

2023

**ANNUAL
REPORT**



A Word from Andrew Hollas

CHAIR, BOARD OF TRUSTEES

Faraja continues to provide the much-needed emotional and financial support to cancer patients and their caregivers in Kenya. We provide cancer-specific information to patients and their caregivers, complementary therapies, support group meetings, and financial support. We have helped over 7,000 people in this financial year who attended a support group or an individual therapy session, or read books from our libraries, or simply enjoyed a cup of tea in a safe, supportive environment.

Through our medical fund, 130 patients received treatment at a total cost of KShs 5,711,782.

We are extremely grateful to everyone, both locally and internationally, who has stretched out their hands and touched the lives of cancer patients and their caregivers through generous donations, both monetary and in kind.



A few highlights from our year:

- Our inaugural Be Bold Go Gold (BBGG) Childhood Cancer Run/Walk in September 2022 was a huge success, raising over KSh 8 million to support children with cancer.
- Consistent with our strategy to stretch beyond our established centres in Nairobi and Eldoret, we initiated outreach programs, extending our services to more hospitals and patients not previously supported by Faraja. 18 patients from these additional hospitals received financial support.
- We secured a 10-year extension of our lease with Moi Teaching and Referral Hospital (MTRH) and are grateful to MTRH for giving us this space at no cost. 5,112 people visited the centre this year.
- Dauntsey’s School in the UK selected Faraja as the charity to support during the year and raised KSh 1,585,955.

In the coming year, our expansion plans have two key aims; firstly, a comprehensive outreach strategy aimed at establishing a national presence through partnerships with cancer treatment centres across Kenya, and secondly, an investment in innovative fundraising avenues through our two main annual events and exploring local and overseas grant opportunities. Additionally, as part of our long-term sustainability strategy, we are in the process of establishing an endowment fund which will help in providing ongoing funding of operational and running costs.

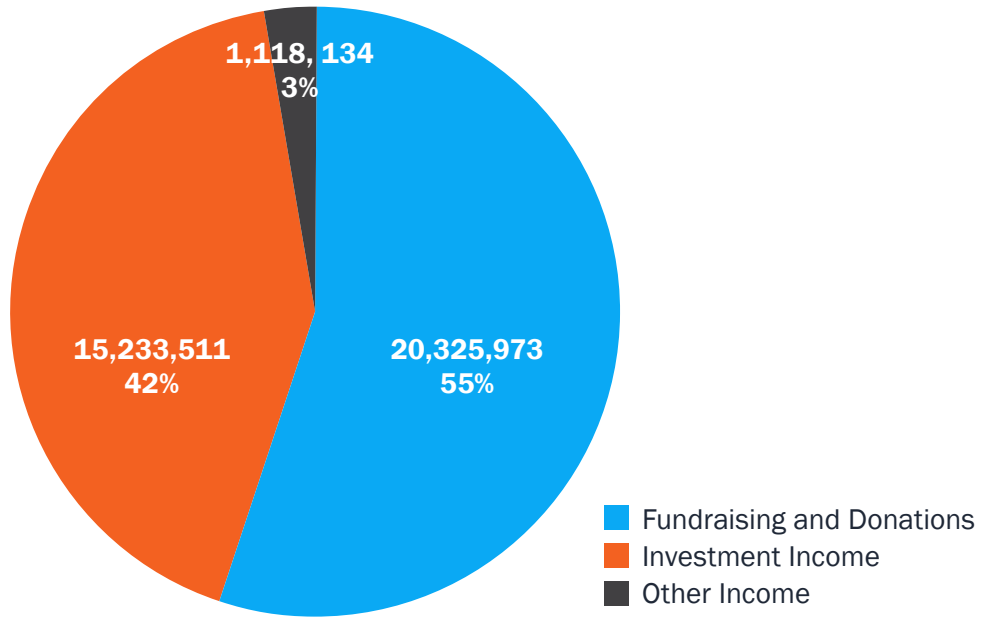
Finally, a special thanks to those who have organized fundraising events on our behalf, to our dedicated therapists and volunteers, who passionately contribute their time, resources, expertise, and energy to Faraja, and the unwavering commitment of our staff, Trustees, and Faraja Medical Support Fund Panelists. As we reflect on the progress made this year, we eagerly anticipate steering Faraja towards even greater achievements in the coming year with your ongoing support.

