



**Astellas**  
**Brighter Tomorrows Campaign – Supporting Health Literacy in the U.S.**  
**Request for Proposal (RFP)**  
**Due: September 15, 2017**

**BACKGROUND**

Astellas was formed in 2005 at the time of the historical merger of Japan’s third and fifth largest pharmaceutical companies – Yamanouchi and Fujisawa into Astellas Pharma Inc. At Astellas, we believe in creating a future we can all look forward to, one filled with health and loved ones to share it with. We know the way to achieve that future is by giving communities the means they need today to create a brighter tomorrow.

We are dedicated to providing access to health and wellness information to support patients, family members and caregivers within their own communities.

Astellas believes everyone has the potential to reach a brighter tomorrow. That is why we are committed to providing stronger resources and the opportunity to connect with communities to provide help along the way.

**PURPOSE of RFP**

The objectives of Astellas’ Health and Wellness focus areas are to support programs that provide access to healthcare and promote healthy living practices in low-income communities.

As part of its Brighter Tomorrows program, Astellas will award grants to (501(c)(3) or otherwise tax-exempt status organizations, that provide programing that improves health literacy that align with Astellas therapeutic areas. Astellas will focus on two initiatives: programs that seek to improve knowledge that supports healthy lifestyle choices (behaviors) of adults aged 50+ and their caregivers; and programs that provide patient and caregiver support through peer networking and health resources. Successful applicants will receive \$50,000 or more to fund activities over a 1 year period. Astellas seeks to provide financial support to eligible nonprofit organizations that can leverage their successes in delivering programming to:

- The aging population, with a focus on prevention and a commitment to serve diverse populations to ensure inclusive access to health.
- Patients and caregivers support communities, bringing them together to increase disease and resource awareness and raise peer-networking opportunities.

**The Brighter Tomorrows RFP Details by Focus Area**  
*Together we aim to create brighter tomorrows and vibrant communities.*

**Patient and Caregiver Community Support Initiative:**

Astellas will award grants annually to nonprofit organizations to support bringing patients and caregivers together with support communities that increase disease and resource awareness and raise peer networking opportunities. Charitable donations in the amount of \$50,000 or more will be made to each nonprofit recipient organization. Applications for the award will be accepted twice annually on September 15, 2017 and February 15, 2018.

**Objectives:** The grant(s) awarded will facilitate the execution of programs that enhance patient care through caregiver support and education on prevention, diagnosis and treatment options.

The patient and caregiver support initiatives will serve diverse populations, to ensure inclusive and quality health programs

**Program Outcomes:**

- Support to a critical community need that aligns with over-arching strategic goals/mission
- Programs focused on raising health literacy in Astellas therapeutic areas
- Programs that provide patient and caregiver resources
- Programs that help to reduce stress related to illness or caring for one with illness

**Preference given to:**

- Pediatric camps that are aligned with Astellas therapeutic areas
- Support of national level events, that develop regional criteria or where Astellas has offices
- Support to Veterans of U.S. armed forces

**Accessing Health for the Aging Populations Initiative:**

We will grants annually to support improving health literacy in the aging population with a focus on prevention and a commitment to serve diverse populations to ensure inclusive access to health programs. Charitable donations in the amount of \$50,000 or more each will be made to nonprofit recipient organizations. Applications for the award will be accepted twice annually on September 15, 2017 and February 15, 2018.

Health and Wellness programs across the country are becoming more of a priority within our communities, yet there are emerging gaps. People over 50 years of age have specific unmet medical needs.

**Objectives:** The grant(s) awarded will facilitate the execution of programs that empower the aging population with tools for prevention and/or early detection of disease and health concerns.

### Program Outcomes:

Increase patient and caregivers knowledge of health issues and treatment options

- Support initiatives aligned with Astellas therapeutic areas
- Serve healthcare needs relating to the aging population, 50+
- Support goes toward a critical community need that aligns with over-arching strategic goals/mission
- Support that is national in scope or where Astellas has offices

### Preferences given to:

- Programs that provide quality prevention services, including health screening services and disease prevention
- Programs that increase physical activity and fitness
- Programs that improve health outcomes for medically underserved
- Programs that decrease the number of emergency room visits

### Mandatory Criteria:

- **Aligns with one or more of Astellas therapeutic areas, which include:**
  - Cardiology – Medical Imaging
  - Transplantation/Immunology
  - Infectious Disease – Fungal
  - Oncology –Lung and Prostate
  - Urology – Over Active Bladder
- **Sustainability – Addresses the need to build in resource sustainability for the program over time.** Methods to ensure the program can become self-funding over the long term, for example: consider how local organizations or businesses could bring value (materials, instruction, etc.) to the effort
- **Geographic Relevance** - This RFP seeks to solicit grant proposals that will support the underserved communities across the U.S. Preference will be for the programs that are national in scope or serve those that have a proven financial need located where Astellas has a strong presence.

