FIBROID AWARENESS FOUNDATION OF KENYA
Healthy woman, progressive society

TRANSFORMING UTERINE FIBROID CARE IN BLACK WOMEN

FIBROIDS AWARENESS FOUNDATION OF KENYA (FAF-K)

A SPONSORSHIP & PARTNERSHIP PROPOSAL

CHARITY EVENT & OFFICE LAUNCH

Building Lasting Partnerships for Women's Health

1ST OCTOBER 2026 | KWCWC - Kenya Women & Children Wellness Centre



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THE SILENT CRISIS:

THE DISPROPORTIONATE BURDEN OF UTERINE FIBROIDS

1 The Demographic Reality

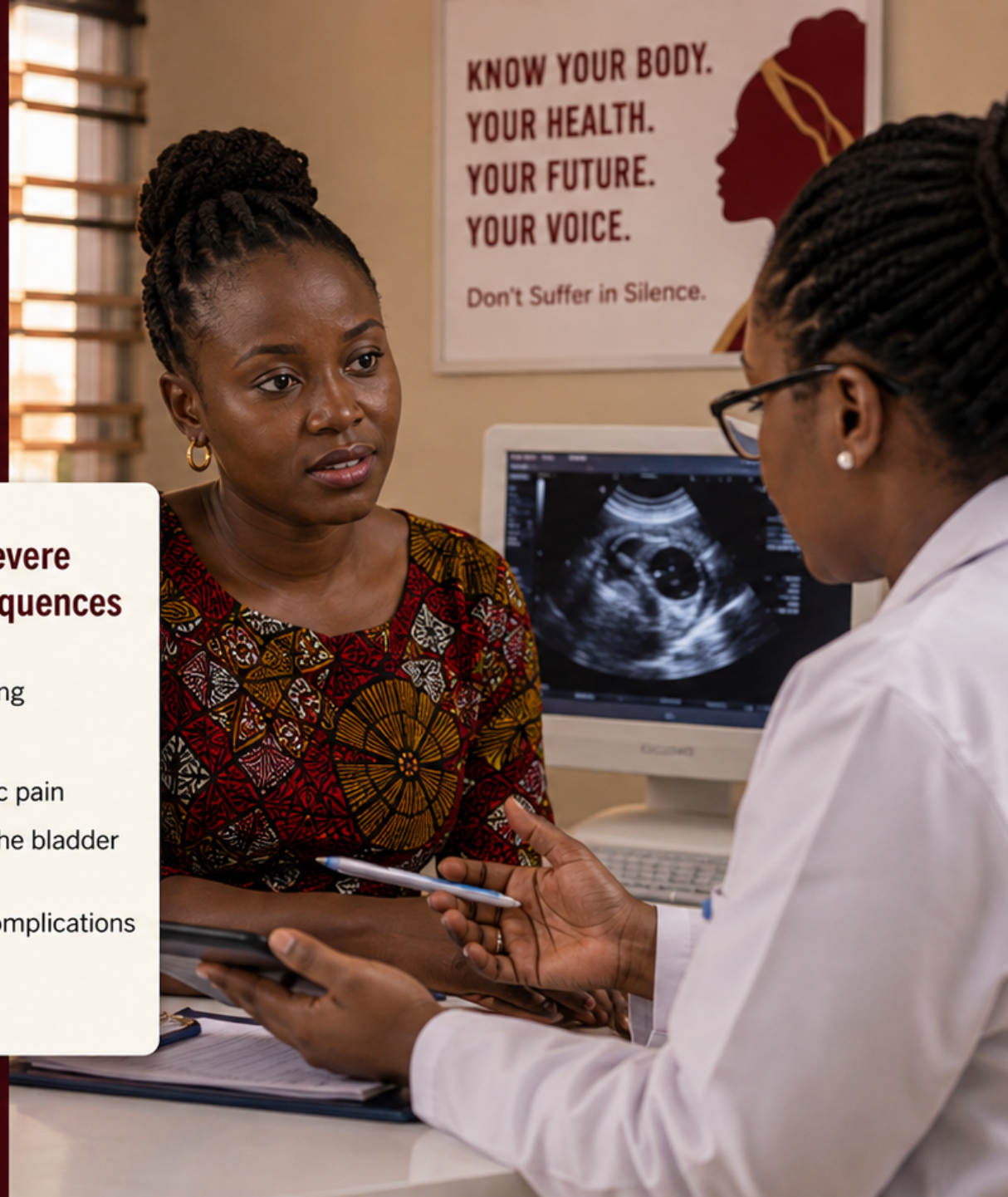
Prevalence is significantly higher among women of African descent. Black women experience fibroids earlier and more severely than other populations.

