

Alivia International Foundation

Policy Plan

Last update: June 2026

1. Glossary

AIF – Alivia International Foundation – this foundation incorporated in the Netherlands, holding a central and supervisory role in Alivia Network.

ANO – Alivia National organisation – non-governmental organisation (incorporated in another country) which shares the core values of Alivia and which cooperates with other ANOs within Alivia Network.

ANC – Alivia Network Council – the governing body of Alivia Network.

AN – Aliva Network = AIF + ANOs

2. General information

Please find below general information of the Foundation, including an overview of the supervisory and management boards' members. All the data provided below is valid as of June 2025.

Statutory name	Stichting Alivia International Foundation
Date of deed incorporation	2022-06-10
Chamber of Commerce registration number (CCI number)	86681079
Fiscal registration number (RSIN)	864047150
Mailing address	Kabelweg 57, 1014BA Amsterdam, The Netherlands
Website	www.alivia.org
E-mail	info@alivia.org

Objectives & Activities	The purpose of the Foundation is to fight cancer. The Foundation: • acts to ensure equal access to the best cancer care for everyone, everywhere, • defends the dignity of cancer patients and provide tools that enable them to make informed health decisions, • undertakes its actions across borders.
Profit motive absent	The foundation does not have an objective of making profit.
Target audience	General public with special focus on the following groups: • cancer patients, • cancer patients caregivers, • healthcare professionals, • donors.
Annual accounts period	January 1 until December 31. The first book year ending on December 31, 2022.
Supervisory Board Members	Robert Bron Pawel Urawski Barbara Dobrowolska
Management Board Members	Agata Polinska

3. ANBI status self-assessment

ANBI requirement	Description	Is requirement met?
The institution must be fully focused on the public benefit. This must be apparent from, among other things, the	The organisation efforts are entirely focused on the public benefit – see Articles of Incorporation Article 3, point	

statutory objective and the intended activities. The institution must serve the public interest with almost all of its activities. This is the 90% requirement. The institution is not for profit with all of its activities that serve the public interest.	1 and 2 The organisation does not have a profit motive – see Articles of Incorporation Article 3 point 4: <i>"4. The assets of the foundation serve the objects of the foundation. The foundation is a non-profit."</i> Article 3, points 1, 2, : 1. The purpose of The Stichting is to fight cancer. The Stichting: a. acts to ensure equal access to the best cancer care for everyone, everywhere, b. defends the dignity of cancer patients and provide tools that enable them to make informed health decisions, c. undertakes its actions across borders. 2. The Stichting achieves these purposes by: a. organising and coordinating activities of ANOs, b. promoting and facilitating cooperation within AN, c. delivering financial and non-financial support to ANOs d. co-ordinating its national organisations in the execution of their objectives, e. undertaking all other tasks which may be conducive to its object such as for instance: i. undertaking of cancer prevention, information, awareness and education campaigns; ii. conducting research, publication of reports, brochures,	
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	guides, books, journals, websites and portals, and other materials designed for the study and outreach of the fight against cancer; iii. organisation of talks, training sessions, courses, symposia and conferences; iv. representation of the interests of cancer patients and their families in front of media, government agencies and other institutions; v. cooperation with other organisations which have similar goals.	
The organisation and the persons directly involved in the organisation must meet with the integrity requirements.	The identities of the Alivia International Foundation management and supervisory boards members are publicly available. None of the governing bodies' members have been convicted of a crime. The Foundation is led by people with established societal positions and reputation.	
No natural or legal person may dispose of the institution's assets as if they were its own assets. Directors and policymakers may not have a majority of control over the assets of the institution.	Supervisory board of the foundation consists of 3 or more persons and managers or policy makers cannot have a majority in the control of the capital nor can they have a decisive vote or veto in the control of the capital – see Articles of Incorporation Article 5, point 1,2,3 Article 10, point 1 Article 6, point 2 “Art. 10.1: The foundation has a supervisory board, consisting of three or more natural persons.” Art. 5.1: “The foundation is managed by a management board consisting of	

