



**Community Grants Program
2012-2013 Request for Applications (RFA)
Award Period of April 1, 2012 to March 31, 2013**

“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 projects and services”

Application Submission Deadline: Applications must be received by 4:00 p.m. Friday, January 6, 2012. Selected applicants will be asked to submit an application, following the approval of their organization’s Letter of Inquiry.

Submit one electronic copy via e-mail to:
gloriaann@sdkomen.org

Submit one signed original of the application and include a CD-ROM labeled “2012-2013 Komen RFA [Organization and Project Name] to the address below. Faxes will not be accepted.

Mail or deliver applications to: San Diego Affiliate of Susan G. Komen for the Cure®
Director of Grants & Mission Initiatives
4699 Murphy Canyon Road, Suite 102B
San Diego, CA 92123

Format: All applications must be written in English and assembled in the format and order described in the following pages. Please use the forms included in this grant application. Narrative sections must be properly labeled and submitted single-spaced on 8.5” by 11” paper. Font size should be no smaller than 12-point. All pages must be numbered sequentially.

Please keep proposals to the page limits requested. 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.

Award Notification: Thursday, February 23, 2012

Inquiries should be directed to Gloriaann B. Garcia at gloriaann@sdkomen.org. Please allow adequate time before the application deadline for response to any inquiry.

Disclaimer: Due to funding limitations, we may not be able to fund all grants that meet the application criteria.

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. We will continue to fund projects that focus 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 Komen San Diego Affiliate, community grants are made to support **evidence-based strategies** and **promising practices** that reduce disparities in breast cancer mortality in San Diego County. The San Diego Affiliate is currently accepting applications for evidence-based breast health/breast cancer projects that support and promote access to and utilization of services that address the entire continuum of care model, which includes the following detailed components: education, screening, diagnosis, treatment, follow-up care, survivorship, and/or end-of life-care. Only applications that appropriately respond to the guidelines outlined in this document will be accepted.

PROJECT FOCUS

Drawing from outcome-based information from the 2011 Community Profile, and other local studies, the San Diego Affiliate of Susan G. Komen for the Cure® has identified the following “priority areas” for the 2012-2013 Grants Project. We will only consider funding projects that address one of the following priority areas and all of the “required elements” (see required elements I-VI).

Address one of the following priorities areas:

1. Continuum of Care Analysis: (Pilot Grant- \$50,000 limit per grant)
 - a. A project that would examine San Diego County’s current Breast Health/Breast Cancer “System of Care” Model. Conduct an analysis of the existing model and explore if, when, and why our constituency falls out of the continuum of care. This model defines how an individual should move through the health system. It is also to be used as a guide in assessing and understanding why some individuals never enter or delay entry into the continuum, gaps in service availability, barriers faced, and what can be done to address those gaps and services.
 - b. Upon the analysis, identify gaps in services that need to be strengthened and barriers faced. Give recommendations for future strategies and services to address those gaps and barriers.
2. Access to Diagnostics Services: (Diagnostic Grant-funding limit per grant is based on diagnostic cost)
 - a. A major grant to provide diagnostic services for women under 40 and those who do not qualify for the California Detection Program: Every Woman Counts.
3. Patient Navigation: (Support Services Grant-\$50,000 limit per grant)
 - a. A project that would develop and maintain a site-neutral Patient Navigation project to service all of San Diego County. As defined by the National Cancer Institute, “Patient

Navigation in cancer care refers to the assistance offered to healthcare consumers to help them access and then chart a course through the healthcare system and overcome any barriers to quality care”.

- b. This project would include the establishment and maintenance of a breast health/breast cancer resource and information clearinghouse, and an updated website.
4. Patient Support Services: (Support Services Grant-see specific limits below for each category)
 - a. Funding of projects that provide needed patient support services to the medically underserved, uninsured or underinsured. All financial support must be site-neutral and available to all residents within San Diego County. (\$125,000 limit per grant)
 - b. Projects such as meal delivery, lymphedema services, transportation services, and/or other identified needs that support patients and their families going through the diagnosis and breast cancer treatment process. (\$50,000 limit per grant)
 - c. Community or healthcare-based patient navigation support systems. (\$50,000 limit per grant)
 5. Outreach and Education: (Education & Outreach Grant-\$40,000 limit per grant)
 - a. Projects that educate the public on breast health.
 - b. Priority will be given to projects that focus on African American, Asian/Pacific Islander (to specifically include Filipinas), and/or Hispanic populations.

