



*Image: Runners who participated in the Melbourne Marathon Festival, 14 October 2012 to fundraise for ECCT patients.

ANNUAL REPORT 2012

INTRODUCTION

2012 has been a year of hard work and achievement for the ECCT and those who support it. In this Annual Report, we give you a breakdown of what has happened in order for us to support marginalized cancer patients in Zimbabwe.

This report will look at:

- Team members and consultants.
- The Sponsor a Cancer Patient Campaign 2013.
- ECCT's online presence.
- ECCT Founder, Teurai Chanakira's visit to Zimbabwe.
- Fundraisers throughout 2012.
- Partnerships formed.



*Image: ECCT field volunteers

TEAM MEMBERS

This year, we were honoured to see a welcome rise in the number of team members helping us to do our work.

We welcomed Mrs. Maria Magembe as our Project Management Consultant. She played an instrumental role in helping us plan for 2012, including the Sponsor a Cancer Patient campaign, the ECCT vision outline and timelines for all ECCT projects throughout the year.

We also were honoured to have full involvement by Mr. Marshall Mutsamwira, who became our main link/Project Manager in Harare and coordinated all the projects on the ground. Mr. Mutsamwira has been remarkable in terms of his dedication, commitment and reliability to the ECCT and the patients.

For six months, we welcomed on board a Brand Consultant, Miss Xolani Masuku, who helped us revamp our blog and gave us invaluable recommendations in terms of adapting our 2013 website to one more suitable for the needs of our patients and those who will be

supporting them. She also consulted on all Branding areas, which we will carry through with us into 2013.

In terms of our online presence, we received invaluable articles written by the late Mrs. Elizabeth Chanakira's daughter (Mrs. Eden Fadzo Chiuslekuda), on Nutrition which were published on our blog on a fortnightly basis in the earlier part of the year. These proved to be extremely popular and were well-read by audiences globally.

Just before we started searching for the patients we are supporting, we welcomed five new Field Volunteers (pictured above on page 3): Mr. Clement Manika, Mr. Clever Madziwa, Miss Trish Kadeteme, Miss Sarudzai Rwizhi and Miss Thelma Chirimuuta – all qualified within the Social Work field in Zimbabwe.

During our Sponsor a Cancer Patient Campaign, talented Videographer & Photographer, Mr. Steven Chikosi, captured all images and the video of our patients in Zimbabwe. These images and the final video are how the world is able to view our patients and hear their stories.



*Image: one of the patients we are supporting, Sipelile, with one of her sons outside their home in Hatcliffe.

SPONSOR A CANCER PATIENT CAMPAIGN 2013

Planning for this campaign began with Founder Miss Teurai Chanakira, Mrs. Magembe and Mr. Mutsamwira in January 2012. By May 2012, five field volunteers had been selected to assist Mr. Mutsamwira and videographer, Mr. Chikosi, to go into three areas: Mufakose, Hatcliffe and Mbare in order to find five marginalized cancer patients and their families to assist.

The aim was to find patients to assist with 1 monthly Dr's consultation (USD\$60); USD\$50/month for medications and school fees for one child per family.

99% of our applications were received from Hatcliffe and after using a universal scoring system implemented by Mrs. Magembe, which assessed applicants on the basis of need – we chose four patients from Hatcliffe and one from inner city Harare.

Their names are: Virimayi (cancerous jaw mass), Takudzwa (Ewing Sarcoma), Sarah (cervical cancer), Sipelile (pictured above with her son - cervical cancer) and Rejoice (cervical cancer). You can hear them tell their stories here:

<http://www.youtube.com/watch?v=XkWOuYESUVI>

ONLINE PRESENCE

In August 2012, we published a new website at www.elizabethchanakira.org which was designed by American-based Mr. Greg Weatherley. However, after Brand consultation with Miss Masuku, we realised that we required a relaunched website to phase us into focus on the patients we are now supporting. The new website will be launched by 30 January 2013.

