



## Request for Applications 2011-2012

### *Screening, Treatment, Education Programs (STEP) Make a Difference (MAD) Programs Clinical Trial Enrollment (CTE) Programs*

#### **Overview**

Our promise is to save lives and end breast cancer by empowering people, ensuring quality care for all and energizing science to find the cures. Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure® and launched the global breast cancer movement. Since then Susan G. Komen for the Cure has invested over \$1 billion to fulfill that promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world.

The Maryland Affiliate of Susan G. Komen for the Cure® began in 1993 and serves the state by awarding grants to programs that increase access to quality breast health care. Thanks to events like the Komen Maryland Race for the Cure, we can fulfill the Komen promise and invest in community grant programs. For more information, visit us online at [www.komenmd.org](http://www.komenmd.org).

#### **Funding Priorities**

The Maryland Affiliate of Susan G. Komen for the Cure is currently offering grants for collaborative and innovative programs that reduce breast cancer mortality, especially among those who are disproportionately affected by this disease. Komen Maryland strongly encourages applications that provide new or expanded projects that:

- **Increase breast cancer awareness and screening** in African-American women, especially in Baltimore City, Charles County and the Lower Eastern Shore.
- **Increase breast cancer screening** through use of population specific outreach workers to provide patient navigation services to the under and uninsured.
- **Address the barriers to screening** for the medically underserved, low-income, and uninsured of all ethnicities.

#### **Specific programs considered for funding in rank order will include:**

1. Outreach and screening support
2. Funding for screening and diagnostic services
3. Clinical trial recruitment
4. Provider Education (concerning CBE and screening recommendations)
5. Treatment and support of patients and survivors

**Funding for awareness/education only programs will not be considered.** Links to mammograms and services must be incorporated into programs.

Proposed projects should consider the needs outlined in the 2009 Community Profile Report (see **Appendix A** for a summary). Programs should provide services not otherwise available to the medically underserved populations of Maryland. For a list and description of current Komen Maryland grant programs, go to [www.komenmd.org](http://www.komenmd.org). If you require further assistance, call Komen Maryland at 410-938-8990.

## Important Dates

<b>Grant writing workshops</b>	-September and October 2010 (check website, <a href="http://www.komenmd.org">www.komenmd.org</a> or call for schedule and registration information)
<b>Application deadline</b>	-November 15, 2010, 5:00 pm ( <b>Applications must be submitted online, see submission instructions on page 5</b> )
<b>Award Notification</b>	-March 2011 (Program directors will be notified)
<b>Start of funding</b>	-April 1, 2011

## Eligibility

Applicants must conform to the following eligibility criteria to be considered for funding:

- Nonprofit organizations, governmental agencies, and educational institutions must be located in or providing services in Maryland, with the exception of Prince George's and Montgomery counties.
- Applicants from Prince George's and Montgomery counties should contact Komen Headquarters for funding opportunities at [nationalcapitalarea@komen.org](mailto:nationalcapitalarea@komen.org).
- Organizations must provide proof of non-profit status with their application.
- All past and current Komen-funded grants must be up-to-date and in compliance with Komen requirements.
- Program must be specific to breast health and/or breast cancer; e.g. if a project is a combined breast and cervical cancer project, funding may only be requested for the breast cancer portion.
- Applications are accepted from US non-profit institutions; US citizenship or residency is not required. Applications must be submitted in English.
- **Affiliates cannot fund research grants**; all research grants are funded through Komen National. For more information call 1-866-921-9678.
- Applications must be original works. Plagiarized applications (i.e. appropriated another person's or application's ideas, processes, results, or words without giving appropriate credit) will not be eligible for funding.

## Types of Grants and Funding Information

Komen Maryland will award three types of grants through this RFA.

