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# *SUSAN G. KOMEN®*



## **VIRGINIA BLUE RIDGE**

Where the end of breast cancer begins.™

### COMMUNITY GRANTS REQUEST FOR APPLICATIONS

#### KEY DATES:

Grant Writing Workshop:	September 18, 2019 10 -11:30 am
Letter of Intent Deadline:	November 15, 2019 at NOON
Application Deadline:	December 6, 2019 at 11:59 PM
Award Notification:	March 31, 2020
Performance Period:	April 1, 2020 – March 31, 2021
Circle of Hope:	April 2020, Date TBD
Race for the Cure: Complex, Roanoke, VA	April 25, 2020, Rivers Edge Sports

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

**OUR BOLD GOAL: REDUCE THE CURRENT NUMBER OF BREAST CANCER DEATHS BY 50% IN THE U.S. BY 2026.**

**Susan G. Komen® Virginia Blue Ridge**  
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[www.komenvablueridge.org](http://www.komenvablueridge.org)

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## ABOUT SUSAN G KOMEN® AND 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. Since its founding in 1982, Komen has funded more than \$956 million in research and provided more than \$2.1 billion in funding to screening, education, treatment and psychosocial support programs. Komen has worked in more than 60 countries worldwide. Komen was founded 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 has invested more than \$2.9 in community breast health programs in 42 cities and counties and has helped contribute to the more than \$988 million invested globally in research.

### ELIGIBILITY REQUIREMENTS

- 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.
- 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 projects 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.
- Completion of a Letter of Intent (LOI) no later than **November 15 at 12 PM** will be required of all applicants. LOI link is available at [komenvablueridge.org/how-to-apply-for-funding](http://komenvablueridge.org/how-to-apply-for-funding). Viewing/attending the Grantwriting Workshop is **strongly encouraged** for ALL APPLICANTS.

### ELIGIBLE SERVICE AREA

Applicants 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
  - Botetourt
  - Campbell
  - Carroll
  - Craig
  - Dickenson
  - Floyd
  - Franklin
  - Giles
  - Grayson
  - Henry
  - Lee
  - Montgomery
  - Patrick
  - Pittsylvania
  - Pulaski
  - Roanoke
  - Rockbridge
  - Russell
  - Scott
  - Smyth
  - Tazewell
  - Washington
  - Wise
  - Wythe

## FUNDING PRIORITIES

Komen Virginia Blue Ridge supports breast cancer projects that address the funding priorities below, which were selected based on data from our current Community Profile Report, found on our website at <https://komenvablueridge.org/grants/our-community-need-2/>.

Although organizations in the target communities listed below are given priority, we encourage organizations in non-target communities to apply as well. Programs that do not reach target communities are still eligible for full funding.

- 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:

- **No or Low-Cost Screenings and Diagnostic Services**

Evidence-based projects that provide low- or no-cost screening and/or diagnostic services for individuals residing in the 42 city/county service area.

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Individuals served must:

- Have an income below 250 percent of the federal poverty line; and
- 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.
- Forty years or older OR if under 40, must be symptomatic or have a referral from a physician indicating a need for screening services (i.e. strong family history, high risk, etc.)

Komen seeks to fund projects that provide low- or no-cost screening and diagnostic services, mobile mammography, and co-pay and/or deductible assistance. Projects should target specifically high risk groups of black women, low-income women, uninsured/underinsured women, and patients with low health literacy.

- **Patient Navigation**

Projects that provide evidence-based patient navigation for specifically high-risk groups of black women, low-income women, uninsured/underinsured women, and patients with low health literacy that reside in the 42 city and county service area. 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 access to transportation, language services and financial resources).

- **Reducing Other Barriers to Care**

Komen seeks to fund projects that help dismantle barriers to care for those in need. Individuals can experience financial, geographical, and educational barriers to care in southwest Virginia; programs under this priority must fall into at least one of the following categories focused on reducing these barriers:

- Transportation assistance
  - Projects that provide transportation assistance through shuttle, taxi, or other direct service.
  - Projects utilizing gas cards for transportation assistance must establish requirements for eligibility, such as mileage, lack of public transportation options, income, etc. Applications must show how program will determine need, how program ensures funds are utilized for transportation assistance for appointments, and explain the method of distributing gas cards (i.e. mailed before appointment, given at appointment, etc.).

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- **Breast Health Education**

- Projects that provide evidence-based and culturally relevant breast cancer education in one-on-one and group settings. Projects must be designed to result in documented age-appropriate, breast cancer action (e.g., getting a screening mammogram, obtaining recommended follow-up after an abnormal mammogram).
- Breast cancer education projects should include Komen's breast self-awareness messages, if appropriate, based on the need, audience and purpose of the educational project. Projects must provide evidence of linkage to local breast cancer services and include follow up with participants. Based on findings from the Community Profile, these projects should target black women, uninsured/underinsured women, low-income women, and individuals with low health literacy that reside in the 42 city and county service area.