After social media consultation with Miss Masuku, including relaunch of our blog and assessment of our follower statistics, we found that the number of supporters online grew. The December 2012 figures show that on Facebook we now have 403 followers (up from 297 in July 2012); on Twitter we now have 79 followers (up from 53 in July 2012) and on Youtube we have 1 subscriber, but this is a brand new channel. However, the patient video was viewed by over 400 people in 4 days when it was published on 14 December 2012.



*Image: ECCT Founder, Teurai Chanakira, in one of the streets where the patients live in Hatcliffe, Harare.

ECCT FOUNDER VISIT TO ZIMBABWE

In October 2012, ECCT Founder Miss Chanakira (pictured above in Hatcliffe, Harare), journeyed back to Zimbabwe from Melbourne, Australia where she is currently based. She was able to meet the patients and attend the Launch.

For more details see: <http://cancertrust.wordpress.com/2012/11/08/our-mission-ecct-in-the-community/>

FUNDRAISING

Global Family Members

In 2012, we were pleased to welcome global family members who joined the ECCT so as to fundraise for the ECCT cancer patients and their families.

From Zimbabwe, we had Duncan Majichi, Chipu Chinyamurindi and Shamiso Takaendisai.

From Canada, we had Lorraine Bere join us and she raised a total of USD\$140 for medical treatment for the patients.

Pamela Samasuwo, who is part of the inspiring women's group, pledged to fundraise and be sponsored for a climb in Mt. Kilimanjaro. She will be meeting with Teurai Chanakira to discuss kindly handing over the donation to the ECCT.

For more details of the Mt. Kilimanjaro climb see:

<http://cancertrust.wordpress.com/2012/09/04/greater-heights-pam-conquers-mt-kilimanjaro-for-ecct/>

Bupa Food Day

In Australia, the Melbourne Contact Centre staff of leading health insurer, BUPA Australia Pty Ltd, held a Food Day to fundraise for the patients. They raised \$86.85.

For more details of the Food Day see: <http://cancertrust.wordpress.com/2012/10/03/a-healthier-you-bupa-australia-supports-marginalized-cancer-patients/>

Melbourne Marathon Festival 2012

On 14 October 2012, five Zimbabweans living in Australia ran in various races in the Melbourne Marathon Festival 2012 to fundraise for the ECCT cancer patients and their families. They were Terance Makoni (21.1km race), Martin Bibi (21.1km race), Teurai Chanakira (10km race), Tamara Banda (10km race) and Tazona Banda (5km race).

They raised a total of AU\$

For more details of their experiences at the Melbourne Marathon Festival, see:

<http://cancertrust.wordpress.com/2012/11/06/we-made-it-melbourne-marathon-2012/>

ECCT Launch

On 25 October 2012, the ECCT had its official opening launch and launch of the Sponsor a Cancer Patient Campaign at Crowne Plaza, Harare. Guests were able to meet and hear from the patients the ECCT and donors are supporting. Guest speakers included the Honourable Minister Herbert Murerwa and Deputy Director of Reproductive Health, Ms Margaret Nyandoro.

There was an exclusive Fashion Show produced and directed by award-winning agency, Catherine Ruze Agency, featuring its models and Bulawayo-born fashion designers – Shadow By Sidumiso and MelusiHlanyangeFashion Nhengu.

Music entertainment included performances by Rutendo Denise, Theresa Mtetwa, Fungai Nengare and DJ Naida.

Probrands Foods Zimbabwe also presented the first of its monthly food hampers to the patients, at the event.

Although the event only raised \$, there was a lot of awareness raised about the seriousness of cancer in Zimbabwe and the plight of the ECCT patients as various media representatives attended and donations were received from several donors in the weeks following the event.

Donors included AfrAsia Kingdom Bank and Mr. Mkushi who donated a total of USD\$1100. For images and details of the event see: <http://cancertrust.wordpress.com/2012/11/16/in-images-ecct-launch-in-harare-zimbabwe/>

2012 Fundraising Total Raised

The total received for 2012 was \$5064.61. \$3681.00 was used for administration expenses which included:

- Charges for transfer of some donations via Western Union from Australia.
- Fuel and minimal costs, such as ID badges, t-shirts for volunteers, Project Manager, Videographer/Photographer in Harare during the campaign period.
- Harare Launch Event: Crowne Plaza venue hire, food for Launch guests, ticket printing, roll-up banner printing, Fashion Show placards, payment to artists who performed, fuel costs in Harare.
- Internet use for marketing of ECCT Launch event and
- Truck delivery for food hampers to the patients.

