



Stichting
Inspire2Live

Financial Report 2020

Version: March 15th, 2021



Supervisory board report

2020 has been a devastating year due to Covid-19. It has affected many lives, economies and processes on a global scale.

It has affected Inspire2Live too, many physical interactions have been reduced to online sessions which are not as effective. However, Inspire2Live has adjusted rapidly and was able to stay very productive.

2020 also has been the year in which Inspire2Live became recognized as a challenging, constructive, and respected partner in dialogues with Government, Insurance, Pharmaceutical and Research entities. More and more discussions are held WITH the patients and not only ABOUT the patients.

One specific achievement in 2020 I find especially worth mentioning, and that is the establishment of the World Campus. With that, Inspire2Live as an agent of change, is now able to fulfil its catalytic role on a global scale. We will do so by combining our local knowledge, skills and resources and utilize them in different locations of the world as much as possible.

The supervisory board has found no irregularities in the activities of Inspire2Live and subscribes to this report.

Amsterdam, March 15th, 2021

R. Stekelenburg, Chairman of the Supervisory Board



Board Report

This board report contains information about our financial year 2020. Inspire2Live has a governing board, which is formed by Tielo Jongmans. A board of directors manages the daily operations. Peter Kapitein, CEO, is responsible for the operational processes.

Our patient advocates and scholar activists and initiatives

Our organization now consists of 66 active patient advocates and scholar activists in more than 30 countries. Of course, this is a result of our World Campus activities (see later in the report).

You will find them here: <https://inspire2live.org/community-updates/meet-our-patient-advocates/>

Our patient advocates and scholar activists are highly educated, well informed and very eloquent. In their work they combine emotion (as a driving force) with their background based on science, knowledge and facts. They are visible in dozens of initiatives, give dozens of talks and write dozens of blogs, articles and books. Inspire2Live is highly recognized in initiatives around personalized medicine, setting up innovative research for better treatments, concentration of cancer care in excellent cancer centres, better diagnosis, food and cancer, prevention (tobacco), the cost of drugs, the design of trials, influencing government and industry... We know what we are talking about.

These are topics that are often also being discussed in parliament. Through lobbying we find effective and efficient access to the members of parliament in The Hague and Brussels... We know how to influence.

Through our activities in the World Campus, we have established a strategic alliance with the IARC (International Agency of Research on Cancer of the World Health Organization).

PA and SA-Meetings

Due to both COVID19 and the World Campus, we had lots of online meetings and of course these meetings were international.

We now have a regular World Campus Meeting every last Wednesday of the month at 3 pm CET with all our PA's and SA's. The structure is:

- Start with a short introduction of the new PA's and SA's
- A lecture by one of our PA's and SA's or by a guest
- Followed by an extended discussion on this topic
- Rapid Fire talks about the initiatives (followed after the meeting by separate meetings of small interest groups)
- Closing remarks

We have an Open World Campus Meeting every second Wednesday of the month. This has a very open character and is meant as a meeting room with ad hoc presentations

We are working to build in each country local meeting initiatives. In the Netherlands these will take the place of the regular and physical PA-meetings we had so far. For the other countries these are new initiatives.

Public Relations

The Communications team publishes every week an update on a current topic on social media (Facebook, LinkedIn, Twitter and Instagram). We also share this via Mail Chimp with all our contacts (1000).

We also publish online magazines for the announcement of congresses.

We will start with animations as teasers for events (as an example) and probably also for our updates.



The team did a lot of work on Microsoft365 to facilitate our work with Teams and SharePoint. We get support from DTX, a small organization that enjoys to assist us in technical Microsoft365 matters.

Our PA's and SA's published in many journals and newspapers this year. We have a partnership with Health Management Journal, an international journal with topics related to many health issues.

Reducing incidence

We have taken the initiative to write a project plan on '*Don't forbid smoking, forbid the selling of tobacco*'. Together with lawyers from Van Iersel Luchtman lawyers we prepare a lawsuit in order to provoke a ban on the sales of tobacco. Our case is built on arguments stemming from the human rights perspective. We will team with Robert Proctor and Louis Kyriakoudos - two well-known historians from Stanford and Tennessee University who studied the tobacco industry for many years. All is set for the trial, except for the money. We are still looking for funding.