	one or more natural persons. In case of vacancies, the management board shall keep its powers.” Art. 5.2: “The supervisory board appoints and dismisses the members of the management board. Vacancies shall be filled forthwith.” Art. 6.2: “Subject to the prior approval by the supervisory board, the management board shall be authorised to resolve to enter into agreements for the acquisition, alienation and encumbrance of registered property. The management board shall not be authorised to enter into agreements under which the foundation engages itself as surety or joint and several co-debtor or through which it guarantees performance by a third person or engages itself to provide security for the debt of someone else and shall not be authorised to represent the foundation at these acts.”	
An ANBI may not have more assets than necessary for the organisations work. For this reason the organisations assets must remain limited.	The budget for the upcoming years is planned to be sufficient for the realisation of the strategy and ensuring financial liquidity. It does not include any substantial spare assets. The organisation does not own any properties except intellectual properties (visual identification, programs, IT systems) necessary for the realisation of the strategy. See point 7.4 AIF Policy Plan: budget.	

The reward of the policy makers cannot be bigger than the expense compensation or (minimal) allowance.	The supervisory board members' and the directors' remuneration related to their statutory duties is restricted to an expense allowance or a minimum attendance fee – see article 5, point 5 and article 10, point 5. Article 10, point 5: "Members of the supervisory board shall be able to receive a reasonable expense allowance, but no remuneration." Article 5, point 5: "Members of the managing board shall be able to receive a reasonable expense allowance, but no remuneration for the execution of their statutory tasks."	
An ANBI must possess an up-to-date policy plan.	See the document: Alivia International Foundation Policy Plan (this document).	
The ANBI's costs must be in reasonable proportion to its expenditure.	The organisation is operating based on detailed long and middle term plans – including long term strategy, annual budget and long term financial forecast. The main source of the Alivia International Foundation income are donations from other Alivia Network organisations operating in other countries. This income is strictly related to the performance of these organisations. This income will be redistributed to new and emerging Alivia Network organisations. The growth of the network will depend on the amount of funds raised. This is why the organisation costs will remain in reasonable proportion to its expenditures.	

Funds remaining after the dissolution of the organisation must be allocated to a general good objective identical to the organisations objective.	Dissolution and liquidation is described in Article 14 of the Statute. Point 3 of this article assumes that in case of dissolution any positive balance will be distributed to another public benefit, non-profit organisation, which pursues the same objectives. Art 14.3: Any positive balance shall be distributed to a goodwill foundation (algemeen nut beogende instelling) in or outside of the Netherlands with a purpose comparable to the purpose of the foundation.	
An ANBI is governed by specific administrative obligations.	An organisation keeps an accountancy and administration. Accountancy records are held in a way that clearly shows: a) what amounts have been paid per policymaker in expense reimbursements, attendance fees and other payments b) what costs the institution has incurred c) the nature and extent of the income and assets of the institution. d) what are the expenses and expenditures of the institution?	
An ANBI must publish information about the organisation on its own website or on a communal website of for example a trade organisation.	Alivia International Foundation runs its own website: www.alivia.org. This site contains essential data and documents related to the organisation activities – including: general data about legal entity, the articles of incorporation (statute), essential information about the organisation, annual reports.	

4. Statutory framework

4.1. Objectives

- a. acts to ensure equal access to the best cancer care for everyone, everywhere,
- b. defends the dignity of cancer patients and provide tools that enable them to make informed health decisions,
- c. undertakes its actions across borders.

4.2. AIF role (AN management)

The Stichting achieves these purposes by:

- a. organizing and coordinating activities of ANOs,
- b. promoting and facilitating cooperation within AN,
- c. delivering financial and non-financial support to ANOs
- d. co-ordinating its national organisations in the execution of their objectives,
- e. undertaking all other tasks which may be conducive to its object such as for instance:
 - i. undertaking of cancer prevention, information, awareness and education campaigns;
 - ii. conducting research, publication of reports, brochures, guides, books, journals, websites and portals, and other materials designed for the study and outreach of the fight against cancer;
 - iii. organisation of talks, training sessions, courses, symposia and conferences;
 - iv. representation of the interests of cancer patients and their families in front of media, government agencies and other institutions;
 - v. cooperation with other organisations which have similar goals.

5. Alivia – who we are



Agata Polińska was diagnosed with advanced cancer when she was 28 y.o.

Along with her older brother – Bartek – they searched for the best therapeutic options. It was not easy – they faced an ineffective healthcare system, formal and financial difficulties. They won and

overcame the obstacles. Agata regained her health. Their experience was an inspiration to establish a foundation that supports cancer patients through the difficult treatment process. In April 2010 they established Alivia. Within 15 years Alivia has become one of the biggest NGO helping cancer patients in Poland. Now it's time to deliver similar support to patients in other countries and make Alivia an international organisation. In 2022 Alivia has started its operations in Spain under the name Alivia Fundación Oncológica (www.alivia.es). Further steps are being taken to build international network of Alivia organisations.

