Oley Foundation 2023 Grant Requests

Our Corporate Partners have provided feedback and we’ve listened! You wanted:

1. Metrics and feedback
2. Specific opportunities to contribute (What does Oley NEED)?
3. Targeted grant options with specificity
4. To receive prominent credit/visibility in various mediums of sponsorship and partnership
5. The ability to partner beyond the Annual Conference
6. A place where all the asks are in one central location and once during the year

This menu represents the feedback. And these priorities are based on our 2023-25 Strategic Initiatives:

**Advocacy.** Be the voice to, of and for the people on home nutrition therapy and their caregivers.

**Education.** Create and disseminate patient-focused best practices for home nutrition support.

**Community.** Unite, support and empower everyone involved in home nutrition therapy in an inclusive, diverse and accessible environment

**Innovation.** Support the patient-centered evolution of nutrition therapy to improve and enable patients to live the best life possible.

Fine print:

- Who - companies must be Oley Corporate Partners in good standing with Oley to take advantage of one or more of these Grant opportunities.
- Costs – most of these can be sponsored exclusively OR shared by multiple co-sponsors.
- Grant types – some of these can be considered targeted grants
- Timeline – we recognize most organizations need a large lead-time for budgets and commitment. We are willing to work with organizations who are interested in one or more grant opportunity. We will work towards having grant and sponsorship opportunities out sooner in following years. And we will continue to add new opportunities to the menu as the year progresses.
- Familiar – Some of these might look familiar and some already come with certain levels of partnership but MOST are new offerings and one-time exclusives for 2023.
- Why now – The Oley Board met and determined we are to celebrate the first 40 years of Oley’s history. AND we are to build towards the next 40 years. To do so, we need to invest in the structure of the organization.
- Commitment - we will do our best to reflect our values (see below) in working with our corporate partners in every aspect of what we do.
- Oley reserves the right to add, delete or alter these offerings as needs change

*Please contact Andrea Taylor at Andrea.Taylor@oley.org for more information.*
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<thead>
<tr>
<th>Grant Category</th>
<th>Grant Details</th>
<th>Grant Sought</th>
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| Technology and Communications Upgrades | Support Oley’s Technology and Communication upgrade to improve the Oley member experience and increase visibility to your brand and partnership with Oley. Website upgrades will include:  
• User friendly, clinically reviewed and easy to access resources  
• Industry hub featuring partner brands and direct links to your website, with capability to update frequently  
• Easy-to-find links to partner products, education materials, and services  
• User friendly clinician-reviewed education resources  
• Modern, improved end user experience  
Your logo will prominently appear as a co-sponsor for the Website upgrade. | $75,000-150,000 (one time) |
| Social Media Manager                   | Ensure that your brand and Oley are optimally represented in social media by funding the Oley Social Media Manager role for one year with the option to renew the grant annually. The Social Media Manager will  
• Create posts to attract and engage Oley members and grow Oley membership  
• Support Oley member education with useful, timely information & announcements  
• Collaborate with Industry partners to develop branded partner posts and provide engagement statistics and insights to optimize impact  
• Create a strong brand consistent across social media platforms & the Oley website | $30,000 (annually)          |
| Lifeline Newsletter Design and Layout  | The Oley Foundation Lifeline Newsletter is moving to an easy-to-read digital format with improved features for our partner organizations. Support us in this one-time effort by funding the new design.  
• Your organization’s logo and recognition of your sponsorship of the re-design will be featured prominently on each 2023 issue  
• Partner ads will have click through capabilities to enable readers to link directly to partner websites, videos and product pages  
• Page level analytics will enable Oley and its partners to tailor content to further engage members | $5,000 (one time)           |
| Monthly e-Digest                        | As part of our communication strategy, we will be sharing a monthly digest of the top social media posts, the highlights of the e-blasts and the next quarter’s schedule for Oley.  
• This is an opportunity to brand this unique communication tool with your logo (digital link)  
• Show year-round support of Oley | $1,000 each, 12 issues per year. 2 max/sponsor (annually) |
- There is a spot for ad space (including a clickable link of your choosing)
- Only one sponsor per Monthly Digest.
- We are seeking multiple sponsors.
- Each company may only sponsor 2 issues per year.

**Email Upgrade**

Help us ensure your brand and Oley are well represented in our email communications. We have a large database. Our current email platform has severe limits on email formatting and individualization abilities. Many associations find the need to utilize an integrated platform and most platforms charge per range of emails sent. Because we have such a large database, this has previously been out of our budget. We believe this is now a worthwhile investment.

$7,500 (annually)

**General**

**40th Anniversary**

We will be outlining several opportunities to celebrate with us for our 40th anniversary.
- 2/2/23 is the first official date of our year-long celebration! We will be hosting an event live in Albany, NY. Details coming soon! ($6,000)
- Annual Conference will have numerous specific 40th anniversary-related opportunities

Various

**Community Interviews**

One specific 40th anniversary-related opportunity is an interview series. We will be interviewing 40 patient/caregivers and clinical influencers in the home nutrition support community. Go behind the scenes to find out what a day in the life is like. What was home nutrition support like in the early days compared to now? What’s it like from the point of view of an adult? A teenager? A child?

$50,000 (one time)

Can be multiple co-sponsors

**Healthcare Professional Directory**

While many healthcare providers might prescribe nutrition therapy, it is a micro-specialty. Oley members have asked for years to have an Oley Clinician Directory of Professionals who specialize in the various disciplines which intersect with our members. We have finally built it and are in the last phases of releasing it. (See Executive Summary for more details of this project.)