All of the following required elements must be addressed in the grant application:

- I. Provide breast health/breast cancer services within the continuum of care model.
 - Projects are expected to address how this project will be integrated into this model and articulate a clear and measurable “continuum of care” system. Include your project’s plan for addressing the continuum of care model and what components in the continuum of care will be addressed by this project.
 - Projects must reflect a seamless “continuum of care” through a clearly identified referral and follow-up process. This can include those who enter, stay in or progress through the continuum of care. Include the specific plan that would be in place to address referrals and follow-up of services, and also include the partnerships that would be in place for ensuring a continuum of care.
 - Provisions must be made for recall and follow-up care management for individuals who are screened and have an abnormal finding.
- II. Utilize evidence-based strategies and/or have a strong evaluation component.
 - We encourage innovation that is grounded in evidence-based strategies with applications documenting the projected impact on the community.
 - Applicants are strongly encouraged to utilize the data and link their outcomes to the 2011 Community Profile Report.

- III. Demonstrate cultural responsiveness to your target audience.
- Projects should aim to eliminate barriers that preclude women from receiving information and from accessing services.
 - Demonstrate appropriate protocols for providing effective communication and services to diverse populations. Strategies might include offering multi-lingual, low-literacy and/or culturally appropriate services.
- IV. Forge meaningful community partnerships to maximize resources and impact.
- To support our goal of catalyzing creativity and ingenuity in addressing needs, we expect projects to collaborate, integrate and coordinate with other service providers.
 - Demonstrate existing partnerships and/or relationships that will benefit the recipient of the services being offered.
- V. Include priority populations in your project's target audience.
- Consult the 2011 San Diego Affiliate Community Profile for specific populations.
- VI. Include your organization's training plan for staff and/or volunteers.
- Projects that benefit from Komen funding must have a customer service and/or sensitivity component for providers of breast health services.

APPLICATION GUIDELINES: *Failure to adhere to the guidelines will result in delayed processing or denial 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.
- Applicant organizations must provide services that benefit people residing in San Diego County.
- Active members of the San Diego Affiliate Board of Directors must not be Project Managers or directly associated with a grant project funded by the San Diego Affiliate.

Restrictions:

- The project must be specific to breast health and/or breast cancer (e.g. if a project is a combined breast/cervical cancer project, funding may only be requested for the breast cancer portion).
- Indirect costs, if applicable, should be no more than 15% of direct costs.
- Salaries, if requested, are for personnel related to this project only and not for general work of the applicant organization.
- Equipment costs are limited to \$5,000.
- Funds must not be used for entertainment or refreshments¹
- Funds may not be used for meeting or conference costs unless these costs directly affect the delivery of services or education.
- Funds may not be used for:
 - Medical research
 - Scholarships or Fellowships
 - Construction or renovation of facilities
 - Political campaigns or lobbying
 - Endowments
 - Debt reduction
- Organizations may not submit more than one RFA for the same project.
- The grant project can be managed by any project personnel, with the exception of family members, whose compensation is directly or indirectly influenced by the Project/Project Director.
- Research Projects are not eligible for this project; however, Komen provides national funding opportunities for research driven projects which can be accessed at www.komen.org/grants

¹ *As a non-profit, Komen San Diego seeks to always receive refreshments and entertainment from in-kind donors. We expect grantees to do the same.*

Confirmation of Receipt of Application:

If immediate confirmation of 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 San Diego Affiliate of Susan G. Komen for the Cure[®] regarding the status of the application during the review period.

