



RELAY FOR LIFE KENYA

2014 REPORT

OBJECTIVE



- ❧ To fundraise Ksh. 300,000,000 for treatment of 30 cancer patients in all the 47 counties.
- ❧ To bring together people from all walks of life to join to one cause; fight against cancer in Kenya.

PLANNING COMMITTEES



- ❧ Recruitment and sponsorship committee
- ❧ Finance committee
- ❧ Logistics Committee
- ❧ Entertainment Committee
- ❧ Survivorship and Luminaria Committee
- ❧ Catering Committee
- ❧ IT Committee
- ❧ PR/Communications
- ❧ Cancer Education and Awareness Committee

Induction Meetings



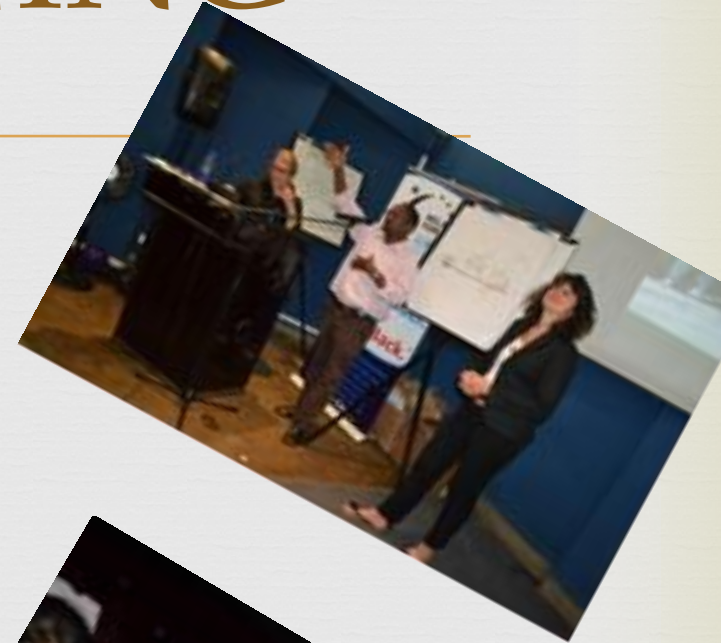
- ❧ The meetings were held every Thursday for 6 months to recruit new volunteers to RFL.
- ❧ The meetings were also done to cancer support groups, corporates, schools, religious groups and artistes. The idea was to recruits as many people as possible. This was also to encourage team formation to participate in the event



School Outreaches

- Kenyatta University
- University of Nairobi
- USIU
- Egerton University
- Arya Girls Secondary School

ACS TRAINING



Sponsorship from hospitals



- ❧ Aga Khan University Hospital
- ❧ Guru Nanak Hospital
- ❧ Nairobi Hospital
- ❧ MP Shah Hospital
- ❧ Beacons Health Services



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Results



INCOME	TOTAL
Donations	3,909,400.00
Registration + sale of merchandise	2,350,006.00
Total Income	6,259,406.00
Total COST	6,787,108.90
In kind donations	3,223,000.00

Challenges



- ❧ Lack of a title sponsor for the event to facilitate the operational budget.
- ❧ Lack of an event organizer.
- ❧ Being a relatively new idea to the Kenyan Population, the idea of teams was not well conceptualized.
- ❧ Late incoming of a media sponsor also hindered proper advert and media coverage for the event.

ACHIEVEMENTS



- ❧ Despite us not achieving our target, we were still able to support 20 pediatric cancer patients with NHIF support through Hope for Cancer Kids.
- ❧ Currently, we are also supporting 5 needy cancer patients in Kenyatta and other cancer treatment centers.

LESSONS LEARNT



- ❧ It is wise to have an operational budget before planning a major event like RFL.
- ❧ It is also wise to have a reputable events organizer for accountability.
- ❧ Over reliance on volunteers can sometimes contribute to failure of an event due to lack of commitment.
- ❧ When coming up with a goal, ensure it is realistic and achievable.

Our sponsors

