

# Annual Report 2021



Surviving a Pandemic through  
support and healing



## A Word from Andrew Hollas CHAIR, BOARD OF TRUSTEES

We are pleased to present the 2021 Annual Report for Faraja Cancer Support Trust. This report highlights the progress we have made towards our mission to help children and adults with cancer in Kenya.

In 2020, we were confronted by the global pandemic but we will remember the year as a triumph in the human spirit and our ability to adapt. We had to postpone most of our regular annual events which has impacted on our fundraising. Despite this, we have been able to continue providing services to patients and caregivers taking into account the “new normal”.

We resumed our face-to-face support groups though limiting the number to 20 people and making use of technology to broadcast to an online audience. This has helped us reach those who cannot travel/attend physically and also reach those outside Nairobi. For our webinars we are able to have speakers with relevant expertise, from different parts of the world.

### GENEROSITY OF DONORS AND FUNDRAISING

We are grateful for the support we have received from our old and new partners. This year, we were overwhelmed by the number of individual fundraisers who went above and beyond to raise funds for us.

### GRATITUDE AND THANKS

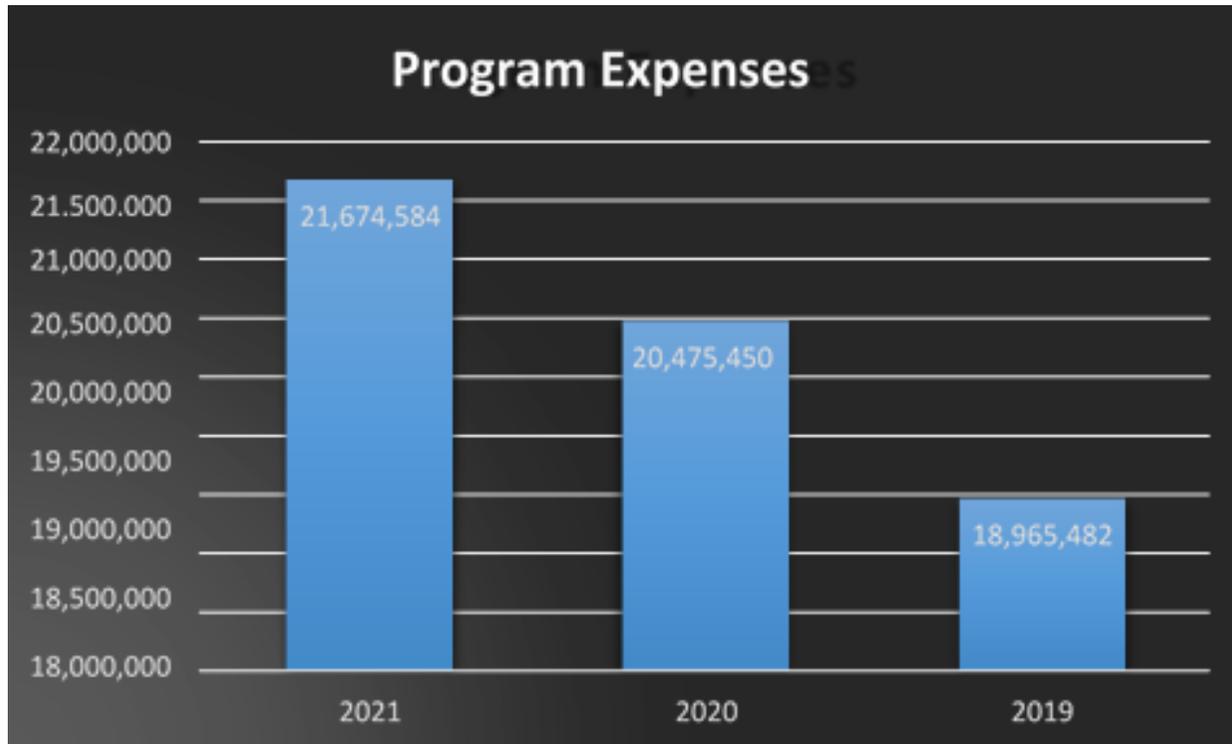
We were able to continue serving our patients and caregivers, thanks to the invaluable services from our therapists, volunteers and friends of Faraja who continue to give their time, resources and expertise.

We would also like to thank our trustees, staff, Faraja Medical Support Fund Panel Members, donors and supporters who go out of their way to help us be there for patients and their caregivers at moments that matter the most to them.

**Asante sana.  
Andrew Hollas**

# 2021 in Focus

Our total income this year from fundraising events, general donations, and investment income came to Kshs 25,294,086. This was a decrease from Kshs 36,713,433 in the previous financial year owing to the cancellation of our key fundraising events, White Water Rafting and Kenya's Biggest Coffee morning due to the global coronavirus pandemic.



