



Request for Applications (RFA) – Community Grants Program

Funding Period: April 1, 2013 – March 31, 2014

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure and launched the global breast cancer movement. Today, Komen for the Cure is the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures.

The Komen Philadelphia Affiliate's 15-county service area includes Philadelphia, Adams, Berks, Bucks, Chester, Delaware, Montgomery, Lancaster, Lebanon, Lehigh and York Counties in Pennsylvania; Camden County in New Jersey and New Castle, Kent and Sussex Counties in Delaware. Komen Philadelphia is committed to ensuring that all individuals have access to breast cancer education, screening, high quality treatment, and support during and after treatment. The community grants program is designed to ensure that everyone, regardless of income, race, ethnicity, or immigration status, is able to get the resources needed for the early detection of breast cancer and for proper follow-up care and treatment, if necessary.

The application deadline is 5:00 pm, Thursday, September 13, 2012.

Applications will not be accepted after this date and time.

ALL APPLICATIONS MUST BE SUBMITTED ONLINE AT:

<https://affiliategrants.komen.org>

Paper submissions will not be accepted.

Submissions made using e-mail or fax will not be accepted.

Inquiries can be directed to Ann Ritter, Program Director of Grants & Public Policy. Please call 215-238-8900 or email Ann@komenphiladelphia.org. Due to the high level of interest in this funding opportunity, please allow 24 to 48 hours for Komen staff to return your e-mail or call.

IMPORTANT DATES AND TRAINING RESOURCES

Training Resources

There will be two recorded RFA briefings available at <http://komenphiladelphia.org/grants>

It is **MANDATORY** that a representative from each applicant organization watch **at least one of these briefing webinars** prior to submitting an application.

Additional webinar training sessions and materials on the new Komen online submission system are also available at <http://komenphiladelphia.org/grants>.

Application Deadline

Thursday, September 13, 2012, 5:00 p.m.

Anticipated Award Notification

January 2013

Funding Period

April 1, 2013 – March 31, 2014

GRANT CATEGORIES

SCREENING/TREATMENT GRANTS

The Philadelphia Affiliate of Susan G. Komen for the Cure is offering grants **up to \$100,000** for projects that provide free screening mammograms, diagnostic services and/or treatment with appropriate follow up for abnormal findings to people who are medically underserved, uninsured and/or low-income. **All approved grants are fully funded.**

EDUCATION AND/OR SUPPORT GRANTS

The Philadelphia Affiliate of Susan G. Komen for the Cure is offering grants **up to \$30,000** for projects that provide breast cancer education and/or support services to people who are medically underserved, uninsured and/or low-income. Education projects should be culturally appropriate for targeted populations and must link project participants with breast cancer screening and follow-up, as necessary. Support programs include emotional support programs, health/wellness promotion programs, temporary gap funding and support groups for breast cancer survivors and their families. **All approved grants are fully funded.**

KOMEN PHILADELPHIA FUNDING PRIORITIES

Proposed projects should address the community needs outlined in the 2011 Komen Philadelphia Community Profile, which is available at www.komenphiladelphia.org/grants. Funding priority will be given to grant applications that fulfill the needs described in the Community Profile and that use evidence-based, evidence-informed or best-practice programs or interventions.

Priority geographic areas Identified by the 2011 Community Profile:

- **Camden County, NJ**
- **The State of Delaware**
(New Castle, Kent & Sussex Counties)
- **Lancaster County, PA**
- **Philadelphia, PA**

Komen Philadelphia seeks to fund:

- Programs that expand access to breast cancer screening, diagnostic and treatment services for **low-income, uninsured** and/or **medically underserved** people.
- Programs that promote outreach and increase education or support services for **low-income, uninsured** and/or **medically underserved** people.

Komen Philadelphia defines the medically underserved as people who either: do not have insurance; who have insurance that does not include coverage for breast health services; or who have insurance that requires prohibitively expensive out-of-pocket payments to access care. Additionally, we recognize that some individuals may not receive adequate care because of barriers such as language, cultural differences, economics, violence and fear.

