



Susan G. Komen®

Central and Western Oklahoma

2017-2018 COMMUNITY GRANTS PROGRAM

**FOR BREAST HEALTH PROGRAMS
TO BE HELD BETWEEN APRIL 1, 2017 AND MARCH 31, 2018**

SUSAN G. KOMEN® AFFILIATE COMMUNITY GRANTS

Because breast cancer is everywhere, SO ARE WE.

At Susan G. Komen, we are committed to ENDING breast cancer forever by ENERGIZING SCIENCE to find the cures and ensuring QUALITY CARE for all.

Susan G. Komen®

Central and Western Oklahoma

101 Park Avenue, Suite 225

Oklahoma City, OK 73102

KomenCWOK.org

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KEY DATES

Application Opens	Tuesday, October 12 th , 7 am, Central Standard Time
Application Closes	Friday, January 6 th , 11:59 pm, Central Standard Time
Application Deadline	Friday, January 20, 2017, 5 pm, Central Standard Time
Grantmaking Lunch and Learn <i>**Required to apply**</i>	Tuesday, November 15 th , 2016, 11-1pm (lunch provided) BOLDT Construction 101 W. Hefner Road OKC, OK 73114
Technical Assistance Webinars	Dates/times announced at Grantmaking Lunch and Learn
Award Notification	On or before March 31 st , 2017
Award Period	April 1, 2017 thru March 31, 2018
Awards Luncheon and Orientation	April 2017

IMPORTANT: Your organization's participation in at least one of the workshop options listed above is **REQUIRED** to submit an application for Komen funding. Please contact Affiliate Mission Staff to **RSVP for the workshop of your choice by FRIDAY, NOVEMBER 11th, 2016**. A call-in number will be provided upon receiving your RSVP if you choose to attend the webinar. Alternate conference options are available. Contact Affiliate Mission Staff for more info.

ABOUT SUSAN G. KOMEN CENTRAL AND WESTERN OKLAHOMA

Susan G. Komen is the world's largest breast cancer organization, funding more breast cancer research than any other nonprofit while providing real-time help to those facing the disease. 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 Central and Western Oklahoma is working to better the lives of those facing breast cancer in the local community. Through events like the Komen Oklahoma City Race for the Cure®, Komen Central and Western Oklahoma has invested over \$7 million in community breast health programs in our 47 county service area and has helped contribute to the more than \$800 million invested globally in research.

NOTICE OF FUNDING OPPORTUNITY AND STATEMENT OF NEED

Komen Central and Western Oklahoma will award community grants to organizations that will provide breast health and breast cancer projects that address funding priorities, which were selected based on data from the 2015 Komen Central and Western Oklahoma Community Profile Report. The 2015 Community Profile Report can be found on our website at KomenCWOK.org.

IMPORTANT: Komen Central and Western Oklahoma is committed to reserving at least \$10,000 of funding for each of the four priorities listed on the next page. In the event there are no eligible applicants for one or more of the priorities, the reserved \$10,000 will be designated to the next priority with the higher ranking.

2017-2018 Community Grants Priority Areas for Funding

The following funding priority areas are **RANKED** below in order of importance according to the specific needs identified for Komen Central and Western Oklahoma. Please select **AT LEAST ONE** of the following priorities your proposed program will be aligned with:

