in Kenya.

Faraja's Trustees have identified the urgent need to increase the number of adults and children we help in this way. To achieve this I am delighted to share with you that Sonal Sejjal, a highly respected Faraja Trustee, will be spearheading the largest, and most important campaign in Faraja's history. Sonal is also a Partner at Anjarwalla and Khanna, one of Kenya's most respected law firms.

As I went through my breast cancer journey I noticed the enormous difference in cancer healthcare and chances of survival between the UK and Kenya. I decided to do something about it, and in 2008 resigned from my executive job to found Faraja.

Since then, the journey has been incredible with Faraja growing from a simple idea to one of the most trusted and effective charities in Kenya. It has been a privilege to witness thousands of adults and children gain hope and comfort from the safe-haven Faraja provides.

As we have grown it has become clear that access and affordability to cancer healthcare, is one of the biggest barriers to survival in Kenya. Appallingly just 1 in 10 children in the country will survive cancer, compared to 7 in 10 in developed countries.

With this insight, over the past two years, the Faraja team has run a Pilot Project.

“I feel so passionate about this groundbreaking initiative I have personally raised over 15 million shillings (\$150,000) to kick-start the campaign by undertaking a 350km bike challenge in October 2015’ ”

Design and printing courtesy: **Colourprint Ltd.** - info@colourprint.co.ke • Photography: **Georgina Goodwin**, thanks for her beautiful photography.

CAMPAIGN STATEMENT



Sonal Sejjal Campaign Champion

“Curing cancer is an issue that is close to my heart, and I know I am not alone to have seen how devastating this disease can be. As such I feel honoured to lead the campaign which will establish the Faraja Cancer Support Fund and have a truly transformational impact for people living with cancer”

The goal is to raise at least Kshs 100 million (US \$1 million) within 2 years. A corpus of funds that, when invested, will generate a perpetual stream of income for Faraja. This will give hope and a real chance of recovery, to people fighting cancer, every year, forever.

My next step is to galvanise the support of a small, but powerful group of donors. They will have the vision and capacity to help accelerate the pace at which we can save lives, reduce suffering, and streamline access to healthcare. All gifts will be invested – ensuring the donors will be forever linked to Faraja – and form a lasting pillar of strength within the cancer community.

You may have already heard that the visionary leaders at Nakumatt have been an early supporter. In the month of October 2014 and 2015 a campaign called ‘Lets Fight this Battle Together’ has been run involving staff, customers and suppliers. To date this has raised an incredible Kshs 18 million (US \$180,000) which has helped Faraja drive toward the Pilot Project. For inspiration and to see the people that it has helped, please see page 12.

I welcome the opportunity to talk with any individual or company who would like to become involved. No-one should have to face cancer alone. With your support you can make the Faraja cancer support fund happen.

THE CANCER SCENE IN KENYA

In 2014 the World Health Organisation released a statement that cancer had overtaken heart disease as the highest cause of death globally, and developing countries are carrying the brunt of the burden. Breast cancer in women, and prostate cancer in men are the most prevalent.

The statistics are scary. In Kenya, 1 in 3 will get cancer. Today around 2 million people are living with cancer. At least 27,000 people die annually. The survival rate in East Africa is amongst the lowest in the world, with just 1 in 10 children surviving, compared to 7 in 10 in developed countries.

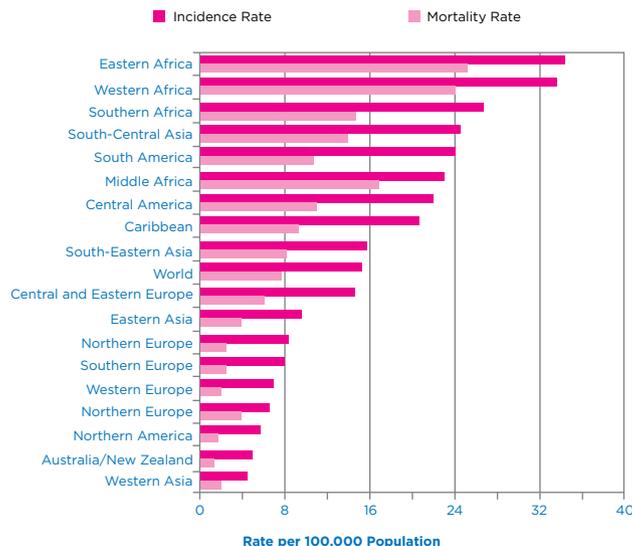
It is therefore surprising that cancer is allocated very little international aid money.

