

Issue Date: July 27, 2016

**Call for Grant Notification:** Healthcare-Related Charitable Support

The Advocacy Relations team at Genentech, a member of Roche Group, invites the non-profit community to submit applications for grants subject to the terms below. This Call for Grants Notification (CGN) provides public notice of the availability of funds in a general topic area for activities for which recognized needs exist.

**Purpose:** As part of our mission and commitment to philanthropy, Genentech supports non-profit organizations **focusing on patient education, patient services and advocacy**. The purpose of this CGN is to support initiatives focused on the patient and caregiver community. Support requests must be healthcare-related and consistent with therapeutic or technological area(s) in which Genentech and/or Roche is active. This CGN is intended to support initiatives that address broad cross-disease issues.

**Notification:** Genentech CGNs are made available through the online Genentech Funding Request System (gFRS) site (<http://funding.gene.com>). In addition, an email is distributed to registered gFRS users who have previously applied for healthcare-related charitable support. A WebEx detailing CGN funding priorities and the CGN application process will be available to those interested the week after posting on **Monday August 1, 2016**.

**Eligibility Criteria:** Applicants must be U.S.-based and registered on the Genentech Funding Request System (gFRS). Each applicant's organization must be recognized by the IRS as a tax exempt, public charity under section 501(c)(3) of the Internal Revenue Code and must be located in the United States.

**Geographical Scope:** The programs and services **must be U.S.-based only**.

**NEW! Submission Instructions for Executive Summary:**

1. Applicants who meet the eligibility criteria and are interested in submitting a response to this CGN must first complete a brief **Executive Summary** through the following [link](https://goo.gl/forms/2XOizl4cmhNfANIY2) or paste the URL (<https://goo.gl/forms/2XOizl4cmhNfANIY2>) into a new browser.
2. **Deadline for Executive Summary submission will be Friday September 9, 2016 (11:59pm Pacific Time).**  
*Note: Do not submit your initial application through gFRS.*
3. By **Monday September 26, 2016**, a Genentech Grant Manager will contact (i.e. by email) those applicants whose Executive Summaries were selected for further review.
4. Those applicants who receive notifications of potential interest may then submit full grant proposal applications online through gFRS. Further instructions will be provided in the email notification.  
Deadline to submit full grant proposal will be **Monday October 3, 2016 (11:59pm Pacific Time)**.

**Award Decision Date/Mechanism:** Final approvals and denials for those who are selected to submit a full application in gFRS will be communicated via standard grant-submission means (i.e. email notifications) no later than **Monday November 21, 2016**. *There have been no pre-determined approvals. All submissions will be reviewed equally and thoroughly.*

Applicants should not respond to this CGN unless they have read and understood the terms, purpose and requests identified below. Applicants are expected to identify and address issues that are aligned to this CGN.

Proposed projects with budgets between \$20,000-100,000 will be considered; this CGN will fund up to five projects in total. Please note that Genentech cannot be the sole sponsor for any given project.

<b>Topic and Funding Priorities</b>	<p><b>Personalized Medicine</b></p> <p>As part of our commitment to philanthropy, Genentech supports nonprofit organizations focusing on patient education, patient services and advocacy. The purpose of this CGN is to support initiatives focused on the patient and caregiver community. Support requests must be healthcare-related and consistent with therapeutic or technological area(s) in which Genentech and/or Roche is active. Types of programs and services considered as part of this CGN include, but are not limited to the following: Patient Services, Patient Outreach, Patient Education, Disease Education, Fundraisers, and Health Screenings.</p>
<b>Introduction and Background</b>	<p>Over the past decade, healthcare has shifted from the ‘one size fits all’ drug model to a more patient-centric, targeted approach.<sup>1</sup> The recognition that different patients may respond differently to the same medicines is accelerating demand for safer, more effective drugs.<sup>2</sup></p> <p>Personalized or precision medicine is an evolving field which looks at data from diagnostic tests to determine which medical treatments will work best for each patient. By uniting the diagnostic data with an individual’s medical history and circumstances, targeted treatment may be more targeted to each individual’s unique disease.<sup>3</sup></p> <p>The U.S. Food and Drug Administration (FDA) has been more regularly and rapidly approving personalized medicines.<sup>4</sup> In 2015, the FDA approved 45 novel new drugs, either new molecular entities or new therapeutic biologics.<sup>4</sup> Of these 45 drugs, thirteen were classified as personalized medicines, continuing a trend that began in 2014 when nine of the 41 novel new drugs qualified.<sup>4</sup></p> <p>The drug development pipeline is full of new targeted treatments, with 42% of all compounds and 73% of oncology compounds currently in development having the potential to be personalized or precision medicines in the near future.<sup>4,5</sup></p> <p>The new era of personalized/precision medicine brings opportunity,<sup>6,7</sup> but also the potential for increased barriers to optimal care. Navigating the healthcare system, access to data and understanding the complex landscape of personalized healthcare may be challenging for patients and their caregivers.</p>
<b>Call for Grants Notice Requirements and Aim</b>	<p><b>Aim</b></p> <p>Genentech is committed to addressing key barriers and challenges for patients in the era of Personalized Medicine. This CGN will support proposals focusing on programs/services to address documented unmet needs in the patient community, including, but not limited to:</p> <ul style="list-style-type: none"> <li>• Creation of patient and caregiver education material.</li> <li>• Development of digital platforms and online technologies to raise patients’ awareness and understanding of personalized/precision medicine.</li> <li>• Creation of tools and resources to support patients’ ability to engage in a discussion with their healthcare team regarding personalized medicine.</li> <li>• Development of patient/public awareness or support programs related to personalized medicine.</li> </ul>