Innovation of the Clinical Practice

Surgery without incision

We restarted the website and initiative '*Surgery without Incision*' (www.opererenzondersnijden.nl). It is now a full blown Inspire2Live initiative.

Sequencing of cancer patients

In the Netherlands we started an initiative in Dutch Parliament to have all metastasized cancer patients being sequenced. Preferably Whole Genome Sequencing and when not possible Whole Exome Sequencing. Our lobby got a majority in the parliament. This decision is now worked out in daily practice of defining the right treatment for cancer patients in the Netherlands. We will bring this to the EU parliament in 2021 and work on global possibilities for sequencing. Sequencing will be the first and important part of our '*Open-Source Pharma – Inspire2Live*' initiative.

Open-Source Pharma – Inspire2Live

We started the initiative '*Open-Source Pharma*'. Based on solid DNA-sequencing, drug screening and testing we work towards better treatments. This will be a lobby initiative like the DNA-sequencing already was. We work together with Hartwig Medical Foundation, Health Insurance and Hub4Organoids and of course with politicians in order to get government in the position that they will regulate it and make sure that Personalized Medicine becomes the new standard. We got the help from Hans Buller, CEO of Fair Medicine and former CEO of ErasmusMC. We will probably partner with IQVIA in this.

Open-Source Pharma - Inspire2Live includes:

1. Sequencing (DNA & RNA, WGS or WES) of the tumour and actions for future culturing provides us immediately with an individualized approach to precision treatments
2. Matching this data with the clinical genetic data of all existing drugs. By matching these datasets, a range of promising drugs is detected. The drugs in this range will probably form the best treatment - either individually or in combination with each other. By doing so, we convert the current drug centric approach into a patient centric approach to drug development and treatment decision.
3. Testing the results of step 2 (in combinations!) on organoids and if this is not (yet) possible, on tumoroids/tissue culture (organoids are produced in the Hub4Organoids in Utrecht, tissue culture is mastered in the Erasmus Medical Centre. Organ on a chip (e.g., the company Peer Bio) is another option for treatment choice. We enter the world of new models for personalized precision medicine discovery and application
4. AI should be considered for the determination of treatment and guide the shared treatment decision by the patient and the doctor
5. The registration of the new application
6. Arranging the reimbursement
7. Applying according to protocol or off label and with real life data registration
8. Monitoring progress on organoids or tumoroids and adjusting treatment
9. Learning loops



Pain and pancreatic cancer

We initiated a trial with lidocaine in patients with pancreatic cancer and pain. We finance this with money we got from Cinderella. The trial runs in Amsterdam UMC and with co-sites in Leiden, Arnhem and Nijmegen.

Quality of Life.

Of course, next to innovation, the trial for lidocaine and pain in pancreatic cancer patients, has an enormous impact on quality of life. Actually; it is a 'quality of life' project.

Quality of Care (governance of research, industry and healthcare)

In the Amsterdam UMC Linda's initiative to improve the patient scheduling system is now being implemented at all out-patient clinics. She was closely involved in the project team and was very proud! Linda also joined the Linnean Workgroup to help speed up the implementation of VBHC organisations in the Netherlands. After her death, her position has been succeeded by Joliene Munier.

Our website on excellent cancer centres continues to be accessed with relatively low frequency. IQVIA has resumed its query of medical specialists, but the response is exceptionally low. Focus is now on prostate cancer. We are exploring whether our checklist on the quality of treatments in various organisations can be used as a tool for auditing and as an initial guide for improvement projects. Inspire2Go is producing an online version of the checklist to make it easy and attractive to use.

Fundamental and clinical Research (the need to know more than we know)

Around April 1 we start with the Amsterdam UMC and ErasmusMC a trial with Lidocaine for pancreatic cancer patients suffering from pain (we already mentioned it above). Lidocaine works excellently against pain and provides a way to get all these patients off opiates. The advantage of Lidocaine is that it keeps the mind clear. These patients will therefore experience an improved quality of life and can probably live longer for many months. We expect the results in the summer and after that we will start a collaboration with Professor doctor. David Tuveson from Cold Spring Harbor Laboratories and investigate the question: 'It works, we see that in the trial/clinic, but why is it working?' When we find the mechanism behind this, we can find other ways of using Lidocaine and other anti-inflammatory drugs.

