



RELAY FOR LIFE KENYA 2014 REPORT

Report Prepared by;

RELAY FOR LIFE SECRETARIAT

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BACKGROUND.

Relay for Life is a 24hr cancer fundraising event that aims to celebrate cancer survivors, remember those who have passed on because of cancer and to fight back in order to change the current cancer situation in the country. The American Cancer Society (ACS) –Global Relay For Life licensed KENCASA to carry out the activity in Kenya for the very first time and only the third in Africa after South Africa and Zambia. Africa.

Kenya Cancer Association (KENCASA) mobilized volunteers from to work together towards a successful event.

EVENT PLANNING

Pre event:

American Cancer Society Training

The American Cancer Association Global Relay For Life team visited the country on the first week of March 2014 from the 4th -9th of March 2014. Representatives from the Global Relay For Life team comprised of the following; Iris Prendergast The Managing Director Global Relay For Life, Jacqui Drope, Managing Director, Ann Mc Mikel Managing Director, African Cancer Control & Global Health Planning Laura McCormick, ACS Volunteer Udie Soko, CEO Zambian Cancer Society

The team carried out the following activities;

- Courtesy calls to the County government, Ministry of Health, Kenya Cancer Association Office and Kenyatta National Hospital
- Training of Relay For Life Committee heads and Volunteer training
- Launch Relay For Life

RELAY FOR LIFE 2014 GOALS, OBJECTIVES

More than 100 Kenyans are told they have cancer everyday with 75 of them dying daily. A significant number because they cannot afford to access cancer treatment due to poverty and related factors.

This Relay For Life team identified increasing access to cancer treatment as the most pressing goal for the 2014 event.

Treatment of each patient was estimated at ksh.300, 000/- Relay For Life targeted support treatment of 30 patients i.e. 20 adults and 10 Children in each of the 47 counties. Totaling

approximately Ksh.300, 000,000/-. The KENCASA Board cognizant of the fact that this is a huge undertaking and the brand “Relay For Life” was still relatively new in the country projected that the amount could be realized in the next 3 years.

The Relay For Life Fundraising Strategy

The strategy to raise this amount was developed by the recruitment and sponsorship committee. Ideas from the team included fundraising from the following;

- Sponsorships from companies
- Individual Sponsorships from Philanthropists as well as business
- Fundraising of learning institutions and churches ; Primary, Secondary schools and institutions of higher learning.
- Sale of merchandise; T-shirts, wrist bands, water bottles
- Registration of the participants
- Direct Fundraising.

CORPORATE PARTNERSHIPS

Given that Relay For Life is a new brand; a number of companies adopted a ‘wait and see’ attitude, However a total number of 12 companies participated and provided different levels of support.

• TNT	• Staff & Corporate participation
• Radio Africa Group through Carol Radull	• Team Participation, registration and fundraising. • Social media promotion
• Media Max	• Print Radio and TV sponsorships on advertisement
• Panic and Chao	• Team participation and fundraising
• Norvatis Pharma Inc	• Sponsorship of Cancer Education Material
• ROCHE	• Sponsorship of Relay Event Banners .
• KEMI	• Team participation and fundraising
• Multi Choice; Super sport and Lets Play	• Corporate & Team participation • Sponsorship of kids play area

<ul style="list-style-type: none"> Kenyan Alliance Insurance Company 	<ul style="list-style-type: none"> Sponsorship to volunteer training for event preparation.
<ul style="list-style-type: none"> The Kenya Police 	<ul style="list-style-type: none"> Security
<ul style="list-style-type: none"> Nyayo Stadium 	<ul style="list-style-type: none"> Discount on stadium fee
<ul style="list-style-type: none"> Nairobi City County 	<ul style="list-style-type: none"> Waiver on publicity
<ul style="list-style-type: none"> Creative Consolidated 	<ul style="list-style-type: none"> Waiver on cleaning services Team participation
<ul style="list-style-type: none"> Kenya Commercial Bank 	<ul style="list-style-type: none"> Sponsorship of Relay Launching Event.
<ul style="list-style-type: none"> Nakumatt limited 	<ul style="list-style-type: none"> Waiver on charges for 8 event registration Nakumatt Lifestyle, Nakumatt Mega, Nakumatt Embakasi, Nakumatt Karen, Nakumatt Junction, Nakumatt Prestige, Nakumatt Ridgeways

i. Schools & Colleges Outreach

Relay For Life teams reached out to schools with a cancer education program and invited them to participate in the event.

