



International Alliance of
Dermatology Patient
Organizations

World Atopic Eczema Day Fund

World Atopic Eczema Day takes place on September 14th - a day when we raise awareness for Atopic Eczema and the impact it has on individuals, families, and caregivers. GlobalSkin created the World Atopic Eczema Day Fund to financially assist Member organizations in the planning and implementation of activities supporting this important day. We are pleased to offer this grant opportunity for the fourth year in a row.

We invite grant applications from our Member organizations in the lead-up to World Atopic Eczema Day. Applications that demonstrate how you will raise awareness of the disease and/or build community during World Atopic Eczema Day will be considered for funding.

Proposals that fall into one or both of the following categories can be funded up to \$2,500 CAD.

Event Planning: Grants funded in this category will support hosting activities related to World Atopic Eczema Day. Activities can include virtual and in person events. Examples of activities that could be funded include webinars, ask the expert sessions, e-learning opportunities, and townhall events. Funds can be used towards the cost of using online meeting/presentation platforms or in-person events that follow the health and safety guidelines of your country or region.

Marketing: Grants funded in this category will support the development and/or purchase of marketing materials that raise awareness of the activities you have planned for World Atopic Eczema Day. Examples of activities that could be funded include Facebook ads, social and traditional media buying, graphic design and printing materials such as flyers or brochures.

New Funding Opportunity for 2022

New this year, GlobalSkin is offering the category of **Digital Advocacy** with funding up to **\$1500 CAD**. Members may apply for the digital advocacy fund **in addition to** the regular World Atopic Eczema Day funding categories for a total potential funding of **\$4000 CAD**.

Digital Advocacy activities that could be funded will include a relevant call to action such as petitions, pledges or organizing proclamations. All activities must be in a digital/online format

and be directed at key decision makers. To qualify for funding, Members need to satisfy the following requirements:

- Digital advocacy has a clear target audience with decision making authority (ie. Policy makers, insurers, health ministers, etc)
- Digital advocacy includes a clear call to action

GlobalSkin has developed a new Digital Advocacy Campaign Toolkit to guide Members in the development of a digital advocacy campaign. Please visit GlobalSkin's World Atopic Eczema Day page to access the Toolkit.

Please note the following terms and conditions:

1. GlobalSkin Members may apply for funding for one or both categories: Event Planning, Marketing; Members may additionally apply for funding in the Digital Advocacy category
2. Applications must be submitted **by 11:59 pm ET on Tuesday, May 24, 2022**
3. GlobalSkin will review and approve or decline all applications. All funding decisions are final
4. All applicants will receive GlobalSkin's funding decision by **Friday, June 3, 2022**

Application Criteria:

- Applicant is a GlobalSkin Member that supports patients living with atopic eczema
- Project aligns with World Atopic Eczema Fund categories
- Project raises awareness and builds community locally
- Project does not violate any of the exclusions outlined below

Exclusions:

- Funds may not be used to pay for meals for healthcare providers or policymakers
- Funds may not be used to purchase alcohol
- Funds may not be used for items for which a receipt cannot be issued
- Funds may not be used to provide honoraria or any other type of payment to healthcare providers or policymakers

Reporting:

If your proposal is funded, we will need to see evidence of how you used your funds before distributing reimbursement. Within two weeks of your event, we will ask you to provide us:

1. An invoice (template provided by GlobalSkin) for event, marketing, digital advocacy expenses totaling the pre-approved grant amount.
2. A completed World Atopic Eczema Day report form (provided by GlobalSkin). This report will include, but is not limited to:
 - A 250-word narrative summary of how the funds were spent
 - Images of how the funds were used (e.g., file copies, screenshots of events, advertising materials, etc.)

- Data showing event impact on your patient community (number of participants, social media reach etc.)
- If applicable, digital advocacy reporting that includes explanation of clearly defined advocacy target, call to action and summary and/or examples of digital platforms used

2022 World Atopic Eczema Fund Grant Timeline

Application Submissions Close - Tuesday, May 24

Funding Approval Letters Sent by - Friday, June 3

World Atopic Eczema Day – Wednesday, September 14

Member Organization Reporting – Thursday, September 15 – Friday, October 21