

SUSAN G.
Komen
FOR THE *cure*



Los Angeles County Affiliate
2012-2013 Community Grants



Today's Agenda

- 9am **Welcome and Introductions**
Gwen Barker, Manager of Mission Programs
- 9:15am **Request for Proposals Workshop**
Gwen Barker, Manager of Mission Programs
Alissa Singer, Mission Department Intern
- 11:30am **Break for Lunch**
- 12:30pm **Grant Writing Training**
Tiffany Cantrell, Director of Grants and Contracts, St. Mary
Medical Center Foundation
- 2:45pm **Conclusion and Wrap Up**

RFP Workshop Agenda

- ♀ Priority Programmatic and Population Categories
- ♀ Grant Requirements and Restrictions
- ♀ Timeline
- ♀ Check List
- ♀ Application Forms
- ♀ Guides and Tools
- ♀ Grant Review Criteria
- ♀ Requirements for Funded Grantees
- ♀ Breast Health Resources

Community Grants 2012 – 2013

Priority Programmatic Categories

- ✧ Diagnostic Services
- ✧ Patient Advocacy, Navigation & Resources
- ✧ Psychosocial Support & Assistance Projects
- ✧ Breast Cancer Outreach & Education

Priority Programmatic Categories

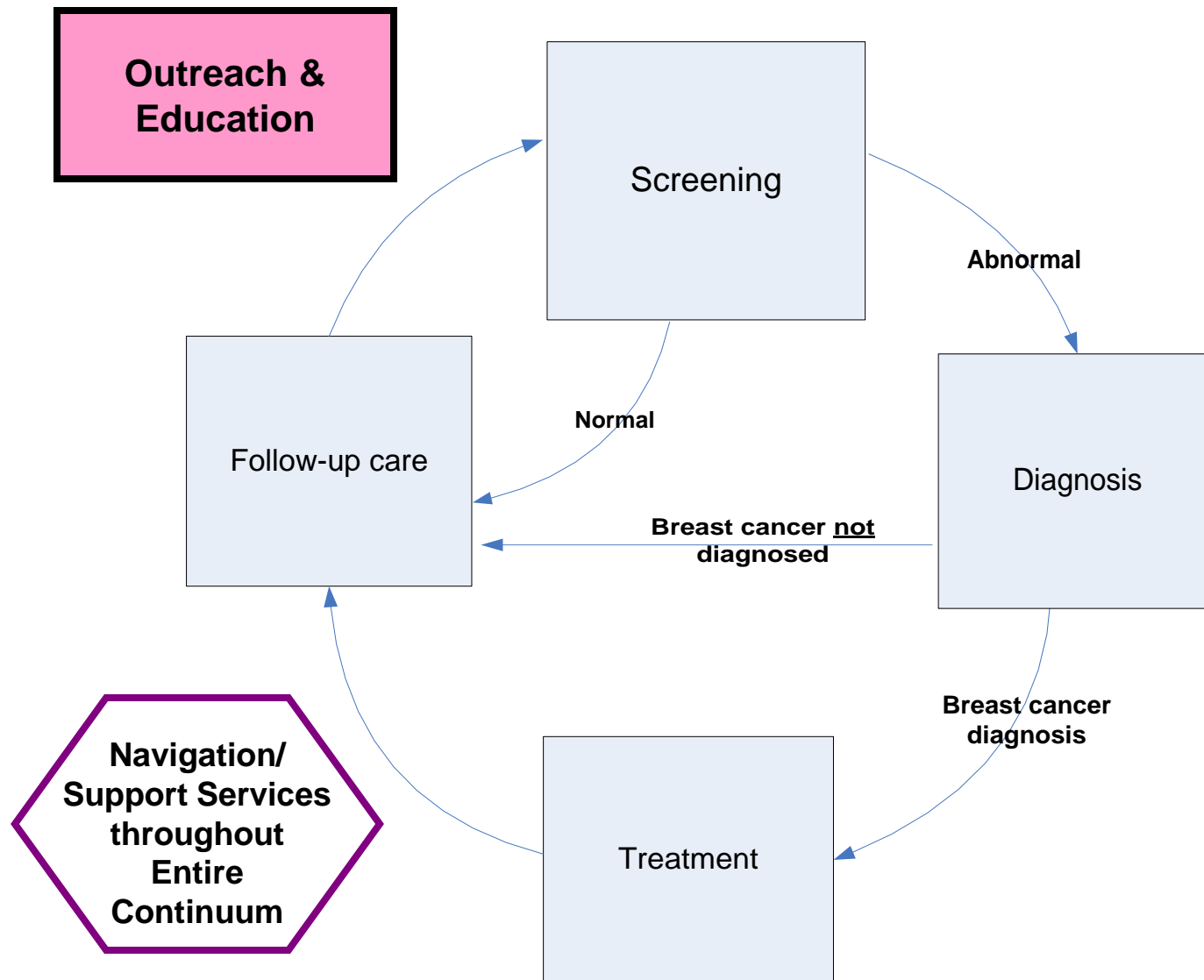
Diagnostic Services

- ✧ Should expand breast health care coverage by underwriting the costs of diagnostic testing
- ✧ Should be available to all symptomatic women and men who are ineligible for public funding
- ✧ Must be available to all LA County residents regardless of catchment area
- ✧ Must be Medi-Cal approved services at Medi-Cal rates.

Priority Programmatic Categories

Patient Advocacy, Navigation & Resources

- ✧ Should promote the provision of culturally and ethnically competent patient advocacy, navigation, and coordinated referral services throughout the continuum of care
 - ✧ continuum of care - prevention and screening, diagnosis, treatment, and follow-up care.
- ✧ Should guide and track patients through the continuum of care



Breast Cancer Continuum of Care

Priority Programmatic Categories

Psychosocial Support and Assistance Projects

- ✧ Should provide psychosocial support and assistance programs for breast cancer patients, their families, and their caregivers during diagnosis and treatment
- ✧ Examples:
 - ✧ transportation services to/from treatment appointments