5.1. Values

Courage, bravery, strength

We believe that one day humanity will win the war with cancer, like in the past with many other dreadful, previously deadly diseases, like plague, cholera and others. Observing the science progress and oncology development, we believe that the day of victory is coming – medicine is winning more and more battles! But to make this day happen faster and give the cancer patients a chance to stay alive till this day – we all need courage. Cancer is a frightening disease for everyone. We stand that courage and bravery are the ultimate answer for these fears. Because it takes courage to face the burden of cancer and show solidarity with those who suffer it. It takes courage to go for screening tests. It takes courage to stand for the best possible diagnostic and treatment for every cancer patient, provided to them with the respect of their dignity. It takes courage and bravery to search for new treatment options. At last but not least – it takes courage and bravery to go through the cancer treatment process. It needs strength to face the point in treatment when nothing more can be

done to cure the disease. We all need courage, bravery and strength to win the war with cancer.

Empathy, openness, solidarity

We support those who are the most vulnerable – that’s why we particularly care about serving them with deep empathy and respect. We are ready to help anyone suffering from cancer, no matter what is your, age, income, race, religion, sex orientation or political preference.

Furthermore, we respect the dignity of every person, and therefore we call for solidarity with cancer patients as brave warriors, not for compassion or pity for victims of fate.

Knowledge, disruptive innovation, global impact

Knowledge is an armour against cancer. The more humanity knows about this disease the closer we are winning the war. It is also relevant to the scale of a single patient – the more he and his doctor know about the particular case – the better are chances for the most optimal treatment that provides best chances to survive. That’s why we deliver armour – dedicated tools for patients to make informed decisions about their health.

Disruptive innovation brings the future to the present time, changes mindsets and makes complicated stuff easy – that is why we strive to follow this path.

We believe that combining courage, bravery and strength with empathy, knowledge and disruptive innovation is powerful enough to change the world and make it last longer for those who suffer cancer. Because every saved day of life is worth it.

5.2. Mission

Our goal is to fight cancer. We act to ensure equal access to the best cancer care for everyone. We defend the dignity of cancer patients and provide tools that enable them to make informed health decisions. We give courage!

5.3. Vision

We are an international network of organisations that comprehensively support people suffering from cancer in different countries.

Alivia network organisations cooperate, support each other and contribute to international development.

We are financially and politically independent thanks to diversified international fundraising activities. Our employees are committed, motivated and competent. We care about their development, satisfaction and knowledge share. We operate professionally, we cooperate with experts and we are able to effectively use our resources, experience, skills and knowledge.

We are strong in our values and mission.

6. How Alivia supports cancer patients

We strive to provide people with cancer with practical tools so that they can boldly benefit from the achievements of world medicine and win against the disease every day.

That is why we help them find the shortest queues, find recommended drugs, get to know the friendliest doctor and the best-rated oncology centre, and use personalized medicine in their treatment, which allows for precise identification of mutations occurring in a specific case of the disease.

Till now Alivia has developed several programs supporting cancer patients, which are successfully providing help and support for cancer patients in Poland. Our portals gain high popularity. Annually, they are visited by nearly 2,6 million unique users yearly.

Thanks to our services, all this information is public and free.

In 2022 -2004 four projects were implemented in Spain: Oncoindex, Cancer knowledge library, Oncomap and Direct financial support.

6.1 Cancer knowledge library

We provide reliable knowledge. We create a knowledge base about cancer, useful for patients and healthy people alike. How to avoid cancer? What are the symptoms of tumors? What methods of therapy modern medicine is offering?

Our database is an online compendium of oncological knowledge, dedicated to cancer patients, their families and carers, healthcare professionals, medical students and all those seeking reliable information on cancer.

We have over 600 articles in Polish and 200 – in Spanish, on cancer news, medical nutrition, as well as cancer prevention, symptoms, diagnosis, and treatment. We also describe the causes and mechanisms of cancer. Over a 1 million people visit our base every year. Articles devoted to the symptoms of various cancers are of the greatest interest.

