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**SUSAN G.  
KOMEN®**



**VIRGINIA  
BLUE RIDGE**

**2018-2019 COMMUNITY GRANTS PROGRAM  
REQUEST FOR APPLICATIONS**

**FOR BREAST CANCER PROJECTS**

**PERFORMANCE PERIOD: APRIL 1, 2018 - MARCH 31, 2019**

**OUR MISSION: SAVE LIVES BY MEETING THE MOST CRITICAL NEEDS IN OUR COMMUNITIES  
AND INVESTING IN BREAKTHROUGH RESEARCH TO PREVENT AND CURE BREAST CANCER**

Susan G. Komen® Virginia Blue Ridge  
4910 Valley View Blvd  
Suite 212  
Roanoke, VA 24012

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## KEY DATES

Grant Writing Workshops	September 26, 2017, 10AM - 12:30 PM <i>Virginia Highlands Community College Room 120, Nursing Education Building 100 VHC Drive Abingdon, VA 24212</i>
	October 3, 2017, 9:30 AM - 12 PM <i>New Horizons Healthcare Lee Center 3716 Melrose Ave NW Roanoke, VA 24017</i>
Application Deadline	December 1, 2017, 12 PM
Award Notification	March 31, 2018
Award Period	April 1, 2018 - March 31, 2019

## ABOUT SUSAN G. KOMEN VIRGINIA BLUE RIDGE

Susan G. Komen is the world's largest breast cancer organization, funding more breast cancer research than any other nonprofit outside of the U.S. government while providing real-time help to those facing the disease. Komen has set a Bold Goal to reduce the current number of breast cancer deaths by 50 percent in the U.S. by 2026. Komen was founded in 1982 by Nancy G. Brinker, who promised her sister, Susan G. Komen, that she would end the disease that claimed Suzy's life. Komen Virginia Blue Ridge is working to better the lives of those facing breast cancer in the local community. Through events like the Komen Virginia Blue Ridge Race for the Cure®, Komen Virginia Blue Ridge has invested \$2.5 million in community breast health programs in its 42 city and county region and has helped contribute to the more than \$920 million invested globally in research. For more information, call 540-400-8222 or visit [www.komenvablueridge.org](http://www.komenvablueridge.org).

## NOTICE OF FUNDING OPPORTUNITY AND STATEMENT OF NEED

Komen Virginia Blue Ridge will award community grants to organizations that will provide breast cancer projects that address specific funding priorities, which were selected based on data from the 2015 Komen Virginia Blue Ridge Community Profile Report. The 2015 Community Profile Report can be found on our website at [www.komenvablueridge.org/grants/our-community-need-2](http://www.komenvablueridge.org/grants/our-community-need-2).

Applications will be accepted for programs in the entire 42 city/county service area in order to serve as many women in need as possible. However, for all funding priorities listed below, preference will be given to applications that demonstrate their program's impact on the following target communities:

- The Central Blue Ridge Region (Roanoke County, Roanoke City, Radford City)
  - *Especially programs focusing on African-American/Black communities*
- The South Central Region (Patrick County, Henry County, Martinsville City)
  - *Especially programs focusing on African-American/Black communities*

- Wythe County
- Danville City
  - *Especially programs focusing on African-American/Black communities*
- Lynchburg City
  - *Especially programs focusing on African-American/Black communities*
- Bristol City
- Washington County

The funding priority areas are listed below in order of importance based on the needs established in the Community Profile Report:

## **1. Low- or No-Cost Screening, Diagnostic, and/or Treatment Services**

Evidence-based projects that provide low- or no-cost screening, diagnostic, and/or treatment services through programs such as mobile mammography and/or co-pay and deductible assistance for individuals residing in the 42 city/county service area.

Individuals served must be:

- Uninsured or underinsured
  - “Underinsured is defined as having some insurance coverage but not enough, or when one is insured yet unable to afford the out-of-pocket responsibilities not covered by his or her insurer” (*Patient Advocate Foundation, <http://www.patientadvocate.org/resources.php?p=781>*).
  - In order to qualify as underinsured under this program, the individual must have
    - Out-of-pocket health care costs exceeding 10 percent of income or five percent if the income is less than 200 percent of the federal poverty line, OR
    - An insurance deductible being more than 5 percent of income
- Forty years or older OR if under 40, must have a referral from a physician indicating a need for screening services (i.e. strong family history, high risk, etc.)
- Unable to qualify for Medicaid, Every Woman’s Life, or other coverage

Strong applications should address and show:

- Increase the number of “never, rarely, or newly screened” women getting breast cancer screening;
- Promote early-detection of breast cancer;
- Reduce the number of women “lost to follow-up” due to financial limitations;
- Increase the number of African-American women receiving screenings, diagnostic services, and/or breast cancer treatment; and
- Impact on target communities

## **2. Transportation Services**

Evidence-based projects that increase access to quality breast cancer care by providing transportation services for individuals residing in the 42 city/county service area.

