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PBOHI 2024 REPORT

1 MILLION PEOPLE ENLIGHTENED ABOUT BREAST CANCER BY 2030

A STEP IN THE RIGHT DIRECTION



@PBOHI



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Founder's Deck

Peter Bryan

Reflecting on our journey, I'm immensely grateful for the growth, resilience, and commitment shown by the entire PBOHI team and our partners. Our vision has always been rooted in tackling healthcare inequalities and making cancer care accessible, affordable, and compassionate in underserved communities. In 2023/2024, we reached significant milestones: expanding our cancer awareness programs, increasing the reach of our screening initiatives, and launching innovative projects like our PBOHI podcast series. Our journey has had its share of challenges, but our collective passion for change keeps us focused. Together with our partners and supporters, we're creating a healthcare legacy that champions equity and humanity. I look forward to another year of breaking barriers, reaching communities, and transforming lives one patient at a time.

Who are we?

The Peter Bryan Onco-Health Initiative (PBOHI) is a youth-led, non-profit organization dedicated to addressing cancer disparities in Cameroon and Africa. Founded on principles of social equity, patient-centered care, and community engagement, PBOHI works tirelessly to advocate for cancer prevention, early detection, and comprehensive support for patients.



Vision

A cancer-aware Africa where everyone, regardless of background or socioeconomic status, has access to quality cancer care and support.

Mission

To reduce cancer-related health inequalities by educating communities, supporting patients, and fostering a society where cancer prevention and early detection are widely understood and prioritized.

Core values



Empathy

Placing the needs and experiences of patients at the center of our work.



Integrity

Upholding transparency, honesty, and accountability in all activities.



Empowerment

Enabling communities to take control of their health through education and resources.

Our SDGs Priorities and Theory of Change

PBOHI's mission aligns with three critical Sustainable Development Goals (SDGs):



GOOD HEALTH & WELL-BEING

Our cancer awareness programs, screenings, and patient support initiatives contribute to reducing the burden of non-communicable diseases and promoting healthier lifestyles.



REDUCED INEQUALITIES

By focusing on underserved and rural communities, we address healthcare disparities and empower marginalized groups with the information and services they need for cancer prevention and early detection.



PARTNERSHIPS FOR THE GOALS

Collaborating with international healthcare organizations, NGOs, and local community leaders helps us expand our reach, share resources, and scale our impact.

THEORY OF CHANGE

Our approach begins with education, which we view as the first line of defense against cancer. By increasing awareness and understanding, communities become more proactive in seeking preventive care and screening. With strategic partnerships and local collaborations, we aim to build a healthcare ecosystem where early detection is standard, treatment is accessible, and every patient feels supported. Over time, this proactive approach will reduce the overall cancer burden and improve public health.

Key Achievements 2023/2024



PBOHI
SDG PROGRESS REPORT 2024



Key Achievements 2023/2024



A group of approximately 20 diverse young people are gathered in a circle on a grassy field. They are wearing various t-shirts and caps, some with cancer-related slogans like "I AM NOT A CANCER SURVIVOR", "I AM A CANCER SURVIVOR". They are all smiling and looking towards the camera. The background is a bright, sunny day with a clear blue sky.

PBOHI
SDG PROGRESS REPORT 2024



A small, stylized logo in the bottom left corner, featuring a circular arrangement of colorful dots in shades of blue, green, and yellow, forming a flower-like shape.



This year, PBOHI achieved several milestones that demonstrate our growth and community impact:

Expanded Cancer Awareness Programs:

Reached over 6740 people across rural and urban areas with educational campaigns focusing on cancer myths, lifestyle factors, and early detection.

Screening Drives:

Conducted over 100 screenings, with 85 individuals referred for Screening and treatment.

Community Engagement:

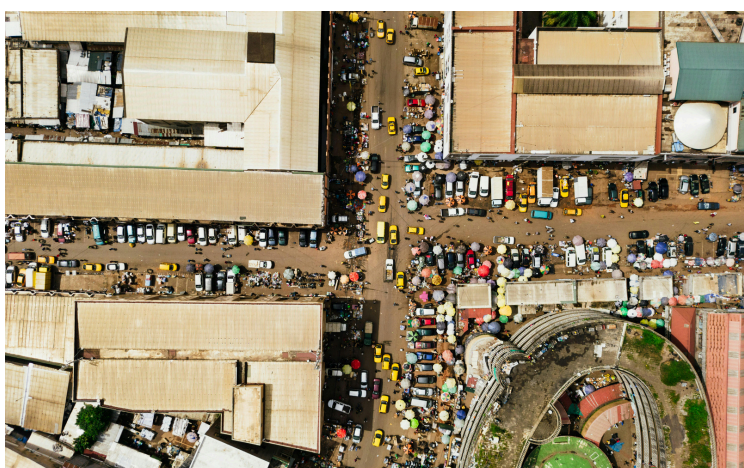
Grew our volunteer network by 30%, enabling us to expand our outreach efforts and organize more workshops and screening events.