Review Process:

Only complete applications that are in full compliance with the application guidelines will be submitted for grant review by an independent professional peer review panel established through the San Diego Affiliate grants committee, in accordance with the grant making guidelines set forth by Susan G. Komen for the Cure, National.

Site Visits:

Organizations selected to receive their first Komen grant will have a site visit prior to receiving the grant. Repeat grantees may also be selected for site visits during the year.

Grant Period:

The grant period begins April 1, 2012 and concludes on March 31, 2013.

Contracts:

A grant contract will be the legal mechanism for funding.

Insurance:

Selected grantee agrees to maintain the following insurance during the term of the Grant Contract: (i) commercial general liability with combined limits of not less than \$1,000,000 per occurrence and \$2,000,000 in the aggregate for bodily injury, including death and property damage; and (ii) excess/umbrella insurance, excess to the insurance set forth in (i) above, with a limit of not less than \$5,000,000. Grantee shall name the San Diego Komen Affiliate as an additional insured under its commercial general liability insurance policy solely with respect to the project and any additional policies and riders entered into by Grantee in connection with the project.

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. If this is the case, we will ask for a revised budget/plan prior to final approval.

Announcement:

Announcement of grants awarded will be made by February 23, 2012. Project directors will be notified of the outcome of the review.

Presentations:

Grantees must be willing to attend community, educational, and/or board meetings as requested. Participation from each funded grantee is required at the annual Grants Reception.

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 project through Susan G. Komen for the Cure®. It is expected Susan G. Komen for the Cure® educational materials be used in the administration of the grant.

Payment and Reporting:

The first payment will be made before the start of the grant period and upon receipt of the fully executed contract. Payment for the second half of the grant period will be made upon receipt of a satisfactory progress report, which is due following the first six (6) months of the grant period. A final report is due within 45 days of completion of the grant period. No-cost extension request must be submitted 14 days prior to the end of the grant period. Organizations shall maintain all fiscal, statistical and management books/records pertaining to the project and service delivery.

APPLICATION INSTRUCTIONS:**Proposal Cover Pages**

Complete the proposal cover pages (form provided) which consist of general information about the organization and the abstract for the proposed project. If the grant is funded, this abstract description will be used to describe the project in all local Susan G. Komen publicity, reports, and on our national website.

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

- Include 1-2 sentences about the applicant organization.
- The project description should include a brief reason for the grant request: issue, problem or need to be addressed. Also include the proposed project and the priority area that will be addressed, priority populations and geographic area served. Conclude with the likely impact of the project.

Note: The signature of approving institutional personnel, other than the Project Director, is required.

Statement of Need/Problem

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

- Evidence of risk/need within the population and why proposed project is needed.
- A demographic description of the population being served that is applicable to the project: age, ethnicity, socioeconomic status, geographic area of residency, insurance status, and/or language preferences.
- Review of comparable projects offered and an explanation of how this project is unique.

Project Description

This section is not to exceed 4 pages including the work plan form. If any of these explanations are missing from your application, it will be considered incomplete. The narrative should include the following information:

- **Explanation of the proposed project.**

It is not enough to list the population. You must clearly make a case and provide applicable details from the “statement of need”. This includes the identification of a priority area and inclusion of the required elements as stated in this RFA. Also include the desired outcomes to be achieved.

- **Evidence-based strategies or promising practices** describes the type of approach you have chosen for this project. Explain why you chose the specific approach and if this is a new or ongoing activity for your organization and project.

Evidence-based strategies are projects that have been implemented, evaluated, and found to be effective in improving access, promoting behavioral change and/or empowering individuals to make good breast health decisions.

Promising Practices are defined as innovative approaches that are likely to be effective but have not yet been fully evaluated. They are also referred to as “emerging best practices.”

>Use the work plan (form provided) to specifically outline the project goal, objectives, activities, timelines and evaluation measures as follows:

- **Description of project goal.** Goals are defined in the context of this grant application as broad statements of long-term accomplishments. Explain how the project addresses the selected priority area.

For example: Increase the number of women who are screened for breast cancer in San Diego County who are eligible for the Every Woman Counts program.

