



Cytokinetics Communications Grant Selection Criteria

Over the years, we've heard from applicants that it would be helpful to have a more detailed understanding of how proposals are evaluated. Our intention is to make the application process as easy as possible and to encourage creativity.

We understand and appreciate that communications initiatives can take many forms with a range of impact. The main categories of the evaluation criteria below outlines how our committee will be scoring and selecting awardees. The definitions and examples on the right are intended as guidance and prompts.

Please refer to full application instructions in the [portal](#). If your organization does not already have an account in our system, you must set one up in order to apply. Please reach out to grants@cytokinetics.com with any questions.

REACH	<ul style="list-style-type: none">• Expands the reach of the organization's resources to the patient community (e.g. reaching new constituents, deepening existing relationships or networks, creating new partnerships, strengthening an existing program to connect with a wider or different audience)
AWARENESS	<ul style="list-style-type: none">• Builds awareness of the disease, associated symptoms, potential treatments and more• Increases or elevates patient voice with key stakeholders (amplifies patient and caregivers' stories and experiences)
COMMUNITY ENGAGEMENT	<ul style="list-style-type: none">• Increases engagement with the patient and / or caregiver community (Will the program enable new ways of connecting the organization to the community, or strengthen existing engagement programs?)
IMPACT	<ul style="list-style-type: none">• Includes KPIs and measurable outcomes (Share the ways in which you will feasibly measure success. Would this funding help you attract other funding for the proposed project?)