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The Affiliate seeks to fund transportation services, such as (but not limited to) shuttle, taxi services, or gas cards for patients to reach medical appointments for breast cancer.

Strong applications should address and show:

- Increase the number of “never, rarely, or newly screened” women getting breast cancer screening;
- Reduce the number of women “lost to follow-up” due to transportation limitations;
- Increase the number of African-American and rural women receiving screenings, diagnostic services, and/or breast cancer treatment;
- Impact on target communities

### **3. Reducing Barriers to Care**

Evidence-based projects that reduce barriers to quality breast cancer care experienced by individuals residing in the 42 city/county service area.

The Affiliate specifically seeks to fund projects that provide services such as (but not limited to):

- Interpreter services that allow non-English speaking/ESOL individuals to access breast cancer services
- Patient navigation for patients in the continuum of care for breast cancer.
  - Patient navigation must follow the individual from abnormal screening to diagnostic resolution and through treatment, if necessary.
  - Patient navigation is a process by which a trained individual- patient navigator- guides patients through and around barriers in the complex breast cancer care system. The primary focus of a patient navigator is on the individual patient, with responsibilities centered on coordinating and improving access to timely diagnostic and treatment services tailored to individual needs. Patient navigators offer interventions that may vary from patient to patient along the continuum of care and include a combination of informational, emotional, and practical support (i.e., breast cancer education, counseling, care coordination, health system navigation, and coordinating access to transportation, language services and financial resources).
- Breast health education programs that are designed to result in documented age-appropriate, breast cancer action (e.g., procuring a screening mammogram, obtaining recommended follow-up after an abnormal mammogram, reducing personal breast cancer risk, etc.).
  - Education projects must include Komen’s breast self-awareness (BSA) messages and provide evidence of linkage to local breast cancer services. Health fairs and mass media campaigns are NOT evidence-based interventions and will not be accepted.

Strong applications should address and show:

- Increase the number of “never, rarely, or newly screened” women getting breast cancer screening;
- Reduce the number of women “lost to follow-up” due to financial limitations or other barriers;

- Increase the number of African-American women receiving screenings, diagnostic services, and/or breast cancer treatment
- Reduce time from abnormal screening to diagnostic procedures, reduce time from diagnostic resolution to treatment, and increase treatment compliance;
- Successful method(s) of follow-up with educated parties to ensure an increase in breast cancer action due to increased knowledge and an increase in medical literacy, specifically an increase in breast health knowledge and knowledge of available resources; and
- Impact on target communities.

## SPECIAL TERMS

Applicant should consider the following:

- Involving partnerships with schools, colleges, faith-based groups, or other community agencies that represent cultural/minority populations.
- Demonstrating active collaboration or partnership with medical providers, community, and educational organizations to increase program service awareness, maximize funding utilization, and improve effectiveness.
- Demonstrating new and innovative methods for measuring effectiveness of educational programs and delivery of breast health services.
- Describing the relationship with Komen Virginia Blue Ridge Affiliate staff members and Ambassadors (if one is available) or describing efforts to assist Affiliate in identifying a potential Ambassador and Volunteer Breast Health Educators.

## ELIGIBILITY REQUIREMENTS

Applicants must meet the following eligibility criteria to apply. Eligibility requirements must be met at the time of application submission.

- Individuals are not eligible to apply.
- Applications will only be accepted from governmental organizations under Section 170(c)(1) or nonprofit organizations under Section 501(c)(3) of the Internal Revenue Service (IRS) code. Applicants must prove tax-exempt status by providing a letter of determination from the IRS.
- Applicant organizations must provide services to **residents** of one or more of the following locations:

### Cities of:

- Buena Vista
- Bristol
- Covington
- Danville
- Galax
- Lexington
- Lynchburg
- Martinsville
- Norton

- Radford
- Roanoke
- Salem

### Counties of:

- Alleghany
- Amherst
- Bath
- Bedford
- Bland

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- Botetourt
  - Campbell
  - Carroll
  - Craig
  - Dickenson
  - Floyd
  - Franklin
  - Giles
  - Grayson
  - Henry
  - Lee
  - Montgomery

- Patrick
- Pittsylvania
- Pulaski
- Roanoke
- Rockbridge
- Russell
- Scott
- Smyth
- Tazewell
- Washington
- Wise
- Wythe

- Proposed projects must be specific to breast health and/or breast cancer and address the priorities identified within this RFA. 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.
- All past and current Komen-funded grants to an applicant must be in compliance with Komen requirements.
- 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 will not recur.