RANK	PRIORITY AREA
1	<p>Comprehensive programs that provide evidence-based, culturally and linguistically appropriate group and/or one-on-one grassroots education for uninsured and/or underinsured women leading to documented breast cancer action such as talking to their doctor about personal breast cancer risk and/or getting a no cost or low cost screening mammogram. Priority will be given to applicants that demonstrate benefit to one or both of the following communities:</p> <ul style="list-style-type: none"> • American Indians in Carter County • Hispanic/Latinas in Texas County
2	<p>Comprehensive, evidence-based programs that expand access to quality and timely breast cancer screening, diagnostic and treatment services for low-income (up to 250% Federal Poverty Level), uninsured and/or underinsured women ages 40 and older, and not eligible for the Oklahoma BCCEDP program, Take Charge!. Komen Central and Western Oklahoma seeks to fund projects offering no cost or low cost breast cancer services (e.g., screening, diagnostics and treatment), interpreter services, transportation assistance, and childcare assistance. Priority will be given to applicants that demonstrate benefit to at least one or more of the following communities:</p> <ul style="list-style-type: none"> • Hispanic/Latinas in Oklahoma County • Blacks/African-Americans in Oklahoma County • Comanche County • Garfield County
3	<p>Comprehensive, evidence-based programs that provide culturally and linguistically appropriate patient navigation services to low-income (up to 250% Federal Poverty Level), uninsured and/or underinsured individuals. Patient navigation is defined as a process by which a professionally trained individual – the patient navigator – guides patients through and around barriers in the complex breast cancer continuum of care system. The primary focus of a patient navigator must be on the individual patient, with responsibilities centered on coordinating and improving access to quality and timely diagnostic, treatment, and follow-up services tailored to individual needs. Further, Komen-funded patient navigators will 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). Priority will be given to applicants that demonstrate benefit to at least one or more of the following communities:</p> <ul style="list-style-type: none"> • American Indians in Carter County • Hispanic/Latinas in Oklahoma County and Texas County (Note: Patient navigation programs in these counties should have an onsite certified bilingual/bicultural interpreter to help address language barriers facing women in these communities) • Blacks/African-Americans in Oklahoma County
4	<p>Comprehensive, evidence-based programs which foster relationship building among professionals seeking to collectively improve breast health outcomes for groups of low-income, linguistically isolated, uninsured and/or underinsured women. Priority will be given to applicants that demonstrate benefit to at least one or more of the following communities:</p> <ul style="list-style-type: none"> • Hispanic/Latino media outlets in Oklahoma County • Community based organizations in Comanche County and Texas Counties • Tribal groups in and immediately surrounding Carter County • Breast cancer screening sites serving Garfield County

Examples of successful projects funded by Komen Central and Western Oklahoma in the past include those that:

- Increased the number of women that utilize regular breast cancer screening;
- Decreased time from referral to mammography screening;
- Reduced the number of women “lost to follow-up;”
- Reduced time from abnormal screening to diagnostic procedures;
- Reduced time from diagnostic finding to treatment;
- Increased treatment compliance; and
- Increased mammography capacity, through development of process improvements and relationship building efforts.

IMPORTANT: Applicants may request funding from **\$10,000 up to \$75,000** (combined direct costs only) for one year. Applicants seeking less than \$10,000 should refer to the Komen Central and Western Oklahoma Small Grants RFA. You can find electronic copies of the Community Grants and Small Grants RFA documents at KomenCWOK.org.

ELIGIBILITY REQUIREMENTS

Applicants must conform to the following eligibility criteria to apply. Eligibility requirements for the applicants must be met at the time of Application submission.

- Individuals are not eligible to apply. Applications will only be accepted from a non-profit organization with 501(c)3 status (such as an educational institution, hospital or other medical facility, or a community organization) or a local/state government located in or providing services to one or more of the following locations:
 - Alfalfa, Beaver, Beckham, Blaine, Caddo, Canadian, Carter, Cimarron, Cleveland, Comanche, Cotton, Custer, Dewey, Ellis, Garfield, Garvin, Grady, Grant, Greer, Harmon, Harper, Jackson, Jefferson, Johnston, Kay, Kingfisher, Kiowa, Lincoln, Logan, Love, Major, Marshall, McClain, Murray, Noble, Oklahoma, Payne, Pontotoc, Pottawatomie, Roger Mills, Seminole, Stephens, Texas, Tillman, Washita, Woods, & Woodward
- Proposed projects must be specific to breast health and/or breast cancer and address the priorities identified in the Affiliate's 2015 Community Profile. 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 or awards to applicant are up-to-date and in compliance with Komen requirements.
- Applicant has documentation of current tax exempt status under the Internal Revenue Service code.
- 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 does not recur.
- At least one member of the applicant organization must RSVP by November 11th, 2016 and participate in the Grantmaking Lunch and Learn. One-hour Technical Assistance Webinars for grant writing will also be offered, covering topics such as utilizing the 2015 Community Profile, writing Evidence-Based Interventions (EBIs), the review process, and budget development. Although participation in webinars is not required, it is strongly recommended. The applicant organization's designated Project Director and/or grant writer is the most ideal participant for these opportunities. Dates and times for the webinars will be provided at the required Grantmaking Lunch and Learn:
 - REQUIRED: Grantmaking Lunch & Learn, November 15th, 2016, 11-1 pm
 - BOLDT Construction
101 W. Hefner Road
OKC, OK 73114
- Evidence-Based Interventions (EBIs)
 - Proposals must incorporate well-founded, best practice methods for collecting, tracking, and analyzing data according to the specific funding priority or priorities selected. If awarded, the Affiliate reserves the right to request other data analysis

