

Grant Writing Workshop

St. Louis Affiliate of
Susan G. Komen for the Cure®

October 25, 2011

Jeremy Patch

Director of Grants & Mission Initiatives



Agenda

- Introductions
- Background
 - Susan G. Komen for the Cure®
 - Komen St. Louis
- 2011 Community Profile
- 2011 Request for Applications (RFA)
- Break
- Grantwriting Tutorial
- Lunch
- GeMS (online grant management system)

Susan G. Komen for the Cure®

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.



Susan G. Komen for the Cure

Our Vision

A World Without Breast Cancer

Our Promise

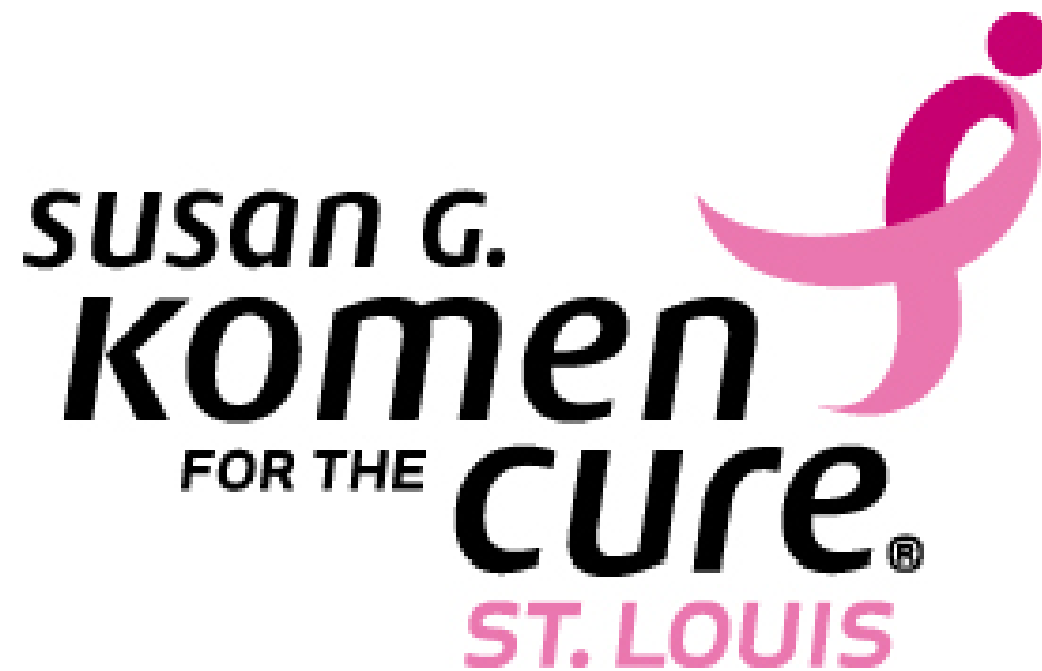
The Susan G. Komen for the Cure promise is to save lives and end breast cancer forever by empowering people, ensuring quality care for all and energizing science to find the cures.

St. Louis Affiliate of Susan G. Komen for the Cure®



Komen for the Cure Today

- World's largest grassroots network of breast cancer survivors and activists
 - Present in 120+ cities and communities around the globe
- Raised and invested \$1.9 billion in the fight against breast cancer
- Largest source of nonprofit funds dedicated to the fight against breast cancer in the world.