Komen Philadelphia will consider high-quality projects and programs that do not directly relate to the geographic priorities identified in the Community Profile.

Komen Philadelphia does not guarantee continued funding from year to year.

ELIGIBILITY

There will be two recorded RFA briefings available at <http://komenphiladelphia.org/grants>. It is **MANDATORY** that a representative from each organization watch **at least one of these briefing webinars** prior to submitting an application.

- Project must be specific to breast health and/or breast cancer (e.g. if a project is for a women's health project, funding may only be requested for the breast cancer portion).
- Applicants must have tax exempt status under the Internal Revenue Service code.
- Only one application per organization, as determined by Federal Tax ID number, will be accepted.
- Applications that request funding for an amount that is greater than 20% of the agency's annual operating budget will not be accepted for review.
- All past and current Komen-funded grantees must be in compliance with Komen requirements and in good standing with regard to mandatory grant reporting requirements.
- Applicants are not required to be headquartered within Komen Philadelphia's service area, but must demonstrate an established presence within the service area to be eligible for funding.
- *For Screening/Treatment grant applications ONLY:* Applicant must be a state breast cancer screening provider under the National Breast and Cervical Cancer Early Detection Program (NBCCEDP). The state screening program in Pennsylvania is called HealthyWoman, in Delaware is called Screening for Life and in New Jersey is called NJCEED.
- *For Screening/Treatment grant applications ONLY:* Applicant must operate an accredited mammography screening facility.

BUDGET RESTRICTIONS

- Komen Philadelphia will not fund participation in fundraisers, including the Race for the Cure.
- Komen Philadelphia will not fund Indirect Costs (e.g., rent, utilities, insurance, payroll taxes), Equipment Costs, or Fringe Benefits.
- All Komen grantees are required to carry liability and umbrella insurance coverage at certain levels (for more information, visit <http://komenphiladelphia.org/grants>). However, applicants may not include insurance costs in the budget request.
- The budget justification must include category-level detail. For example, if the project costs include printing flyers to promote the project, the budget must show the cost per flyer (e.g., 250 flyers at \$0.10 each = \$25.00).
- Giveaways and incentives may not exceed \$5.00 per item and the total amount budgeted for giveaways may not exceed 1% of the total grant request. Gift card incentives are not permitted. A selection of giveaway items that meet these criteria will be made available through a vendor if the grant is awarded.
- Salary requests must be for personnel costs related to this project *only* and not the general work of an employee.
- *For Screening/Treatment grant applications ONLY:* Komen Philadelphia has determined that needs are different in each state of the service area because of differences in public policy. As a result, budget requirements for screening/treatment applications reflect those differences:
 - In Delaware, salaries may not exceed 25% of the total budget request. In Pennsylvania and New Jersey, salaries may not exceed 20% of the total budget request.
 - In Delaware, at least 40% of the budget request must be allocated to patient services. In Pennsylvania and New Jersey, at least 50% of the budget request must be allocated to patient services.
 - The budgeted amounts for patient care services must be based upon the reimbursement rates used by the NBCCEDP program in the applicant's state.

APPLICATION CONTENTS

This application summary is provided to help you plan your responses before entering them in Komen's online system *All materials must be submitted via <https://affiliategrants.komen.org>.*

