

# Medical Emergency Cancer Fund

Give hope and a real chance of recovery  
to people who are living with cancer  
in Kenya and have no access  
to life-saving treatments



# Customer Story

# The cancer reality in Kenya

## **In Kenya:**

- 39,000 diagnosed and 27,000 die every year
- 70-80% diagnosed at a late stage
- 8 oncologists for a population of 42 million
- 1 in 10 children survive
- 6 + months plus waitlist
- Treatment costs over 2 years salary

## **In America:**

- 15,000 oncologists
- 7 in 10 children will survive

*A little bit of light and hope amongst this bleak picture  
will be the Medical Emergency Cancer Fund.*

# Persona

Cancer affects everyone regardless of sex, age, and religion. It has no boundaries.

People living with cancer in developed countries have access to an efficient healthcare system.

In Kenya, it is very different.  
For most it signals a death sentence.

We help anyone living with cancer - male, female, young, old - from all cultural backgrounds

The common denominator is they have  
a cancer diagnosis,  
from a poor background  
and no where to turn to.

# Overwhelming Issues

Can't afford bus ride to hospital - 400km away

Unaware that smoking and other lifestyle choices can lead to cancer

6 month wait-lists

Private Kenyan and overseas treatment an unattainable dream



Stigma

no money for medicine or place to stay whilst having treatment

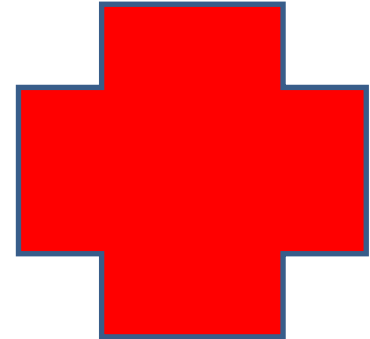
Witch doctor said you are **cursed** - village shuns your family

Lack of expert staff. **4 radiation oncologists, and 6 medical oncologists and 3 state treatment hospitals for 42 million people**

**70-80 % Diagnosed at late stage**

Unaware how to self-check or early symptoms of cancer

# Pain Point



## Challenge

Diagnosed

Given treatment plan

Can't afford it

## Current Solution

Join state hospital waitlist  
(over 6 months)

Seek private healthcare  
(unaffordable)

Travel overseas  
(unaffordable)

## Desired Solution

Medical Emergency  
Cancer Fund

A safety net

Giving hope and saving  
lives

# Meet Monica



To meet Monica please watch this [video](#) at the 5.03 mark for 1 minute.

25 people received a live-saving grant during the pilot phase. 21 are alive today.

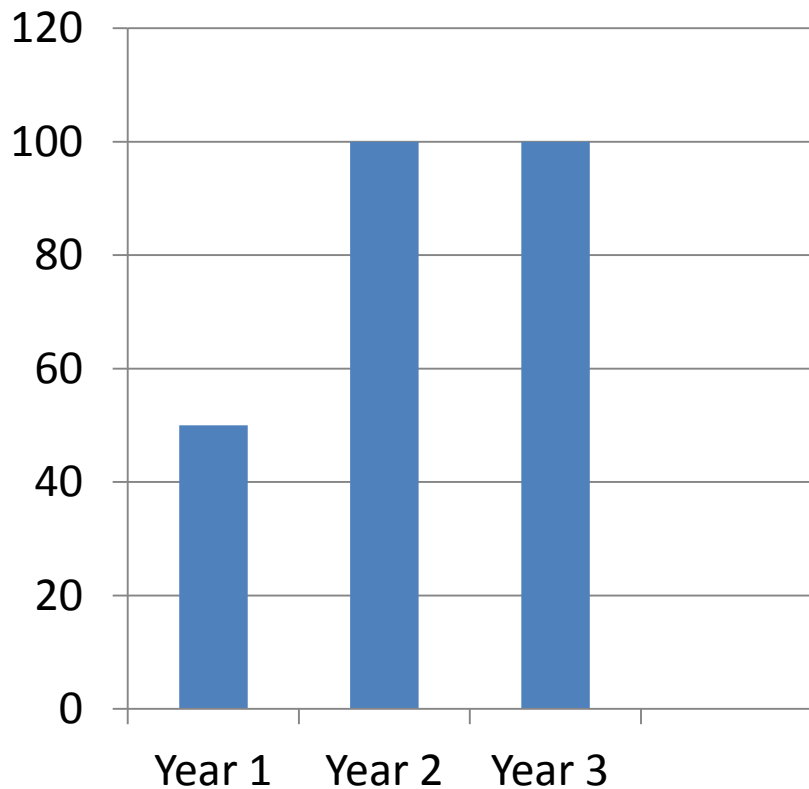
*“We met Faraja and explained our financial situation. After 2 weeks we told our plea for medical support was approved.*

