



## **U.S. Charitable Donations Request for Proposal (RFP)**

**Due: February 7, 2020 for programs that start after April 1, 2020**

### **BACKGROUND**

In addition to delivering innovative medical solutions to people with unmet medical needs, Astellas is also committed to improving healthcare and making a difference in the lives of patients and their families. We work with nonprofit partners to improve access to care, eliminate health disparities and build healthy communities. We support our nonprofit partners in their efforts to expand access to health, health literacy and awareness, by supporting programs to increase access to health, providing health and wellness information to patients, family members and care partners, with a particular emphasis on supporting vulnerable and diverse populations.

Astellas offers Charitable Donations to tax-exempt United States (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.

We accept funding requests within the following focus areas:

- Cardiology – Medical Imaging
- Infectious Disease – Fungal
- Oncology – Prostate, AML, bladder, urothelial, gastric/gastroesophageal
- Urology / Women's Health – Overactive bladder, vasomotor symptoms; VMS associated with menopause

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

### **PURPOSE OF RFP**

The objectives of Astellas' U.S. Charitable Donations are to support programs that provide access to health and support patient and caregiver communities in underserved, diverse populations through health and educational programs that are innovative, sustainable and produce tangible results. Our Charitable Donations program accepts applications from nonprofit organizations whose mission and programs are consistent with our areas of interest and that serve communities in the U.S., including communities where our employees live and work.

Preference is provided to programs that emphasize veterans and diverse, underserved communities.

Selected applicants may receive \$100,000 or more to fund activities over a one-year period that begin after April 1, 2020. Astellas seeks to provide financial support to eligible nonprofit organizations that can leverage their successes in delivering programming to:

- Improve Access to Health, including access to preventative and ongoing care and support for diverse, underserved communities that align to Astellas' focus areas and seek to improve health outcomes;
- Support Patient/Care Partner/Family Communities, including building networks on and off line to provide support to patients and their families, in alignment with Astellas' focus areas.

### **Improving Access to Health:**

Access to comprehensive, quality healthcare services is important for promoting and maintaining health, preventing and managing disease, and achieving health equity. Astellas will award donations annually to nonprofit organizations to help them provide access to preventative and ongoing care for diverse, underserved communities in the U.S. to help ensure inclusive access to health programs.

Charitable donations \$100,000 or more will be made to each nonprofit recipient organization. Applications for the award will be accepted through February 7, 2020. Please note, in order to be eligible to receive a donation, an organization must not have a current program that is funded through a donation from Astellas. Additionally, the organization must have submitted a reconciliation report for any prior donations received from Astellas.

Objectives: The donation(s) awarded will facilitate the execution of programs that serve the access to health needs of diverse patient populations, to help ensure inclusive and quality health programs.

### **Program Outcomes:**

- Increase patient knowledge of health issues and treatment options;
- Enhance patient access to and quality of care in underserved communities and populations;
- Increase training for community-based healthcare workers in communities in need.

### **Program Examples:**

- Programs which aim to address disparities that affect access to healthcare (e.g., race, ethnicity, socioeconomic status, age, sex, disability status, sexual orientation, gender identity, and residential location);
- Programs that focus on training to provide culturally competent care to diverse populations (for example, by seeking to address provider bias and cultural and linguistic barriers to patient-provider communication);
- Community-based wellness initiatives and health centers which help to support underserved communities;
- Health literacy programs which aim to facilitate information-seeking and understanding, healthy behaviors, shared-decision making and active engagement with providers;
- Disease management programs including encouraging healthy behaviors to support healthy aging and improved quality of health;
- Programs to train community health workers to lead healthcare interventions in underserved populations

### **Preferred Programs:**

- Programs that provide quality prevention services, including health screening services and disease prevention that have defined program goals and outcomes defined in the proposal;

- Programs that improve health outcomes for the medically underserved

**Building Patient/ Care partner / Family Communities:**

Patient-centered care has been shown to lead to better healthcare outcomes and quality of life, and building a network of support is central to enhancing the patient experience. Astellas will award donations annually to support bringing patients and care partners together with support communities that increase disease and resource awareness and raise peer-networking opportunities.