Data

We brought data science to the doctor's office and helped patients, by organizing a hackathon (in rheumatoid arthritis) and developing an algorithm with UMC Utrecht in cardiology. This knowledge will help us in cancer as well.

We have produced a vision document about cancer-registries for free for the 'low and middle income' countries. The thought behind this is that when we ask IQVIA to realize this and make money with the data in the registries, we can use this money for projects in the countries that deliver the data. Of course, on an ethical basis and within legal boundaries but it is unforgivable that so much patient data is used all over the globe and nothing is given back to patients. This can end.

International Cooperation

The World Campus

We critically reviewed our 2020 Annual Congress. Although we were truly diverse with respect to gender, age and colour, we were very Western oriented. Europe and the Northern Americas were our playground. This needed to change into a global playground and so we did. Out of this came the *Inspire2Live Hub initiative, or 'World Campus'*.

The World Campus is the global activity of Inspire2Live. It is led by patient advocates and scholar activists who act as one. The organisation is meant to broaden the constituency of Inspire2Live in all parts of the world: in Latin



America, North America, Asia, Australia, Africa, The Middle East and Europe. Each representative, called a Hub, is committed to a singular purpose: to improve control over cancer. The Hubs search and share better practices for prevention, diagnosis, treatment, after care and support.

To avoid partisan involvement in any national or international conflict we have adopted the main principles of the International Red Cross. Here taken from the website of the Red Cross and explained briefly:

- **Humanity:** The International Red Cross and Red Crescent Movement, born of a desire to bring assistance without discrimination to the wounded on the battlefield, endeavours, in its international and national capacity, to prevent and alleviate human suffering wherever it may be found. Its purpose is to protect life and health and to ensure respect for the human being. It promotes mutual understanding, friendship, cooperation and lasting peace amongst all peoples.
- **Impartiality:** It makes no discrimination as to nationality, race, religious beliefs, class or political opinions. It endeavours to relieve the suffering of individuals, being guided solely by their needs and to give priority to the most urgent cases of distress.
- **Neutrality:** In order to continue to enjoy the confidence of all, the Movement may not take sides in hostilities or engage at any time in controversies of a political, racial, religious or ideological nature.
- **Independence:** The Movement is independent. The National Societies, while auxiliaries in the humanitarian services of their governments and subject to the laws of their respective countries, must always maintain their autonomy so that they may be able at all times to act in accordance with the principles of the Movement.
- **Voluntary service:** It is a voluntary relief movement not prompted in any manner by desire for gain.

As we speak (January 2021), the following four goals are realised:

- **Institution building:** The World Campus is in serious conversations with the World Health Organisation to become an arm of IARC (the International Agency for the Research of Cancer). Officials of the WHO have stepped in to participate in our projects.
- **Capacity building:** Projects have been set up in Europe, Africa, The Middle East, India and Brazil (on pain management, setting up a cancer registry, cancer rehabilitation, prevention of cancer, a trial, lodging for patients and families).
- **Opinion Leadership:** A subgroup of patient advocates and scholar activists is formulating an opinion regarding the vaccination requirements for cancer patients, their caregivers and urgency of treatment. This is the first case where we work directly with IARC. IARC has approved collaboration, which we intend to formalise.
- **Channelling support:** In the age of Covid-19, digital collaboration is pivotal. In 2021 we will work on the World Campus App ("WOCA"), they will bring facilities of information, advice, training, payment, and connection in one place: on a smart phone.

We found representation in the following countries: Brazil, Costa Rica, the Caribbean, USA, Nigeria, Kenya, South Africa, Egypt, Turkey, Armenia, Bulgaria, China, India, Singapore, Switzerland, France, Spain, Austria, Germany, UK. Soon to join are: Ghana, Tanzania, Russia, Belarus, Hungary, Italy, Japan, Surinam, Uruguay, Nicaragua, Malaysia, Indonesia, Australia, New Zealand, Kazakhstan. India (1.35 bln) and China (1.4 bln) are so huge that we need to find more representatives there.

