



## Request for Applications

The North Texas Affiliate of Susan G. Komen for the Cure®—along with those who generously support us with their talent, time and resources—is working to better the lives of those facing breast cancer in our community. We join more than 100,000 breast cancer survivors and activists around the globe as part of the world’s largest and most progressive grassroots network fighting breast cancer. Through events like the Komen Plano Race for the Cure, we have invested \$9 million in local breast health and breast cancer awareness projects in North Texas. Up to 75 percent of net proceeds generated by the Komen North Texas Affiliate stay in Collin, Cooke, Denton, Fannin, Grayson, Hunt, Montague, and Wise Counties. The remaining income goes to the national Susan G. Komen for the Cure Grants Program for energizing science to find the cures.

### **About Susan G. Komen for the Cure**

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. Thanks to events like the Komen Race for the Cure®, we have invested more than \$1.9 billion to fulfill our promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world. For more information about Susan G. Komen for the Cure, breast health or breast cancer, visit [www.komen.org](http://www.komen.org) or call 1-877 GO KOMEN.

### **Statement of Need**

The findings from the 2011 North Texas Affiliate Community Profile revealed it is that North Texas is significantly affected by breast cancer. All women, regardless of ethnicity, exhibit higher invasive breast cancer incidence rates in the service area than the state. In order to enhance the North Texas continuum of care, the Affiliate will support and expand cancer screenings and education, especially in our six rural communities, ensure breast health programs are culturally and linguistically competent, increase local knowledge of services, availability and coordination of breast health services via patient navigators, and support breast cancer treatment services, especially to patients who fall between the gap of being underinsured/newly uninsured and qualifying for the Medicaid/Breast and Cervical Cancer Services (BCCS) program.

The complete 2011 Community Profile report can be found on our website at [www.komennorthtexas.org](http://www.komennorthtexas.org)

Drawing from the profile the North Texas Affiliate has identified the following funding priority areas:

1. Programs focused on serving historically underserved ethnic populations, particularly Hispanic/Latino, African American, Asian American, and American Indian communities that provide **breast health education and screening** to promote the importance of early detection of breast cancer in Collin, Cooke, Denton, Fannin, Grayson, Hunt, Montague, and Wise Counties.
2. Programs that **provide support to and build capacity of breast health service providers in the rural communities** of Cooke, Fannin, Grayson, Hunt, Montague and Wise Counties, and **provide breast health education and screening** to promote the importance of early detection of breast cancer.
3. Programs that **provide breast cancer treatment services** and bridge the treatment gap between underinsured/newly uninsured men and women and those who qualify for Medicaid/Breast and Cervical Cancer Services (BCCS) in Collin, Cooke, Denton, Fannin, Grayson, Hunt, Montague, and Wise Counties.
4. Programs that **incorporate patient navigation services** to ensure women and men maintain consistent participation in the breast health continuum of care and/or proper entry into the BCCS program in Collin, Cooke, Denton, Fannin, Grayson, Hunt, Montague, and Wise Counties.

### Important Dates

Grant writing Workshop	Required training (Applicants need to attend only one session): <ul style="list-style-type: none"><li>• <b>Monday, October 24, 2011 from 9:30am-3pm</b><ul style="list-style-type: none"><li>○ Location: THP Allen</li></ul></li><li>• <b>Wednesday, October 26, 2011 from 9:30am-3pm</b><ul style="list-style-type: none"><li>○ Location: Denton County Health Department</li></ul></li></ul>
Technical Assistance	<b>November 8, 10, 15, 17 from 1-5pm</b> <ul style="list-style-type: none"><li>○ Individual telephone assistance by appointment</li></ul>
Application Deadline	<b>December 16, 2011 @ 5pm</b>
Award Period	<b>April 1, 2012 – March 31, 2013</b>
Award Notification	<b>February 29, 2012</b>
New Grantee Orientation	<b>March 7, 2012 (tentative)</b>
Survivor Brunch	<b>March 17, 2012</b>
Plano RFTC	<b>June 9, 2012</b>

## **Eligibility**

Applicants and institutions must conform to the following eligibility criteria to be considered for funding:

- Applicants must ensure that all past and current Komen-funded grants or awards are up-to-date and in compliance with Komen requirements.
- Institutions must be non-profit organizations located in or providing services to one or more of the following locations:
  - **Collin**
  - **Cooke**
  - **Denton**
  - **Fannin**
  - **Grayson**
  - **Hunt**
  - **Montague**
  - **Wise**
- Project must be specific to breast health and/or breast cancer

## **Allowable Expenses**

Funds may be used for the following types of program expenses:

- Salaries and fringe benefits for program staff
- Consultant fees
- Clinical services or patient care costs
- Meeting Costs
- Supplies
- Travel
- Other direct program expenses
- Equipment, not to exceed \$5,000.
- Indirect costs, not to exceed 15% of direct costs

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

- Medical or scientific research
- Scholarships or fellowships
- Construction or renovation of facilities
- Political campaigns or lobbying
- Endowments
- Debt Reduction
- Purchasing newspaper advertisements

## **Educational Materials and Messages**

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. 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>.

