



# 2011 COMMUNITY GRANT REQUEST FOR APPLICATIONS (RFA)

*The promise of Susan G. Komen for the Cure® is to save lives and end breast cancer forever by empowering people, ensuring quality care for all and energizing science to find the cures. Affiliates of Susan G. Komen for the Cure represent the nation's largest private funding source for research and community breast health programs.*

**Application Deadline:** **Friday, July 9 2010, 5:00 PM**

Please submit one electronic copy of all application documents on a CD-ROM, 1 original signed, and 9 hard copies. Applications must be postmarked on or before July 9th. Faxes will not be accepted.

**Mail or deliver applications to:**

Orange County Affiliate of Susan G. Komen for the Cure  
Community Grants Program  
Attn: Carol Kim, Mission Programs Associate  
3191-A Airport Loop Drive  
Costa Mesa, CA 92626

Inquiries should be directed to Carol Kim at [ckim@komenoc.org](mailto:ckim@komenoc.org) or by calling (714) 957-9157 x 29. Please allow adequate time before the application deadline for response to any inquiry.

## **STATEMENT OF NEED**

Susan G. Komen for the Cure® remains committed to fulfilling our promise to save lives and end breast cancer forever through empowering people, ensuring quality care for all, and energizing science to find the cures. Komen for the Cure is focused on reducing breast cancer incidence and mortality within the next decade with increased emphasis on finding solutions for disparities in breast cancer across populations. With funds raised by the Orange County Affiliate of Susan G. Komen for the Cure®, community grants will be made to support evidence-based strategies and promising practices to reduce disparities in breast cancer mortality in Orange County.

Applicants are strongly encouraged to utilize the information within the **2009 Community Profile Report, Community Profile Addendum, and the updated Monograph Reports** to implement strategies in one or more of the following areas that result in documented links of rarely screened or never screened women from the priority populations to breast cancer screening and diagnostic services, and documented links of women diagnosed with breast cancer from the priority populations to treatment services to ensure successful treatment outcomes.

The **2009 Community Profile Report, Community Profile Addendum, and Monograph Reports** are currently posted on our website [www.komenoc.org](http://www.komenoc.org) under *Community Assessment*.

Drawing from evidence-based information from these documents, and other local and national studies, the Komen Orange County Affiliate has identified the following priority populations, geographic target areas and programmatic priorities for the 2011 Community Grants Program:

### **Priority Populations (in alpha order)**

- African American Women
- Latino Women of Mexican Descent
- Pacific Islander Women
- Uninsured Women
- Women (Age 40-49)

### **Geographic Target Areas (in alpha order)**

- Anaheim
- Buena Park
- Fullerton
- Garden Grove
- La Habra
- La Palma
- Santa Ana
- Southern Region of Orange County (Lake Forest to the Orange County border in San Clemente)

## **Programmatic Priorities**

Due to the anticipated limited funding this year and taking into consideration Komen's promise to save lives, the current economic climate, and recent cuts to the state government breast health program, the Affiliate has decided to give priority to those that provide and/or link individuals to essential breast healthcare services.

In addition, the Affiliate encourages creative collaborations to provide screening services and the creation of new systems and infrastructures to increase access to quality breast health care.

The four priority areas for the 2011 Community Grants Program are ranked in descending order.

### **Priority Area I**

Those projects that provide direct access to screening, re-screening, diagnostic and treatment services among priority populations with an emphasis in the geographic target areas identified in the Statement of Need.

**Examples:** Breast healthcare services in a clinical setting, including but not limited to on-site mammography screening; mammography days at a clinic; clinical breast exams for women who do not qualify for other state or federal funded programs; clinic-based patient navigation and case management services.

**\*Please note:** There is a separate grants program called the Komen Fund for Breast Health Care Grants Program that provides funds to cover diagnostic breast health care procedures for low income, underinsured or uninsured women that do not qualify for state or federal funding sources. The RFA for this grants program will be released in the summer of 2010 for the 2011 Grant Cycle.

