

365

MAMMOGRAMS

One woman screened. Every day. For one year.

OCTOBER FLAGSHIP CAMPAIGN | BREAST CANCER AWARENESS MONTH



MASTER FUNDING PROPOSAL

Funding requested	R547,500
Campaign delivery	365 funded mammograms
Cost per beneficiary	R1,500

Prepared by Care for Cancer Foundation

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Executive funding request

Care for Cancer Foundation (CFC) seeks R547,500 to fund 365 mammograms for underserved women - one funded mammogram for every day of the year. At R1,500 per examination, the campaign converts every contribution into a clear, measurable unit of healthcare access.

The campaign will be launched and promoted during October, internationally recognised as Breast Cancer Awareness Month. October provides a powerful public-engagement platform, while the commitment extends beyond awareness: funded mammograms will be delivered across the agreed campaign period so women can access care throughout the year.

The programme is designed for women who face financial or practical barriers to obtaining clinically appropriate breast imaging. CFC will coordinate beneficiary screening, bookings, payment to approved service providers, result tracking and referral support where further assessment is recommended. The campaign does not replace clinical judgement: eligibility and the appropriate imaging pathway will be determined with healthcare professionals and participating providers.

THE ASK | R547,500 funds 365 mammograms at R1,500 each. A lead partner may fund the full campaign, or several partners may combine contributions.

Why this matters

Breast cancer is the most common cancer affecting South African women. CANSA, citing the 2023 National Cancer Registry, reports a lifetime risk of 1 in 27. Access remains unequal: transport costs, limited disposable income, fragmented referral pathways, fear and delayed presentation can all stand between a woman and timely assessment.

Mammography is a low-dose X-ray examination used for screening and diagnostic assessment. It can identify breast abnormalities before they can be felt, although an abnormal result is not itself a cancer diagnosis and may require additional imaging or biopsy. The value of this campaign is therefore twofold: it removes a direct financial barrier to imaging and provides managed navigation when a result requires follow-up.

1 IN 27	365	R1,500
Lifetime breast-cancer risk for South African women	Mammograms funded	Direct cost per mammogram

Campaign objective and outcomes

Primary objective

Provide 365 financially vulnerable or underserved women with access to clinically appropriate mammography during the campaign period.

Expected outputs

- 365 mammograms funded and completed, subject to beneficiary eligibility and service availability.
- A documented beneficiary intake, consent and referral record for each funded examination.
- Results communicated through the participating clinical pathway.
- Navigation support for women advised to obtain additional clinical assessment.
- Quarterly, de-identified donor reports covering expenditure, reach, completion and referral activity.

Success will be measured by funded and completed mammograms, not by the number of cancers found. Clinical findings are not predictable and patient confidentiality will be protected.

Who the campaign will serve

The programme will prioritise women who cannot reasonably afford the mammogram and who have been identified through an appropriate referral, risk-assessment or clinical pathway. Final eligibility criteria will be approved by CFC and participating healthcare professionals before launch.

- Financial need and lack of adequate medical-aid cover or available benefits.
- A clinical referral, identified risk factor, breast symptom, or age/risk profile for which mammography is appropriate.
- Ability to provide informed consent and required personal information.
- Willingness to attend the appointment and engage with recommended follow-up.
- No duplicate funding for the same examination from another source.

Delivery model

1. Identify CFC receives applications or referrals and screens for financial and programme eligibility.

2. Verify Required documents, consent and clinical pathway are confirmed. CFC does not independently diagnose or prescribe.

3. Book An appointment is secured with an approved mammography provider.

4. Fund CFC pays the approved provider directly wherever practicable, maintaining an auditable transaction trail.

5. Navigate Results and any recommended next steps are managed through the clinical provider; CFC supports referral coordination.

6. Report De-identified programme results and financial performance are reported to funding partners.

Budget

Budget item	Quantity	Unit cost	Total
Mammogram examinations	365	R1,500	R547,500
Campaign funding request			R547,500

Budget note: This master proposal treats R1,500 as the agreed campaign rate per mammogram. Before contracting, CFC will confirm provider quotations, the exact examination included, reporting arrangements and how price changes or unspent balances will be handled.

