



Request for Applications Small Grants 2016-2017

About Susan G. Komen® and Komen Northwest NC

Susan G. Komen is the world's largest breast cancer organization, funding more breast cancer research than any other nonprofit while providing real-time help to those facing the disease. Komen was founded by Nancy G. Brinker, who promised her sister, Susan G. Komen, that she would end the disease that claimed Suzy's life. Komen Northwest NC is working to better the lives of those facing breast cancer in the local community. Through events like the Komen Northwest NC Race for the Cure®, and NC Foothills Race for the Cure®, Komen Northwest NC has invested more than \$6.3 million in community breast health programs in 22 counties and has helped contribute to the more than \$800 million invested globally in research. .

Notice of Funding Opportunity and Statement of Need

Komen Northwest NC is currently offering Small Grants up to \$5,000 to support educational/outreach projects, travel/conference projects and/or capacity building projects as described below. Innovative approaches to achieving Community Profile Mission Action Plan objectives are encouraged. For applications seeking funds greater than \$5,000 or seeking to provide screening, diagnostic and/or treatment services, please refer to our Community Grants RFA.

The findings from the 2015 Komen Northwest NC Community Profile revealed the following priorities:

- Increase awareness of breast health education and availability of breast health services throughout the Komen NWNC service area.
- Connect breast cancer survivors to necessary resources through patient navigation to ensure treatment needs are met.
- Increase access to transportation to available breast health services within Komen NWNC service area.
- Increase underserved/uninsured residents' participation in breast health services (screenings, diagnostics and non-medical treatment support).
- Increase access to breast health education to overcome ethnic, cultural and linguistic barriers to breast health care.

The 2015 Community Profile can be found on our website at konnorthwestnc.org.

Drawing from the profile, Northwest North Carolina Affiliate has identified the following small grant funding priorities:

1. Identify and reach populations with low screening rates with emphasis on the underserved/uninsured to educate about resources available and breast health education.
2. Increase access to transportation to available breast health services within the Northwest North Carolina service areas.
3. Implement innovative and culturally competent outreach and education programs for women and men to overcome ethnic, cultural and linguistic barriers, with emphasis on the highest need counties.

Important Dates

Small Grants Applications are accepted throughout the year. However, requests for support of travel grants, conferences, or other educational events must be received at least six weeks prior to the event.

Eligibility

Applicants must meet the following eligibility criteria to be considered for funding:

- All past and current Komen-funded grants or awards to applicant are up-to-date and in compliance with Komen requirements.
- Applicant has current tax exempt status under the Internal Revenue Service code.
- Applicant must be a non-profit organization or a government agency located in or providing services to one or more of the following locations:
Alamance, Ashe, Avery, Burke, Caldwell, Catawba, Davidson, Davie, Forsyth, Guilford, Madison, Mitchell, Randolph, Rockingham, Stokes, Surry, Watauga, Wilkes, Yadkin or Yancey.
- Project must be specific to breast health and/or breast cancer but must not provide services such as screening, diagnostics or treatment. If a project includes other health issues along with breast cancer, such as a breast and cervical cancer project, funding may only be requested for the breast cancer portion.
- If applicant, or any of its key employees, directors, officers or agents is convicted of fraud or a crime involving any other financial or administrative impropriety in the 12 months prior to the submission deadline for the application, then applicant is not eligible to apply for a grant until 12 months after the conviction. After such 12 month period, applicant must demonstrate in its application that appropriate remedial measures have been taken to ensure that any criminal misconduct does not recur.

Allowable Expenses

Funds may be used for the following types of expenses provided they are directly attributable to the program:

- Salaries and fringe benefits for program staff
- Consultant fees
- Meeting costs

- Supplies
- Reasonable travel costs related to the execution of the program
- Other direct program expenses

Funds may **not** be used for the following purposes:

- Research, defined as any project or program with the primary goal of gathering and analyzing data or information.
 - Specific examples include, but are not limited to, projects or programs designed to:
 - Understand the biology and/or causes of breast cancer
 - Improve existing or develop new screening or diagnostic methods
 - Identify approaches to breast cancer prevention or risk reduction
 - Improve existing or develop new treatments for breast cancer or to overcome treatment resistance, or to understand post-treatment effects
 - Investigate or validate methods
- Development of educational materials or resources
- Education regarding breast self-exams/use of breast models
- Education via mass media (e.g. television, radio, newspapers, billboards)
- Indirect costs
- Construction or renovation of facilities
- Political campaigns or lobbying
- Fundraising (e.g. endowments, annual campaigns, capital campaigns, employee matching gifts, events)
- Debt Reduction
- General operating funds
- Event sponsorships
- Projects completed before the date of grant approval
- Payment made directly to individuals
- Land acquisition
- Program-related investments/loans
- Scholarships
- Clinical services or patient care costs (e.g. screening, diagnostics or treatment)

Important Granting Policies

Please note these policies before submitting a proposal. These policies are non-negotiable.