Every day our expert staff and volunteers talk to people who have just been newly diagnosed or seeking treatment. They see first-hand the cold reality that comes with trying to get better.

- For a population of 42 million the public system has just 14 oncologists and only one radiation centre.
- It is normal to die on state owned hospital waitlists - which are over a year long.
- Quality of care and treatment is compromised by stretched staff and dated equipment.
- In September 2015 the Kenyan government announced that the only radiation machine in the public health system had broken down. A dire situation when the waitlist was taking bookings for 2017.

Private treatment is available but with an average annual income of Kshs 80,000 per person (US \$800)* and 5 rounds of radiation costing Kshs 150,000 (US \$1,500) it is out of reach for most.

An effective system enabling adults and children to get the right treatment at the right time, could save thousands of lives and greatly reduce the level of suffering.



* Source world bank 2012.



MONICA'S STORY

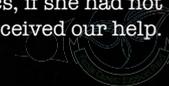
OESOPHAGUS CANCER SURVIVOR

Monica's tough cancer journey involved months of gruelling surgery and radiotherapy. It was exhausting at the same time to fundraise to cover treatment costs. A Faraja grant paid for her final radiotherapy rounds, which killed off the final malignant tumour. Monica is now an amazing ambassador for Faraja, and told us 'Faraja saved my life, and I will forever be grateful for the support. It has become like a second home to me'



At Faraja we believe it is a basic human right that people have access to such treatments. The Faraja Cancer Support Fund is the only known sustainable 'safety net' in Kenya to fill the gap.

It is highly likely that Monica, a young lady who took part in our 2012 medical assistance Pilot Project, would have been one of these sad statistics, if she had not received our help.



THE PILOT PROJECT

Philip offers psychological support, and counselling. He has been working with Faraja since 2011, initially as a volunteer. He is a psycho-oncologist with over 7 years experience working with cancer patients in Kenya.

Philip helps those newly diagnosed with cancer work out the best path to getting better. He is only too aware that whilst a cancer diagnosis is in itself traumatic, the situation becomes hopeless when the treatment plan is out of reach financially.



“Unfortunately cancer won’t go away by itself, but treating the disease in the right way, at the right time, greatly increases people’s chances of recovery. Over the past two years, with supporters money, we have given grants for the high quality surgery, radiotherapy, brachytherapy and chemotherapy to help fight different types of cancers including; cervix, colon, skin, Hodgkins, prostate, breast, and brain cancers”.

The Pilot Project funded 42 grants to adults and children at the cost of Kshs 5,548,634 (US \$55,000), with an average grant of Kshs 132,170 (US \$1,300). The Pilot Project proves it is possible to achieve a good outcome in Kenya with 90% of patients doing well today.

Once the Faraja Cancer Support Fund reaches Kshs 100 million, it will be making approximately 5% annual distributions of around Kshs 5 million (US \$50,000) every year, forever. This will be enough to pay for 167 weeks of life-saving radiation or 167 rounds of chemotherapy at a high quality provider. It is anticipated that the average treatment cost will rise over time.

Behind the statistics, there are real people. The faces of our Pilot Project are aged between 2 to 72 years. Some of their names include Susan, Enza, Nelson, Vincent, Chris, Wycliff, Jackie, Monica and little Kevin. One of the best parts of my job is to meet with people post-treatment and in remission – and as you can see Kevin these days just shines!

“So far we have paid for all treatments out of our cash-flow, if and when the funds are available. The Faraja Cancer Support Fund will give us the stability to plan, become more effective and be a sustainable source of assistance. I look forward to introducing the founding members to some of the people we will help in the future”.

