

Request for Proposals for programs aligned with

**Improving Awareness and Understanding of Organ Donation
and Transplantation to Support Informed Decisions, Honor
Donor Wishes, and Facilitate Timely Linkage to Care**

Issued September 2026
with a due date of November 15, 2026, 6:00pm

Astellas Pharma Inc.

Access to Health, Sustainability

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1. Introduction and Background

Astellas (as used in this Request for Proposal [RFP], “Astellas” means Astellas Pharma, Inc. and its Affiliates), established in 2005, has adopted a business raison d'être to “Contribute towards improving the health of people around the world through the provision of innovative and reliable pharmaceutical products.” As we strive to deepen our engagement in sustainability, we are engaged in activities to promote sustainability in society and to enhance our corporate value.

For more information on our sustainability strategy, please visit:

<https://www.astellas.com/en/sustainability>

2. What we are looking to fund

A key pillar of Astellas' Access to Health and Social Impact strategy focuses on supporting and collaborating with external partners to help remove barriers that prevent people, families, and communities from understanding health-related options, making informed decisions, and accessing appropriate healthcare services and support.

Astellas' Access to Health charitable grant program focuses on underserved populations through action-based programs in countries and territories in which Astellas has a business presence and where there is high unmet medical need. For this RFP, Astellas is interested in funding community-based programs that improve awareness and understanding of organ donation and transplantation, support informed and family-centered decision-making, help families honor donors' expressed wishes after death, and strengthen appropriate pathways to transplantation-related services and support.

2.1. Program Focus Areas

Programs submitted in response to this RFP should:

- Address disparities affecting marginalized or underserved groups by improving access to accurate information, trusted community engagement, referral pathways, and appropriate transplantation-related services and support.
- Improve public and community understanding of organ donation and transplantation, including the importance of individuals documenting and communicating their donation wishes to family members and caregivers.
- Support families in understanding deceased organ donation decisions, honoring donors' expressed wishes after death, and addressing social, cultural, emotional, or informational barriers that may affect family decision-making.
- Build trust through culturally appropriate, community-based education and engagement delivered in partnership with trusted local stakeholders that supports informed, family-centered decision-making.
- Ideally, launch in a healthcare setting, such as a hospital, transplant center, clinic, or other care setting where organ donation and transplantation conversations can be integrated into trusted interactions with patients, families, caregivers, and healthcare professionals.
- Build on existing or ongoing program activities that have demonstrated impact and have potential for sustainable, locally owned implementation.

2.2. Geographic Priorities

Programs must be implemented in countries where Astellas has a business presence.

Priority will be given to multinational programs, particularly those with a focus in South Korea, Thailand, Taiwan and/or Vietnam. Programs implemented in other countries in Asia where Astellas has a business presence may also be submitted and will be considered.

2.3. Program Eligibility Requirements

To be eligible for funding, programs must:

- Be built and implemented in accordance with the requirements and eligibility criteria of this RFP and executed as outlined in the application, independently and without direction from Astellas.
- Not be linked, directly or indirectly, to prescribing, purchasing or recommending Astellas products.
- Not be connected to any regulatory or commercial business transaction.
- Include primarily community-based activities. Programs whose awareness activities are mainly delivered through social media or traditional media channels will not be considered.
- Have a duration of up to five years.

2.4. Funding Parameters

Applications must meet the following financial requirements:

- Maximum funding request: USD 100,000 per program year for up to five years.
- Budgets must use a fixed exchange rate of USD1 = JPY145.
- Administrative costs may not exceed 15% of the total program budget.
- Requested funding must represent less than 25% of the organization's total revenue during the previous 12 months.

2.5. Employee Engagement Opportunities

While not a mandatory requirement, Astellas encourages programs that provide opportunities for employee engagement, such as:

- In-person volunteering opportunities for project delivery by local Astellas employees, such as supporting grantee-led community education sessions, assisting with event logistics, distributing approved educational materials, or helping with registration and participant support.
- Virtual volunteering opportunities, such as joining virtual education sessions, supporting remote skills-based volunteering, or helping review non-medical materials for readability where appropriate.
- Employee fundraising or community engagement initiatives, such as locally organized employee giving, donation-matching opportunities if available, participation in community

events, or employee-led engagement activities that support the grantee's broader mission without influencing program content or funding decisions.

2.6. Examples of Eligible Programs

Examples include, but are not limited to:

- Healthcare setting-based programs, such as hospital, transplant center, clinic, or community health facility initiatives that integrate organ donation and transplantation education into trusted interactions with patients, families, caregivers, and healthcare professionals.
- Community health worker, peer educator, or navigator models that help individuals and families understand organ donation and transplantation, document or communicate donation wishes, and connect to appropriate information, referral pathways, or support services.
- Family-centered education or counseling programs that help families understand deceased organ donation decisions, honor donors' expressed wishes after death, and navigate social, cultural, emotional, or informational barriers during decision-making.
- Training programs for healthcare professionals, community health workers, patient group representatives, faith leaders, or other trusted community leaders to support culturally appropriate conversations about organ donation and transplantation.
- Programs that strengthen referral pathways, patient or family navigation, healthcare workforce capacity, or coordination among healthcare providers, community organizations, and transplant-related services.
- Locally owned community engagement programs that include educational materials, workshops, facilitated conversations, or other tools as part of a broader intervention to improve informed decision-making and community trust.
- Standalone multimedia, mass media, advertising, social media, or awareness campaigns are not eligible. Communications materials may be included only when they directly support a broader community-based or healthcare setting-based program.