 - ✧ survivor support groups

Priority Programmatic Categories

Breast Cancer Outreach and Education

- ♀ Should provide culturally appropriate education on breast cancer early detection and prevention
- ♀ Must utilize a tailored approach, not a broad-based strategy.
 - ♀ Tailored approaches are generally time-intensive, interpersonal encounters.
- ♀ Examples:
 - ♀ one-on-one peer health education
 - ♀ small group workshops

Community Grants 2012-2013

Priority Populations

- ♀ African American women in SPAs 6 and 8
- ♀ Latina women in SPAs 3, 4, and 7
- ♀ Asian American/Pacific Islander women in SPAs 3, 4, and 8
- ♀ Women with low incomes and/or who are uninsured/underinsured
- ♀ Symptomatic women under the age of 40 and symptomatic men
- ♀ Women who experience barriers to accessing care (ie. geography, language, disability, age, etc.)



- | | |
|------------------------------------|--------------------------|
| SPA 1 – Antelope Valley | SPA 4 – Metro |
| SPA 2 – San Fernando Valley | SPA 5 – West |
| SPA 3 – San Gabriel | SPA 6 – South |
| | SPA 7 – East |
| | SPA 8 – South Bay |

Grant Proposal Requirements

- ✧ All grant project activities must take place in LA County.
- ✧ 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.
- ✧ Applicants must be a US nonprofit (federally tax-exempt) organization, e.g. nonprofit organizations, educational institutions, government agencies and Indian tribes are eligible.
- ✧ Applicants must be able to provide a current (within 10 years) 501(c)(3) or comparable document from the Internal Revenue Service in the name of applicant or fiscal agent.
- ✧ Applications must be submitted in English.

Grant Proposal Restrictions

- ✧ Grant funds may not be used for research grants, program evaluations, endowments, general operating funds, debt reduction, fundraising campaigns, event sponsorships, projects completed before the date of grant approval, building/renovation, capital campaigns, employee matching gifts, land acquisition, program-related investments/loans, scholarships, equipment or to pay for alcohol.
- ✧ Salaries, if requested, are only for personnel related to this project and not the general work of the employee.