- **Description of project objectives.** Objectives are specific methods to achieve the goal and are defined in the context of this grant application as follows:

Outcome objectives are specific and quantifiable statements of the desired results of the project. 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. When writing your objectives, please differentiate between the number of **new clients** who will be served and the number of clients already enrolled in your project **who will be served again** during this grant period. Also, when writing the objectives use unduplicated figures for numbers to be served.

For example: By March 31, 2013, XX unduplicated women who have not been screened in the previous 24-months and who do not qualify for the Cancer Detection Project: Every Woman Counts will get a mammogram.

- **Process Objectives** refer to the key activities to be implemented by project staff to accomplish the outcome objective. Describe the key activities that will be conducted to accomplish the goals & outcomes objectives. Provide a realistic timeline for implementing the project.

For example: By February 10, 2013, the Family Center Breast Health Project will conduct a minimum of 4 breast health outreach events to identify low income women eligible for mammography screening through the Cancer Detection Project: Every Woman Count.

The project objectives should be written as SMART objectives:

Specific: The project states a clearly defined objective to be accomplished. The expected result is stated in numbers or percentages.

Measurable: The objective can be measured and how it will be measured is described.

Achievable: Are the objectives you set achievable and attainable?

Realistic: Can the objectives realistically be achieved with the resources you have?

Time: The objectives can be accomplished in the specific period of time.

- **Evaluation Measures** must be clearly-defined and detail how the project will be monitored. Include the specific measures to be used to assess, track and document the impact of the project for the selected priority area.

Returning Grantees This section is not to exceed 2 pages.

Returning grantees must be in good standing and have submitted their final reports to re-apply. For applicants who have previously received funding from the Komen San Diego Affiliate, the past performance of that applicant will be considered.

Each returning grantee **must** include a section providing the history of Komen-funded grants. This history section is intended to provide the Grant Review Panel with a complete picture of the organization's history with Komen San Diego. If your organization has multiple grants, provide a summary paragraph, and then an explanation for each grant. Your explanation should narrate the amount of funding the organization has received, the tangible results accomplished, the challenges encountered and how the organization has surmounted these challenges. Consider that the grant reviewer may know absolutely nothing about your organization or the grant's history and accomplishments. This is an opportunity to present your accomplishments. In this section, you must also describe the efforts your organization has undertaken to become self-sustaining and/or to have this project included in your organization's ongoing budget. Also include how the project would continue if funding was not provided for this grant.

Collaboration with other organizations or entities participating in this project

Delineate the roles of each collaborating partner as it relates to the project. Letters of collaboration should be included from each partnering organization to include continuum of care partnerships. If collaboration with another organization or entity is "substantive", a signed Memorandum of Understanding (MOU) between both parties must be included.

Financial Information

This section will include:

- **Project Budget** (form and sample provided): provide a detailed total project budget. The funding requested of Komen is ONLY for the listed outcomes as stated in the grant application.

- **Budget justification** (form provided): for each line item in the budget, provide a brief description of how the funds will be used and why they are programmatically necessary.
- **Final financial statements** for most recent fiscal year, preferably audited. Also include the most recent balance sheet and income statement (unaudited is acceptable).
- **Other sources of funding** (form provided): list amounts received or to be received from these sources. Also list other organizations with whom you have grant applications pending for this project.
- **Long-term sustainability strategies** for funding the project after initial funding. What will the project look like two years from now? (This explanation must be included for your grant to be reviewed).

Organizational Capacity Information (form provided) to be filled out and submitted with application.

Key Personnel

For the Project Director and key personnel that are currently employed by the applicant organization and listed in the budget request, provide a resume or curriculum vitae. For new or vacant positions listed in the budget request, provide job descriptions. This project is open to all project personnel with the exception of family members whose compensation is directly or indirectly influenced by the Project/Project Director.

501(c) (3) Nonprofit Status

To document the applicant's federal tax-exempt status, attach the Internal Revenue Service determination letter. If you cannot supply this documentation, please explain.