Our total expenditure was Kshs 21,674,584 which was a slight increase from 21,268,812 the previous financial year. The increase was due to a rise in the number of financially needy patients supported in 2021 which resulted in an increase in the cost of medical support by about 11%. The other programs' costs were reduced relatively as most of our support services were virtual.



# Supporting people living with cancer

Faraja was fully operational during the first quarter of the year. Due to the corona virus pandemic, we adopted an online support system which allowed our patients and caregivers to still access services remotely while maintaining social distancing. From April to July 2020, in-person therapies like massage and reflexology were temporarily suspended however group therapies such as support groups were conducted virtually through webinars. From May 1st to October 31st 2020, we organized 30 webinars attended by over 800 attendants locally and regionally. 539 patients accessed our virtual therapies: nutrition, counselling and yoga between Mid May 2020 to 1st April 2021.

Gacore, diagnosed with throat cancer in 2021

## FARAJA IN ELDORET

The Shoe4Africa Ward is a Paediatric Ward within Moi Teaching and Referral Hospital. From September 2020 to date, we have been running a weekly programme where more than 300 children at the facility are given milk and fruits. We were also glad to organize a Christmas party for the kids. The gift hampers presented to them helped brighten their mood during the festive season at the end of an especially difficult year.

Our special appreciation goes to the staff at Moi Teaching and Referral Hospital who joined in the festivities. Many thanks for doubling up as Santa Claus! We greatly appreciate Rubis Ltd for making this party possible.

## FARAJA UK

We are happy to announce that we are registered as a charitable trust in the UK. We have so far received donations from some UK based donors and through the Amazon Smile website. As Faraja, we can reclaim the tax on donation made by a UK based donor as gift aid which will effectively increase our donations.

## CRAFTS FOR CURE

Our Crafts for Cure Programme at Kenyatta National Hospital was also affected by the Covid-19 pandemic as we could not continue with our normal activities. We came up with the following alternative activities that added value to the program and benefited the children.

**Diversional Therapy:** Diversional therapy is a client centered practice which recognizes that leisure and recreational experiences can help in coping with psychological side effects of cancer treatment. We began knitting, crocheting and beadwork to help the children and young adults cope with isolation.

**Care Packages:** We delivered care packages that contained amongst other things hand sanitizers, cloth face masks, drawing stationery, sanitary pads, soap, toilet paper and a Naivas Gift Voucher of Ksh1,000. We are thankful to Heels4Pads for partnering with us and donating dignity packs.

**Library Installation:** Thanks to funds received from Coca Cola's staff welfare program, we gave young adults in Ward 8C a literacy facelift by installing and equipping their library. We are grateful to all the donors who gave books and board games.

**End of Year Christmas Party:** In December, instead of having an end of year party, we packaged gift hampers for the children and young adults. About 400 children and 100 caregivers received a goody bag containing toys and toiletries. We are thankful to Heels 4 Pads, a menstrual health charity, for adding dignity bags to the hampers.

# Faraja Medical Support Fund (FMSF)

The FMSF is one of our core pillars that was launched in 2017 to give financial support to cancer patients who cannot complete their treatment due to cost implications. It involves a corpus of funds that are invested and the interest earned used to support patients for treatment.

In this financial year, Faraja received 166 applications for financial support.