2 The Timeline Failure

Most women are not aware that they have fibroids, and once aware, are told only to wait. By the time fibroids present, they are already large, highly symptomatic, and severely impacting quality of life.

3 The Severe Consequences

- Heavy bleeding
- Anaemia
- Chronic pelvic pain
- Pressure on the bladder and bowels
- Pregnancy complications
- Infertility



Sources: WHO 2022, Stewart et al., Lancet.

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SYSTEMIC FAILURES:

WHY BLACK WOMEN ARE LEFT BEHIND

1 Diagnostic Gaps

- Severe shortage of trained sonographers/gynaecologists in rural areas (deployed mostly to urban high-cost hospitals).
- Limited access to basic ultrasound in peri-urban and rural counties.
- High out-of-pocket costs, even in public facilities.

2 Treatment Limitations

- Over-reliance on hysterectomy due to late presentation.
- Pain-relief and bleeding-control medication is symptomatic, not curative.
- Advanced minimally invasive surgery such as UFE and MRI-guided ultrasound is virtually unavailable outside a few private Nairobi hospitals.

3 Socio-Cultural Stigma

- Dangerous normalization of heavy bleeding and chronic pain.
- Deep fear of infertility drives preference for unproven traditional medicine.
- Painless early stages lead to delayed health-seeking behaviors.

4 Information & Peer Support

- Lack of information and awareness leads to surprise discoveries, often after the fact.
- Misinformation pushes women toward unproven and sometimes unsafe alternatives.
- Lack of peer support groups or safe spaces for survivors to share experiences.



Together, we can close the gaps and ensure every Black woman gets the care, respect, and support she deserves.

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THE MACRO CONTEXT:

BLIND SPOTS IN NATIONAL POLICY & RESEARCH

POLICY GAPS – THE MISSING INFRASTRUCTURE

- No national fibroids management guidelines.
- Fibroids are un-prioritized within Non-Communicable Disease / Reproductive Health strategies.
- Weak integration into primary care and referral pathways, with poor data capture in the national health information system.

RESEARCH GAPS – THE MISSING DATA

- Absence of population-based prevalence studies to inform health action.
- Existing studies are generalized, lacking the local economic burden data required for health financing decisions.
- Stigma has made it hard for survivors to come forward; we do not have the actual numbers.

Catastrophic health expenditure for surgery and loss of productivity make fibroids an urgent economic justice issue – not just a clinical one.



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INTRODUCING

THE FIBROIDS AWARENESS FOUNDATION OF KENYA

VISION

A Kenya where every woman is informed, heard, and has equitable access to timely, affordable, and quality care for Uterine Fibroids.

MISSION

To reduce the burden of uterine fibroids through awareness, early detection, advocacy, research, and expanded access to evidence-based care.

Compassion

Centering dignity and lived experiences.

Equity & Inclusion

Fair access regardless of income or geography.

Integrity

Transparency, accountability, and ethical resource use.

Evidence & Excellence

Data-driven advocacy and medical best practices.

Empowerment

Equipping women with reproductive health knowledge.

Collaboration

Strengthening health systems via cross-sector partnerships.

Advocacy & Voice

Championing policy reforms.

Innovation

Sustainable, creative approaches to early detection and cost reduction.



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OUR STRATEGIC FRAMEWORK



FIVE PILLARS OF SYSTEMIC CHANGE

PILLAR 1 National Awareness

- Increase early health-seeking behavior.
- Culturally appropriate education materials & media campaigns.

PILLAR 2 Access & Diagnosis

- Establish subsidized screening camps in underserved counties.
- Expand ultrasound access and patient navigation.

PILLAR 3 Policy & Health Systems

- Advocate for national guidelines and expanded SHIF coverage.
- Integrate services into county-level primary care.

PILLAR 4 Research & Data

- Establish a national fibroids data registry.
- Commission Kenyan-specific economic burden and prevalence studies.

PILLAR 5 Holistic Support

- Provide psychosocial support, fertility education, and workplace advocacy.

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WHY THIS MATTERS:

THE SILENT CRISIS

Uterine fibroids are one of the most under-addressed women's health issues in Kenya - and the cost of silence is high.



