Tapping into Funding from Non-Profit Organizations:
How to Diversify your Research Portfolio

SGIM Annual Meeting
April 30, 2010
Minneapolis, MN
Speakers and Organizers

Moderator:
- Sunil Kripalani, MD, MSc – Vanderbilt University

Panelists:
- Russell Luepker, MD, MS – University of Minnesota, American Heart Association
- Marshall Chin, MD, MPH – University of Chicago, Robert Wood Johnson Foundation
- John Z. Ayanian, MD, MPH – Harvard University

Co-Sponsored by SGIM Research Committee
Session at a Glance

1. Overview
   - Major sources of non-profit funding
   - Types of awards
   - Search engines and other resources
2. Programs offered by 3 non-profit organizations
3. Tips and lessons learned
4. Open discussion
5. Wrap-up and evaluations
Learning Objectives

1. Name at least 5 major non-profit healthcare organizations and their funding priorities
2. Describe how to use search engines to identify suitable non-profit funding opportunities
3. Compare and contrast application procedures for non-profit and federal (NIH) funding
4. Discuss characteristics of successful grant applications
Major Sources of Funding

- Non-Profit
  - Healthcare foundations
    - Robert Wood Johnson Foundation
  - Professional societies
    - American Heart Association
  - Healthcare organizations
    - American Cancer Society
- For-Profit Companies (Charitable Arm)
  - Pharmaceutical, insurance companies
Characteristics of Funders

- Each one is different!
- Review mission, program areas, application procedures
- Large foundations want impact
- Healthcare organizations and professional societies are usually disease specific but may have broader areas of interest
Program Areas of Major Healthcare Foundations

- **The Commonwealth Fund**
  - High performance health system, special populations, international health

- **Robert Wood Johnson Foundation**
  - Building human capital, childhood obesity, health insurance coverage, pioneer, public health, quality/equality, vulnerable populations

- **Gates Foundation**
  - Global health, education
Program Areas of Major Healthcare Foundations

- MacArthur Foundation
  - Housing, community & economic development, policy, mental health, research networks

- Doris Duke Charitable Foundation
  - Clinical research, African health

- WK Kellogg Foundation
  - Health care safety nets, quality health and health care, building diverse health care leadership

- Hartford or Reynolds Foundation
  - Elder care
Major Professional Societies and Healthcare Organizations

- American Heart Association
- American Cancer Society
- American Diabetes Association
- American Medical Association
- American College of Physicians
- American Society of Health System Pharmacists Foundation
Types of Grants Available

- Career Development Awards (CDA)
  - RWJ, ACS, ADA, Doris Duke, Hartford
- Project Awards
  - Large, big impact
  - Small
- Contracts
Small Project Awards

- Shorter applications, quicker turn-around than NIH R03 application
- Great source of pilot funds or to cover remaining effort
  - Can use to leverage another grant
  - Usually compatible with career dev award
My Own Experience

- **Before K award**
  - American Heart Association Scientist Development Grant ($65K x 4yrs)
  - Pfizer Health Literacy Scholar Award ($65K x 2yrs)

- **During K award**
  - American Society of Health System Pharmacists Foundation ($20K x 2yrs)
  - AHRQ/RWJ contract (5% effort)
  - Reynolds Foundation project (5% effort)
Online Resources and Search Engines

- **Funding Search Tools**
  - Community of Science (www.cos.com)
  - GrantsNet (www.grantsnet.org)
  - Foundation Center (foundationcenter.org)
  - InfoEd (www.infoed.org)
  - IRIS (www.library.uiuc.edu/iris)
  - ResearchResearch (www.researchresearch.com)

- **Alerting Services**
  - Community of Science
  - IRIS

- **SGI M Research Committee:** Funding Opportunities

- **Other Helpful Sites**
Community of Science

- www.cos.org
- Institutional subscription
Sample COS Search

COS Funding Opportunities

Search COS Funding Opportunities

The most comprehensive source of funding information available on the Web, with more than 25,000 records, representing over 400,000 funding opportunities, worth over $33 billion.