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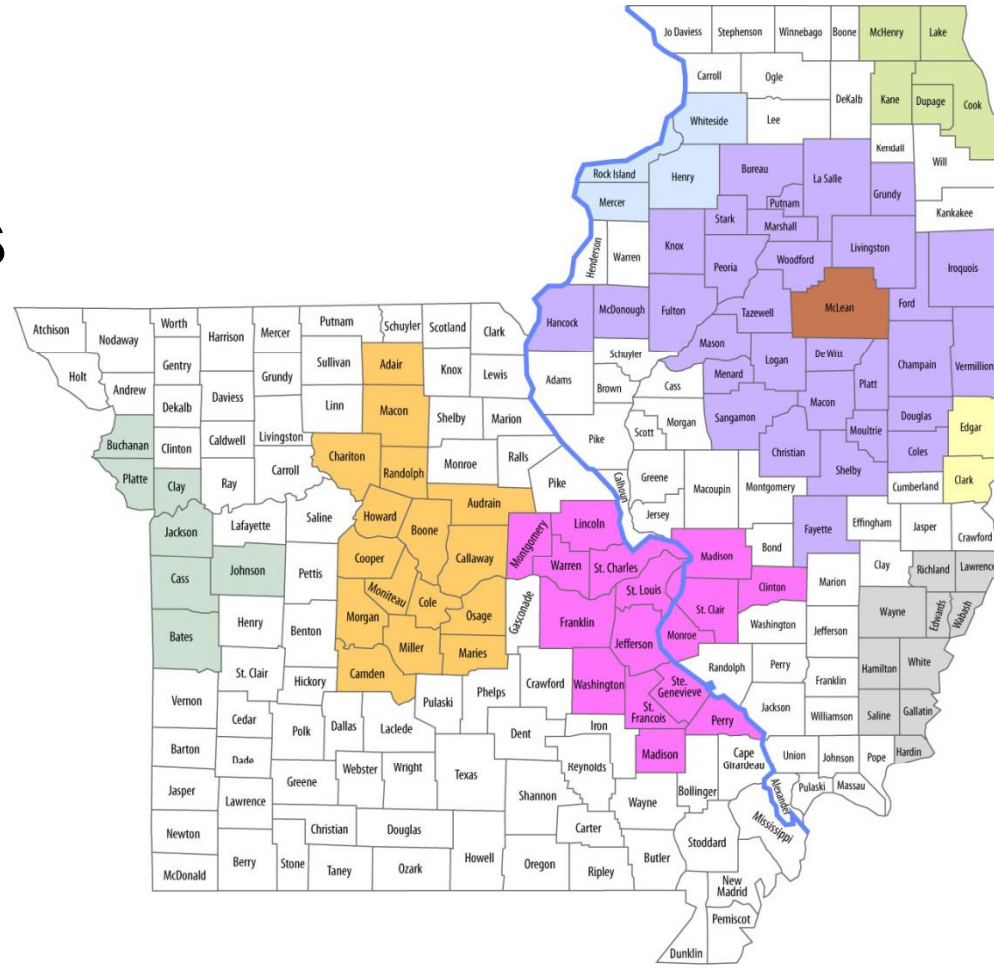


Komen St. Louis Affiliate

- Komen St. Louis was founded in 1999
- Komen St. Louis funds grant programs that provide direct services in 17 counties in Missouri and Illinois

Presented by Susan G. Komen for the Cure

Komen St. Louis Service Area



Missouri		Illinois	
■ Greater Kansas City Affiliate	■ McLean County Affiliate	■ Quad Cities Affiliate	
■ Mid-Missouri Affiliate	■ Chicagoland Area Affiliate	■ Memorial Affiliate	
■ St. Louis Affiliate	■ Greater Evansville Affiliate	■ Wabash Valley Affiliate	
	■ St. Louis Affiliate		

St. Louis Affiliate of Susan G. Komen for the Cure®



Affiliate Funding

- To date, the Affiliate has raised more than \$23 million in our fight to save lives and end breast cancer forever
 - More than \$16 million has stayed in St. Louis
 - More than \$7 million to Komen National for research
 - More than \$15.25 million has come back to St. Louis area research facilities through the National Research Program
- This year the Affiliate granted a record amount - \$3.1 million to 28 local non-profits for breast cancer screening, education, treatment, and support
 - \$1 million to Komen National for research

Race for the Cure®

- 2011 Race raised \$3.1 million with more than 64,000 participants

- Mark Your Calendars!

2012 Race is JUNE 23



2011 COMMUNITY PROFILE

St. Louis Affiliate of Susan G. Komen for the Cure®



Community Profile Objectives

Each Affiliate is charged by Komen Headquarters to conduct a community profile in order to:

- Better understand the service area
- Establish focused Community-Based Grant priorities
- Establish focused community education needs
- Strengthen sponsorship and fundraising efforts for needs in the service area
- Drive public policy efforts
- Establish directions for marketing and outreach
- Align the Affiliates' strategic and operational plan
- Drive inclusion efforts in the community

Table 4. Female Age-Adjusted Breast Cancer Mortality and Incidence Rates by County, Komen St. Louis Affiliate Service Area, 2003-2007.

County	State	2003-2007 Breast Cancer Mortality				2003-2007 Breast Cancer Incidence	
		Average Annual Count	Rank	Rate per 100,000	Rank	Average Annual Count	Rate per 100,000
St. Louis	MO	184	1	27.3	3	872	137.2
St. Charles	MO	37	4	23.2	11	204	125.3
St. Louis City	MO	55	2	26.0	7	216	108.2
Madison	IL	37	4	21.5	14	180	115.1
St. Clair	IL	41	3	26.6	4	186	127.9
Jefferson	MO	27	6	26.3	6	109	101.3
Franklin	MO	14	7	25.1	8	65	118.3
St. Francois	MO	9	8	24.7	10	38	112.0
Lincoln	MO	6	9	26.5	5	26	117.5
Monroe	IL	4	11	21.7	13	22	127.4
Warren	MO	4	11	24.9	9	15	97.0
Clinton	IL	5	10	22.9	12	25	121.0
Washington	MO	4	11	29.9	2	15	116.7
Perry	MO	≤ 3	15	*	15	16	141.3
Ste. Genevieve	MO	≤ 3	15	*	15	8	81.0
Madison	MO	4	11	41.1	1	10	125.7
Montgomery	MO	≤ 3	15	*	15	9	122.0
Missouri		917		25.8		4025	119.8
Illinois		1829		25.2		8492	122.6
United States		41021		24.0			120.6

