



V FOUNDATION<sup>®</sup>

*Victory Over Cancer*

# Counterpoint to RFA Marketing

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**Carole C. Wegner, PhD, HCLD**  
**Senior VP, Research and Grants Administration**  
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# V Foundation Grant Portfolio-priorities

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**SINCE 1994  
FUNDED MORE THAN  
\$250 MM  
in nearly 1000  
CANCER  
RESEARCH GRANTS**

- Research **ALL TYPES** of cancer at **ALL STAGES** of life
- **Early Career V Scholar Awards:** \$100,000 per year for 2 years. V Scholar Goal: R01 or similar large grants.
- **Translational Awards:** \$200,000 per year for 3 years. Goal: set the stage for a new clinical trial in 3-5 years.
- **Designated** grants- Responsive to new priorities; varied every year

# How we identify priorities and new areas



- **Formal strategic process** between V Foundation Board and V Foundation Scientific Advisory Committee to identify overall strategic goals
- **Tracking impacts** from the grant portfolio to decide which legacy programs to keep
- **Identify new opportunities arising** from designated funds (donors, Pharma, and event proceeds) that align with strategic initiatives
- New ideas arising from **co-funders** at other foundations

# Our Grant Process

A rigorous and competitive process implemented to identify and fund breakthrough research.  
We fund all types of cancer at all life stages.

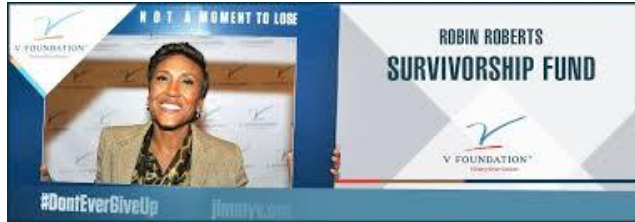


## Benefits of Direct RFA Invitation to Set list, rather than Marketing RFA

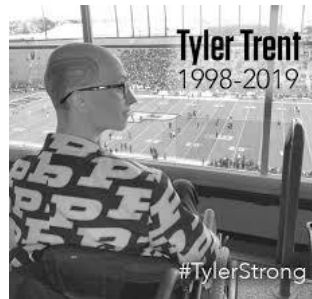
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- You can **pre-vet** institutions that perform high quality research in your area of interest.
- You have **zero costs** of sending your RFA to contacts by email
- You can ask invited institutions to nominate a defined number of applicant(s) which allows you to **anticipate reviewers** needed.
- The nomination process creates a **first layer of competition** at the institution for the opportunity to apply.
- The nomination process allows you to **collect applicant information** that can inform reviewer expertise needed, names of other contacts for payment or future marketing of the grant outcomes.
- You can **cut down on nuisance applications** that are out of scope.
- You can develop a **research relationship** with these institutions that receive annual invitations over time.

# Funds for Specific Focus Areas



- **Cancer Survivorship** research - Robin Roberts Thrivership Research Fund.
- **Cancer Disparities** cancer research -the Stuart Scott Memorial Cancer Research Fund.
- **Adolescent and Young Adult Cancer Research**- Tyler Trent Fund
- Collaborative research between Veterinarians and Oncologists for **better treatments for pets and people**- Canine Comparative Oncology Research Fund



# Stuart Scott Memorial Cancer Research Fund

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**A means to  
Encourage  
Applicant  
Diversity**

- Each NCI designated cancer center can **nominate two applicants if at least one** is an applicant from an underrepresented minority.
- Under-represented : Self-identified as African American, Hispanic American, Native American or Alaskan Eskimo, Native Hawaiians and other Pacific Islanders

# Elements of a Well Written RFA

**who,  
what,  
when,  
how,  
why**

- Establish eligibility criteria for applicants, *and* institutions
- Scope should be clearly written and align with Foundation's focus
- Dates for deadlines should be Tues-Thursday so staff don't have to deal with panicked last-minute applicants on weekends
- Make next steps clear and track applicant questions for improving clarity next time
- Consider what a good application will include for reviewers to assess and ask for those elements in the scope
- Provide overall info about grant: amount, duration, support of indirect costs, overall timeline of grant making process



# Our Advice to Applicants

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## Please don't:

- Wait until the last 24 hours to ask questions about completing the application or using the application software.
- Submit a 6 page application with 200 pages of supporting materials, including a 100 page CV. No one will read it.
- Ignore sections of the application to do with patient advocacy or statistical analysis. They are there because we think they are important.

# Our Advice to Applicants

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## Please do:

- Review the funders website to understand their priorities and read the RFA carefully.
- Reach out to the grants officers to clarify application requirements well in advance of the deadline.
- Treat reviewers as you would like to be treated: be concise, clear and anticipatory (of pitfalls) in your research plan.
- Respect eligibility guidelines provided in the RFA.
- If you are awarded a grant, please provide timely and well-written progress reports, and stay in touch with the funder.
- Learn to write high quality lay summaries- your future funding may depend on it!

A black and white photograph of a man in a suit, pointing his right hand towards the left and shouting with an open mouth. The image is semi-transparent, serving as a background for the text. Large, dark blue quotation marks are positioned on the left and right sides of the text.

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DON'T GIVE  
UP...

DON'T EVER  
GIVE UP.

-JIM VALYANO

THANK  
YOU



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