Identify experts and collaborators with COS Expertise: search among over 600,000 profiles of researchers from 1,600 institutions throughout the world. Discover who's doing what—current research activity, funding received, publications, patents, new positions and more.

Promote your research with a COS Profile: showcase your research and expertise among researchers and scholars from universities, corporations and nonprofits in more than 170 countries. Use convenient tools to keep your CV updated and accessible.
Search for funding opportunities by abstract, title, sponsor, and other fields. You can choose to match all fields or any of the fields. Use the 'Deadline' and 'Amount' fields to narrow your search. The search can be refined with additional fields such as keywords, activity location, requirements, citizenship or residency, funding type, and sponsor type.
<table>
<thead>
<tr>
<th>Rank</th>
<th>Grant Title</th>
<th>Sponsor</th>
<th>Deadline</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>South Carolina Literacy and Health Care Awards</td>
<td>Verizon Foundation</td>
<td>unspecified</td>
<td>$10,000</td>
</tr>
<tr>
<td>3.</td>
<td>Understanding and Promoting Health Literacy (R01)</td>
<td>Department of Health and Human Services (HHS) National Institutes of Health (NIH)</td>
<td>Feb 05, 2011</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>Understanding and Promoting Health Literacy (R21)</td>
<td>Department of Health and Human Services (HHS) National Institutes of Health (NIH)</td>
<td>Feb 15, 2011</td>
<td>$100,000</td>
</tr>
<tr>
<td>5.</td>
<td>Understanding and Promoting Health Literacy (R03)</td>
<td>Department of Health and Human Services (HHS) National Institutes of Health (NIH)</td>
<td>Feb 15, 2011</td>
<td>$100,000</td>
</tr>
<tr>
<td>6.</td>
<td>Grants</td>
<td>Moore Charitable Foundation, Claude</td>
<td>Sep 03, 2010</td>
<td></td>
</tr>
<tr>
<td>7.</td>
<td>Destino: The Hispanic Legacy Fund</td>
<td>Ventura County Community Foundation (VCCF)</td>
<td>Jan 16, 2011</td>
<td>$10,000</td>
</tr>
<tr>
<td>8.</td>
<td>Grants</td>
<td>Verizon Foundation</td>
<td>continuous</td>
<td></td>
</tr>
<tr>
<td>10.</td>
<td>Building Healthy Communities Grants in Central Ohio</td>
<td>Cardinal Health Foundation</td>
<td>Jan 30, 2011</td>
<td>$50,000</td>
</tr>
</tbody>
</table>
Alerting Services

- Funding Alerts
  - Customized list of funding opportunities through weekly emails
  - COS and IRIS
- RSS feeds
  - COS
SGIM Research Committee: Funding Opportunities

Welcome to the Research Main Page

The SGIM mission is “to promote improved patient care, research, and education in primary care and general internal medicine.” To this end, the organization is divided into three content areas that correspond with our mission’s pieces. The Research arm of SGIM is comprised of the Research Committee and various other task forces and work groups that help develop new material geared toward research goals in the field of general internal medicine.

Research Committee describes the committee’s goals and members.

Resources provides links to useful research references, such as regarding training programs, funding, research awards, research seminars, Community of Science, and the NIH clinical trials registry.

Training Directories contains information about residency and fellowship programs.

Funding Opportunities contains links to federal and other sources of funding.

Awards summarizes SGIM’s awards program.

Interest Groups provides a list of interest groups related to research, along with links to the groups’ resources.

Meeting Handouts provides links to research-related document-based content from the Annual Meeting.

Dataset Compendium helps researchers identify and explore publicly-available research datasets, especially for health services research, clinical epidemiology, and research on medical education.
## Selected Non-Federal Funding Opportunities

Compiled by Sunil Kripalani, MD, MS*
On behalf of the SGIM Research Committee

(The largest non-profits with multiple grant mechanisms are listed first. Scroll down for updated links.)