- No expenses may be accrued against the grant until the agreement is fully executed.
- Any unspent funds over \$1.00 must be returned to Komen.
- At Komen's discretion, grant payment will be made in one installment after grant agreement execution or pending receipt and approval final report.

- Grantee will be required to submit one final report that will include, among other things, an accounting of expenditures and a description of project achievements. Additional reports may be requested.
- Insurance will not be required at the time of application, but will be required before grant agreement execution, if awarded. Grantee must agree to maintain and will cause any collaborating organizations to maintain the following insurance during the term of a grant agreement:
 - ✓ Commercial general liability insurance with combined limits of not less than \$1,000,000 per occurrence and \$2,000,000 in the aggregate;
 - ✓ Workers' compensation insurance in the amount required by law of the state(s) in which workers are located and employers liability insurance with limits of not less than \$1,000,000; and
 - ✓ Excess/umbrella insurance, in excess of the commercial general liability insurance listed above, with a limit of not less than \$3,000,000.
 - ✓ In the event any transportation services are provided in connection with program, \$1,000,000 combined single limit of automobile liability coverage will be required.
 - ✓ Grantee will name Komen and Komen National as Additional Insureds on its commercial general liability policy solely with respect to the Project and any additional policies and riders entered into by Grantee in connection with the Project.
 - ✓ Grantee will provide Komen with a certificate of insurance evidencing the insurance coverage and naming of Komen and Komen National as Additional Insureds by uploading such certificate in GeMS.

Small Grant Categories

Educational/Outreach Grants

Purpose: To explore new approaches to reach target communities and provide opportunities to creatively meet identified educational or outreach needs.

Amount: Up to \$5,000

Recognition requirements: Susan G. Komen® Northwest NC must be recognized in all materials.

Travel Grants

Purpose: To assist grantees and health care professionals to attend, participate in and/or present at meetings, conferences or symposia that would increase the community knowledge of breast cancer.

Amount: Up to \$2,000 per person. Travel grants must be awarded to an organization, not to an individual. Support for individuals may not be awarded through the Small Grants program.

Conference Grants

Purpose: To support other organizations in presenting local scientific or educational conferences, with an emphasis on those that enhance the interaction between the advocate, healthcare and scientific communities. The content must focus on breast cancer or breast cancer must make up a significant part of the conference.

Amount: Up to \$5,000.

Recognition requirements: Conference organizers must provide complimentary registration for at least two (2) Affiliate representatives and an Affiliate display area where appropriate. In addition, Susan G. Komen® Northwest NC must be recognized in all materials.

Capacity Building Grants

Purpose: To support the development of well-defined projects or to help build organizational infrastructure by providing funds to refine/improve skills, strategies or organizational systems.

Amount: Up to \$5,000.

Educational Materials and Messages

Susan G. Komen is a source of information about breast health and breast cancer for people all over the world. To reduce confusion and reinforce learning, we only fund programs that involve educational messages and materials that are consistent with those promoted by Komen, including promoting the messages of breast self-awareness- know your risk, get screened, know what is normal for you and make healthy lifestyle choices. The consistent and repeated use of the same messages will improve retention and the adoption of the actions we think are important. Please visit the following webpage before completing your application and be sure that your organization can agree to promote these messages:

<http://ww5.komen.org/BreastCancer/BreastSelfAwareness.html>.

Breast Self-Exam

According to studies, teaching breast self-exam (BSE) has not been shown to be effective at reducing mortality from breast cancer and therefore **Komen will not fund education programs that teach or endorse the use of monthly breast self-exams or use breast models**. As an evidence-based organization, engaging in activities that are not supported by scientific evidence pose a threat to Komen's credibility as a reliable source of information on the topic of breast cancer.