*I have never been happier in my life. Faraja saved my life, and I will forever be grateful for their support”*

*Monica April 2014*

# Pricing - Grants

**Number of grants**  
(number could vary - partial/full grants)



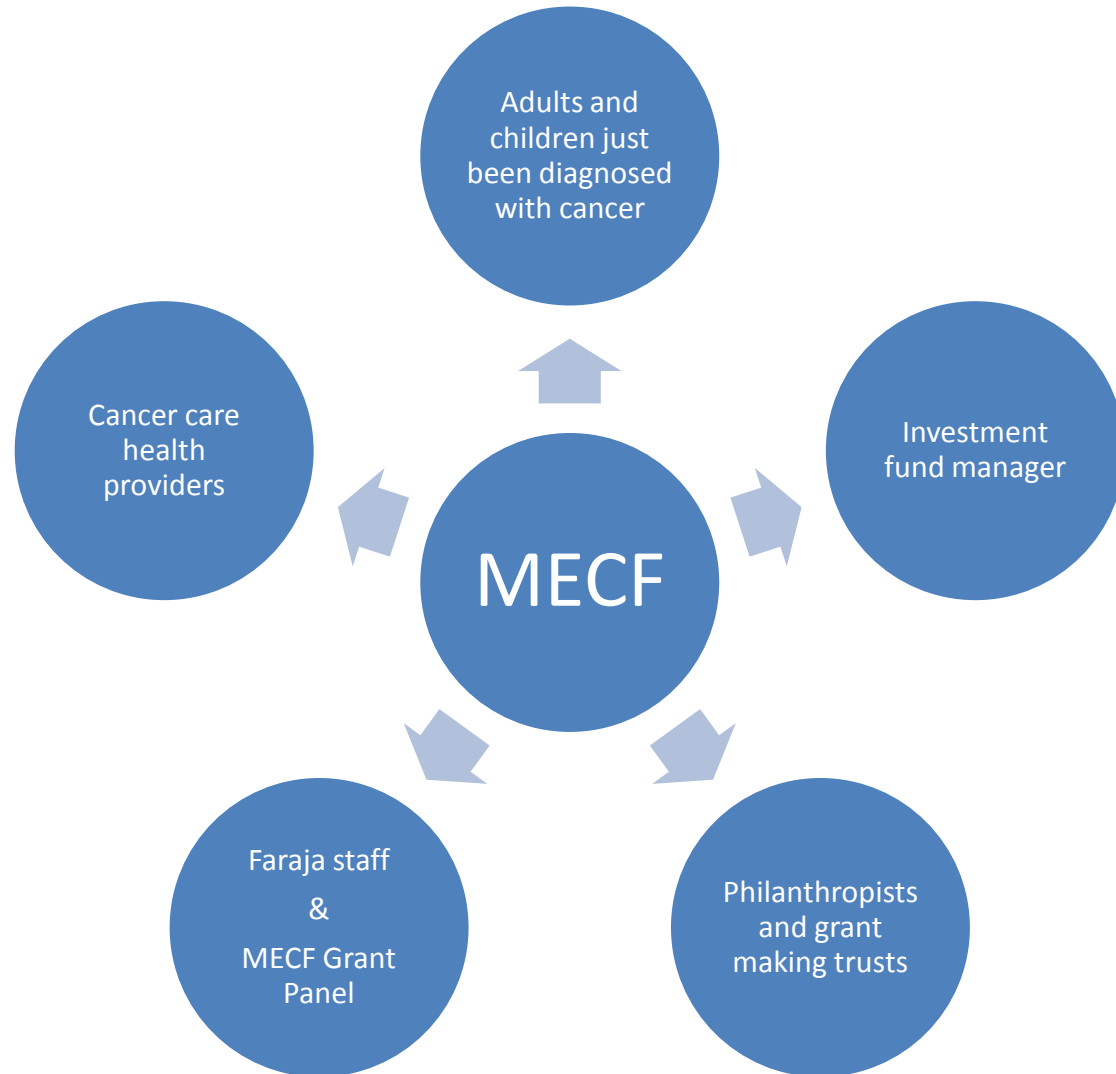
## Notes

- **Capital Goal:** KSH 100 million fund ( US \$1.15 million)
- **Timeframe:** 24 months
- **Distribution rate:** 5%
- **Grants:** KSH 5 million + (US 57K) distributed every year, forever.