Partnership options

Partnership level	Contribution	Equivalent access
Presenting Partner	R300,000	200 mammograms
Major Partner	R150,000	100 mammograms
Supporting Partner	R75,000	50 mammograms
Community Partner	R30,000	20 mammograms
Sponsor 10 Women	R15,000	10 mammograms
Sponsor One Woman	R1,500	1 mammogram

The complete campaign requires R547,500. Multiple partnership levels may be combined. Recognition remains subject to ethical healthcare communication, patient privacy and CFC approval.

Partner value and recognition

- Association with a defined, measurable women's-health intervention.
- Campaign recognition on agreed CFC digital and campaign materials.
- Quarterly impact summaries and a final close-out report.
- Employee-giving or matched-funding activation, where appropriate.

- Opportunity to sponsor a defined number of mammograms or a geographic/community cohort.
- Responsible storytelling using consented, anonymised or appropriately authorised beneficiary material.

Monitoring, safeguarding and governance

CFC will maintain a restricted programme register linking each approved beneficiary, provider appointment, invoice, payment and completion status. Donor reports will use aggregated or de-identified information unless explicit, informed consent authorises a named story. Personal health information will be handled in accordance with applicable privacy requirements and CFC policy.

Measure	Evidence	Reporting
Funds deployed	Provider invoices and payment records	Quarterly
Mammograms completed	Provider completion confirmation	Quarterly
Referral activity	De-identified pathway status	Quarterly
Cost per completed exam	Financial register and completions	Quarterly
Campaign close-out	Reconciled financial and impact report	Final report

Risk management

Risk	Control
Non-attendance	Appointment reminders, confirmation and fair reallocation procedures.
Clinical follow-up gap	Defined referral protocol and navigation tracking without CFC assuming clinical responsibility.
Provider capacity	Use approved providers and confirm capacity before campaign scheduling.
Price variation	Written quotations and donor-approved treatment of variances.
Privacy breach	Restricted access, minimum necessary data and consent-led communications.
Overclaiming impact	Report access, completion and referral metrics accurately; do not equate mammograms with cancers prevented.

About Care for Cancer Foundation

Care for Cancer Foundation is a South African nonprofit and public benefit organisation that assists cancer patients and vulnerable families with access to diagnostics, medical support, transport, nutrition, hyperbaric oxygen therapy support and hospital feeding. CFC's operating principle is direct and urgent: cancer does not wait, and neither should access to care.

NPO registration	174-375
PBO number	930060964
Website	careforcancer.org.za
Email	admin@careforcancer.org.za

Funding decision requested

CFC invites the prospective partner to fund the full R547,500 campaign, select a defined partnership level, or enter a co-funding arrangement. Following an expression of interest, CFC will provide the due-diligence pack, confirm participating providers, agree the delivery calendar and finalise a funding agreement with reporting milestones.

R1,500 funds one mammogram. Every contribution moves the campaign closer to 365 women reached.

DONATE NOW — FUND A MAMMOGRAM

Sources and evidence notes

- 1. South African Government - Breast Cancer Awareness Month.** Confirms that Breast Cancer Awareness Month is observed from 1 to 31 October in South Africa. [Open source](#)
- 2. CANSA - Breast Cancer.** South African lifetime risk and national burden; cites the 2023 National Cancer Registry. [Open source](#)
- 3. National Cancer Registry, NICD.** Official South African cancer-surveillance reports and annual statistics. [Open source](#)
- 4. WHO - Breast cancer fact sheet.** Global burden, risk factors and early-detection context. [Open source](#)
- 5. US National Cancer Institute - Mammograms.** Clinical description, benefits, limitations and follow-up context. [Open source](#)
- 6. IARC - Barriers to early breast-cancer diagnosis in South Africa.** Evidence on delayed diagnosis and the importance of early-diagnosis efforts. [Open source](#)
- 7. South African Journal of Radiology - Female breast-cancer trends.** South African incidence context and National Cancer Registry synthesis. [Open source](#)

Evidence note: Screening recommendations depend on age, symptoms, individual risk and local clinical policy. The campaign will not impose a universal screening interval; participating clinicians and providers will determine whether mammography is appropriate for each beneficiary.