



# Foundation Inspire2Live

## Annual Report 2024

This report has been approved by the Supervisory Board on March 24, 2025

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## Supervisory board report

In 2024, Inspire2Live continued to expand its reach and deepen its impact. With more than 100 active Patient Advocates in over 40 countries, the World Campus has become a strong foundation for international cooperation and patient-driven initiatives. Monthly meetings and the Annual Congress remain important moments for connection, learning, and progress.

This past year also saw the continued development of working groups on key topics such as access to treatment, early detection, palliative care, and lifestyle. Many of these initiatives have now moved from idea to project to implementation. The collaboration with our social enterprise SanInfo has helped strengthen our operational capacity, and we welcome its contributions to turning ideas into tangible results.

One notable step forward in 2024 was the launch of the early detection webinars, supported by PharmAccess, and the development of additional outreach strategies. The communication team has played an essential role in sharing Inspire2Live's mission and results with a broader global audience.

Throughout these efforts, the principle of patient involvement remained central. Inspire2Live continues to demonstrate how patient advocacy, when combined with scientific knowledge and professional collaboration, can lead to meaningful change in care and prevention.

This year also brought changes within the Supervisory Board. We said goodbye to two valued colleagues.

Dini Hilbron, who has been involved since 2014, is stepping down after many years of dedicated service. Her thoughtful and consistent presence has helped shape both the organization and the role of the Supervisory Board over time. We thank her sincerely for her longstanding commitment and valuable insights.

Sylvia Butzke also left the Board this year. Her clear and constructive contributions have helped sharpen our discussions and decision-making. We are grateful for the time and attention she brought to our work.

At the same time, we are pleased to welcome Egge van der Poel as a new member. With his background in data science and healthcare innovation, we look forward to his perspective and contributions in the years ahead.

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As Inspire2Live continues to grow and evolve, the Supervisory Board remains committed to supporting its mission and the community that makes it possible. At the same time, the Board acknowledges financial challenges, as costs have risen faster than income, leading to a decrease in equity of 35% and a slight increase in short-term liabilities. This development requires continued attention to ensure long-term financial sustainability.

Together, we will continue to seek better outcomes and stronger systems – with and for patients.

On behalf of the Supervisory Board,

Marcel Kerkhoven

Here the bios and photos of the members of the [supervisory board](#).

Amsterdam, March 24, 2025

Marcel Kerkhoven

Chairman of the Supervisory Board

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## Executive board report

This board report contains information about our financial year 2024.

Since February 15th, 2023, Inspire2Live has an executive board, which is formed by Ilona Schelle, Peter Kapitein and Tielo Jongmans. This board manages the daily operations.

Inspire2Live is a not-for-profit organisation that relies heavily upon donations. Read [here](#) about some of our donations and spending.

Here the bios and photos of the members of the [executive board](#), as well as the members of [supportive teams](#).

### Our patient advocates

Our organisation now consists of more than 100 active patient advocates in more than 40 countries. We are still expanding. Of course, this is mainly a result of our World Campus activities which we will address later in the report.

### Patient advocates

Our patient advocates are well educated, informed and eloquent. In their work they combine emotion as a driving force with their background based on science, knowledge and facts. They are visible in hundreds of initiatives, talks and blogs, articles and books. Our Advocates themselves are cancer patients or have experienced the devastation of personal and family life that is caused by cancer. They have felt the anguish and the suffering. Inspire2Live takes cancer personally.

Inspire2Live is highly recognized in initiatives around the affordability, availability and access to medicines and other types of treatments, setting up innovative research for better treatments, concentration of cancer care in excellent cancer centres, better diagnosis, food and cancer, prevention (among this is tobacco), the design of trials, influencing government and industry...

We know what we are talking about. Some of these topics are being discussed in parliament and with representatives of governments. Through lobbying we find effective and efficient access to the members of parliament and the governments of many countries (and the European Union ...). We know how important it is to influence.

Through our activities in the World Campus, we have a good alliance with the International Agency of Research on Cancer of the World Health Organisation (IARC). We know how to cooperate and have therefore an intense relationship with IARC.

### Meetings

We had lots of online meetings and of course these meetings were global.

The regular [World Campus Meeting](#), every last Wednesday of the month at 3 pm CET with all our patient advocates, is a huge success and very well visited.

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The structure of the World Campus meeting is:

- Start with a short introduction of the new patient advocates
- A lecture by a guest speaker or by one of our patients advocates
- Followed by an extended discussion on this topic
- 'Can you help me?' In this topic we discuss the activities that our members perform and help them with answers to their questions and solve their problems where we can.
- Updates from the working groups.