Asante
Andrew Hollas

2023 Financials

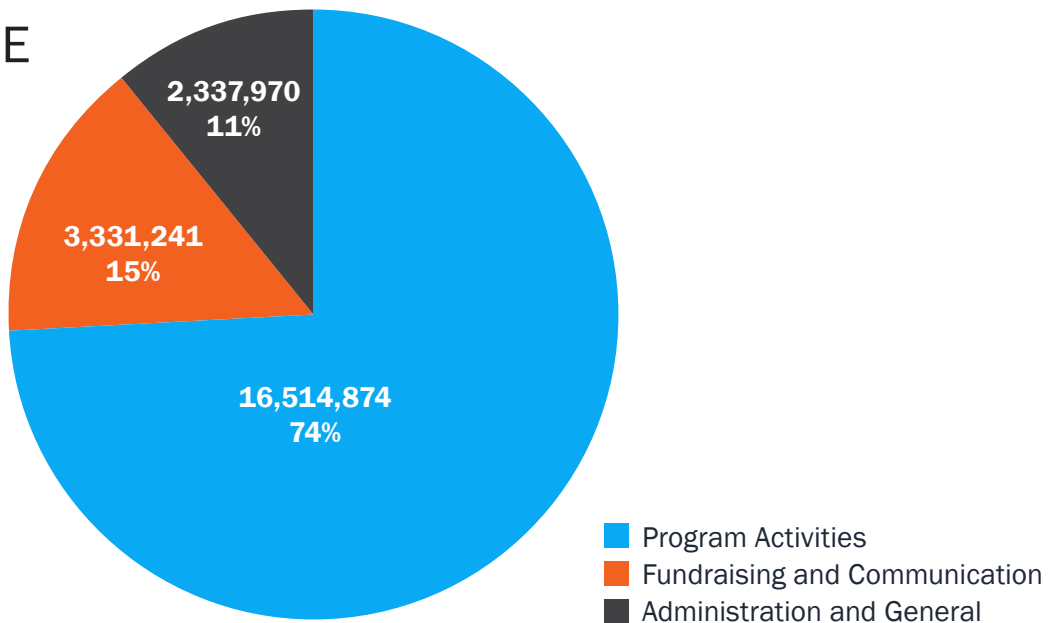
Our total income this financial year was KShs 36,677,618 a 5% decrease from the previous year.

INCOME



There was a 9% decrease in our overall expenditure compared to the previous year due to the reduced programs cost of the medical fund. Investment income of KShs 7m from the Medical fund has been carried forward and will be utilized in the coming financial year.

EXPENDITURE



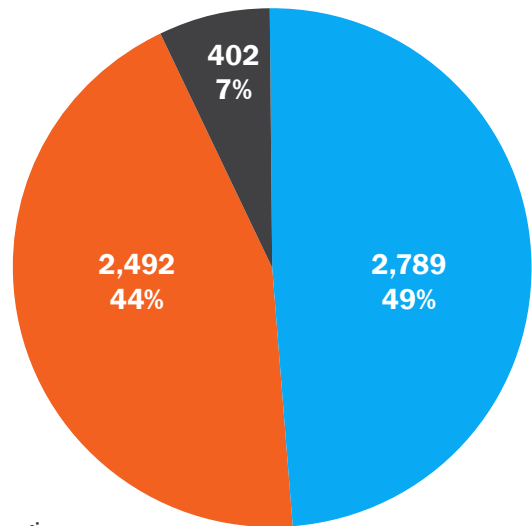
We continue to be grateful to HCG CCK and MTRH for giving us space and to ICEA Lion Asset Management for managing our investment portfolio.

Our Services

From May 2022 to April 2023, 5,683 people visited our centres in Nairobi and Eldoret to access our services such as, counselling, complementary therapies, books from the library, having a cup of tea and enjoying a safe supportive environment. Out of the 5,683 walk-ins at the Nairobi and Eldoret centres, 2,789 were caregivers, 2,492 were patients, and 402 were visitors.



