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.
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

6 month wait-lists

Witch doctor said you are cursed - village shuns your family

Private Kenyan and overseas treatment an unattainable dream

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

Unaware that smoking and other lifestyle choices can lead to cancer

Stigma

no money for medicine or place to stay whilst having treatment

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

25 people received a life-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

To meet Monica please watch this video at the 5.03 mark for 1 minute.
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

- Adults and children just been diagnosed with cancer
- Cancer care health providers
- Investment fund manager
- Faraja staff & MECF Grant Panel
- Philanthropists and grant making trusts

MECF
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 sustainably and long term.
MECF life-saving cycle

- Lives saved
- Diagnosed with cancer
- High quality treatment given
- Applies to MECF
- Grant awarded

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

For those who do not receive a grant, free counselling will be given to prepare them.
Gross market size

Potential reach

Country-wide potential impact

37K

42 million Population (Kenya)

35K cancer diagnosis annually and 29k people die annually

Note - true figure will be much higher. Many cancer deaths not registered
## Gift Table for MECF

<table>
<thead>
<tr>
<th>Gift Level</th>
<th>Gift Level (US$)</th>
<th>No. Gifts</th>
<th>Cumulative KSH</th>
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</thead>
<tbody>
<tr>
<td>Founder</td>
<td>20,000,000</td>
<td>1</td>
<td>20,000,000</td>
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<tr>
<td>Founding Governor</td>
<td>10,000,000</td>
<td>2</td>
<td>40,000,000</td>
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<tr>
<td>Founding Benefactor</td>
<td>5,000,000</td>
<td>4</td>
<td>60,000,000</td>
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<tr>
<td>Founding Patron</td>
<td>2,500,000</td>
<td>5</td>
<td>72,500,000</td>
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<tr>
<td>Founding Fellow</td>
<td>1,500,000</td>
<td>7</td>
<td>83,000,000</td>
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<tr>
<td>Founding Associate</td>
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<td>10</td>
<td>93,000,000</td>
</tr>
<tr>
<td>Founding Friend</td>
<td>500,000</td>
<td>15</td>
<td>100,500,000</td>
</tr>
<tr>
<td>Founding Supporter</td>
<td>100,000</td>
<td>20</td>
<td><strong>102,500,000</strong></td>
</tr>
</tbody>
</table>

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

- 1 Medical expert
- 1 x patient representative eg oncologist
- 1 x government representative from health department
- 1 x Faraja trustee
- 1 x Faraja staff
- Major funder optional seat

Panel will meet on a monthly basis
# Faraja Management Team

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

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