### Working groups

Out of the 'World Campus' meetings, as well out of our Annual Congress, arise ideas and initiatives. We see that the flow 'idea - initiative – project – going concern' has now been established in Inspire2Live and her daughter company SanInfo.

When our advocates think that an idea is fruitful and can add value to our mission, a working group is started. We now have the following working groups:

- Access to Treatments
- Childhood Cancer
- Early Detection
- Lifestyle
- Palliative Care
- The Book project

For 'Data' we're struggling but hope that this year we will be successful in establishing a working group.

### Communication

The team has been reformed and now consists of Atefeh, Ieva, Ingrid and Peter with IT-support from DTX. They take care of posting and interacting on our social media channels. Ongoing is posting articles on our website, as well as publishing the bio's of new patient advocates and the recordings of our world campus sessions.

We have added our new [heroes of cancer](#) to our website and a wrap up of our Annual Congress 2024.

During our annual congress the Communication Team worked together with a great group of people for maximum exposure on our website and social media channels. A lot of preparation time went into this. After the congress all talks and presentations have been published on our website. Additional video material is available and will be used for promotion. We thank all our partners for supporting us during the congress.

On a regular basis we publish articles on our website and promote it on our social media channels (Facebook, Instagram, LinkedIn). We stopped using X. We also have been working on a series of podcasts and collaborating on the book project.

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The book-project is an important initiative of Inspire2Live. The communication team has been of great support in this.

Each time a patient advocate joins our organisation we publish their bio on our website. We also add them to our MS Teams environment.

We started with webinars for early detection. A broader scope than only OncoSeek. There has been two of them and it is a success. We invite several organizations to join the webinar.

We will start in 2025 with webinars on palliative care. This started after the brilliant World Campus session with [Professor Christian Ntizimira](#) from Rwanda.

Webinars appear to be an excellent way of providing the public with good information and it makes Inspire2Live more known globally. The webinars are supported by [PharmAccess](#).

Our MS Office 365 environment is donated for free by Microsoft and is maintained by our Communication Team.

We are thankful for the free support of [DTX](#), a small organisation who kindly assist us in technical Microsoft365 matters.

### Our achievements

Inspire2Live was founded in 2010 and started immediately after the Annual congress of 2011 with her activities. We are very proud of the many things we have achieved. Some examples to give an idea.

- We started initiatives for organoids, in the Netherlands we created for cancer patients the possibility to have their Whole Genome Sequenced through a unanimous majority in the Dutch Parliament (it works as an example and catalyst for other countries).
- We started a registry for cancer in Armenia!
- What about starting the World Campus; a network of more than 100 patient advocates in more than 40 countries working together to fight cancer and cooperate based on reciprocity.
- The principles of the Red Cross have been adopted by Inspire2Live. Political, religious, historical or cultural differences are not allowed to stand in the way of cooperation. In this network researchers from Iran work with researchers from Israel. Turkey is facilitating Armenia. The World Campus as a global advocacy group for cancer has no precedent.

Much more has been [achieved](#) and you find the descriptions on our website.

### Our Projects

Inspire2Live has working groups as described above. Out of these activities come a lot of projects. Our advocates work intensely on this with the aim to improve the quality of life of cancer patients and their loved ones globally. Some examples to give an idea.

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- We have become the patient advocacy organization for the 'Biden Cancer Moonshot'.
- We have designed a project that is the first of its kind as a real patient centric approach for treating patients: DEEP Diagnostics (for this patient, with her specific defect, at this moment, we need this personalised treatment). DEEP has evolved in a movement that stimulates other programs to be real patient centric instead of drug centric.
- We started a social enterprise called [Oncolnv](#) for early detection. We built this through a close relation and cooperation with [Seekln](#), the Chinese/American company of our own patient advocate [Mao Mao](#). Oncolnv and Seekln have products on the shelf, not only in research, that can detect cancer in its earliest stage and can also determine after 1 cycle whether a treatment works or not. These are unique products that we bring to all the people in the world.

Many more [projects](#) have been started, and you find them on our website.

### In Memoriam

We all are in deep sorrow about the death of our beloved [Nicole van Leeuwen](#). Our office manager who was known by all our advocates. Her remembrance ceremony was a beautiful exposition of her life and the love we all feel for her.



Find here our [wall of remembrance](#) to all our beloved Patient Advocates who have passed away.

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## Statement from the Finance Manager

You will find our financial position at the end of this document.