For our Vision document and prospectus, we refer to the website page of the World Campus:

<https://inspire2live.org/worldcampus/>

Our congresses (for connecting patients, researchers and clinicians)

Our *Annual Congress 2021* has been postponed to February 2, 3 and 4, 2022 at the Royal Netherlands Academy of Arts and Sciences (KNAW) in Amsterdam. The theme is '*Incubating and replicating for the global patient*':



We will organize June 16th, 2021 a one-day congress: '*Best diagnosis and treatments with MRI and Surgery without incision 'Moving evidence into practice' - How to enhance implementation of evidence-based innovations to improve quality of life of all prostate cancer patients*'.

The Discovery Network around '*Children and Sarcoma*' has run into difficulties because of the scope, time availability and COVID19. We are now working on another theme: '*Children and cellular therapies* (working title). For this Discovery Network, we received € 10.000,00 from a fundraising initiative for children with cancer. When COVID19 allows, we will set this up in 2021.

Together with Trey Ideker (University of San Diego), Morten Scheibey-Knudsen (University of Copenhagen) and Stephen Friend (4YouandMe) we work on a Discovery Network '*AI and cancer*'. This works out fine but has been postponed because of COVID19. When allowed we will follow this up.

We have organized the *Breast Cancer Symposium* October 10th, 2020. The day before we worked in a Dutch session on '*Cancer and work and Cancer and Rehabilitation*. Both sessions were virtual.

We planned a symposium regarding the topic of '*Lifestyle and cancer risk reduction*' June 11th, 2021. With experts in different topics from several countries. June 11th, 2021 in Amsterdam, when COVID19 allows. We work with Professor Hanno Pijl from Leiden University Medical Centre (he agreed to be in the program board). A special aspect of this topic is that professor Pijl wants lifestyle work as part of the cure and not strictly as prevention.

You find more information on our website: <https://inspire2live.org/our-congresses/upcoming-congresses/>

Partnerships

We started a page on our website with our partners: <https://inspire2live.org/about/our-partners/>

We restarted cooperation with 'Cancer Commons': <https://cancercommons.org/home/>

PanCan, the USA patient organization against pancreatic cancer, became a partner in 2019: <https://www.pancan.org>

Peter and this year also Maria Lourdes, have published in Health Management Journal. We agreed upon a partnership with them and are mentioned on their website: <https://healthmanagement.org>

The relation with KWF (<https://www.kwf.nl>) has been re-established. It's a pity that the director Fred Falkenburg resigned, as well as the account-manager for Inspire2Live, Sigrid Attema. Ilona is now re-establishing again with the new account-manager Linda Kroeskop.

Sustainable finance for Inspire2Live

Cinderella

We received an enormous amount of money from Cinderella Therapeutics, a partner organization that was founded to bring 'stepchild medicines' to the market. Medicines that are important for patients but which there is no market. Cinderella stopped her activities. Inspire2Live got almost € 150.000 and will spend this on *Open-Source Pharma – Inspire2Live, Pain*



and pancreatic cancer and our international *World Campus* activities.

Inspire2Go

It took some time and COVID19 was not much of a help, but Inspire2Go now works on 3 potentially very lucrative cases:

- *'Fit bij kanker'* which relates to cancer rehabilitation. This will be a cooperation between Inspire2Go, IQVIA and Ancora Health. First results in Q2 of 2021. When the work with the first patients is successful, the cooperation will lead to substantial business activities.
- *Open Source Pharma – Inspire2Live* will be introduced at the ministry of health with help of professor Hans Buller who was successful with funding from the ministry with his company 'Fair Medicine'. We will also start a lobby for it in Brussels with Kevin Loth. Kevin is a former lobbyist for pharma and willing to help us. *Open-Source Pharma - Inspire2Live* will be a close partnership with IQVIA as well.
- *'Registries for the low- and middle-income-countries'*. With help from IQVIA we hope to deliver registries for these countries for free. IQVIA can make a lot of money with the data from the registries and returns the money to Inspire2Go. Inspire2Go finances, with the assistance of Inspire2Live, projects in the countries that delivered the data. We already mentioned it above.

Marketing

In our attempt to find money for our activities and professionalize our organization with more and better support of our patient advocates and scholar activists, we have started an initiative with professional marketeers from 'Horizonteer' (<https://www.horizonteer.nl/english/>). They will help us with a better description of what we do, what our achievements are and show not only to the inner circle of Inspire2Live that we are a unique, global and innovative patient advocacy organization but tell it to the world. In order to receive a lot of donations. It appeared that most people from the outer circle know nothing about Inspire2Live. That's a hurdle to take when looking for donations.