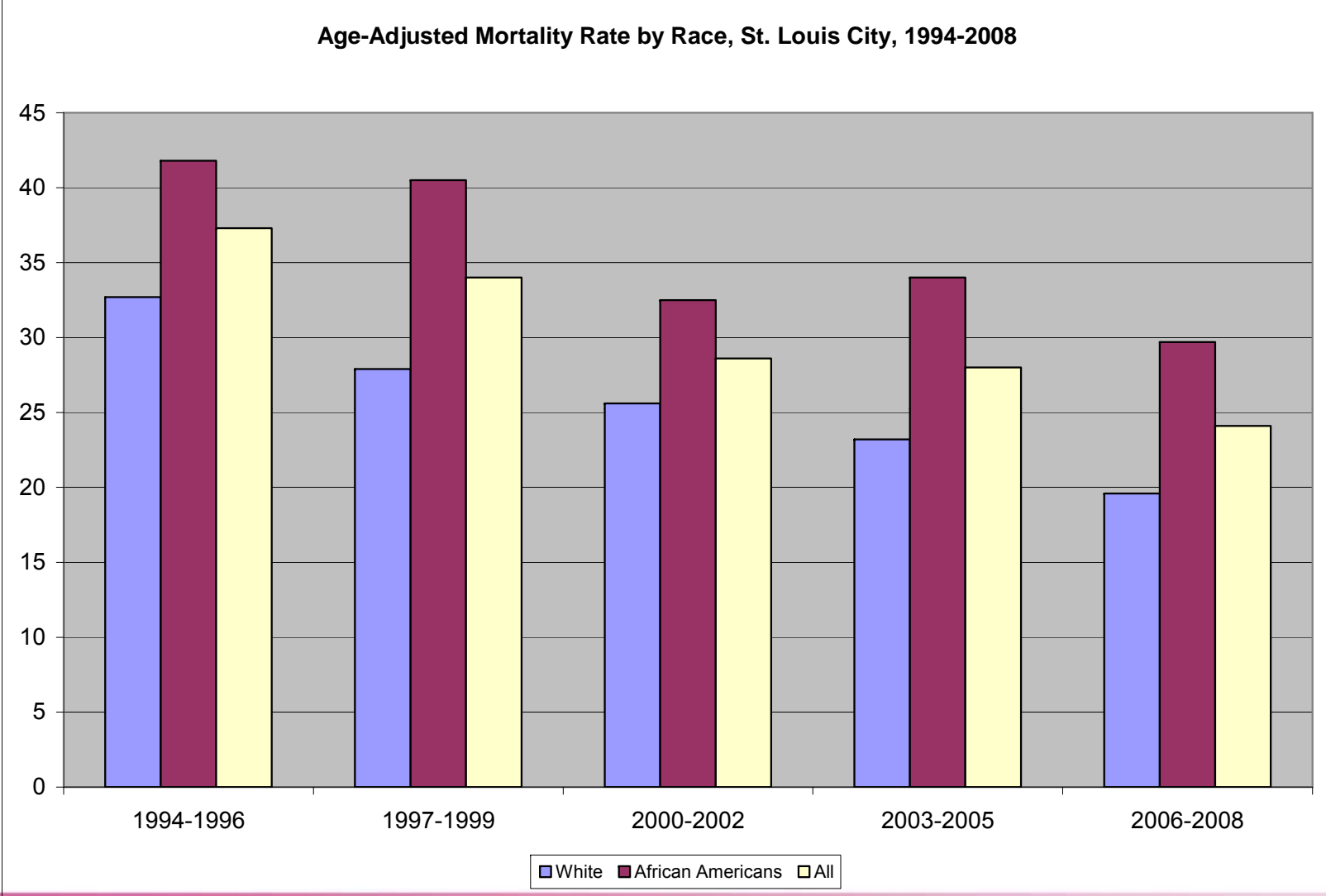
* Data has been suppressed to ensure confidentiality and stability of rate estimates.

