

Faraja
CANCER SUPPORT TRUST

BE BOLD GO GOLD

In support of Childhood Cancer

From Mombasa to Muguga, Be Bold Go Gold 2026 brought together thousands of people in support of children and families affected by childhood cancer. More than **2,400 participants in Nairobi and 300 in Mombasa** took part, helping us raise **KSh 11 million so far** towards Faraja's programmes.

In this edition, we share a few highlights from the campaign, from the people who showed up, to all the partners who made the events possible, and the impact that continues beyond the finish line.

The campaign may have taken place in September, but the work continues every day. Read on to relive some of the moments, meet the people behind the movement and see how your support is helping us reach more children and families.

Thank you for walking, running, giving, sharing and standing with us.

With gratitude,

The Faraja Team

HIGHLIGHTS: BE BOLD GO GOLD RUN/ WALK 2026

PARTICIPATION

2,400+
Participants in **Nairobi**

300+
Participants **in Mombasa**

TOTAL FUNDS RAISED

11 million+

These funds will be used to fund Faraja's **free programmes** in **support of children with cancer** and their families.

FUNDED PROGRAMMES

- Music therapy
- Parent support groups
- Art therapy
- Diversional therapy for teens
- Support for out of stock medication

We are also exploring opportunities to **support critical diagnostics**, strengthen support for **children receiving inpatient chemotherapy**, and **extend our reach to children in hospitals beyond** those where we traditionally work.

A Special Note of Gratitude to Our Sponsors

Our heartfelt appreciation goes to our:

Gold Sponsors

- **Victoria Commercial Bank (VCB),** for your generous support for the fifth year running.
- **Mamujee Brothers Foundation,** for your generous support over the years.
- **Magnate Ventures Limited,** for the amazing billboard and digital screens.
- **Royal Media Services,** our Official Media Partner, who generously provided exclusive coverage before, during and after the event.

Silver Sponsors

- **M-PESA Foundation,** for your valued contribution.
- **Roche Kenya Ltd,** for your contribution, hosting a cancer awareness session.





A Special Note of Gratitude to our Donors

M-PESA Foundation: Thank you for helping us extend our reach by funding the construction of the Faraja Centre at the Coast General Teaching and Referral Hospital**.**

Aaron Lipschutz for returning for the second year, travelling all the way from Phoenix, United States America (USA), and raising over US$15,000 in support of children living with cancer.

We also extend our sincere thanks to the **many individual and corporate donors** who have contributed to this cause.

Special thanks to the following **individuals** and **sponsors** who offered their services and goods in kind:

- Stage Gear Entertainment, for bringing the Be Bold Go Gold event to life with your generous support in providing the stage, sound and production setup.
- Amazing Deco, for event management and supporting the event with set-up.
- Fitness with David (FWD), Rachael Gitonga and Douglas Wakiihuri, for organising and coordinating the race events.
- Be Experience, for branding management and stage production
- Granular IT and their digital agency, who manage our website and ensured that registration. Special mention to Hasheem Maloo, Daniel, Stacy, Stephanie and the team for your round-the-clock support.
- RGR Africa, for your support with PR services and media liaison.
- Our activation partners: River Café, We Run Nairobi, Bao Box and I Run Kinoo
- Our Content and Digital Team: Liz, Charles, Brian, Wairimu, and Asudi
- Excel Chemicals Ltd, for keeping walkers and runners hydrated
- Norda Industries Ltd, for providing snacks for the children
- African Cotton Industries Ltd, for providing logistical support.
- LifeCare Hospital and Texas Cancer Centre, for providing us with your ambulance and paramedics on the day.
- NCBA Bank for donating trees planted in honour of childhood cancer awareness.
- Abai Lodges & Spa, for providing accommodation at your amazing properties.
- Ole Sereni, Cinnabar Green, Text Book Centre (TBC), Aromatic Spa and Divine Products, for providing us with gifts.
- Kenya National Highways Authority (KeNHA), for waivers and authorisation to have our venue directional signage on the Nairobi- Nakuru Highway
- Rehana from Serv-All Insurance Agency, for rallying sponsorship support.
- Harriet Wanjohi for rallying support and strategic guidance.
- Our dedicated volunteers whose support ensured the smooth running of the event.
- Amuse Kenya for bringing fun, creativity and entertainment to the children, keeping them engaged and smiling throughout the event.
- Kenya Agricultural and Livestock Research Organisation (KALRO) – Muguga, Kenya Forestry Research Institute (KEFRI) and the Muguga Community Stakeholders: Thank you for welcoming us and providing a wonderful setting for Be Bold Go Gold.
- Team Woza, DJ Groove and MC Israel Lugadiru, for bringing energy, keeping participants engaged and helping create an enjoyable experience throughout the day.
- All our vendors and service providers, for your professionalism, time and contribution to making Be Bold Go Gold a success. Your role behind the scenes and on the day helped bring the event together, and we are grateful for your partnership and support.



