FIGHT CANCER GLOBAL

COLLABORATIONS FOR SUSTAINABLE DEVELOPMENT

#Envision2030

This Sustainable Development model can also serve as a model for Global Social Responsibility. Cancer impacts us all and in this global fight, we believe people add the greatest value as we save lives together.

DECLARATION:

Fight Cancer Global is resolute and will not stand by as cancer continues to take lives globally. This global movement is supported by a framework to address the needs of the present generation without compromising the ability to scale up and prepare future generations to meet their own needs. This sustainable development model framework is designed to close the gaps of isolation faced by all those in the global cancer space, through the enactment of initiatives at a grass roots level, and to save lives by intrinsically transforming processes within the space for generations.

We have adopted a decision on a comprehensive, far-reaching and people-centered set of universal and transformative goals and targets. We commit ourselves to working tirelessly for the full implementation of this Agenda through our global initiative Envision 2030. We recognize that eradicating the isolation of cancer in all forms and dimensions, is the greatest global challenge and an indispensable requirement for sustainable development.

We resolve, between now and Envision 2030, to end the isolation of cancer everywhere, in all countries beginning at a grass roots level by engaging experts in each region; to build framework that is inclusive societies; and promote education, awareness, training and the empowerment of civil and healthcare professional communities and to ensure their lasting well-being. We resolve also to create the conditions for sustainable, inclusive and sustained economic growth, shared prosperity and decent work for all, considering different levels of national development and capacities.

This is an Agenda of unprecedented scope and significance. We pledge our Mission Statement, that no one should face the fight alone. Recognizing that the dignity of cancer patients and survivors is fundamental, we wish to see goals and targets of this sustainable development model met for ALL Patients and Survivors, ALL Healthcare professionals, ALL organizations in ALL Countries, engaging all players at all levels. We will endeavor to uniformly positively impact the cancer journeys of patients and survivors worldwide.
GLOBAL PROBLEM:

Cancer affects us all. It doesn't matter if you live in a prosperous or an underdeveloped country, we all hold a stake in battling this great global challenge. Globally in 2018, there were 9.6M Cancer deaths worldwide and it is projected to rise 75% by 2030 and to 27.5M deaths per year by 2040. There are gaps of isolation at all levels within the global cancer space, affecting all players, including patients, survivors and professionals.

GLOBAL SOLUTION:

This Sustained Development model is collaborative in nature, direct in its proposed implementation and transformative in its scope of influence. We’ve applied a global framework to our all-inclusive, multi-disciplinary 360-degree approach, in order to effectively transform the cancer space, fighting ALL Cancers and uniting ALL Patients, ALL Healthcare professionals, ALL organizations in ALL Countries, engaging all players at all levels. As a result, gaps are closed, patients are empowered, and the ecosystem serves to provide the patient and survivor with the best cancer care possible. We are determined to take the necessary steps urgently needed to shift the global ecosystem onto a sustainable and resilient path to build ONE Global patient-centric community.

GLOBAL RESPONSIBILITY:

Corporate social responsibility (defined by Lord Holme and Richard Watts in the World Business Council for Sustainable Development's publication "Making Good Business Sense") is defined as "...the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as the local community and society at large." Fight Cancer Global is focused on bringing EVERYONE together to connect and collaborate with one another to make a lasting positive impact on the global cancer space. THIS VISION GOES BEYOND PROFIT OR ANY OTHER EXTRANEOUS FACTOR, focusing on our shared responsibility to mold a better, safer and healthier planet. Fight Cancer Global is not only in the Cancer space, we are also in the Humanity space.

We have created a comprehensive, integrated framework from which our Plan of Action will be implemented. Our Sustained Development model is facilitated through partnership and collaboration and built around our Five Pillars and Twelve Players. We have already implemented global initiatives on the ground, at a grass-roots level, in over 12 countries. These initiatives will accomplish our goal of providing Outreach, Education, Training and Screening to all communities which sorely need it.
NIGERIA

Fight Cancer Global is out in full force in Nigeria with two on-the-ground initiatives.

Initiative: Outreach, Educate & Empower: Fight Cancer Global has been working with grass-root organizations throughout Nigeria to bring about awareness within the cancer space.
FIVE PILLARS
Community, Outreach, Education, Technology and Hope

With a worldwide community connected via social media, outreach initiatives focused on sharing information while minimizing overall cost and increased education and research capabilities will be enhanced through global sharing. Hope will grow exponentially among our universal community, thus presenting more possibilities to utilize our technology to provide viable solutions to problems faced by cancer patients worldwide.