Source: National Cancer Institute (NCI) State Cancer Profiles, 2003-2007

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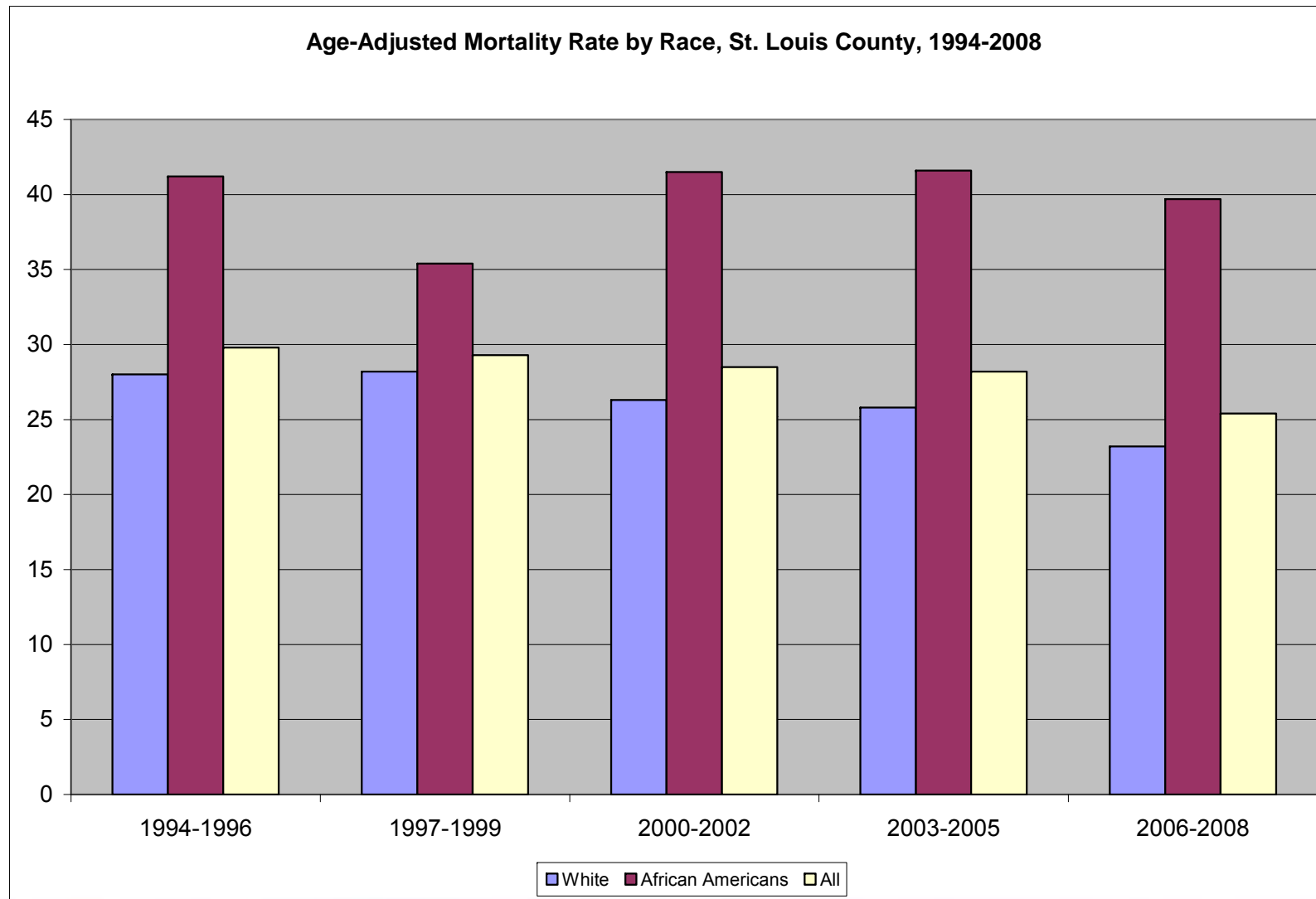
Mortality Rate by Race in St. Louis City, 1994-2008



Source: Missouri Information for Community Assessment (MICA), Missouri Department of Health and Senior Services, <http://www.dhss.mo.gov/CancerMICA/index.html>
St. Louis Affiliate of Susan G. Komen for the Cure®



Mortality Rate by Race in St. Louis County, 1994-2008



Source: Missouri Information for Community Assessment (MICA), Missouri Department of Health and Senior Services, <http://www.dhss.mo.gov/CancerMICA/index.html>
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Table 7. Mammography Screening Rates by County, Komen St. Louis Affiliate Service Area