GENERAL WALK-INS



- Caregivers
- Patients
- Visitors

COMPLEMENTARY THERAPIES

Complementary therapies play a vital role in improving the overall quality of life of patients and caregivers. A total of 1,427 patients and caregivers benefitted from these therapies in this financial year. This is a 21% decrease from the previous year due to the decrease in the number of therapists.

With the introduction of new therapies such as chair yoga and bedside therapy, our overall numbers are expected to increase in the next financial year.



“Our spirits are lifted by sharing, caring, connecting, learning, and helping. We share. We vent.”
 - CANCER SUPPORT GROUP PARTICIPANT



SUPPORT GROUPS

Our support groups play a key role in empowering patients and their caregivers as they learn from each other and the respective facilitators who tackle different topics from psychosocial support to specific treatment-related themes. We have facilitated 83 sessions this year, amassing a total of 2,379 attendees both in-person and virtually in Nairobi and Eldoret.

This is a 26% increase compared to the previous year when we reached 1,749 people in both centres. Additionally, in January 2023, the Eldoret centre introduced two new support groups; for caregivers and teens support group.

CRAFTS FOR CURE

Crafts for Cure comprises of five activities that supports a total of 750 children at Kenyatta National Hospital (400 children) and MTRH (350 children):

- Art, music, and diversional therapy every week at Kenyatta National Hospital (KNH).
- Milk and apples distribution provided weekly at KNH and bi-monthly at MTRH. In this financial year, we provided 13,667 packets of milk and 9,650 apples.
- Parents support groups every Friday at KNH which incorporates music therapy on the last Friday of the month with an average of 50 parents.
- Children’s parties held in KNH and MTRH. In this financial year we held 7 parties. For each event all children received a gift hamper and entertainment was provided by Daraja band in KNH and Rupaz Fitness in MTRH.
- Psychological Oncology nurses debrief held once a month at KNH supporting an average of 20 nurses per session.

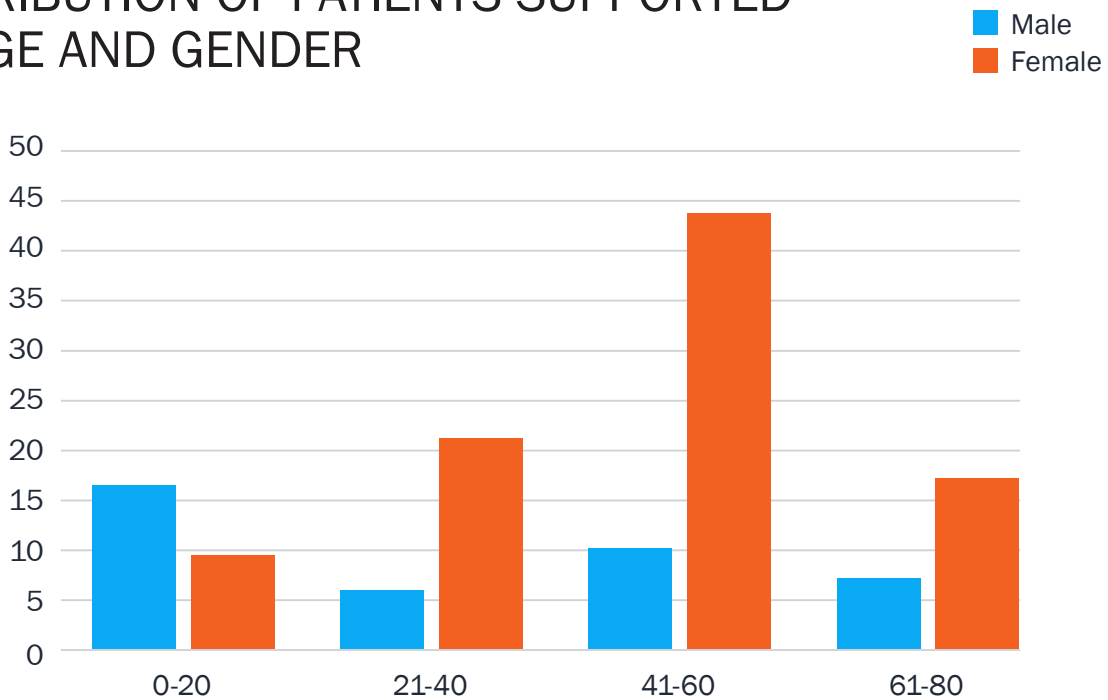


FARAJA MEDICAL SUPPORT FUND (FMSF)

