



U.S. Charitable Donations Healthcare Inequities Request for Proposal (RFP)

Due: February 22, 2021 for programs that start after May 15, 2021

I. BACKGROUND

Astellas is committed to improving healthcare and making a difference in the lives of patients and their families. We work with charitable partners to improve access to health, eliminate health inequities and build healthy communities.

At a national level in the United States (U.S.), Astellas is preparing to help charitable organizations with a goal of increasing access to equitable health for underserved communities and populations in the funding priority areas outlined below. Any programs submitted that do not align with the stated focus areas will be declined.

Astellas offers Charitable Donations to tax-exempt U.S. charitable organizations as described in section 501(c)(3) of the U.S. Internal Revenue Code (IRS) or otherwise IRS tax-exempt charitable organizations. These charitable donations serve to advance patient care, improve patient health, and contribute to the community in alignment with Astellas' corporate initiatives and goals, and in accordance with the applicable laws, rules, regulations and local industrial association codes. **Astellas does not provide charitable donations to organizations that operate patient assistance programs; or provide financial assistance to patients.**

We are currently accepting funding requests within the following focus areas:

- Cardiology – Medical Imaging
- Infectious Diseases – Fungal
- Oncology – Prostate; AML; bladder; urothelial; gastric/gastroesophageal
- Urology – Overactive bladder
- Women's Health – Menopause-related vasomotor symptoms

Our efforts align with the UN Sustainable Development Goals, SDG3: Ensure healthy lives and promote wellbeing for all at all ages.

II. PURPOSE OF RFP

The objective of Astellas' U.S. Charitable Donations is to support programs that produce tangible results, and provide:

- **Access to Equitable Healthcare:** Increasing regular health screenings, preventative services, and ongoing care to include virtual methods to address patients' health questions/concerns;
- **Virtual Disease Management:** Maintaining a focus on healthy habits and self-assessment to ensure all patients are receiving equitable support; or

- **Training of Health Workers:** Training Health Workers to educate patients about their health risks; and to manage/seek treatment.

Preference will be given to programs that support Blacks, Hispanics, Asians, Veterans and LGBTQ+ individuals.

Selected applicants may receive between \$25,000 - \$75,000 to fund programs/projects over a one-year period that will begin **after May 15, 2021**. Astellas seeks to provide financial support to eligible charitable organizations that can leverage their successes in delivering results and comply with the following requirements:

Mandatory Criteria:

- **Sustainability:** A complete description of how the program will be sustained financially going forward, after the initial donation period is completed. Please include a list of other sources of funding, additional resources needed to continue the program; and how they will be secured to support this project going forward. (Details to include: financial support of program, staff, partners, and materials.)
- **Geographic Relevance:** Preference will be given to programs that are national in scope or serve those that have a proven financial need, located where Astellas has a strong presence (including Boston, MA; Chicago, IL; Washington, DC; San Diego, CA; San Francisco, CA; and Seattle, WA).
- **Charitable organization does not operate a patient assistance program; or provide financial assistance to patients;**
- **Program Start Date:** After May 15, 2021.

Program Outcomes:

- Increased diagnosis of health issues and provision of treatment sought by patients;
- Increased patient knowledge of health issues and treatment options related to their diagnosis;
- Enhanced patient access to and quality of care related to the outlined focus areas;
- Increased training for community-based healthcare workers in communities in need;
- Qualitative programs that provide patient resources;
- Holistic approach to healthcare as it relates to the outlined focus areas.

Characteristics of a Successful Program Implementing Partner:

- History of achieving stated objectives and proven ability to measure and report on results;
- Innovative and cost-effective programs;
- Ability to develop a strategy/plan to sustain the project/program beyond the funding period;
- Proven methods that target underserved communities.

III. RFP Response Requirements:

Applicants should outline how their proposals will measure success for improving health equity and health outcomes in one or more of Astellas' focus areas. Depending on the nature of the proposal, please offer any other forms of impact measurement that may apply as well.

A. Program Description:

- Detailed description of the program; including goals and objectives;
- How program addresses the mandatory criteria (listed above);

- Response must meet the overall purpose;
- Outline of how your organization will engage participants in the program for which you are seeking funding;
- Details about your organization, existing programs related to access to health and health equity and how you have achieved measurable success with your initiatives;
- Opportunities for Astellas employees to volunteer to support you (not mandatory).

