



Strategic policy plan 2026

Reason

Inspire2Live stems from the fundraising organization Alpe d'HuZes. With the establishment of Inspire2Live in 2010, the founders of Alpe d'HuZes have taken the logical next step from raising money to optimizing its spending. Worldwide, more than €200 billion is spent annually on cancer research and the development of new drugs, while the return on that astronomical amount has been shockingly low for years. Inspire2Live puts the 'global patient' first and assumes that changes come from the patient's initiative. It is 'our problem.'

Method used

Inspire2Live always brings together all stakeholders from the medical industrial complex to look together for the optimal working method to serve the interests of the patient as much as possible. Depending on the subject, the financiers, industry and the government are also and especially. Since 2010, international cooperation has been underway, which led to the establishment of the successful World Campus in 2020.

The pillars and working groups are

1. Lifestyle and Prevention. Firstly, make sure you don't get cancer. 50% of all cancer-related illnesses can be prevented free of charge through a healthy lifestyle and vaccination!
2. Early detection. Take care that cancer is detected as early as possible. When detected early, also in rich countries (!) the chances of curation are much higher.
3. Access to Treatments. Treatments need to be available, accessible and affordable globally. Medicines are important, but we must realize that most cancers still, also in the rich countries, are cured by radiotherapy and surgery.
4. Palliative Care. If you have cancer and curation is not possible anymore, make sure you can live your life the way you're used to as long as possible and with a good quality of life. Pain management is important in this.
5. Awareness. This is an overarching working group that supports all others. For all activities, our advocates need to be aware of. In this working group, we discuss how to realize this.

Our projects reflect this approach.

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Stakeholders

The heart of the organization is formed by a growing group of more than 100 patient advocates. Patient Advocates of Inspire2Live are well-educated, articulate and well-informed patients or loved ones of patients who selflessly and independently dedicate themselves to others who are confronted with cancer. In addition to the Patient Advocates, there are the Scholar Activists, internationally renowned scientists who make their knowledge and brainpower available to the Inspire2Live projects. Together they form the World Campus.

Organization

Organization description

Inspire2Live is a foundation in the Netherlands that is formed by active patient advocates and scholar activists. They are selflessly committed to ensuring that patients have access to the best diagnoses and treatments now and in the future. Worldwide, the World Campus is a network of local advocates and scholar activists, which is now also affiliated with the World Health Organization.

Primary process and supporting processes

The primary process of Inspire2Live is to identify themes that are important to cancer patients, anywhere in the world. These can be new forms of diagnostics, new treatment methods, innovative therapies, more efficient business operations in healthcare, access to (new) medicines or access to clinical trials. And let's not forget prevention through lifestyle and vaccination. We then organise working conferences where all stakeholders from the medical industrial complex work together on concrete action plans to make these things available to all patients in the world.

Our primary goal is not to fund scientific research. However, sometimes it may be necessary to prove new concepts. This is proof of concept or validation research. In those cases, Inspire2Live is looking for funds to make this possible. In a number of cases, this has already led to concrete medical trials, medical information websites and initiatives are being taken to set up solid medical service organizations.

In summary, Inspire2Live is constantly networking, connecting, initiating. Inspire2Live does not (yet) employ or hire staff and therefore has little executive power. To solve this, Inspire2Live has had a subsidiary since 2022, called Saninfo, which is allowed to undertake commercial activities, and which can therefore achieve business results, invest and hire staff. Saninfo can also accept work assignments and carry them out under the supervision of Inspire2Live. This will be the case, for example, with Multi Cancer Early Detection (through SanInfo's subsidiary: Oncolnv), DEEP diagnostics (see 6) and possibly also a new initiative on pain management for cancer patients.

Vision and mission

Vision

Inspire2Live believes that you will experience the greatest possible fulfilment if you put your heart and soul into the 'global patient'.

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Mission

'We're the patient's voice in cancer'. We're on a mission to inspire and empower all stakeholders from the medical industrial complex to work together to prevent, treat and eliminate cancer.'

