REQUEST FOR APPLICATION
2014-2015 GRANT CYCLE

INTRODUCTION

Our Promise: To save lives and end breast cancer forever by empowering people, ensuring quality care for all and energizing science to find the cures.

The North Central Alabama Affiliate of Susan G. Komen—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 2 million 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 Race for the Cure, we have invested more than $5 million in our local community—funding more than 100 projects. We have also contributed more than $1.5 million to the Komen National Breast Cancer Research Program which has invested more than $15 million in promising breast cancer research conducted at the University of Alabama at Birmingham.

The North Central Alabama Affiliate is currently requesting applications for funding through our Community Grants Program. We are looking for innovative projects in the areas of breast health and breast cancer education, outreach, screening and treatment support targeting services not otherwise available to the medically underserved populations of Blount, Bibb, Calhoun, Chambers, Cherokee, Chilton, Clay, Cleburne, Colbert, Coosa, Cullman, DeKalb, Etowah, Fayette, Franklin, Greene, Hale, Jackson, Jefferson, Lamar, Lauderdale, Lawrence, Limestone, Madison, Marion, Marshall, Morgan, Perry, Pickens, Randolph, Shelby, St. Clair, Sumter, Talladega, Tallapoosa, Tuscaloosa, Walker, and Winston counties. Grants are available for up to one (1) year.

OTHER FUNDING OPPORTUNITIES

Through the Small Grants Program, the North Central Alabama Affiliate funds local community programs and events focusing on breast health education (under $1,000); local conferences related to issues surrounding breast cancer targeting the medical community and/or general public (under $5,000); and travel scholarships for breast cancer researchers, patients and survivors attending, participating in, and/or presenting at conferences, programs, roundtables, etc., pertaining to breast cancer (under $1,000 domestic and under $2,000 international). Requests for funding are accepted on a rolling basis. For more information on how to apply, please contact Ellen Zahariadis at (205) 263-1700 or ellenz@komenncalabama.org.
STATEMENT OF NEED

The purpose of the Community Grants Program is to address the breast health and breast cancer screening, treatment and education needs of north central Alabama. We accept all applications addressing these needs within our 38-county service area. However, projects that specifically address the priorities outlined below will be given priority. We highly encourage first-time applicants. All requests for science research funding should be directed to the Komen National Breast Cancer Research Program, www.komen.org/grants.

The North Central Alabama Affiliate’s Community Profile reveals a common thread across all areas of our service area: the lack of insurance or finances for adequate breast health services. This thread is complex with many individual strings or layers binding together to create a significant and far-reaching barrier affecting all aspects of the continuum of care (screening, diagnosis, treatment and follow-up) for women throughout north central Alabama. Additionally, it is clear that education and awareness efforts, regarding both basic breast health and screening and survivorship/quality of life issues, need to be increased throughout our service area, with particular attention to low literacy issues. Based on these findings, we have set the following funding priorities, listed in the order of importance. We encourage all applicants to review the Community Profile before applying. To download and review the Community Profile, visit www.komennAlabama.org/community-profile.php.

I. Improve access to low-cost or free breast screening programs for all women within every county of the affiliate service area, especially the underserved, under/uninsured, African American, and Hispanic populations. Priority given to projects that:

1.) Provide low-cost and free mammograms and clinical breast exams for the target populations AND define a path to treatment for those who need it.

2.) Develop innovative solutions for removing the transportation barriers that stand in the way of the target populations’ access to screening locations.

3.) Help leverage funds and build the capacity and scope of the Alabama Breast and Cervical Cancer Early Detection Program (ABCCEDP).

Note: The North Central Alabama Affiliate funds screening mammography programs primarily through the Alabama Department of Public Health and the Alabama Breast and Cervical Cancer Early Detection Program because women who go through the ADPH program qualify for Medicaid if they need treatment. Applications to pay for screening mammograms should be exceptionally innovative and guarantee access to treatment if breast cancer is discovered. The Affiliate prefers applications that involve collaborative efforts with the ADPH/ABCCEDP programs.
II. Improve breast health awareness and increase screening promotion efforts among African American women throughout the Affiliate service area, with particular attention to Sumter, Greene, Hale and Perry counties. Priority given to projects that:

1.) Develop innovative programs—that are culturally sensitive and address low-literacy rates— with the goal of increasing breast health knowledge.