We're still in a discussion but it evolves in a direction where our mission is more evolving towards 'Cancel Cancer' and being the patients voice to cancel cancer. 'We are committed to cancel cancer by providing prevention and faster access to more patient centric treatments'.

To be continued in 2021

Statement from the Finance Manager:

In the attachment, you'll find the documents with the details of our financial position.

In Memoriam

Linda Burger

We sadly lost our beautiful patient advocate Linda Burger. She died of triple negative breast cancer. She herself could say it so powerfully and eloquently:

'You can't evade your destiny. It's how you deal with it. Life is about today.'

Linda is an indelible example of how a deadly cancer can be resisted for years with a great deal of joy, devotion to others, beauty, unshakeable intelligence and love for life.

Here's the link to the in memoriam: <https://inspire2live.org/in-memoriam-linda-burger/>



Amsterdam, March 15th, 2021

Stichting Inspire2Live
Peter Kapitein (ceo) & Tielo Jongmans (chairman)

Balance sheet as at 31 December 2020

		2020	2019
		EUR	EUR
Fixed assets			
Long-term receivables	1	<u>10,000</u>	<u>0</u>
Total fixed assets		10,000	0
Current assets			
Receivables	2	1,150	50,003
Cash and cash equivalents	3	<u>281,793</u>	<u>168,332</u>
Total current assets		282,943	218,335
		<u>292,943</u>	<u>218,335</u>
Foundation's equity	4	292,943	195,012
Current liabilities	5	<u>0</u>	<u>23,324</u>
		<u>292,943</u>	<u>218,335</u>

Statement of income and expenses for the year ended 31 December 2020

		2020	2019
		EUR	EUR
Income	6	151,153	77,841
Operating costs	7	<u>53,230</u>	<u>66,757</u>
Operating result		97,923	11,084
Earned interest		<u>8</u>	<u>12</u>
Net result		<u>97,931</u>	<u>11,096</u>

Notes to the financial statements for the year 2020

General

Applied standards

The financial statements were prepared in accordance with good merchant use and the provisions of Part 9, Book 2, of the Netherlands Civil Code. Inspire2Live however uses its own principles for valuation and determination of results, as allowed by Dutch law. These principles, however, largely correspond to the Guidelines for Annual Reporting for small organizations with no profit motive (RJ(k)-C1).

Activities

The principal goals of Inspire2Live are:

- stimulating organizations that aim to organize events for cancer research;
- setting up global collaboration to achieve medical research in a sustainable manner;
- promoting and supporting scientific research into cancer in all possible forms, so that people can live a happy, healthy life in harmony with cancer and getting cancer under control;
- to profile her behaviour both internally and externally as a non-governmental organization ("NGO") and in the performance of her duties;
- maintain independence;

The foundation intends to achieve its goal by, among other things:

- promoting patient advocacy and supporting research;
- the development of activities that contribute directly or indirectly to the achievement of its objective, including ancillary commercial and profitable activities within the limits of what is legal permitted and the proceeds of which will become available at any time and are intended for achieving the objective.

Principles for the valuation of assets and liabilities and the determination of the results

General

If not stated otherwise, assets and liabilities are shown at nominal value.

An asset is disclosed in the balance sheet when it is probable that the expected future economic benefits that are attributable to the asset will flow to the entity and the cost of the asset can be reliably measured. A liability is disclosed in the balance sheet when it is expected to result in an outflow from the entity of resources embodying economic benefits and the amount of the obligation can be measured with sufficient reliability.

If a transaction results in a transfer of future economic benefits and or when all risks relating to assets or liabilities transfer to a third party, the asset or liability is no longer included in the balance sheet. Assets and liabilities are not included in the balance sheet if economic benefits are not probable or cannot be measured with sufficient reliability.

The income and expenses are accounted for in the period to which they relate.

The preparation of the financial statements requires the board to form opinions and to make estimates and assumptions that influence the application of principles and the reported values of assets and liabilities and of income and expenditure. The actual results may differ from these estimates. The estimates and the underlying assumptions are constantly assessed. Revisions of estimates are recognized in the period in which the estimate is revised and in future periods for which the revision has consequences.