points as well, such as a system analysis to evaluate the overall strength and sustainability of the program and its partnerships. Resources for EBIs are provided in the Appendix of this document and will be heavily discussed as a part of the Grant Writing Workshop.

- Serving Underinsured Individuals
 - In addition to serving uninsured individuals, proposed projects are required to include the opportunity for accessible services among underinsured individuals in need and based on the following eligibility criteria:
 - Individuals who possess health insurance, yet report difficulty satisfying an annual deductible of at least \$150 with an income of up to 250% Federal Poverty Level.

ALLOWABLE EXPENSES

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

- Salaries and fringe benefits for project staff
- Consultant fees
- Clinical services or patient care costs
- Meeting costs
- Supplies
- Reasonable travel costs related to the execution of the program
- Other direct program expenses
- Equipment, not to exceed \$5,000 total, essential to the breast health-related project to be conducted
- Total budgets for proposed Komen funding not to exceed \$75,000. Applicants seeking less than \$10,000 should refer to the Small Grants funding opportunity.

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
- Education regarding breast self-exams/use of breast models
- Development of educational materials or resources
- Education via mass media (e.g. television, radio, newspapers, billboards), health fairs and material distribution. These methods may be used to promote projects, but evidence-based methods such as 1-1 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
- Payments/reimbursement made directly to individuals
- Land acquisition
- Project-related investments/loans
- Scholarships
- Thermography
- Equipment over \$5,000 total
- Projects or portions of projects not specifically addressing breast cancer
- Indirect costs or general operating funds

IMPORTANT GRANTING POLICIES

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

- The project must occur between April 1, 2017 to March 31, 2018.
- 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 Central and Western Oklahoma.
- Grant payments will be made in installments pending compliance with terms and conditions of grant agreement and receipt of satisfactory progress reports.
- 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 Central and Western Oklahoma, 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 employer's 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 program, \$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 Central and Western Oklahoma with a Certificate of Insurance with Susan G. Komen Breast Cancer Foundation, Inc., Susan G. Komen Central and Western Oklahoma, 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.
- Komen CWOK is payer of last resort
 - Awarded Komen funds should be in place as a safety net providing services to uninsured/underinsured individuals not eligible for any other local, state, or federal programs.
- Proposal must demonstrate how financial resources and/or partnerships are in place for providing low cost no cost services along the entire breast cancer continuum of care, including treatment and follow-up care.
- Providing services in the case of unique circumstances among uninsured and/or underinsured individuals falling into the following categories:
 - Project should accommodate the possibility of symptomatic men, symptomatic women under the age of 40, and/or undocumented immigrants in need of accessing breast care services supported by Komen funding.

EDUCATIONAL MATERIALS AND MESSAGES

Susan G. Komen is a source of information about breast health and 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 and therefore Komen will not fund education projects that teach or endorse the use of 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 Affiliate Grantees are encouraged to use Komen-developed educational resources, including messages, materials, toolkits or online content during their grant period. This is to ensure that all breast cancer messaging associated with the Komen name or brand are current, safe, accurate, consistent and based on evidence and to avoid expense associated with the duplication of existing educational resources. Komen Grantees can purchase Komen educational materials at the Affiliate preferred price. If a grantee intends to use other supplemental materials, they should be consistent with Komen messages.