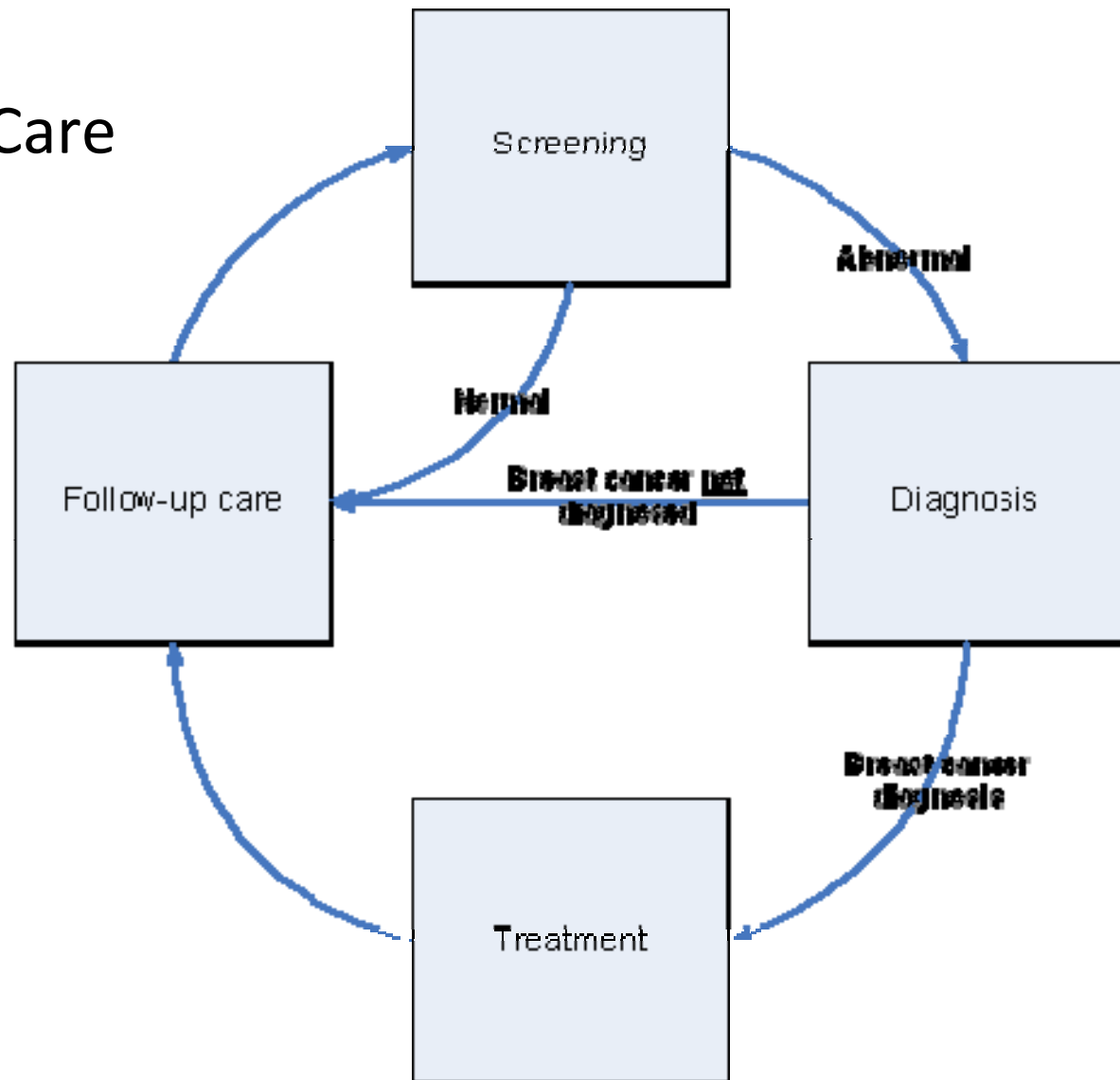
County	State	2009 Female 40+ Population	No Mammogram (or CBE) Last 12 months, Females 40+		Never Had a Mammogram, Females 40+	
			%	Estimated #	%	Estimated #
St. Louis	MO	284,603	21.3%	60,620	4.8%	13,661
St. Louis City	MO	82,776	21.5%	17,797	7.0%	5,794
St. Charles	MO	81,900	29.1%	23,833	2.9%	2,375
Madison	IL	67,821	28.6%	19,397	8.6%	5,833
St. Clair	IL	62,794	34.2%	21,476	4.7%	2,951
Jefferson	MO	46,336	25.1%	11,630	13.4%	6,209
Franklin	MO	26,775	24.1%	6,453	7.3%	1,955
St. Francois	MO	14,941	29.9%	4,467	6.6%	986
Lincoln	MO	10,893	29.4%	3,203	8.8%	959
Clinton	IL	7,760	29.7%	2,305	14.0%	1,086
Monroe	IL	7,986	34.4%	2,747	3.1%	248
Warren	MO	7,220	23.1%	1,668	7.8%	563
Washington	MO	5,358	32.5%	1,741	14.7%	788
Perry	MO	4,656	20.6%	959	7.1%	331
Ste. Genevieve	MO	4,002	25.5%	1,021	4.1%	164
Madison	MO	3,413	29.7%	1,014	11.5%	392
Montgomery	MO	3,340	27.7%	925	9.4%	314

