

World Bladder Cancer Patient Coalition

Bladder Cancer Awareness Month 2025 – Grants

Building on the success of previous years, in 2025, we will continue to support awareness-raising efforts in low- and middle-income countries through the Bladder Cancer Awareness Month Grants (BCAM Grants) programme.

The BCAM Grants programme aims to empower patient organisations, support groups, or advocacy networks in resource-limited countries to raise awareness of bladder cancer within their communities and broader general public.

Key information

- **There are four BCAM Grants worth up to €900 each available (financial and/or in-kind support)**
- **Submission deadline – March 7, 2025.**
- **March 14 – We will inform applicants of our decision.**
- **May 1-7 – When the activities submitted in the application must start.**
- **July 1 – Deadline to submit an impact report.**

Timeline & Submission Details:

Applicants must submit their grant application before March 7, 2025, via an online platform [here](#). Please read the following information about the requirements before submitting your application.

For the application to be accepted, two core elements must be included in the programme submitted for the grant, as defined below.

First element – Use of BCAM 2025 Campaign theme and resources

The applicants are required to incorporate the WBCPC Bladder Cancer Awareness Month Campaign by sharing the available assets on social media or in-print. The use of these assets should include:

- Post social media messages and visuals in the most appropriate language on relevant social media accounts of the organisation and/or partners submitting the application.
- Participate, share results and engage the community in the “[Spot the Drop](#)” digital game on social media.

Second element – Incorporation of locally relevant awareness raising approaches.

Twitter: @WorldBladderCan
Email: info@worldbladdercancer.org

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The applicants are also required to include and complete at least two of the following activity categories:

- Develop awareness raising material unique to your community (videos, posters, flyers, etc.)
- Host bladder cancer awareness raising information sessions (online or in-person meetings)
- Organise a fundraising event for further bladder cancer awareness or support activities
- Share bladder cancer patient or carer/guardian stories, in-person or online, as relevant
- Write a short article about the bladder cancer situation in your country (e.g., including data, personal stories, and interviews) and share that with WBCPC and through appropriate local channels.

An indicative budget for the proposed activities should be included with the application.

Successful applicants will be required to agree to a short online video interview with the WBCPC, where they will be able to showcase their initiatives and report on how the BCAM Grants supported the bladder cancer awareness raising activities in the community.

Reporting

Additionally, we have created an easy-to-follow report template that the selected applicants will be required to use to report on their activities with key outcomes, performance measures and images/videos. This template is available in PowerPoint and Google Slides.

Lastly, this grant is only accessible to individuals, informal groups or non-profit organisations from Low and Middle-Income countries [as defined by the World Bank here](#).

We will evaluate the campaign on **feasibility**, **creativity**, and **impact**. We will contact selected awardees by March 14, 2025, and will be invited to an online call to discuss the project further.

Learn more, get inspired by our previous BCAM Grant awardees, and learn about their impact on our [BCAM Grant page](#).