



# Breast Reconstruction Awareness (BRA) Fund

## Public Awareness Grant

Eligibility and Grant Application Guidelines

Online Submission Deadline: July 14, 2025

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### Overview

The Plastic Surgery Foundation (PSF) is committed to supporting organizations that focus on increasing breast reconstruction surgery awareness and education to women and their family members. Through The PSF's Breast Reconstruction Awareness Fund, The PSF awards a limited number of Public Awareness Grants to U.S. based, tax-exempt public 501(c)(3) charities that have demonstrated a commitment to increasing the awareness of breast reconstruction surgery. *Involvement by an active ASPS member(s) is strongly encouraged. In addition, The PSF encourages applications from organizations with limited resources who are dedicated to the goals of this program.*

### Grant Cycle

Breast Reconstruction Awareness Fund Public Awareness Grant applications for this grant cycle must be submitted online by July 14, 2025:

[Link to BRA Grant Application](#)

### Funding

Breast Reconstruction Awareness Fund Public Awareness Grants, **up to \$10,000**, are awarded to U.S. based tax-exempt public 501(c)(3) charities with a demonstrated commitment to developing and implementing projects and programs for the purpose of raising the awareness of breast reconstruction surgery options in the community. Funds from this grant cannot be used for cancer awareness or breast health related expenses. Examples of allowable and non-allowable expenses are listed below. Upon approval of grant funding, funds will be dispersed according to the agreed upon Breast Reconstruction Awareness Fund Public Awareness Grant Agreement.

### Funding Period

Grants will be awarded for the period beginning July 1, 2025, and ending June 30, 2026, and must be used to support programs that occur within this timeframe.

### Special Consideration

Special consideration will be given to those organizations that are:

- Breast Reconstruction Awareness Day Affiliates: <https://www.thepsf.org/programs/breast-reconstruction-awareness-campaign/get-involved>
- Organizations not previously funded by The PSF

## Application Materials

Applications for funding must include all the following and must be submitted online:

1. Description of organization specifically highlighting experience and commitment to raising breast reconstruction surgery awareness.
2. Description of proposed program or event, including activity details, intended audience, resources, etc.
3. Educational resources used to inform women on Breast Reconstruction for this program. Include the source and content (if applicable) of the educational material and the extent, type and way in which information will be disseminated.
4. Description of similar programs/activities successfully implemented in the past by your organization
5. Description of how the organization will quantitatively measure the success and effectiveness of this program.
6. Program Budget
  - a. Provide a detailed budget for the amount requested. If the budget exceeds the amount requested, then provide information on how the additional funding will be or has been acquired.
  - b. The requested funding should ONLY be for Breast Reconstruction related expenses and not to be combined with general Breast Health or Cancer Awareness expenses.
  - c. If only a portion of your event/program is Breast Reconstruction related, the budget should reflect the appropriate percentage.
  - d. **Examples of Allowable Expenses:**
    - i. Promotional & educational materials and postage both online and in print for breast reconstruction
    - ii. Video production about breast reconstruction
    - iii. PR including TV, radio and social media about breast reconstruction
    - iv. Event costs for breast reconstruction
    - v. Non-physician speaker fees giving talks about breast reconstruction
  - e. **Examples of Non-Allowable Expenses:**
    - i. Cancer awareness expenses including any of the above allowable examples
      1. ONLY the portion of promotional material, for an event, etc., that directly educates or promotes breast reconstruction can be expensed.
    - ii. Expenses which raise money for organizations other than The PSF
    - iii. Staff Salaries or expenses for already existing programs
    - iv. Travel expenses for physicians
7. Names and ASPS IDs for each Plastic Surgeon who will be involved in the implementation of the project.
8. Explain how the proposed program targets a community/population that has not yet been reached through existing initiatives; or uses new or innovative approaches to reaching its target population.
9. List implementation strategies, including fundraising efforts, that will help sustain the activities after the completion of the funding period.
10. Description of the anticipated benefit that this award will have on your organization, breast reconstruction patients and your community.
11. Description of how you will recognize The PSF within your grant program.
12. Provide a copy of the organization's:
  - a. Current list of board of directors
  - b. IRS Section 501(c)(3) Exemption Letter
  - c. Most recent IRS Form 990
  - d. Organization's current annual budget

## Contact

For additional information about the BRA Fund Public Awareness Grant, please contact:

[research@plasticsurgery.org](mailto:research@plasticsurgery.org)