Grant Proposal Restrictions

(cont'd)

- ✧ No more than 10% of the project's budget may be allocated to indirect expenses, including administrative services, utilities, building maintenance, janitorial service, insurance costs and any expenses related to annual financial and/or compliance audit.
- ✧ Small incentives for peer education and referral screening services may not exceed \$5 per client per fiscal year.
- ✧ Any current grantees that have not complied with or completed their grant requirements are ineligible for funding consideration for one year.
- ✧ More than one application per organization is discouraged.

2012 – 2013 Timeline

<u>DATE</u>	<u>ACTIVITY</u>
December 16, 2011	Applications Due
Jan - Feb, 2012	Independent Review Committee Evaluation
March 2, 2012	Final Decision
March 5, 2012	Grant Award and Denial Letters Mailed-Out
March 30, 2013	Signed Contacts Due

2012 – 2013 Timeline

<u>DATE</u>	<u>ACTIVITY</u>
April 1, 2012	Contracts Begin
April 8, 2012	Mandatory Grantee Meeting
July 16, 2012	1 st Quarter Report Due
October 15, 2012	Mid-Year Report Due
January 15, 2013	3 rd Quarter Report Due
March 31, 2013	Contract Ends
April 30, 2013	Final Report Due

Grant Application Check List

- ✧ Cover Page
- ✧ Abstract Page
- ✧ Project Demographics Page
- ✧ Project Narrative
 - ✧ Agency Description
 - ✧ Community Need
 - ✧ Objectives and Activities
 - ✧ Evaluation Plan
 - ✧ Sustainability
- ✧ Scope of Work Form
- ✧ Budget Form
- ✧ Budget Justification
- ✧ Evaluation Form
- ✧ Other Attachments
 - ✧ MOUs
 - ✧ Board Members
 - ✧ Proof of nonprofit status
 - ✧ IRS letter

Application Submission Instructions

- ✿ Grant applications must adhere to the page limits, as stated above. Excess pages will be removed prior to review.
- ✿ Applications should be bound by staples and binder clips only. Please do not submit spiral bound materials.
- ✿ Fax copies will not be accepted.

**Applications must be received by 2:00 PM on Friday,
December 16, 2011**

Application Submission Instructions

- ✧ Submit an electric copy to the Grants Committee of Komen LA County at grants@komenlacounty.org.
- ✧ **Submit one (1) original AND three (3) copies by mail or in-person** to be received at the office by the deadline to:
 - Mission Programs
 - LA County Affiliate of Susan G. Komen
 - 11845 West Olympic Boulevard, Suite 665W
 - Los Angeles, CA 90064

Scope of Work Form

SCOPE OF WORK

For each objective, please use this form to supply the SMART objective and corresponding activities, who's responsible, start date and completion date. **Remember to use an additional page for each objective.** Feel free to use the guide on page XX as a reference for writing SMART objectives.

ORGANIZATION NAME

Objective 1:

Activity	Who's Responsible	Start Date	Completion Date

Budget Form

BUDGET FORM					
Budget for Entire Grant Period 4/1/2012 - 3/31/2013					
Proposal Expenses	Annual Salary (\$)	% Effort	Total Amount (\$)	In-Kind Funding (\$)	Amount Requested (\$)
Personnel Expenses (specific to project)					
Subtotal					
Benefits					
Total Personnel					
Operational Expenses					
Supplies (itemize by category)	-	-	-	-	
Travel (up to \$0.555/mile)	-	-	-	-	
Patient Care Costs at Medi-Cal Rates	-	-	-	-	
Other Expenses (itemized by category)	-	-	-	-	
Total Operational	-	-	-	-	
Subtotal Direct Costs (Total Personnel + Total Operational)	-	-	-	-	
Indirect Costs (not to exceed 10% of Subtotal Direct Costs)	-	-	-	-	
Total Funding Request	-	-	-	-	

Budget Justification

Sample Budget Justification

Personnel

[Include the name(s) and title of position(s) you are requesting funding for, responsibilities and hourly rate per hour, number of hours per week, as well as, number of weeks working on the project.]