<table>
<thead>
<tr>
<th>Date Added or Updated</th>
<th>Funding Agency/Grant Title</th>
<th>Content</th>
<th>Max. Amount</th>
<th>Due Date</th>
<th>URL or Contact</th>
</tr>
</thead>
<tbody>
<tr>
<td>4/6/10</td>
<td>Commonwealth Fund (various grant types)</td>
<td>High performance health system, special populations, international health</td>
<td>Varies</td>
<td>Open</td>
<td><a href="http://www.commonwealthfund.org/programsgrants/">http://www.commonwealthfund.org/programsgrants/</a></td>
</tr>
<tr>
<td>4/6/10</td>
<td>Robert Wood Johnson Foundation (various grant types)</td>
<td>Various career development and research awards</td>
<td>Varies</td>
<td>Varies</td>
<td><a href="http://www.rwjf.org/applications/solicitdcfplist.jsp">http://www.rwjf.org/applications/solicitdcfplist.jsp</a></td>
</tr>
<tr>
<td>4/6/10</td>
<td>American Cancer Society (various grant types)</td>
<td>Psychosocial, behavioral, health services, or health policy research in cancer control</td>
<td>Varies</td>
<td>4/1 and 10/15 annually</td>
<td><a href="http://www.cancer.org/docroot/RES/RES_5_1.asp?sitearea=RES">http://www.cancer.org/docroot/RES/RES_5_1.asp?sitearea=RES</a></td>
</tr>
<tr>
<td>4/6/10</td>
<td>American Heart Association (various grant types)</td>
<td>Cardiovascular disease and stroke</td>
<td>Varies</td>
<td>Varies by grant type and local/national award</td>
<td><a href="http://www.americanheart.org/presenter.jhtml?identifier=9713">http://www.americanheart.org/presenter.jhtml?identifier=9713</a></td>
</tr>
<tr>
<td>4/6/10</td>
<td>AGA Foundation for Digestive Health and Nutrition (various grant types)</td>
<td>Gastroenterology or hepatology-related areas</td>
<td>Varies</td>
<td>Varies</td>
<td><a href="http://www.fidhn.org">http://www.fidhn.org</a></td>
</tr>
<tr>
<td>4/6/10</td>
<td>American Society of Nephrology (various grant types)</td>
<td>Nephrology-related research</td>
<td>Varies</td>
<td>1/29/10</td>
<td><a href="http://asn-online.org/grants_and_funding/">http://asn-online.org/grants_and_funding/</a></td>
</tr>
</tbody>
</table>
Other Helpful Sites

- **Council on Foundations** ([www.cof.org](http://www.cof.org))
  - Info on private foundations and links to online resources

- **SRA International Grants Web** ([www.srainternational.org/sra03/grantsweb/index.cfm](http://www.srainternational.org/sra03/grantsweb/index.cfm))
  - Info on private foundations and links to funding sources

- **W.K. Kellogg Foundation: Grantseeking Tips** ([www.wkkf.org](http://www.wkkf.org))
  - Links to online resources

- **Guidestar** ([www.guidestar.org](http://www.guidestar.org))
  - Info on > 900,000 non-profit organizations
ACS Research Department

Intramural Research:
- Surveillance & Health Services
- Analytical Epidemiology
- Behavioral Research Center
- Statistics and Evaluation Center

Extramural Research:
- Research Grants
- Health Professional Training Grants

FY 2009 Budget ~ $137 Million*

*Unaudited
The American Cancer Society Research and Training Program

- Focus on beginning investigators and investigator-initiated research
- Training grants for health professionals to develop their clinical expertise and/or their ability to conduct independent research.
- Commitment to goal of a balanced portfolio of basic (55%) and applied (45%) cancer research.
- **Funding priority for cancer prevention and control research with focus on reducing cancer health disparities (10% of budget).**
General Information:

- Eligibility: US citizen or non-citizen national or permanent resident. (Employees of the federal government are ineligible.)

