



## Request for Applications

The Hawaii Affiliate of Susan G. Komen for the Cure®—along with those who generously support us with their talent, time and resources—is working to better the lives of those that face breast cancer in our community. We join more than 100,000 breast cancer survivors and activists around the globe as part of the world’s largest and most progressive grassroots network fighting breast cancer. Through events like the Komen Hawaii Race for the Cure, we have invested over \$2,000,000 in local breast health and breast cancer awareness projects in the state of Hawaii. Up to 75 percent of net proceeds generated by the Komen Hawaii Affiliate stay in the Hawaiian Islands. The remaining income goes to the national Susan G. Komen for the Cure Grants Program for energizing science to find the cures.

### **About 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. Today, Komen for the Cure is the world’s largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. Thanks to events like the Komen Race for the Cure®, we have invested more than \$1.9 billion to fulfill our promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world. For more information about Susan G. Komen for the Cure, breast health or breast cancer, visit [www.komen.org](http://www.komen.org) or call 1-877 GO KOMEN.

### **Statement of Need**

The findings from the 2011 Hawaii Affiliate Community Profile Hawai’i is unique due to the diversity of its population. Major racial groups include Asian (38.6%), Caucasian (24.7%), and Native Hawaiian/Pacific Islander (10%), with 23.6% of the population reporting two or more races. Among Asians, the most common ethnic groups are Chinese, Japanese, and Filipinos. Native Hawaiians are the most common ethnic group within the Pacific Islander population.

Breast cancer is the most common cancer among women in Hawai’i with approximately 860 cases of female invasive breast cancer diagnosed in the state each year<sup>1</sup>. Breast cancer is the second leading cause of cancer deaths for Hawai’i women in all racial/ethnic groups, with the exception of the Japanese population. The rural and more sparsely populated islands showed considerably higher incidence and mortality rates than the urban center of Honolulu.

Not unlike in the rest of the county, women who are underserved (i.e. low-income, unemployed, uninsured) face the greatest barriers to breast cancer screening. Hawai’i is also unique in its abundance of transportation and language barriers to screening, due to the geographic and

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<sup>1</sup> American Cancer Society

culturally diverse landscape. The data shows a clear need for more education and better access to care, including better transportation in the rural and remote areas of the islands. Breast cancer mortality rates decrease with early detection and screening. Advocacy programs are imperative to our success. The 2011 Community Profile can be found on our website at [www.komenhawaii.org](http://www.komenhawaii.org).

Drawing from the profile Hawaii Affiliate has identified the following funding priority areas:

- **To collaborate and partner with other cancer organizations to increase available breast cancer screening, diagnosis, treatment and follow-up care services throughout the Hawaiian Islands to the low income, uninsured and underinsured and increase access to these services.** This approach will provide an opportunity to leverage the resources and knowledge gained from these individual organizations' efforts to create a more comprehensive and interconnected approach to the breast cancer problem in Hawai'i. Address the transportation issue which is a major barrier to screening, diagnosis, treatment, aftercare, and support within isolated populations, especially areas such as Lana'i, Moloka'i, and Ni'ihau.
- **Provide education on the importance of breast self-awareness and screening tests to all individuals throughout the Hawaiian Islands by focusing on the underserved racial/ethnic minorities.** Remove cultural and linguistic barriers to regular mammography. Provide language and literacy sensitive education and resources to low-income, uninsured and underserved women.
- **Expand Hawai'i Affiliate's presence throughout the Hawaiian Islands with a new focus on the Neighbor Islands.** Expand our volunteer base and improve volunteer training through conferences, events and educational opportunities. Create liaison positions on the Neighbor Islands to increase networking on behalf of Komen. Increase Partners and Advocates throughout the Islands.

### **Important Dates**

Application Deadline	7 December 2011, 5 pm.
Award Notification	March 2012
Award Period	April 1, 2012 – March 31, 2013

### **Maximum Amount Which Can be Requested - \$25,000.00**

### **Eligibility**

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

- Applicants must ensure that all past and current Komen-funded grants or awards are up-to-date and in compliance with Komen requirements.
- Institutions must be non-profit organizations located in or providing services to one or more of the following locations: State of Hawaii
- Project must be specific to breast health and/or breast cancer.
- Must have or be able to obtain liability insurance.