Jane Doe, Health Educator:

Responsibilities: Develop and conduct 3 workshops on breast health and healthy lifestyle.

Rate: \$13/hour for 10 hours/week for 20 weeks totaling \$2,600; \$1,500 is requested from Komen.

Operating

Office Supplies include items such as envelopes, letterhead, file folders, business cards, nametags, and other general and consumable office supplies to be used for the project. This expense is estimated at \$100; \$50 is requested from Komen LA County.

Travel mileage reimbursement is estimated at \$444.00, \$250 is requested from Komen LA County (800 miles X 0.555/mi = \$444.00).

Patient Care Costs at Medi-Cal Rates: Examples available from Komen LA County upon request.

Communication expenses include telephone usage, facsimile communication and voice mail used for project activities. This expense is estimated at \$100; \$50 is requested from Komen LA County.

Postage for communicating with community organizations, program participants, etc., is estimated at \$150; No funds are requested from Komen LA County for this expense.

Duplicating includes the costs of replicating breast health and mammogram awareness materials. This expense is estimated at \$200 (4000 copies X \$.05); \$100 is requested from Komen LA County.

Printing of material for use in meetings and workshops is estimated at \$300; \$150 is requested from Komen LA County.

Promotional Items (key rings, nail files, calendars, etc.) to be used as incentives for targeted participant. Promotional items are estimated at \$500; \$400 is requested from Komen LA County.

Publicity and Media expenses are directly related to publicity for the proposed program and are estimated at \$500, \$300 is requested from Komen LA County. This expense covers costs for placing PSA and ads in local newspapers.

Indirect

Up to 10% of the Grant personnel and operating expenses (not total budget) can be allocated to indirect expenses (i.e., administrative expenses, utilities, building maintenance, insurance costs and any expense related to annual financial and compliance audit.) Indirect cost is estimated at \$280 for utilities and maintenance, \$280 is requested from Komen.

SMART Objectives

How to write SMART objectives

Outcome objectives can be described as **SMART** – if they are **S**pecific, **M**easurable, **A**chievable, **R**ealistic and **T**ime-bound. A SMART objective should include the following components:

- When the objective is to be achieved;
- Where the objective occurs;
- Who or what is targeted;
- What is to change as a result of the intervention; and,
- How much change is to occur (or sets a minimum standard).

Example of a SMART objective:

By March 31, 2013, collaborate with 10 community-based organizations to provide breast health patient navigation services throughout the continuum of care to at least 250 underserved women over the age of 40.

Evaluation Form

EVALUATION FORM				
The evaluation plan is meant to describe, in detail, how you will measure your program's effectiveness and its impact on program participants.				
SMART Objective	Qualitative or Quantitative Data?	Methods Used	Process or Outcome Evaluation?	Desired Outcome
Diagnostic Services for Symptomatic Women and Men Outcomes				
<i>Ex. Provide a complete diagnostic work-up for at least 100 underserved, symptomatic men and women under 40 by March 31, 2013.</i>	<i>Quantitative</i>	<i>Recorded # of diagnostic tests provided</i>	<i>Outcome</i>	<i>Patients ≥ 100</i>
Patient Advocacy, Navigation, and Resources Outcomes				
<i>Ex. Provide culturally appropriate one-on-one comprehensive patient navigation for at least 50 African American women by March 31, 2013, providing services to decrease barriers to care.</i>	<i>Qualitative and Quantitative</i>	<i>Follow-up phone interviews in three months and Documented patient contacts</i>	<i>Outcome</i>	<i>AA Women ≥ 50 Self-reported decrease in barriers due to patient navigation</i>
Psychosocial Support and Assistance Projects Outcomes				
<i>Ex. Provide transportation to 40 Latina breast cancer patients by March 31, 2013 to and from treatment appointments to increase their adherence to their recommended treatment regimen.</i>	<i>Qualitative and Quantitative</i>	<i>Focus Group and Documented patient rides</i>	<i>Outcome</i>	<i>Latina patients ≥ 40 Self-reported increases in adherence to treatment</i>
Outreach and Education Outcomes				
<i>Ex. Conduct 10 breast health culturally tailored breast health educational programs, reaching at least 250 Asian American/Pacific Islander women, by March 31, 2013; and obtaining a 25% increase in knowledge about breast health.</i>	<i>Quantitative</i>	<i>Pre-Test/Post-Test Survey</i>	<i>Process and Outcome</i>	<i>Programs ≥ 10 AA/PI Participants ≥ 250 % Knowledge increase ≥ 0.25</i>