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## ALLOWABLE EXPENSES

Funds may be requested for the following types of expenses, provided they are **directly attributable** to the project:

- Key Personnel / Salaries
- Consultants/ Sub-contracts
- Supplies
- Travel
- Patient care
- Other direct project expenses
- Equipment, including software, not to exceed \$5,000 total, essential to the breast health-related project to be conducted
- Indirect costs, not to exceed 5% percent of direct costs

For more information, please refer to the descriptions in the Budget Section below.

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 or tools
- Education regarding breast self-exams/use of breast models
- Development of educational materials or resources that either duplicate existing Komen materials or for which there is not a demonstrated need
- Education via mass media (e.g. television, radio, newspapers, billboards), health fairs and material distribution. Evidence-based methods such as one on one and group sessions should be used to educate the community and providers.
- Construction or renovation of facilities
- Political campaigns or lobbying
- General operating funds (in excess of allowable indirect costs)
- Debt reduction
- Fundraising (e.g., endowments, annual campaigns, capital campaigns, employee matching gifts, events)
- Event sponsorships
- Projects completed before the date of grant approval
- Land acquisition
- Project-related investments/loans
- Scholarships
- Thermography
- Equipment over \$5,000 total
- Projects or portions of projects not specifically addressing breast cancer

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## APPLICATION REQUIREMENTS

- Project Director and/or Grant Writer (at a minimum) must attend one of the grant writing workshops if a new Project Director and/or Grant Writer. Returning Project Directors and/or Grant Writers must attend one of the grant writing workshops or watch the recorded webinar.
- At least 25% percent of individuals receiving direct breast health services must be never, rarely, or newly screened patients.
  - Never screened patients are over the age of 40 and have never had a mammogram.
  - Rarely screened patients are over the age of 40 and it has been 3 or more years since their last screening mammogram.
  - Newly screened patients have recently turned 40 and have not had their first mammogram.
  - While reporting metrics stated in Appendix A will be required for the overall number of individuals served, funded programs will only need to report the TOTAL percentage of never, rarely, and newly screened patients; grantees will NOT have to break them down by category.
- Project objectives must ONLY be set for projects funded by a Komen Virginia Blue Ridge community grant. Do not set objectives paid for by a different funding source.
- The Patient Care section of the application in GeMS must include calculations for proposed direct breast health services. For example, 50 clinical breast exams @ \$50 each, 100 screening mammograms @ \$100.00 each, etc. Place these calculations in the budget justification text box.
- Applicant must use **Medicare reimbursement rates or less** as the cost for direct breast health services. Applicant must upload corresponding documentation (such as the fee schedule) on the Project Budget Summary page in GeMS. If the 2018 fee schedule is not available at the time of submitting the application, the 2017 schedule should be uploaded.
- If applicant covers more than one city or county in the Affiliate Service Area, it must breakdown the budget by each city or county along with the number of individuals to be served in each city or county.

## IMPORTANT GRANTING POLICIES

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

- The project must occur between April 1, 2018 and March 31, 2019.
- Recipients of services must reside in the Affiliate Service Area.
- The effective date of the grant agreement is the date on which Komen fully executes the grant agreement and shall serve as the start date of the grant. **No expenses may be accrued against the grant until the contractual agreement is fully executed.** *The contracting process can take up to six weeks from the date of the award notification letter.*
- Any unspent funds over \$1.00 must be returned to Komen Virginia Blue Ridge.
- Grant payments will be made in installments pending execution of grant agreement and compliance with terms and conditions of grant agreement.
- Grantee will be required to submit a minimum of one semi-annual progress report and one final report that will include, among other things, an accounting of

