



YOU
SAB!
PH

Walk4PH 2026 PARTNERSHIP PROPOSAL

May 2026
#PHNoBeJoke



PH NO BE JOKE

PH is severe, serious
and complicated

But it is still in the dark.

Our goal is to make sure
Nigerians Sabi PH





Who We Are

Cardiac Community is a patient-focused nonprofit dedicated to improving the lives of Nigerians living with heart-related conditions, with a strong focus on Pulmonary Hypertension (PH).

We are committed to:

Creating awareness about PH through digital campaigns, offline outreach, and advocacy.

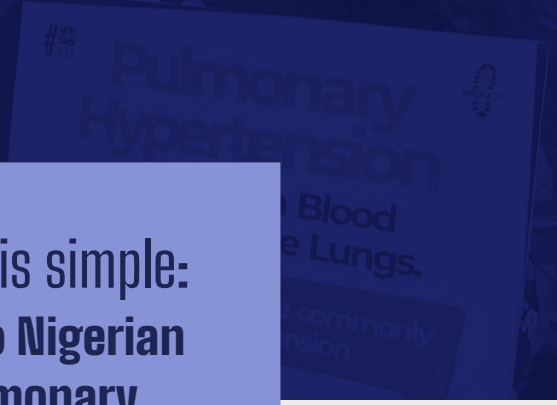
Improving early diagnosis by educating the public and frontline health workers.

Supporting patients emotionally, psychologically, and through our support groups.

Providing financial relief for vulnerable patients through our PH Drug Aid Fund.



**Our mission is simple:
To ensure no Nigerian
faces Pulmonary
Hypertension alone.**





Why PH No Be Joke: The Challenge



PHAEUROPE Global
PULMONARY HYPERTENSION ASSOCIATION

PULMONARY HYPERTENSION AWARENESS MONTH
NOVEMBER

Over 60% of patients in low- and middle-income countries lack access to advanced PH therapies.

>60% OF PATIENTS

ACCESS MEANS LIFE

Pulmonary Hypertension is a severe, progressive condition in which the blood vessels in the lungs narrow, increasing pressure and forcing the heart to work harder. Without treatment, it can lead to heart failure and death.

In Nigeria and across Africa, PH remains widely unknown, yet people silently live with the disease.

Key challenges:

- Symptoms like breathlessness, dizziness, and fatigue are often mistaken for asthma
- Patients are often diagnosed at advanced stages
- Treatment is often unavailable: According to Pulmonary Hypertension Europe, **over 60% of PH patients in low-income countries lack access to advanced therapies**



Human Stories Behind the Numbers

Meet Kunle

A young man with big dreams but a heart and lungs that struggle to keep up. Kunle just finished his NYSC and was full of hope for the future, but pulmonary hypertension (PH) took it all away. He wanted to work, to live, to thrive, but instead, he battled constant breathlessness, crushing fatigue, and a world that didn't understand his struggles. He felt invisible and isolated. His heart was overworked, his lungs gasped for air, yet he couldn't access the treatment he desperately needed. And then, he was gone.

Meet Baby Cynthia

Under five years old, living with a congenital heart defect and PH. Her parents struggle emotionally and financially, often having to buy medications from abroad. They feel overwhelmed, alone, and desperate to save her.

These are just a few of the real stories and faces of pulmonary hypertension in Nigeria.



The PHight: What We Are Doing About It

Awareness saves lives!

Walk4PH is Nigeria's only dedicated walkathon for PH awareness. Since its first edition, it has become a symbol of hope, strength, and unity for patients, families, healthcare professionals, and supporters.

2026 Theme: PH No Be Joke

This is more than a slogan, **IT IS A MOVEMENT**

Through the 2026 campaign, we aim to:

- Educate Nigerians about PH and its warning signs
- Promote early diagnosis
- Highlight patients' and caregivers' struggles
- Show solidarity with the PH community
- Advocate for improved treatment access
- Bring patients, clinicians, and decision-makers together
- Fundraise to support Nigerians living with PH

By walking together, we send a powerful message: **PH is real, PH is serious, and it needs urgent national attention.**

Walk4PH also commemorates **World PH Day (May 5)**, amplifying Nigeria's voice globally and highlighting disparities in care between Africa and the rest of the world.



