

Request for Applications
Komen Detroit Race for the Cure®
2012-2013 Grant Cycle
Grant Applications Now Being Accepted
For projects in effect from October 1, 2012-September 30, 2013



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, Komen has 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 or call 1-877 GO KOMEN.

Komen Detroit Race for the Cure®, along with those who generously support us with their talent, time and resources, is working to improve 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. Since the first Detroit Race in 1992 and heading into its 21st annual event, Komen Detroit has raised and invested \$21 million. Seventy five percent of net funds generated by Komen Detroit Race for the Cure® stays in the local area supporting breast health and breast cancer awareness projects serving Wayne, Oakland and Macomb Counties while the remaining income goes to the Susan G. Komen for the Cure Award and Research Grant Programs supporting research, awards and educational and scientific programs around the world.

With funds raised at the May 26, 2012 Komen Detroit Race for the Cure® at Comerica Park and additional Komen Detroit fundraising efforts, one-year grants will be made to support evidence-based strategies¹ to reduce breast cancer morbidity² and mortality³, focusing on access to screening and care and on maintaining the continuum of care⁴. Grants are made through a competitive process intended to fund programs which help medically underserved individuals by providing education, screening, and treatment support programs not otherwise available in our community.

Statement of Need and Funding Priorities

Komen Detroit Race for the Cure® periodically conducts a needs assessment of the tri-county area (the *Komen Detroit Community Profile* available at: <http://www.karmanos.org/detroitraceforthecure/grantsprocess.asp>).

Drawing upon that assessment, other local and national studies and our own organization's experience, we are currently offering one-year grants for innovative, non-duplicative

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projects in the areas of breast screening, education⁵ and treatment support projects providing services not otherwise available to medically underserved populations of the metropolitan Detroit tri-county area (Wayne, Oakland and Macomb Counties).

All Komen Detroit 2012 Race for the Cure grant applications must address one or more of the following funding priorities:

1. Increase the proportion of breast cancer diagnoses at earlier stages by promoting early detection through breast cancer screening.
2. Increase awareness of breast cancer risk factors and promote education and self-advocacy for women of elevated risk to seek appropriate services through their health care providers.
3. Promote timely and complete breast cancer screening follow up and treatment by reducing financial, individual, provider and other barriers to care (e.g., transportation, parking, temporary bridge insurance, co-pays, etc.).
4. Increase public awareness of, and patient navigation to, breast cancer resources and options (e.g., support services, genetic counseling and testing, research study opportunities, fertility information, etc.).
5. Provide outreach and education to increase overall and diverse participation in breast cancer research studies and clinical trials.

TO BE CONSIDERED, PROPOSALS MUST SPECIFICALLY ADDRESS ONE OR MORE OF OUR CURRENT FUNDING PRIORITIES.

Important Dates

- **Grant Writing Workshops:** April 16 and 26, 2012
- **Application Deadline:** Monday, July 2, 2012, 5:00 p.m.
- **Application Method:** Proposals must be submitted electronically (see the format explained below) by email only to Lisa Braddix (braddixl@karmanos.org). Faxes and hard copy via U.S. mail or other shipping methods will not be considered.
- **Award Notification:** September 2012
- **Award Period:** October 1, 2012- September 30, 2013

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 nonprofit organizations (501c) located in or providing services to one or more of the following areas:
 - Wayne County, MI
 - Oakland County, MI
 - Macomb County, MI
- Projects must be specific to breast health and/or breast cancer.
- 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, that applicant is not eligible to apply for a grant during this current cycle and will not be eligible to apply for a new grant until the later of 12 months after the conviction or until applicant can demonstrate that appropriate remedial measures have been taken to ensure that any criminal misconduct does not recur.

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

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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 risk 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 for preferred pricing for Komen educational materials. Komen for the Cure materials should be used and displayed by grantees whenever possible. To view our educational materials, visit www.shopkomen.org.

Submission Deadline and Process

All proposals must be submitted electronically on or before 5:00 p.m., July 2, 2012, to the following email address: braddixl@karmanos.org. Late submissions will not be accepted.