Support for Cancer Patients:

Provided over 100 individuals and families with emotional, logistical, and informational support. PBOHI's counseling and support networks have been essential to helping families navigate the healthcare system.

International Partnerships:

Strengthened alliances with the Reconciliation and Development Association (RADA) and the Shaukat Khanum Cancer Memorial Hospital, expanding our resources and access to expertise.



Measuring Impact 2023/2024

Our measurement framework combines quantitative data with qualitative feedback to provide a holistic view of our impact:

Quantitative Impact:

6,000+ Individuals Reached:

Through educational programs and workshops on cancer prevention.

100+ Screenings Conducted:

With an emphasis on early detection for breast, cervical, and prostate cancers.

100+ Podcast Listeners:

Engaged through Voice of OncoHope, spreading awareness beyond physical boundaries.

Qualitative Impact:

Community Feedback:

Feedback from communities shows increased awareness about cancer prevention and confidence in accessing screening services. Many participants noted that the knowledge gained influenced positive changes in their daily health practices..



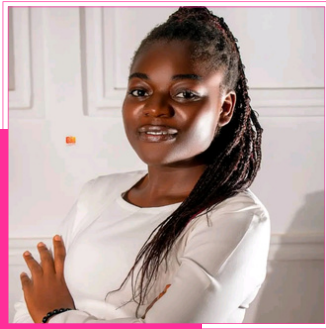
Some of Our Proud Members 2023/2024

Our team is a testament to the power of young, motivated leaders who are passionate about healthcare:



Azah Albright

Her energy has been instrumental in reaching remote areas, educating communities, and fostering trust.



Akem Aurelia:

As a writer and sustainable development advocate, Aurelia has refined our outreach materials to communicate complex health information in relatable, impactful ways.



Tata Goodness A.

She has streamlined volunteer management and coordinated logistics, ensuring smooth operations during our events.

These dedicated members, along with many others, embody the spirit of PBOHI, bringing diverse skills, dedication, and a unified commitment to our mission.

Brands Who Believe in Us:

We owe much of our success to the trust and support of our partners:

Reconciliation and Development Association (RADA):

Supported our community campaigns and capacity-building initiatives. Their NCD expertise, local insights, and logistical support enabled us to bring cancer education to isolated regions.



Shaukat Khanum Cancer Memorial Hospital and Research Center:

This world-renowned institution has contributed resources, mentorship, and technical expertise to strengthen our programs. Their backing has elevated PBOHI's credibility, making it easier for us to advocate and implement healthcare solutions.



Our partners' confidence in PBOHI reaffirms the importance of our work and highlights the value of collaborative efforts in healthcare.



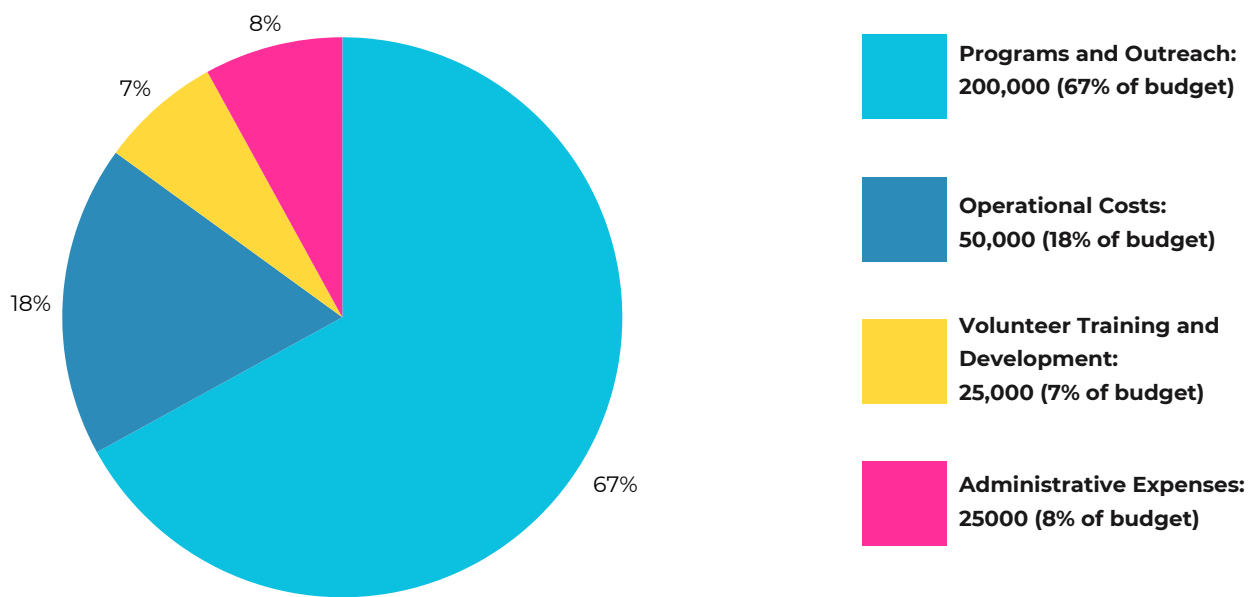
2023 FINANCIALS



2023 FINANCIAL ANALYSIS

TOTAL INCOME	300,000 XAF
INDIVIDUAL DONATIONS	6000 XAF
GRANTS & PARTNERSHIPS	-----

EXPENDITURE:



PBOHI prioritizes financial transparency and efficiency, with 85% of expenditures directed toward programs that impact the community. By managing administrative costs carefully, we maximize the impact of every dollar received.