### **Priority Area II**

Those projects that result in documented linkages of program participants to screening, re-screening, diagnostic and treatment services among priority populations with an emphasis in the geographic target areas identified in the Statement of Need.

**Examples:** Education and outreach projects that directly link individuals to breast screening services; logistics and support services for mobile mammography screening; projects that provide lay and/or community health navigation (scheduling appts; follow-up phone call reminders) to link individuals to breast healthcare services.

### **Priority Area III**

Those projects that reduce cost and infrastructure barriers that result in improved access to quality screening, re-screening, diagnostic, and treatment services among priority populations with an emphasis in the geographic target areas identified in the Statement of Need.

**Examples:** Projects that provide interpreter services, financial assistance, childcare and/or transportation services to increase access to breast healthcare services.

### **Priority Area IV**

Those projects that provide awareness building, outreach, education and support services (with no active linkages to screening, re-screening, diagnostic, and treatment services) to priority populations with an emphasis in the geographic target areas identified in the Statement of Need.

**Examples:** Projects that focus on increasing breast cancer awareness through events, and community outreach; education projects that focus on changing knowledge, attitudes, and beliefs; projects that provide psychosocial support services for breast cancer survivors and/or their family members.

## **GUIDELINES AND INSTRUCTIONS FOR APPLICANTS**

***Failure to adhere to these guidelines will result in delayed processing or refusal of the application.***

### **Qualifications**

- Applications will be accepted from U.S. nonprofit (federally tax-exempt) organizations, e.g., educational institutions, government agencies, and Indian tribes are eligible.
- Applications must be submitted in English.
- Applicant organizations must be located and/or provide services that benefit people residing in Orange County.

### **Funding Limits:**

Due to an increase in demand and limited funding, an individual organization cannot submit more than one proposal and cannot exceed more than 10% of the Community Grant Fund Pool. Our Community Grant Fund Pool for 2011 is approximately \$900,000.

### **Restrictions**

- Project must be specific to breast health and/or breast cancer (e.g. if a project is a combined breast and cervical cancer project, funding may only be requested for the breast cancer portion).
- Services provided must benefit people residing in Orange County.
- Indirect costs, if applicable, should be no more than 10% of direct costs.
- Direct equipment costs are not eligible for funding for the 2011 grant cycle.

- Salaries, if requested, are for personnel related to this project ONLY and not general work of applicant.

### **Educational Materials**

Funding to purchase educational materials should be included in your project budget. Grantees are eligible to receive a discount on materials and will be enrolled in a discount program through Susan G. Komen for the Cure.

### **Review**

Applications received complete and meeting compliance with these guidelines will be submitted for grant review by an independent professional peer review panel established through the local grants committee, in accordance with the grant making guidelines set forth by Komen National. For applicants who have previously received funding from the Affiliate, past performance will be considered. This review will be conducted by the Affiliate Grants Committee and will consider the degree of satisfactory past performance and compliance with grant requirements.

### **Contracts**

A grant contract will be the legal mechanism for funding.

### **Grant Period**

Grant period begins **January 1, 2011** and will conclude on **December 31, 2011**.

### **Payment and Reporting**

The first payment will be made before the start of the grant period and upon receipt of the fully executed contract. For grants under \$10,000, payment for the second half of the grant period will be made upon receipt of a satisfactory progress report, which is due at the end of the first six (6) months of the grant period. For grants over \$10,000, there will be four installments and payment for the installments will be made upon receipt of a satisfactory quarterly and 6 month progress report. A final report is due within thirty (30) days of completion of the grant period. Organizations shall maintain all fiscal, statistical and management books/records pertaining to the program and service delivery.

### **Confirmation of Receipt of Application**

Confirmation of receipt of application will be mailed to the project director following review of compliance to guidelines. If immediate confirmation receipt is requested, please include a self-addressed, stamped postcard that will be returned to you immediately upon receipt of the application.