Please submit applications in four documents:

- 1) One **complete** application in PDF format, including any attachments, such as biosketches and letters of collaboration from collaborating organizations if applicable.
- 2) The project **abstract** (which must also be included within the complete document) in Microsoft Word format. (NOT PDF)
- 3) Organization’s nonprofit status and financial stability not as part of the complete PDF but as its own PDF. If you are a current grantee, and there is no change to this documentation, please tell us and we will use the documents provided last year.
- 4) The project **budget** (the Excel spreadsheet in the form provided).

Guidelines and Instructions for Applicants

The purpose of the 2012 program is to address the breast cancer education, screening and treatment support needs of the tri-county area of metropolitan Detroit.

<p>QUALIFICATIONS</p>	<ul style="list-style-type: none"> • Applications are accepted from U.S. nonprofit institutions (U.S. citizenship or residency is not required). • Applications must be submitted in English only. • Applications must be submitted electronically via email only to Lisa Braddix: braddixl@karmanos.org. • Applicant organizations must be located in and/or providing services in the metropolitan Detroit/tri-county area (Wayne, Oakland, Macomb counties). • Applicant organizations must be a U.S. nonprofit (501c) (federally tax-exempt) organization. Educational institutions, government agencies, faith-based organizations and Indian tribes are eligible. • 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, that applicant is not eligible to apply for a grant during this current cycle and will not be eligible to apply for a new grant <u>until the later</u> of 12 months after the conviction or until applicant can demonstrate that appropriate remedial measures have been taken to ensure that any criminal misconduct does not recur.
<p>ALLOWABLE EXPENSES</p>	<p>Funds may be used for the following types of program expenses:</p> <ul style="list-style-type: none"> • Salaries and fringe benefits for program staff • Consultant fees • Clinical services or patient care costs • Meeting Costs

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	<ul style="list-style-type: none"> • Supplies • Travel • Other direct program expenses • Equipment, <u>not to exceed</u> \$5,000 • Indirect costs, <u>not to exceed</u> 25% of direct costs <p>Funds may not be used for the following purposes:</p> <ul style="list-style-type: none"> • Medical or scientific research • Scholarships or fellowships • Construction or renovation of facilities • Political campaigns or lobbying • Endowments • Debt Reduction
REVIEW	<ul style="list-style-type: none"> • Applications that are received complete, timely, and in compliance with these guidelines, will be submitted for review by a local panel of experts. They will consider the following criteria: <ul style="list-style-type: none"> 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 state 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?
GRANT PERIOD	<ul style="list-style-type: none"> • October 1, 2012 through September 30, 2013. • Requests for alterations to this grant period are strongly discouraged.
CONTRACTS	<ul style="list-style-type: none"> • A grant contract will be the legal mechanism for funding. • Awarded grantees are obligated per the contract to provide a copy of agency’s liability and workers’ compensation insurance, naming 1) Susan G. Komen for the Cure, 2) Komen Detroit Race for the Cure and 3) Barbara Ann Karmanos Cancer Institute / Center as additional insureds.

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<p>PAYMENT AND REPORTING</p>	<ul style="list-style-type: none"> • The first payment, one half of monies awarded, will be made no later than thirty (30) calendar days after receipt of the fully executed contract. • An initial progress report is due at the end of the first six (6) months of the grant period. • The remainder of the monies will be paid to the grantee following review and acceptance of the mid-year progress report. • A final report is due within forty-five (45) calendar days of completion of the grant period. • Unused funds must be returned Komen Detroit Race for the Cure® 45 days after the expiration or early termination of the grant.
<p>LETTERS OF SUPPORT AND ADDITIONAL MATERIALS</p>	<ul style="list-style-type: none"> • DO NOT send additional materials (i.e. reprints, complete curriculum vitae or letters of support). <i>Be succinct.</i> • DO include letters of COLLABORATION. • DO incorporate letters of collaboration into one PDF-format document (not multiple separate documents).
<p>CONFIRMATION OF RECEIPT OF APPLICATION</p>	<ul style="list-style-type: none"> • Confirmation of receipt of application will be emailed to the Project Director following review for compliance to guidelines. • Please do not contact the Komen Detroit Race for the Cure® office regarding the status of the application during the review period.
<p>ANNOUNCEMENT</p>	<ul style="list-style-type: none"> • Announcement of grants awarded will be made by September 2012. • All applicants will be notified of the outcome of the review via email.
<p>NUMBER OF GRANTS TO BE AWARDED</p>	<ul style="list-style-type: none"> • 75% of the net proceeds from the 20th Annual Komen Detroit Race for the Cure®, held on May 26, 2012 and other Komen Detroit fundraising efforts will be awarded in this program. • The number of awards will depend on the amount of funding granted per project. • Funding may be less than the full amount requested, in which case a revised budget will be required within 5 business days of award notification. Applicants are advised to be prepared to modify budget amounts and justification.
<p>The Komen Detroit grant application process is competitive, regardless of whether an organization has received a past grant. Funding in subsequent years to past or current grantees is never guaranteed.</p>	