## RFP Response Requirements:

Grant applicants should detail how their proposals will measure success for **improving health literacy and health outcomes in one or more of Astellas therapeutic areas**. Depending on the nature of the proposal, please offer any other forms of measurement that may apply as well.

- **Project description**
  - Description of the project and how it addresses the mandatory criteria:
    - Response must meet the overall mission
    - Response should provide details about your organization, existing programs related to health literacy and patient/caregiver support and how you have achieved measurable success with your initiatives
    - Program goals and objectives must be provided in detail
    - We welcome input on how your organization might engage local Astellas employees as volunteers (not mandatory)
  - Outline of how the organization will engage participants in the program for which you are seeking funding
- **Objectives and measurements:** Explain your methods for assessing program success for both patients and caregivers, including any pre/post evaluation of participants
  - Award recipients will agree to provide a program impact report within 30 days after the program end date.
- **Detailed work plan and timeline:** Provide key dates and deliverables. Share your input on the communications support requests from Astellas (see below), including existing communication tools, networks and resources currently used to amplify your organizational efforts.
- **Projected project cost** to be funded through the grant
  - Dollar amount of proposal and the time period for use of the funds
  - Detailed annual organization budget
  - Detailed program budget for the project:
    - Must include line items that do not include overhead
    - Must include a detailed program budget that itemizes how the funds requested in the grant application would be allocated.
    - Must align with the inclusion and exclusion criteria listed below
- Responding organizations may collaborate with other nonprofit organizations as part of the proposal. If this is your intent, please detail how you would involve other nonprofit partners in your proposed program and the role and responsibilities of each partner.

- **Communication Collaboration with Astellas:**

The selected partner(s) will have the autonomy to build and execute the proposed program as outlined in the RFP. Astellas plans to help support the cause with proactive communications in the community, with key stakeholders and with media. (Note that no communications can be made until all parties sign a letter of agreement prior to funding approval.) We ask that selected partner(s) collaborate with Astellas in the following ways:

- Share program development status updates with Astellas over the course of the program
- Participate in initial announcement and program launch communications efforts
- Collaborate with Astellas communications team to share stories of progress, impact and positivity that can be promoted within the community, media and education stakeholders
- Cross-promote stories on grant recipient’s social media channels and website, if applicable

In your response, please speak to these communications requests and how you would work with Astellas during critical times of the program creation, launch and ongoing execution

**How to Submit the RFP**

- Go to Astellas grant management system found at [www.astellasgrants.com](http://www.astellasgrants.com).
- Complete the online grant application.
- ***Title of grant application must begin with “Response to RFP”***
- For the first bi-annual review, grant request must be completed no later than September 15, 2017.
- For the second bi-annual review, grant requests must be completed no later than February 15, 2018.
- The grant(s) is intended for nonprofit organizations and is intended to be awarded to one or more of the responding organizations depending on the type and scope of programs proposed. Please see full list of funding inclusions and exclusions in the index below. Astellas reserves the right to make no award and to discontinue or change the process described in this RFP at any time without prior notice.

Inquiries regarding the RFP and/or specifics about the program can be directed to:  
Robin.Andrews@astellas.com

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## What We Fund

Charitable Contributions must meet the eligibility and criteria and must be:

- Made to organizations where the mission statement of the organization is aligned with the request
- Made to organizations that have demonstrated a history of achievement and effective management
- Made for a charitable purpose and without any commercial motive or appearance of commercial motive
- Provided directly to the account of the organization requesting the contribution and in the amount agreed to by the Astellas
- Provided without regard to the requesting charitable organization's prescription, purchasing, or recommendation history in relation to the Astellas Group
- Approved prior to the start date of the event or activity the funding is supporting

## Exclusions: What We Do Not Fund

Please pay careful attention to the list of exclusions below. If you plan to apply for this grant, please ensure your organization does not include any of the following:

### What We Do Not Fund

- Charitable contributions to foreign organizations or institutions outside of the U.S.
- Sponsorships & Exhibits
- Corporate Memberships (e.g., trade associations)
- Investigator Sponsored Research (ISR) of Astellas marketed products or Investigator Initiated Trials for Compounds in Development
- Independent Medical Education (IME) Grants
- Product Contributions
- Not-for-profit Patient Assistance Groups
- Galas, golf outings, luncheons or dinners
- Continuing medical education (CME) grants
- Lobbying activities
- Contributions to political candidates, political parties or political action committees (PACs)
- Organizations with administrative costs totaling more than 25% of total funds of the program being funded
- Endowments
- Political organizations established under Internal Revenue Code Section 527
- Religious groups for religious purposes
- Proposals that pose a potential conflict of interest with the commercial goals of Astellas, including activities that could influence the sale, distribution or development of an Astellas product

For more information, please contact Robin Andrews at [robin.andrews@astellas.com](mailto:robin.andrews@astellas.com).