**Please do not contact the Komen Orange County Affiliate regarding the status of the application during the review period.**

## **Announcement**

Announcement of grants awarded will be made by **Monday, November 1, 2010**. Project directors will be notified of the outcome of the review in writing.

## **Number of Grants and Grant Amounts to be Awarded**

The actual number of awards will depend on the amount of funds available. Proposals may be funded at lesser amounts than requested. We anticipate funding 15-20 grant projects.

## **APPLICATIONS MUST FOLLOW THESE GUIDELINES:**

### **Format**

All applications must be written in English and assembled in the format and order described below. Please use the forms included in the grant application. Narrative sections must be properly labeled and submitted single-spaced on 8½ inch by 11 inch paper with one inch left and right margins. Font size should be no smaller than 10-point. Use Arial or Times New Roman only. All pages must be numbered sequentially.

Please keep proposals to the page limits stated below. Excess pages will be removed prior to review. Applications should be bound by staples, paper clips or binder clips only. Please no spiral bound materials. Fax copies will not be accepted.

### **Copies**

Please submit:

- 10 sets of each application (one original (signed) and 9 copies)
- 1 electronic copy of the application a CD-ROM labeled "2011 Komen RFA, [Organization Name]" (All information should be included in ONE electronic document)

### **Proposal Cover Pages (Form Provided)**

The proposal cover pages consist of general information about the organization and provide space for an abstract of the proposed project. If the organization is funded, this description will be used to describe the project in all publicity and reports. (Please note: signature of approving institutional personnel, other than project director, is required)

The narrative for the abstract is not to exceed 200 words. The abstract shall include the following information **only**:

1. Identification of applicant and 1-2 sentences about the applicant's credibility
2. The reason for the grant request: issue, problem or need to be met; including priority population/s and geographic area served.
3. The objectives to be achieved through this funding and the kinds of activities to be conducted to accomplish these objectives

### **A. Organization Capability**

This is a narrative not to exceed 1 page. Organizations shall demonstrate that they are capable of providing effective, high quality breast health/breast cancer services. This narrative shall include the following information:

1. Breast health/breast cancer services currently provided
2. Experience providing the proposed services and any related services
3. History serving proposed population
4. Evidence of success in delivering services to proposed population
5. Ability to conduct program evaluation and quality management
6. Ability to coordinate activities with other providers of related services
7. Fiscal capability to manage the proposed services and to ensure an adequate audit trail

### **B. Problem Statement & Needs**

This is a narrative not to exceed 2 pages. This narrative shall include the following information:

1. A description of the population to be served
2. Evidence of risk/need within that population
3. Statistics specific to Orange County (if local data is unavailable, include other applicable data)

### **C. Project Description**

The narrative is not to exceed 3 pages. In addition to the narrative, a completed work plan is required. The work plan specifically outlines goals, objectives, activities, timeline, and tracking measures. The work plan template is included in Grant Application. **(See Attachment A for a Sample Work Plan)**

The narrative shall include the following information:

1. Explanation of the proposed project and how it addresses one or more of the gaps identified in the Statement of Need (pp. 2-4)
2. Description of project goals and objectives (NOTE: When writing your objectives, please differentiate between the number of **new** clients who will be served and the number of clients who are already enrolled in your program who will be served again during this grant period.) Objectives should be written as **SMART** objectives.

**Specific** – to what you want to achieve

**Measurable** – how much do you want to achieve?

Achievable - are the objectives realistic?

Results-oriented – measures outcomes, not activities

Timely – By when do you want to achieve the objective?

