



Where the end of breast cancer begins.™

## FY20 SMALL GRANTS PROGRAM REQUEST FOR APPLICATIONS

**FOR BREAST HEALTH SUPPORT PROJECTS**  
**PERFORMANCE PERIOD: JULY 1, 2019 –MARCH 31, 2020**

**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 ® Greater Iowa  
PO Box 8468  
Des Moines, IA 50301

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## KEY DATES

Small grant applications are due no later than February 14, 2020 and requests for support of travel grants, conferences, or other educational events must be received at least six weeks prior to the event.

## ABOUT SUSAN G. KOMEN® GREATER IOWA

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 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 Greater Iowa is working to better the lives of those facing breast cancer in the local community. Komen Greater Iowa has invested over 12 million dollars in community breast health programs in 106 counties and has helped contribute to the more than \$988 million invested globally in research. For more information, call 1-877-745-6636 or visit [www.komengreateriowa.org](http://www.komengreateriowa.org).

## NOTICE OF FUNDING OPPORTUNITY AND STATEMENT OF NEED

Komen Greater Iowa is currently offering Small Grants up to \$5,000 to support educational/outreach projects, travel/conference projects and/or capacity-building projects as described below. For applications seeking funds greater than \$5,000 or seeking to provide screening, diagnostic and/or treatment services, please refer to our Community Grants RFA.

The findings from the Komen Greater Iowa Community Profile revealed geographical and information access issues as well as cost, were significant barriers to accessing breast health service. The Community Profile can be found on our website at [www.komengreateriowa.org](http://www.komengreateriowa.org).

## SMALL GRANTS CATEGORIES

### *Educational/Outreach Grants*

Purpose: To explore new approaches to reduce breast cancer education barriers identified in Dakota (NE), Muscatine (IA), Polk (IA), Adair (IA), Bremer (IA), Ida (IA), Keokuk (IA), Cass (IA), Madison (IA), Mercer (IA), Muscatine (IA), O'Brien (IA) and Thurston Counties (NE). Education and outreach projects must lead to a documented breast cancer action (e.g., getting a screening mammogram; importance of follow-up after an abnormal mammogram).

Amount: Up to \$5,000.

### *Travel Grants*

Purpose: To assist in travel costs that would be incurred by a breast cancer professional to (1) attend meetings, conferences or symposia leading to an increase in the individual's knowledge about breast cancer that can be used in their daily job responsibilities or (2) to present at meetings, conferences or symposia on evidence-based breast cancer interventions that are aligned with Komen's mission. (Note: An individual cannot be funded to attend the same conference by a travel grant and a conference grant.)

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Amount: Up to \$2,000 per person. Travel grants must be awarded to an organization, not to an individual. Support for individuals cannot be awarded through the Small Grants program.

### **Conference Grants**

Purpose: To support (e.g., logistics; registration fees; presenter fees, etc.) local scientific or educational conferences with presentations/sessions that have an emphasis on the interaction between advocate, public health, health care and scientific communities to address breast cancer disparities to achieve health equity. The presentations/sessions supported by Komen must be focused on breast cancer. (Note: Presenters at a conference cannot be funded through a Komen conference grant and a travel grant.)

Amount: Up to \$5,000.

### **Capacity Building Grants**

Purpose: To support the development of well-defined projects in Polk (IA), Mercer (IL), Union County (SD), Keokuk (IA), O'Brien (IA), Wright (IA), Muscatine (IA), Clinton (IA), Lyon County (IA), Bremer (IA), Calhoun (IA), Rock Island (IL) or Madison Counties (IA) that help build organizational infrastructure to refine/improve skills, strategies or organizational systems that will lead to a decrease in breast cancer disparities to achieve health equity for all.

Amount: Up to \$5,000.

## **ELIGIBILITY REQUIREMENTS**

The following eligibility requirements must be met at the time of application submission to apply:

- 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 serve **residents** in one or more of the following locations:
  - Iowa's 99 counties as well as Henry, Mercy, Rock Island and Whiteside Counties in Illinois, Dakota and Thurston Counties in Nebraska and Union County in South Dakota.
- Proposed projects must be specific to breast health and/or breast cancer and address the Small Grants Categories listed in 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 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

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grant until 12 months after the conviction. After this 12-month period, applicant must demonstrate in its application that appropriate remedial measures have been taken to ensure that criminal misconduct will not recur.