Links: <https://alivia.org.pl/wiedza-o-raku/>
<https://alivia.es/todo-sobre-el-cancer/sintomas-y-tratamientos/>

6.2. Oncomap

The portal helps to find friendly and committed doctors and patient-oriented cancer centres and clinics. Based on the model of “Tripadvisor” it is a guide constantly updated by patients for other cancer patients. Everyone knows how significant role the empathising, smart doctor plays in the treatment process. Alivia created a portal for patients when they read the opinions of other patients and find the friendliest doctor and the best-rated cancer centre. In Spain Oncomapa is a directory for patients to the nearest clinic treating cancer. Over 600 000 people visit Oncomap every year.

Links: <https://onkomapa.pl/>
<https://alivia.es/oncomapa/>

6.3. Oncoskanner

Fast and appropriate tests allow for an early initiation of treatment and play an important role in monitoring the effectiveness of the therapy. Alivia consultants call to more than 500 diagnostic facilities and provide patients information about the length of the waiting times to imaging tests to allow patients to find a place in their proximity with the shortest queue. More than 160 000 users visit yearly Oncoskanner to find the shortest queue in their proximity.

Link: <https://onkoskaner.pl/>

6.4. Oncosniper

Tumours are different and have different gene mutations. Thanks to personalised medicine, patients can choose precise methods of fighting,

appropriate for a specific case. But for this they need help in understanding the complexity of molecular diagnostic and precision medicine. The portal provides reliable and simple information about all those complex subjects to encourage patients to get involved in the process of co- planning with the doctors their diagnosis and treatment. Over 65 000 cancer patients and their caregivers visit Oncosniper yearly.

Link: <https://onkosnajper.pl/>

6.5. Oncoindex

Polish patients have legally guaranteed treatment in accordance with the current medical knowledge, but this law is not well executed – there are limitations in access to cancer drugs. Oncoindex allows patients to find the recommended medications and treatments, and check their reimbursement status. Portal is already providing information for patients in Poland and in Spain. Almost 40 000 cancer patients and their caregivers use the data from Oncoindex yearly.

Link: <https://oncoindex.org/en/poland>

<https://oncoindex.org/en/spain>

6.6. Oncoissues

We share our experiences. Every day we advise oncological patients and their relatives. People who were just diagnosed with cancer, at the beginning of their struggle, patients looking for new treatment methods, as well as their relatives – all can contact us at any time by e-mail or telephone.

We advise on what steps to take and which specialists and facilities are worth contacting, inform about available therapies and medications in Poland and abroad. We try to suggest the best solutions, depending on the reported problem.

Alivia's experts also help in any formal matters, offering support in undertaking interventions with other authorities, such as the Patient's Rights Ombudsman.

Alivia is providing more than 3200 substantive answers and tips yearly and this number is rising every year.

Link: <https://alivia.org.pl/szukasz-pomocy/#Skrzynka>

6.7. Financial support

Alivia supports cancer patients in financing treatment every day! Cancer is a struggle not only with the disease and unpleasant side effects of treatment, but also in some countries – with serious financial problems. We know that a situation in which there is not enough money for examination or treatment, on which health and life depend, causes fear and a sense of helplessness.

That is why our Beneficiaries receive a dedicated collection subpage on our crowdfunding portal, through which they can collect funds for medicines, consultations, diagnostics, rehabilitation, or travel to the treatment centre. We promote pages of the beneficiaries in traditional and social media.

In order to use the funds raised, the patients receive donations on the basis of invoices or payment is passed directly to the hospital account.

In this way, our donors can be sure that the collected money has been used as intended. We donated over 8 million Euros to our Beneficiaries!

Link: <https://onkozbiorka.pl/zaloz-zbiorke>

<https://alivia.es/ayuda-directa-alivia/>

6.8. Social campaigns

Alivia raises awareness of the problems, organise and mobilise to action. The war against cancer is here and now. People are fighting for their lives!

Cancer is an extremely difficult opponent. It ruins not only health, but often also the budgets of patients and their families.

In Poland, where the queues for examinations and consultations are several months long, and certain therapies are not included in the basket of reimbursed services – the treatment process frequently depends on the patient's wallet.

Example: The "War with Cancer" campaign aims to break the stereotype of a "cancer patient" by drawing attention to the heroism, courage, and steadfastness of patients who struggle with cancer and do not give up, despite incriminating treatment – they fight for their health and life.