Evaluation Guide

Evaluation Type	Major Questions	Data Sources
<p style="text-align: center;">Process Evaluation</p>	<p>What staff/volunteers were hired/trained for the program?</p> <p>What materials were assembled or developed?</p> <p>What activities were conducted?</p> <p>Was the program acceptable to the community?</p> <p>What components of the program were acceptable to the intended audience?</p> <p>Were the educational materials acceptable to the intended audience?</p>	<p>Program records, training materials, manuals, etc.</p> <p>Program Records.</p> <p>Program record logs, staff surveys, etc.</p> <p>Discussions, observations, focus groups, completed evaluation forms, etc.</p> <p>Exit interview, observations, focus groups, attendance logs, etc.</p> <p>Interviews, focus groups, distribution logs, surveys, etc.</p>
<p style="text-align: center;">Outcome Evaluation</p>	<p>What was the program's impact on morbidity/mortality?</p> <p>Did the program achieve long-term behavioral objectives?</p> <p>Did the program achieve the educational and behavioral change objectives?</p> <p>Did the community accept the program?</p>	<p>Hospital records, cancer registry data, death records, etc.</p> <p>Surveys, health service delivery records, etc.</p> <p>Interview, focus groups, surveys, service delivery logs, etc.</p> <p>Interviews, institutional and organizational surveys, observations, etc.</p>

Review Criteria

- ♀ **Relevance:** Does the program coincide with Komen LA County's mission? (8 POINTS)
- ♀ **Priority Populations:** Does this project reach at least one of the priority populations? (20 POINTS)
- ♀ **Programmatic Objectives:** Does this project address at least one of the programmatic objectives? (20 POINTS)
- ♀ **Goals and Objectives:** Is the proposed program's goal clearly stated? Are there measurable, "SMART" objectives? (10 POINTS)
- ♀ **Scope of Work:** Is the scope of work clear? Are the activities detailed/outlined? Is timeline appropriate and reasonable? (10 POINTS)
- ♀ **Evaluation:** Is there a plan to measure program outcome(s)? Does the program allow for adequate documentation and follow-up? Is there a plan to disseminate the project's results? (10 POINTS)

Review Criteria

- ♀ **Budget:** Is the budget appropriate? Are all expenses justified and reasonable? Does the grantee provide for any in-kind contributions? (10 POINTS)
- ♀ **Capacity:** Does the applicant prove their organization's capacity to accomplish stated goals and meet the reporting requirements within the timeline? (5 POINTS)
- ♀ **Sustainability:** Does the program have the potential for lasting impact and/or continuation beyond funding the cycle? (5 POINTS)
- ♀ **Collaboration:** Does the program demonstrate collaboration with other community organizations? (1 POINT)
- ♀ **Innovation:** Does the program propose new approaches to addressing barriers to breast health and/or improving the community's access and knowledge regarding the importance of early detection? (1 POINT)

Requirements for Funded Grantees

- ✧ **Grant period:** Grants begin April 1, 2012, and will conclude March 31, 2013.
- ✧ **Contracts:** A grant contract will be the legal mechanism for funding.
- ✧ **Confirmation of receipt of application and report:** Confirmation of receipt of application will be **e-mailed** within two weeks of receipt to the applicant. Confirmation of receipt of Quarterly Reports will be **e-mailed** to grantees within two weeks of receipt. 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 Komen LA County regarding the status of the application during the review period.**

