AFRICAN ALLIANCE ON CANCER

Mass walk against Cancer in Africa
We do cancer education campaigns and awareness along with outreach to the people diagnosed with cancer.

More than 5430 cases in Rwanda by 2013 (Rwanda Biomedical Center)

Africans, and Rwandans, in particular, do not know cancer (its causes, symptoms, and the strategies to fight against it)

Many go to witch doctors for treatment or blame them.

715,000 cancer cases and 540,000 cancer death a year in Africa. *

*Source: International Agency for research on Cancer, 2008
Increased death rate

Some governments are still busy with infectious diseases like HIV/AIDS and Malaria

High cost for cancer treatment

OUR SOLUTION

EDUCATION

AWARENESS

CAMPAIGNS

- Walks
- Public Theatres
- Games

Outreach for the people diagnosed with cancer
We started after the death of our friend (Latifah)’s cousin. She was sick for more than a year without the family knowing that she had cancer.

Run awareness movement on cancer in the community and outreach to the people diagnosed with cancer in Africa.
OUR TEAM STRUCTURE

- Trustee Council

  - CEO
  - Secretary
  - Finance and Administration
  - Partnerships and Programs
  - Program Coordination
  - Village Ambassadors

- Partnerships and Programs
  - Partnerships Coordination
  - Education
  - Outreach
  - Awareness

- Campaign and Fundraising
  - Events Management
Daniel Turikumwe, Founder and CEO:

- Daniel served as the Regional Focal Point for CADOSIN (Do Something International Campaign)
- Bachelor’s Degree of Business Administration in Finance at the College of Business and Economics, Kigali, Rwanda.

Mbonimpa Jean Bosco, Partnership and Programs:

- Jean Bosco is a graduate from Kigali Health Institute in Biomedical Laboratory sciences.
- He has worked in Laboratory Services at SMC Gikondo Hospital.
- He worked with Rwanda Biomedical Center in research on Malaria and HIV.
Jean Bosco Nzeyimana, SECRETARY:

• Jean Bosco is the Founder of Habona Ltd,
• He is a member of African Entrepreneurs Network
• Bachelor’s Degree of Business Administration in Banking at the College of Business and Economics, Kigali, Rwanda

Alice Usabamaliya, Finance and Administration:

• Alice has worked as the Grants Consultant for SDM consultant Ltd,
• Bachelor’s Degree in Business Administration at the College of Business and Economics, Kigali, Rwanda.
Dr. Mateus Kambale Sahani, President of Council of Trustees:

• Kambale is a medical doctor and has working for several hospitals in Rwanda and Democratic Republic of Congo.
• He holds several awards as a cancer activist.
• He is the founder of Agir ensemble, to work on health issues in Congo.

Olive Uwimana, Legal Advisor:

• Olive is a board member of Haguruka, an organization which fights for women rights.
• She has worked as an independent legal advisor for many organizations.

Elysee Byukusenge, Finance Advisor

• Elysee is the Operations coordinator at Sponsored Projects Professionals Ltd.
• Bachelor’s Degree of Business Administration in Accounting at the College of Business and Economics, Kigali, Rwanda
MARKET OPPORTUNITY

Our initial focus is to serve Kigali City (Both diagnosed and non-diagnosed) of 1.1 million


The next focus is the population of other provinces of Rwanda (11 million).

Source: www.cia.gov

Our long term goal is to serve the whole continent of Africa (1.1 billion).
OUR OPPORTUNITY

Increase of Radio Stations in Rwanda

More than 20 radio stations in the whole country.

The rise of internet use in Rwanda

Each district has a telecenter with internet access

Decentralized power in Rwanda

Rwandans live in villages (Imidugudu), it is easy to reach many!

Existing riding team.

Campaigns for awareness and fundraising through games

Radio theatres and presentations

Online campaigns and articles.

Village ambassadors.
EDUCATION
- Seminars and Workshops
  - Advocacy in Gvts, Investors and Organizations

RESEARCH
- Awareness Campaigns
  - Screening for Early Detection
    - Preventable Cancers

OUTREACH
- Visit Patients in Hospitals
- Reach Out to Families
  - Public Education on Cancer
WHY EDUCATION?

EARLY DETECTION OF CANCER
REDUCE THE RISKS FOR CANCER
TEACH FAMILIES TO TAKE CARE OF THE DIAGNOSED PEOPLE.

OUR APPROACHES

CONFERENCES AND WORKSHOPS
CAMPAIGNS

To attract government actions and investors in cancer.
To tell people about cancer and raise funds.
OUR CAMPAIGNS

We use different ways

Public walks and social events

- Public walks
- Games (Riding and matches)
- Public Theatres

Media and Social Media

- Facebook
- Twitter
- Group emails
- Radio presentations
- Artists (Songs and crafts)
OUR RESEARCH PROGRAM

SURVEYS

QUESTIONAIRES

LEVEL OF CANCER IN RWANDA

FINALLY WE PROVIDE SUPPORTIVE SERVICES TO PEOPLE DIAGNISED WITH CANCER

VISITS CANCER PATIENTS IN HOSPITALS

VISITS CANCER PATIENTS ’ FAMILIES
Partner to create awareness on cancer in Rwanda and care for diagnosed people
Revenue Model

Projected key revenue streams

• Events subscription fees
• Sale of T-shirts and jackets
• Sale of cancer magazines
• Donations
## ANNUAL REVENUE PROJECTIONS (YEAR 1)

### INCOME AND EXPENSES ACCOUNT

<table>
<thead>
<tr>
<th>EXPENSES</th>
<th>AMOUNT</th>
<th>INCOMES</th>
<th>AMOUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trainings</td>
<td>3,000</td>
<td>Grants and donations</td>
<td>25,000</td>
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<tr>
<td>Stationaries</td>
<td>800</td>
<td>Events subscription fees</td>
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<td>Transports and communication</td>
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<td>Sales of T-shirts and jackets</td>
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<td>Salaries &amp; Volunteers</td>
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<td>Sales of magazines</td>
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<td>Office equipment</td>
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<td>Rents</td>
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<td>Utilities and furniture</td>
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<td>Web-hosting fees</td>
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<tr>
<td>Electricity and water</td>
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<tr>
<td>Marketing &amp; Campaign expenses</td>
<td>2,500</td>
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</tr>
</tbody>
</table>

**Total Expenses:** 28,466

**Total Incomes:** 28,466
OUR IMPACT

For Non diagnosed

• Reduction of risks of being affected by cancer.
• Get to know cancer, its causes, symptoms and strategies to fight against it.

For diagnosed

• Early detection of cancer
• Early treatment
• Advice on how to live with non curable cancers
• Increase of the number of cancer survivors.
Social Impact

• Reduction of family disputes
• Improving the living conditions of families whose people live with cancer.
• Contribution in reduction the magnitude of Cancer in Africa.
• Attracting actions towards cancer by investors and governments in Africa.
Any questions?

THANK YOU!!

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