

THE
DR. ROBERT C. ATKINS
FOUNDATION

Purpose and Mission

The Dr. Robert C. Atkins Foundation was established in 1999 by the late Dr. Robert C. Atkins and his wife Veronica to support research in the field of metabolism and nutrition. Following the death of her husband in 2003, Mrs. Atkins initiated a new phase of the Foundation's charitable efforts. In September 2003, the Foundation became a supporting organization of National Philanthropic Trust, a 501(C)(3) public charity. The mission of the Foundation is as follows:

The mission of the Dr. Robert C. Atkins Foundation is to positively impact and elevate the role of nutrition in health and lifestyle through a proactive grant-making strategy that seeks to invest in the science of nutrition and the formulation of nutrition policy. Recognizing that we cannot do this by ourselves, the Foundation will achieve its goals by finding partners in the public, private and nonprofit sectors who will join us in collectively rethinking the role of nutrition in disease prevention and health management.

Seeking to positively impact disease prevention and health management worldwide, the Foundation has awarded nearly \$12 million in grant money to support nutrition research and educational programs.

Guiding Principles

Unsolicited grant requests will be accepted for each of two annual grant review cycles for programs or projects that match the Foundation's mission and goals, and are in line with its past, present and future funding approach.

The following are criteria that Foundation grantees must satisfy:

Significant potential for high return on the philanthropic investment being made. If outcomes or innovations are being suggested, then the work to achieve them must be scalable and address key or underlying causes.

Along with a sound, credible hypothesis, the successful applicant must demonstrate that innovation, creativity, integrity, flexibility, and focus are present in the work being done.

The clinical/scientific or management team in place must have vision, drive and commitment.

The clinical/scientific or management team must be able to understand the issues: the clinical, societal and political forces at play in the field of nutrition and ability to prioritize them for maximum effectiveness.

There must be a willingness to maintain an open dialogue and report regularly to the Foundation.

The Foundation will give priority to applicants that encourage matching gifts or additional funding.

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Who We Fund

Grants are awarded to nonprofit organizations worldwide that are defined as tax-exempt under Section 501(c)(3) of the Internal Revenue Code, or through equivalency determination.

Program and Funding Priorities

Research

The Foundation's primary grantmaking priority is to support scientific, evidence-based and clinical research that examines the role of metabolic and nutrition protocols in obesity, cancer, heart disease, Alzheimer's disease, diabetes and other major health issues confronting our society today. The Foundation seeks to support studies that will help elucidate the impact and clinical responses that macronutrients and micronutrients have on metabolic, biochemical, physiologic and genetic activity within the body.

The Foundation focuses on issues of obesity, diabetes, coronary artery disease and their broad reaching influences to overall health and wellness of children in particular, and adults in general. Although a broad spectrum of research questions will be considered, obesity and diabetes are primary concerns for the Foundation.

Education

The second grantmaking priority is education and policy dialogue. The Foundation is committed to supporting organizations that are interested in advancing nutrition policy in the United States.

It seeks to partner with individuals and parties from the public, private and nonprofit sectors to explore avenues of change in the policy sector in an effective and constructive manner. Our interest is not to tear down what currently exists, but to explore effective tools and programs that will allow everyone in our country to achieve a healthy diet and lifestyle.

In this area, the following activities are of particular interest:

Cultivating relationships with groups that will be able to affect change relating to governmental policy and regulatory structures;

Promoting dialogue among the various factions within the medical and nutrition community to discover common themes and interest areas; and

Supporting the development or initiation of vehicles and tools that can begin to measure the effectiveness (or lack thereof) of important nutrition issues such as school lunch policies/programs.

Endowments

Finally, in rare instances, the Foundation will consider endowment opportunities. Due to Dr. Atkins' longstanding interest in the science of nutrition, and recognizing the need for attracting talented researchers into this field, the Foundation has an interest in funding and supporting innovative programs within medical or educational institutions.

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Application Process

The Foundation's application process intended to be straightforward and thorough. To achieve this goal, the Vice President for Programs and Research, Abby S. Bloch, PhD, will assist grantees in understanding the Foundation's grants program and funding interests, and in putting forward the most competitive written proposal possible. Any questions regarding the process or objective of the Foundation's grantmaking should be directed to Dr. Bloch.

Although not required, it is recommended that prospective applicants contact Dr. Bloch through a brief letter of inquiry prior to any formal written submissions. This letter should include a description of the grantee organization, a description of the proposed project and its anticipated benefits, a comment on how the project overlaps with Foundation goals, and the size of the grant requested. Grantees are asked to provide the following information at the time of application:

1. Project proposal (narrative, not to exceed 10 pages)
2. Research protocol, if applicable, including executive summary.
3. An itemized project budget and budget narrative (please note that the Foundation will provide a maximum of 10 percent in indirect costs)
4. CVs/bios of key members (including PI, Co-PIs, CEO, CFO and others)
5. List of other support and partnerships
6. Copy of the institution's most recent audited financial statement or 990 tax return
7. Copy of the institution's IRS tax exempt determination letter

IRB approval, if applicable, will be required before award disbursements begin.

The completed proposal and attachments should be sent to:

*Abby S. Bloch, PhD
The Dr. Robert C. Atkins Foundation
c/o National Philanthropic Trust
165 Township Road, Suite 150
Jenkintown, PA 19046*

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Grant Review Process and Criteria

The Board of Directors of the Foundation meets on a quarterly basis throughout the fiscal year, which begins in July. In 2006, the Foundation will consider proposals in January and July.

Grant decisions are made through the effort of the Board, staff and consultants/advisors. The Board is provided with recommendations based upon some or all of the following procedures: analysis of the written proposal, consultation with experienced leaders and researchers in the field, site visits and meetings with principal investigator(s) and/or project staff, and experience with the organization or contributing personnel on prior grants.

Applicants will learn of decisions regarding their submissions via letter. Award letters will communicate the decision of the Board and will also include information on any contingencies or pre-funding requirements. Grant awards may contain significantly different terms of award than originally proposed by the applicant institution.

Shortly following notification of approval, grantees will receive a packet that includes a grant agreement, as well as an introduction to the Foundation and an information request form for grant recipients. The agreement spells out requirements and expectations for performance and must be signed between the grantee institution and the Foundation.

Decline letters generally will not indicate specific reasons for Committee or Board action. However, grantees who are unsuccessful may contact Dr. Bloch directly for guidance concerning specific areas of the proposal that may require additional refinement.

What We Don't Fund

Concepts or projects that the Foundation is not interested in supporting include:

Buildings or "bricks and mortar" projects

Purchase of tickets, tables, ads or sponsorships of special events

Political parties or political activity

Individuals

Private foundations

Activities outside of the Foundation's funding priorities as previously listed