## ALLOWABLE EXPENSES

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

- Key Personnel & Salaries
- Consultants
- Supplies
- Travel
- Other direct project expenses
- Meeting Costs
- Equipment essential to the breast health-related project to be conducted

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
- Clinical services or patient care costs (e.g. screening, diagnostics, or treatment)
- Indirect Costs
- 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, which are not evidence-based. 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/ land acquisition
- Political campaigns or lobbying
- General operating funds

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- 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

## IMPORTANT GRANTING POLICIES

Please note the following non-negotiable policies before submitting an application:

- The project must occur between July 1, 2019 and March 31, 2020.
- 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 Greater Iowa.
- At Komen's discretion, grant payment will be made in one installment after grant agreement execution or pending receipt and approval of a final report.
- Grantee will be required to submit one final report that will include, among other things, an accounting of expenditures and a description of project achievements. Additional reports may be requested.
- 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 \$3,000,000.
  - 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.
  - Grantees are also required to provide Komen Greater Iowa with a Certificate of Insurance with Susan G. Komen Breast Cancer Foundation, Inc., Susan G. Komen Greater Iowa, 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.

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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, such as 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>.

If an applicant wants to develop educational resources, they must discuss with Komen Greater Iowa 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/>.

## REVIEW PROCESS

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

**Impact 10%:** 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?

**Statement of Need 30%:** 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 Small Grant Category and target communities stated in the RFA?

**Project Design 20%:** 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 20%:** To what extent does the applicant's staff have the expertise to effectively implement all aspects of the project? 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 20%:** To what extent will the documented evaluation plan be able to measure progress toward the stated project goal and objectives, and the resulting outputs and outcomes? To what extent does the evaluation plan aim to collect the relevant required

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metrics in Appendix A of the RFA? To what extent are the applicant's monitoring and evaluation (M&E) resources/ expertise likely to adequately evaluate project success?

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.

## APPLICATION INSTRUCTIONS

The application must be completed and submitted via the Komen Grants e-Management System (GeMS), <https://affiliategrants.komen.org>. All applications must be submitted before the Application Deadline listed in the Key Dates section above. For an application instruction manual, please visit our webpage, <https://komengreateriowa.org/grants/how-to-apply-for-community-grants/>, or contact Jessica Nelsen [jnelsen@komengreateriowa.org](mailto:jnelsen@komengreateriowa.org) or by phone at 877-745-6636 ext. 3

. When initiating an application in GeMS, please make sure it is a **Small Grants** application, designated "SG", and not a Community Grants ("CG") application to apply to this RFA.

**Organizations applying for Travel grants only need to complete the Project Profile, Project Abstract, Project Narrative and Travel (Budget) pages in GeMS.** On the Project Narrative page, the organization is required to upload a 2-3 page proposal in Word (.docx) or Adobe (.pdf) format detailing the type of meeting, training, conference or symposia that the organization is requesting travel to; if the participant(s) will be attending or presenting; and how attendance or participation would increase the community knowledge of breast cancer. Please also upload a copy of the meeting or conference agenda, if available.

## 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 (limit 1,000 characters)

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

## PROJECT ABSTRACT (limit 1,000 characters)

This section requires the selection of the Small Grant Category to be addressed and a summary of the proposed project. The abstract is typically used by the Affiliate in public communications about funded projects.

## PROJECT NARRATIVE (limit 8,000 characters)

This section is the core piece of the application. It should address the review criteria and cover the following information:



- A description of the project or activity
- How the project will further Komen's mission
- How the project will reach the target audience/community
- For conference grants only- anticipated number of participants, description of target participants, description of conference format including specific topics to be covered and speakers, if known.

**For Travel Grants only**, upload a 2-3 page proposal in Word (.docx) or Adobe (.pdf) format detailing the type of meeting, training, conference or symposia that the organization is requesting travel to; if the participant(s) will be attending or presenting; and how attendance or participation would increase the community knowledge of breast cancer.

**For Travel and Conference Grants only**, upload a copy of the meeting or conference agenda, if known.

### **PROJECT TARGET DEMOGRAPHICS**

This section collects information regarding the intended target audience(s) and target locations identified in the project. This does not include every demographic group the project will serve, rather this should be based on the groups that will be primarily served.