### 1. Screening, Treatment, Education Programs (STEP)

- STEP grants fund community projects that provide outreach and screening services, **or** treatment/support services to the medically underserved.
- Organizations may request up to \$75,000 for one year. An additional \$10,000 "Safety Net" funding may be requested and used only for emergency direct assistance and screening services for a grant award total of \$85,000.
- Applications proposing outreach activities must link clients with medical care providers to offer mammograms and clinical breast exams. This link must be clearly stated and outlined in a letter of support/collaboration. Provisions must be made for recall and follow-up case management for patients who are screened and have abnormal findings. Funds for mammograms and clinical breast exams will be allocated only if alternative sources are not available. Komen will pay Medicare rates for mammograms.
- **Awareness/education only programs will NOT be considered for funding.**
- If proposed project includes genetic risk assessment or testing, you must define "high-risk" for patients. Outline a care path for those indicated high risk.

- If a proposed project offers mammograms or sonograms to women younger than 40 please define the criteria that will be used to determine which women will receive services.
- Awarded programs will conclude on March 31, 2012.

## 2. Make A Difference (MAD) Programs

- MAD grants fund community programs outside of Central Maryland that offer a comprehensive range of breast health services including, education and outreach, screening, follow-up and diagnosis, and treatment.
- Organizations may request up to \$150,000 per year for a two-year grant period.
- Organizations must target programs in Southern Maryland (Calvert, Charles and St. Mary's counties), Western Maryland (Frederick, Washington, Allegany and Garrett counties), the Eastern Shore or Baltimore City.
- Program must include a **FULL RANGE** of services, from outreach to screening and follow up, diagnosis, treatment, and post treatment. If a MAD application does not include the full range of services, it will be deemed non-compliant. Applications must show established links with medical care providers to offer mammograms and clinical breast exams. Funds for mammograms and clinical breast exams will be allocated only if alternative sources are not available. Komen will pay Medicare rates for mammograms.
- **Prior to submission, all MAD grant applicants MUST discuss their program with the Grants and Education Program Manager at Komen Maryland to determine if it fits the criteria of a Make a Difference grant.**
- Awarded programs will conclude on March 31, 2013. (Grantees will submit a 12 month report and work plan for 2nd year funding).
- Complete information is in **Appendix B** of this document.

## 3. Clinical Trial Enrollment (CTE) Programs (Previously called CRAFT Grants)

- CTE grants fund community programs that enhance the capacity of and participation in breast cancer clinical research conducted in the Komen Maryland service area to increase the number of women enrolled in trials.
- Organizations may request up to \$75,000 per year for a two-year grant period.
- Program must conduct National Cancer Institute (NCI) or Department of Defense (DOD) approved breast cancer clinical research, this includes studies through the Clinical Trials Cooperative Group Program including but not limited to ACOSOG, ECOG, SWOG, NSABP, ACRIN, and RTOG.
- Awarded programs will conclude on March 31, 2013. (Grantees will submit a 12 month report and work plan for 2nd year funding).
- Complete information is in **Appendix C** of this document.

## All Programs

- Must address the breast health needs and populations as stated in the 2009 Komen Maryland Community Profile. More information can be found in Appendix A.
- Must provide services that are not duplicated by other programs.
- Past recipients of the Maryland Affiliate grant awards must state this status in their proposals and demonstrate past successes and limitations.
- **“Safety Net” Funds:** Applicants may request funds for emergency financial assistance and screening. These funds can be used to pay for medication, transportation, rent/mortgage, utilities, medical supplies and other support services on behalf of low-income patients as well as emergency screening funds. In the project description section of the application, applicant must state qualification criteria for use of these funds.

Payment must be made to the company or organization from which the item or service is purchased, not to the patient. For example, if a patient needs to purchase a wig, the grantee would purchase the wig for the patient. Funds cannot be granted directly to an individual. A maximum of \$10,000 can be requested for this budget line item. **STEP grant programs may request this \$10,000 line item in addition to the \$75,000 grant amount.**