Komen grantees are eligible to receive preferred pricing for Komen educational materials. Komen materials should be used and displayed whenever possible. To view our educational materials, visit www.shopkomen.com.

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 educators and organizations to use to meet the needs of these communities. The Hispanic/Latino Toolkit is available in both English and Spanish. To access the Toolkits, please visit <http://komentoolkits.org/>. Komen has additional educational resources, including on komen.org, that may be used in community outreach and education projects. Check with Komen Central and Western Oklahoma for resources that may be used in programming.

REVIEW PROCESS

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

IMPACT 30%: 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 need described in the funding priority selected? Is the impact likely to be long-term?

STATEMENT OF NEED 5%: Does the project address at least one of the funding priorities stated in the RFA and the Affiliate's 2015 Community Profile? Does the project provide services to one or more of the target communities described in the Affiliate's 2015 Community Profile?

PROJECT DESIGN 25%: Do the goal and objectives described in the Project Work Plan align with the project description and activities? Is it clear what, specifically, is being done through this project? Is the project designed to meet the needs of specific communities including the cultural and societal beliefs, values, and priorities of each community? Is the project evidence-based? Is the budget appropriate and realistic? Does the budget justification explain in detail the reasoning and need for the costs associated with the project? If the proposed project includes collaboration with other organizations, are the roles of the partners appropriate, relevant and clearly defined? How likely is it that the objectives and activities will be achieved within the scope of the funded project?

ORGANIZATION CAPACITY 10%: Does the applicant organization, Project Director and his/her team have the expertise to effectively implement all aspects of the project? Is there evidence of success in delivering services to the target population? Is the organization fiscally capable of managing the grant project, including having appropriate financial controls in place? Does the applicant organization have the equipment, resources, tools, space, etc., to implement all aspects of the project? Does the organization or staff have appropriate licenses, certifications, accreditations, etc. to deliver the proposed services? Does the organization have a plan to obtain the resources (financial, personnel, partnerships, etc.) needed to sustain the project beyond the grant term (if awarded)? Are collaborations (if proposed) likely to be sustained beyond the grant term?

MONITORING AND EVALUATION 30%: Is there a documented plan to measure progress against the stated project goal and objectives, and the resulting outputs and outcomes? Is there sufficient monitoring and evaluation (M&E) expertise for the project? Are there sufficient resources in place for M&E efforts?

IMPORTANT: 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 Hart
Mission Programs Manager
Susan G. Komen®
Central and Western Oklahoma
405-526-2873 x201
Elizabeth@KomenCWOK.org or
Cure@KomenCWOK.org

SUBMISSION REQUIREMENTS

All proposals must be submitted online through the Komen Grants e-Management System (GeMS): <https://affiliategrants.komen.org>.

Applications must be received on or before 5 pm on Friday, January 20th, 2017]. No late submissions will be accepted.

APPLICATION INSTRUCTIONS

The application will be completed and submitted via the Komen Grants e-Management 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 at KomenCWOK.org, or contact the Affiliate Mission Staff at 405-526-2873 or Cure@KomenCWOK.org. When initiating an application on GeMS, please 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 detailed information regarding your organization's history, mission, programs, staff/volunteers, budget, and social media.

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

This section collects important 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 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 section is the core piece of the application. On the Project Narrative page of the application on GeMS, please address the requests below for each section.

Statement of Need (limit- 5,000 characters)

- Describe evidence of the risk/need within the identified population, using the RFA funding priorities and the 2015 Community Profile as a guide.
- Describe the characteristics (race, ethnicity, economic status, and breast cancer statistics) specific to the target population to be served with Komen funding.
- Describe how this project aligns with Komen Central and Western Oklahoma target communities and/or RFA funding priorities.