Community:

Fight Cancer Global offers a safe, inviting online community where Hospitals, Physicians, Pharmaceutical companies and other professionals can communicate with Cancer patients and families, more fluidly exchanging information and creating an environment of Global support. Our goal is to instill trust in ONE global community so that all those dealing with cancer will have a platform from which they gain comfort and courage in the fight for their lives.

Outreach:

Fight Cancer Global provides a conduit through which patients and medical students,
researchers and health care professionals can reach out to a community of interested parties to share or request information about cancer, its symptoms, its treatments and perhaps one day, its cure. FCG's Broadcasting arm allows for a more efficient exchange of information, as well as a convenient means to seek out other sources.

**Education:**

Fight Cancer Global offers access to peer-reviewed research articles regarding cancer treatments, providing a portal to numerous educational resources discussing the many aspects of our shared fight against cancer. Connecting researchers with hospitals and all others concerned in the Cancer space will allow greater access and a smoother flow of information. Thus, from the moment patients hear "You Have Cancer", the gaps which exist between cancer suffering and treatment will be more effectively minimized and patients and survivors will be more empowered to battle the disease.

**Technology:**

Fight Cancer Global utilizes and leverages cutting edge technologies to create a streamlined 360-degree view of the Cancer space, closing isolation gaps by using our integrated framework to facilitate innovative product development and accelerate research & innovation in hopes to spearhead treatment innovations for cancer patients.

**Hope:**

Hope is the glue that keeps our ever-expanding community together. All facets of the Fight Cancer Global Platform (emails, groups, discussions, research, events, etc.) will contribute to support cancer victims and help them stay positive during the fight of their lives.
NIGERIA

Initiative Oncology NexGen: Faculty and students at the University of Lagos in collaboration with Fight Cancer Global are bringing awareness to academia.

University of Lagos, Nigeria
TWELVE PLAYERS WITHIN THE GLOBAL ECOSYSTEM:

12 PLAYERS:

Patients & Survivors, Patient Advocacy, Supporters and Volunteers, Non-Profits, Academic Institutions, Governments, Healthcare Professionals, Hospitals, Pharmaceuticals, Biotech, Research & Innovation and Health & Wellness.

PATIENTS & SURVIVORS:

Educating Patients and Survivors regarding viable treatment options has always proven to be a challenge, but Fight Cancer Global’s integrated framework will enable and empower those on their cancer journey to connect with others with common experiences and solutions to Isolation gaps. Through the sustainable development of the FCG model, patients and survivors will be able to more effective control and understand their unique treatment path, access patient navigation systems and gain more accessibility to information and viable treatments, both during and after treatment.

PATIENT ADVOCACY:

Patient Advocates who actively outreach to physicians, hospitals, pharmaceutical companies and other entities in support of patients and survivors will be able to utilize Fight Cancer Global as a tool to interact and collaborate with any of their target groups. Through the sustainable development of the FCG model, patient advocates will be able to more easily facilitate interactions with oncology professionals, as well as more clearly plan out a patient roadmap (GPS) by more easily targeting hospitals, physicians, insurance companies, counselors and other entities in order to help patients and survivors navigate their respective journeys more clearly.

SUPPORTERS & VOLUNTEERS:

Supporters and Volunteers who work tirelessly to provide hope to Patients and Survivors will be using Fight Cancer Global to bolster their use of Patient Navigation systems to mobilize efforts to help patients both directly and peripherally. Through the sustainable development of the FCG model, Supporters and volunteers will be able to more easily navigate the health system in support of the patients as well as mobilize efforts for peripheral help from outside support groups.
NON-PROFITS:

Non-Profit organizations can use Fight Cancer Global’s framework to connect with the local and global community to identify patients to assist, organize events and navigate the bureaucracy that sometimes complicate patient care and attention. Through the sustainable development of the FCG model, Non-Profits will be able to more easily identify and navigate the bureaucratic challenges presented when working directly with physicians and hospitals as well as organizing efforts and events while connecting with the patient community.