- Indirect costs may not exceed 10% of direct costs.
- If your proposed program intends to use a **patient navigator**, please fill out a bio sketch for a proposed patient navigator defining the background of the proposed patient navigator. As defined by the National Cancer Institute, “Patient navigation in cancer care refers to the assistance offered to healthcare consumers (patients, survivors, families, and caregivers) to help them access and then chart a course through the healthcare system and overcome any barriers to quality care. A patient navigator can be a registered nurse or a social worker who functions as a ‘guide.’ Navigators help their patients move through the complexities of the healthcare system—getting them more timely treatment, more information about treatment options and preventive behaviors” (<http://crchd.cancer.gov/pnp/pnrp-index.html>). Please make sure your proposed patient navigator fits this description.
- **Please note that funding is competitive and limited.**
- **Please note that the re-funding of programs previously supported is not guaranteed.**

#### **Requirements If Funded**

- For awarded programs, a grant contract will be the legal mechanism for funding.
- The initial progress report is due at the end of the first six (6) months of the grant period. A final report is due within thirty (30) days of completion of the grant period.
- In order to provide the Affiliate comfort that the grantee has the financial wherewithal to support its indemnification obligations, the Affiliate requires insurance coverage to cover any potential claims. **Grant programs must maintain 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 if providing direct services, property damage and excess/umbrella insurance with a limit of not less than \$5,000,000.** If additional coverage will need to be purchased, please include it in your budget request.
- To enable the Affiliate to seek reimbursement directly under the grantee’s insurance in the event of a claim, we also require grantees to name the Affiliate as an additional insured.
- Grantee must acknowledge Komen Maryland Affiliate as a funding source on all publications related to the grant in a clear, unambiguous and readily-identifiable fashion, such as “supported by a grant from the Maryland Affiliate of Susan G. Komen for the Cure®.” All materials featuring the Komen Maryland name and/or logo must be submitted to the Grants and Education Manager for approval.
- A variety of free educational materials are available from the Maryland Affiliate and the National Cancer Institute. We require that our materials be used in the project whenever possible.
- Komen Maryland grant partners are required to submit a poster to Komen Maryland within 90 days of financial award. Posters will become the property of Komen Maryland. Komen Maryland will pay up to \$75 for development of a poster. These posters are displayed at events throughout the year in order to highlight programs and their

accomplishments in the community. Size specification for the poster is 22” x 28.” The poster must be mounted.

**Technical Assistance**

**For grant and program questions:** Contact Rebecca McCoy, Grants and Education Program Manager by phone 410-938-8990 or by email: [rmccoy@komenmd.org](mailto:rmccoy@komenmd.org). Grant writing workshops are also available throughout the month of September and October. Please contact Komen Maryland for a schedule or to register. An online grant writing workshop/teleconference will also be held in September and recorded. A copy will be posted on the Komen Maryland website for later use and reference. In addition, the Grants and Education Program Manager can provide feedback on program ideas and application drafts.

**Review**

Applications received that are complete, and comply with the guidelines, will be submitted for grant review. A panel established through the Maryland Affiliate of Susan G. Komen for the Cure and made up of area health care providers, breast cancer advocates and survivors, and educators review applications.

**Submission Process:**

- All applications must be submitted online with one hard copy postmarked by November 15<sup>th</sup> and mailed to: Komen Maryland, 200 E. Joppa Rd, Ste 407, Towson, MD 21286.
- Go to [www.komenmd.org](http://www.komenmd.org) and look for the application link in the Grants: How to Apply for Funding section. The link will take you to an online application system.
- New applicants must first create a new account. Previous applicants will use existing usernames and passwords.
- Once an account is created, applicants will be able to begin the application and save it as a draft.

**Applications must be completed online by 5:00pm Monday, November 15, 2010.**

REQUIRED INFORMATION	
<p><b>Create a new account or log into previously created account</b></p> <ul style="list-style-type: none"> <li>• <i>Your username for the system will be your email address. You will create your own password.</i></li> <li>• <i>If you can not remember your password, the system can email it to you.</i></li> </ul>	<p><b>Program Director:</b> Complete required contact information. Please enter the Program Director’s position title in the business title area.</p> <hr/> <p><b>Organization/Institution Information:</b> Complete required information for the applicant institution and include address. Please note a Federal Tax ID/Employed Identification Number is required. Additionally, complete contact information for a ‘signing official’ who will be the approving institution personnel for the grant application. Please enter the approving institution personnel’s position title in the business title area.</p>

