



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 fifth 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 \$2,600 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 2023

New this year, GlobalSkin is offering the category of **Mental Health** with funding up to \$600 CAD. Members may apply for the mental health fund **in addition to** the regular World Atopic Eczema Day funding categories for a total potential funding of \$3200 CAD.

Examples of mental health activities that could be funded include informational resources, webinars or workshops; programs with mental health professionals; advocacy initiatives that focus on mental health;

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 Mental Health category
2. Applications must be submitted **by 11:59 pm ET on Sunday, June 11, 2023**
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 **Tuesday, June 20, 2023**
5. All funds are issued **after** project completion

Application Criteria:

- Applicant is a GlobalSkin Member that supports patients living with atopic eczema
- The project aligns with World Atopic Eczema Fund categories.
- Strength of the Project Description: How well does the project description convey the need for the project, the focus, target audience and proposed impact.
- Impact: How well does the described impact align with the outlined project goals? How likely is it that the described project will drive significant, long-term impact on the target community?
- 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 or marketing 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.)

2023 WAED Grant Timeline

Application Submissions Close - Sunday, June 11

Funding Approval Letters Sent by - Tuesday, June 20

World Atopic Eczema Day – Thursday, September 14

Member Organization Reporting – Friday, September 15 – Friday, October 20