- **“Goals”** are defined in the context of this grant application as broad statements of long term accomplishments.
    - **For example:** Increase the number of women who are screened for breast cancer in Orange County who are eligible for Every Woman Counts.
  - **“Objectives”** are defined in the context of this grant application as the following:
    - **Outcome objectives** are specific and quantifiable statements of the desired results of a program. They are statements about expected changes or results in knowledge, attitudes, behavior, health status, community conditions or norms, systems of health or social services, or policy.
      - **For example:** By December 31, 2010, 200 women who have not been screened in the previous 24 months and who qualify for Every Woman Counts will get a mammogram.
    - **Process Objectives** refer to the *activities* implemented by program staff to accomplish the outcome objective.
      - **For example:** By November 30, 2010, the Apple Breast Health Project will conduct a minimum of 4 breast health outreach events to identify and refer at least 75 low income women eligible to mammography screening.
3. Description of activities planned to accomplish the project objectives and timetable. Describe how your approach uses evidence-based strategies or promising practices. Explain why you chose this approach (Is this a new or ongoing activity of your organization?)
- **Evidence-based strategies** have been tested, evaluated, and found to be effective in improving access, promoting behavioral change and/or empowering individuals to make good breast health decisions. Evidence-based strategies are peer reviewed, and usually published in a public health or medical journal. Please cite sources.
  - **Promising practices** are defined as innovative approaches that are likely to be effective but have not yet been fully evaluated. They may also be called “emerging best practices.”
4. Description of other organizations or entities, if any, that your organization will be collaborating with for the purposes of this project.\*

\*If this organization is another Komen OC grant applicant, a Memorandum of Understanding (MOU) should be developed and signed by both parties.

**(See Attachment B for example of a MOU template)**

5. A review of comparable programs offered in this service area and an explanation of how this project is unique
6. Description of the clearly defined evaluation plan. This section should clearly describe how you will monitor the progress you expect to make in the project and most importantly, how you will assess and document the impact of your program.

#### **D. Financial Information**

This section shall include:

1. Copy of organization's current audited financial statements for the most recent available year. If you do not have audited financials, please provide a copy of the organization's IRS 990 form.
2. Copy of organization's current annual budget
3. List of other sources of current funding for the project, amounts received or to be received from those sources
4. List of other organizations with whom you have grant applications pending
5. Long term strategies for funding of the project after initial funding
6. Total budget (**Budget form is provided with application**).

\*Please note: Indirect expenses are defined as those expenses not directly related to the implementation of the specific activities of the project; including rent, standard office supplies, utilities, computer maintenance. Also called overhead expenses.

7. Budget justification (**Form provided**)

**(See Attachment C and D for samples of each)**

#### **E. Biographical Information**

Submit a resume or curriculum vitae for the projector director and all project personnel listed in the budget request. (Limit 2 pages per person.)

#### **F. Proof of Current 501(c)(3) Nonprofit Status for Applicant Institution**

Nonprofit organizations must prove they are legally eligible to claim "nonprofit" and/or tax-exempt status by submitting a copy of an IRS determination letter indicating nonprofit or 501 (3)(c) tax-exempt status. Submit an explanation if you cannot supply this documentation.

#### **G. Copy of Current W-9 Form**



# SAMPLE

## Attachment A Community Grant Work Plan January 2011-December 2011

Organization Name: Early Detection Saves Lives Foundation

Goal (Broad Impact Statement): *Increase screening among rarely or never screened women in Orange County*

Measurable Outcome Objective (Specific and measurable statement reflecting desired change in attitude, knowledge, behaviors, and system/environment): *By December 31, 2011, a total of 600 uninsured women in Orange County over the age of 40 will be linked to mammography screening services.*

Priority Area (\*\*Please refer to the RFA\*\*): I:  II:  III:  IV:

Process Objectives	Key Activities/Tasks	Timeline		Sources of Data/Evaluation Measures
		Start	End	
By February 28, 2011, hire a program coordinator that will plan and implement proposed breast health activities.	<ul style="list-style-type: none"> <li>Finalize job description</li> <li>Promote job announcement in community</li> <li>Interview and hire individual</li> </ul>	1/11	2/11	<ul style="list-style-type: none"> <li>Job Description</li> <li>Curriculum Vitae and HR paperwork kept on file</li> </ul>
By October 2011, host a minimum of 4 breast health outreach/education events at churches in areas of Orange County with high rates of late stage diagnoses including Santa Ana, Anaheim, Garden Grove, and La Habra	<ul style="list-style-type: none"> <li>Meet with church leaders to determine interest and set dates</li> <li>Promote event via flyer and through church publications</li> <li>Purchase breast health education materials and interactive education tool</li> </ul>	3/11	10/11	<ul style="list-style-type: none"> <li>Number of materials distributed</li> <li>Estimated number of people that visit outreach table</li> <li>Number of women that signed up for mammogram screening via tracking logs</li> </ul>
By December 2011, partner with XYZ Community Based Organization to conduct a minimum of 3 mammography screening days for eligible women.	<ul style="list-style-type: none"> <li>Meet with XYZ Community Based Organization to determine dates and details of screening event.</li> <li>Develop and print promotional flyer</li> <li>Purchase Komen Breast Self-Awareness video for use at screening days</li> <li>Translate screening paperwork as appropriate</li> </ul>	3/11	12/11	<ul style="list-style-type: none"> <li>Number of women scheduled for screenings using appointment schedule book/electronic calendar</li> <li>Number of women that received screening (data reported as new screens and re-screens) using sign-in sheets with a column indicating new screen and re-screen.</li> </ul>

## Attachment B

### Memorandum of Understanding between \_\_\_\_\_ and \_\_\_\_\_

Term \_\_\_/\_\_\_/\_\_\_ to \_\_\_/\_\_\_/\_\_\_

This is to serve as a memorandum of understanding between \_\_\_\_\_(A)\_\_\_\_\_ (lead organization) and \_\_\_\_\_(B)\_\_\_\_\_ to implement XYZ Program. The purpose of the XYZ program is to \_\_\_\_\_ among the \_\_\_\_\_ population.

By signing this document the coalition partners agree to execute the proposed activities and provide resources as detailed in the following table.

Organization	Responsibilities
A	Conduct outreach among the ___ population
A	Conduct group presentations
A	Link women into screening services
B	Provider meeting room space
B	Provide clinical breast examinations and screening mammograms as appropriate
B	Provide aggregated data of women screened to Organization A for reporting purposes

*In Witness whereof, the parties have caused this agreement to be executed by the parties' duly authorized representatives as set forth below.*

\_\_\_\_\_  
(Name of Authorized Agency Representative)  
Organization "A"

\_\_\_\_\_  
Date

\_\_\_\_\_  
(Name of Authorized Agency Representative)  
Organization "B"

\_\_\_\_\_  
Date



**Attachment C**

**EXHIBIT II: Budget Form (REQUIRED)**

Budget period **January 1, 2011 through December 31, 2011**

<b>Direct Costs: Personnel Expenses</b>							
Personnel (must be specific to project)	Base Salary	% Effort on Project	Project Totals			From Other Sources	Total Requested of Komen
			Salary	Fringe Benefit	Total		
1. Christina Yang, M.P.H. Role: Program Director	\$70,000	50%	\$35,000	\$9,800	\$44,800	\$25,200	\$44,800
2. TBD Role: Program Coordinator	\$35,000	70%	\$24,500	\$6,860	\$31,360	\$3,640	\$31,360
<b>Subtotal: Personnel Expenses</b>			\$59,500	\$16,660	\$76,160	\$28,840	\$76,160

<b>Direct Costs: Operating Expenses</b>		<b>Other Sources</b>	<b>Requested of Komen</b>
<b>Supplies</b> (itemize by category) 1. Outreach and promotional materials such as flyers and brochures 2. Educational Materials purchased through ShopKomen 3. Printing/photocopying of surveys, intake forms, sign-in sheets 4. Appointment scheduler for mammogram days 5. Appointment cards (business card sized)		1. \$200 2. \$0 3. \$300 4. \$50 5. \$2,500	1. \$800 2. \$900 3. \$500 4. \$70 5. \$900
<b>Equipment</b> (Direct equipment costs are <u>not</u> eligible for funding this year)			X
<b>Travel</b> Driving to Meetings and Events (\$0.52/mile)		\$0	\$500
<b>Patient Care Costs</b>		Inpatient	
		Outpatient	
<b>Other Expenses</b> (itemize by category) Incentive items for breast health outreach events		\$0	\$1,000
<b>Subtotal: Operating Expenses</b>		\$3,050	\$3,860