Amsterdam, April 1, 2025

Foundation Inspire2Live

Board members Ilona Schelle, Peter Kapitein & Tielo Jongmans

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## Financial Report 2024

### Balance sheet as of 31 December 2024

		2024	2023
		EUR	EUR
<b>Fixed assets</b>			
Participations	1	1	1
Long-term receivables	2	<u>13,000</u>	<u>13,000</u>
<b>Total fixed assets</b>		<b>13,001</b>	<b>13,001</b>
<b>Current assets</b>			
Receivables	3	17,660	17,798
Cash and cash equivalents	4	<u>45,170</u>	<u>44,030</u>
<b>Total current assets</b>		<b>75,831</b>	<b>74,829</b>
<b>Foundation's equity</b>	5	<b>16,709</b>	<b>25,583</b>
<b>Current liabilities</b>	6	<u>59,122</u>	<u>49,246</u>
		<u><b>75,831</b></u>	<u><b>74,829</b></u>

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## Statement of income and expenses for the year ended 31 December 2024

		2024	2023
		EUR	EUR
Income	7	132,639	127,368
Operating costs	8	<u>141,513</u>	<u>122,383</u>
Result		8,874	4,985
Share in result of group companies		<u>0</u>	<u>-/- 99</u>
Total result		8,874	4,886

## Notes to the financial statements for the year 2024

### 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 organisations with no profit motive (RJ(k)-C1).

#### Activities

The principal goals of Inspire2Live are:

- stimulating organisations 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 organisation ("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

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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 of 31 December 2024

### Financial fixed assets

1. Participations	2024	2023
	EUR	EUR
Participation SanInfo B.V.	1	1

2. Long term receivables	2024	2023
	EUR	EUR
Loan SanInfo B.V.	10,000	10,000
Loan Franklin Mtei	<u>3,000</u>	<u>3,000</u>
31 December	<u>13,000</u>	<u>13,000</u>

In 2020 Inspire2Live financed the start-up capital of Inspire2Go BV. Inspire2Go's main objective is to provide care projects and tasks commercially, with the proceeds ultimately benefiting causes such as Inspire2Live. The loan of € 10,000 can be seen as risk-bearing capital. For the time being, no interest is due on the outstanding balance. Inspire2Go has been succeeded by Saninfo, and all its assets and obligations are now part of SanInfo, which is a wholly owned subsidiary of Inspire2Live.

### Current assets

3. Receivables	2024	2023
	EUR	EUR
Current account SanInfo B.V.	0	0
Debtors	15,125	5,352
Other receivables	<u>2,535</u>	<u>12,446</u>
31 December	<u>17,660</u>	<u>17,798</u>

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4. Cash and cash equivalents	2024	2023
	EUR	EUR
Rabobank 1356.22.883	19,772	24,046
Rabobank savings account	<u>25,398</u>	<u>19,984</u>
31 December	<u>45,170</u>	<u>44,030</u>

5. Foundation's equity	2024	2023
	EUR	EUR
Balance as at 1 January	25,583	20,697
Result for the year	<u>-/- 8,874</u>	<u>4,886</u>
31 December	<u>16,709</u>	<u>25,583</u>

6. Current liabilities	2024	2023
	EUR	EUR
Creditors	49,088	49,088
Other liabilities	<u>10,034</u>	<u>158</u>
31 December	<u>59,122</u>	<u>49,246</u>

*Statement of income and expenses for the year ended 31 December 2024*

7. Income	2024	2023
	EUR	EUR
Total	<u>132,639</u>	<u>127,368</u>

During the 2023 financial year, the average number of employees, converted into full-time equivalents on the payroll of the foundation, amounted to nil persons (2022: nil persons).



The board of Foundation Inspire2Live does not receive any remuneration and is independent of any scientific or fundraising organisation from which the foundation receives subsidy or other grants. De Nederlandsche Bank pays Peter Kapitein (salary and expenses) to work three days a week for the foundation.

8. Operating costs	2024	2023
	EUR	EUR
Volunteer allowances	0	0
General costs	2,028	9,500
Project costs	138,850	112,081
Financial costs	<u>635</u>	<u>802</u>
	<u>141,513</u>	<u>122,383</u>

9. General costs	2024	2023
	EUR	EUR
Travel costs for connection	0	435
Costs Inspire2Go	0	0
External hiring	0	0
Various costs	<u>2,028</u>	<u>9,065</u>
	<u>2,028</u>	<u>9,500</u>

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The travel costs for connection consist of travel expenses for submitted km-declarations.

10. Project costs	2024	2023
	EUR	EUR
Annual congress	107,244	104,141
Costs National Visits	80	0
Costs International Visits	7,350	0
Costs Kenya en Tanzania trip	0	6,469
Costs MCED	0	1,351
Fundraising costs	0	120
Forwarded costs	<u>24,176</u>	<u>0</u>
	<u>138,850</u>	<u>112,081</u>

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

Amsterdam,

April 1, 2025

Foundation Inspire2Live

Ilona Schelle,

Peter Kapitein &

Tielo Jongmans

(Board Members)

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