



YvYa Foundation
Policy plan 2020-2022

Foreword

This document is the policy plan of the YvYa foundation 2020-2022.

YvYa was founded on Friday 21 August 2020 to secure the development of the Early Warning Scan for breast cancer. The board of YvYa consists entirely of women. These five stakeholders are committed to ensuring that the Early Warning Scan (EWS) is developed. They ensure that the technique is, and remains, for women. The Foundation is non-profit.

Prior to the foundation, the Think Tank Early Warning Scan was set up. This group of eight women is explicitly involved in development for the specific purpose of securing the input of women. The Think Tank provides guidance and feedback to the development team from the client perspective so that the EWS becomes a woman-friendly screening method.

The Women's Think Tank is also involved in promoting the importance of the EWS for all women. They are ambassadors, develop goodwill and provide information.

The board ensures that the foundation can fulfil its role. This is by representation of client interests, embodying client involvement and the provision of financial resources to prevent delay in the development of the EWS.

This policy plan provides insight into:

- The mission, vision and objectives of the foundation
- Activities (projects) of the foundation
- finance
- The way the foundation raises money
- The management of the foundation's assets
- The use of the foundation's assets
- The activities of the stakeholders

On behalf of the board of the YvYa Foundation

Paulette Kreté, chair

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1. General data

Statutory name : YvYa Foundation

Organization type : Foundation

Founded : 21 August 2020

Chamber of
Commerce number : 8013 9515

Bank account
number (IBAN) : NL15TRIO0320044769

Tax number (RSIN) : 8615 6528 9

Address : Baarle Hertoglaan 27, 5628 PM

Telephone number : 06 14457982

Email address : bestuur@yvya.nl

Website : www.yvya.nl/ www.yvya.en

2. Board

name : Paulette Kreté
title : Chairman
authorization : Jointly authorized with other director(s)

name : Marijke de Hullu
title : Secretary
authorization : Jointly authorized

name : Larisa Derikx
title : Treasurer
authorization : Jointly authorized

name : Barbara Giovagnoli
title : General member
authorization : Jointly authorized

name : Elcke Huijink
title : General member
authorization : Jointly authorized

Official Secretary of the Board:

name : Moniek Sanders

All board members and official secretary have no commercial interest in the YvYa Foundation and are unpaid. They may be compensated for the costs reasonably incurred in the performance of their duties. They do not make use of this facility, with the exception of travel expenses incurred in the performance of their duties.

3. Our mission

The YvYa Foundation defines its mission in 3 core goals:

1. Supporting the development of the Early Warning Scan for breast cancer
2. Ensuring the accessibility of the Early Warning Scan for all women
3. Raising awareness of the need for very early detection of breast cancer

Social issue

The number of breast cancer deaths has barely fallen over the last 10 years. Due to the ageing of society, an increase is forecast for the coming years. *Source:* [Ministry of Health](#)

Women aged 50 and over are eligible for the 2-yearly mammography screening. This group consists of 2.6 million women. A significant group of 600,000 women do not participate in this study for various reasons.

For the women who do not participate in this population study, breast cancer is detected by "looking and feeling", the so-called self-examination. The self-examination is challenging and must be sustained for life without a reasonable chance of success in the early detection of breast cancer.

For women under the age of 50, there is no screening method. They are all reliant on "looking and feeling". They always have to discover breast cancer for themselves.

The Early Warning Scan is a promising concept for a new technique that will replace the burden of self-examination of women of all ages.

This Early Warning Scan is currently being developed by a public-private consortium consisting of the following parties:

- XYZ-Imaging (Eindhoven)
- Catharina Kankerinstituut (Eindhoven)
- Jheronimus Academy for Data Science ('s-Hertogenbosch)
- Demcon Medical Systems (Best)
- YvYa Foundation

Because the Early Warning Scan can be repeated annually, a lifetime monitoring of the breasts is offered and women are relieved of self-examination. Irregularities can be detected faster than is possible with the human eye. These irregularities can be a sign of breast cancer.

With this scan, the 'alarm' can be sounded much earlier and much more objectively. The woman does not have to judge for herself whether there is something 'wrong' that needs a referral to a doctor, this happens much earlier and more specifically.