Submission Process

Applications must include and be ordered as follows:

<p>Required Information</p>	
<p>COVER PAGE <i>Use attached form.</i></p>	<p>Title - Provide a short, descriptive title for the program.</p> <p>Institutional Approval - Signature of approving institutional</p>

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	<p>personnel, other than Project Director, is required. Email approval, with name, title, email addresses and phone number, is acceptable.</p> <p>Service Area: Indicate which locations will be served by the program.</p> <p>Application Type Select the primary type of program (screening, treatment support or education).</p>
<p>PROJECT ABSTRACT <i>Maximum 200 words. Submit in Microsoft Word format <u>in addition</u> to including the complete submission in PDF format. The abstract will be released to the media and will appear on the Komen Detroit Race Web site.</i></p>	<p>Abstract – Brief description of the proposal, in non-scientific language suitable for a lay audience, including purpose of the program, description of key activities, summary of evaluation methods and the projected impact of the program.</p>
<p>PROJECT DESCRIPTION <i>This section must include all of the elements at right and may not exceed five pages.</i></p> <p><i>Margins must be one-inch on all sides.</i></p> <p><i>Font size can be no smaller than ten-point font.</i></p>	<p>Statement of Need – Brief description of project. To support your proposal, provide facts and statistics about the community focusing on how the project will reach medically underserved individuals. Include a description of constituents to be served and how they will benefit. Indicate the number of people to be served. Review comparable programs offered in this service area and explain how this program is unique.</p> <p>Goals and Objectives – State the program goals⁶ and measurable objectives⁷. Explain how the goals and objectives address the funding priorities.</p> <p>Evidence-based Strategies - Describe the activities that will be conducted to accomplish the goals and objectives (narrative, table, or logic model⁸ is acceptable). Describe how your approach uses or adapts evidence-based strategies.</p> <p>Activities and Timeline - Provide a realistic, month-by-month timeline for implementing the program.</p> <p>Past / Current Komen Funding If the program has ever been supported by Komen Detroit Race for the Cure® funds, attach the latest progress report and a current update. In the update, include results and budget status. For current grantees who are applying, the updates must be dated <u>no earlier than June 1, 2012</u>. Include a timetable for accomplishing goals.</p>

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	<p>Comparable Programs - Include a review of comparable programs offered in this service area and an explanation of how the proposed program is not duplicative.</p>
	<p>Evaluation Plan – Describe how you will measure that you are achieving the objectives you established, and how you will assess the impact of the program on the priority area(s) selected.</p>
	<p>Organizational Capacity - Describe the organization’s experience in serving the target population. Describe the other organizations, if any, participating in the program, and what their participation will be. Explain why your organization is best suited to carry out the program. Describe the steps you will take to ensure that your program and organization are culturally competent.</p>
	<p>Sustainability - Explain how this program and its impact will be sustained long-term. What resources (financial, personnel, partnerships, etc.) will be needed to sustain this effort over time? How will those resources be secured?</p>
	<p>Administration – Identify project personnel. Who will carry out which tasks? Include a description of other organizations/entities, if any, participating in the program. If applicable, include letters of collaboration from each organization. What are the long-term sources/strategies for funding the program after initial funding by Komen?</p>
<p>FINANCIAL INFORMATION Submit budget in the attached Microsoft Excel format <i>in addition to</i> inclusion in the complete submission in PDF format.</p>	<p>Budget - For requested funds</p>
	<p>Budget Justification – Brief description of how the funds will be used and why they are programmatically necessary.</p>
	<p>Other Funding Sources – List other committed and pending sources of support for the program.</p>
<p>ORGANIZATIONAL INFORMATION See Check List. Provide relevant documents.</p>	<p>Nonprofit Documents Provide evidence of your organization’s nonprofit status and financial stability. Biosketch – <u>Required for Project Director and any personnel</u> listed in budget request, even if full or partial salary is in-kind donation to the project. Provide a job description for any related open positions.</p>
<p>Applications must be submitted by the director of the project with the approval of appropriate institutional personnel. Grant requests must adhere to the guidelines and page limits, as stated above. Be concise. Failure to adhere to these guidelines will result in delayed processing or refusal of the application.</p>	
<p>SUPPORT</p>	<ul style="list-style-type: none"> • For attendees of Komen Detroit Grant-Writing Workshops, consultation can be arranged with experienced community grant writers/reviewers. • Contact: Lisa Braddix, Komen Detroit Breast Cancer Program Specialist: Braddixl@karmanos.org / (248) 304-2085.