## ALLOWABLE COSTS

Applicants may request funding of up to \$50,000 for one year. All requested costs must be directly attributable to the project, provide an estimated cost calculation and include a brief justification explaining why the costs are necessary to achieve project objectives:

- **Salaries and Fringe Benefits**

Project staff responsible for achieving project objectives with salary and fringe benefits adjusted to reflect the percentage of effort on the project.

- **Consultants/ Sub-contracts**

Consultants are persons or organizations that offer specific expertise for achieving project objectives not provided by project staff and are usually paid by the hour or day. Subcontractors have substantive involvement with a specific portion of the project for achieving project objectives, often providing services not provided by the applicant.

- **Supplies**

Resources needed to achieve project objectives.

- **Travel**

Conference registration fees/travel or mileage reimbursement by project staff or volunteers necessary to achieve project objectives.

- **Patient Care**

Costs for providing direct services for a patient to achieve project objectives.

- **Other Direct Costs**

Direct costs directly attributable to the project that cannot be included in existing budget sections.

- **Indirect Costs, not to exceed 5% percent of direct costs**

These include costs for supporting the project such as, allocated costs such for facilities, technology support, communication expenses and administrative support.

- 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 anticipated individuals to be served in each city or county within project application.
- 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) in the space provided in the Komen Grants Portal. If the 2020 fee schedule is not available at the time of submitting the application, the 2019 schedule must be uploaded.

## NON-ALLOWABLE COSTS

- Research, defined as any project activity 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. According to studies, teaching breast self-exam (BSE) has not been shown to be effective at reducing mortality from breast cancer
- Development of educational materials or resources that either duplicate existing Komen materials or for which there is not a demonstrated need. Applicants can view, download and print all of Komen's educational materials by visiting <http://ww5.komen.org/BreastCancer/KomenEducationalMaterials.html>. If an applicant intends to use supplemental materials, they should be consistent with Komen messages.
- 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/ land acquisition
- 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
- 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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## BREAST CANCER EDUCATION

To reduce confusion and reinforce learning, Komen will only fund projects that use approved educational messages and materials that are consistent with Komen messages. Please be sure that your organization can agree to promote the messages listed here:

<http://ww5.komen.org/BreastCancer/BreastSelfAwareness.html>.

If an applicant wants to develop educational resources, they must discuss with Komen prior to application submission and provide evidence of need for the resource.

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 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/>.

## PROJECT OBJECTIVES

All applicants are required to develop project objective(s) to:

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

All projects must have at least one **Specific Measurable Attainable Realistic Time-bound** (SMART) objective that will be accomplished with Komen funding and can be evaluated including an estimated timeline and the anticipated number of individuals to be served.

Guidance on crafting SMART objectives is located here:

<https://ww5.komen.org/WritingSMARTObjectives.html>.

## PROJECT NARRATIVE

### Statement of Need

- Describe the need for the project and explain the target population (including age, race, ethnicity, geographic location) to be served using demographic and breast cancer mortality statistics.
- Explain how project objectives will address the stated funding priorities.

### Project Design

- Describe what will be accomplished with project funding and the strategy to reduce breast cancer mortality and increase the percentage of people who enter, stay in or progress through the continuum of care.
- Explain how the project incorporates evidence-based practices providing citations for all references.
- Explain how the requested budget and budget justification support the project objectives.
- Explain how project staff are best suited to accomplish project objectives.

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## **Partners and Sustaining the Project**

- Explain how collaboration strengthens the project.
- Describe past accomplishments with breast cancer projects that address our funding priorities. If the proposed project is new, describe success with other breast cancer projects.
- Describe the resources to be used to implement the project.

## **Impact and Evaluation**

- Describe how the project objectives will reduce breast cancer mortality by addressing disparities, increasing access to quality and timely care, and/or improving outcomes through patient navigation.
- Describe how specific project outcomes will be evaluated.
- Describe the resources and expertise that will be used for monitoring and evaluation during the performance period.

## **REVIEW PROCESS**

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

### **Statement of Need 25%:**

- How well has the applicant identified the need for the project and explained the target population to be served?
- To what extent do project objectives address the stated funding priorities

### **Project Design 30%:**

- How successful was the applicant at describing the strategy to reduce breast cancer mortality?
- How well has the applicant described what will be accomplished with project funding?
- To what extent does the project include evidence-based practices?
- How well does the budget and budget justification support project objectives?
- To what extent does project staff have the expertise to effectively implement and provide fiscal oversight of the project?

### **Partners and Sustaining the Project 25%:**

- How well does the applicant explain the roles, responsibilities and qualifications of project partners?
- How well has the applicant demonstrated evidence of success in delivering services consistent with the stated funding priorities?
- How well has the applicant described the resources to implement the project?
- Does the applicant have the capacity to manage the project?