## Key learning from pilot phase:

- 25 patients treatment = KSH 4 million. Average KHS 160K
- Fund returned 10% in last 12 months through ICEA Lion group

# Stakeholders



# Market Story

# Competition



## Competitive Landscape

- The MECF is a **unique** concept in Kenya. Demand from people in need will be large
- Securing international aid funding will be challenging as **cancer** is a **low priority**
- Faraja needs to look **outside** existing giving constituency to raise the seed capital outlay KSH 100 million

## Key advantages

Faraja is;

a highly **trusted**, transparently governed Kenyan charity

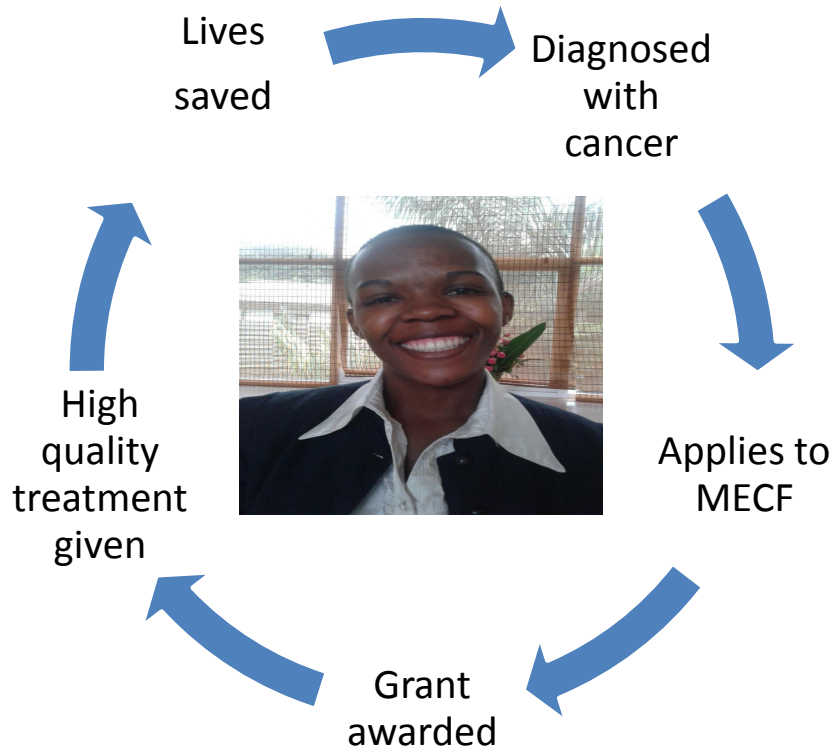
**understands** the major issues at a **grass-roots** level that are being faced

has the systems and **expertise** in place to manage the MECF

**sustainable** and long term

# Product / Service

## MECF life-saving cycle



For those who do not receive a grant  
free counselling will be given to prepare them

## Product Description

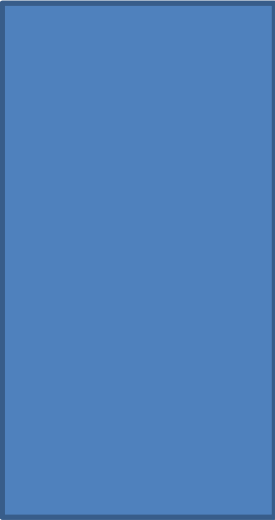
- A KSH 100 million (US \$1.15 million) Medical Emergency Cancer Fund which will give hope and a real chance of recovery to people in Kenya living with cancer, every year, forever.

## Desired Impact

- Lives are saved

# Impact

Gross market size



42 million  
Population  
(Kenya)

