

Issue Date: September 6, 2017

Call for Grant Notification: Healthcare-Related Charitable Support

The Alliance and 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.

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.

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/fBQ15EJQRnhbs8mv2>
2. **Deadline for Executive Summary submission will be September 22, 2017 (11:59pm Pacific Time).**
Note: Do not submit your initial application through gFRS.
3. By **October 6, 2017**, 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 **October 20, 2017 (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 **November 30, 2017**. *There have been no pre-determined approvals.*

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.

This CGN will fund one project at no more than \$50,000. Please note that Genentech cannot be the sole sponsor for any given project.

<p>Topic and Funding Priorities</p>	<p>Breast Cancer Subtype Education</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, and Disease Education.</p>
<p>Introduction and Background</p>	<p>Breast cancer is a heterogeneous disease consisting of multiple pathological subtypes.¹ Treatment options for individual patients may vary based on the individual's tumor pathology.² Understanding one's tumor characteristics may help patients feel more empowered through increased knowledge.³</p> <p>Research has shown that breast cancer patients' knowledge of their tumor characteristics is generally poor.⁴ Greater knowledge about breast cancer has been associated with greater participation in decision making, improved functional and physical well-being and patient satisfaction⁵ as well as lower levels of decisional conflict.⁶ This type of shared decision making may lead to better health outcomes^{7,8} as well as lower levels of anxiety and depression.⁹ Additionally, perceived involvement in decision-making has resulted in a better health-related quality of life 2, 5 and 10 years post diagnosis.¹⁰</p> <p>However, making treatment decisions can be challenging for cancer patients.¹¹ Patients sometimes have difficulty understanding medical information, as it is often unfamiliar to them.¹² One way to assist in this complex decision making is for practitioners to educate and empower patients through the use of decision aids.¹³ Use of decision aids can increase a patient's level of breast cancer education, reduce decisional conflict related to feeling uninformed, increase satisfaction with decisions and improve patient-practitioner communication.¹⁴ As many people are visual learners¹⁵ the use of visual aids may help improve comprehension and recall of health information.^{16,17}</p>
<p>Call for Grants Notice Requirements and Aim</p>	<p>Aim</p> <p>The aim of this CGN is to support proposals that address patient/caregiver challenges related to breast cancer subtype education, specifically proposals that aim to assist newly diagnosed patients in understanding their subtype and help them make educated and informed decisions regarding appropriate treatment options that are available to them, such as initiatives that:</p> <ul style="list-style-type: none"> • Develop patient-friendly educational materials that provide accurate and balanced information about breast cancer subtypes and treatment options. • Create visually engaging, easy to understand resources, usable as a discussion tool that are available both in print and digital formats. <p>Call for Grants Notice Requirements</p> <p>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.</p>

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.

Novel 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 according to the deadlines provided above. 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 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 Alliance and Advocacy Relations.
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 Bertucci FCA, Birnbaum D. Reasons for breast cancer heterogeneity. *Journal of Biology*. 2008;7(2):6. doi:10.1186/jbiol67.

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- ⁴ Freedman RA, Kouri EM, West DW, Keating NL. Racial/ethnic disparities in knowledge about ones breast cancer characteristics. *Cancer*. 2015;121(5):724-732. doi:10.1002/cncr.28977.
- ⁵ Street RL, Voigt B. Patient Participation in Deciding Breast Cancer Treatment and Subsequent Quality of Life. *Medical Decision Making*. 1997;17(3):298-306. doi:10.1177/0272989x9701700306.
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- ¹⁴ How do decision aids affect the understanding and decisions of people facing health treatment or screening decisions? *Cochrane Clinical Answers*. 2016. doi:10.1002/cca.955.
- ¹⁵ BUŞAN A-M. Learning Styles of Medical Students - Implications in Education. *Current Health Sciences Journal*. 2014;40(2):104-110. doi:10.12865/CHSJ.40.02.04.
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