- Electronic application process:
  - www.cancer.org/research - information, policies and instructions, staff contacts and link to proposalCENTRAL
  - https://proposalcentral.altum.com - application forms and submission

- General deadlines: April 1 and October 15
The Cancer Control Career Development Award for Primary Care Physicians

- Focus: career development in cancer control
- Eligibility: primary care physicians, within 10 years of completing training
- Propose a program that includes:
  - research
  - educational/teaching and
  - clinical activities
- Awards: up to $100,000/year for 3 years; up to $10,000/year for mentor(s)
- Review includes a personal interview
Mentored Research Scholar Grants in Applied and Clinical Research

- Mentored research: clinical, epidemiologic, cancer control, psychosocial, behavioral, health services, health policy
- Eligibility: junior faculty within the first 4 years of faculty appointment
- Awards: up to $135,000/year for 5 years and up to $10,000/year for mentor(s)
Research Scholar Grants

- Areas include:
  - Basic, preclinical, clinical, epidemiologic
  - Cancer control: psychosocial and behavioral
  - Cancer control: health services and health policy
- Investigator-initiated research projects
- Eligibility: first 6 years of investigator’s independent research career (except health services and health policy are any stage)
- Awards: up to $200,000/year for 4 years
Cross-cutting Priority Areas

• Health disparities
  • All programs
  • 10% of research budget (~$10-20m)
• Palliative care & symptom management
  • ~$500K
• Health insurance and systems
  • ~$1m
Presentation for: Society of General Internal Medicine

Russell V. Luepker, MD, MS, FACP, FAHA
Mayo Professor
University of Minnesota

Declarations: None
American Heart Association

Mission:
Building healthier lives, free of cardiovascular diseases and stroke.

AHA has multiple funding components for research:

• National Research Program
• Eight Affiliate Research Programs
Life Cycle of a Research Application:

- An idea begins
- Application submitted
- Assigned to reviewers
- Critique developed
- Peer Review Committee
Life Cycle of a Research Application
Cont’d

Rank-ordered list → Research Committee → $ Funded

E-mail notification → Research completed → Reports Published → Findings translated

Yea!
AHA’s research focus:

- Training and career development of beginning scientists
- Support for innovative, meritorious basic and clinical science

Types of research funded by AHA:

Basic, clinical, and population studies broadly related to cardiovascular diseases and stroke.
AHA Research Program Offerings:

- Summer Undergraduate Research Fellowships
- Pre-doctoral Fellowships
- Postdoctoral Fellowships
- Clinical Research Program
- Fellow-to-Faculty Transition Awards
- Scientist Development Grants
- Beginning Grants-in-Aid
- Grants-in-Aid
- Innovative Research Grants
Postdoctoral Fellowships:

• **Objective:**
  
  To help trainees initiate careers in cardiovascular and stroke research while obtaining significant research results

• **Eligibility:**
  
  – MD, PhD, DO, DVM (or equivalent) at award activation

• **Currently offered by all eight AHA affiliates.**
  Some have restrictions on years of experience.
Clinical Research Program

Objective:

• Encourages early-career investigators who have appropriate and supportive mentoring relationships to engage in high-quality introductory and pilot clinical studies

• Fosters new research in clinical and translational science, and encourages community and population-based activities

• Not intended to fund basic science, nor to support senior researchers.
# Clinical Research Program

## Proposals are encouraged in these areas:

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Patient behavior</strong></td>
<td>Cost benefit analyses</td>
</tr>
<tr>
<td><strong>Provider behavior</strong></td>
<td>Evaluation of outcomes of patient care delivery</td>
</tr>
<tr>
<td><strong>Behavioral outcomes</strong></td>
<td>Patient/provider and/or system compliance and adherence to recommendations</td>
</tr>
<tr>
<td><strong>Disease outcomes</strong></td>
<td>Pilot clinical research studies that provide preliminary data for larger-scale investigation</td>
</tr>
<tr>
<td><strong>Risk factor outcomes</strong></td>
<td>Studies utilizing existing databases</td>
</tr>
<tr>
<td></td>
<td>Ancillary studies or clearly defined sub-study of an ongoing clinical research study</td>
</tr>
<tr>
<td></td>
<td>(There must be clear justification that proposal is a sub-study and not a piece of an already funded project.)</td>
</tr>
</tbody>
</table>
Fellow-to-Faculty Transition Award