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- expenditures and a description of project achievements. Additional reports may be requested.
- At the discretion of Komen Virginia Blue Ridge, the grantee may request one no-cost extension of no more than six months per grant. Requests must be made by grantee no later than 30 days prior to the end date of the project.
  - Certain insurance coverage must be demonstrated through a certificate of insurance at the execution of the grant agreement, if awarded. Grantee is required at minimum to hold:
    - Commercial general liability insurance with combined limits of not less than \$1,000,000 per occurrence and \$2,000,000 in the aggregate for bodily injury, including death, and property damage;
    - Workers' compensation insurance in the amount required by the law in the state(s) in which its workers are located and employers' liability insurance with limits of not less than \$1,000,000; and
    - Excess/umbrella insurance with a limit of not less than \$5,000,000.
    - In the event any transportation services are provided in connection with project, \$1,000,000 combined single limit of automobile liability coverage will be required.
    - If any medical services (other than referrals) are provided or facilitated, medical malpractice coverage with combined limits of not less than \$1,000,000 per occurrence and \$3,000,000 in the aggregate will be required.
    - Grantees are also required to provide Komen Virginia Blue Ridge with a Certificate of Insurance with Susan G. Komen Breast Cancer Foundation, Inc., Susan G. Komen Virginia Blue Ridge, its officers, employees and agents named as Additional Insured on the above policies solely with respect to the project and any additional policies and riders entered into by grantee in connection with the project.
  - Grantee organizations are required to exhibit at the I Am Komen booth at Race for the Cure on April 14, 2018.
  - Grantees are required to attend The Circle of Hope ceremony, where grants will be announced publicly and presented to selected organizations. In addition, grantees are required to attend a roundtable discussion the evening before the event.

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## EDUCATIONAL 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 only fund projects that use educational messages and materials that are consistent with Komen messages, including our breast self-awareness messages - 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 can reduce confusion, improve retention and lead to the adoption of actions we believe are important for quality breast care. 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 must not be taught or endorsed*

According to studies, teaching breast self-exam (BSE) has not been shown to be effective at reducing mortality from breast cancer. Therefore, **Komen will not fund education projects that teach or endorse monthly breast self-exams or use breast models.** As an evidence-based organization, we do not promote activities that are not supported by scientific evidence or that 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 grantees are encouraged to use Komen-developed educational resources, including messages, materials, Toolkits or other online content during their grant period. This is to ensure that all breast cancer messaging associated with the Komen name or brand is current, safe, accurate, consistent and based on evidence. In addition, this practice will avoid expenses associated with the duplication of existing educational resources. Grantees can view, download and print all of Komen's educational materials by visiting <http://ww5.komen.org/BreastCancer/KomenEducationalMaterials.html>. If a grantee intends to use other supplemental materials, they should be consistent with Komen messages.

Komen materials should be used and displayed whenever possible.

If an organization wants to develop educational resources, they must discuss with Komen Virginia Blue Ridge prior to submitting an application and provide evidence of need for the resource.

*Use of Komen's Breast Cancer Education Toolkits for Black and African-American Communities and Hispanic/Latino Communities and Other Resources*

Komen has developed breast cancer education toolkits for Black and African-American communities and Hispanic/Latino communities. They are designed for health educators and organizations to use to meet the needs of their communities. The Hispanic/Latino Toolkit is available in both English and Spanish. To access these Toolkits, please visit <http://komentoolkits.org/>. Komen has additional educational resources on [komen.org](http://www.komen.org), that may be used in community outreach and education projects. Check with Komen Virginia Blue Ridge for resources that may be used in programming.

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## REVIEW PROCESS

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

**Impact 20%:** How successful will the project be at increasing the percentage of people who enter, stay in or progress through the continuum of care, thereby reducing breast cancer mortality? To what extent has the applicant demonstrated that the project will have a substantial impact on the selected funding priority?

**Statement of Need 15%:** How well has the applicant described the identified need and the population to be served, including race, ethnicity, economic status and breast cancer mortality statistics? How closely does the project align with the funding priorities and target communities stated in the RFA?

**Project Design 15%:** How likely is it that proposed activities will be achieved within the scope of the project? How well has the applicant described the project activities to be completed with Komen funding? To what extent is the proposed project designed to meet the needs of specific communities including the cultural and societal beliefs, values and priorities of each community? How well does the applicant incorporate an evidence-based intervention and/or a promising practice? To the extent collaboration is proposed, how well does the applicant explain the roles, responsibilities and qualifications of project partners? How well does the budget and budget justification explain the need associated with the project?

**Organization Capacity 15%:** To what extent does the applicant's staff have the expertise to effectively implement all aspects of the project and provide fiscal oversight, including the appropriate licenses, certifications, accreditations, etc. to deliver the proposed services? How well has the applicant demonstrated evidence of success in delivering services to the target population described? To what extent has the applicant demonstrated they have the equipment, resources, tools, space, etc., to implement all aspects of the project?

