

# Call for Grant Applications on Evolving Treatment Options in First-Line Metastatic Urothelial Carcinoma (mUC) and Muscle Invasive Bladder Cancer (MIBC)

## Overview

Astellas and Pfizer via the “Pfizer-Astellas Alliance” are collaborating to offer a new grant opportunity seeking proposals for independent medical education initiatives that bring awareness and knowledge to healthcare professionals regarding current medical education gaps in the locally advanced / metastatic urothelial cancer (la/mUC) and the rapidly evolving muscle invasive bladder cancer (MIBC) treatment landscapes. Therefore, grant applications with a focus on how emerging data could be practice changing for those who treat patients with bladder cancer are requested.

## Geographic Scope

Ex-US multi-regional with priority given to Europe, Canada, China, Middle East, Russia, Turkey, Latin America, Asia-Pacific countries, Australia and Taiwan.

Applications with educational content in multiple languages are well received.

Please note Astellas and Pfizer are unfortunately unable to accept applications from Japan and South-Korea, as per local law and regulation.

## Project Types and Area of Interest

As the treatment landscape for urothelial cancer is rapidly evolving, emerging data needs to be adopted quickly into clinical practice (e.g. Enfortumab Vedotin-based combinations). Potential applicants are encouraged to identify and address the educational needs for la/mUC and/or MIBC considering regional differences in treatment access, sequencing norms, and local guideline adoption. Projects for this competitive grant program will be considered for support if they focus on one or more of the following:

Locally advanced / metastatic urothelial carcinoma (la/mUC):

- Classification of the holistic treatment and care of patients with IA/mUC recommended in the guidelines, with a focus on first-line therapy, including but not limited to:
  - Selection of eligible patients with la/mUC
  - Selection and sequencing of therapies in la/mUC including combination regimes

- Antibody drug conjugate (ADC)-related adverse event (AE) management: education of patients and caregivers, importance of early identification and management of those AEs
- Understanding the evolving impact of novel combination regimens on 1L therapeutic sequencing and toxicity management in la/mUC

#### Muscle invasive bladder cancer (MIBC):

- Address unmet needs in the current MIBC treatment landscape, including expanding evidence base for adjuvant and neoadjuvant systemic treatments in MIBC
- Deepen understanding of the rapidly evolving landscape including peri-operative approaches and emerging treatment options and how they may affect treatment algorithm and patient outcomes
- Strengthening collaboration and multidisciplinary approach between urology and medical oncology in integrating systemic therapies into surgical decision-making

#### All UC:

- Best practices for multidisciplinary teams to deliver safe and effective care for UC patients (la/mUC and/or MIBC), particularly in community settings and peripheric centres
- Strengthening shared decision-making between health care providers, patients and caregivers (NOTE: This CGA does not cover direct to patient education)
- The role of antibody-drug conjugates (ADCs) and their targeted MOA to potentially address the unmet need in UC
- Understanding shared therapeutic principles and toxicity-management strategies across la/mUC and MIBC as treatment modalities increasingly overlap

#### Key Milestones:

- CGA Release Date: 19 Dec 25
- Submission Deadline: 31 Jan 26
- Anticipated Grant Award Notification: 28 Feb 26
- Anticipated Project Start and End Date: 15 March – 31 December 26

Start and end dates are suggested.

#### Funding Range and Project Length:

Individual projects requests from US\$10,000 - US\$200,000 will be considered.

Multi-support grant applications would be well-preferred.

## Eligibility:

### Applicant Eligibility Criteria

- The following organisations may apply: medical, nursing, allied health, and/or pharmacy professional schools; healthcare institutions (both large and small); professional organizations/medical societies; medical education companies; and other entities with a mission related to healthcare professional education and/or healthcare improvement.
- Only organizations are eligible to receive grants, not individuals or medical practice groups (i.e., an independent group of physicians not affiliated with a hospital, academic institution, or professional society).
- If the project involves multiple departments within an institution and/or between different institutions / organizations / associations, all institutions must have a relevant role and the requesting organization must have a key role in the project.
- The applicant must be the project/program lead or an authorized designee of such individual (e.g., project/program lead's grant coordinator).
- The project/program lead must be an employee or contractor of the requesting organization.
- Requesting organization must be legally able to receive award funding directly from Astellas Pharma Global Development. We strongly recommend that applicants confirm this with their organization or institution prior to submitting an application. Grants awarded to organizations that are subsequently found to be unable to accept funding directly from Astellas Pharma Global Development may be subject to rescission.
- For projects offering continuing education credit, the requesting organization must be accredited.