Komen for the Cure grantees are eligible to receive preferred pricing for Komen educational materials. Komen for the Cure materials should be used and displayed whenever possible. To view our educational materials, visit [www.shopkomen.org](http://www.shopkomen.org).

### **Submission Requirements**

All applications must be submitted online at <https://affiliategrants.komen.org>. There are several sections to the online grants process, which you are required to complete:

- Project Profile
- Organization Summary
- Project Abstract
- Project Narrative – Please review the questions to be answered in this section below.
- Project Service Demographics
- Key Personnel
- Project Budget
- Project Workplan – This will include your project Goals and Objectives

Applications must be received on or before **Friday, December 16, 2011 at 5pm** via the GeMS online system. No late submissions will be accepted.

### **Review Process**

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

**Impact:** Will the project have a substantial positive impact on increasing the percentage of people who enter, stay in, or progress through the continuum of care? Will the project have a substantial impact on the priority selected? How closely does the project align with the funding priorities stated in the RFA? Does the project have a sufficient and documented plan to evaluate its impact?

**Feasibility:** How likely is it that the objectives and activities will be achieved within the scope of the funded project? Is the project 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 project?

**Capacity:** Does the organization, Project Director and his/her team have the expertise to effectively implement all aspects of the project? Is the organization respected and valued by the target population? Is it culturally competent?

**Collaboration:** Does this project enhance collaboration among organizations with similar or complementary goals? Are the roles of the partners appropriate and relevant?

**Sustainability:** Is the project likely to be sustained? Are partnerships likely to be sustained past project period? Is the impact likely to be long-term?

**Serving multiple counties:** If your program provides services to multiple counties in the North Texas service area (particularly the rural counties of Cooke, Fannin, Grayson, Hunt, Montague, and Wise), please describe how services will be distributed to each county and what tracking mechanism/evaluation you will implement to ensure each county receives its designated services.

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.

**Customer Support:** Questions should be directed to:

**Cathreena Kang, Missions Program Manager**

**Phone: 972-378-4808 ext. 302**

**Email: [ckang@komennorthtexas.org](mailto:ckang@komennorthtexas.org)**

## **Project Narrative Instructions**

Please answer each of these questions on the form entitled "Project Narrative" in the Grants eManagement System (GeMS).

### **Organization Capacity (limit- 3,500 characters)**

- Explain why the applicant organization is best-suited to lead the project and accomplish the goals and objectives set forth in this application
- Describe evidence of success in delivering breast health/cancer services to the proposed population
- Describe fiscal capability to manage the delivery of the proposed goals and objectives and ensure adequate measures for internal control of grant dollars.

### **Statement of Need (limit- 3,500 characters)**

- Describe the population to be served
- Describe evidence of the risk/need within that population
- Provide statistics specific to the target population

### **Project Description (limit- 3,500 characters)**

- Explain how the project's goals and objectives, as outlined in your Project Work Plan, addresses one or more of the priorities outlined in the Affiliate's Community Profile/Statement of Need.

### **Collaboration (limit- 3,500 characters)**

- Describe the roles and responsibilities of all organizations or entities participating in the project.
- Explain how the collaboration strengthens the project and why these organizations are best suited to carry out the project and accomplish the goals and objectives set forth in this application.

### **Sustainability (limit- 3,500 characters)**

- What resources (financial, personnel, partnerships, etc.) will be needed to sustain the effort over time? How will those resources be secured by the end of the funded project period?
- What are your organization's plans to support the project lead to implement, manage and oversee all aspects of the proposed project?
- What efforts will you take to communicate this project to leadership to ensure buy-in?
- Describe the organization's current financial state. Has your organizational budget increased or decreased from last year? Please explain why.

### **Evaluation (limit- 3,500 characters)**

- Describe in detail how the organization (s) will measure achieving project goals and objectives and how will the impact of the project on the priority selected will be assessed.
- Describe the evaluation expertise that will be available for this purpose.

- What resources are allocated for evaluation in the project budget?
- How will you track and evaluate program goals and objectives in different counties if you are a multi-county service program?
  - A strong evaluation plan measures both the quantity and quality of strategy implementation and outcomes.
    - i. **Impact Evaluation:** Assesses the changes that can be attributed to a particular intervention, such as a project, program or policy. Impact Evaluation helps us to answer key questions such as, what works, what doesn't, where, why and for how much?
    - ii. **Process Evaluation:** Assesses the delivery of programs. Process evaluation verifies what the program is and whether it is being implemented as designed. It answers the questions of what is delivered in reality and where are the gaps between program design and delivery?