<b>Summary:</b>	<b>Other Sources</b>	<b>Requested</b>
<b>Subtotal: Direct Expenses</b> (Personnel + Operating)	\$31,890	\$80,020
<b>Indirect Expenses</b> (not to exceed 10% of direct expenses)	\$3,189	\$8,002
<b>Total Project Budget</b>	\$123,101	
<b>Total Amount Requested</b>	\$88,022	
<b>Cost Per Person</b>	\$146.70	



## Attachment D

### EXHIBIT III: Budget Justification

**Direct Costs: Personnel Expenses** (explain how personnel will contribute to project)

**Total Requested from Komen: \$76,160**

Christina Yang, Program Director (50%) will oversee all project activities and lead the planning and development of specific strategic outreach initiatives. Ms. Yang has considerable knowledge regarding the proposed program; she has been successful in establishing trust within her community, she is able to work cohesively with people, and understands the importance of culturally appropriate approaches to promote breast health and breast cancer screening among minority women. Yearly Salary is \$70,000. **Total expenses including fringe benefits = \$44,800.**

To be determined, Program Coordinator (70%) will hold a bachelors degree in public health with a minimum of 2 years of working experience in a capacity that requires good communication skills, good computer skills and attention to detail. The program coordinator will be responsible for planning and implementing proposed breast health activities; this includes record keeping of participants' information as well as logistical planning such as reserving rooms, purchasing supplies, and recruiting volunteers. In addition, the program coordinator will manage databases for monitoring and evaluation of proposed objectives. Yearly Salary is \$35,000. **Total expenses including fringe benefits = \$31,360**

**Fringe Benefits** (indicate percentage)

**Total Requested from Komen: \$16,660**

The fringe benefit rate is calculated at 28%

**Direct Costs: Operating Expenses**

**Total Requested from Komen: \$3,860**

**Supplies**

**1. Outreach and promotional materials such as flyers and brochures:**

Costs for developing and printing flyers, brochures, and posters to promote scheduled mammography days at local churches, laundry mats, student health centers, gas station bathrooms, restaurant bathroom stalls, grocery stores, coffee shops, music stores, etc. in an effort to encourage participation at these events.

Total cost: \$1,000.

Total requested from Komen: \$800

**2. Educational Materials purchased through ShopKomen:**

Requesting funds to cover the cost of breast health educational materials purchased from ShopKomen to be distributed at various outreach events in Orange County.

Total cost: \$900  
Total requested from Komen: \$900

**3. Printing/photocopying of surveys, intake forms, sign-in sheets:**

Costs for printing and photocopying materials needed to evaluate the proposed outcome objectives.

Total costs: \$800  
Total requested from Komen: \$500

**4. Appointment scheduler for mammogram days:**

Costs for calendars and schedulers for the program coordinator and the program director to keep track of individuals participating in mammography screening events.

Total costs: \$120  
Total requested from Komen: \$70

**5. Appointment cards (business card sized):**

Costs to cover appointment cards for patients that need to re-visit for follow up breast health services. \$1.36 per card x 2,500 cards

Total costs: \$3,400  
Total requested from Komen: \$900 (\$1.36 per card x 600 + shipping and taxes)

**Travel**

A total of \$500 is requested to cover the cost for mileage reimbursement at a rate of \$0.52 per mile for driving to meeting or events related to the breast health program.

**Patient Care Costs**

Not Applicable

**Other Expenses** (itemize by category)

A total of \$1,000 is requested to cover the cost to purchase incentive items to give away during outreach events in order to engage with participants.