

Public Awareness Fund

Examples of Allowable Expenses:

- Promotional & educational materials and postage both online and in print for breast reconstruction
- Video production about breast reconstruction
- PR including TV, Radio and Social Media about breast reconstruction
- Event costs for breast reconstruction
- Non-physician speaker fees giving talks about breast reconstruction

Examples of Non-Allowable Expenses:

- Cancer awareness expenses including any of the above allowable examples
 - ONLY the portion of promotional material, for an event, etc, that directly educates or promotes breast reconstruction can be expensed.
- Expenses which raise money for organizations other than The PSF
- Staff Salaries or expenses for already existing programs
- Travel expenses for physicians