1 Higher & Early Burden

Black women experience fibroids earlier and more severely, with prevalence significantly higher among women of African descent.

2 Late Presentation

Most women reach clinics only after fibroids are large and highly symptomatic because they are not aware and find out as a surprise.

3 Access Gaps

Shortage of specialists, costly diagnostics, and stigma leave rural and low-income women without timely, affordable care.

www.fafkenya.org | info@fafkenya.org | @fafkenya

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THE IMPLEMENTATION ROADMAP:

A THREE-PHASE APPROACH



1 PHASE 1 (YEAR 1): FOUNDATION & PROOF OF CONCEPT

FOCUS: Institutional setup, legal registration, baseline data generation, and awareness creation and information dissemination on fibroid.

KEY MILESTONE: Pilot screening camps (2-3 counties), initial policy briefs, and a nationwide campaign to raise fibroids awareness..

2 PHASE 2 (YEARS 3-5): SCALE & SYSTEMS INFLUENCE

FOCUS: Deepening partnerships, geographic expansion, financial mechanisms.

KEY MILESTONE: 10+ counties reached, establishment of Fibroids Treatment Fund, SHIF policy integration.

3 PHASE 3 (YEARS 5+): LONG-TERM SUSTAINABILITY

FOCUS: Institutionalizing change, ending donor dependency.

KEY MILESTONE: Launch of a National Centre of Excellence, Endowment Fund, and longitudinal data leadership.

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THE CHARITY EVENT:

1ST OCTOBER 2026

THE EVENING

- Welcome & cocktail reception
- Survivor stories & testimonials
- Expert health talks
- Official launch of the FAFK office
- A fund-the-need appeal
- Networking

DATE

1st October 2026

VENUE

Nairobi, Kenya

EXPECTED REACH

200+ women, partners & stakeholders



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GROWING OUR REACH:

PROGRAMS & SYSTEMS

Beyond the office, we are building the systems that make our work credible, visible, and sustainable:

SOCIAL MEDIA CAMPAIGNS

Consistent, culturally appropriate content to raise Fibroids awareness across digital and social channels.

Targeted Digital Outreach: Instagram, TikTok and Facebook campaigns to destigmatize fibroids and reach women where they engage.

Storytelling & Video Content: Survivor testimonials, expert Q&As and short-form video reels leading up to October 1st.

Sponsor Co-Branding: Integrating partner logos and messaging into digital flyers and social banners.

AWARENESS & EDUCATION

Public education campaigns and materials that help women recognize symptoms early.

Early Symptom Identification: Easy-to-read guides, symptom checklists and infographics for signs like severe cramping or heavy bleeding.

Community Workshops & Webinars: Interactive sessions with healthcare professionals.

Distribution of Educational Materials: Physical informational kits, brochures and digital toolkits at activation sites and community centers across Kenya.



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BUILDING FOR SCALE:

DATA, RECORDS & SUSTAINABLE FUNDING

DATA COLLECTION & RECORD KEEPING

Building reliable records of the women we reach - the foundation for future prevalence data.

Patient Registration & Needs Tracking: Log demographic info, symptom severity, and treatment histories during screening activations.

Prevalence & Healthcare Mapping: Build local data to identify regional hot spots and high-demand care areas.

Sponsor ROI & Impact Reporting: Turn direct engagement metrics into clean visual data reports that prove campaign reach and efficacy.

GRANT SEEKING PLANS

Actively pursuing institutional and philanthropic grants to reduce dependence on any single funding source.

Institutional & Global Health Funding: Target international health foundations, reproductive equity grants and development agencies.

Diversified Revenue Streams: Combine corporate event sponsorships, philanthropic grants and community donations.

Long-Term Program Sustainability: Secure multi-year funding commitments to transition from a single October 1st event into a year-round, scalable national health initiative.



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WHAT WE'RE BUILDING:

THE FAKF OFFICE

We are establishing and operationalizing a fully staffed office at KWCWC, anchored by a receptionist, offering:

Psychological Support

Counselling services and a safe space for survivors and their families to heal together.

Early Detection Screening

Screening services to catch fibroids before they escalate.

Medical Care

On-site weekly fibroid screening for women.

Admin Establishment

Setting up and running the office - systems, staff, and supplies.

Consultant Gynaecology Services

Access to consultant-led gynaecological care on site.

Research and Data Collection

To generate baseline evidence on prevalence, risk factors, and patient experiences across Kenya.