- Project Profile**
 - Note: Please attach scanned copies of signed letters of agreement between partnering organizations. (Sample included on page 7 of this document).
- Organization Summary**
- Project Abstract**
- Project Narrative**
- 1) **Organizational Capacity (Character Limit: 3500 characters)**
 - Provide an overview of your organization's capacity to successfully execute the proposed project.
 - Describe how the proposed project fits into your organization's range of services.
 - Describe your organization's experience working with the population(s) served by this project.
- 2) **Statement of Need (Character Limit: 3500 characters)**
 - Characterize the population(s) targeted by this project.
 - Describe why the project is needed.
 - Describe how the project addresses Komen Philadelphia's stated funding priorities.
- 3) **Project Description (Character Limit: 3500 characters)**
 - Describe the goals and objectives of this project. Objectives must be SMART: Specific, Measurable, Attainable, Relevant and Time-Bound.
 - Describe project activities. Explain how these activities will help you achieve your objectives. Explain how these activities are tailored to the specific needs of the population(s) served.
 - Describe how project participants will move through the breast health continuum of care.
- 4) **Collaboration (Character Limit: 3500 characters)**
 - Describe the existing breast health system in your community. How will this project fit into the breast health system?
 - Describe partnerships with other organizations. How will they help achieve project objectives?
 - Review any comparable or complementary programs that are already being offered and explain how your project works with these other programs.
- 5) **Sustainability (Character Limit: 3500 characters)**
 - Explain how you will ensure that this project has a long-term impact.
 - Explain how you will ensure that partnerships among organizations continue.
- 6) **Evaluation (Character Limit: 3500 characters)**
 - Describe how you will measure that you are achieving your objectives and how you will assess the impact of the project on the population served.
- 7) **Evidence-Based Strategies (Character Limit: 3500 characters)**
 - Describe how your approach uses or adapts evidence-based strategies or promising practices. Explain why you chose this this approach. Provide citation(s).
- Project Target Demographics**
- Key Personnel**
 - Note: Please use and attach biosketch form included on page 8 of this document for each person.
- Project Work Plan (Goals & Objectives)**
 - Note: Please attach a sample evaluation tool for each objective.
- Project Budget Forms and Budget Justification Information**
 - Note: Please attach a one-page organizational operating budget for the most recently completed fiscal year at the bottom of the online "Project Budget Summary" form
- Additional Required Attachments for Screening/Treatment Applicants (must be uploaded at the bottom of the online "Project Budget Summary" form)**
 - 1) Proof of NBCCEDP participation (For Screening/Treatment applications ONLY).
 - 2) Proof of mammography accreditation (For Screening/Treatment applications ONLY).

SUBMISSION PROCESS

Additional information and guidance regarding Komen's online grant submission system are available at <http://komenphiladelphia.org/grants>.

- All applications must be submitted online via <https://affiliategrants.komen.org>.
 - Hard copy, fax and electronic submissions will not be accepted under any circumstances.
 - Submit only the documents requested. Additional materials will be discarded.
 - Online application submission requires two steps:
 - First, the Project Director for your organization must submit the application to your organization's Authorized Signer for approval.
 - Next, the Authorized Signer must sign in to <https://affiliategrants.komen.org> and submit the application to Komen Philadelphia. *Your application has not been submitted until your organization's Authorized Signer takes this action.*
- Be sure to set aside enough time to complete both of these steps prior to the application deadline.
- Applications must be submitted by 5:00 pm on Thursday, September 13, 2012. Applications received after this time will not be accepted.

DEFINITIONS AND ADDITIONAL INFORMATION

Grant Period and Funding Schedule: The grant, if awarded, will begin April 1, 2013 and will conclude on March 31, 2014. A grant contract will be executed to govern the relationship between Komen Philadelphia and the grantee. Grant payments will be made on a quarterly basis. The first installment will be paid after receipt of the fully executed contract and then after successful completion of three quarterly reports, which will be due on July 15, 2013; October 15, 2013; January 15, 2014. A final report will be due on May 15, 2014.

Educational Messages and Materials: Susan G. Komen for the Cure is a source of information about breast cancer for people all over the world. To reduce confusion and reinforce learning, we require that grantees provide educational messages and materials that are consistent with those promoted by Komen for the Cure, including promoting the message of breast self-awareness and knowing your risks for breast cancer. A variety of education materials are available from Susan G. Komen for the Cure at discounted rates for grantees. Please visit the following website before completing your application and be sure that your organization can agree to promote these messages: <http://ww5.komen.org/BreastCancer/BreastSelfAwareness.html>. Please also research the Komen materials available at www.shopkomen.com.

Letters of Agreement: Collaboration among organizations is highly encouraged. Applicants should form partnerships with organizations that will help achieve project goals and/or provide services for the target population. Each Letter of Agreement must define what services each collaborating organization will provide. See the sample letter of agreement included in this document. Letters of Support will be discarded.