Project Design (limit- 5,000 characters)

- Explain the proposed project's overall goal and objectives, as outlined in your Project Work Plan, and what specifically will be accomplished using Komen funding.
- Explain how the proposed project's goal and objectives align with the stated priorities in the Affiliate's 2015 Community Profile.
- Describe in detail what will be done and how the project will increase the percentage of people who enter, stay in, or progress through the continuum of care.
- Explain how the project is designed to meet the needs of specific communities including the cultural and societal beliefs, values, and priorities of each community.
- Explain if and how the project is evidence-based and/or uses promising practices (please cite references). e.g., provide all citations in separate reference page uploaded in APA format]
- Describe project collaboration and the roles and responsibilities of all organizations or entities participating in the project, and explain how the collaboration strengthens the project and why partnering organizations are best suited to assist in carrying out the project and accomplishing the goal and objectives set forth in this application.

Organization Capacity (limit- 5,000 characters)

- Explain why the applicant organization, Project Director and staff are best-suited to lead the project and accomplish the goal and objectives set forth in this application. Please include appropriate organization or staff licenses, certifications and/or accreditations.
- Describe evidence of success in delivering breast health/cancer services to the proposed population. If the breast health/cancer program is newly proposed, describe relevant success with other programs.
- Describe the equipment, resources, tools, space, etc., that the applicant organization possesses or will utilize to implement all aspects of the project.
- Describe fiscal capability to manage the delivery of the proposed goal and objectives and ensure adequate measures for internal control of grant dollars.
- Describe the organization's current financial state. How has your organizational budget changed over the last three years? Please explain increase or decrease.
- Describe the plan to secure and allocate resources (financial, personnel, partnerships, etc.) to sustain the project at the conclusion of the grant period.

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: successes and accomplishments, challenges, lessons learned, promising practice example, a compelling story from an individual that was served with Komen funding and number of individuals served through Komen funding for each objective (county, race and ethnicity, age and population group). [NOTE: Discuss specifically the proposed plan for incorporating Evidence-Based Interventions (EBIs) in this section, including how the methods are aligned to measure outcomes associated with the selected funding priority. Resources for well-founded EBIs are listed in the Appendix section of this document.

Applicants should include any templates, logic models or surveys to support the Monitoring and Evaluation narrative by adding attachments to the Project Work Plan page.

The Monitoring and Evaluation narrative must address the following items:

- Describe in detail how the organization(s) will measure progress against the stated project goal and objectives.
- Describe how the organization(s) will assess how the project had an effect on the selected priority.
- Describe how the organization(s) will assess project delivery. Describe the monitoring and evaluation (M&E) expertise that will be available for this purpose.
- Describe the resources available for M&E during the course of the project. Specify if these resources are requested as part of this grant, or if they are existing organizational resources.

Impact: (limit 5,000 characters)

- Explain in detail how the project will have a substantial positive impact on increasing the percentage of people who enter, stay in, or progress through the continuum of care.
- Describe how the project will have a substantial impact on the need described in the specific funding priority selected.
- Detail how the impact is likely to be long-term.
- Discuss the sustainability of the project, with or without Komen funding.

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 a single goal and corresponding objectives:

- **The Goal** should be a high level statement that provides overall context for what the project is trying to achieve.
- **Objectives** are specific statements that describe how the project will meet the goal. An objective should be evaluated at the end of the project to establish if it was met or not met.

The project goal must have at least one objective; there is no limit to the number of objectives. Please ensure that all objectives are SMART objectives:

Specific
Measurable
Attainable
Realistic
Time-bound

A guide to crafting SMART objectives can be located in Appendix A or at the following:

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

You will also be required to submit the timeline, the anticipated number of individuals to be served, and the evaluation method you will utilize for each objective.

Write your Project Work Plan with the understanding that each item must be accounted for during progress reporting. **The Project Work Plan should include a single goal that will be accomplished with funds requested from Komen Central and Western Oklahoma.**

Objectives that will be funded by other means should **not** be reported here, but instead, can be included in your overall program description.

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

GOAL: Provide patient navigation to women with screening abnormalities in order to reduce delays in and barriers to diagnostic care.

OBJECTIVE 1: By February 12, 2018, the patient navigator will have contacted 100 percent of all women with an abnormal screening result within three business days to schedule a follow-up appointment.