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THE ASK:

OUR ANNUAL BUDGET

KES 6.2 MILLION

Our annual budget to operate the FAKF office and programs as we build long-term, sustainable partnerships.

YOUR PARTNERSHIP HELPS FUND:

1. **Office Setup & Operations**

   Establishing and running the office at KWCWC, including a full-time receptionist.

2. **Clinical Screening Services**

   Free early-detection screening offered once a week, removing cost as a barrier.

3. **Psychological Support**

   Counselling, survivor support groups, and activities that ease the burden women carry.

4. **Staffing & Administration**

   The people and systems that keep the office running sustainably.

5. **Research**

   Kenyan-specific data on fibroid prevalence and impact - numbers that speak volumes and make the case for change.



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PARTNER WITH US

TWO WAYS TO STAND WITH FAKF AT THIS LAUNCH

1 SUPPORT SURVIVORS TO BE IN THE ROOM

Sponsor a survivor's seat at the table and bring her voice into the room.

2 WALK THE JOURNEY WITH US

Choose a sponsorship tier and grow your partnership with the cause.



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1. SUPPORT SURVIVORS

TO BE IN THE ROOM

Attend the dinner yourself, or sponsor a fibroid survivor's seat at the level that fits you:

KES 20,000

Sponsor one survivor's seat at the table.

KES 30,000

Sponsor a seat, plus a printed programme mention.

KES 50,000

Sponsor a seat with table recognition on the night.

EVERY TIER INCLUDES

Full access to the charity dinner, networking with health, corporate & community leaders, and recognition as a supporter of the cause.

Why This Matters: *Survivor stories are the heart of this gathering, but financial barriers prevent crucial voices from attending. Every seat funded gives a woman the chance to be seen, heard, and supported.*



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2. WALK THE JOURNEY WITH US

SPONSORSHIP TIERS DESIGNED TO GROW WITH YOUR COMMITMENT

SILVER

KES 250,000

- Event attendance for 2 representatives
- Logo placement on event materials and signage
- Logo on the step-and-repeat banner
- Vendor/exhibition space (up to 2 people)
- 1 dedicated social media post recognizing your sponsorship
- 5-minute speaking slot during the event program
- Listed as Silver Sponsor on the printed program.

GOLD

KES 500,000

- Event attendance for 4 representatives
- Prominent logo placement on event materials and signage
- Logo on the step-and-repeat banner
- Vendor/exhibition space for up to 4 people
- 2 dedicated social media posts recognizing your sponsorship
- Logo on the website for 3 months
- 10-minute speaking slot during the event program
- Listed as Gold Sponsor on the printed program.

PLATINUM

KES 1,000,000

- All Gold Sponsor benefits, plus:
- Event attendance increased to 6 representatives
- Vendor/exhibition space increased to up to 6 people
- Website logo placement extended to 5 months
- Mention and feature on our documentary advertising page
- Commemorative plaque
- Post-event report (attendance, media coverage, and impact summary)

TITLE SPONSOR

KES 2,000,000+

- All Platinum Sponsor benefits, plus:
- Anchor Title Sponsor status – naming association with the office launch
- VIP engagement opportunities
- Exclusive logo placement on the main event banner/backdrop
- Opening or closing remarks slot
- Dedicated press mention
- Custom, engraved plaque
- Special featured slot in our documentary
- First right of refusal to renew Title Sponsor status the following year



Amounts are indicative - tiers can be tailored to match your organisation's CSR goals.

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WHAT YOU GAIN

PARTNERSHIP WITH PURPOSE

1. CAUSE ASSOCIATION

Uterine fibroid care is a critical women's health issue that has received far less attention and investment than it deserves. Align your brand with a cause whose time has come.

2. BRANDING & EXPOSURE

Visibility across event materials, media, and social channels.

3. ACCESS TO 200+ WOMEN

Direct engagement with a highly engaged, values-driven audience.

4. MEANINGFUL NETWORKING

Connect with health, corporate, government, and community leaders.

THIS IS MORE THAN SPONSORSHIP - IT'S MAKING THE LOAD LIGHTER FOR WOMEN WHO NEED IT MOST.



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JOIN US IN TRANSFORMING UTERINE FIBROID CARE IN KENYA

A healthy woman builds a progressive society.

PARTNER WITH US

for the 1st October 2026 charity Event at KWCWC

Fibroids Awareness Foundation of Kenya (FAKF)