Very early detection of breast cancer leads to a better prognosis, lighter treatments and less residual damage for women. The quality of life therefore remains high and a lot of personal suffering is prevented.

Early discovery also contributes to a reduction in treatment costs.

4. Our vision

The Early Warning Scan for breast cancer offers the prospect of detecting breast cancer as early as possible, so even a decrease in the mortality rate is possible.

We note that there is no good screening method for young women (up to the age of 50). For these women, breast cancer is often detected (too) late. The number of breast cancer patients under the age of 50 is on the rise, from 14% to 19%. *Source: [Breast cancer in the Netherlands](#)*. For this group of young women, the Early Warning Scan is therefore of exceptional importance.

The YvYa foundation operates out of a sense of urgency and care. The importance of this technique is so great that YvYa considers it essential that the research and validation process should be completed as quickly as possible. This technique should become available to all women as soon as possible after validation.

YvYa points out that research and development processes often take (too) long due to complex and time-consuming financing structures. That is why YvYa regulates its method of financing in such a way that the development of the Early Warning Scan is not put on hold.

In addition, YvYa will contribute financially to the medical certification of this promising technique.

YvYa has no financial interest in the Early Warning Scan, so the interest of the client group is always paramount.

5. Ambition

Over the short term (1 year), YvYa will focus on:

- increasing the name recognition of the YvYa Foundation to acquire research and sponsorship funds;
- the collection of financial resources to accelerate the development of the EWS to enable realization of a prototype as defined by the EWS development team in the MVP (Minimal Viable Product specification¹).
- recruiting volunteers for the first pre-clinical trials
- contributing to research into artificial intelligence-based data analysis technique.
- Acquiring ANBI status to underline the social interest that the foundation advocates.

¹ An MVP is delivered as early as possible and only meets the basic needs or core idea from which the product originated.

Over the medium term (3 years), the focus is on:

- the collection of financial resources to realise the further development of the EWS prototype into a production-ready unit
- participation in the EWS consortium as co-funder and client advocate to enable monetary contributions, applications for clinical tests and scientific research.
- ensure that the developed technique remains for, and by women by preventing vendor lock-in and unwanted market monopolies of parties.

6. Objective

YvYa aims to make an active contribution to making this woman-friendly technique accessible so that it is possible to detect signs of breast cancer at an early stage in a large-scale way.

To ensure the continuity of the development of the Early Warning Scan, YvYa will make monetary contributions to the executive consortium (of which it is a part) where necessary. This allows the research and development work to continue in the periods between subsidy payments from third parties.

Through its participation in the consortium, YvYa also guarantees the embodiment of client involvement in the development of the EWS. For this purpose, the Think Tank has been set up within the foundation: a group of women who think about client-friendliness and the social and cultural aspects of large-scale breast cancer screening. The Think Tank provides requested and unsolicited advice during the development of the EWS.

The Foundation carries out the following activities to achieve its objective:

- Participation in the consortium developing the Early Warning Scan.
- Recruiting donors and sponsors among individuals, companies and organisations in order to fulfil the role of provider of monetary contributions.
- Relationship building with fund and grant providers, with the aim of obtaining finance.
- Maintaining contacts with clients and interest groups such as Pink Ribbon, Breast Cancer Association Netherlands, KWF and others.
- Communicate with individuals and companies for fundraising through a website and through online marketing activities.
- Networking to create awareness and generate media attention and provide promotional activities at meetings and events.
- Maintaining a Think Tank that deals with the development and implementation process around the EWS, as seen from a client perspective.

7. Target group

The group targeted by YvYa is all women in the Netherlands regardless of age, ethnicity, cultural, political or religious background. Within this target group, we distinguish:

- Women over the age of 16 and under 50 who do not have access to the Dutch population study for mammography.
- Women who do participate in the population study with mammography. This study has a positive predictive value of 28%. An additional screening is therefore also valuable for this group. [Source: Factsheet RIVM](#)
- Women between the age of 50 and 75 who do not wish to participate in the population survey with mammography.
- Women over the age of 75 who no longer have access to the mammography screening.