**Monitoring and Evaluation 15%:** To what extent will the documented evaluation plan be able to measure progress against the stated project goal and objectives, and the resulting outputs and outcomes? To what extent are the applicant's monitoring and evaluation (M&E) resources/ expertise likely to adequately evaluate project success?

**Target Community Focus 20%:** Did the applicant show how their program effectively addresses the needs of the applicable target communities below? Was a description of the program's impact on specific communities, as well as how that impact will be recorded and monitored included?:

- The Central Blue Ridge Region (Roanoke County, Roanoke City, Radford City);
- The South Central Region (Patrick County, Henry County, Martinsville City);
- Wythe County;
- Danville City;
- Lynchburg City;
- Bristol City; and
- Washington County

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The grant application process is competitive, regardless of whether or not an organization has received a grant in the past. Funding in subsequent years is never guaranteed.

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

Elizabeth Hand  
Mission Coordinator  
540-400-8222 ext. 3  
[ehand@komenvablueridge.org](mailto:ehand@komenvablueridge.org)

## SUBMISSION REQUIREMENTS

All proposals must be submitted online through the Komen Grants eManagement System (GeMS): <https://affiliategrants.komen.org>. All applications must be submitted before the Application Deadline listed in the Key Dates section above. Applicants are strongly encouraged to complete, review and submit their applications with sufficient time to allow for technical difficulties, human error, loss of power/internet, sickness, travel, etc.

**Extensions to the submission deadline will not be granted, with the rare exception made for severe extenuating circumstances at the sole discretion of Komen.**

## APPLICATION INSTRUCTIONS

The application must be completed and submitted via the Komen Grants eManagement System (GeMS), <https://affiliategrants.komen.org>. The required sections/pages in GeMS are listed in ALL CAPS and described below. For an application instruction manual, please visit the Affiliate's Grants webpage, <http://komenvablueridge.org/how-to-apply-for-funding/>, or contact Elizabeth Hand, 540-400-8222 ext.3 [ehand@komenvablueridge.org](mailto:ehand@komenvablueridge.org). When initiating an application in GeMS, make sure it is a **Community Grants** application, designated "CG", and not a Small Grants ("SG") application to apply to this RFA.

## 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

This section collects information regarding your organization's history, mission, programs and accomplishments, staff/volunteers, budget and social media.

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

This section collects information about 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

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be addressed, a description of activities, the expected number of individuals served and the expected change your project will likely bring in your community. The abstract is typically used by the Affiliate in public communications about funded projects.

## **PROJECT NARRATIVE**

This is the main content section of the application divided into the following subsections:

### **Statement of Need (limit 5,000 characters)**

- Describe evidence of the risk/need within the identified population.
- Describe the target population to be served with Komen funding (e.g., Black/African American, low-income, rural) using race, ethnicity, socioeconomic and breast cancer mortality statistics.
- Describe how this project aligns with the RFA funding priorities.

### **Project Design (limit 5,000 characters)**

- Describe how the project will increase the percentage of people who enter, stay in or progress through the continuum of care and thereby reduce breast cancer mortality.
- Explain what specifically will be accomplished using Komen funding and how the project's goal and objectives align with the selected funding priorities.
- Explain how the project is designed to meet the needs of specific communities and reflects the cultural and societal beliefs, values, and priorities of each community.
- Explain how the project incorporates an evidence-based intervention (please cite references). References /citations should be included in the text boxes provided, or attached as a separate citation document.
- Explain how collaboration strengthens the project, including roles and responsibilities of all organizations and why partnering organizations are qualified to assist in accomplishing the goal and objectives. Organizations mentioned here should correspond with those providing letters of support/collaboration or MOUs on Project Profile page.

### **Organization Capacity (limit 5,000 characters)**

- Explain why the applicant organization and associated project staff are suited to lead the project and accomplish the goal and objectives. Include appropriate organization or staff licenses, certifications and/or accreditations.
- Describe evidence of success in delivering breast cancer services to the proposed population. If the breast cancer project is new, describe relevant success with other projects.
- Describe the equipment, resources, tools, space, etc., that the applicant organization possesses or will utilize to implement all aspects of the project.
- Describe the organization's current financial state and fiscal capability to manage all aspects of the project to ensure adequate measures for internal control of grant dollars. If the organizational budget has changed over the last three years, explain the reason for the change.