Source: 2007 Missouri Community Data Profile, MO DHSS, No Mammogram or CBE in last year; IL 2007-2009 BRFSS data, No Mammogram in last year

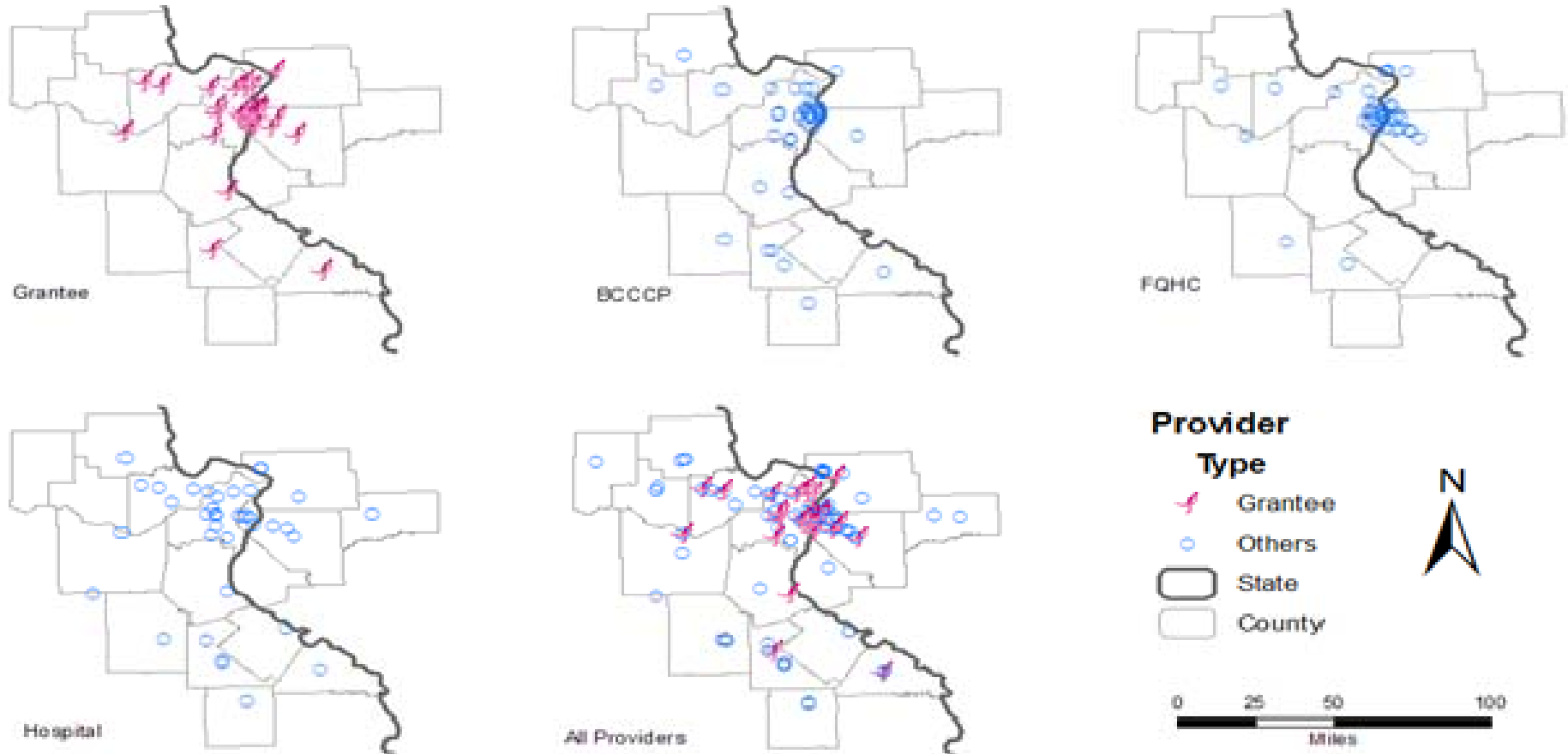
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Continuum of Care



Asset Mapping



Priority 1

Increase regular breast cancer screenings and ensure access to quality breast cancer treatment and support services for African American women in STL County.

Priority 2

Increase breast cancer screenings in Jefferson County, particularly targeting women ages 40+ who have never been screened.

Priority 3

Increase breast cancer screenings in rural counties within the Affiliate service area, particularly in Madison and Washington Counties in MO and Clinton County in IL.