B. Objectives and Measurements: Explain how you evaluate program success for patients, including any pre-/post-evaluation of participants.

- Award recipients must agree to provide a program impact report within 30 days after the program end date.

Example Program Value Measurement:

- Population served – age-specific; economically underserved;
- Number of lives impacted in the priority patient demographic outlined;
- Number of people screened/tested;
- Number of people indirectly impacted by program (i.e., educational material shared).

C. 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 organization’s efforts.

D. Projected Program Cost to be funded through the donation:

- Total amount requested from Astellas as part of the proposal and time period for use of the funds, including start and end date;
- Detailed budget for the entire program, not just the portion of the program for which you are seeking Astellas support:
 - **Must** include line items that do not include overhead;
 - **Must** include a detailed program budget that itemizes how the funds requested in the application would be allocated by line item in the budget. For example, if the budget includes program management fees, include a breakdown of all items that roll into the line item, etc.;
 - **Must** align with the inclusion and exclusion criteria listed below.

Responding organizations may collaborate with other charitable organizations as part of the proposal. If this is your intent, please detail how other charitable organizations will be involved in your proposed program, and the role and responsibilities of each partner.

E. Communication and Collaboration with Astellas:

The selected charitable organization(s) will have the autonomy to build and execute the proposed program as outlined in the RFP. Astellas may support the cause with proactive communications in the community, with key stakeholders and with media. (Note: No communications can be made until all parties sign a letter of agreement prior to funding approval.) We ask selected partner(s) to 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 donation recipient’s social media channels and website, if applicable;
- Capture and share with Astellas photos (including photo releases) where appropriate to help illustrate the funded program and its positive impact on targeted communities.

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

IV. How to Submit the RFP:

- Visit the [Astellas Charitable Donation portal](#) and register to use the portal, if you have not previously done so. **Please note: This portal was launched in March 2020, so we ask that all organizations submitting requests register to use the site. Old passwords from historic Astellas Charitable Donation websites will not work;**
- Once registration is complete, prepare all materials in alignment with this RFP and submit via the [Astellas Charitable Donation portal](#);
- Title of application must begin with “Response to RFP;”
- Requests must be submitted **no later than February 22, 2021**;
- Astellas may provide a charitable donation to one or more of the charitable organizations that respond to this RFP, depending on the type and scope of programs proposed. Please see the following full list of funding inclusions and exclusions. Astellas reserves the right to make no awards 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 living_smart@astellas.com.

Inclusions: What We Fund

Charitable Donations must meet the eligibility criteria and be:

- Aligned with one or more of Astellas’ focus areas for this RFP, which include:
 - Cardiology – Medical Imaging
 - Infectious Disease -- Fungal
 - Oncology – Prostate; AML; bladder; urothelial; gastric/gastroesophageal cancer
 - Urology – Overactive bladder
 - Women’s Health – Menopause-related vasomotor symptoms
- Made to charitable organizations where their mission statement is aligned with the request;
- Made to charitable organizations that have demonstrated a history of achievement and effective management;
- Made for a charitable purpose and without any commercial motive or appearance of such;
- Provided directly to the account of the charitable organization requesting the contribution, and in the amount agreed to by Astellas;

- Provided without an intent to influence, induce, or reward the purchase, use, recommending, or arranging for the use of any product developed, marketed, and/or manufactured by Astellas or its affiliates, or the formulary status of any Astellas products;
- Approved prior to the start date of the program/project the funding is supporting.

Exclusions: What We Do Not Fund

Please pay close attention to the list of exclusions below. We do not fund:

- Charitable organizations that operate patient assistance programs or provide financial support to patients;
- Charitable organizations with programs not aligned with the specific focus areas of this Request for Proposal;
- Not-for-profit Patient Assistance Foundations/Programs;
- Charitable contributions to foreign organizations or institutions outside of the U.S.;
- Support for 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 Donations;
- Galas, golf outings, luncheons, dinners or similar programs;
- Continuing medical education (CME) grants;
- Lobbying activities;
- Contributions to political candidates, political parties or political action committees (PACs);
- Charitable 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 the Astellas Donations team at living_smart@astellas.com.