

# Battle Cancer Ltd Company Statement

Battle Cancer is a limited company that delivers functional fitness events across the world with the goal to provide innovative and inclusive challenges to allow individuals to fundraise for registered cancer charities.

## Positioning

Battle Cancer sits as an event series working as a corporate partner with a number of registered cancer charities in countries across the world to host fundraising functional fitness events. Our workouts are simple, accessible and fun making them suitable for all abilities, adaptations, and ages 13+. We aim to be the largest inclusive fitness challenge using functional fitness as a tool for change.

## Brand Priorities

- Provide over 50 global events of mass participation fitness fundraising, 1000+ participants per event
- Create engaging and innovative content covering international markets that promotes health and mental wellbeing as a prevention to illness
- Be the world's largest participant functional fitness event
- Facilitate over £1 million of fundraising through Battle Cancer events worldwide to support global cancer charities
- Work with global brands to develop partnerships and brand promotion through Battle Cancer's engaged audience
- Use strong commercial partnerships to create branded products with charitable royalties
- Provide physical activations including, but not limited to:
  - Mass-participation fundraising events
  - Fundraising gym class takeovers
  - Fundraising activations and challenges
  - Social support and mental health training for coaches, PTs, and gym owners
  - A 'more dos than don'ts' ethos to empower people into fitness post-cancer treatment
  - Increase awareness among fitness professionals of how to support a client or member post-cancer treatment in their fitness journey

## Human side of Battle Cancer

As of March 2021, Battle Cancer events have reached over 20,000 individuals via our events, activations and fundraising tours.

The events cater for ages of 13 years and upwards with no upper limit age and the only bar to competition being a medical suspension of all physical activity.

## Whistleblower policy

Battle Cancer has a fully supported policy where employees and volunteers have a line of communication to air any concerns and report behavior.

Battle Cancer will uphold a policy of fair review and investigation into any concern raised.

This policy also includes those concerns raised by external persons. Any complaints, queries or personal concerns will be logged and then subject to a three step review:

1. Acceptance of concern/complaint and initial communication
2. Independent review of concern/complaint by two Battle Cancer Directors
3. Outcome of review and stated action to be taken.

All complaints/ concerns will be held digitally for 90 days before expiry. All internal concerns raised will be treated with anonymity and impartial review.

### **Code of ethics**

Battle Cancer has a set code of ethics defined from the brand mission.

Battle Cancer directors and employees agree to adhere to and promote the code of ethics throughout all decisions, projects, events and interactions.

### **Support**

Battle Cancer Directors, employees and volunteers work within a code of support. Support is defined as to help each other, those who attend our events and activations. Support for all registered charities, associated partners and those affected by illness.

### **Impartiality**

Battle Cancer agrees to a full impartiality when approaching decisions and actions.

Impartiality means no person shall be treated negatively due to age, race, disability, religion and culture. All decisions will be based upon a fair review and where possible an active policy of positive action will be delivered allowing Battle Cancer to make provisions for groups and individuals according to age, race, disability, religion and culture. For those who identify as gender fluid the choice of our movements and weights will be open to their choice prior to the event. In relation to choice of competition division as Battle Cancer events are gender separated, anyone of non gender binary can choose division prior to the event.

### **Fundraising**

All aspects of Battle Cancer's brand will be considered towards maximising fundraising for registered cancer charities and the Battle Cancer Program. All commercial partnerships and products will include elements of fundraising. This will include royalties and a percentage of sales to be allocated to support both registered charities and/or the Battle Cancer Program.

Dedicated work to continually increase fundraising from Battle Cancer employees and volunteers along with cooperation of registered charities.

### **Transparency**

Battle Cancer will act with full transparency across all aspects of the brand. Company financial reports will be visible through financial institutions, such as Companies House. All royalties from commercial products will be made public. Minutes of meetings which decide brand direction will be stored with the statutory books of the company for any consideration of information release.

### **Health, mental wellbeing and education**

Battle Cancer will base decisions, activations and continued social action upon the promotion of health, mental wellbeing and education on cancer prevention through fitness.

Battle Cancer will not work with or align alongside a brand or individual that goes against this or any code of ethics. Battle Cancer directors, employees and volunteers will discuss and promote these key themes at all times including social media behavior and public appearances.

### **Impact reports**

Battle Cancer will provide yearly reports made available to the public on the following aspects of Battle Cancer's brand impact:

- Year total fundraising derived from Battle Cancer one day fitness events
- Year total fundraising from event activations and attendance at fitness events
- Year total fundraising from gym take over attendance
- Number of attendees at Battle Cancer events broken down by participants and spectators
- Numbers of fitness professionals who have attended Battle Cancer Together programme
- Carbon footprint report, to include waste estimates, air miles and vehicle miles travelled.

### **Ethical marketing document**

Battle Cancer has the following guidelines in relation to marketing of Battle Cancer events, brand and related products:

- Any method of marketing that includes false reporting or non checked medical facts will not be used
- Where a commercial partner has paid for specific content and social media advertising this shall be made clear at all times

- Where individuals promote or market Battle Cancer in return for payment, gift or free team this will be clearly stated
- Any use of a PR, AD agency will be clearly displayed on the marketing content

### **Customer data policy**

Battle Cancer will store all customer data in accordance with GDPR. All systems used for sales, transactions and data capture will run secure online safety certificates.

How customer data is captured and used will be shared to each customer through sign up and subsequent email communication.

Database of customer data will be via password protected access and never provided to third parties not listed on sign up or communication.