Philip, Patient Support Manager



KEVIN'S STORY

HODGKINS LYMPHOMA CANCER SURVIVOR

Kevin was very sick when he was diagnosed at just 9 years old with Hodgkins Lymphoma. His future looked bleak as his family farmed a small plot and had no means to raise more funds. Kevin was given a grant to fund chemotherapy and has not looked back since. He is now a vibrant happy boy at school. Kevin's dad told Philip that Faraja became another home for Kevin, and he would not have survived without the grant for treatment.

FACT FILE: FARAJA CANCER SUPPORT FUND

The Goal

To raise at least Kshs 100 million (US \$1 million) in 2 years.

The Vision

Our vision is for all adults and children, who have been diagnosed with cancer in Kenya, to be able to access the right medical treatment at the right time. This brings hope and a real chance of recovery.

Mission

We will galvanise the support of a small, but powerful group, with the vision and capacity to come together and make a meaningful and long lasting impact by making sizable donations into the fund.

All gifts will be invested and generate a perpetual stream of income for generations to come.

Key Goals

- **Save lives** - by funding life-saving treatments for people who can't afford them.
- **Be sustainable** - by being able to issue grants every year, forever.
- **A model of excellence** - a unique knowledge hub, which has the potential to grow or be replicated in other African countries.
- **Generate awareness and combat stigma** - by sharing survivor stories
- **Be trusted - by all stakeholders and funders** - in Kenya and overseas.

What costs will the Faraja Cancer Support Fund cover?

Eligible costs include medical costs such as surgery, testing, chemotherapy, radiation, and hormonal therapy. It will cover accommodation costs when required.

The beneficiary must cover the initial consultation and the first 10% of the treatment plan. This will be waived only in exceptional circumstances.

How are grants allocated?

Everyone will complete an application form which members of an expert panel will evaluate each month. The panel will take into account information such as financial status of the applicant, type of cancer, prognosis and age. Full and partial grants will be awarded to successful applicants.

How many people will be helped?

The greater the fund the more people we will be able to help. The average Pilot Project grant was Kshs 132,170 (US \$1,300). At Kshs 100 million the Fund will distribute around Kshs 5 million (US \$50,000) a year. As a guide at this level 38 people a year would be awarded full grants or 76 people half grants.





JACKIE'S STORY

BRAIN CANCER SURVIVOR

Jackie gave birth after 8 months pregnancy after which she became a “vegetable”. A scan revealed a huge brain tumour, and in the first month she never knew baby Angel had arrived. Jackie received a grant for emergency radiotherapy which was successful. She now helps raise cancer awareness for Faraja and said ‘thanks to Faraja supporters I made it and can be a mother to Angel’

YOUR SUPPORT

There are many different reasons why individual philanthropists, companies and trusts should choose to make a social investment into the Faraja Cancer Support Fund.

- You **support** the vision and trust Faraja to deliver
- You, a family member, or close friend has had **personal experience** of cancer
- You would like to do something long-lasting **in memory** of someone
- There is a **good fit** with your corporate social responsibility policy, or grant making trust guidelines or philanthropist goals
- You would like to make a ‘one-off’ gift into an innovative project
- You would like to leave a gift in **your will** or create a ‘living will’
- You would like to mark a **special life moment** or landmark

Ultimately you know that investing this gift today is important for shaping the future of cancer survival in Kenya.

How you can gift

We understand and are grateful that you are considering becoming involved. We aim to make it easy for you to do so.

- You can spread your gift over time – over 3 years.
- The fund can accept ‘non’ cash gifts such as estate benefits, stocks, and shares
- You can direct gifts to a specific area, for example, medical treatment for children, women or men, or type of cancer.

Impact

Once the Faraja Cancer Support Fund reaches Kshs 100 million (US \$1 million), it will be making annual distributions of around Kshs 5 million (US \$50,000) every year forever. This will be enough to pay for 167 rounds of life-saving radiation or chemotherapy.

Why Trust Faraja?

We know governance is a major factor when choosing which African charity to support. The Trustees (outlined on the back cover) are highly respected individuals, and Faraja has a policy of being open and transparent with our supporters. Our financial statements are externally audited. Please ask any of our Trustees if you have any specific questions.