And to all **our Bronze Sponsors** and **Corporate Teams**, thank you for walking, running, and showing up for children with cancer.

- ABC Insurance Brokers
- Access Bank (Kenya) PLC
- Acropolis Insurance Brokers Limited
- ALN Kenya
- Alliad Logistics
- Braeburn Schools
- Brookside Dairy
- Brooke East Africa
- Copy Cat Group
- Crescent Tech Limited
- Dawa Life Sciences
- East Africa Reinsurance Company Limited (EARe)
- Furniture Palace Kenya
- Freight Forwarders Kenya Limited (FFK)
- Habib Bank
- HCG CCK Cancer Centre
- House of Vanguard / Fujifilm
- I Run Kinoo
- Klarity Medical
- Middle East Bank Kenya Ltd
- MintyLime
- MP Shah Hospital
- NCBA Bank Kenya
- NORDA Industries Limited
- Ole Sereni Hotel
- PKF Kenya
- RSM Eastern Africa LLP
- Rubis Energy Kenya
- RUDHAV Pharmaceuticals
- Simba Colt Motors
- Synresins Limited
- State Department for Diaspora Affairs
- Steps Ahead
- Tausi Assurance Company Limited
- Taxwise Africa Consulting
- Text Book Centre (TBC)
- The Gangaben Devani Charitable Trust
- Village Market

Your collective effort, energy and generosity brought this event to life. Asante!







Heroes in Small Shoes

A special shout-out to the over **700 young champions** from schools, institutions, clubs and groups that took part or supported through contributions, including: *Braeside Thika, Crawford International School, Gicharani Primary School, Good Shepherd Primary School, Hillcrest International School, Kahuho Road Academy, Kidfarmaco Primary School, Kyuna Kindergarten, MLC Schools, Muslim Academy Primary School, Patmos Montessori School, Pearl Hearts School, PCEA Kandeng'wa Primary and Junior School, Peponi School, Rafiki Terry Davis Academy, Shalom Junior Academy, Ubuntu Junior Academy, Catskill Clubs and Little Miss/Mr Kenya*.





To all the young champions who took on the **5 km, 10 km and even 21 km routes** — you truly shone! Your determination, energy and enthusiasm brought something special to Be Bold Go Gold. We were inspired not only by the young people who showed up on the day, but also by those who fundraised, rallied their friends and families, and turned their participation into meaningful support for children affected by cancer.



A special shout-out goes to **Baraka Kahugu**, this year's highest individual fundraiser, who raised over KSh 300,000 through his incredible efforts. Baraka went a step further by organising an event through his Rafiki Project, bringing people together around a shared purpose and turning his passion into tangible support for children and families affected by cancer.

To Baraka, and to every young fundraiser who knocked on doors, shared the campaign, rallied a team or gave their time and energy thank you for showing us that age is no limit to making a difference. We cannot wait to see your energy, ideas and generosity back on the course next year!

Going Gold in September

Mombasa Goes Gold

For the first time, Be Bold Go Gold came to Mombasa, bringing the cancer campaign to the Coast on 20 September 2026. Families, runners, one school, companies and supporters came together at Bamburi Forest Trails to walk, run and stand with families affected by cancer.





The inaugural Mombasa edition marked an important new chapter for Be Bold Go Gold, taking the movement beyond Nairobi and creating a space for the Coast to join the Go

Gold message in its own way. It also built momentum towards the main event in Muguga the following week.

We were delighted to have **Mamujee Brothers Foundation, Victoria Commercial Bank, Freight Forwarders Kenya, Alliad Logistics, Global Tea & Commodities Ltd and Coast General Teaching and Referral Hospital (CGTRH)** taking part. **Shree Swaminarayan School**, also fundraised and took part in the event.

A special thank you to **Bamburi Eco Systems** for generously hosting the event at no cost, and to the individuals who gave their time, resources and skills to make the day possible from providing a generator and water to supporting the sound and event logistics.

We are especially grateful to **Nerissa** for supporting the event and entertaining walkers with your beautiful voice and music. It was clear from the number of people who could not resist dancing that you added something special to the day!