Objective:

Funding for postdoctoral trainees with outstanding potential for careers as physician-scientists in cardiovascular or stroke research during the crucial period of career development that spans the completion of research training through the early years of the first faculty position.
Fellow-to-Faculty Transition Award

Eligibility:

- Physicians who hold an MD, MD/PhD, DO, or equivalent at time of application
- Must be enrolled in or have completed an ACGME-approved residency or clinical fellowship program
- Must have completed the clinical portion of training program

Offered through the AHA National Center
Scientist Development Grant

Eligibility:

– MD, PhD, DO, DVM or equivalent
– faculty appointment required at award activation
– At the time of award activation, no more than 4 years since first faculty appointment at Assistant Professor level or equivalent
– Ineligible if prior or current funding (extramurally) for more than 1 year at greater than $95,000 per year in direct costs
– AHA SDG and an NIH mentored K-series award cannot be held simultaneously
Grants-in-Aid

Objective:
To encourage and adequately fund the most innovative and meritorious research projects from independent investigators

Eligibility:
– MD, PhD, DO, DVM or equivalent
– Applicants must have faculty/staff appointment at time of application

Currently offered by all eight AHA affiliates (not offered by National Center)
National Innovative Research Grant

Objective:

Supports highly innovative, high-risk, high-reward research that could ultimately lead to critical discoveries or major advancements that will accelerate the field of cardiovascular and stroke research.

Should introduce new paradigms, challenge current paradigms, look at problems from new perspectives, or exhibit other uniquely creative qualities. Preliminary data not required.

Provides pilot or seed funding that should lead to additional funding.
National Innovative Research Grant

Eligibility:

• All levels of faculty/staff members conducting research.

• At application, principal investigator must hold an MD, PhD, DO or equivalent doctoral degree.

• Eligibility is not restricted based on experience level or seniority. Seniority will not be used as a criterion in evaluating an application’s merit.

• Awards are not intended to supplement or duplicate currently funded work.

• May be held concurrently with another AHA award.
Peer Review Criteria for Grant Applications

1. Significance
2. Innovation
3. Approach
4. Investigators
5. Environment

Career Development Grant Applications

1. Evaluation of the Applicant’s Prior Training
2. Evaluation of the Sponsor
3. Training Plan
4. Environment
Some Advice

1. Start Early
2. Discuss Ideas with Senior and Peer Colleagues
3. Submit early Drafts for Review
4. Consult a Statistician
5. Remember Indirect Cost Recovery
6. Target More than One Agency
7. Have Several Grant in Review
8. Read Reviews and Re-Apply!
Helpful Hints

❤ Start with AHA research program descriptions available online at www.americanheart.org and read to be sure you are eligible (programs change annually)

❤ Email AHA at apply@heart.org for help

❤ Seek additional advice from your grants officer or sponsored programs office
For Patients

For Caregivers

For Healthcare Professionals

For Researchers and Scientists

Heart Attack/Stroke Warning Signs

American Stroke Association

Diseases & Conditions

Children’s Health

CPR & ECC

Healthy Lifestyle

Advocacy: You’re the Cure

American Heart Association

Brown Named New CEO

Nancy Brown has been named the next Chief Executive Officer of the American Heart Association, effective January 1, 2009. Brown is the first female CEO in the history of the association. She succeeds Cass Wheeler, who has served as CEO of the association for 11 years.

Heart360™

Track your blood pressure, cholesterol, glucose and other heart disease risk factors at Heart360.org, the American Heart Association’s free, password-protected online personal health resource.