**The deadline is 5:00 p.m., Monday, July 2, 2012.
Proposals must be sent by email to: Lisa Braddix
at Braddixl@karmanos.org**

**EMAIL ONLY; NO FAXES WILL BE ACCEPTED.
ALL APPLICANTS WILL BE NOTIFIED BY SEPTEMBER 2012.**

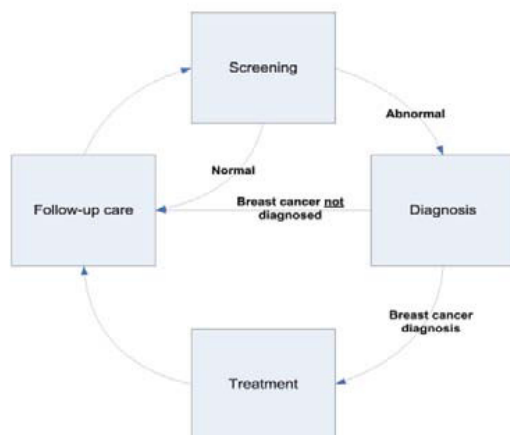
Definitions & Notes

¹ Evidence-based strategies are programs that have been proven to result in a specific outcome, reviewed by peers, and usually published in a public health or medical journal. Examples of evidence-based strategies, also called research-tested intervention programs, can be found at http://rtips.cancer.gov/rtips/rtips_search.do?topicid=4&choice=default&cg.

² Breast cancer morbidity refers to the prevalence of the disease (i.e., the total number of cases); the incidence of the disease (i.e., the number of new cases in a particular population during a particular time interval); or the degree or severity of the disease.

³ Breast cancer mortality refers to the number of breast cancer deaths.

⁴ The breast cancer continuum of care is illustrated in the diagram below.



Komen for the Cure® is working to address barriers that prevent some women from entering the continuum of care, delay entering, or failing to complete the continuum of care. The goals of Komen community health projects is to: decrease time it takes for a person to move through the breast cancer continuum of care; increase screening rates; change knowledge, attitudes, and beliefs and improve the quality of life for people going through breast cancer.

⁵ All breast screening projects must include mechanisms that measure increased screening rates.

⁶ A goal is a broad-based statement of the ultimate results of the program being undertaken.

⁷ An objective is a measurable, time-specific result that the organization expects to accomplish as part of the grant. Objectives are specific approaches to achieve the goal.

⁸ A logic model displays the sequence of actions that describe what the program is and will do – how investments link to results. According to the University of Wisconsin – Extension (<http://www.uwex.edu/ces/pdande/evaluation/evallogicmodel.html>), the logic model includes 5 core components:

1. INPUTS: resources, contributions, investments that go into the program
2. OUTPUTS: activities, services, events and products that reach people who participate or who are targeted
3. OUTCOMES: results or changes for individuals, groups, communities, organizations, communities, or systems
4. ASSUMPTIONS: the beliefs we have about the program, the people involved, and the context and the way we think the program will work
5. EXTERNAL FACTORS: the environment in which the program exists includes a variety of external factors that interact with and influence the program action.