$50,000 (one time)

50,000 OR 2 at $25,000 OR 5 at $10,000

$10,000 (annually after year 1)

**Clinical Initiatives and Research**

Annually, the Oley Board of Trustees gives a research grant to an organization that is conducting relevant clinical research or has a relevant clinical initiative.

$25,000 (annual)

**HPN Research Prize**

Annually, Oley supports the novel research in the field of Home Parenteral Nutrition.

FUNDED

**HEN Research Prize**

Oley is seeking to fund novel research in the field of Home Enteral Nutrition.

$25,000 (annually)

**ASPEN Symposium**

Oley conducted a symposium at ASPEN in 2022 and was well received and well attended. We have again submitted a topic to the selection committee for consideration

$20,000-30,000 (one time)
<table>
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<tr>
<th><strong>ASPEN Center Stage</strong></th>
<th>Oley conducted a center-stage patient panel discussion in 2022. We have again submitted a topic to the selection committee for consideration.</th>
<th>$12,500-18,000 (one time)</th>
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<tbody>
<tr>
<td><strong>Oley Ambassador Support</strong></td>
<td>One of Oley’s individual advocacy efforts is the Oley Ambassador (OA) program. We have over 50 vetted and trained patients/caregivers who are ready and able to support our members through a variety of situations and needs. To ensure continued high-level support, Oley is investing in our OA program via creation of a training manual, quarterly virtual trainings and an annual in person training of the OAs. We are seeking funding for these ongoing initiatives.</td>
<td>$15,000</td>
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<td><strong>Market and Clinical Research</strong></td>
<td>Oley is continuing to take market and clinical research requests.</td>
<td>Based on project</td>
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<td><strong>Education</strong></td>
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<td><strong>Webinars</strong></td>
<td>We will be hosting at least 1 webinar per quarter in 2023. We typically have at least 500 attendees live and hundreds watch the recording of each webinar.</td>
<td>$2,500 each – seeking 4-6 webinars in 2023 (annual)</td>
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<td><strong>Mini-Meeting</strong></td>
<td>½ day virtual meetings.</td>
<td>$6,000 per mini meeting. Seeking 2 mini meetings in 2023 (annual)</td>
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<td><strong>Regional Meeting</strong></td>
<td>¾-full day in person meeting.</td>
<td>$10,000 each. Seeking 1-2 in 2023 (annual)</td>
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<td><strong>Annual Conference</strong></td>
<td>Full prospectus TBD</td>
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<td><strong>2023-2024 “Wish List”</strong></td>
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<td><strong>Complete rebranding feasibility/cost analysis</strong></td>
<td>Oley is considering rebranding the look and possibly the name of the foundation for better brand recognition. We would need to start with focus group and survey to even see if this is needed. Next we would need to do a feasibility study or cost analysis.</td>
<td>$10,000</td>
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<td><strong>Awareness Weeks</strong></td>
<td>Home Parenteral and Home Enteral awareness weeks. Includes: • one sponsored webinar • one sponsored social hour • multiple social media posts • one (or more) e-blasts</td>
<td>$10,000 for HPN $10,000 for HEN (both annual)</td>
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<td><strong>Patient Led FDA Listening Session</strong></td>
<td>The FDA is once again hosting in-person listening sessions. The feedback given by the FDA for our July 2022 FDA Listening Session on Short Bowel Syndrome was well attended and well received. We have already received a patient-led proposal to conduct one on the patient impact of living on Parenteral Nutrition and one on Enteral Nutrition. More: <a href="https://www.fda.gov/patients/learn-about-fda-patient-engagement/fda-patient-engagement-overview">https://www.fda.gov/patients/learn-about-fda-patient-engagement/fda-patient-engagement-overview</a></td>
<td>$30,000 each 1-2 in 2023/24</td>
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<td><strong>Summit/Consensus</strong></td>
<td>Nutrition support is at a crossroads. Would a stakeholder consensus summit be beneficial to map out the challenges and opportunities? Would there be a</td>
<td>$30,000 each (one time)</td>
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<td>Patient Journey Mapping, Qualitative Research</td>
<td>What are the relevant patient outcomes and measures that need to be tracked? What are the key diagnostic, monitoring, therapeutic interventions, etc. for those on home nutrition support? Could this be studied by therapy or diagnosis (eg. Short Bowel Syndrome or Gastroparesis, etc; long-vs short term; definitions) etc.</td>
<td>$10,000-30,000 each (one time)</td>
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<td>Patient Led Quantitative Research</td>
<td>Oley is a patient-facing organization whose vision is a world where patients are united, supported and empowered to thrive on home nutrition support. Patient led research is becoming a trend in healthcare and Oley can be on the cutting edge to address the challenges facing our members. Oley would like to build the pipeline for patient-led research.</td>
<td>TBD per project</td>
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<td>Innovation</td>
<td>Oley’s strategic initiative of innovation is to support the patient-centered evolution of nutrition therapy to improve and enable patients to live the best life possible. Oley is in the process of creating our first Innovation Strategy Task Force. After, we will have a better idea of the projects and costs associated</td>
<td>TBD</td>
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<tr>
<td>National Advocacy Efforts</td>
<td>Oley’s vision is to be the voice to, of and for the people on home nutrition therapy and their caregivers. Oley is in the process of creating our first National Advocacy Strategy Task Force to determine priorities. After, we will have a better idea of the projects and costs associated.</td>
<td>TBD</td>
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**Values**

- **Trustworthiness** – We will be credible, transparent and act with integrity.
- **Compassion** – We will keep the voice of the patient central to our mission.
- **Inclusivity** – We will be accessible and accountable to all stakeholders in the nutrition support community.
- **Proactivity** – We will promote improvements in the field based on patient priorities.