**Call for Grants Notice Requirements**

Proposals should define the unmet need being addressed in the project and utilize evidence from internal (e.g., surveys of constituents, qualitative data from front-line staff) and external (e.g., consensus reports, peer-reviewed journal articles) data sources to help establish a clear view on the unmet need.

Successful applications will include patient-focused solutions to documented unmet needs through a project that includes: an innovative program or service, well-defined process and outcome evaluation metrics, and a conceptual plan for expansion and sustainability.

Out-of-the-box and non-traditional models of service delivery are encouraged. Applicants are also encouraged to utilize a collaborative approach to this effort and work with other organizations, though each application must be submitted individually by a single organization selected to represent the project for this CGN.

**Additional Considerations:** Grant requests must be submitted at least 60 days prior to the project / program start date. The following uploads are required to submit your application: W-9 Form / W-8BEN form, promotional materials and/or event advertising (if applicable), meeting agenda (if applicable) and detailed / itemized budget.

**Genentech's Grant Decision-Making Policy:** Please refer to the publicly available criteria, which can be found at <http://funding.gene.com>.

**Terms and Conditions:**

1. All grant applications received in response to this CGN will be reviewed in accordance with all Genentech policies and policy guidelines.
2. This CGN does not commit Genentech to award a grant or to pay any costs incurred in the preparation of a response to this request.
3. Genentech reserves the right to approve or deny any or all applications received as a result of this request or to cancel, in part or in its entirety, this CGN.
4. For compliance reasons, and in fairness to all applicants, all communications about this CGN must come exclusively to Genentech's department of Advocacy Relations. Failure to comply will automatically disqualify applicants.
5. Failure to follow instruction within this CGN may result in a denial.

**Transparency:** Genentech, at its sole discretion, has the right to disclose the details of funded healthcare related charitable support, including those that may be required by federal, state, and/or local laws and regulations. This disclosure may include, but shall not be limited to, details of the activity and the grant amount. The information may be disclosed to the public in a manner including, but not limited to, disclosure on the Genentech website.

## References:

1. Finn K. The End of “One-Size-Fits-All” Cancer Treatment. October 8, 2014.  
<http://thisismedtech.com/article/end-%E2%80%99Cone-size-fits-all%E2%80%9D-cancer-treatment>  
(Accessed February 23, 2016)
2. U.S. Food and Drug Administration. Paving the Way for Personalized Medicine. October 2013.  
<http://www.fda.gov/downloads/ScienceResearch/SpecialTopics/PersonalizedMedicine/UCM372421.pdf>  
(Accessed February 23, 2016)
3. Abrahams E, Silver M. The case for personalized medicine. *J Diabetes Sci Technol*. 2009 Jul 1;3(4):680-4.  
<http://www.ncbi.nlm.nih.gov/pubmed/20144313> (Accessed April 8, 2016)
4. Personalized Medicine Coalition. 2015 Progress Report: Personalized Medicine at FDA. January 2016.  
[http://www.personalizedmedicinecoalition.org/Resources/2015\\_Progress\\_Report\\_Personalized\\_Medicine\\_at\\_FDA](http://www.personalizedmedicinecoalition.org/Resources/2015_Progress_Report_Personalized_Medicine_at_FDA) (Accessed February 23, 2016)
5. Tufts Center for the Study of Drug Development. Impact Report: Personalized medicine gains traction but still faces multiple challenges. May/June 2015, Vol. 17 No. 3.  
<http://csdd.tufts.edu/files/uploads/Summary-MayJuneIR.pdf> (Accessed April 8, 2016)
6. Squassina A, Manchia M, Manolopoulos VG, Artac M, Lappa-Manakou C, Karkabouna S, Mitropoulos K, Del Zompo M, Patrinos GP. Realities and expectations of pharmacogenomics and personalized medicine: impact of translating genetic knowledge into clinical practice. *Pharmacogenomics*. 2010 Aug;11(8):1149-67. <http://www.ncbi.nlm.nih.gov/pubmed/20712531> (Accessed April 8, 2016)
7. Ventola CL. Pharmacogenomics in clinical practice: reality and expectations. *P T*. 2011 Jul;36(7):412-50.  
<http://www.ncbi.nlm.nih.gov/pubmed/21931473> (Accessed February 23, 2016).