ACADEMIC INSTITUTIONS:

Institutions which have previously struggled to identify collaborators and raise the visibility of their work will use Fight Cancer Global to connect with the next generation of physicians and provide hope through patient-centric initiatives. Through the sustainable development of the FCG model, there will be easier access to training and exchange programs, as well as collaborations with Pharma and Biotech, in order to increase visibility which can in turn lead to recognition and innovative achievements in the field.

» What is good for the student is good for the university and is good for the community. As students pursue their goals and potential within the space on an international scale, they can take advantage of exchange programs, team oriented education and sustainable, long-term collaborations as they become agents of transformation in the cancer space and global society as a whole.

» Fight Cancer Global is currently on the ground through initiatives in multiple countries, seamlessly tracking and directing international partnerships and empowering universities to update processes for students, improve workflows, and maximize available resources.

» Breast cancer presents a common stigma worldwide as in many countries, over 90% of women diagnosed with cancer are in advance stage, neglecting to visit male oncologists.

» Fight Cancer Global aims at fostering the advancement of female students, increasing female access and exposure to cancer research programs, with a focus on developing leadership skills as well as field-specific expertise. Initiatives on this area includes accessible training sessions for female students and female faculty, incorporating gender-inclusive materials into the existing curriculum,
implementing institutional policies which encourage enrollment by women from indigenous and rural communities, and providing targeted academic and social support for women students.

- Institutions will evolve as global engagement activities progress from the transactional to transformational partnerships. Time, effort, and resources are required to develop truly reciprocal relationships between international organizations, which promote access and equity, build capacity, and establish “negotiated space” around cultural differences.

- Fight Cancer Global provides a framework for universities/individual research labs to streamline their process as they create innovative solutions as they connect and collaborate with one another to better serve the student population.

- Engagement, Innovation, Partnership and Synergy are four main strategic priorities intended to support the broader strategic plan for university systems worldwide, as developed and overseen by FCG.

- Academic institutions which adopt the FCG framework have a greater opportunity to secure funding, establish social work programs to bridge the gaps which exist for students of under-represented and underserved academic institutions and develop competencies and skills within an academic network of social scientists, which will help them achieve future success in the global cancer space.

- Comprehensive exchange programs will enable universities to better identify real time challenges, provide students with the ability to study, work, and travel globally and facilitate their success through academic and scientific contributions in their respective home countries.

- As we achieve these strategic priorities, opportunities to collaborate with schools, agencies, and industry on professional development and certificate programs statewide, nationally, and abroad will expand and thrive.

- FCG will serve as an integral and preferred consultant in the innovation, development, execution, and assessment of critical knowledge-based and capacity-development projects worldwide.

- FCG aims to establish and actively cultivate international partnerships as part of
a larger, internationalization strategy, while targeting institutions around the world as partners for strategic collaborations.

By concentrating efforts and resources, impactful relationships will foster student and faculty exchange, collaborative academic programs, and joint research involving academic units across institutions. The mixture of strategic, institution-wide partnerships with academic unit-based collaborations more focused in scope will allow Fight Cancer Global to accommodate any and all hopeful participants.

Capacity building may be a necessary first-step in many cases, as the results of cancer research will benefit from faculty collaborations so joint programs with partner institutions will achieve greater student participation and research/teaching cooperation, as well as have a greater chance of success.

This ideal will not always be achieved, but for those institutions which make strides in this direction, the benefits are potentially great—not only for the individuals, institutions, and communities directly involved, but for the global higher education enterprise and for our global community as a whole.

GOVERNMENTS:

Fight Cancer Global will be working closely with government entities to educate the masses regarding early detection and cancer care while ensuring their citizens receive up to date care and resources. Through the sustainable development of the FCG model, typical impediments including language, geographic initiative timetable challenges can be addressed through placement of trained and qualified physicians, up-to-date technology, distribution of resources and dedicated and focused campaigns.

HEALTHCARE PROFESSIONALS:

Professionals will use Fight Cancer Global to more easily coordinate patient care with other physicians and clinicians while ensuring their patients fully understand their cancer and roadmap to recovery. Through the sustainable development of the FCG model, smooth interoffice communications between administrators, clinicians and researchers will facilitate a path to clearer patient/provider communication.
ZAMBIA

Initiative: Outreach, Educate & Empower: Fight Cancer Global has partnered with grass-root organizations throughout Africa. In Zambia we have been increasing awareness in areas including early detection and screening.