2.) Establish collaborative relationships and partnerships with places of worship to positively impact attitudes on breast health, dispelling myths and false information.

3.) Recruit and train natural community leaders to deliver breast health messages to the community.

4.) Increase awareness of screening programs available to the target population.

5.) Collaborate with other organizations to promote overall health through Wellness programs.

III. Increase the availability and awareness of programs and services that address all aspects of the continuum of care (screening, diagnosis, treatment and follow-up) for all women throughout the Affiliate service area, with particular attention to survivorship and quality of life issues and concerns for breast cancer survivors and their families. Priority given to projects that:

1.) Educate underserved and low-income women of available support services in their community.

2.) Collaborate with other cancer-related organizations to identify and maximize resources and support programs for survivors and their families.

3.) Develop innovative programs that address all aspects of the continuum of care.

4.) Focus on survivorship and quality of life issues and incorporate survivorship information and resources into all project activities.

IMPORTANT DATES

Application Deadline: December 2, 2013
Award Notification: March 1, 2014
Award Period: April 1, 2014-March 31, 2015

Susan G. Komen North Central Alabama

Application Due: December 2, 2013
ELIGIBILITY
For consideration, applications for funding must meet the following eligibility criteria:

Previous grantees must be in good standing, meaning all past and current Komen-funded grants or awards are up-to-date and in compliance with Komen requirements.

Applications are only accepted from non-profit (federal tax-exempt) organizations located in or providing services to one or more of the 38 counties within the Affiliate service area. US citizenship or residency is not required.

Applications must be submitted online, in English.

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.

SUBMISSION REQUIREMENTS
Komen North Central Alabama uses an entirely online grant management system, which is available at: https://affiliategrants.komen.org. User guides are available at www.komenncalabama.org and upon request.

If you have questions relating to completing and submitting the grant application, please contact Ellen Zahariadis at 205-263-1706 or ellenz@komenncalabama.org. Please allow adequate time before deadline for response to any inquiry.

APPLICATION INSTRUCTIONS
All applications should include and be ordered as follows:

Abstract. The abstract should provide a brief summary of the application including the following: 1) the purpose of the program; 2) a description of key activities; 3) a summary of evaluation methods; and 4) the likely impact of the program.

Organizational Summary. Organization summary should include a brief description of the following: 1) organization’s/program’s history, if your program is part of a larger organization please also include an explanation of the mission of the larger entity and the program’s relationship to the larger entity; 3) the mission of the organization; 4) the current programs and accomplishments; 5) explanation of how your organization seeks to be diverse and inclusive; 6) number of paid, full-time staff, and key volunteers; and 7) total annual organization budget.

Project Description. Explain how the program’s goals and objectives, as outlined in your Project Work Plan Timeline, address one or more of the priorities outlined in the Statement of Need.
**Project Work Plan Timeline.** Please include program goals, objective/action steps, activities and implementation dates. Note: if selected for funding, your six-month report will be compared to this timeline.

**Organizational Capacity.** Explain why the applicant organization is best suited to lead the program and accomplish the goals and objectives set forth in the 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.** Describe the population to be served. Describe evidence of the risk/need within that population. Provide statistics specific to the target population.

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

**Sustainability.** What resources (financial, personnel, partnerships, etc.) will be needed to sustain the program 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 in implementing, managing and overseeing all aspects of the proposed program? What efforts will you take to communicate the program to leadership to ensure buy-in? Describe the organization’s current financial state. Has your organizational budget increased or decreased from last year? Explain.

**Evaluation.** Describe in detail how the organization(s) will measure achieving program goals and objectives and how the program’s impact on the funding priority selected will be assessed. Describe the evaluation expertise that will be available for this purpose. What resources are allocated for evaluation in the program budget?