Priority 4

Continue Komen St. Louis Affiliate efforts to increase breast cancer screening, education, treatment, and support services for underserved women in the entire Affiliate service area.

2011 Community Profile

...can be viewed/printed from

[http://www.komenstlouis.org/site/PageServer
?pagename=grants_community](http://www.komenstlouis.org/site/PageServer?pagename=grants_community)

2012 Komen St. Louis Community Grants & RFA

St. Louis Affiliate of Susan G. Komen for the Cure®



Funding Priorities...

Are the same as the Community Profile priorities!

Important Dates

Application Deadline 11:00pm, Monday, December 12

Award Notification March, 2012

Grant Year Start Date April 1, 2012

Eligibility

- Non-profit organization
- Project must be breast cancer specific
- All past and current Komen-funded grants and awards are up to date and in compliance with Komen requirements
- Be located or providing services in the Affiliate area:

In Missouri:

St. Louis City, St. Louis County, Montgomery, Lincoln, Warren, Franklin, Washington, St. Charles, Jefferson, Ste. Genevieve, St. Francois, Perry, and Madison Counties

In Illinois:

Clinton, St. Clair, Madison, and Monroe Counties

Break - Network!

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Writing the Grant Application

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Writing a Grant — From Planning to Evaluation

Planning the Proposal

Writing the Abstract

Organization Summary

Project Work Plan

Project Narrative

- Writing the Organization History

 - Purpose of the project

 - Breast Health System in community

 - Writing goals and objectives & Activities planned

 - Evidence-based strategies/promising practices

 - Sustaining project long-term

Budget

- Project Budget

- Budget Justification

- Previous/Current Grantees – Affiliate Funding history & Budget Comparison

- Current/Pending Sources of Funding

Planning the Proposal

Do your homework!

- Know Komen's mission, past granting history, etc.

Before you begin . . .

- Consider how your project “fits” with the Affiliate's mission and funding priorities
- Obtain input from the personnel in your organization that will be responsible for implementing the project
- Explore opportunities for collaboration with others in your community
- If you are proposing a new program, ensure you are not duplicating existing programs

Writing the Abstract

- First impressions are important!
 - Abstract is used in publications to describe your project
 - Abstract is the reviewer's first impression of your proposal
 - Communicates the essence of your project
 - Should be succinct and interesting
- The abstract should 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
 - 4) the likely impact of the program.

COVER PAGE

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Organization Summary

should include a brief description of the following:

- 1) organization's history and if your program is part of a larger organization
- 2) an explanation of the mission of the larger entity and your relationship to it
- 3) the mission of the organization
- 4) the current programs and accomplishments
- 5) explanation of how your organization seeks to be diverse and inclusive
- 6) number of paid full time staff, volunteers and total annual organization budget

Project Work Plan

- List Goals (Broad or big picture)
 - Increase access to breast cancer screenings for women living in ABC County
 - Provide breast cancer diagnostic screening and treatment for indigent and/or uninsured women in XYZ County
- List Objectives under each goal
 - **Specific**
 - **Measurable!**
 - **Achievable/Attainable**
 - **Realistic**
 - **Time-bound**

Project Work Plan (cont.)

- Objectives (Basis for activities and evaluation)
 - Provide screening mammograms to 100 uninsured women living in ABC County using a mobile mammography van.
 - Provide 50 diagnostic procedures including mammogram, ultrasound, biopsy, fine needle aspiration and surgical consultation to indigent and/or uninsured women living in XYZ County.
- Explain methods and techniques to evaluate effectiveness of objective

Program Description

Organizational Capacity

- Explain why the applicant organization is best-suited to lead the project and accomplish the goals and objectives set forth in this application
- Describe evidence of success in delivering breast health/cancer services to the proposed population
- Describe fiscal capability to manage the delivery of the proposed goals and objectives and ensure adequate measures for internal control of grant dollars.

Program Description (cont.)

Statement of Need

- Describe the population to be served
- Describe evidence of the risk/need within that population
- Provide statistics specific to the target population

Program Description (cont.)

Project Description

- Explain how the project's goals and objectives, as outlined in your Project Work Plan, address one or more of the priorities outlined in the Affiliate's Community Profile/Statement of Need.

Program Description (cont.)

Collaboration

- Describe the roles and responsibilities of all organizations or entities participating in the project.
- Explain how the collaboration strengthens the project and why these organizations are best suited to carry out the project and accomplish the goals and objectives set forth in this application.

Program Description (cont.)

Sustainability

- What resources (financial, personnel, partnerships, etc.) will be needed to sustain the effort over time? How will those resources be secured by the end of the funded project period?
- What are your organization's plans to support the project lead to implement, manage and oversee all aspects of the proposed project?
- What efforts will you take to communicate this project to leadership to ensure buy-in?
- Describe the organization's current financial state. Has your organizational budget increased or decreased from last year? Please explain why.