Solwezi, Zambia
Zimbabwe

Initiative: Outreach, Educate & Empower: Fight Cancer Global has partnered with grass-root organizations throughout Africa. In Zimbabwe, screenings and cancer awareness events have been delivered to the public by survivors and healthcare professionals alike.

Harare, Zimbabwe
HOSPITALS:

Institutions focused on Patient-Centric treatment will be utilizing resources identified through Fight Cancer Global to provide consistent quality care to all patients, locally and remote. Through the sustainable development of the FCG model, consistent quality care will focus on more patient-centered treatment and service to rural areas will be addressed by means of Telehealth and other innovations.

PHARMACEUTICALS:

Organizations can provide outreach and support to patients while furthering the progress of Clinical Trials and Physician Education through collaborations made possible by Fight Cancer Global. Through the sustainable development of the FCG model, closer collaborations with physicians and clinics will enable greater effectiveness of clinical trial patient/physician education as well as patient-centered drug delivery.

BIOTECH:

While biotech companies face challenges including Product Development, Regulatory compliance and identifying the next generation of global Biotech professionals, these companies will leverage the technology of Fight Cancer Global’s fully integrated platform to address these impediments and more through connection, collaboration and increased information flow.

Through the sustainable development of the FCG model, biotech companies will increase their sphere of influence to more easily provide outreach and support of other biotech and pharmaceutical company counterparts.

RESEARCH & INNOVATION:

Those producing research and innovation in the Cancer space will more easily connect with innovators and clinicians through Fight Cancer Global while carving a path from concept to mass production through collaborations on the platform. Through the sustainable development of the FCG model, connections with innovators and clinicians will lead to more possibilities within the field while serving as a bridge to less bench time and more hands-on opportunities.

HEALTH & WELLNESS:

The massive Health and Wellness industry will use Fight Cancer Global to introduce new products into the marketplace through collaborations and the Broadcasting arm of Fight Cancer Global while raising the visibility of scientifically proven alternative remedies. Through the sustainable development of the FCG model, advertising and sales of viable supplements with unproven benefits will be increased while bringing more awareness and communication to the masses.
KENYA

**Initiative: Outreach, Educate & Empower:** Fight Cancer Global has partnered with grass-root organizations throughout Africa. In Kenya we have been increasing awareness in areas including early detection and screening.

*Kisii, Kenya*
OUR VISION

Transforming the global cancer ecosystem into ONE global community with patient-centric solutions for all players with a comprehensive 360-degree approach to global engagement and collaboration.

GLOBAL LEADERS STANDING TOGETHER

We have identified subject matter experts and leaders from over 60 countries (forming the aforementioned 12 players at local, regional and national levels) to form an advisory think tank, bringing their expertise, knowledge, experience and passion to guide a multi-dimensional, multi-faceted approach to engage and mobilize global patients and survivors, as well as other oncology space professionals. This framework will be wholly inclusive and foster interdependent communication and sustainable growth as the 12 players will fulfill a shared Social Responsibility to stand for those patients and survivors who are isolated and standing alone against cancer, forming interdependent relationships to come and work TOGETHER as ONE global community with ONE unifying mission.

GLOBAL SCOPE OF ACTION

These goals and targets will guide decisions made and actions taken in accordance with this sustainable development model we take over the next ten years. We will respect the policy space of each nation as all of us will work to implement the agenda within individual countries and at the regional and global levels, taking into account different national realities, capacities and levels of development and respecting national policies and priorities in order to achieve inclusive, sustainable and scalable growth of initiatives and capabilities within the cancer space.

We acknowledge the importance of regional and sub-regional partnerships, regional integration and interconnectivity in the implementation of this sustainable development model. Regional and sub-regional frameworks can facilitate the effective translation of sustainable development policies into concrete action at national level, while remaining consistent with relevant international rules and commitments. In accordance with this model, we will align and comply with the policies and regulations to augment efforts which are going into existing or previously planned government initiatives,
Through these actions as dictated by the sustainable development model, we resolve to raise the overall level of cancer awareness, education, outreach and screening in all countries. This includes outreach to all people, irrespective of sex, age, race, ethnicity, and persons with disabilities, migrants, indigenous peoples, children and youth, especially those in vulnerable situations, all of whom should have access to life-long cancer awareness opportunities which will help them acquire the knowledge and skills needed to prepare themselves in the fight against cancer in their society.