Faraja enjoys the support of a loyal network of individuals and organisations through grants, sponsorship or participation of our events, the majority of whom repeat fund.

Our supporters include: Action for Charity (UK), Anjarwalla & Khanna Advocates, Cancer Care Kenya, Chandaria Foundation, Global Giving UK, ICEA Lion Group, I&M Bank, Mamujee Brothers Foundation, Nakumatt, Oshwal Group of Schools, PwC, Subati Flowers, RSM Ashvir, Safaricom Foundation, and many other corporates and individuals.

“Once the Faraja Cancer Support Fund reaches Kshs 100 million (US \$ 1million), this will be enough to fund 167 weeks of radiation or 167 rounds of chemotherapy cycles every year”



Recognition and keeping you informed

We aim to work in partnership with all Fund Supporters to meet shared objectives. Below outlines what you can expect from us:

- Your name (or in-memory name) will be placed on a beautiful Honour Roll, to be positioned in the Faraja reception
- To be invited to the Fund's official opening
- To receive an annual Impact Report on who is being helped and how.
- To receive an annual Financial Report, and invitation to annual meetings, which will go through items such as the Fund's current value, growth and distributions made.
- To be given the opportunity to meet some of the project survivors and make project site visits.
- Have your name placed on a dedicated website page.

EARLY ADOPTERS - THE NAKUMATT PARTNERSHIP

**NAKUMATT
BLUE LABEL**

**BUY BLUE.
FIGHT CANCER.**

*We will donate 1/-
for every Blue Label
product purchased.*

100% of the donations
go toward the treatment of
cancer patients through the
Faraja Cancer Support Trust.

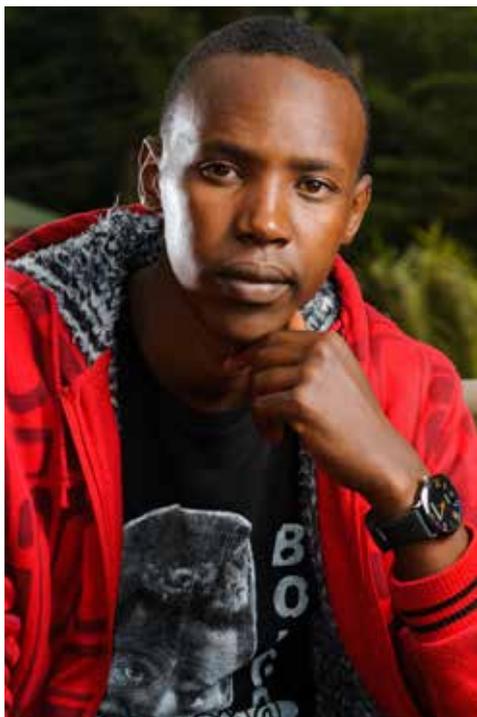
**LET'S FIGHT
THIS BATTLE
TOGETHER.**

Nakumatt has formed a pioneering partnership with Faraja with the shared goal of accelerating our medical assistance work. In October 2014 & October 2015 a nationwide 'Let's fight this battle together' campaign was run when customers donated cash or points and Nakumatt donated for every blue label product sold. All staff, senior management, suppliers and many customers backed the campaign which raised an incredible Kshs 18 million (US \$180,000).

The impact of this has been enormous. As a direct result of the Buy Blue Fight Cancer Campaign all the below people are either under-going or have completed life-saving treatment. There will be more to follow. Without their grants, they most likely would still be on the public health wait-list and experiencing great distress.

- **Samuel - 20** - testicular cancer - radiotherapy
- **Cynthia - 2** - nephroblastoma - radiotherapy
- **Joyce - 35** - breast cancer - chemotherapy treatment
- **Ebby - 52** - cervical cancer - radiotherapy and brachytherapy.
- **Judy Njoki - 35** - cervical cancer - radiotherapy and brachytherapy.

A big thank you to the Nakumatt team for believing in our vision and help make it happen. We value your long term on-going support.



Samuel



Joyce



Cynthia



Ebby



Judy

FAQ

About the Faraja Cancer Support Fund set-up

Who manages the Funds money?

Professional money managers ICEA LION have been appointed.