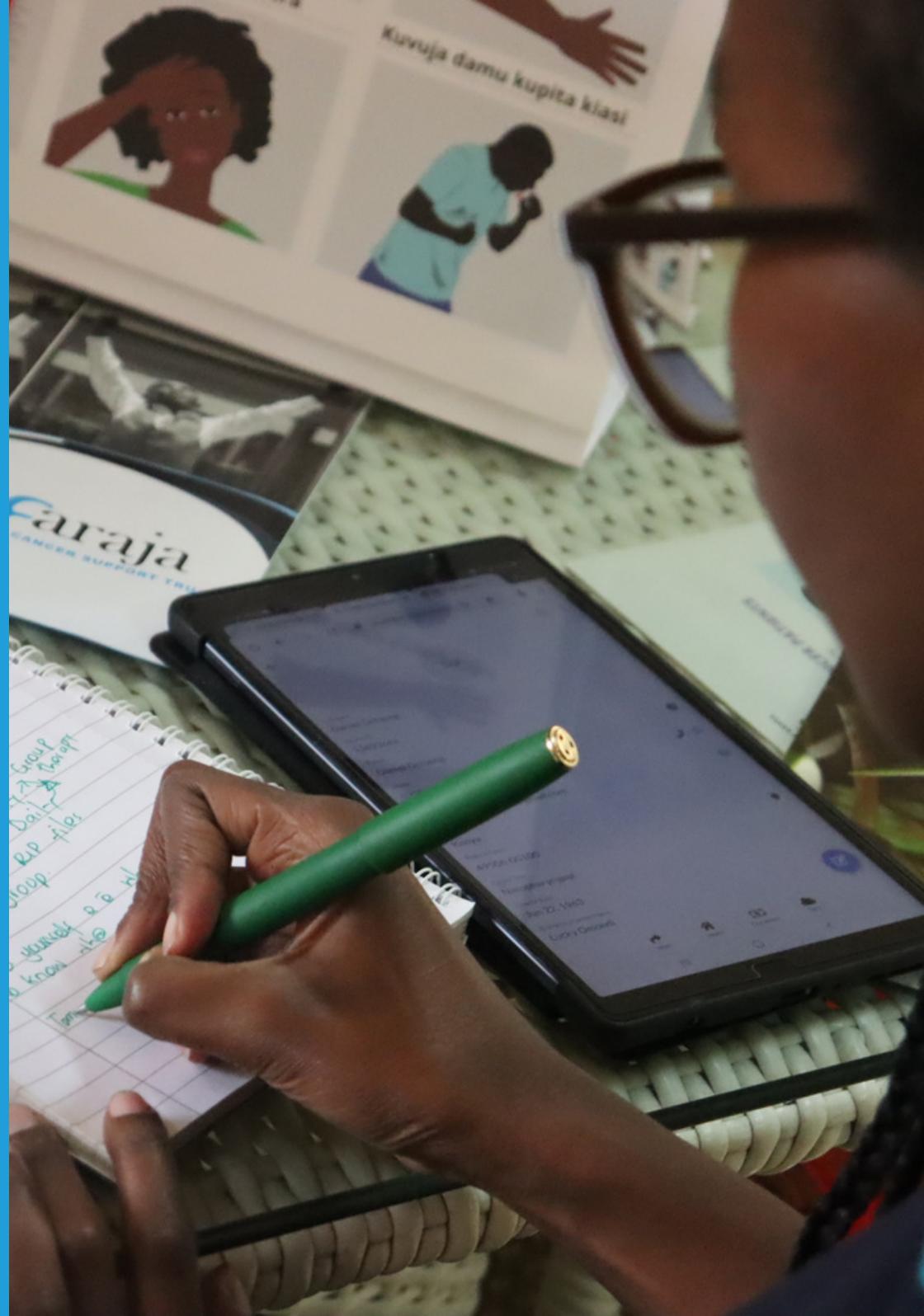
Out of 166 applications, 115 were supported at a total cost of Kshs 13,178,503.



# Giving Hope, Help and Life

Support groups can help you feel better, more hopeful, and not so alone. They give patients and caregivers a chance to talk about their feelings and work through them. It is a practical way of helping them deal with the life changes that come with cancer treatment. Owing to the covid pandemic, we formed WhatsApp groups to continue the conversation of hope for patients and caregivers. In addition, we adopted online webinars and classes to expand our reach and maintain while maintaining social distancing. The results have been phenomenal and we are thankful to all the therapists who adapted swiftly.

Currently, we have 8 regular support groups: Breast, Gynaecological, Prostate, Head and Neck, Brain, Young Adults, Caregivers, and Parents of children with cancer at Kenyatta.



# Fundraising Activities: Highlights

## 5 for 5 Challenge

Our main fundraising activity was a fitness fundraiser “5 for 5 challenge” from August 2020 to November 2020. We raised a total of Kshs 2.3million. We plan to revive this again in January 2022 and will reach out to cycling and adventure groups and to corporates who are keen on safety and wellness.

## Estee Lauder Companies- Sub Saharan Africa (ELC)

ELC Sub-Saharan Africa ran a campaign in October 2020 called “Time to End Breast Cancer” and donated \$5000 towards the renovation of our terrace and the purchase of indoor and outdoor furniture. East Africa Re donated roofing material towards the terrace.

## Rachael 40@40

Rachael Gitonga raised Kshs 1million in 2019 for our Medical Fund. This year she wishes to raise another Kshs1million that will be used to support children with cancer in Kenya.



## White Water Rafting

Due to the pandemic, we held our annual rafting challenge for only one day on 10th October 2021. We are thankful to all the 22 teams who registered and raised funds. We managed to raise Ksh5million for our services..



## Donation in Kind

In addition to the free services from therapists and volunteers we receive free goods and services from Faraja friends. This year we received over Kshs 10,000,000 worth of donations in kind from our donors. These include, amongst others, space, investment services, audit services, maintenance of our database, gift vouchers from our hospitality partners, apples, stationery, flights, flowers, water, medication for patients and much more. We are deeply thankful for all the support we have received and continue to receive.

## 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. We are deeply grateful for the selflessness service and for going the extra mile to ensure that everyone who walks through our doors or interacts with us leaves filled with hope and comfort.