Scientific Sessions 2008

Join us for cutting edge research that includes scientific programming in clinical, basic and population science as well as cross-disciplinary translational science.
AHA Research Contact Information

Email: apply@heart.org

Applicant inquiries:
(214) 360-6104
(214) 360-6106
Finding Answers
Disparities Research for Change

Working with Private Foundation Funders

Marshall H. Chin, MD, MPH
University of Chicago
Roadmap

- About RWJF Finding Answers
- Know the foundation
- The grant selection process
- Working with foundation once funded
My Experience

- Program Director: RWJF

- Grant Recipient: American Heart Association, Chicago Community Trust, Commonwealth Fund, Hartford Foundation, Retirement Research Foundation, RWJF

- Career Development Award Mentor: RWJF
Finding Answers

- A national program supported by the Robert Wood Johnson Foundation with direction and technical assistance provided by the University of Chicago.
Goals of Finding Answers

- Grant funds to evaluate practical solutions to reduce racial and ethnic health care disparities.
- Conduct systematic reviews of racial and ethnic health care disparities interventions.
- Disseminate results to encourage health care systems to address racial and ethnic gaps in care.
Dissemination & Translation

- Provide valuable information about what works—and what doesn’t
- Create resources and toolkits that organizations can use to implement promising interventions
Know the Foundation

- RWJF
- Commonwealth Fund
RWJF Finding Answers
Grant Selection Process

- Call for Proposals
  - Explanatory conference call

- Brief Proposal – Innovation, Impact, Diverse portfolio, Rigor, Feasibility
  - RWJF Program Officer, Deputy Director, Director
RWJF Finding Answers
Grant Selection Process 2

- Full Proposal – National Advisory Committee
  - Who’s on the committee
  - Written reviews
  - Selection meeting
RWJF Finding Answers Grant Selection Process 3

- Site visits
  - Find out what the concerns are beforehand
  - Focus on the concerns
  - Leave ½ time open for discussion
  - Choreograph the action

- Final selection
Working with Foundation Once Funded

- Remember how program and the foundation are judged
- You’re establishing your reputation
- Get the project done competently
- Be honest with challenges and successes
- Don’t be afraid to toot your horn
  - You’re our children
- Be pleasant
Working with Foundation
Once Funded 2

- Give us a heads up with publications
  - Joint planning on press releases
- Discuss budgetary issues early
- Share your final products
- Share any other downstream benefits
  - Grants, projects, centers, partnerships, policy, etc.
- Ask how we can be helpful to you internally and locally
TIPS FOR WORKING WITH NON-PROFIT RESEARCH FUNDERS

John Z. Ayanian, MD, MPP
Professor of Medicine & Health Care Policy
Harvard Medical School
Brigham and Women’s Hospital

SGIM Annual Meeting
Minneapolis, MN
April 30, 2010
My Experience

Grant recipient: Robert Wood Johnson Foundation
Commonwealth Fund
MacArthur Research Network
American College of Physicians
Medical Foundation (local in Boston)

Career Development Award Mentor:
Robert Wood Johnson Foundation
Doris Duke Foundation
American Cancer Society

Grant Reviewer: Robert Wood Johnson Foundation
Commonwealth Fund
American Heart Association
<table>
<thead>
<tr>
<th><strong>How Does Non-Profit Funding Compare with Federal Funding?</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Non-Profit</strong></td>
</tr>
<tr>
<td><strong>Proposal development</strong></td>
</tr>
<tr>
<td><strong>Length of proposal</strong></td>
</tr>
<tr>
<td><strong>Speed of decision</strong></td>
</tr>
<tr>
<td><strong>Size of budget</strong></td>
</tr>
<tr>
<td><strong>Program staff</strong></td>
</tr>
</tbody>
</table>
Completing Your Research & Disseminating Results

1) Keep your project officer well-informed of progress & obstacles

2) Be familiar with budgeting rules
   (e.g. reallocating funds, carryforward, co-funding)

3) Coordinate coverage of forthcoming results with funder’s public affairs staff

4) Build a long-term relationship if appropriate
Thank you!

What questions do you have?

Remember your evaluations!