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## **Monitoring and Evaluation (limit 5,000 characters)**

Grantees will be required to report on the following outputs and outcomes in the progress and final reports:

- Accomplishments
- Challenges
- Upcoming tasks
- Lessons learned
- A compelling story from an individual that was served with Komen funding
- Demographics of individuals served through Komen funding (see Appendix A)
- Types of services offered (see Appendix A)

The Monitoring and Evaluation (M&E) narrative must address the following items:

- Describe how the organization(s) will measure progress against the stated project goal and objectives, including the specific evaluation tools that will be used to measure progress. These tools can include client satisfaction surveys, pre- and post-tests, client tracking forms, etc. Please include any templates, logic models or surveys as attachments in the Project Work Plan page(s).
- Describe the specific outcomes that will be measured as a result of proposed project activities. Outcomes reported can include number of days to diagnostic resolution after an abnormal imaging test, number of days from diagnosis to first day of treatment, etc.
- Describe the resources and expertise available for M&E during the project period. Specify if the expertise and resources are requested as part of this project, or if they are existing organizational resources.

## **Target Community Focus: (limit 5,000 characters)**

Grantees must show how their program effectively addresses the needs of the listed target communities in the Affiliate's Service Area, if applicable, for their chosen funding priority. The narrative must include a thoughtful description of the program's impact on specific communities, as well as how that impact will be recorded and monitored.

## **PROJECT TARGET DEMOGRAPHICS**

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

## **PROJECT WORK PLAN**

In the Project Work Plan component of the application on GeMS, you will be required to submit SMART objectives in order to meet the universal goal:

**Reduce breast cancer mortality by addressing disparities, increasing access to quality and timely care, and/or improve outcomes through patient navigation.**

The project must have at least one objective. While there is no limit to the number of objectives allowed, the number of objectives should be reasonable, with each able to be evaluated. Please ensure that all objectives are SMART objectives:

Specific  
Measurable  
Attainable  
Realistic  
Time-bound

A guide to crafting SMART objectives is found in Appendix B or at <http://ww5.komen.org/WritingSMARTObjectives.html>.

You will also be required to submit the timeline and the anticipated number of individuals to be served.

Write your Project Work Plan with the understanding that each objective must be reported on in progress reports. **The Project Work Plan must include measurable objectives that will be accomplished with funds requested from Komen Virginia Blue Ridge.** Objectives that will be funded by other means should **not** be reported here, but instead, can be included in your overall project description.

**Example Work Plan** (For additional examples and a SMART objective checklist, please refer to Appendix B).

OBJECTIVE 1: By February 1, 2019, the patient navigator will have contacted 100 percent of all women with an abnormal screening result in Green County within three business days to schedule a follow-up appointment.

OBJECTIVE 2: By March 31, 2019, the project will provide 30 uninsured/underinsured Green County women free/reduced cost diagnostic procedures within 30 days of an abnormal screening.

Attachments to support the Project Work Plan page may include, but are not limited to:

- **Evaluation forms, surveys, logic models, etc.,** that will be used to assess the progress and/or the effectiveness of these objectives.

## **BUDGET SECTION**

For each line item in the budget, applicant must **provide an estimated expense 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 project is requesting funds, if applicable. If no funds are requested from Komen for staff's salary, enter \$0 in the salary request fields to properly complete an application.

### **Attachments Needed for Key Personnel/Salaries Section:**

- **Resume/Job Description** – For key personnel that are currently employed by the applicant organization, provide a resume or *curriculum vitae* that includes education

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level achieved and licenses/certifications obtained. For new or vacant positions, provide a job description (*Two-page limit per individual*).

## **CONSULTANTS/ SUB-CONTRACTS**

This section should be completed if the applicant requires a third party to help with the project. Consultants are persons or organizations that offer specific expertise not provided by staff and are usually paid by the hour or day. Subcontractors have substantive involvement with a specific portion of the project, often providing services not provided by the applicant. Patient Care services, even if subcontracted, should not be included in this section; those funds should be included in the Patient Care budget section.

## **SUPPLIES**

This section should include office supplies or any other type of supplies the applicant will need to complete the project.

Note: Komen grant funds may not be used for the development of educational materials or resources that either duplicate existing Komen materials or for which there is not a demonstrated need. Only Komen-developed or Komen-approved educational resources may be used/ distributed.

## **TRAVEL**

This section should be completed if travel expenses such as conference registration fees/travel or mileage reimbursement by organization staff or volunteers related to project activity is necessary to complete the project. (This section is NOT for transportation assistance for patients/clients – this expense should be recorded on the “Patient Care” page.)

## **PATIENT CARE**

This section should include all funds requested for providing direct services for a patient. This should be the cost needed to provide the direct services mentioned in the goal and objectives section of the application. Navigation or referral project costs should not be included in this section but can be included in Key Personnel/ Salaries or Consultants/ Sub-Contracts sections, as appropriate.