## APPLICATION

<b>Program Information</b>	<b>Program Title:</b> Provide a short, descriptive title for the program.
	<b>Amount of Funding Requested:</b> \$75,000 for STEP (plus \$10,000 for direct assistance) \$75,000 for CTE \$150,000 for MAD
	<b>Program Focus:</b> Select the proposed program's primary focus: <ul style="list-style-type: none"> <li>• Community Education/Outreach</li> <li>• Provider Education</li> <li>• Screening</li> <li>• Treatment and Support</li> <li>• Clinical Trial Recruitment</li> </ul>
	<b>Grant type:</b> Select STEP, MAD or CTE
	<b>County/Region Served:</b> First select the primary county/region the proposed program will serve. Applicant may then select additional regions or counties served from remaining drop down menus.
	<b>Target Population:</b> Identify the primary target populations for the program.
	<b>National Breast and Cervical Cancer Early Detection Program (NBCCEDP) Provider Status:</b> Yes or No
	<b>Previous Komen Funding:</b> Yes or No
	<b>Acknowledgement of Grant Period:</b> The grant funding cycle runs from 4/1/2011-3/31/2012.
	<b>Meet Indemnity and Insurance Obligation:</b> Yes or No <i>Grant programs must maintain 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 if providing direct services, property damage and excess/umbrella insurance with a limit of not less than \$5,000,000.</i>
<b>Program Abstract</b>	<b>Abstract</b> (1200 character limit, with spaces): Provide a brief description of the proposal, including the following: 1) the purpose of the program; 2) a description of key activities; 3) a summary of evaluation methods; and 4) concluding remarks regarding the likely impact of the

	program. <i>Entering your abstract gives permission to Susan G. Komen for the Cure to publish it if accepted for funding.</i>
--	-------------------------------------------------------------------------------------------------------------------------------

<b>COVER PAGE AND SIGNATURES</b>	
----------------------------------	--

<p><b>Cover Page and Signatures</b></p> <p><b><u>Send a signed hard copy of the cover page and one hard copy of the application to:</u></b></p> <p>Rebecca McCoy Komen Maryland 200 E. Joppa Rd. Ste. 407 Towson, MD 21286</p>	<p>The completed cover page must be signed and uploaded to the system. In addition, it must be mailed along with one hard copy of the application to Komen Maryland. Application must be postmarked by November 15, 2010. The applicant and approving institutional personnel or 'signing official' <b><u>MUST SIGN</u></b> the signature page.</p> <p>In order to print the full application, you must click on the "Save as Draft" button. Then at the top of the page you can click on "Print Packet" to see the entire application.</p>
--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

<b>APPLICATION ATTACHEMENTS</b>	
---------------------------------	--

<p><b>Program Narrative and Description</b></p> <p>Upload as a single file, <u>6 page limit</u>, including figures, tables and/or diagrams. <b>The document should use one-inch margins and 12 pt. font.</b> Number pages. One additional page may be used for references.</p> <p><i>It is highly recommended that applicants preview their "Print Packet" view of the application to ensure their margins are correct. If an application is unreadable, it will not pass the compliance review and applicants may be asked to resubmit.</i></p> <p><b>Uploaded files may be any kind of document, including Word or PDF documents.</b></p>	<p><b>Summary and Funding Priority (5%):</b> Briefly explain the project, the priority area met, and anticipated results. Describe the constituency to be served and how they will benefit (please indicate number of people to be served and how you intend to reach them). Explain the evidence regarding the need or issue in your service area. Need must be clearly communicated. Present data and demographics to support that need and those you propose to serve. Applicants are strongly encouraged to use <u>local</u> statistics regarding need and incidence. Please note "Safety Net" criteria if applying for these additional funds.</p> <p><b>Project Plan and Evaluation (30%):</b> The proposal should have well-defined, measurable and attainable goals and objectives. State the program goals, objectives and anticipated outcomes. Objectives must be 'S.M.A.R.T': specific, measurable, achievable, realistic and time-phased. Indicate what process and impact evaluation data will be collected to measure and demonstrate success. The evaluation plan must be clear with definable and measurable outcomes. Describe activities planned to accomplish these goals. Is this a new or on-going activity for your organization? Please ensure that goals listed in this section match the goals listed in the project work plan.</p>
---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