Continuum of Care: Komen Philadelphia believes that improving breast health in the community is best accomplished through a continuum of care. This system requires that community-based organizations, screening sites, diagnosis and treatment facilities and support groups work together so an individual can seamlessly travel from education to screening and then, if necessary, onto treatment and support.

National Breast and Cervical Cancer Early Detection Program (NBCCEDP): Provides low-income, uninsured and underinsured women access to screening and diagnostic services. The state screening program in Pennsylvania is called HealthyWoman, in Delaware is called Screening for Life and in New Jersey is called NJCEED.

Evidence-Based Strategies and Promising Practices: Evidence-based programs have been proven to result in a specific outcome, reviewed by peers, and usually published in a public health or medical journal. Promising practices appear to be successful in their early stages of development, but there may not yet be enough evidence to prove that they have resulted in a positive outcome. Promising practices may also be called “emerging best practices.” Citations of the evidence-based strategies and/or promising practices being used in the proposed program must be provided in the application.

Evaluation: All applications should describe how the outcomes of the project will be measured and evaluated by program personnel. *Komen Philadelphia strongly discourages applicants from budgeting funds to hire external evaluation consultants.* Additional training resources that describe effective evaluation methods will be discussed during the RFA briefing webinar.

Goal: A goal is a broad-based statement of the ultimate result of the project being undertaken. For example, a support project goal could be “to improve the emotional well being of African-American breast cancer survivors living in southern Delaware.”

Objective: An objective is a measurable, time-specific result that the organization expects to accomplish as part of the grant. Objectives are specific approaches to achieve the overarching goal. Objectives must be SMART: Specific, Measurable, Attainable, Relevant, and Time-bound. For example, a support project objective could be: “Using pre-tests at the beginning and post-tests at the end of the six-week program, breast cancer patients will report a 75% improvement in their ability to manage stress”.

Interventions/Activities: The tasks that program personnel undertake to meet their objectives. Program activities could include providing screening mammograms, organizing and planning educational events, recruiting participants to attend educational sessions, following up with people who attended the sessions, and reviewing and analyzing evaluation data.

Patient Care: In the budget, this section includes medical services such as screening mammograms, diagnostic services and/or treatment.

Temporary Gap Funding: Temporary gap funding is a support program for breast cancer patients and their families to help them through a financial crisis. Temporary gap funding should complement other screening, education, or support services being offered by the organization through the proposed project. Organizations that offer temporary gap funding must describe in their applications the guidelines they will use to administer and distribute the funds. Distributions must be limited to not more than \$500 per client. Komen Philadelphia prefers gap funding programs that issue payments directly to vendors instead of clients.

SAMPLE LETTER OF AGREEMENT

[to be printed on letterhead]

Date

Name of Contact at Applicant Organization
Name of Applicant Organization
Address of Applicant Organization
City, State, ZIP

Dear [Contact at Applicant Organization]:

This letter serves as an agreement between [Applicant] and [Partnering Organization] dated _____ to provide breast health services from April 1, 2013 through March 31, 2014.

Under this agreement, [Applicant] will:

-
-
-

Under this agreement [Partnering Organization] will:

-
-
-

To ensure effective and efficient operation of this project, we agree to share a report of the following information on a [weekly/monthly/bimonthly/etc.] basis:

- [Example: the number of people referred from [Organization] to [Organization] for breast health services]
-

We look forward to working with you on this project.

Sincerely,

Name
Title
Partnering Organization

Name
Title
Applicant Organization

BIOSKETCH FORM

ORGANIZATION

Biographical Information

Information should be submitted for the project director and other personnel included in budget request. Please use a separate form for each person.

NAME	TITLE
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EDUCATION
(Begin with baccalaureate or initial professional education, such as nursing, include postdoctoral training)

INSTITUTION <i>(Indicate Location)</i>	DEGREE	YEAR CONFERRED	FIELD OF STUDY

JOB DESCRIPTION FOR PROPOSED PROJECT:

PROFESSIONAL EXPERIENCE: Please list present position, previous employment, experience and honors. **Including this form, do not exceed one page.**