Creation and Distribution of Educational Materials and Resources

Komen Affiliate Grantees must use/distribute only Komen-developed or Komen-approved educational resources, including messages, materials, toolkits or online content during their grant period. This is to ensure that all breast cancer messaging associated with the Komen name or brand are safe, accurate, based on evidence and consistent and to avoid expense associated with the duplication of effort to develop educational resources. If applicants/grantees intend to develop educational materials that are otherwise not provided by Komen, they must be approved by the Affiliate and Komen Headquarters prior to development.

Komen grantees are eligible to receive preferred pricing for Komen educational materials. Komen materials should be used and displayed whenever possible. To view our educational materials, visit www.shopkomen.com.

Use of Komen's Breast Cancer Education Toolkits and Other Resources

Susan G. Komen has developed Breast Cancer Education Toolkits for Hispanic/Latina (available in English and Spanish), Black/African American and Chinese (available in English and Chinese) communities. They are designed for educators and are a great resource that organizations can implement in their communities. These tools are available at no cost. To access the Toolkits, please visit <http://komentoolkits.org/>.

Submission Requirements

All proposals must be submitted online through the Grants e-Management System (GeMS): <https://affiliategrants.komen.org>.

Applications must be received on or before February 13, 2017. No late submissions will be accepted.

Review Process

Each grant application will be reviewed by at least three reviewers. They will consider each of the following selection criteria:

Statement of Need:

Does the program provide services to one or more of the target communities described in the Affiliate's Community Profile?

How closely does the program align with the funding priorities stated in the RFA?

Program Design:

Is the program culturally competent?

Is the program evidence-based?

How likely is it that the objectives and activities will be achieved within the scope of the funded program?

Is the program well planned?

Is the budget appropriate and realistic?

Does the budget justification explain in detail the reasoning and need for the costs associated with the program?

If the proposed program includes collaboration with other organizations, are the roles of the partners appropriate, relevant and clearly defined?

Impact:

Will the program have a substantial positive impact on increasing the percentage of people who enter, stay in, or progress through the continuum of care?

Will the program have a substantial impact on the need described in the funding priority selected?

Is the impact likely to be long-term?

Organization Capacity:

Does the applicant organization, Project Director and his/her team have the expertise to effectively implement all aspects of the program?

Is there evidence of success in delivering services to the target population?

Is the organization fiscally capable of managing the grant program, including having appropriate financial controls in place?

Does the applicant organization have the equipment, resources, tools, space, etc., to implement all aspects of the program?

Does the organization or staff have appropriate licenses, certifications, accreditations, etc. to deliver the proposed services?

Does the organization have a plan to obtain the resources (financial, personnel, partnerships, etc.) needed to sustain the program beyond the grant term (if awarded)?

Are collaborations (if proposed) likely to be sustained beyond the grant term?

Does the applicant organization have long-term support from organizational leadership?

Monitoring and Evaluation: Is there a documented plan to measure progress against the stated program goal and objectives, and the resulting outputs and outcomes?

Is there sufficient monitoring and evaluation (M&E) expertise for the program?

Are there sufficient resources in place for M&E efforts?

The grant application process is competitive, whether or not an organization has received a grant in the past. Funding in subsequent years is never guaranteed and depends upon the quality of this application, the quality of the applicant pool, and the funds available for distribution.

Applicant Support: Questions should be directed to:

Elizabeth Miller, Mission Outreach Director

336-721-0037

emiller@komentnorthwestnc.org

Application Instructions

The application will be completed and submitted on GeMS, <https://affiliategrants.komen.org>. For an application instruction manual, please visit the Affiliate's Grants webpage, www.komentnorthwestnc.org, or contact Elizabeth Miller, Mission Outreach Director, 336-721-0037, emiller@komentnorthwestnc.org

When initiating an application on GeMS, please make sure it is a **Small Grants application, designated “SG”**, and not a Community Grants (“CG”) application in order to apply to this RFA.

Please note, organizations applying for Travel grants only need to complete the Project Profile, Project Abstract, Travel (Budget) and Project Budget Summary pages in GeMS. On the Project Budget Summary page, the organization is required to upload a 2-3 page proposal in Word or pdf form detailing the type of meeting, training, conference or symposia that the organization is requesting travel to; if the participant(s) will be attending or presenting; and how attendance or participation would increase the community knowledge of breast cancer. Please also upload a copy of the meeting or conference agenda, if known.

PROJECT PROFILE

This section collects basic organization and project information, including the title of the project, contact information and partner organizations.

Attachments for the Project Profile page (if applicable):

- Letters of support or memoranda of understanding from proposed collaborators— To describe the nature of the collaboration and the services/expertise/personnel to be provided through the collaboration.