OBJECTIVE 2: By March 31, 2018, the project will provide 30 uninsured/underinsured 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:

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

BUDGET SECTION

For each line item in the budget, **provide a precise calculation and a brief justification** explaining how all funds will be used and why they are necessary to achieve proposed objectives. A description of each budget category follows:

BUDGET

Applicants are required to provide a COMPLETE program budget for the entire requested grant term. Budget sections include Key Personnel/Salaries, Consultants, Supplies, Travel, Patient Care, Sub-Contracts, and Other. For each line item in the budget, provide a brief justification for how the funds will be used and why they are programmatically necessary. Complete the cash and in-kind columns to show outside and/or internal sources of support for the project. All lines,

columns, and thorough justification is required to pass the application compliance check. Below is an example of the budget template that should be completed, including a definition of how each column should be addressed for each line item.

**EXAMPLE Budget Template
Community Grants**

	Requested from Komen	Cash	In-kind	TOTAL
Salaries and Fringe				
Consultant Costs				
Supplies				
Travel				
Patient Care Costs				
Screening				
Diagnostics				
Treatment				
Transportation				
Childcare				
Subcontracts				
Other				
Subtotal – Direct Costs				
Indirect Costs	NOT ACCEPTED			
Total	\$10,000-\$75,000			
Budget Justification:				

REQUIRED FIELDS:

Requested from Komen – Funds needed to support the proposed project.

Cash – Other funding sources secured to support the proposed project. If none, insert zeros.

In-kind – Financial support for the project provided by the applying organization. Demonstrate your organization’s investment for the proposed project.

TOTAL – Combined totals across all sources of support for the proposed project.

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.

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 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 your project requires a third party to help with a piece of 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 your organization. Direct Patient Care services, even in 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, education supplies, and any other type of supplies your organization will need to complete the project.

Note: Komen grant funds may not be used for the development of educational materials or resources. If awarded project funds, grantees must use/distribute only Komen-developed or Komen-approved educational resources. Komen grantees are eligible to receive preferred pricing for Komen educational materials. Komen materials should be used and displayed whenever possible. To view our educational materials, visit www.shopkomen.com.

TRAVEL

This section should be completed if you are requesting funds for any type of travel including conference travel, registration fees and mileage reimbursement by organization staff or volunteers related to project activity. (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 a direct service for a patient. This should be the cost you will need to provide the services mentioned in the goal and objectives of the application, including screening, diagnostics, treatment, and transportation. Navigation or referral programs should not include the program costs in this section.

OTHER

This section should include any allowable expenses that do not fit the other budget categories. This section should only be used if the item cannot be included on any of the other various budget sections.

INDIRECT

Not allowable expenses for proposed Komen funding.

PROJECT BUDGET SUMMARY

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

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>

- **W9** – Used to provide your correct Taxpayer Identification Number (TIN) to the person or entity who is required to file an information return with the IRS to report, for example, income paid to you or your organization. This document is required to disburse any awarded grant funding.
- **Proof of Insurance** – Used to protect your organization if there's an accident or injury in your workplace or caused by one of your employees/volunteers. A certificate of liability insurance (COI), also known as an ACORD certificate of liability insurance serves as proof of your insurance coverage. Please see the Important Granting Policies section above for more detailed information on required coverage levels.
- **Letters of support or memoranda of understanding from proposed collaborators (if applicable)** – To describe the nature of the collaboration and the services/expertise/personnel to be provided through the collaboration or partnership supporting the goals and objectives of the proposed project. If applicable, all or at most ten, letters of support from partners should be submitted.

APPENDIX A: WRITING SMART OBJECTIVES

Project planning includes developing project goals and objectives. **Goals** are high level statements that provide overall context for what the project is trying to achieve. **Objectives** are specific statements that describe what the project is trying to achieve and how they will be achieved. Objectives are more immediate than goals 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:

1. **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 3 of the 4 Komen breast self –awareness messages).
 - The greater the specificity, the greater the measurability.
2. **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.
3. **Attainable:**
 - Objectives should be achievable within a given time frame and with available project resources.
4. **Realistic:**
 - Objectives are most useful when they accurately address the scope of the problem and projectmatic 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.
5. **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 conducted, who the women are and by when the educational sessions will be conducted.