## **OTHER**

This section should only be used for items that are directly attributable to the project but cannot be included in the existing budget sections.

## **INDIRECT**

The allowable indirect cost, which is requested as a percentage of direct costs, includes expenses supporting the project, including, but not limited to, allocated costs such as facilities, technology support, communication expenses and administrative support.

## **PROJECT BUDGET SUMMARY**

This section includes a summary of the total project budget. Other sources of funding for this project must also be entered on this page.

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**Attachments Needed for the Project Budget Summary Section:**

- **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. To request verification of your organization's tax-determination status, visit the following page on the IRS Web site:

<http://www.irs.gov/Charities-&-Non-Profits/EO-Operational-Requirements:-Obtaining-Copies-of-Exemption-Determination-Letter-from-IRS>

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## APPENDIX A: FY18 REPORTING METRICS

Grantees will be required to report on the below metrics in FY18 Progress/Final Reports. All grantees will report on Demographics of those served. The remaining categories will only need to be reported on if a grantee offers those services in their Project Workplan. For example, if a grantee has only an education objective, they will only have the option to report metrics for the Education & Training category.

\* Indicates data must be provided by race & ethnicity (only by Hispanic/Latino and non-Hispanic/Latino – not by specific Hispanic/Latino/Spanish origin)

### Demographics

- State of residence
- County of residence
- Age
- Gender
  - Female, Male, Transgender, Other, Unknown
- Race
  - Black/African-American, White, American Indian or Alaska Native, Asian, Native Hawaiian or Pacific Islander, Unspecified
- Ethnicity
  - Hispanic/Latino, Non-Hispanic/Latino
- Special Populations
  - Amish/Mennonite, Breast cancer survivors, Healthcare providers, Homeless/residing in temporary housing, Immigrant/Newcomers/Refugees/Migrants, Living with metastatic breast cancer, Individuals with disabilities, Identifies as LGBTQ, Rural residents

### Breast Cancers Diagnosed

- Staging of breast cancers diagnosed resulting from
  - Screening services\*
  - Diagnostic services\*
  - Community navigation into screening\*
  - Diagnostic patient navigation\*

### Education & Training

- Type of session
  - One-on-one, Group
- Topic of session
  - Breast self-awareness, available breast health services and resources, clinical trials, treatment, survivorship and quality of life, metastatic breast cancer
- Number of individuals reached by topic area
- Follow-up completed

- 
- Action taken
  - If healthcare provider training, total number of providers trained in each session (one-on-one, group) and number by provider type (Community health workers, lay educators, patient navigators, social workers, nurses, technicians, nurse practitioners/physician assistants, doctors)

### **Screening Services**

- First time to facility
- Number of years since last screening
- Screening facility accreditation\*
  - American College of Radiology - Breast Imaging Center of Excellence (BICOE)
  - American College of Surgeons - National Accreditation Program for Breast Centers (NAPBC)
- Count of screening services provided\*
- Screening result\*
- Referred to diagnostics\*

### **Diagnostic Services**

- Time from screening to diagnosis\*
- Diagnostic facility accreditation\*
  - American College of Radiology - Breast Imaging Center of Excellence (BICOE)
  - American College of Surgeons - National Accreditation Program for Breast Centers (NAPBC)
- Count of diagnostic services provided\*
- Referred to treatment\*

### **Treatment Services**

- Time from diagnosis to beginning treatment\*
- Treatment facility accreditation\*
  - American College of Radiology - Breast Imaging Center of Excellence (BICOE)
  - National Cancer Institute-Designated Cancer Center (NCI)
  - American College of Surgeons - Commission on Cancer (CoC)
- Count of treatment services provided\*
- Count of patients enrolled in a clinical trial\*

### **Treatment Support**

- Count of treatment support services provided

### **Barrier Reduction**

- Count of barrier reduction assistance services provided\*

- Transportation, interpretation/translation services, co-pay/deductible assistance, daily living expenses, childcare