Program Description (cont.)

Evaluation

- Describe in detail how the organization will measure achieving project goals and objectives and how will the impact of the project on the priority selected be assessed.
- Describe the evaluation expertise that will be available for this purpose.
- What resources are allocated for evaluation in the project budget?

Evaluation

A strong evaluation plan measures both the quantity and quality of strategy implementation and outcomes.

- **Impact Evaluation:** Assesses the changes that can be attributed to a particular intervention, such as a project, program or policy. Impact Evaluation helps us to answer key questions such as, what works, what doesn't, where, why and for how much?
- **Process Evaluation:** Assesses the delivery of programs. Process evaluation verifies what the program is and whether it is being implemented as designed. It answers the questions of what is delivered in reality and where are the gaps between program design and delivery?

Budget Form

- Be realistic! Ask for what you need to ensure the project is successful.
- Restrictions
 - Salaries must be for personnel related to this project only and not the general work of the employee
 - Equipment costs & Indirect costs will NOT be funded
 - Funding for fringe benefits is limited to 25% of salary related to breast health project.
 - Food costs for meetings or seminars will not be funded through this grant.
 - Screening programs must use Komen St. Louis funding as “gap” funding, i.e. patients who do not qualify for other forms of aid, such as Medicare, Medicaid, or private insurance.
 - Screening and diagnostic procedures are reimbursed at the published “approved reimbursement rates”, found at www.komenstlouis.org (under Grants).
 - Any incentive items requested must relate to transportation or nutrition assistance, not premium items such as pens, nail files, magnets, etc.

New Grant (Budget) Policies

1. No one Community-based grant award for breast cancer screening, treatment, education and support programs can exceed \$500,000.
2. For newly funded/current grants, the Affiliate will fund salaries in full (up to the approved rate) the first year and if funded additional years, at 80% of requested salary the second year, and at 60% of requested salary the third year and thereafter. For current grants, the reduction to 80% of salary funded will not take place until the second year after the policy is instituted, then 60% the third year and thereafter.

Grant Review Process

- Compliance review
- Grant Reviewers
 - Independent, anonymous reviewers from varied backgrounds
 - Sign Confidentiality & Conflict of Interest Statements
 - Full discussion on each grant application
 - At least 3 reviewers for each grant
 - Rate & rank grants
- Board Approval Process

Grant Review Scoring

Impact:

- 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 priority selected?
- How closely does the project align with the funding priorities stated in the RFA?
- Does the project have a sufficient and documented plan to evaluate its impact?

Grant Review Scoring (cont.)

Feasibility:

- How likely is it that the objectives and activities will be achieved within the scope of the funded project?
- Is the project well planned?
- Is the budget appropriate and realistic?
- Does the budget justification explain in detail the reasoning and need for the costs associated with the project?

Grant Review Scoring (cont.)

Capacity:

- Does the organization, Project Director and his/her team have the expertise to effectively implement all aspects of the project?
- Is the organization respected and valued by the target population?
- Is it culturally competent?

Grant Review Scoring (cont.)

Collaboration:

- Does this project enhance collaboration among organizations with similar or complementary goals?
- Are the roles of the partners appropriate and relevant?

Grant Review Scoring (cont.)

Sustainability:

- Is the project likely to be sustained?
- Are partnerships likely to be sustained past project period?
- Is the impact likely to be long-term?

What Happens if You Become a Grantee?

- Execution of grant contract
- Upon receipt of signed contract, the first half of grant payment is distributed
- Attend Grant Awards Reception (April or May 2012)
- Collect data necessary for the six month progress report and final report
- Turn reports in on time!
- Any changes to the grant need to have written approval from the St. Louis Affiliate. Change request forms are available on the website under “Grant Forms”.
- Be prepared to host at least one site visit during the grant cycle

General Guidelines & Helpful Hints

- Read the RFA carefully — follow ALL directions
- Attach all required documents/forms
- Do NOT attach any additional items or documents not requested in RFA
- Be innovative, passionate, realistic, specific
- Write clearly; use active rather than passive voice

General Guidelines & Helpful Hints

- Do not assume familiarity with your program
 - Independent reviewers
- Avoid jargon or acronyms
- Check grammar, spelling, math and typos
- **Proofread & ask someone else to review your application before submission**

And Lastly...

- We are not interested in just being a grant funder
 - We are more than a check!
- We ARE interested in being a grant **partner**

If, after you have read the RFA & the Grant Applicant Manual, you have questions, please contact:

Jeremy Patch

314-569-3900

jpatch@komenstlouis.org

Questions?

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