

# 2010 AVON FOUNDATION FOR WOMEN BREAST CANCER CRUSADE FUNDING GUIDELINES

Our mission is to provide access to breast healthcare for those in need and to find a cure and learn how to prevent breast cancer.

The Avon Breast Cancer Crusade has raised and distributed more than \$640 million in awards to breast cancer programs around the world, supporting programs to enable patients to access quality care and supporting cutting-edge research to find a cure for or prevent breast cancer. The Avon Foundation for Women, a 501(c)3 public charity in the United States, was established in 1955 with a mission of supporting women and their families. Our mission is implemented today through two key areas: funding access to care and finding a cure for breast cancer and putting an end to domestic violence.

**Please note that all proposals to the Avon Foundation in 2010 must be submitted via our new online application system. For details, please visit Funding Guidelines online at [www.avonfoundation.org](http://www.avonfoundation.org).**

## SCIENTIFIC RESEARCH

The Avon Foundation research programs focus on efforts towards understanding the causes of and prevention of breast cancer. Applications in the area of prevention should clearly identify if they are proposing studies of the etiology and causes of breast cancer, primary prevention or prevention of the spread or recurrence (after a breast cancer diagnosis). The **2010 Avon Foundation Research Program RFP** and application form can be found on the Funding Guidelines page at [www.avonfoundation.org](http://www.avonfoundation.org).

**Application due date is February 1, 2010. This is the date proposals must be submitted in our online grant system.**



Applicants should utilize the Love/Avon Army of Women – a research resource with more than 325,000+ women: healthy women who never had breast cancer, women at high risk, and breast cancer survivors – who are willing to consider volunteering for research studies. Scientists applying to the Avon Foundation for research funding are encouraged to design studies that will utilize the Army of Women resource. Learn more at [www.armyofwomen.org](http://www.armyofwomen.org).

**Note:** *Avon Foundation funding may not be used to fund studies involving animals. Much progressive research is undertaken at a cellular level, with human tissue, or through other research modalities that do not require the use of animals, and these are the studies to which we direct our funds. Our guidelines apply only to studies funded by the Avon Foundation and do not impact other research underway at these same institutions.*

The current research priority areas for the Avon Foundation remain:

- Understanding causes of breast cancer and research to develop new preventative strategies
- Understanding the role of endogenous and exogenous environmental factors in the development of breast cancer
- Gene-environment interactions in the development of breast cancer
- Understanding whether viruses or infectious agents play a role in breast cancer
- Understanding how parity and breastfeeding alter breast cancer risk
- Validation of markers/biomarkers of breast cancer risk or that signal different breast states such as parous/nulliparous (note we do not support discovery research, rather we direct our funds to validation, translation or clinical application of markers)
- Development of clinically applicable assays or diagnostic tests that are predictive of breast cancer risk or that can be used to monitor changes in breast health (for example, healthy breast vs. ADH vs. DCIS vs. IDC)

Research grants may request up to \$300,000 total costs for up to two years (thus, approximately \$150,000 total costs per year for 2 years).

For more information, please contact:

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# ACCESS TO CARE PROGRAMS FOR THE UNDERSERVED

## SAFETY NET PROGRAM: ACCESS TO DIAGNOSTICS AND CARE

The Avon Foundation Safety Net Program supports regional and community hospitals to enable medically underserved women to access post-screening diagnostics and care. For detailed information, interested parties should see the 2010 Safety Net Letter of Intent Form on the Funding Guidelines page at [www.avonfoundation.org](http://www.avonfoundation.org).

In 2010 there will be a two-stage process requiring all applicants to submit a Letter of Intent (LOI). Following LOI review, a small subset of applicants will be invited to submit a full proposal.

Receipt dates are determined by the institution's geographic location and are the dates by which the electronic copies must be **received in our new online grant submission system**. Geographic region is defined as the area within a 100-mile radius of the noted city.

### Geographic Regions:

#### **Boston, MA; Chicago, IL; Denver, CO; Washington, DC**

Letter-of-Intent Due Date: January 15, 2010

Invited Full Proposal Due Date: February 16, 2010\*

#### **San Francisco, CA; Los Angeles-Santa Barbara, CA**

Letter-of-Intent Due Date: March 15, 2010

Invited Full Proposal Due Date: April 15, 2010\*

#### **New York, NY; Charlotte, NC**

Letter-of-Intent Due Date: July 15, 2010

Invited Full Proposal Due Date: August 16, 2010\*

#### **Houston, TX; National Pool (All other cities/ regions in U.S. other than those listed above)**

Letter-of-Intent Due Date: September 15, 2010

Invited Full Proposal Due Date: October 15, 2010\*

\*Only a small subset of LOI submissions will be invited to submit a full proposal.

The objective of these grants is to support institutions and organizations that have traditionally cared for uninsured, at-risk, low-income, and minority patients. Such institutions include: public hospitals, safety-net hospitals, community clinics, and cancer centers with a history of effectively navigating patients through the healthcare system and ensuring consistent, high quality care.

The emphasis of this initiative in 2010 is to support patient navigation programs or partial equipment support for safety net hospitals to enhance their breast cancer care to the medically underserved. **Grant amounts can be up to \$150,000 total costs for 1 year.**

## BREAST HEALTH EDUCATION AND POPULATION SCREENING: AVON FOUNDATION BREAST CARE FUND

The Avon Foundation Breast Care Fund is the funding mechanism supporting community-based organizations that provide outreach, breast health education, and link women to screening services and follow-up care in partnership with local medical providers.



The next call for proposals for the Avon Foundation Breast Care Fund will be posted to [www.avonbreastcare.org](http://www.avonbreastcare.org) by **July 15, 2010**. Funding will be awarded on a competitive basis to organizations that can successfully implement breast cancer early detection programs for at-risk, medically underserved women age 40 and older. Applications are reviewed by a panel of up to 30 peers from a broad range of breast cancer and related backgrounds, including medical professionals, public health experts and directors of community health programs.

For more information, potential applicants and those interested in serving as reviewers should refer to the information posted at [www.avonbreastcare.org](http://www.avonbreastcare.org) or send an inquiry to:

Avon Foundation Breast Care Fund  
Telephone (212) 244-5368  
[admin@avonbreastcare.org](mailto:admin@avonbreastcare.org)

For more information, please contact:

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