ORGANIZATION SUMMARY (limit – 1,000 characters)

This section collects detailed information regarding your organization’s history, mission, staff/volunteers and budget.

PROJECT PRIORITIES AND ABSTRACT (limit – 1,000 characters)

This section collects important information regarding the priorities to be addressed and a summary of the project (abstract). This abstract should include the target communities to be served, the need to be addressed, a description of activities, the expected number of individuals served and the expected change your program will likely bring in your community. The abstract is typically used by the Affiliate in public communications about funded projects.

PROJECT NARRATIVE (limit- 8,000 characters)

This section is the core piece of the application. After reading the project narrative an individual should fully understand the components of your program and what your program intends to complete. The project narrative must contain the following information:

- A description of the program or activity
- How this grant will further Komen’s mission
- How the program will reach the target audience/community
- For conferences only- anticipated number of participants, description of target participants, description of conference format including specific topics to be covered and speakers, if known.

- Within your narrative, be sure to address the review criteria.

PROJECT TARGET DEMOGRAPHICS

This section should include information regarding the various groups you intend to target with your program. This does not include every demographic group your program will serve but should be based on the groups on which you plan to focus your program's attention.

PROJECT WORK PLAN

In the Project Work Plan component of the application on GeMS, you will be required to submit the goal and objectives:

- A **Goal** is a high level statement that provides overall context for what the program is trying to achieve.
- **Objectives** are specific statements that describe what the program is trying to achieve to meet the Goal. An objective should be evaluated at the end of the program to establish if it was met or not met.

All applications must include only one program goal and no more than three objectives. Please ensure that all objectives are **SMART** objectives:

Specific
Measurable
Attainable
Realistic
Time-bound

A guide to crafting SMART objectives can be located at the following:
<http://ww5.komen.org/WritingSMARTObjectives.html>.

Write your Project Work Plan with the understanding that each item must be accounted in the final report. **The Project Work Plan should only include a goal and objectives that will be accomplished with funds requested from Komen Northwest NC.** Objectives that will be funded by other means should not be proposed here, but instead, can be included in your overall project narrative.

Attachments for the Project Work Plan page(s):

- **Evaluation forms, surveys, logic model, etc.** related to demonstrating the effectiveness of your program as defined in your work plan.

Budget

For each line item in the budget, provide a calculation and a brief justification explaining how the funds will be used and why they are necessary to achieve proposed objectives. A description of each budget category follows:

KEY PERSONNEL/SALARIES

This section collects information regarding the personnel that will be needed to complete the project. Any individual playing a key role in the project should be included in this section. This section should also include information for any employee's salary for which your program is requesting funds, if applicable.

Attachments for the Key Personnel/Salaries page:

- **Information regarding Key Personnel** – For key personnel that are currently employed by the applicant, provide a resume or curriculum vitae. For new or vacant positions, provide job descriptions (*Two page limit per individual*).

CONSULTANTS

This section should be completed if your program requires a consultant to help with a piece of the program. Consultants are persons or organizations that offer specific expertise not provided by staff and are usually paid by the hour or day.

SUPPLIES

This section should include office supplies, education supplies, and any other type of supplies your organization will need to complete the project.

Note: Komen grant funds may not be used for the development of educational materials or resources. If awarded project funds, grantees must use/distribute only Komen-developed or Komen-approved educational resources. Komen grantees are eligible to receive preferred pricing for Komen educational materials. Komen materials should be used and displayed whenever possible. To view our educational materials, visit www.shopkomen.com.

TRAVEL

This section should be completed if you are requesting funds for any type of travel including conference travel, registration fees and mileage reimbursement.

OTHER

This section should include any allowable expenses that do not fit the other budget categories. This section should only be used if the item cannot be included on any of the other various budget sections.

The following documents will need to be uploaded into the **Project Budget Summary** page at the time of application:

- **Proof of Tax Exempt Status** – To document your federal tax-exempt status, attach your determination letter from the Internal Revenue Service. Evidence of state or local exemption will not be accepted. Please do not attach your Federal tax return.
- **For Travel Grants only**, upload a 2-3 page proposal in Word or pdf form detailing the type of meeting, training, conference or symposia that the

organization is requesting travel to; if the participant(s) will be attending or presenting; and how attendance or participation would increase the community knowledge of breast cancer.

- **For Travel Grants only**, upload a copy of the meeting or conference agenda, if known.