### **Community Navigation, Patient Navigation & Care Coordination/Case Management**

- Count of individuals receiving coordination of care to diagnostic services
- Count of individuals receiving coordination of care to treatment services
- Time from referral to screening\*
- Accreditation of screening facility navigated to\*
  - American College of Radiology - Breast Imaging Center of Excellence (BICOE)
  - American College of Surgeons - National Accreditation Program for Breast Centers (NAPBC)
- Time from abnormal screening to diagnostic resolution\*
- Accreditation of diagnostic facility navigated to\*
  - American College of Radiology - Breast Imaging Center of Excellence (BICOE)
  - American College of Surgeons - National Accreditation Program for Breast Centers (NAPBC)
- Time from diagnostic resolution to beginning treatment \*
- Accreditation of treatment facility navigated to\*
  - American College of Radiology - Breast Imaging Center of Excellence (BICOE)
  - National Cancer Institute-Designated Cancer Center (NCI)
  - American College of Surgeons - Commission on Cancer (CoC)
- Patient enrolled in a clinical trial\*
- Individual completed physician recommended treatment\*
- Survivorship care plan provided
- Breast cancer records provided to primary care provider

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## APPENDIX B: WRITING SMART OBJECTIVES

Project planning includes developing project objectives. **Objectives** are specific statements that describe what the project is trying to achieve and how they will be achieved. Objectives are more immediate than the goal and represent milestones that your project needs to achieve in order to accomplish its goal by a specific time period. Objectives are the basis for monitoring implementation of strategies and/or activities and progress toward achieving the project goal. Objectives also help set targets for accountability and are a source for project evaluation questions.

### Writing SMART Objectives

To use an objective to monitor progress towards a project goal, the objective must be **SMART**.

A **SMART** objective is:

- **Specific:**
  - Objectives should provide the “who” and “what” of project activities.
  - Use only one action verb since objectives with more than one verb imply that more than one activity or behavior is being measured.
  - Avoid verbs that may have vague meanings to describe intended output/outcomes (e.g., “understand” or “know”) since it may prove difficult to measure them. Instead, use verbs that document action (e.g., identify three of the four Komen breast self-awareness messages).
  - The greater the specificity, the greater the measurability.
- **Measurable:**
  - The focus is on “how much” change is expected. Objectives should quantify the amount of change expected.
  - The objective provides a reference point from which a change in the target population can clearly be measured.
- **Attainable:**
  - Objectives should be achievable within a given time frame and with available project resources.
- **Realistic:**
  - Objectives are most useful when they accurately address the scope of the problem and programmatic steps that can be implemented within a specific time frame.
  - Objectives that do not directly relate to the project goal will not help achieve the goal.
- **Time-bound:**
  - Objectives should provide a time frame indicating when the objective will be measured or time by which the objective will be met.
  - Including a time frame in the objectives helps in planning and evaluating the project.

### SMART Objective Examples

**Non-SMART objective 1:** Women in Green County will be provided educational sessions.

*This objective is not SMART because it is not specific, measurable, or time-bound. It can be made SMART by specifically indicating who is responsible for providing the educational sessions, how many people will be reached, how many sessions will be*

*conducted, what type of educational sessions will be conducted, who the women are and by when the educational sessions will be conducted.*

**SMART objective 1:** By September 30, 2017, Pink Organization will conduct 10 group breast cancer education sessions reaching at least 200 Black/African American women in Green County.

**Non-SMART objective 2:** By March 30, 2018, reduce the time between abnormal screening mammogram and diagnostic end-result for women in the counties of Jackson, Morse and Smith in North Dakota.

*This objective is not SMART because it is not specific or measurable. It can be made SMART by specifically indicating who will do the activity and by how much the time will be reduced.*

**SMART objective 2:** By March 30, 2018, Northern Region Hospital breast cancer patient navigators will reduce the average time from abnormal screening mammogram to diagnostic conclusion from 65 days to 30 days for women in the counties of Jackson, Morse and Smith in North Dakota.

**SMART Objective Checklist**

Criteria to assess objectives	Yes	No
<b>1. Is the objective SMART?</b>		
<ul style="list-style-type: none"> <li><b>Specific:</b> Who? (target population and persons doing the activity) and What? (action/activity)</li> </ul>		
<ul style="list-style-type: none"> <li><b>Measurable:</b> How much change is expected?</li> </ul>		
<ul style="list-style-type: none"> <li><b>Achievable:</b> Can be realistically accomplished given current resources and constraints</li> </ul>		
<ul style="list-style-type: none"> <li><b>Realistic:</b> Addresses the scope of the project and proposes reasonable programmatic steps</li> </ul>		
<ul style="list-style-type: none"> <li><b>Time-bound:</b> Provides a time frame indicating when the objective will be met</li> </ul>		
<b>2. Does it relate to a single result?</b>		
<b>3. Is it clearly written?</b>		

Source: Department of Health and Human Services- Centers for Disease Control and Prevention. January 2009. Evaluation Briefs: Writing SMART Objectives. <http://www.cdc.gov/healthyyouth/evaluation/pdf/brief3b.pdf>