### **PROJECT WORK PLAN**

In the Project Work Plan section in GeMS, create objectives that are aligned with the allowable Small Grants Categories to support the following 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, and no more than three objectives, 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 with examples provided.

Each objective in the Project Work Plan must be reported on in the final report covering all project activities. **The Project Work Plan must include measurable objectives that will be accomplished with funds requested from Komen Greater Iowa.** Objectives that will be funded by other means should **not** be reported here, but instead, can be included in your overall project narrative.

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

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

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## BUDGET SECTION

For each line item in the budget, **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 requests personnel information for individuals playing a key role in completing the project. It should also include staff salary and benefits information based on the amount of time spent on the proposed project, if being requested from Komen. If no funds are requested from Komen for staff's salary, enter 0 in the "% of Salary on Project" Field.

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

- **Resume/Job Description** – For key personnel that are currently employed by the applicant, 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

This section should be completed if it is necessary for a third party to help with a piece of the project. Consultants are persons or organizations that offer specific expertise not provided by applicant staff and are usually paid by the hour or day.

### SUPPLIES

This section should include the supplies needed to help achieve proposed project objective(s).

### TRAVEL

This section should be completed if travel expenses such as, conference travel, registration fees or mileage reimbursement by organization staff or volunteers related to project activity is necessary to complete the project.

### OTHER

This section should only be used for items that cannot be included in the existing budget sections.

### PROJECT BUDGET SUMMARY

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

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

- **Proof of Tax Exempt Status** – To document **federal tax-exempt status**, attach the organization's 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:

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<https://www.irs.gov/charities-non-profits/exempt-organizations-select-check>

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

Jessica Nelsen

[jnelsen@komengreateriowa.org](mailto:jnelsen@komengreateriowa.org)

877-745-6636 ext. 3

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## APPENDIX A: FY20 SMALL GRANT REPORTING METRICS

Grantees will be required to report on the below metrics in FY20 Final Reports. Grantees will only need to report on the Small Grant Category selected. For example, if a grantee is conducting an Education/Outreach project and has only education objectives, they will only report metrics for the Education/Outreach category.

### Education/Outreach Programs

- Type of education program
  - One-on-one, Group
- Audience (e.g., survivors, community, providers)
- Education topic (e.g. breast self-awareness, local resources, metastatic breast cancer)
- County where education program held
- Number of participants for each program/event
- Participant Age
- Participant Race
  - American Indian/Alaska Native, Asian, Black/African-American, Middle Eastern or North African, Native Hawaiian or Pacific Islander, White, Unknown or Other
- Participant Ethnicity
  - Hispanic/Latino, Non-Hispanic/Latino, Unspecified
- Participant Gender
  - Female, male, transgender, other, unknown
- A summary of pre- and post-survey results from the education sessions including:
  - Number of follow-ups completed
  - Action(s) taken by participant
    - Didn't take action, adopted healthy behavior, talked to care provider, had a breast cancer screening, shared info with others, received genetic counseling/testing, talked to provider about clinical trials, enrolled in clinical trial, other, unknown

### Travel

- Title of meeting, conference, training or symposia to which traveled
- Date(s) of meeting, conference, training or symposia to which traveled
- If presented at the meeting, conference or symposia, what was the topic of the presentation?
- Provide at least 3 key lessons learned from the meeting, conference, training or symposia
- Describe how that information will be utilized in employment and lessons learned shared

### Conference/Symposium/Workshop

- Title of conference, symposium or workshop
- Date of conference, symposium or workshop
- Number of people that attended conference, symposium or workshop

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- Percent of conference, symposium or workshop that was breast cancer specific
  - Provide a summary of the survey results from conference, symposium or workshop participants

### **Capacity Building**

- State the goal of the capacity building grant
- Describe the process that was conducted/implemented to meet the capacity building goal and objectives.
- Describe how capacity was increased. Examples of what should be included are the number of organizations implementing enhancements or new systems/processes as a result of capacity building, number of additional types of services offered or provided as a result of capacity building, and/or how the enhanced existing and/or new partnerships benefited members of the target community in entering or staying in the breast cancer continuum of care.

## APPENDIX B: WRITING SMART OBJECTIVES

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 three of the four 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 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.
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 Example**

**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 2019, Pink Organization will conduct 10 group breast cancer education sessions reaching at least 200 Black/African American women in Green County resulting in a documented breast cancer action.

### **SMART Objective Checklist**

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