Organizational culture

Inspire2Live has a strong no-nonsense culture. We believe in positive activism to enable the right to the best treatments. We have great respect for the AIDS activists of the 1980s and 1990s who have shown that a lot can be achieved when patients demand the right to innovative treatments.

Organizational structure

Inspire2Live is a foundation with a Supervisory Board, a board that is formed by three directors. In addition to this management, Inspire2Live has a management team in which the functions; communication, finance, office management and program management. The board will be formed in 2025 by Ilona Schelle, Peter Kapitein and Tielo Jongmans.

Critical success factors

Independence

We must ensure at all times that we do not become dependent on any party. Only if we can always fully focus on the interests of the 'global patient', we can make a difference.

Dare to dream

For a cancer patient, hope is life. We dare to set a dot on the horizon and go for it with full force and commitment. As unrealistic as it may sound at first, we aim to make the impossible happen.

Selflessness

We are guided by the intrinsic desire to improve the quality of life of others and not to satisfy our own ego.

Suffering

The willingness to personally renounce to achieve the higher goal is crucial to the success of the mission.

Passion

Passion is what connects us. The will to live and to support others who have to deal with cancer as much as possible in their fight gives the satisfaction, we do it for.

Current situation

Fundraising

Inspire2Live has a network of corporate sponsors who can be approached ad-hoc for sponsorship of (theme) conferences. This is often the industry involved in healthcare. An exception is the tobacco industry, which we will not assign a role to in our activities under any circumstances.

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Inspire2Live has started approaching sponsors and donors on the basis of a document describing what happens when you support Inspire2Live.

For the Annual Congress, we are sponsored by the industry with the guarantee of our independence. We will never offer exclusivity to a financier.

In the meantime, work is being done on setting up other fundraising activities. Our ambassador in the United States set to work to set up a golf tournament with Inspire2Live as a charitable cause.

Target spending costs versus overhead

In 2025, the largest part of the budget will be spent on target spending. Small amounts are spent on, for example, travel expenses to those who cannot afford to pay for it themselves. The transport to and accommodation during the Annual Congress of our patient advocates and scholar activists will be reimbursed from the funds made available for the Annual Congress.

Given the limited financial resources, the other overhead tasks will be carried out on a voluntary basis.

By target spending we mean the following costs:

- Organizing conferences
- Setting up and facilitating Discovery Networks
- Further expansion of the World Campus
- Possibly financing proof of concept studies if no external funding can be found for this.
- External communication
- Developing affiliate business structures for actual services or products (e.g. SanInfo)
- Program management

Overhead is understood to mean the following costs:

- Accounting
- Leading the organization (<10% time spent on the board)
- Office Management
- Fundraising

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Organization

Strong

- Highly driven Patient Advocates who link knowledge, experience and sense of urgency to concrete actions.
- Very large network within the medical world, both nationally and internationally.
- Conceptually powerful because many Patient Advocates and Scholar Activists are of a highly scientific or social level
- Not bound by institutional frameworks or historical roles.
- Greatly increased number of Advocates by the World Campus.
- Prestige among top experts.
- Considerably increased awareness among politicians in Brussels, which makes high-quality lobbying possible.
- Strong vision, great out-of-the-box capability

Weak

- Leaning on volunteers, which sometimes means that things are left longer than desirable.
- Dependence on goodwill corporate sponsors for financing projects
- Approach to labour-intensive projects is limited due to limits on capacity and employability of PAs (Most PAs need income and are therefore tied to a job)
- The independence of Inspire2Live clashes in many situations with institutional self-interest or established practices of the medical-industrial complex and can therefore arouse suspicion

Staff/volunteers

Strong

- Very driven
- Experience expert
- Highly educated
- Eloquent
- Decisive
- Visionary
- Critical

Weak

- Some plans require very long breath and multiple attempts
- Capacity
- Vulnerable to opposition

Commercial

Strong

- Good international network with other charities

Weak

- Little experience in fundraising
- Dependence on goodwill.