And a heartfelt thank you to **Shakila Mamujee, Nila Devani, Anjana Solanki** and **Nimisha Khagram** for bringing the Mombasa edition together and making this first Coast chapter possible. Your time, energy and commitment helped turn an idea into a movement.

A heartfelt thank you to everyone who donated, participated and supported the inaugural event. Your generosity and enthusiasm brought the Go Gold message to the Coast and helped strengthen support for those affected by cancer and their families. Asante sana for being part of this milestone!

Mombasa showed us that the Go Gold message has no borders. We look forward to growing this movement at the Coast and beyond.









Beyond the Run: Awareness, Education and Activities in Schools

Schools and their wider communities took part in a range of activities. Sessions at more than ten schools gave children and teachers an opportunity to learn about childhood cancer, be aware of signs and symptoms to watch for in line with Kenya's cancer national guidelines, and understand the importance of having unusual or persistent symptoms checked by a health professional without delay.

From educational sessions, school assemblies, bake sales and tree planting in partnership with our corporate partners, each activity offered a different way to share the message and rally support for children and families affected by cancer. The tree-planting activities also provided a meaningful tribute to children affected by cancer, with trees serving as symbols of remembrance, resilience and hope.



Douglas Wakiihuri speaking to children and parents at Pearl Heart School on 30th July 2026

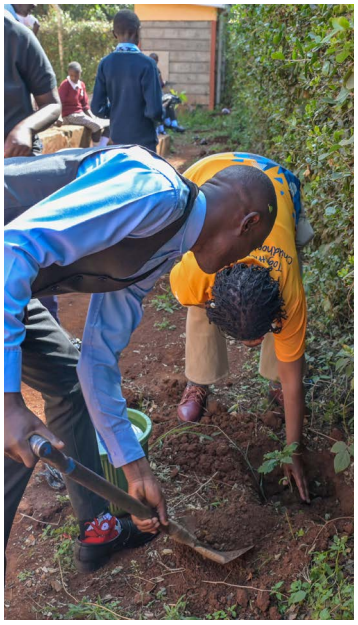
On 4th September 2026, Roche in partnership with Faraja held a cancer awareness education session to mark Childhood Cancer Awareness Month and planted 100 trees at Kandegwa Primary School, as part of the Annual Children's Walk Activity.

On 24th September 2026, ICEA LION Asset Management (ILAM) — Kenya also held a tree planting session at Rafiki Terry Davis Academy.

Parents, teachers and the wider Kiota school community came together across various campuses, donating cakes for bake sales in support of the Be Bold Go Gold campaign.









Activities within our Partner Hospitals



Kenyatta National Hospital





Kenyatta University Teaching, Referral & Research Hospital

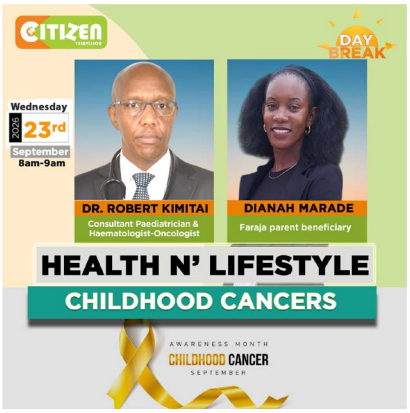


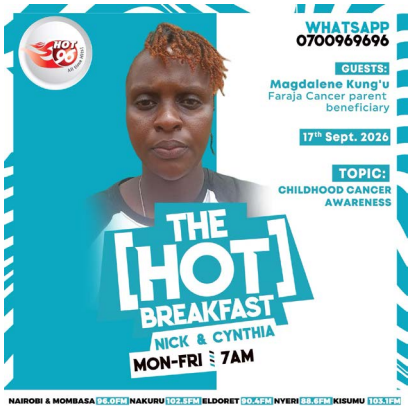
Shoe4Africa Children's Hospital in Moi Teaching & Referral Hospital



Groundbreaking Ceremony for the Faraja Centre at Coast General Teaching and Referral Hospital (CGTRH)

Childhood Cancer Awareness in Partnership with Royal Media Services





"There is so much parents do not know about childhood cancer. By sharing our story, I hope other parents will become more aware of the signs and know where to seek help when they need it."

— **Diana, parent beneficiary.**

Watch the full conversation here.