Walk4PH Impact /Track Record



4 successful
walkathons in Lagos



500+ passionate
volunteers



500,000+ Nigerians
reached through
online awareness



Strong partnerships
with doctors, hospitals,
NGOs, and media platforms



2026 Campaign Plan — PH No Be Joke

Pre-Event (2 months)

- Social media campaign with health & medical influencers
- #PHNoBeJoke TikTok/Reels series
- Instagram Live sessions with doctors, patients & advocates
- Countdown graphics and partner spotlights
- Extensive media tour (TV, radio, podcasts)
- Strategic billboards across Lagos

Event Day Activities

- 5km Walk4PH with branded partner checkpoints
- Partner activation booths, fun games & photo zones
- Dance-off & fitness warm-up
- Challenges such as **Straw Challenge** and **Blue Lips Challenge** plus giveaways
- Health booths offering free checks (BP, blood sugar, SpO2)
- Talks from doctors, patients & partner representatives

Post-Event

- Partner appreciation
- Press coverage
- Impact report showing reach & visibility
- Wide promotion of event clips and videos

Join the PHight

Walk4PH is a purpose-driven awareness walk focused on improving understanding, early recognition, and support for people living with pulmonary hypertension (PH) in Nigeria - a rare and often misdiagnosed condition. By partnering with Walk4PH, organisations help amplify patient voices, reduce stigma, and turn awareness into action for individuals and families navigating life with PH.

Why Partner with Walk4PH

Be the organisation that stood up when it mattered.

Partners are positioned as champions of health, empathy, and inclusion — organisations that move beyond statements to take visible, human-centred action.

Proposed Brand Experience

- **Enablers of impact**, driving awareness and support for people living with PH in Nigeria.
- **Heroes of the story**, making the 4th edition of Walk4PH possible and bringing a critical campaign to life.
- **Leaders in CSR within the rare disease space**, demonstrating commitment to a largely neglected health area.
- **Allies of patient-led advocacy**, supporting a cause driven by lived experience and real community needs.

This partnership tells a powerful story: **your organisation didn't just support an event -it supported lives and voices that are often unseen and unheard.**



Partnership Levels

Be Our PHantastic Hero R5 Million

Frontline partner

- Logo on all banners & programs
- Social media recognition
- Branded placards during walk
- Shoutouts during event program
- Framed appreciation plaque

Be Our PHighter R7 Million

PHight with us every step of the way

- Logo everywhere – t-shirts, banners, placards, website
- Shoutouts on social media & event program
- Branded goodies for walkers (caps, water bottles, fans)
- VIP reserved space with photo backdrop
- Mentions in pre-event media interviews

We are flexible and open to co-creating branded experiences that align with your organisation's goals.

Be PHabulous R10 Million

Face of the campaign

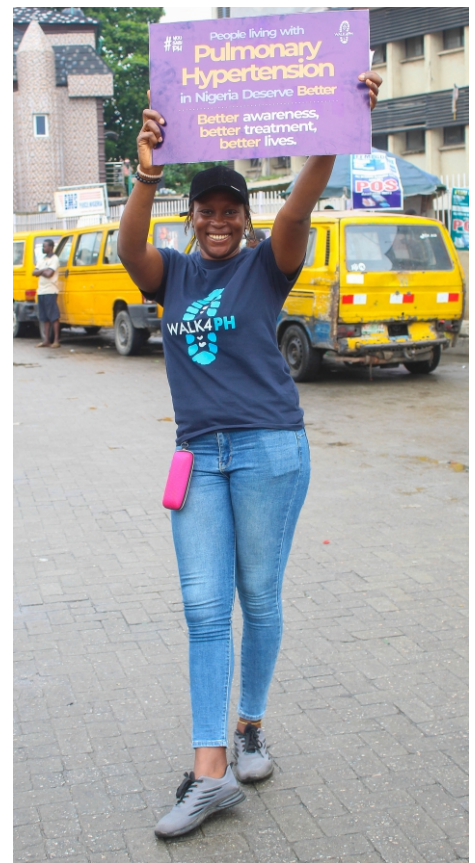
- “Presented by” status in all communications
- Prime logo placement on t-shirts, banners, stage, press wall & billboards
- Co-branded photos/video for campaign launch
- Speaking slot at event
- Custom activation booth along walk route
- Media tour mentions + post-event feature
- Access to co-branded experiences: PHacts Wall, Breathing Challenge Booth, Photo Booth

PHriend of the PHight R2 Million

Every friend counts

- Logo on select banners & programs
- Social media thank-you post
- Option for in-kind support (refreshments, drinks, printing, giveaways)

PHOTO SPEAKS





YOU
SABI
PH

YOU
SABI
PH

Ready to Join the PHight?

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