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Finance

Strong

- Reliable sponsorship Annual Congress

Weak

- Uncertainty success in the search for sponsors

Opportunities

- In the world of cancer research and treatment, Inspire2Live has a good reputation that is becoming increasingly well-known, which means that we are increasingly asked to think and work with us.
- A lot of attention in the media about innovative ways to optimize diagnosis and treatment of patients (think of OncoSeek).
- Public debate on the costs of care in connection with the ageing population and the increase in cancer incidence
- The voice of the patient is not yet taken seriously enough, but that voice is increasingly becoming more powerful.
- First political successes have been achieved.
- A lot can be achieved with limited interventions in a healthcare landscape that is stuck.
- Researchers and universities are increasingly working together under pressure from the cuts in research budgets.

Threats

- Conservative medical world is not open to real innovation
- Changes in healthcare are very slow
- Cancer patients are often elderly and weakened, and therefore often not very activist, due to their nature or limitations.
- In many countries, cancer is not yet a problem because it is concealed (individually) or has to be concealed (because it is a stigma or is experienced as witchcraft)
- Powerful and alert lobby from the pharmaceutical and tobacco industry.
- Counterproductive financial incentives for doctors and institutions

Risks

- Loss of financial resources
- Loss of key figures
- Negative publicity

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Policy and strategy

Organizational goals

The goal of Inspire2Live is to get cancer under control and to ensure that everyone has access to the best cancer care. So, on the one hand, to ensure that new effective therapies are developed to control cancer and, on the other hand, to ensure that these therapies are also available to everyone; for the 'global patient.'

Strategy

Inspire2Live brings patients, scientists and doctors together worldwide (the best of the best) with the aim of initiating collaboration in the field of innovation and implementation. Inspire2Live initiates collaborations between the world's top institutes in the field of cancer research to join forces in the field of new innovations. If proven successful, we will establish contacts between these partnerships and renowned funds such as the Dutch Cancer Society, the National Cancer Institute, Cancer Research UK, the World Health Organization, etc., to further support these successes.

Description of desired situation

The most optimal situation is when cancer patients, following the example of the lawyers of Inspire2Live and international sister organizations, stand up for their right to the best treatment. The activism of the AIDS movement in the 80s and 90s of the last centuries has shown that patients can have a very powerful voice in enforcing far-reaching measures in both industry and government. The World Campus is the vehicle for this.

For the activities of Inspire2Live, we refer to the [projects](#) and [achievements](#).

Budget

Expenditure on target spending 2026

Organizing themed conferences (1)	€10,000.00
World Campus	€10,000.00
Travel and accommodation costs abroad	€ 20.000,00
DEEP Diagnostics	Pm
Annual Congress	€ 135.000,00
Total	€ 175,000.00

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Overhead spending 2026

In 2026, less than € 1,000.00 will be spent on the remuneration for the office manager and the webmaster.

Revenue 2026

Sponsorship by EHA	€ 100.000,00
Sponsorship industry	€ 50.000,00
Fundraising events	€ 25.000,00
Total	€ 175,000.00

Other financial

Both the Supervisory Board and the directors are unpaid and only declare the expenses incurred by them in accordance with the policy established by Inspire2Live in this regard in the Code of Conduct I2L (<https://inspire2live.org/wp-content/uploads/2019/07/Inspire2Live-Code-of-Conduct-I2L.pdf>).

The costs are therefore almost zero.

If additional budget becomes available in the future, part of that budget will be used to deploy paid staff who will be involved in the organisation of the activities that are essential to ensure the continuity of the organisation. In 2025, all tasks will be carried out on a voluntary basis.

Payment of the directors is determined by the Supervisory Board, payment of other positions is determined by the board. No payment will be made before 2025 due to the limited financial resources. If more financial resources are available, the board will decide whether people within the organization can be paid.

Peter Kapitein's work and expenses for Inspire2Live have been paid for by the Dutch Central Bank until June 1, 2025, and will therefore not be borne by Inspire2Live. From 1 June 2025, Peter Kapitein will receive money from his pension fund. From that moment on, the expenses (travel and accommodation) will be borne by Inspire2Live.