The expected result of the implementation of this sustainable development model will be to promote physical and emotional health and well-being, ultimately achieving a higher level of health and wellness, access to quality of information and the end of isolation within the cancer space, so that no one should face the fight alone.
CAMEROON

Initiative: Outreach, Educate & Empower: Healthcare professionals in Cameroon are working closely with Fight Cancer Global in educating the public.

Yaounde, Cameroon
GLOBAL SCOPE OF OUTCOME

We are committed to this sustainable development model in order to bring about the eradication of the isolation of cancer. We will seek to build strong foundations within communities through our Five Pillars and Twelve Players for all countries. Sustained, inclusive and scalable growth of our global initiative is essential to build dynamic, sustainable, innovative and people-centered communities of citizens who have received cancer awareness training, and through this, we will eradicate isolation in all its forms.

Governments, international organizations, NGOs, the business sector and other actors and individuals must contribute to effectively utilize the framework to change the ecosystem through the mobilization of the Twelve Players at all levels. Our efforts will coalesce to strengthen developing countries' scientific, technological and innovative capacities to move towards more sustainable levels of cancer awareness.

We encourage the implementation of a 10-year framework of Sustainable Development, as all countries take action with developed countries taking the lead, taking into account the development and capabilities of developing countries. Futures of those in the global cancer space depend upon the effective management of all resources within this sustainable development model. Viable product management ensures scalability and sustainable management of our global initiative.

We recognize that sustainable development and management are crucial to the quality of life of all people, as cancer does affect us all. We will work with local authorities and communities to strategize and plan our initiatives, which will in turn foster community cohesion and personal health and well-being, therefore contributing to personal security and to stimulation of innovation and health and well-being. We will reduce many of the negative impacts which accompany cancer as we raise the level of cancer awareness globally.
STRATEGIES FOR SUSTAINABLE DEVELOPMENT:

- These principles represent a set of desirable features of sustainable development strategies within the global cancer space.

- Within each country, connections and collaborations will be integrated into existing initiatives and spur on new solutions and initiatives. Countries must take the lead and initiative in developing their own strategies so solutions will be owned by each country.

- Defined through a full participation process at all levels and rooted in a vision of long-term development, our vision will reflect the actions of a consensus among social, economic and political stakeholders across all socio-economic spectrums. Official government-level commitment to the vision is encouraged and welcome.

- Comprehensive and integrated, strategies will integrate outreach, awareness and screening objectives through mutually supportive organizations in a transparent and participative manner. Ensuring transparency and accountability is therefore essential.

- Building on existing strategies and processes, before adding additional ones, will result in a focus on improving the convergence, complementarity and coherence between different planning frameworks and policies. This requires the Twelve Players mechanisms to coordinate processes, identify and resolve potential conflicts and adopt fluid communication and information dissemination with a premium on transparency and accountability.

- Setting realistic and monitorable targets will be linked to clear country-specific needs and priorities. Targets need to be challenging but realistic in relation to the resources and needs of each country. Built in monitoring and process improvement tools for all initiatives will be strategically developed, utilizing indicators to track progress, capture progress and capture metrics of progress and development.

- Defining the roles, responsibilities and relationships of key participants in sustainable development strategies and processes early on is crucial. All stakeholders should agree on the “rules of the game” and be bound to clearly defined standards of behavior.
SOUTH AFRICA

Initiative: Outreach, Educate & Empower: Healthcare professionals in South Africa are working closely with Fight Cancer Global in educating the public.

Johannesburg, South Africa
MEANS OF IMPLEMENTATION - PROJECT MANAGEMENT CYCLE

Outreach, Education, Awareness, Training and Screening will be primary considerations in establishing the project management processes. Participants among the Twelve Players will be identified based on leaders within communities, depth of existing infrastructure and points of synergy, in accordance with existing and group-created sustainable development strategies, leaders will be identified based on criteria including past achievements, outreach and expertise. Once identified through connection and collaboration, leaders will spearhead the process to identify, assess feasibility and synergy and create workflow to plan events. Entities considered would include grass roots organizations, diagnostic facilities, clinical settings and organizations with an existing oncological footprint.
MALAYSIA

Initiative: Outreach, Educate & Empower: Fight Cancer Global has partnered with Asia Metropolitan University and the National Cancer Society Malaysia in mobilizing people across the country.
FIGHT CANCER GLOBAL SUSTAINABLE PROJECT MANAGEMENT MODEL

SPECIFIC:
Identify the viable Twelve Players (TWELVE PLAYERS) within the ecosystem. Identify and analyze existing gaps, target and prioritize regions with high incidents of cancer and identify, define and close isolation gaps.