"My daughter's cancer diagnosis felt to me like a final death sentence"

— **Magdalene, parent beneficiary**

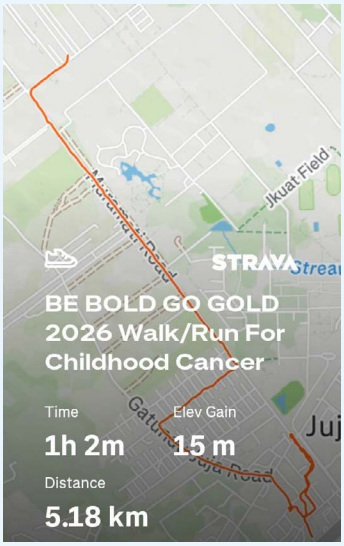
Watch the full conversation here.

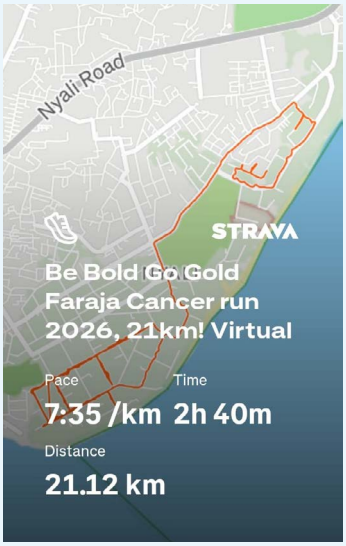
Going Gold Across Three Continents

The BBGG spirit travelled across three continents; Friends of Faraja organised a fundraiser in London, a walk in Australia, joining participants in Kenya, including virtual runners in Nyeri and other counties!

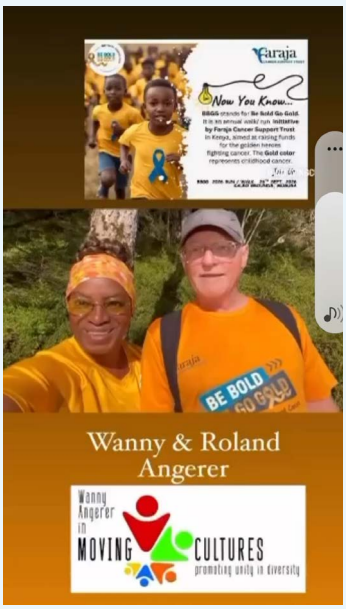
Different locations, one shared purpose: **going gold for childhood cancer.**

Every action counts. Every location became part of the movement.









Voices from Be Bold Go Gold



"Five years gives us a chance to look back at how this partnership has grown and, more importantly, at the people it continues to reach. Spending time with the children and their caregivers at Kenyatta National Hospital brought that into sharp focus for our team. Their courage stays with you. We are therefore all the happier to continue supporting Faraja and to stand alongside the families navigating cancer treatment."

Ketaki Sheth,
Chair of the Board, Victoria Commercial Bank (VCB)



"At RMS, we believe in using our platforms and our reach to support causes that matter to Kenyans. Be Bold Go Gold gives us an opportunity to come together, raise awareness and stand with children and families affected by childhood cancer. We are proud to walk alongside Faraja and to keep amplifying this important message"

Carol Wachira,
Director of Marketing & Digital Transformation, Royal Media Services (RMS)



"The government recognizes the significant contribution of non-governmental organizations like Faraja in complementing its efforts to reduce childhood cancer-related deaths and suffering."

Dr. Timothy Olweny,
Chair of the National Cancer Institute of Kenya

Why Going Gold Matters

Childhood cancer remains a serious challenge in Kenya. While early diagnosis and appropriate treatment can significantly improve outcomes, many children still face barriers to timely care and support. In high-income countries, around **8 in 10 children survive cancer,** compared with about **2 in 10 in Kenya**.

Your support helps bridge some of the gaps in accessing care by providing practical and emotional support during treatment. We are also expanding our support for **out of stock medication** and exploring opportunities to **support critical diagnostics**, strengthen **support for children receiving inpatient chemotherapy**, and **extend our reach to children in hospitals beyond those where we traditionally work**, helping ensure that support is available where the need is greatest.

Every contribution is part of a bigger story: helping a child access care, supporting a family through a difficult season and giving more children the opportunity to **grow, heal and celebrate many more birthdays**.

Thank you for standing with us. Every step, every gift and every voice is helping move the story forward.

Asante sana

Did you join us for BE BOLD GO GOLD Walk/Run 2026? Please take a few minutes to fill in this short feedback form. Your honest thoughts will help us make BBGG even better.

Want to be part of BE BOLD GO GOLD 2027? Contact us and be the first to get updates.

Moments in Pictures