A strong evaluation plan measures both quantity and quality of implementation and outcomes. Impact Evaluations assess the changes that can be attributed to a particular intervention, such as a project, program or policy. Impact Evaluations help us to answer key questions such as, what works, what doesn’t, where, why and for how much? Process Evaluations assess the delivery of programs. Process evaluations verify what the program is and whether it is being implemented as designed. Process evaluations also answer the questions of what is delivered in reality and where are the gaps between program design and delivery?

**Program Uniqueness.** Does your program duplicate a service in the specified service area? Is there a justification for the duplication? Please describe comparable programs located in the service area of your program, and how your program differs.

**Program Promotion.** Please describe the plan to promote this program in the community. Is there a plan to share successes with your organization’s stakeholders? Elected officials?
Budget. Provide a complete, detailed budget to include all funding sources for the program (other grants, general funds, in-kind contributions, etc.). Please list all committed and pending sources of support. Note: indirect costs may not exceed 10% of direct costs and equipment costs may not exceed 30% of direct costs. For each line item in the budget, provide a brief description of how the funds will be used and why they are programmatically necessary.

Funds may be requested/used for the following types of program expenses:
Salaries and fringe benefits for program staff (salary requests are restricted to personnel working on the program requesting funding, for hours worked on the project)
Consultant fees
Clinical services or patient care costs
Meeting costs
Supplies
Travel
Other direct program expenses
Equipment, not to exceed 30% of the direct costs, used exclusively on the project requesting funding
Indirect costs, not to exceed 10% of direct costs

Funds should not be requested/used for the following purposes:
Medical or scientific research
Scholarships or fellowships
Construction or renovation of facilities
Political campaigns or lobbying
Endowments
Debt Reduction
Breast self-exam messaging and associated educational tools such as breast models

Biosketch. Complete a biosketch form for the project director and key personnel listed in the budget.

Proof of non-profit status. Copies of the applicant’s certificate of incorporation and 501c3 letter.

OTHER REQUIREMENTS AND INFORMATION

Payment and Reporting. The first payment will be made no later than thirty days after receipt of the fully executed contract. The first progress report is due at the end of the first six months of the contract, and must be received before the issue of the second payment. A final report is due within ninety days of the end of the grant period.

*If reports are submitted late, or are incomplete, the Affiliate has the right to withhold future funding installments and/or forfeit an organization’s eligibility for future grant funding.*
Race for the Cure: Successful applicants will be strongly encouraged to participate in the North Central Alabama Race for the Cure held each October in Birmingham, AL. Provisions are made for a special tent at the Race site. Race for the Cure presents a valuable opportunity for our Grantees to connect with the supporters who make the Community Grants Program possible.

Grantee Poster: Successful applicants will be asked to produce a poster to be on display at the North Central Alabama Affiliate office. Details and instructions will be provided upon award.

EDUCATION MATERIALS AND MESSAGES
Susan G. Komen 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: www.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.

REVIEW PROCESS
Applications received complete, and meeting compliance with these guidelines, will be submitted for grant review by a panel established through the local grants committee. Prior to the review, each reviewer must read and accept the Code of Ethics and the Komen staff and committee chairmen will maintain a record of reviewers who report a potential conflict of interest.

All materials pertinent to the applications being reviewed are privileged communications prepared for use only by reviewers and Komen staff, and will not be shown to or discussed with other individuals. All applications will be checked for compliance. 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 and measurable impact on increasing the percentage of people who enter, stay in, or progress through the continuum of care? Will the project have a substantial and measurable impact on the priority selected? How closely does the project align with the funding priorities, target populations and counties 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 without duplicating services? Are the roles of the partners appropriate and relevant? Does the partnership efficiently benefit the partner(s) by sharing a service that would not otherwise be available? Is overlap in the system minimized so as to effectively use funds to the maximum benefit?

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?

Priority addressed: Does the project address the SGK North Central Alabama Affiliates’ stated funding priorities?

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.