



# 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.



Together, we can close the gap on breast cancer screening access in Uganda.

For Inquiries Call:  
**+256 750122309**



# 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.



For Payments  
Dial \*291#  
**FlexiPay**  
273051



For Inquiries Call: +256 750122309

#BreastCancerRun2024



Join us in our charity run to raise vital funds for the breast cancer screen up van!

**SUNDAY**  
**20 OCT**  
**2024**

NAKASERO PRIMARY SCHOOL

**STARTING**  
**6:30am**  
**FEE: 30K**  
Comes with a runner vest

Distance: 5KM & 10KM





Organised by:



# PRESS CONFERENCE

This Thursday,  
19th September  
Starting 10am

**SERENA HOTEL**  
**NILE CONFERENCE HALL**



## 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.

# Execution:

## 1. Recruitment of The Run Ambassadors



# Execution:

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



**ERIC  
CANCER  
INITIATIVE**

#BreastCancerRun2024

**BREAST  
CANCER  
RUN**

**1 in 8 women will be diagnosed with breast cancer—early detection saves lives**

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**ERIC  
CANCER  
INITIATIVE**

#BreastCancerRun2024

**BREAST  
CANCER  
RUN**

**Did you know men can get breast cancer too? Let's break the stigma together!**

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# Execution:

## 3. Partnership with Running Clubs



# Execution:

## 4. Partnership/Sponsorship from Corporate Companies, Individuals

The central graphic for the Breast Cancer Run event features a large pink ribbon on the left. To its right, the words "BREAST CANCER RUN" are written in a bold, pink, sans-serif font. Below the text is a pink running shoe icon and a series of pink chevrons pointing right. On the right side of the graphic is a group of five people (three women, one man, and a child) wearing white t-shirts with the event logo, running and smiling. The background is a light gray with a repeating pattern of the event logo.





# Execution:

## 5. Convenient Payment Platforms

### PAYMENT OPTIONS

**FlexiPay**

**\*291#  
273051**

**airtel  
money**

**\*185\*9#  
4372394**

#### Bank Details.

Bank Name:

**Absa Bank Uganda Limited**



Account Name:

**ERIC CANCER INITIATIVE LTD**

Account Number:

**6007840533**



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**SUNDAY  
20 OCT  
2024**  
STARTING **6:30am**  
FEE: **30K**  
Distance: **5KM & 10KM**

Scan to Register



# Execution:

## 6. Collaboration with Nation Media



### Links about the run

[https://www.ntv.co.ug/ug/news/akawung-eezi/wabaddewo-emisinde-okumanyisa-abantu-okwekebeza-kkansa-w-amabeere-nga-bukyali-4798828?fbclid=IwZXh0bgNhZW0CMTEAR1ut\\_i5yQoh9uv4PIHI53QmIXvfrPs\\_8o27XZLsrHMsTaa4BeF3IJBfmcl\\_aem\\_8micqNjU\\_9-aarNmPt16XMq](https://www.ntv.co.ug/ug/news/akawung-eezi/wabaddewo-emisinde-okumanyisa-abantu-okwekebeza-kkansa-w-amabeere-nga-bukyali-4798828?fbclid=IwZXh0bgNhZW0CMTEAR1ut_i5yQoh9uv4PIHI53QmIXvfrPs_8o27XZLsrHMsTaa4BeF3IJBfmcl_aem_8micqNjU_9-aarNmPt16XMq)

[https://www.ntv.co.ug/ug/news/sports/first-eric-breast-cancer-run-raises-ugx-15-million-for-screening-vans-4798976?fbclid=IwZXh0bgNhZW0CMTEAR1aFctPDvf6PoNNTYXijOlbzGdwRXpbaTaRul0eAAaajwbGGhorCoL6VXU\\_aem\\_tFlMohl\\_IERnXPGd4T4Plg](https://www.ntv.co.ug/ug/news/sports/first-eric-breast-cancer-run-raises-ugx-15-million-for-screening-vans-4798976?fbclid=IwZXh0bgNhZW0CMTEAR1aFctPDvf6PoNNTYXijOlbzGdwRXpbaTaRul0eAAaajwbGGhorCoL6VXU_aem_tFlMohl_IERnXPGd4T4Plg)

**SUNDAY  
20 October 2024**

**267 participants  
turned up**



# Revenue From the Breast Cancer Run

<b>Ticket Sales</b>	<b>Amount(UGX)</b>
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	5,000,000
Coach Patrick & Individuals Contribution	1,440,000
<b>Total Collections</b>	<b>20,440,000</b>

**Was target UGX  
400million met?**

**No.... BUT**

## **Positive Outcomes of this Campaign**

- 1. 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

1. Start soliciting support early on – We needed to have one big Corporate Sponsor to cover major costs
2. 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.