COLLABORATIVE:
Collaboration is a key component of Fight Cancer Global's vision and the interconnection of the Twelve Players is integral to the success of our global projects and initiatives.

Stage 1: INITIATION:
We first begin with a business case document, supported by gap analysis, research and testing, to determine project feasibility, viability and profitable. Stakeholders will do their due diligence and a project charter will be created to outline the purpose and requirements of the project. It should include business needs, risk assessment, stakeholders, and the business case.

Stage 2: PLANNING:
This stage focuses on developing a roadmap which is thoroughly vetted, accessible, direct and scalable. The scope of the project must be defined while identifying factors including cost, quality, available resources, and a realistic timetable, in order to the project management plan to be created. The project plans also include establishing baselines and Key Performance Indicators (KPIs), which are generated using the scope, schedule and cost of a project and used to determine how closely the progress of the projects matches the initial roadmap.
The Fight Cancer Global Project Management Model (SCRAM) focuses on establishing criteria by which to implement and execute projects and initiatives. The model consists of five components:

- **REFINABLE**: Changes occur during most project management cycles, and the project management perspective must be flexible in order to modify and refine goals and timetables (into short-, mid- and long-term intervals) as dictated by the progression of the project.

- **ASSIGNABLE**: Identify goals in sequence of importance and assign action items to be dispersed among the Twelve Players best suited to achieve said goals.

- **MEASURABLE**: Create a framework from which to quantify KPIs based on performance in the areas of awareness, education, training and screening in order to ensure transformational progress.

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LEBANON

Initiative: Outreach, Educate & Empower: Barbara Nasser Association for Cancer Patient Support is working closely with Fight Cancer Global in mobilizing healthcare professionals in schools and events in villages and cities throughout the country.

Beirut, Lebanon
Stage 3: PROJECT EXECUTION:

This is the phase where deliverables are developed and completed. This often feels like the meat of the project since a lot is happening during this time, like status reports and meetings, development updates, and performance reports. A “kick-off” meeting usually marks the start of the Project Execution phase where the teams involved are informed of their responsibilities.

Tasks completed during the Execution Phase include:

- Develop teams
- Assign resources
- Execute project management plans
- Procurement management if needed
- PM directs and manages project execution
- Set up tracking systems
- Task assignments are executed
- Status meetings
- Update project schedule
- Modify project plans as needed
LEBANON

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Stage 4: PERFORMANCE/MONITORING:

An integral element of project success is the measurement of project progression and performance, typically utilizing Key Performance Indicators in order to align project progression with the project management plan. Project managers will use key performance indicators (KPIs) to determine if the project is on track. Measurable KPIs include:

- **Project Objectives:** Measures timetable and budgetary performance
- **Quality Deliverables:** Determines adherence to specific task deliverables in the project management plan.
- **Effort and Cost Tracking:** Project managers regularly assess budget to ensure it remains on track and project will meet its desired completion date.
- **Project Performance:** Monitors project changes, taking into consideration any unforeseen hurdles and scope changes which affect the project roadmap and how quickly issues are addressed.

Stage 5: CLOSURE

Once a project is complete, a project manager will often hold a meeting – sometimes referred to as a “postmortem” – to evaluate what went well in a project and identify project failures. This is especially helpful to understand lessons learned so that improvements can be made for future projects. Performance of a final project budget is needed in order to prepare a final project report. Finally, all project documents and deliverables will be collected and stored in a single place.
LEBANON

Initiative: Outreach, Educate & Empower: Fight Cancer Global has partnered with the King Hussein Cancer Center, one of the largest cancer centers in the Middle East. We have also partnered with the Jordan Cancer Society which is working closely with patients, survivors and families in their cancer treatment throughout the Kingdom.

Amman, Jordan
LEVELS OF ENGAGEMENT

We acknowledge the importance of corporate, individual and institutional investors for the broadening of our vision and strengthening of our mission. We also acknowledge the need for us all to assume social responsibility and satisfy our shared attitude of service. Together, we can become part of something bigger than ourselves, stand in the gaps that exist globally and touch lives while making the world a better and safer place.