2.7. Expectations for Successful Applicants

Successful applicants will independently implement the approved program and collaborate with Astellas in the following ways:

- Share quarterly program development status updates with Astellas over the course of program implementation.
- Collaborate with Astellas' Access to Health team to share stories of progress, impact and positivity that can be promoted within the community, media and to other stakeholders.
- Cross-promote stories on grant recipient's social media channels and website, if applicable.
- Capture and share photos with Astellas (including photo releases), where appropriate, to help illustrate the funded program and its positive impact on targeted communities.

Astellas may support the cause with proactive communications in the community, with key stakeholders and with media. (Note: No communications can be made until all parties sign a Letter of Agreement prior to funding approval. Any external communications must be reviewed and approved by Astellas.)

3. How to apply

3.1. Application/Proposal

The requirements for the Application are outlined in Appendix 1 of this RFP. Proposals must be written on organization letterhead, in English and signed by an authorized representative from the organization.

The Application must be submitted no later than **November 15, 2026, 6:00pm CET** through the designated application platform.

<https://tinyurl.com/mr3ndm5c>

We don't accept applications via email.

All proposals of the invited organizations will be assessed before January 30, 2027 against a set of criteria, including but not limited to:

- Alignment with Astellas' strategic Access to Health, Sustainability priorities.
- Relevance and responsiveness to RFP.
- Clear and measurable objectives and KPIs, with a realistic plan for achieving them.
- Capacity and track record of the implementing organization, including relevant experience and operational capacity to deliver the project.
- Cost-effectiveness and appropriate budget.
- Sustainability of the program's impact beyond Astellas' funding period.
- Robust Monitoring, Evaluation, and Learning (MEL) Plan.
- Risk assessment and mitigation plan.

Astellas personnel may seek to clarify the proposal by requesting additional information, but will not provide input into the request or assist the organisation in completing or updating the proposal.

3.2. Program Implementation

All applications will undergo internal compliance and governance review as per Astellas' Global Charitable Grants Standard Operating Procedure, including Global Charitable Funding Committee approval and due diligence.

Successful applicants will be informed in February and asked to sign a Letter of Agreement by February 28, 2027, to start program activities not later than April 1, 2027. Astellas provides monetary funding on its own terms and does not generally negotiate such terms.

The selected organization must provide an annual progress report, no later than January 31 each year, and a detailed annual impact and financial report, no later than May 15 each year, that outline achievement of goals, challenges, and overall impact.

4. Applicant Eligibility

Eligible applicants must:

- Be a tax-exempt or equivalent charitable organization registered under applicable national laws.

- Have a demonstrated history of achieving stated objectives and proven ability to measure and report on results.
- Have the ability to work with in-country implementing partners including organization vetting, defining success measures, and ongoing touch points to ensure program metrics are being met.

Astellas does not provide funding for:

- Patient assistance programs or activities which otherwise support patients financially.
- Capital campaigns and requests for support for capital equipment.
- Sponsorships & Exhibits, or other events and fundraising programs.
- Fundraisers such as golf outings and galas.
- Corporate Memberships (e.g., trade associations, Healthcare Businesswomen's Association).
- Investigator Sponsored Research (ISR) of Astellas marketed products or Investigator Initiated Trials for Compounds in Development.
- Independent Medical Education (IME) Grants; CME Grants.
- Product Donations.
- Lobbying activities, and contributions to political candidates, political parties, political action committees (PACs), or other political organizations established under Internal Revenue Code Section 527.
- Professional medical associations or societies.
- Organizations with administrative costs exceeding 15% of the total proposed budget.
- Endowments.
- Religious groups for religious purposes.
- Individuals, including academic scholarships for individuals.
- Medical fellowships or residencies.
- Charitable organizations that are private foundations.
- Third parties or representatives of charitable organizations.
- An activity that has already happened.

5. Questions

For any questions, please get in touch with ATH@ASTELLAS.COM

Appendix 1: Astellas Access to Health Program Proposal Requirements

- Organization Information – full legal name, registration status, and tax-exempt certificate, contact person name, title, and details. Organizational mission and key focus areas.
- Program Description – include the program title, specific organ transplantation(s) addressed (if applicable), country(ies) of implementation, and the names of other funders supporting the overall program.
- Program goals, objectives, and outcomes – include alignment with Astellas' Access to Health and Social Impact strategy, intended reach, expected impact, and how the program supports awareness, understanding, informed decision-making, and access to appropriate transplantation-related services and support.
- Program activities, milestones, and timeline – include the implementation plan and the anticipated number and types of participants reached, such as patients, families, caregivers, healthcare professionals, and community members.
- Post-Transplant Care Strategy (if applicable): Describe the strategy for treatment, or referral for treatment, following organ transplantation that is not part of the proposed program, including how this care will be funded.
- Itemized Budget for the full program, highlighting the budget lines the requested funds will be used for, as well as the overall admin cost in percent; All budgets must be submitted in USD and JPY, with a fixed exchange rate of USD1/JPY145 (separate excel sheet). Administrative costs should not exceed 15% of the total budget.
- Confirmation that requested funding (plus any other funding provided by Astellas in a 12-month period) does not exceed 25% of the organization's total annual revenue
- Monitoring, evaluation and learning plan – include clear and measurable objectives and KPIs.
- Risk assessment with mitigations – include any potential challenges (e.g., environmental disruptions, civil unrest, political changes) and how they would be overcome.
- Sustainability Plan – Detailed plans for how the program's impact will be sustained beyond the funding period.
- High-level communications plan – include any communications materials or activities that support the broader program, where applicable. Standalone multimedia, mass media, advertising, social media, or awareness campaigns should not be proposed as the primary program activity.
- Potential employee engagement opportunities for Astellas employees – include any appropriate in-person volunteering, virtual volunteering, skills-based support, fundraising, or community engagement opportunities related to program delivery or implementation and estimate the number of employees the program could engage annually.