SMART objective 1: By September 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
1. Is the objective SMART?		
<ul style="list-style-type: none"> • Specific: Who? (target population and persons doing the activity) and What? (action/activity) 		
<ul style="list-style-type: none"> • Measurable: How much change is expected? 		
<ul style="list-style-type: none"> • Achievable: Can be realistically accomplished given current resources and constraints 		
<ul style="list-style-type: none"> • Realistic: Addresses the scope of the project and proposes reasonable projectmatic steps 		
<ul style="list-style-type: none"> • Time-bound: Provides a time frame indicating when the objective will be met 		
2. Does it relate to a single result?		
3. Is it clearly written?		

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>

APPENDIX B: WRITING EVIDENCE-BASED INTERVENTIONS

Project planning and design must also incorporate Evidence-Based Interventions (EBIs). Below is a list of references for model programs to choose from.

Evidenced-Based Interventions (EBIs) Community Health Programs Resources:

- National Cancer Institute (<http://rtips.cancer.gov/rtips/index.do>): RTIPs is a searchable database of cancer control interventions and program materials, and is designed to provide program planners and public health practitioners easy and immediate access to research-tested materials.
- NACCHO Model Practices (<http://www.naccho.org/topics/modelpractices/>): Online, searchable database of innovative best practices across public health areas. These practices allow an individual to benefit from other professionals' experiences, to learn what works, get strategies on how to re-implement effective programs with good results, and save time and resources.
- AHRQ Innovation Exchange (<http://www.innovations.ahrq.gov/index.aspx>): The Exchange helps to solve problems, improve health care quality and reduce disparities as being a resource to find evidence-based innovations and quality tools, view new innovations and tools published, and learn from experts through events and articles.
- The Guide to Community Preventive Services (www.thecommunityguide.org): The Guide is a resource to assist organizations in selecting programs and policies to improve health and prevent disease in the community. Systematic reviews are used to answer the following questions:
 - Which program and policy interventions have been proven effective?
 - Are there effective interventions that are right for the community of interest?
 - What might effective interventions cost; what is the likely return on investment?

Other Resource Websites for EBIs:

- National Cancer Institute – Research to Reality (<https://researchtoreality.cancer.gov/>): This is an online community of practice that links cancer control practitioners and researchers, and provides opportunities for discussion, learning, and enhanced collaboration on moving research into practice.
- Cancer Control P.L.A.N.E.T. (Plan, Link, Act, Network with Evidence-based Tools) (<http://cancercontrolplanet.cancer.gov/index.html>): Web-based resource that can assist in assessing cancer and/or risk factor burden within a given state; identifying potential partners that may already be working with high-risk populations; understanding current research findings and recommendations; assessing and downloading evidence-based programs and products; and finding guidelines for planning and evaluation.

APPENDIX C: IMPORTANT GRANT WRITING RESOURCES

Below are more resources necessary for writing a strong, competitive application for Komen funding. To view the materials, you can click each link in an electronic copy of this document where it says “DOWNLOAD HERE,” or visit the grants page of our website, KomenCWOK.org, to download them.

GeMS Applicant Manual

- [DOWNLOAD HERE](#)

2015 Komen Community Profile Report

- [DOWNLOAD HERE](#)

Example Reviewer Rating Sheet

- [DOWNLOAD HERE](#)

Draft of Grant Agreement for Community Grants

- Copy provided at the required Grant Writing Workshops

Affiliate Grantmaking Policies and Procedures

- Copy provided at the required Grant Writing Workshops

Komen’s New BOLD GOAL

- Topic of discussion as it relates to Affiliate Grantmaking strategies will take place at the Grant Writing Workshops and conference options.

Small Grants Request for Applications (accepting applications year round)

- [DOWNLOAD HERE](#)