<p style="text-align: center;"><b>Upload:</b> Program description (6 page limit)</p>	<p><b>Organizational Capacity (5%):</b> Describe the organization’s mission, structure, accomplishments and track record. Describe how breast health can/does fit into your organization’s range of services. Do you have experience serving the target population? Explain why your organization is best-suited to carry out the program. Explain how this program and its impact will be sustained long-term. What resources (financial, personnel, partnerships, etc.) will be needed to sustain this effort over time?</p> <p><b>Collaboration and Previous Komen Funding (5%):</b> Describe other organizations, if any, participating in the program. Letters of support must be included. Indicate whether you have previously received Komen funding for this or any project. Indicate the number of years you have received Komen funding as well as outcomes from other Komen grants as they pertain to this application.</p> <p><b>References:</b> If needed, please list references (journal articles, statistics, studies, etc) cited in the grant application. One additional page is allowed.</p>
<p style="text-align: center;"><b>Project Work Plan</b> Work plan is <b>not</b> included in the 6 page limit of the Program Description narrative. Complete provided form.</p> <p style="text-align: center;"><b>Upload:</b> Goals Form (2 page limit) Objectives Form (4 page limit)</p> <p style="text-align: center;"><b>Uploaded files may be any kind of document, including Word or PDF documents.</b></p>	<p><b>Project Work Plan (40%):</b> Proposals must include a work plan for the project using the form provided. Indicate major action steps and be as specific as possible. If you plan to hire new staff for the project, indicate hiring and training activities. Please also justify objectives. For example, if you plan to screen 12 women during the grant period, is the number to serve based on numbers screened from the previous year? MAD and CTE applicants must submit work plan for first year only.</p> <p><b>NOTE:</b> <i>If you do not use the work plan form, you will be disqualified. Please see <b>Appendix D</b> for examples of a work plan.</i></p>
<p><b>Financial Information/Budget</b> Completed provided forms.</p> <p style="text-align: center;"><b>Upload:</b> Budget Form ( 2 page limit) Budget Justification Form (2 page limit) Other Sources of Funding (1 page limit)</p>	<p><b>Financial Information/Budget (10%):</b></p> <ul style="list-style-type: none"> <li>• The budget for requested funds must be clear, must adequately support the objectives of the project and must be stated in whole numbers.</li> <li>• Indirect costs (overhead allocation), if requested, are reasonable and limited to 10% of the direct costs.</li> <li>• <b>Salaries, if requested, are for personnel related to this project only and not the general work of the applicant. A job description and qualifications for new personnel must be included.</b></li> <li>• Equipment, if requested, will not be used in for-profit</li> </ul>