## **Allowable Expenses**

Funds may be used for the following types of program expenses:

- Salaries and fringe benefits for program staff
- Consultant fees
- Clinical services or patient care costs
- Meeting Costs
- Supplies
- Travel
- Other direct program expenses
- Equipment, not to exceed \$5,000.
- Indirect costs, not to exceed 15% of direct costs

Funds may **not** be used for the following purposes:

- Medical or scientific research
- Scholarships or fellowships
- Construction or renovation of facilities
- Political campaigns or lobbying
- Endowments
- Debt Reduction

## **Educational Materials and Messages**

Susan G. Komen for the Cure® is a source of information about breast cancer for people all over the world. To reduce confusion and reinforce learning, we require that grantees provide educational messages and materials that are consistent with those promoted by Komen for the Cure, including promoting the message of breast self-awareness and knowing your risks for breast cancer. Please visit the following website before completing your application and be sure that your organization can agree to promote these messages:

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

Komen for the Cure grantees are eligible to receive preferred pricing for Komen educational materials. Komen for the Cure materials should be used and displayed whenever possible. To view our educational materials, visit [www.shopkomen.org](http://www.shopkomen.org).

## **Submission Requirements**

All proposals must be type-written on plain, white, single-sided 8 ½ x 11 paper using 12-point font. Four copies (one original and three duplicates) should be submitted. The pages should be numbered and each copy stapled in the top left corner. No special packaging (binders, plastic covers, etc.) or additional material (videotapes, annual reports, brochures, etc.) should be included. In addition, please email the proposal and all attachments (unless the form is attached e.g. budget template, project work plan) in a Microsoft Word document to the following email address: [komenhawaii@hotmail.com](mailto:komenhawaii@hotmail.com)

Applications must be postmarked on or before December 7, 2011 and send to Hawaii Affiliate, 3555 Harding Ave. Ste. 2G, Honolulu, HI, 96816. No late submissions will be accepted.

## **Review Process**

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

**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?

**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?

**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?

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

**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?

The grant application process is competitive, whether or not an organization has received a grant in the past. Funding in subsequent years is never guaranteed.

**Small Grants Program:** The Susan G. Komen Hawaii Affiliate has a Small Grants Program for grants \$5,000 and under. A Request for Application is not required however the contract is the same as the community based grants and the request must be tied to the 2011 Community Profile.

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

Lori Garcia  
Mission Coordinator  
[komenhawaii@hotmail.com](mailto:komenhawaii@hotmail.com)  
Phone: 808-754-6659/735-6661  
Fax: 808-735-6746

## Application Instructions

### **Cover Page (download form)**

Complete the attached cover page including an abstract (project summary). The abstract should be limited to 1,500 characters, including spaces and punctuation (approximately 225 words). 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; and 4) the likely impact of the program. The signature of approving institutional personnel, other than the project director, is required.

### **Organization Summary (download form)**

Complete the attached organization summary page. It should include a brief description of the following: 1) organization's history and if your program is part of a larger organization, 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 (download form)**

Complete the attached project work plan. Directions for completion appear at the top of the page.

### **Program Description**

#### **Statement of Need (limit- 3,500 characters)**

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

#### **Project Description (limit- 3,500 characters)**

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

#### **Collaboration (limit- 3,500 characters)**

- 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.

#### **Sustainability (limit- 3,500 characters)**

- 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.

### Evaluation

- Describe in detail how the organization (s) will measure achieving project goals and objectives and how will the impact of the project on the priority selected will be assessed.
- Describe the evaluation expertise that will be available for this purpose.
- What resources are allocated for evaluation in the project budget?
  - A strong evaluation plan measures both the quantity and quality of strategy implementation and outcomes.
    - i. **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?
    - ii. **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 (download form)**

Provide a detailed total program budget. All funding for this program, including other grants and general funds should be included in the budget. Please note that indirect costs may not exceed 15% of direct costs and equipment costs may not exceed \$5,000. For each line item in the budget, provide a brief description of how the funds will be used and why they are programmatically necessary. List all other committed and pending sources of support for the program.

### **Attachments**

- 1. Information regarding Key Personnel** – For key personnel that are currently employed by the applicant, provide a resume or curriculum vitae. For new or vacant positions, provide job descriptions (*Two page limit per individual*).
- 2. Proof of Non-Profit 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.
- 3. Letters of support, collaboration, MOUs, etc.** demonstrating your partnerships.
- 4. Evaluation forms, surveys, logic model, etc.** related to demonstrating the effectiveness of your program as defined in your work plan.