By choosing such a brave film, we wanted to emphasize the truth – that war against cancer is ruthless, and in this fight money and support are essential. (<https://vimeo.com/154639815>)

Link to other campaigns: <https://alivia.org.pl/kategoria/kampania/?s=>

6.9. We represent patients

The effects of our activities influence the shape of the Polish cancer care system.

Alivia advocates for people suffering from cancer and represent them in front of the legislators and media.

We prepare positions for legal acts, we participate in parliamentary and senate health committees, consult government documents, and are also active in the Patient Organisation Council at the Patient's Rights Ombudsman and on the European level – in the European Society of Medical Oncology Patient Advocats Working Group. (Link: <https://www.esmo.org/policy/esmo-public-policy-committee/patient-advocates-working-group>)

Alivia is also a member of the Polish National Cancer Federation, whose goal is to create solutions that will influence the prevention, diagnosis, and treatment of neoplastic diseases in Poland and change it for the better.

Link: <https://alivia.org.pl/o-fundacji/dzialania-rzecznicze/>

In Spain we are a member of GEPAC – an umbrella organisation which unites many organisations fighting against cancer. Alivia in Spain is also active in media, issuing press releases every month.

In this way, we aim to persuade decision-makers to introduce change in the healthcare system that will improve the situation of cancer patients and increase the effectiveness of cancer treatment.

7. Alivia Network structure and governance

7.1. Structure

Alivia Network (AN) consists of:

- Alivia International Foundation (AIF),
- Alivia National organisations (ANO).

AIF is a non-profit organisation registered under the law of The Netherlands as a foundation (*“stichting”*). AIF is a public benefit organisation applying for ANBI status (*“algemeen nut beogende instelling”*). AIF has a leading role in AN.

ANOs are non-profit organisations registered in respective countries as foundations or associations (with public benefit purpose). They carry on activities in one or more countries in the region.

All AN members participate in it on a voluntary basis. They aim to work together as a truly global network in order to be able to solve cancer and healthcare system related problems, which do not stick to national borders.

Alivia Networks members:

- 1) share AN mission and core values,
- 2) pursue common, general goals expressed in AN global strategy,
- 3) share brand identity,
- 4) actively participate in further development of AN.



7.2. Roles

7.2.1. Alivia International Foundation (AIF)

AIF's role within the AN (Alivia Network) includes the following:

- 1) developing long-term AN strategy contributing to global AN vision,
- 2) coordinating ANOs' plans and actions at a strategic level,
- 3) evaluating ANOs' strategic and financial performance,
- 4) developing AN in new countries or regions,
- 5) providing financial and non-financial (e.g. know-how transfer, trainings, workshops, etc.) support to ANOs,
- 6) holding, managing and protecting the Alivia brand, trademark and other intellectual property items,

- 7) providing shared services support to ANOs (directly or through a dedicated entity).

7.2.2. Regional organisations (ANO)

ANOs are part of Alivia Network. They are based on the same values and mission. Their vision is derived from the general vision of AN. ANOs can operate on either country level or regional level, which consists of more than one country. ANOs main responsibility is to:

- 1) serve cancer patients by pursuing the AN purpose expressed in the mission statement,
- 2) develop and execute local strategies (including budgets),
- 3) implement support programmes for cancer patients,
- 4) implement fundraising programmes,
- 5) cooperate with other ANOs and AIF,
- 6) contribute to further AN development,
- 7) report to AIF,
- 8) comply with internal and external rules, procedures and laws.

7.3. Network governance

Alivia Network governance relies on principles of leadership, participation and contribution.

AN is coordinated and managed by AIF with active participation and contribution of ANOs. More detailed information regarding the AN's scope of competences within AN is provided in point 4.2.1 above.

AIF decision making is based on mechanisms described in the statute of the organisation. The AIF governance relies on 2-tier legal (statutory) structure and one supplementary body:

- a) **Supervisory board** – non-executive body with supervisory and advisory functions. The overall role of this body is to supervise the policies of the board of directors and the general affairs of the AIF, as well as to assist the management board members by providing advice. In discharging its role, the supervisory board shall be guided by the mission, vision and values of AIF and AN. The supervisory board is responsible for the quality of its own performance.
- b) **Management board (board of directors)** – executive body with hands-on management functions. The role of the board of directors is to manage the AIF, which means, among other things, that it is responsible for achieving the AIF and AN aims, following the strategy and policy, and delivering expected results. The board of directors is

accountable for this to the AIF supervisory board, regulatory bodies and to the general public. In discharging its role, the board of directors shall be guided by the mission, vision and values of AIF and AN. In order to be able to coordinate and manage AN, the management board shall cooperate with ANOs. There will be an supplementary internal AIF body, which will enable cooperation within AN – Alivia Network Council (see point c below for more details). The board of directors is responsible for complying with all relevant legislation and regulations, for managing the risks associated with the organisation activities and for securing the organisation's solvency. The board of directors shall report related developments and discuss the internal risk management and control systems with the AIF supervisory board.