A mission and vision this vast require people of action unafraid to buy into it, make an impact and put their skin in the game. We have created an Engagement Hierarchy which we believe will give greater global visibility to all those involved, accommodate the diverse marketing and branding needs of your organization and facilitate the financial requirement of Fight Cancer Global, save millions of lives and ultimately accomplish our mission, that no one should face the fight alone.

FULLY CUSTOMIZABLE PACKAGES INCLUDE

BECOME A CORPORATE SPONSOR
Benefits include branding opportunities and participation in all outreach and awareness programs (over 100 events in 2020)

BECOME A STRATEGIC PARTNER
Benefits include branding opportunities, exposure in marketing campaigns, news media, roundtable meetups with global and government leaders. Opportunity for presence at any and all events.

BECOME AN INTEGRATED AMBASSADOR
Benefits of the highest level of engagement is tied into the assumption of social responsibility with a global organization within the oncology space poised to make an impact with our global initiatives. Becoming part of #Envision 2030
Stage 5: CLOSURE

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BENEFITS OF CORPORATE SPONSORSHIP

- Local & global branding in over 60 countries.
- Your logo on the ground at over 100 events during our 2020 global initiatives.
- Global marketing packages raise your visibility through digital display & our broadcasting arm.
- Opportunity to speak in any global outreach events in 60 countries
- Prominent sponsor recognition on all event-related marketing, media advertising & promotional items: invitations, flyers, print, online, banners, posters & T-Shirts
- Sponsor recognition & link from the event page to sponsors webpage
JORDAN

Initiative: Outreach, Educate & Empower: Fight Cancer Global has partnered with the King Hussein Cancer Center, one of the largest cancer centers in the Middle East. We have also partnered with the Jordan Cancer Society which is working closely with patients, survivors and families in their cancer treatment throughout the Kingdom.

Amman, Jordan
A CALL FOR ACTION TO CHANGE THE WORLD:

Today we are also taking a decision of great historic significance. We resolve to build a better future for all people, including the millions who have been denied the chance to lead healthy, dignified and rewarding lives to achieve their full human potential. We can be the first generation to succeed in ending the isolation of cancer. The world will be a better place in 2030 when we succeed in our objectives. Today's generation who will pass the torch to future generations. We have mapped the road to sustainable development; it will be for all of us to ensure that the journey is successful and its gains irreversible.

In a world of lives and families are ravaged by the effects of cancer on our local and global communities, Fight Cancer Global is resolute and relentless to transform the space and close gaps of isolation, we will not stand by, we urge all the organization, Come Together, Stand Together and Fight Together, to end isolation, so that, No One Should Face the Fight Alone.

SUSTAINABLE DEVELOPMENT GOALS AND TARGETS:

The Sustainable Development goals and targets are integrated and indivisible, global in nature and universally applicable, considering different national realities, capacities and levels of development and respecting national policies and priorities. Targets are defined as aspirational and global, with each government setting its own national targets guided by the global level of ambition but considering national circumstances. Each government will also decide how these aspirational and global targets should be incorporated in national planning processes, policies and strategies regarding individual initiatives.

We recognize that there are different approaches, visions, models and tools available to each country, in accordance with its national circumstances and priorities, to achieve sustainable development; We aim to work closely with existing government initiatives and make sure to integrate the objectives full compliance with each jurisdiction.
INDIA

Initiative: Outreach, Educate & Empower: Cancer Aid Society, India and Fight Cancer Global are working diligently on initiatives throughout the country - with palliative care high on the agenda.

Lucknow, India
SUSTAINABLE DEVELOPMENT GOALS

(End Result: End Isolation for all those in the global cancer space by 2030)

STEP 1: Implement Global Patient Navigation System

STEP 2: Implement Educational Framework

STEP 3: Implement Screening Initiatives

STEP 4: Spearhead synergistic environment for Global Partnerships

STEP 5: Engage and Mobilize Medical Professionals

STEP 6: Create ONE global patient-centric community

STEP 7: Deliver and Implement Sustainable Development Model
Goal 1. Implement Global Patient Navigation System

- Build increased Patient Navigation functionality into the ecosystem, while coordinating with local organizations and governments.

Goal 2. Implement Educational Framework

- Deliver streamlined training modules, created by think tank experts, to all players while serving as a catalyst for higher levels of cancer awareness at a grass-roots level, including preparing healthcare professionals to screen for cancer, in line with national goals and initiatives.