The remaining money will be distributed from January 2013 for the benefit of paying some of the patients' medical costs and school fees for the children. In distributing the money, the ECCT will further incur administration costs such as transportation for the ECCT Team to go and make payments at various schools, to pay for doctors' consultations, delivery of food hampers to the patients and so forth.



*Image: Probrands Foods representative (far right) handing over food hampers to one of our patient's fathers (far left).

PARTNERSHIPS

We were pleased to form partnerships with the following companies and look forward to a fruitful relationship in 2013.

Mark Entertainment

This is an event company based in Melbourne, Australia who pledged to provide ECCT with \$5 from each ticket sold at selected events which they hold in 2012. In 2012, they held Miss Africa Australia in Melbourne and donated AUD\$400.

Probrands Foods Zimbabwe

In October 2012, Probrands Foods Zimbabwe came on board to become an official sponsor (Probrands representative pictured above on far right), providing monthly food hampers to the patients for 6 months. The food hampers contain basic items such as rice, sugar beans, candles and other items.

For more details of the sponsorship and to view the delivery we have made so far see: <http://cancertrust.wordpress.com/2012/12/10/in-images-ecct-delivers-food-hampers/>

Frontcomm Accounting Services

In October 2012, we went into partnership with Frontcomm Accounting Services, Harare, Zimbabwe. They will be monitoring our accounts from the beginning of 2013.

Grant Thorntons Camelsa will be our independent auditors from 2013.

LESSONS LEARNT

As a grassroots organisation which was founded in 2011, we achieved a tremendous amount. However, we also had a lot to learn in our first year of active operation for the benefits of the five patients who we found to support. Here are some of our key lessons and how we intend to address them in 2013:

- High administration costs: administration costs accounted to 72% of the funds we had available to us. In 2013, we will do better in terms of, for example planning by being careful to budget much further in advance and seek more partnerships with relevant companies for mutual benefit, particularly for events. Numerous costs were also paid for by the Founder, Teurai Chanakira, such as website design and web domain hosting fees. We also have the benefit of a recent partnership with Frontcomm Accounting Services and the independent auditor, Grant Thorntons, who will inspect our books.
- Team: at times during 2012, roles were not clearly defined for the team members and consultants who joined us. This led to disadvantages such as delays in implementation of certain projects or events. In 2013, we will have key documents addressing the specifics of everyone's role, what is expected of them and how they will meet a standard which is consistent with our brand and with the ultimate objective of assisting the patients.

THE YEAR AHEAD: 2013

We are so excited for the year ahead and we are looking forward to more engagement with our patients, other cancer-related organisations in Zimbabwe, our global family team members and other kind donors.

In 2013, some of the things you can look forward to include:

- Relunched website in January 2013, focusing on our patients.
- Start of payment for school fees for one child per family, prescription and Doctor consultation costs for our patients.
- Melbourne Fundraiser – date to be announced.
- Melbourne Marathon Festival – October 2013.
- Continuation of delivery of Probrands Foods hampers to the patients.
- ECCT Fundraiser Harare – date to be announced.



*Image: the family of one of our patients, receiving their food hampers from our official sponsor in Zimbabwe, Probrands Foods.

CONCLUSION: A BIG THANK YOU!

2012 has been a busy, but fruitful year! We could not have achieved what we have without the skill of our team members and consultants. Furthermore, we would like to thank our sponsors and donors from all over the world!

We wish you a prosperous 2013. Remember to keep updated on all our projects and events from the following:

[ECCT blog](#)

[ECCT Facebook page](#)

[ECCT Twitter](#)

Email: teurai@elizabethchanakira.org