- c) **Alivia Network Council (ANC)** (roles: initiative, advisory, supportive) – executive body facilitating AN coordination and management. The ANC members are:

- i) ANOs' representatives – one person per organisation holding the role of CEO,,
- ii) AIF's representative – one person, president of the AIF management board.

ANO members:

- are appointed at the time of appointment to the respective bodies of ANOs or AIF,
- are dismissed at the time of leaving the respective ANOs or AIF post.

Representative of the AIF holds the role of a president of the ANC. His or her vote is casting in case of an even number of ANC members. The ANC shall adopt decisions in the form of resolutions by an ordinary majority of the votes cast. Validity of the resolutions shall require the presence at the ANC meeting of at least half of the members of the Council, including the ANC president. Only ANC members being representatives of ANOs on development stage 3 (see point 5.3.) have voting rights. The ANC meeting shall convene at least once a year.

ANC resolutions in order to be implemented need AIF management board approval.

7.4. Network strategy (ext)

Alivia Network Vision and Mission needs to be properly executed – therefore The Management Board of Alivia International is the governance body with ultimate authority for determining Alivia Network [Alivia Network Strategy](#) document based on shared values, goals and financial strategy. The Alivia Network Council is responsible for ensuring the strategic goals are implemented and making any necessary adjustments as needed. [Alivia Network Strategy](#) is prepared for every 4–5 years and evaluated with time by Alivia International.

8. Finance and controlling

8.1. Redistribution

Alivia Network is based on financial redistribution policy. It means that AN members participate in a contribution system, whose goal is to redirect significant funds from established and mature ANOs with higher income to new and low income ANOs.

AIF plays an important role in setting the distribution rules and funds movement. AIF's role is to receive annual contributions and allocate them to other organisations according to the budget and operational plan. AIF is responsible to prepare and execute appropriate legal framework for secure redistribution of funds.

8.2. Funding

AIF supports financially new and low income ANOs by providing them with grants/donations and/or recoverable grants (loans). Financing of other ANOs is made in a transparent way, based on clear eligibility criteria. One of the main requirements is the 90% rule – any funds provided must be used in such a way that 90% of supported activities must be public benefit.

8.2.1. Grants/donations

Grants/donations are a form of financial support that does not require any pay back. Donations can be given for statutory purposes and does not require any pay back. Grants can be provided based on a grant application form prepared by requesting ANO. The form has to clearly describe how the money will be spent and what will be

the outcomes of the proposed activities. Grants can be given for statutory purposes and does not require any pay back

8.2.2. Recoverable grants / loans

Recoverable grants and loans are forms of financial support that usually require pay back, which is based upon the results achieved. Such funds can be provided by AIF based on grant application form prepared by requesting ANO or long term funding agreement. ANO which applies for this type of financial support has to prepare a viable action plan and budget. It also has to demonstrate that it has sufficient resources and know-how to fully utilise the funds.

8.3. Contributions

ANOs contributions play a central role in AN growth. Established and mature ANOs with higher income contribute some part of their income to AIF. These contributions are planned ahead in ANOs' multi-year financial forecasts and are related to financial performance and capacity of each organisation.

The role of AIF is to aggregate these funds and allocate them to other AN organisations, which are in the initial stage of development and lack financial self-sufficiency. The main principle in funds allocation is to help ANOs to achieve their statutory and public benefit goals, but on the other hand to build organisational capacity, which will allow them to build their own independent funding sources.