We received 217 applications during the year and 130 were approved for financial support at a total cost of KSh 5,711,782. This was a 12.9% decrease of the total number of applications received and a 24.9% decrease of the patients approved in comparison to the previous year. From the 70% investment income allocated for patient support, KSh 6,327,961 will be utilized in 2023/24 financial year. The decline can partly be attributed to the NHIF scheme revising its payment plan to include brachytherapy costs.

Great strides have been made in reaching out to more hospitals and supporting new patients this year. Out of the 130 patients supported, 18 were referred from hospitals from which we have not previously received patients. These include: Jalaram Medical Service, Kisumu Bloom, South B Hospital, Coast General and Texas Thika Digestive Clinic. We also received applications from Ladnan, Labib, Garissa and Kiambu Gyno-solution Hospital.

DISTRIBUTION OF PATIENTS SUPPORTED BY AGE AND GENDER



OUTREACHES

In line with our strategic goals, we have not only continued to nurture our existing hospital partnerships, but also actively reached out to hospitals and patients who have not traditionally accessed our services.

Preliminary discussions have taken place with Coast General Hospital, Kenyatta University Teaching Referral and Research Hospital and Machakos Level 5 Hospital to introduce patient referrals for medical fund support and support group services and pave the way for future partnerships.

We have an ongoing partnership with Dr. Rasik Kantaria Jalaram Medical Services where we stationed one of our oncology counsellors to offer this much needed service to patients and their caregivers. We also provide debriefing meetings to the oncology nurses and financial support to needy cancer patients.

Fundraising Highlights

BE BOLD GO GOLD (BBGG)

We are excited that the BBGG Childhood Cancer Run/Walk on September 24, 2022, at Karura Forest as part of the global Gold September campaign was hugely successful. 7 schools and 19 corporate sponsors and numerous donors contributed to help us raise over KSh 8 million, that will support our programs for children with cancer.



WHITE WATER RAFTING

Our annual rafting event at Savage Wilderness Camp, Sagana, registered 35 teams with over 600 spectators and raised a total of KSh 3.9 million.

WOMEN V CANCER BIKE RIDE

The Women v Cancer is a UK charity initiative that seeks to raise funds for three UK charities that deal with breast, cervical and ovarian cancer. Their October 2022 ride organized by Dream Challenges UK brought together over 50 ladies who cycled 450km from Naro Moru to Kisumu in 5 days! We are very grateful to Gemma, Janet, Georgia, and Sophie, who rode for Faraja and cumulatively raised KSh 617,213 and to Dream Challenges for additionally donating £5,390 (£100 per rider). The total amount raised for Faraja was KSh 1,422,478.

ESTEE LAUDER COMPANIES, SUB-SAHARAN AFRICA

A Globally recognized key highlight of the Estee Lauder Companies, Sub-Saharan Africa, during the October breast cancer awareness event was the lighting up of Britam Towers in pink throughout the month. They also provided 30 free mammograms at Jalaram Hospital. Direct support to Faraja was KShs 500,000.





CRICKET CRACKER

Jeremy and Jason Holley's annual Cricket Cracker event that supports Faraja raised KShs 350,000.

AHMADIYYA MUSLIM COMMUNITY

We extend our deep appreciation to the Ahmadiyya Muslim Community for their overwhelming support. In celebration of their 100th anniversary, they actively engaged in fundraising endeavours and raised a total of KShs 1,311,540.

DAUNTSEY'S SCHOOL UK

The Dauntsey's School annual runathon saw the students raise KShs 1,585,955 in support of women with breast cancer.

FARAJA UK

Our UK trust continues to explore opportunities for partnerships with organizations and individuals who believe in our mission. We are delighted to welcome Ngina Kairu as a Trustee for Faraja UK.

DONATIONS IN KIND

We are deeply grateful to all the organizations, individuals, and partners who give us their time for free and donate in kind. Non-cash donations in the current financial year exceeded KShs 9 million.