



BREAST CANCER RUN REPORT

OCTOBER 20th 2024

The Breast Cancer Run 2024

How did it all start?

As an organization dedicated to take action against breast cancer, we recognize the importance of early recognition of breast cancer for better treatment outcomes. Our experience has shown that **Ugandans face significant** barriers in accessing and utilizing breast cancer screen up services, including limited access to health centers which do the screening and finances to pay for a mammogram test in private centers. This is leaving countless Ugandans without access to this life-saving screening.

We saw this as an opportunity to help to bridge this gap and ensure that more Ugandans have access to low cost breast cancer screenings. Together we'll be creating a healthier community for all.



The Cause:

Raise funds to support the procurement of a mobile screen up truck which we named the "Hope bloom truck" which will be serving in different parts of Uganda to meet Ugandans in rural areas and the hard to reach places with timely diagnostic and screening interventions for early detection of breast cancer hence contributing significantly to positive health outcomes of the management of breast cancer.

Through this Run, we sought to raise UGX 400million towards the mobile breast cancer screen up truck which will ensure that 1,000 Ugandans of both sexes of reproductive ages in rural areas and hard to reach communities are served and supported monthly.

























#BreastCancerRun2024











PRESS CONFERENCE

This Thursday, 19th September Starting 10am

























THE IDEA

Kick started off the breast cancer run idea with a press conference where different sponsors emphasized the need to collaborate and join the fight against breast cancer. These invited and encouraged Ugandans to participate in the run and their voices were amplified by different media houses which covered the event.

1. Recruitment of The Run Ambassadors



THANK YOU

Karitas Kario

Eric Cancer Initiative is thrilled to announce Karitas Kario as our awesome ambassador, a lady with a heart of gold ready to impact others. We would like to extend our sincerest gratitude to you, for joining our mission to prevent and respond to breast cancer by raising awareness on early recognition being critical for breast cancer management In Uaanda.





www.ericcancerinitiative.ug

Your dedication to this vital cause is truly inspiring, and we are thrilled to have you on board. Your support will help us make a tangible difference in the lives of those at risk for breast cancer.

Together, we can create a future where no one has to die due to this disease.

Thank you for your commitment to spreading awareness, promoting breast cancer education, and advocating for a world with more survivors and fewer victims of breast cancer.

Together, we can create a breast cancer free world.

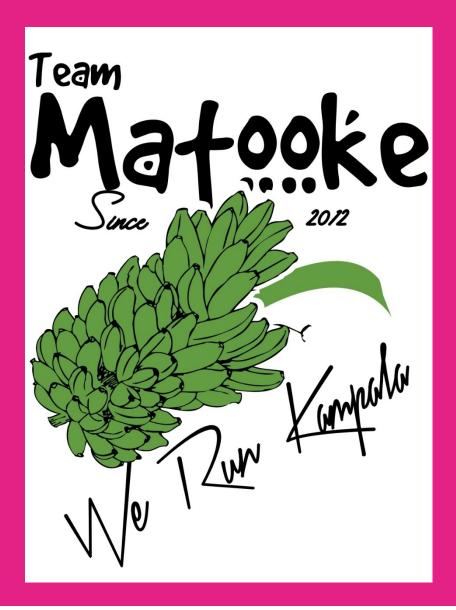
2. Use of social media: Facts & Figures; Stories





Execution: 3. Partnership with Running Clubs





4. Partnership/Sponsorship from Corporate Companies, Individuals

























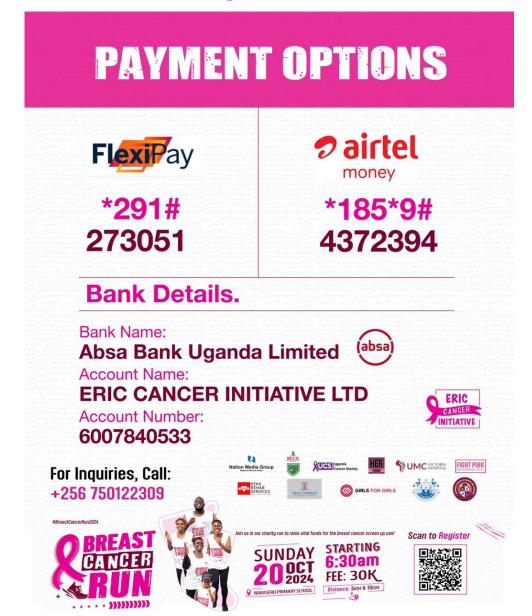








5. Convenient Payment Platforms



6. Collaboration with Nation Media



Links about the run

https://www.ntv.co.ug/ug/news/akawung eezi/wabaddewo-emisinde-okumanyisaabantu-okwekebeza-kkansa-w-amabeerenga-bukyali-

4798828?fbclid=lwZXh0bgNhZW0CMTEAA R1ut i5yQoh9uv4PlHl53QmlXvfrPs 8o27X ZLsrHMsTaa4BeF3lJBfmcl aem 8micqNjU 9-aarNmPt16XMQ

https://www.ntv.co.ug/ug/news/sports/fir st-eric-breast-cancer-run-raises-ugx-15million-for-screening-vans-

4798976?fbclid=IwZXh0bgNhZW0CMTEAA R1aFctPDvf6PoNNTYXijOlbzGdwRXpbaTaR ul0eAAaajwbGGhorCoL6VXU_aem_tFlMo hL_IERnXPGd4T4Plg

SUNDAY 20 October 2024

267 participants turned up



Revenue From the Breast

Cancer Run

Ticket Sales Amount(UGX)

Flexi Pay Vest Profit Sales	1,000,000
Airtel Vest Profit Sales	3,000,000

First Lady Office Contribution 10,000,000

National Water and Sewage **Cooperation Contribution**

Flori Day Vast Drafit Calas

5,000,000

1,440,000

Coach Patrick & Individuals Contribution

Total Collections 20,440,000

Was target UGX 400million met?

No.... BUT

Positive Outcomes of this Campaign

- Increased awareness Eric Cancer
 Initiative and the plight of breast cancer are now recognized as an emergency.
- 2. New Glad givers associated with ERIC
- 3. New partnerships formed with Corporate companies.
- 4. A new event on the Country's calendar The Breast Run has been birthed and we believe it will grow bigger with time.

Lessons Learnt

- Start soliciting support early on We needed to have one big Corporate Sponsor to cover major costs
- Delay to print vests early with logos of sponsors to ensure all have fulfilled their agreement.
- 3. Have more 'soldiers' on the ground to register people in churches, schools, supermarkets, among others to increase numbers.