Goal 3. Implement Screening Initiatives

- Ensure access and all-inclusiveness to cancer screenings through scalable programs, strengthening efforts to promote early diagnosis and early intervention, to be led by leaders at local, regional and national levels.

- Equip, train and engage primary physicians in screening for cancers common to their region.

Goal 4. Spearhead synergistic environment for Global Partnerships

- Strengthen the capacity of resources at regional, national and global levels by Inviting, Initiating and enabling connections and strategic collaborations to spur research and innovative solutions to help close gaps of isolation.

Goal 5. Engage and Mobilize Medical Professionals

- Leverage local and regional healthcare professionals in order to Increase their involvement in screening and awareness imperatives and initiatives within their respective communities.

- Develop and implement framework from which physicians can more easily propel initiatives focused in the areas of palliative care and end of life

Goal 6. Create ONE global patient-centric community

- Streamline the flow of vital information so patients can more easily acquire guidance and direction to empower them as they discover a higher degree of therapy and treatment options on a global scale.
Streamline the process for patients to increase the quality of information, communication and connections available in one location in order to individually customize the roadmap for their cancer journey.

Goal 7. Deliver and Implement Sustainable Development Model

Integrate implementation and performance of all the entities above in order to create a self-sustainable model for our comprehensive ecosystem to accommodate and address the needs of cancer patients worldwide so we can end the isolation in our mission to ensure that no one should face the fight alone.

We reaffirm our strong commitment to the full implementation of this sustainable development model. We recognize that we will not be able to achieve our ambitious goals and targets without leveraging revitalized and enhanced global partnerships, bringing together governments, the private sector, and other entities within the twelve players in order to mobilize all available resources. We believe these sustainable development goals and targets are universal, interlinked and vital to our mission.
India

Initiative: Outreach, Educate & Empower: Cancer Aid Society, India and Fight Cancer Global are working diligently on initiatives throughout the country - with palliative care high on the agenda.

Lucknow, India
FOLLOW-UP AND REVIEW:

We commit to engage in systematic follow-up and review of implementation of this Agenda through 2030. Our framework, robust, voluntary, effective, participatory, transparent and integrated, will allow us to make a vital contribution to implementation and help countries to maximize and track progress in implementing our mission that no one should face the fight alone.

Varying national realities, capacities and levels of development will be respected as national ownership is key to achieving successful sustainable development.

Outcomes from national level processes will be reviewed at regional and global levels, tracking progress in implementing the universal goals and targets, including the means of implementation, in all countries in a manner which respects their universal, integrated and interrelated nature.

The implementation of this sustainable development model will be patient-centered, gender-sensitive, respect human rights and have a particular focus on the most vulnerable communities and regions, as well as open, inclusive, participatory and transparent for all people and will support the reporting by all relevant stakeholders. Fight Cancer Global will research and avoid duplication of existing platforms and processes, where these exist, and respond to national circumstances, capacities, needs and priorities. Initiatives will evolve over time, considering emerging issues and the development of new methodologies, and will minimize the reporting burden on national administrations.

We commit to fully engage in conducting regular and inclusive reviews of progress at sub-national, national, regional and global levels. We will draw as far as possible on the existing network of follow-up and review institutions and mechanisms. National reports will allow assessments of progress and identify challenges at the regional and global level. Along with regional dialogues and global reviews, they will inform recommendations for follow-up at various levels.

Fight Cancer Global will have a central role in overseeing a network of follow-up and review processes at the global level, working coherently with governments and entities on the ground, in accordance with existing policies and regulations. This will facilitate the sharing of experiences, including successes, challenges and lessons learned, and provide leadership, guidance and recommendations for follow-up. It will promote system-wide coherence and coordination of sustainable development policies.

We reaffirm our unwavering commitment to implementing this sustainable development model and utilize it to fully transform the global cancer space for the better by 2030 and beyond so that no one should face the fight alone.
GLOBAL ORGANIZATIONS, SOCIAL RESPONSIBILITY,
Let’s All Stand TOGETHER Against Cancer

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When practicing Corporate Social Responsibility, truly great organizations integrate sustainability into their core business plan, apply urgency to make the world a better place and take a stand on global issues to become part of the solution. Good for business, good for the world.

~ VJ Kondur (Founder / CEO Fight Cancer Global)