How much will it distribute annually?

We envisage it to distribute approximately 5% annually.

Are there any administration charges?

Yes. There are some small set-up fees to place your gift into the Faraja Cancer Support Fund. We will let you know how much these are and you will have the choice if you would like to cover these.

When will the Fund be accepting gifts and pledges?

We aim to raise the first Kshs 100 million as soon as possible so we can help people immediately. After this point, it is envisaged the fund will grow over time and prove to be an excellent vehicle for individuals and institutions both in Kenya and overseas - looking to make a difference to the cancer scene in Kenya.

I would like to support this important project - What can I expect?

We are grateful to anyone who wishes to support this project. To recognise gifts over Kshs 500,000 a tailored recognition program has been designed. You can expect to see your name on an honour roll and the opportunity to meet project survivors - full benefits are outlined on page 11. All gifts under Kshs 500,000 will be pooled and transferred quarterly to the fund. These supporters will be kept updated about the progress the project is making through regular newsletters, social media and personal communication from the Faraja team.

Your Support

I would like to place my gift in-memory of someone is this possible? Yes it is. On any correspondence it would read 'In loving memory' and name your loved one who has passed.

I would like to leave a gift to the Faraja Cancer Support in my will. What wording do I use? Please contact either Shaira or Sonal and we can advise.

Is it possible to 'direct' my gift? Yes. For larger gifts there is the possibility of directing it into either a specific cancer or into women's, men's, or children's cancer. Please contact either Shaira or Sonal to discuss.

About Faraja

Who is Faraja? Faraja Cancer Support Trust was established in 2010 to give practical, emotional and healing support to anyone affected by cancer in Kenya, and raise awareness about the disease. We help over 1,000 people a year who visit our facility in Nairobi.

How do I know to trust Faraja? Every year Faraja has its accounts externally audited by RSM and wholeheartedly aims to be transparent about where funds are spent. We have also in the past agreed to international checks from organisations such as Action for Charity and Global Giving UK before they agreed to support us.

What are Faraja services? Please see the Faraja website www.farajacancersupport.org

Is Faraja a registered charity in the UK? Faraja is in the process of gaining charitable status in the UK, and we envisage by early 2016 this will be achieved. In the meantime we can accept gifts via Global Giving UK which benefit from the Gift Aid.

Exchange rate: Please note that all exchange rates from Kenyan Shilling to US dollar were taken at Kshs. 100 to \$1.

FARAJA'S TRUSTEES

This project is supported and driven by Faraja's Trustees, who work tirelessly to make Kenya a better place for those living with cancer. They bring to the table a wealth of experience and security which has helped Faraja continue to grow from strength to strength.

Shaira Adamali

Shaira has worked with PwC in Tanzania and Kenya for 31 years, with over 10 years as a partner heading the PwC regional tax practice in Africa. She is the Founder of Faraja.



Andrew Hollas

Andrew is a retired Regional Senior Partner of PwC. He is also Chairman of Hillcrest Investment, Director of KK Security and Britam. He is the Chairman of Board of Trustees of Faraja.



Sonal Sejpal

Sonal is a Partner with Anjarwalla & Khanna Advocates, Nairobi. Sonal is also involved with other charities such as the Nairobi Greenline. Sonal is heading up the Faraja Cancer Support Fund campaign.



Manu Chandaria

Manu is engaged in work within the framework of a joint Indian family with business interests in more than seventy countries. He sits as Chairman on a number of boards in the manufacturing, insurance and higher education sectors in East Africa. He is a leading industrialist and philanthropist in Kenya.



Andrew Ndegwa

Andrew is an executive director of First Chartered Securities Limited, a Nairobi based investment holding company, as well as a non-executive board member of a number of public and private companies.



UK Trustee - Akber Moawalla

Akber is the Managing Director of Russell Wood Ltd in the UK and a member of the advisory board to the Trustees of the Oxford Centre of Islamic Studies. He is a member of the London Stock Exchange and authorised representative of Financial Services Authority (FSA) UK.



Faraja Cancer Support Fund - Giving hope and a real chance of recovery, to people living with cancer, every year, forever.



www.farjacancersupport.org