Receivables

Receivables are stated at nominal value less a provision for doubtful debts. Provisions are designated on the basis of individual assessment of recoverability of the receivable.

Result

The result is calculated as the difference between income and all the costs attributable to it during the year under review. The costs are calculated with due regard for the applicable valuation principles stated previously.



Balance sheet as at 31 December 2020

Financial fixed assets

1. Long term receivables	2020	2019
	EUR	EUR
Loan Inspire2Live	10.000	0

In 2020 I2L financed the start-up capital of Inspire2Go BV. I2G's main objective is to provide care tasks commercially, with the proceeds ultimately benefiting causes such as Inspire2Live. The loan of € 10,000 can be seen as risk-bearing capital. No repayment agreements have yet been made, but it is certainly the intention that the loan will eventually be repaid. For the time being, no interest is due on the outstanding balance.

Current assets

2. Receivables	2020	2019
	EUR	EUR
Income	0	3
Donations to receive	0	50.000
Prepayments Annual Congress 2020/2021	<u>1.150</u>	<u>0</u>
31 December	<u>1.150</u>	<u>50.003</u>

3. Cash and cash equivalents	2020	2019
	EUR	EUR
Rabobank 1356.22.883	161.766	48.316
Rabobank savings account	<u>120.028</u>	<u>120.016</u>
31 December	<u>281.794</u>	<u>168.332</u>

4. Foundation's equity	2020	2019
	EUR	EUR
Balance as at 1 January	195.012	83.916
Result for the year	<u>97.931</u>	<u>11.096</u>
31 December	= <u>292.943</u>	<u>195.012</u>

Mentioned before, we have received donation from Cinderella Therapeutics of almost EURO 150.000,00 and meant for Open-Source Pharma, Pain and pancreatic cancer and the World Campus.

5. Current liabilities	2020	2019
	EUR	EUR
Received in advance Annual Congress 2020	<u>0</u>	<u>23.324</u>
31 December	= <u>0</u>	<u>23.324</u>



Statement of income and expenses for the year ended 31 December 2020

6. Income	2020	2019
	EUR	EUR
Donation Cinderella Foundation	148.291	0
Result for the year	<u>2.862</u>	<u>77.841</u>
31 December	<u>151.153</u>	<u>77.841</u>

During the 2020 financial year, the average number of employees, converted into full-time equivalents on the payroll of the foundation, amounted to nil persons (2019: nil persons).

From 2020, three persons are paid allowances for work performed. These allowances are not compulsory and are disproportionate to the work performed. These allowances can therefore best be qualified as volunteer allowances.

The board of Stichting Inspire2Live does not receive any remuneration and is independent of any scientific or fund raising organization from which the foundation receives subsidy or other grants. De Nederlandsche Bank allows Peter Kapitein to work three days a week for the foundation.

7. Operating costs	2020	2019
	EUR	EUR
Volunteer allowances	11,650	0
General costs	5,787	13,930
Project costs	<u>35,793</u>	<u>52,827</u>
	<u>53,230</u>	<u>66,757</u>

8. General costs	2020	2019
	EUR	EUR
Travel costs for connection	2.014	5.756
Costs Inspire2Go	350	5,233
Various costs	<u>3,423</u>	<u>2,941</u>
	<u>5,787</u>	<u>13,930</u>



The travel costs for connection consist of travel expenses in Europe and the USA for visiting several congresses and people.

9. Project costs	2020	2019
	EUR	EUR
Annual congress	20,245	34,184
Discovery Network congress	0	10.970
ESMO 2019	0	2.310
Integrative Oncology	0	2.620
Stap samen in de nieuwe wereld	0	2.743
Project Hubs	10.548	0
Beyond RCT	0	0
Project Lead Pain Management	5.000	0
My Small Steps	0	0
	<u>35.793</u>	<u>52.827</u>

Operating costs include VAT, which cannot be refunded by Stichting Inspire2Live.

Inspire2Live agreed that charges for temporary staff will not exceed EUR 80 per hour.

Amsterdam, March 15th, 2021

Stichting Inspire2Live

P. Kapitein (ceo) & Tielo Jongmans (chairman)