Requirements for Funded Grantees

- ✿ **Payment:** The first payment of 50% of the accepted budget will be made after receipt of the fully executed contract. The second payment will be made after receipt and acceptance of the completed Mid-Year Report for the second half of the year.
- ✿ **Reporting:** There will be a quarterly reporting system with a report due every 3 months, at July 16, 2012, October 15, 2012, January 15, 2013 and April 30, 2013. All reports must be sent electronically to the Director of Mission Programs at Komen LA County at grants@komenlacounty.org and the hard copy mailed to:

Director of Mission Programs, Komen LA County
11845 West Olympic Boulevard, Suite 665W
Los Angeles, CA 90064.

Quarterly Reporting Form

- ✧ List each objective as stated in your grant application and indicate your progress toward achievement of each one
 - ✧ 0-25% 26-50% 51-75% 76-100%
- ✧ Percent of Komen funding spent to date
 - ✧ 0-25% 26-50% 51-75% 76-100%
- ✧ Comment on the progress you are making with meeting your project objectives. We are just as interested in what isn't working, as what is.

Final Report Data Reporting Form

- ✧ Breakdown & demographics of participants
- ✧ Diagnostic procedures performed
- ✧ Breast cancers diagnosed by stage
- ✧ Allocation of Komen LA funding
- ✧ Number of new collaborations formed

Requirements for Funded Grantees

- ✿ **Education Materials:** A variety of education materials are available from Susan G. Komen for the Cure at www.komen.org. Susan G. Komen for the Cure materials should be used at all grant functions, events and seminars. Some items are targeted to diverse populations in different languages. Before requesting funds to purchase items from other sources or create new materials, please contact Komen LA County to see if the materials already exist. In the event a grantee produces program materials, grantees must seek approval during development and prior to publication from the Director of Mission Programs at Komen LA County. Grantees must acknowledge Komen LA County as a funding source on all publications related to their grant in clear, unambiguous terms.

Requirements for Funded Grantees

- ✧ **LA's Susan G. Komen Race for the Cure® Participation:** Grantees must complete an Agreement to Participate in LA's Susan G. Komen Race for the Cure®, which is included in the contractual agreement. Grantees will also be **required** to:
 - 1) Have a Race team of 5 or more people;
 - 2) Post Race flyers and Race brochures in their facility and at community events; and
 - 3) Display information about the grantee's funded project in the grantee area of the Health Expo.
- ✧ **Speaker Participation:** Grantees of the Komen LA County may be asked to present their funded program to the Board of Directors, or at other community events. Grantees may also be asked to fulfill speaking engagement requests in their service area throughout the year

Requirements for Funded Grantees

- ✿ **Community Profile:** Grantees are expected to provide data (both qualitative and quantitative) for Komen LA County's Community Profile.

**What QUESTIONS
do you have?**

Low- and No-Cost Screening

- ✧ **Cancer Detection Programs: Every Woman Counts – 800-511-2300**
 - Women 40 years or older, at or below 200% of the federal poverty level, and uninsured or underinsured are eligible for free breast cancer screening and diagnostic services.
- ✧ **Family PACT – 800-942-1054**
 - All Family PACT women are eligible for an annual clinical breast exam and women between the ages of 40-55 are eligible to receive an annual screening mammogram.
- ✧ **LA County Department of Health Services – 800-383-4600**
 - Uninsured or underinsured women can receive a low- or no-cost clinical breast exam and women 40+ may receive an annual screening mammogram.
- ✧ **Inner Images – 310-562-1377**
 - Provides screening mammograms for women age 30-40 at high risk.

Diagnosics for Symptomatic Men and Women Under 40

- ✿ Glendale Memorial Hospital – 818-502-2323
- ✿ Saban Free Clinic – 323-337-1736
- ✿ Sheila R. Veloz Breast Center – 661-253-8824
- ✿ St. Mary Medical Center – 562-491-9654
- ✿ Venice Family Clinic – 310-392-8636

Questions & Concerns?

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