Potential reach



35K cancer diagnosis annually and 29k people die annually



Country-wide potential impact

**37K**

Note - true figure will be much higher. Many cancer deaths not registered

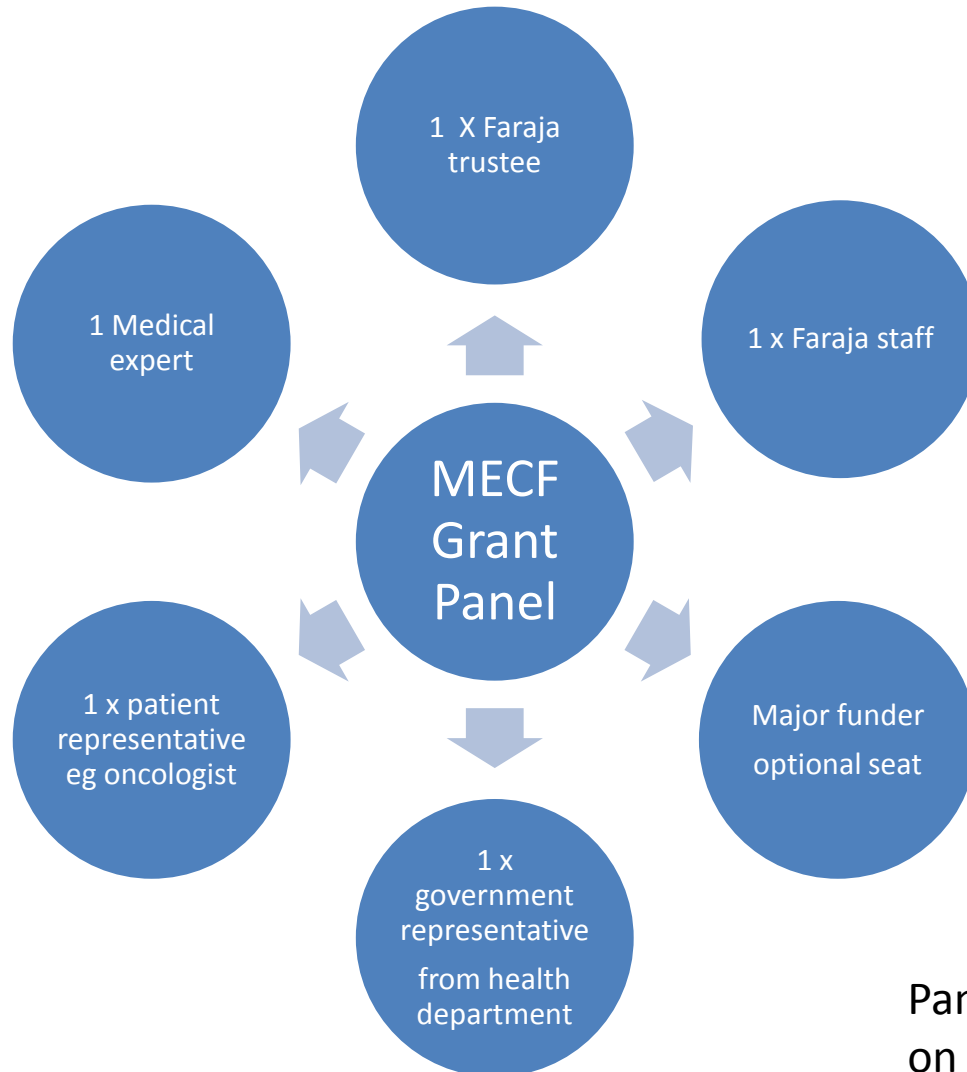
# Gift Table for MECF

	Gift Level KSH	Gift Level (\$US)	No. Gifts	Cumulative KSH
Founder	20,000,000	\$228,000	1	20,000,000
Founding Governor	10,000,000	\$114,000	2	40,000,000
Founding Benefactor	5,000,000	\$57,000	4	60,000,000
Founding Patron	2,500,000	\$28,500	5	72,500,000
Founding Fellow	1,500,000	\$17,000	7	83,000,000
Founding Associate	1,000,000	\$11,300	10	93,000,000
Founding Friend	500,000	\$5,685	15	100,500,000
Founding Supporter	100,000	\$1,137	20	102,500,000

**The above gifts are required to raise the initial outlay for the fund which will be invested and make annual distributions of KSH 5 million + (US 57K+a year).**

# Team Story

# Key relationships



Panel will meet  
on a monthly basis

# Faraja Management Team

<b>Phillip Odiyo</b>	<b>Patient Support Manager and Volunteer Coordinator.</b> Phillip is a psycho-oncologist with over 7 years experience in working with cancer patients in Kenya.
<b>Arwa Kapacee</b>	<b>Patient Services Support :</b> A psychologist by profession with a BA (Psychology) Arwa handles patient issues and inquiries as they arise.
<b>Shaira Adamali</b>	<b>Managing Trustee and co-founder.</b>
<b>Olivia Shah</b>	<b>Fundraising Strategy :</b> Senior level professional fundraiser whom has raised over \$40 million in past 15 years.
<b>Nereah Amisi</b>	Fundraising Manager - sociologist by profession and five years fundraising experience in Kenya. Member of Association of Fundraising Professionals (Kenya Chapter).

# Faraja Trustee Board

<b>Shaira Adamali</b>	<b>Managing Trustee and co-founder. 10 years partner experience at PWC regional tax practice Africa</b>
<b>Andrew Hollas</b>	Chair. Retired Regional Senior Partner of PWC. Chairman of Hillcrest Investment, Mater Hospital Pension Fund, and a Director of KK Security.
<b>Manu Chandaria</b>	Leading African industrialist and philanthropist, with business interests in over 70 countries
<b>Phoebe Gitau</b>	Banking professional and past president of Rotary Club of Karura, Nairobi
<b>Andrew Ndegwa</b>	Executive director of First Chartered Securities Limited (FCS), and non-exec board member of a number of public and private companies.
<b>Sonal Sejpal</b>	Partner with Anjarwalla & Khanna Advocates, Nairobi. Philanthropist and active charity board member

For further information please see: [here](#)