	<p>situations, must be acquired at a reasonable cost, <i>must be necessary for the grant</i> and must be more cost effective than renting the same equipment.</p> <ul style="list-style-type: none"> <li>• In-kind contributions are <b>strongly</b> encouraged and should be reflected on line 4 of the budget page and explained in the "other sources of funding" page in your grant forms.</li> <li>• MAD and CTE applicants must submit two budget forms, one for each year of funding.</li> <li>• Please complete the budget justification form, not to exceed two pages. Explain each item listed on the budget form.</li> <li>• List other sources and amount of funding for the project.</li> </ul>
<p><b>Bio-Sketch</b> Completed provided form.</p> <p><b>Upload:</b> Bio-sketch form (2 page limit)</p>	<p><b>Bio-sketch</b> or job descriptions (for new or vacant positions): Necessary for program director and ALL personnel listed on budget request. If a position is unfilled, please include a job description.</p>
<p><b>Supporting Documentation</b></p> <p>The other supporting documentation does not have Komen specific forms.</p> <p><b>Upload:</b> Proof of Non-profit status Letters of Support (<b>Limit 3 letters</b>)</p> <p><b>Only those materials listed here will be accepted.</b></p>	<p><b>Proof of non-profit status:</b> New applicants must upload the non-profit determination letter from the Internal Revenue Service to document your Federal non-profit status. Previously applicants will have the letters attached to their organization profile.</p> <p><b>Letters of support:</b> Letters of support are required to show backing from cooperating entities, describing their specific collaborative efforts. If the agency is a collaborating agency, the letter must outline what support or services will be provided and how the roles and responsibility for each organization are outlined. <b>Please limit letters or support to THREE letters.</b></p> <p><b>DO NOT INCLUDE LETTERS FROM PARTICIPANTS IN GRANT PROGRAMS.</b></p> <p><b>Additional materials:</b> Please <b>DO NOT</b> send additional materials (i.e. complete curriculum vitae, videos, cassette tapes or annual reports.)</p>
<p><b>Current Grant Performance</b> Applicable to current Komen Maryland grantees only.</p>	<p><b>Grant Performance (5%):</b></p> <ul style="list-style-type: none"> <li>• The six month report for the 2010-2011 grant program should have been uploaded to the grants system by the October 18 due date. The report will automatically be part of the grant organization's record.</li> <li>• Current grants are also judged on timeliness of contract and report submission and site visit report.</li> <li>• New applicants will be awarded the full score.</li> </ul>

**Applications must be completed online by 5:00pm on Monday, November 15, 2010.**  
**One hard copy must be postmarked by November 15, 2010 and mailed to:**

Rebecca McCoy  
Komen Maryland  
200 E. Joppa Rd, Ste 407  
Towson, MD 21286

Checklist of required uploaded documents and forms:

**Documents:**

- |                                                                                     |                                                     |
|-------------------------------------------------------------------------------------|-----------------------------------------------------|
| <input type="checkbox"/> Program narrative and description<br>(references included) | <input type="checkbox"/> Proof of non-profit status |
|                                                                                     | <input type="checkbox"/> Letters of support         |

**Required forms:**

- |                                                                   |                                                          |
|-------------------------------------------------------------------|----------------------------------------------------------|
| <input type="checkbox"/> Project Work Plan (2 forms)              | <input type="checkbox"/> Financial Information (3 forms) |
| <input type="checkbox"/> Bio-sketch (limited 2 pages each person) |                                                          |

**The above documents may be uploaded to the system as Word files or PDF files.** If you would like to use PDF files, many software programs are available to convert Word documents to PDF files, some programs are listed below. Additionally, you may use the **FaxToFile tool** that is part of the online application system. To use the FaxToFile tool, click on the link on the left hand menu once you are logged into the system. You will then follow instructions to use a fax machine to send the documents you need converted to a digital file.

**BLC Technologies:** <http://www.pdfonline.com/>

Web-based converter. Can be used by PC or Mac. Vendor e-mails PDF back to you.

**CutePDF:** <http://www.cutepdf.com>

Print driver that will work with any application. For PC.

## 2009 Community Profile

---

To guide our priorities and work more effectively within the community, the Komen Maryland Affiliate conducts a needs assessment of breast cancer in our service area, which results in the Community Profile. The 2009 Community Profile includes an overview of demographic and breast cancer statistics that highlight target areas, groups and issues. This data helps Komen Maryland to identify the regions, communities, and populations where our efforts are most needed and will have the most impact. To ensure effective and targeted efforts it is vital to understand the needs and barriers as well as current programs and services gaps that exist. Analysis of the community in the Profile also includes analysis of the community includes the voices of those living in target areas and representing target populations.