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## **Impact and Evaluation 20%:**

- To what extent do project objectives reduce breast cancer mortality by addressing disparities, increasing access to quality and timely care, and/or improving outcomes through patient navigation?
- To what extent does the evaluation plan aim to collect the relevant required metrics?
- To what extent are the applicant's monitoring and evaluation resources likely to adequately evaluate project success?

## **REQUIRED REPORTING METRICS**

If awarded project funding, grantees will be required to report on the Demographics in addition to the metrics related to approved objectives listed below. For example, if the project has screening and diagnostic services objectives, the grantee will report on the Demographics, Screening Services and Diagnostic Services metrics.

### **Demographics**

State of residence; County of residence; Age; Gender; Race; Ethnicity; Special Populations.

### **Education & Training**

Type of session; Number of individuals reached by topic area; Follow-up completed; Action taken; If health care provider training, total number of providers trained in each session and number by provider type.

### **Screening Services**

First time to facility; Number of years since last screening; Screening facility accreditation; Count of screening services provided; Screening result; Referred to diagnostics; Staging of breast cancer diagnosed resulting from screening services.

### **Diagnostic Services**

Time from screening to diagnosis; Diagnostic facility accreditation; Count of diagnostic services provided; Staging of breast cancer diagnosed resulting from diagnostic services; Referred to treatment.

### **Treatment Services**

Time from diagnosis to beginning treatment; Treatment facility accreditation; Count of treatment services provided; Count of patients enrolled in a clinical trial.

### **Treatment Support**

Count of treatment support services provided: system management, individual or group psychosocial support, complementary and integrative therapies, palliative care, durable medical equipment.

### **Barrier Reduction**

Count of barrier reduction assistance services provided: transportation, interpretation/translation services, co-pay/deductible assistance, daily living expenses, childcare.

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## Patient Navigation, Care Coordination & Case Management

Time from referral to screening; Accreditation of screening facility navigated to; Time from abnormal screening to diagnostic resolution; Accreditation of diagnostic facility navigated to; Staging of breast cancer diagnosed resulting from community or patient navigation; Time from diagnostic resolution to beginning treatment; Accreditation of treatment facility navigated to; Patient enrolled in a clinical trial; Individual completed physician recommended treatment; Survivorship care plan provided.

## SUBMISSION REQUIREMENTS

All applications must be submitted online through the Komen Grants Portal at [komen.smartsimple.com](http://komen.smartsimple.com) before the application deadline to be considered.

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

The 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.

## CHECKLIST FOR APPLICATION COMPLETION

- **Eligibility Requirements** – Applicant meets all eligibility requirements as stated in the Komen Grants Portal and in this Request for Applications.
- **Allowable Costs** – All proposed costs are directly attributable to the project, provide an estimated cost calculation and include a brief justification explaining why the costs are necessary to achieve project objectives.
- **Non-Allowable Costs** – non-allowable costs are not included in the application.
- **Breast Cancer Education** – Applicant can agree to promote Komen’s education messages listed here: <http://ww5.komen.org/BreastCancer/BreastSelfAwareness.html>
- **Project Narrative** – Applicant has addressed each question in the Statement of Need, Project Design, Partners and Sustaining the Project, and Impact and Evaluation sections.
- **Project Objectives** – Proposed objectives are SMART, will be accomplished with Komen funding, and aim to reduce breast cancer mortality by addressing disparities, increasing access to quality and timely care, and/or improving outcomes through patient navigation.
- **Proof of Tax-Exempt Status** – To document the applicant’s **federal tax-exempt status**, provide a letter of determination from the Internal Revenue Service. Evidence of state or local exemption will not be accepted. Please do not provide a Federal tax return.
- **Resume/Job Description** – For key personnel that are currently employed by the applicant organization, provide a resume or *curriculum vitae* that includes education level achieved

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

- **Letters of Support / Memoranda of Understanding** – From project partners identified in the Project Narrative / Partners and Sustaining the Project section.
- **Assurances** – Applicant assures compliance with the following policies if awarded project funding:
  - 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 project. No expenses may be accrued against the project until the grant 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.
  - Grant payments will be made in installments pending acceptance of and compliance with terms and conditions of a fully executed 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 expenditures and a description of project achievements. Additional reports may be requested.
  - At the discretion of Komen, the grantee may request one no-cost extension of no more than six months per project. 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, property damage and advertising injury;
    - 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.
    - To the extent any transportation services are provided, \$1,000,000 combined single limit of automobile liability coverage will be required.
    - To the extent medical services are provided, 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 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.
  - 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.

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- Newly screened patients have recently turned 40 and have not had their first mammogram.
  - While reporting metrics 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/demographics.
  - 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.
  - Grantees are required to provide at least one volunteer at the mission booth at Race for the Cure on April 25, 2020 or provide at least one volunteer at Komen on the Creeper, October 2021 (Date TBD).
  - Grantees are required to attend The Circle of Hope ceremony, where grants will be announced publicly and presented to selected organizations.