8.4. Budget 2025/2026

Alivia International Foundation - budget plan for 2025/2026 (cashflow) all values are EUR gross		
	2025	2026 (forecast)
Incomes		
Donations received	304 814	286 000
Financial income	9 387	15 628
total:	314 201	301 628
Expenditures		
Donations paid	335 000	90 000
Total operating expenses	72 209	89 748
total:	407 209	179 748
Balance	-93 008	121 880

9. Communication principles

9.1. Introduction

Meaningful and impactful communication is essential for Alivia Network activities, recognition and reputation. As we represent our beneficiaries to many stakeholders including: patients, caregivers, supporters and donors, medical staff experts, decision-makers, and it is focused on the vulnerable group of cancer patients and their caregivers, our communication in the Alivia Network must always take their perspective, protect their dignity and well-being. Alivia avoids victimisation of cancer patients.

Alivia Network shall align all the communication activities with common principles, which emanate of the network values, goals, strategy and ethical approach.

9.2. General communication principles

courage, bravery, strength

- we communicate in brave but respectful manner
- our messages are strong and straightforward
- our communication is courageous and gives courage

empathy, openness, solidarity

- we frame cancer patients as heroes fighting for their lives, not victims of fate
- our communication is triggering empathy and solidarity for a fellow human being, not a pity or sympathy for a victim
- our communication is approachable, open for debate and diversity of stakeholders

knowledge, disruptive innovation, global impact

- our communication is based on trustworthy data and evidence based knowledge, but at the same time it includes personal stories and uses storytelling and creative disruption to deliver our messages to different target groups
- we use disruptive innovation to reach global audiences, their engagement and impact

9.3. Brand coherence (ext)

Alivia Network is united by its values, vision and goals. It is reflected in united, coherent communication principles, which are defined in the following documents, which will be developed or already exist:

- [The Global Brand book](#),
- [Communication strategy](#),
- [Communication guidelines](#),
- [Visual style guidelines](#),
- [Campaigning guidelines](#), [Support Programs communication Guidelines](#).

All members of AN shall contribute to the common goals of rising Alivia Network good name recognition, respect and trust. They shall also contribute to common impact and delivery of change by executing network values and principles in daily practice.

9.4. Information policy (ext)

Alivia Network is committed to transparency and accountability. To meet this commitment all members should follow [Information Policy](#). This policy will be designed to ensure best practice in the handling of Alivia's information, taking into consideration the principles of availability, integrity and confidentiality (in priority order), and ensuring Alivia Network meets legal requirements. [Information Policy](#) will define how to allow information to be shared in a transparent and efficient way, while at the same time

safeguarding, from abuse or compromise, our beneficiaries', supporters', people's, allies', partners' and our own sensitive information.

10. Fundraising principles

10.1. Introduction

Fundraising activities are crucial for Alivia Network mission realisation. Our fundraising is based on a few simple principles such as independence, diversification, courage, honesty, respect, appreciation for the donors, transparency and avoiding conflict of interest and lobbying for the business. To provide the best quality and efficacy of Alivia Network fundraising efforts, all members should follow several principles, defined in the [Fundraising Global Guidelines](#) document.

10.2. Independence

We do not apply for any public funding from government institutions in order to be independent and truly represent cancer patients and cancer care problems. Independence from governmental financing allows us to critically assess public policies regarding cancer care and reforms proposed in this area by policymakers.

10.3. Diversification

Our fundraising is diversified to ensure our independence, stability and protect realisation of our mission, while staying loyal to cancer patients' interests.

10.4. Courage, honesty and respect

We fundraise honestly and courageously. We fundraise with respect to our donors, beneficiaries and ideas or purposes to achieve.

10.5. Appreciation for donors & transparency

We appreciate those who support our mission and activities and share our values. In respect to their engagement and generosity we are committed to be efficient and transparent in spending collected funds.

10.6. Conflict of interests and lobbying

We prevent conflicts of interests by always prioritising the interest of cancer patients. We also prevent actions that might be perceived as lobbying for the pharma sector by not getting involved in the projects that support any particular medical product use if the project is restricted to this product.

11. Human resources policy

11.1. Talent search (equality)

The organisation is driven by a motivated, committed and competent team of people. The organisation cares about their development and satisfaction. In order to ensure best results, the organisation recruits on the basis of equality and inclusivity.

11.2. Employees' evaluation and development

Alivia International Foundation uses tools and means (for. e.g. training, integration meetings, HR policies, remuneration audits, evaluations, bonus systems, career plans) to ensure mutual development and satisfaction for the organisation and it's workers, fair assessment and salaries and prospective and healthy place of common achievements and learnings.