A review of demographic and breast cancer data revealed that Komen Maryland's service area overall is suffering acutely from the impact of breast cancer, especially with regard to death rates. Maryland ranks 5<sup>th</sup> in the nation for breast cancer death rates. There are many areas and populations in the state disproportionately affected by breast cancer. **Due to annual death rates above the state rate, percentage of late-stage diagnoses and/or the socioeconomic challenges, Komen Maryland is targeting the following regions: Charles County, Baltimore City and the Lower Eastern Shore.**

### Komen Maryland's Priority Statements

**Priority 1:** Strengthen and build the capacity of existing breast health providers and grantees, targeting areas with the most critical provider shortages.

**Priority 2:** Promote breast health awareness and importance of screening among Black women across the state and particularly in Baltimore City, Charles County and the Lower Eastern Shore Counties.

**Priority 3:** Increase screening resources available to women at high risk of breast cancer under the age of 40.

**Priority 4:** Increase awareness and availability of financial assistance for women in treatment for breast cancer.

Komen Maryland accepts applications from programs outside of the three regions of focus. While these are areas of interest to Komen, funding will be continued in all regions in our service area so as not to lose the progress made in fighting against breast cancer. **However, we strongly encourage applications that provide new or expanded projects in the following areas of need:**

- Projects that increase breast cancer awareness and screening in African-American women, especially in Baltimore City, Charles County and the Lower Eastern Shore.
- Projects that use population specific outreach workers to increase screening and provide patient navigation services to the under and uninsured.
- Projects that address the needs of the medically underserved, low-income, and uninsured of all ethnicities.

The full Community Profile can be downloaded from [www.komenmd.org](http://www.komenmd.org) in the Grants Section.

## Appendix B

### **Make a Difference (MAD) Grants in Southern, Western and the Eastern Shore of Maryland, or Baltimore City**

---

#### **Grant Opportunities for Baltimore City and regions outside of Central Maryland**

For some time, the Community Profile data has suggested that many of the underserved and underinsured women in Southern Maryland (Calvert, Charles and St. Mary's counties) and Western Maryland (Frederick, Washington, Allegany and Garrett counties) may benefit from increased funding for breast health/breast cancer services. Additionally, the 2009 Community Profile indicated a greater need for comprehensive funding in Baltimore City and the Eastern Shore. We will allocate funding for 2-year grants, of up to \$150,000 per year, which will be targeted to the special needs of women in these areas. Second-year grant funding is contingent upon approval of the 12-month report and second year work plan. *The grants will begin on April 1, 2011 and upon second year approval, end on March 31, 2013.*

**MAD grant programs must include a FULL RANGE of services, from outreach to screening to follow up. If an application does not include the full range of services, it will be deemed non-compliant. Prior to submission, all Make a Difference grant programs MUST be discussed with the Grants and Education Program Manager at Komen Maryland to determine if it fits the criteria of a Make a Difference grant.** A project serving the eligible regions does NOT automatically make the proposal eligible for funding a MAD grant. The program may be a STEP grant program.

#### **Creative Approach**

Applicants are encouraged to think creatively and develop partnerships with organizations in the local community and join together in meaningful and cooperative ventures whenever possible. We are looking for innovative and non-traditional ideas that offer a continuum of breast health services. We encourage applicants to utilize state and/or local funds. We will not pay for services that currently exist, such as state breast cancer screening programs that have funds available to assist women in need. Smaller community organizations are encouraged to partner with larger established programs and apply.

*Please note:* At the end of the first year of the project, you will be asked to submit a work plan for the second year of the project. Second year funding will be contingent upon approval of this plan and the first year's performance. *Applicants should submit two budget pages (one per year).*

## CTE Grants

---

### Background

Clinical Trial Enrollment (CTE) grants are meant to help address the need for more participation in clinical trials at the local level.

### Focus of Grant Programs

- Educate the public about what clinical trials are and how to obtain information about them.
- Educate health care professionals, especially community surgeons, about the availability of clinical trials in Maryland and provide supportive resources for their patients to learn more about clinical trials.
- Assist health care providers/institutions involved in NCI or DOD sponsored clinical trials by:
  - Providing support for staff to accrue patients to NCI or DOD sponsored clinical trial, educate clients, and fill out paperwork for trials.
  - Providing support for client costs to participate in NCI or DOD sponsored clinical trials that are not covered by health insurance (i.e. transportation, parking).
  - Provide assistance in access and navigation of clinical trials to increase accrual to trials.