Key Achievements 2023/2024



Shaping Africa's Health Horizon One Patient at a Time

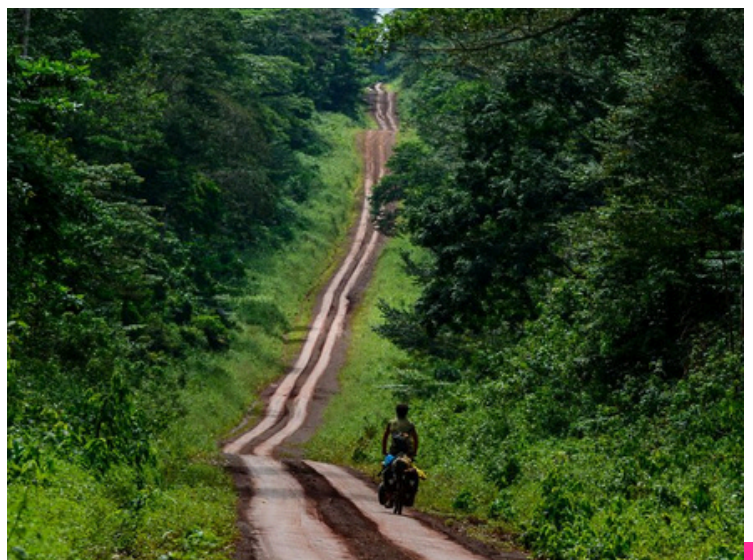
Our guiding philosophy is rooted in transforming healthcare, one person at a time. We envision our grassroots and Africa where healthcare is accessible to all, and every patient receives the quality, dignified care they deserve. Every workshop, screening, and counseling session takes us closer to this goal, inspiring communities and cultivating a culture of cancer awareness and proactive health management.

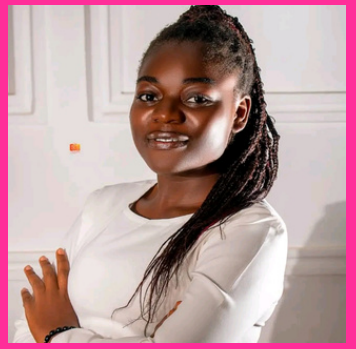


Outlook for the Future

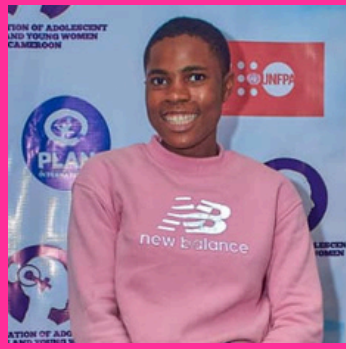
In the coming year, PBOHI aims to:

1. **Expand Screening Services:** Increase access to free screenings across additional rural communities, reaching at least 1,000 individuals by 2025.
2. **Enhance Digital Education Platforms:** Grow Voice of OncoHope to include a video series, social media campaigns, and interactive Q&A sessions, reaching an estimated 10,000 new online followers.
3. **Strengthen International Partnerships:** Build additional collaborations with international hospitals, NGOs, and academic institutions to enhance expertise sharing, volunteer training, and resource access.
4. **Establish a Patient Support Fund:** Launch a fund dedicated to providing financial assistance for cancer patients unable to afford treatment, with a fundraising target of \$20,000 in 2025-2027..
5. **Research and Data Collection:** Begin gathering data on cancer prevalence, treatment accessibility, and patient outcomes in our focus areas. This will provide insights for advocacy efforts and help us design programs more precisely aligned with community needs.





Gallery



Gallery

Acknowledgements

We extend our heartfelt gratitude to the dedicated individuals and organizations whose tireless efforts have made this Annual Report possible. Their commitment, expertise, and passion have been instrumental in highlighting the impactful work we have accomplished together.

Brand Strategist: Klein Socrates

Logistics/Operations Manager: Akem Shanticlear

Volunteer Coordinator: Tata Goodness

Communication Manager of RADA: Merveille Danielle

President/CEO of RADA: Mr. Mbidzenyuy Ferdinand Sonyuy

International Media Relations Manager, Shaukat Khanum

Memorial Hospital and Research Center: Mrs. Sibgat Asa'ad

We thank you for your continued support in our efforts to contribute to the SDGs.

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