## Requirements

### Primary Area of Interest

Genitourinary Cancer focussing on locally advanced/ metastatic urothelial cancer (la/mUC) and muscle-invasive bladder cancer (MIBC)

### General Area of Interest for this RFP:

It is not our intent to support clinical research projects. Projects evaluating the efficacy of therapeutic or diagnostic agents will not be considered.

Examples of educational formats that will be considered under this CGA include, but are not limited to:

- Multi-activity or tiered education that builds over time, such as a series of activities or curriculum-based learning
- On agenda educational sessions during live conferences or satellite symposia adjacent to major conferences (including those through Winter of 2026/27)
- Grand Rounds or tumour boards, with a particular focus on multidisciplinary tumour boards
- Case-based workshops focusing on AE management of ADCs and peri-operative therapy decision-making as well as treatment sequencing
- Expert interviews recorded at live conferences, conference coverage reviews
- Online articles, training courses, webinars, podcasts
- All learning resources such as videos, infographics, animation

## Target Audience

The intended learner audience may include: surgical urologists, urologists, uro-oncologists, medical oncologists, advanced practitioners (PA/NPs), nurses, other healthcare professionals on the multidisciplinary care team responsible for the treatment decisions for, and care of, patients with urothelial cancer.

## Expected Approximate Monetary Range of Grant Applications

- Individual projects requesting US\$10,000 - US\$200,000 will be considered. The estimated total available budget related to this RFP is US\$750,000.
- Award amounts include direct costs, institutional overhead costs (capped at 22% per policy), and indirect costs

**IMPORTANT:** Be advised applications submitted after the due date will not be reviewed.

\*Please note the deadline is 23:59 Greenwich Mean Time (GMT) (e.g., London).

## How to Submit:

**IMPORTANT:** Please read this section carefully since applications submitted not following these instructions will not be accepted and will be cancelled.

- Please go to [Grants for Education are grants to fund high-quality, unbiased, evidence-based, educational](#) and sign in.

## Account Registration:

- First-time users should click “Create your password”.
- It is strongly encouraged to set up an account prior to the deadline in case there are issues.
- Multi-factor authentication (MFA) will be required to register and log-in. MFA is an additional security layer that requires grantseekers to provide a second form of

verification in addition to their email address and password. This helps prevent unauthorized access to accounts, even if login credentials are compromised.

#### Eligibility Quiz:

- Please select:
  - Select **Grants for Education**
  - Organization Type: **Please select appropriate choice for your organisation**
  - Will the research or educational activity occur in the United States: **No**
  - Will the research or educational activity occur in Asia Pacific (including Australia), Latin America, Middle East, Africa, Russia, or Greater China (China, Hong Kong, Taiwan)? **No (even if these countries are part of the scope of the application)**
  - Select **Grant for Medical Education**
  - Click **Submit**
- Requirements for Submission:
  - Complete all required sections of the online application
  - Country of Request: Global (specify the geographic scope in the application)
  - Disease Area: Urothelial Cancer
  - Title: “2025 ONC EX-US UROTHELIAL CANCER IME – your program title” or your grant application may not be reviewed as part of this CGA.

#### Questions:

If you have questions regarding this RFP, please direct them in writing to the Astellas Grants Senior Director, Robyn Baker (GEC@astellas.com), and the Grant Officer, Lori Carpenter (lori.carpenter@pfizer.com) with the subject line “2025 ONC EX-US UROTHELIAL CANCER IME”

#### Review and Approval Process

- Grant requests received in response to a general RFP are reviewed by Astellas and Pfizer to make final grant decisions.

#### Mechanism by which Applicants will be Notified:

- All applicants will be notified via email by the dates noted above.
- Applicants may be asked for additional clarification during the review period

## Grant Agreements:

- If your grant is approved, your institution will be required to enter into a written grant agreement with Astellas Pharma Global Development.
- Under Astellas' competitive grant program, modifications to grant agreements will not be reviewed unless a genuine conflict exists as between applicable law and the terms of the relevant grant agreement. Applicant is encouraged to share the core terms with counsel for approval prior to submitting an application.
- Except where prohibited by applicable law and, in any case, subject to review by Astellas Legal, payment of grant funding may only be paid to the grantee organization.
- This RFP is supported by Astellas Pharma Global Development and, if approved the payment will be issued by Astellas Pharma Global Development, a United States-based legal entity.
- Neither Astellas or Pfizer shall have any influence over any aspect of the supported initiatives and only ask for status updates, quarterly interim and/or final outcomes reports including a description of the overall impact of the projects as applicable.

## Appendix

### IMPORTANT: RFP Submission Requirements

Applications will be accepted via the online portal listed in the How to Submit section.