8. Financial forecast 2020

In order to achieve the goals of the YvYa foundation, capital is needed. The foundation does not have a profit motive, as laid down in the articles of association.

For 2020, benefits are expected to amount to €20,000

For 2021, benefits are expected to amount to € 150,000.

Budget 21 August 2020 to 31 December 2020

Income

Benefits of individuals	10.000
Business benefits	10.000
Sum of income raised	20.000

Out-goings

Spent on objectives	17.500
Recruitment costs	1.000
Costs for management and administrative requirements	1.500
Sum of charges	20.000

Balance of income and expenses	0
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Multiannual budget 2021 - 2023

	2021	2022	2023
Income			
Benefits of individuals	30.000	35.000	50.000
Business benefits	20.000	20.000	20.000
Benefits of contributions from grants	100.000	125.000	150.000
Sum of income raised	150.000	180.000	220.000
Out-goings			
Spent on objectives	145.500	174.000	213.700
Recruitment costs	2.000	3.000	3.000
Costs for management and administrative requirements	2.500	3.000	3.300
Sum of charges	150.000	180.000	220.000
Balance of income and expenses	0	0	0

9. Management and use of assets

The foundation acquires funds using methods that fit its objective. In doing so, it will make use of:

- Requests for sponsorship to companies, institutions and entrepreneurial networks
- Requests for sponsorship to charity networks (Kiwanis, Lions club, Rotary, etc.)
- Donations from individuals via social media, the website and via networks
- Applying for contributions from grants at KWF, Maarten van der Weijden Foundation, etc.
- Participation as a financier of own contribution for application for large research grants in a consortium context (leverage).

The foundation pays out the funds received as contributions to the consortium partners. In order to be eligible for a monetary contribution, a partner can submit a substantiated request for this. The foundation formulates an accelerated procedure by which contributions can be granted as a matter of urgency.

The Board shall decide as soon as possible on the use of the funds received in accordance with the foundation's decision. During the period that funds are managed by YvYa, no financial transactions will be carried out other than those that are common under normal management.

In the run-up to obtaining an ANBI status, the foundation behaves as if the ANBI status has already been obtained.

10. ANBI status

In order to realize our mission, it is important that YvYa qualifies as a public benefit institution and obtains an ANBI status. In this way, it is possible to apply for relevant contributions for the further development of the EWS. Based on our policy plan, YvYa meets the objectives of an ANBI foundation.

YvYa activity is almost entirely in the public interest, therefore it meets the 90% requirement. The foundation's articles of association have been drawn up and meet the conditions for an ANBI foundation.

- YvYa is not for profit.
- All directly involved people meet the integrity requirements.
- No natural or legal person may dispose of the assets as if they were his or her own funds.
- Directors and policymakers do not have a majority in control of the foundation's assets. This is stipulated in the articles of association.
- It shall ensure that there are limited own funds.
- Directors and policymakers will receive a maximum of an expense recovery as stipulated in the articles of association. They see travel expenses incurred here from the m.v.
- The policy plan remains up-to-date.
- The annual realization will show a reasonable ratio between management costs and expenditure.
- In the event that YvYa is dissolved, remaining funds will be spent on an ANBI with a similar purpose.
- YvYa complies with the administrative obligations required.
- YvYa will publish specific data required for an ANBI foundation on its website.

11. Communication

The YvYa Foundation makes strategic communication and marketing plans per target group-segment and per communication channel. This concerns both offline and online marketing.

The YvYa Foundation actively seeks contact with national/regional broadcasters and national/regional press. To this end, it builds a press list of sustainable contacts so that the Foundation is regularly under the spotlight.

In addition, the YvYa Foundation will profile itself through the specific women's magazines and other channels such as online platforms for women.

It will also investigate how men will be involved in YvYa. The Early Warning Scan also indirectly serves the importance of men in relation to women.

The YvYa foundation will actively profile itself in social media in order to acquire sufficient resources to be able to carry out its mission. For everyone who wants to make a donation to our foundation, www.yvya.nl donate buttons are active on our website.

In terms of social media, Yvya is active on LinkedIn and Facebook. Instagram and Youtube will be added in due time. These accounts can be accessed directly and via buttons on the website.