Charitable donations \$100,000 or more each will be made to nonprofit recipient organizations. Applications for the award will be accepted through February 7, 2020. Please note, in order to be eligible to receive a donation, an organization must not have a current program that is funded through a donation from Astellas. Additionally, the organization must have submitted reconciliation report for any prior donations received from Astellas.

**Objectives:** The donation(s) awarded will enhance patient care through patient-and-care partner support and education on prevention, diagnosis and treatment options.

**Program Outcomes:**

- Increase patient and care partners' knowledge of health issues and treatment options;
- Programs that provide patient and care partner resources;
- Programs that help to reduce stress related to illness or caring for one with illness

**Preference Examples:**

- Programs that support children with a family member undergoing treatment and encourage family-centered treatment;
- Family camps which help families cope and adapt to living with a sick relative and which enhance family-functioning;
- Patient / care partner / family support groups that help to provide a sense of community, particularly for the underserved, underdiagnosed and/or undertreated;
- Programs that provide comfort kits to patients and families undergoing treatment to ease the patient experience

**Preferred Programs:**

- Programs that offer innovative ways or methods to connect patients and/or care partners such as online forums, social media, alternate care settings, etc.;
- Programs that seek to enhance the patient and/or care partner experience.

**Characteristics of a Successful Program Implementing Partner:**

- Demonstrated 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 beyond the period of funding.

**Mandatory Criteria:**

- Sustainability - A complete description of how the program or project will be sustained financially going forward after the initial donation period is completed. This includes a list of other sources of funding, an explanation of the additional resources which are needed to continue the program over time and how the applicant will secure these resources to support this project going forward. (Details to include: financial support of program, staff, partners, and materials).
- Geographic Relevance - This RFP seeks to solicit donation proposals that will support underserved communities across the U.S. 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, Chicago, Washington, DC, San Diego, San Francisco and Seattle).
- Program Start Date - program begins after April 1, 2020

**RFP Response Requirements:**

Applicants should outline how their proposals will measure success for improving health literacy and health outcomes in one or more of Astellas’ focus 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.

**Example Program Value Measurement:**

- Population served – age-specific; economically underserved;
- Number of lives impacted by program;
- Number of patients properly diagnosed;
- Number of people screened/tested;
- Number of people indirectly impacted by program (i.e., educational material shared).

**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 donation:**

- 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 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 may 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 donation recipient's social media channels and website, if applicable

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.

**How to Submit the RFP:**

- Prepare all materials in alignment with this RFP and combine into one response document. Once complete, submit via email to [living\\_smart@astellas.com](mailto:living_smart@astellas.com);
- If your proposal is selected to be funded, you will be required to submit the full proposal via online system after approval;
- Title of application must begin with "Response to RFP";
- Requests must be completed no later than February 7, 2020;
- The donation provided 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 [living\\_smart@astellas.com](mailto:living_smart@astellas.com).

**What We Fund**

Charitable Donations must meet the eligibility criteria and must:

Align with one or more of Astellas' focus areas, which include:

- Cardiology – Medical Imaging
- Infectious Disease – Fungal
- Oncology – Prostate, AML, bladder, urothelial
- Urology / Women's Health – Overactive bladder, vasomotor symptoms VMS associated with menopause
  
- Be made to organizations where the mission statement of the organization is aligned with the request;
- Be made to organizations that have demonstrated a history of achievement and effective management;
- Be made for a charitable purpose and without any commercial motive or appearance of commercial motive;
- Be provided directly to the account of the organization requesting the contribution and in the amount agreed to by Astellas.
- Be 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
- Be 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 donation, please ensure your organization does not include any of the following:

#### **What We Do Not Fund**

- Contributions to Patient Advocacy Organizations that may operate patient assistance programs
- Not-for-profit Patient Assistance Foundations/Programs
- 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 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)
- 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 Astellas Donations team at [living\\_smart@astellas.com](mailto:living_smart@astellas.com).