Project Proposals should be single-spaced using Calibri 12-point font and 1-inch margins. Note there is a 15-page limit exclusive of references. When uploading your Project Proposal please ensure it addresses the following sections:

- Letter of Request on the organisation's letterhead that includes the grant amount requested
- Goals and Objectives
  - Briefly state the overall goal of the project.
  - List the objectives you plan to meet with your project, in terms of learning and expected outcomes.
- Assessment of Need for the Project
  - Include a description of your organization's needs assessment for this proposed project which may include a quantitative baseline data summary, initial metrics, or a project starting point (please cite data on gap analyses or relevant patient-level data that informs the stated objectives) in your target area.
- Target Audience

- Describe the primary audience(s) targeted for this project. Indicate whom you believe will directly benefit from the project outcomes (e.g. community and academic centers, patients and specialty).
- Project Design and Methods
  - Describe the planned project, the educational approach, and the way the planned methods address the established need.
- Innovation
  - Explain what measures you have taken to assure that this project is original and does not duplicate other projects or materials already developed. Describe how this project builds upon existing work, pilot projects, or ongoing projects developed either by your institution or other institutions.
- Evaluation and Outcomes Plan
  - In terms of the metrics used for the needs assessment, describe how your organization will determine if the gap was addressed for the target group. Please refer to Moore's Levels of Continuous Medical Education Outcomes Measurement<sup>1</sup>
  - Identify the sources of data your organization anticipates using to make the determination.
  - Describe how your organization is expected to collect and analyze the data.
  - Explain the method used to control for other factors outside this project (e.g., use of a control group or comparison with baseline data).
  - Quantify the amount of change expected from this project in terms the target audience. Describe how your organization will determine if the target audience was fully engaged in the project.
- Dissemination Plan
  - Describe how the project may have extended benefit beyond the grant. Will the teaching materials be made available to others to use? Will there be tools or resources that are made publicly available beyond the initial project. Describe how the project outcomes might be broadly disseminated.
- Anticipated Project Timeline
  - Provide an anticipated timeline for your project including project start/end dates.
- Additional Information

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<sup>1</sup> Moore DE Jr, Green JS, Gallis HA. Achieving desired results and improved outcomes: integrating planning and assessment throughout learning activities. *J Contin EduHealth Prof.* 2009 Winter;29(1):1-15.

- If there is any additional information you feel Astellas and Pfizer should be aware of concerning the importance of this project, please upload as an attachment.
- Organization Detail
  - Describe the attributes of the institutions / organizations / associations that will support and facilitate the execution of the project and the leadership of the proposed project. Articulate the specific role of each partner in the proposed project.
- Budget Detail
  - Please include a budget narrative and a separate line-item budget in Excel that describes in greater detail the line items specified in the budget submitted within the application.
  - While estimating your budget please keep the following items in mind, Independent Medical Education Grants cannot be used to purchase:
    - Therapeutic assets (prescription or non-prescription)
    - Capital expenditures, including but not limited to IT hardware
  - Overhead rates of up to 22% of the total proposed project budget may be supported by Astellas and Pfizer. General organizational running costs such as legal fees, insurance, heating and lighting etc. should be included in an Institutional Overhead (if required). These costs are not specific to a grant request and therefore, should not appear as line items in budgets.
  - HCP-related costs will need to show the 'unit rate' (e.g. hourly rate for HCP fees, per meal costs) to assess Fair Market Value

#### Required Documents

- Project Plan/Proposal (as above)
- Detailed Meeting Agenda
- Needs assessment
- Outcome assessment
- Line-item budget
- Letter of request on letterhead

#### About Astellas Grants

Astellas is committed to funding independent medical education (IME) activities that are high-quality, fair-balanced, unbiased, and evidence-based. Educational activities must be independently developed by the grant recipient organization and/or the grant recipient organization's educational partners and aim to improve knowledge, skill, competence and advance patient outcomes. Unsolicited requests for grants for

education by independent grant requestors may be spontaneous submissions or in response to an Astellas call for grant applications.

## About Pfizer Grants

Pfizer supports the global healthcare community's independent initiatives (e.g., research, quality improvement or education) to improve patient outcomes in areas of unmet medical need that are aligned with Pfizer's medical and/or scientific strategies. Pfizer's competitive grant program involves a publicly posted general Request for Proposal (RFP) that provides detail regarding a general area of interest, sets timelines for review and approval, and uses an internal Pfizer review process to make final grant decisions. Organizations are invited to submit an application addressing the knowledge gaps as outlined in the specific RFP. For all independent medical education grants, the grant requester (and ultimately the grantee) is responsible for the design, implementation, and conduct of the independent initiative supported by the grant. Pfizer and /or Astellas must not be involved in any aspect of project development, nor the conduct of the independent education program.