### Restrictions

All NIH-sponsored as well as DOD-approved clinical trials specific to breast cancer are eligible to be funded by the project.

If you are applying for a grant to pay for patient costs not covered by the clinical trial or insurance, include a description of how the funds will be administered in your project description.

If a specific clinical trial is to be the focus of this project, in your Project Description, include the trial phase, sponsorship, protocol identifier, and a brief description of the trial.

### Disbursement of the Award

We will allocate funding for 2-year grants, of up to \$75,000 per year. Second-year grant funding is contingent upon approval of the 12-month report and second year work plan. The grants will begin on April 1, 2011 and upon second year approval, end on March 31, 2013. Continued funding is contingent upon approval of progress reports that will be sent to the Maryland Affiliate. The grant award will be made in four equal installments. The first will be sent when the project commences; the second will be sent following approval of the first six-month report; the third will be sent following approval of both the report due at the end of the year and of the work plan for Year 2; the final installment will be sent following approval of the report that will be due six months after the start of the second year.

*Please note:* At the end of the first year of the project, you will be asked to submit a work plan for the second year of the project. Second year funding will be contingent upon approval of this plan and the first year's performance. *Applicants should submit two budget pages (one per year).*

## Appendix D

### Project Work Plan

---

The Project work plan is a vital part of the grant application. It is the piece of the application that grant reviewers use most to get an idea of what the proposed program really entails and how, when and by whom the program will be carried out.

#### **DEFINITION OF TERMS:**

##### **Goals**

Goals are general, “big picture” statements of outcomes a program intends to accomplish to fulfill its mission.

##### **Objectives**

Objectives are the “big steps” a program will take to attain its goals. Objectives should be S.M.A.R.T. (specific, measurable, achievable, realistic, and time-phased).

##### **Activities**

Activities are the “smaller steps” a program takes to meet its objectives. It notes what tasks will be done to accomplish this objective. Examples include reviewing data and research, identifying resources and staff for program implementation and evaluation, creating Public Service Announcements about screening recommendations, and health provider training about screening technology.

##### **Measures of Effectiveness**

Measures of effectiveness, or indicators, translate program concepts and expected impacts into specific measures that can be analyzed and interpreted. There should be at least one measure of effectiveness for each objective. The change measured by an indicator should represent progress a program has made toward achieving goals and objectives. **Examples of indicators include:** participation rates, individual behavior, health status, and attitude. Success in achieving the goal of maintaining coalition partnerships could be measured by analyzing participation rates or the number of members at the beginning, throughout and near the end of plan implementation. An increase (or decrease/no change) in participation rate indicates level of progress toward meeting the goal.

##### **Data**

Data is a list of sources that will be used to gather information on measures of effectiveness. Data sources may include: people, observations and documents.

**An example of a Project Work Plan is below:**

<b>Goal #1</b>				
Increase access to breast cancer screening and treatment for minority populations of women with limited English proficiency by minimizing language and cultural barriers				
<b>Objective</b> (steps a program will take to attain its goals) PLEASE NOTE they MUST BE S.M.A.R.T.	<b>Activities</b> (what will be done to accomplish this objective)	<b>Data</b> (any tangible outcome produced by the project )	<b>How Assess Progress</b> (how progress will be determined)	<b>Members Responsible</b> (who will complete the activities)
1. By March 31, 2012, recruit new clients for breast cancer screening: <ul style="list-style-type: none"> <li>• 50 Hispanic</li> <li>• 25 Korean</li> <li>• 10 other ethnic minority</li> </ul>	1. Contact potential clients at local clinics, health fairs or establishments frequented by ethnic minority women  2. Educate, inform potential clients about screening  3. Enroll eligible clients and schedule appointments  4. Support client through screening process, accompany to appointments if needed	Patient database	Numbers of Hispanic, Korean and other ethnic minority women signed up to receive CBE and mammogram	Bicultural Outreach Workers