- Rusinga Group of Schools
- Arya Girls
- St. Christopher's Academy
- Starehe Girls High School
- State House Primary School
- Kenyatta University-Medical Students
- Nairobi University- Medical Students
- Egerton University
- USIU; United States International University
- Kenya Education Management Institute
- Parklands Arlya Girls.

ii. Religious Organizations

Several churches and other religious organizations received cancer education from the Relay For Life team. Some of these include:

- All Saints Cathedral
- Karura Church
- Kenya Assemblies of God –Uthiru
- Nairobi Baptist
- Hindu Council of Kenya
- St Monica Anglican Church Utawala
- St Anne Anglican Church Utawala
- Queen of Apostles.

Hospitals and Cancer Organizations

Several leading Hospitals offered free screening for cancer and other NCDs including educational talks for 24 hours. Cancer survivors benefited from free check ups. The Hospitals that supported us included:

The Agha Khan University Hospital, The Nairobi Hospital, Guru Nanak Hospital, MPSHAH Hospital, Cancer Care Kenya, Beacon Health Services, Gurunanak hospital and Faraja Cancer Support Trust.

Other Health Institutions that actively participated in the event were: Women for Cancer, Stoma World, African Cancer Foundation and the Kenya Network of Cancer Organizations. Faraja Cancer Support Trust also provided alternative treatment to cancer survivors like Yoga, Nutrition Therapy etc.

RELAY FOR LIFE KENYA EVENT SUMMARY.

Relay For Life Kenya 2014 was flagged off officially by the Cabinet Secretary for Health Mr James Macharia exactly 1400hrs on the Saturday 14th June at the Nyayo Stadium and ended at the same time the following day.

All essential elements of a Relay For Life event were incorporate. A victory Lap for survivors, a candle lighting Luminaria for remembrance and a closing ceremony.

Approximately, 2000 participants attended the event, there was a team walking the track for the entire 24 hours!

1500 Kenyans got screening for cancer, diabetes and other non communicable diseases.

A total amount of Ksh three million was raised. (3000,000/-) A detailed income and expenditure sheet is herewith attached.

CHALLENGES

The major challenge was the lack of a title sponsor for the operational Budget.

We were not able to achieve our target goal for Relay For Life 2014 of raising Ksh.300,000,000.

However the Relay For Life teams is determined to achieve this no matter how long it takes no matter what it takes.

POST EVENT: REACHING OUT TO PATIENTS.

The number of cancer patients in need far exceeds the capacity of Relay For Life. We currently have over 75 patients seeking for support from around the country. The cost of their treatment is far beyond available funds. Some are currently undergoing medical evaluation to enable us cost their care.

Children with Cancer: Relay For Life will pay for NHIF cards for children with cancer which will enable them access specialized cancer treatment at the Kenyatta National Hospital.

An assessment tool for clinical, social and financial appraisal is being used. This has been developed by volunteer medical socials workers to enable us determine level of need in framework of partnership with the patients.

APPENDIX:

a. Leadership Structure And Committees

Relay For Life Kenya was led by the Chairperson, Co chair with support from the Board Kenya Cancer Association and Volunteers.

Chair Person: Mr David Makumi

Vice Chair: Mr. Omach Joseph

Board Members

- Anne Korir – Chair Kenya Cancer Association
- Katheke Mbithi-Secretary Kenya Cancer Association
- Robai Gakunga-Treasurer Kenya Cancer Association
- Getrude Mungai-Member
- Bishop Michuki-Member

b. Relay For Life Committees

Relay For Life was run and organized by a total of nine committees;

COMMITTEE	COMMITTEEHEAD
Secretariat	Yvonne Opanga
Recruitment and Sponsorship committee	Jessica Kilonzo
Logistics Committee	Alison Odonzo
Finance Committee	Ann Korir
Entertainment Committee	David Njane
Public Relations and Media Committee-	Christine Kamuru
Survivorship and Luminaria Committee	Catherine Ngaracu
IT committee	Ken Ryani
Food Committee	Getrude Mungai
Cancer Education and Awareness Committee	Joseph Omach



RELAY FOR LIFE PICTORIAL