

Komen Twin Tiers Grant Writing Workshop: April 2014 - March 2015 Cycle

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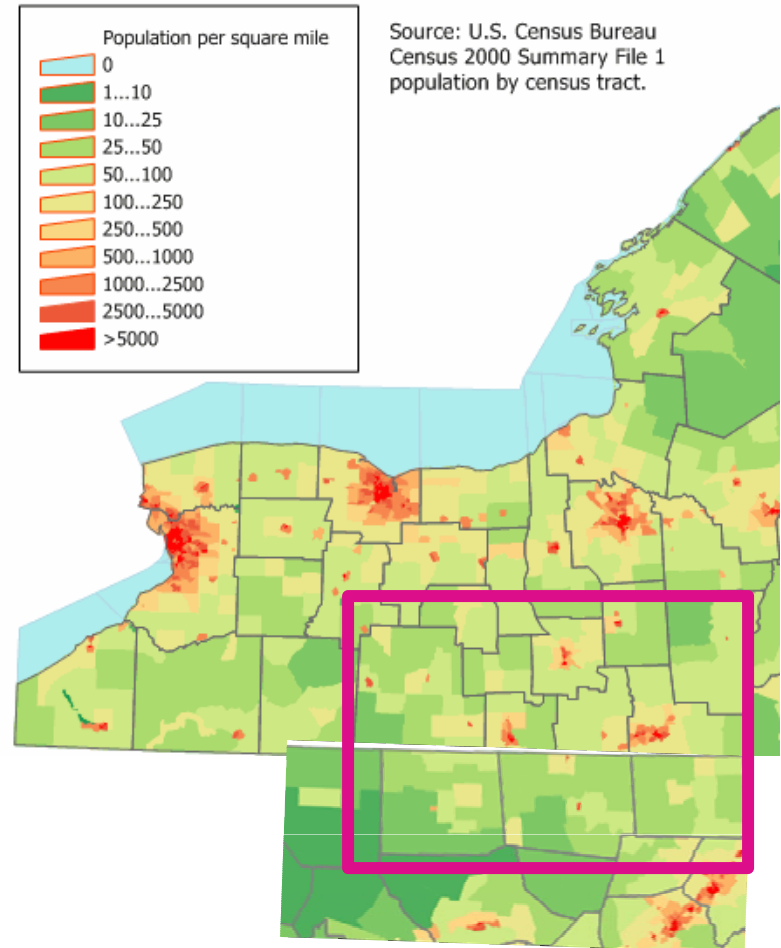
our mission

- To save lives and end breast cancer forever by empowering people, ensuring quality care for all, and energizing science to find the cure
- Through our values; **inclusion**, **stewardship**, **honesty**, **openness**, **passion**, and **empowerment**, we work 365 days each year to live up to our mission
- Our vision: a world without breast cancer



service region

- Counties served:
 - Steuben, Chemung, Schuyler, Tompkins, Tioga & Broome counties in NY and Bradford, Potter & Tioga counties in PA
- Large geographically and rural
 - Constituency of approx. 600,000
 - 200,000 residing in Broome County
- Poverty levels above the national average in 7 of the 9 counties
- Several counties rated in the bottom 5-15% in quality of health in their respective states
- Each county has a distinctive set of needs and education/access challenges

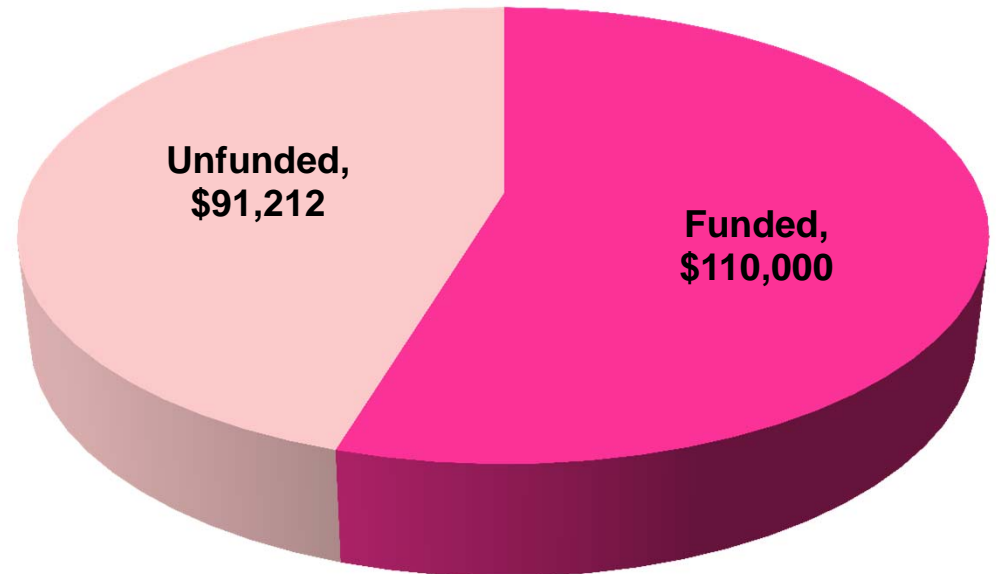


komen twin tiers granting

- Since the year 2000, Komen Twin Tiers has granted more than **\$1,000,000** to non-profits in our nine-county service region
 - Funding for breast cancer screening and treatment, patient assistance and education
- Since the year 2000, Komen Twin Tiers has invested over **\$250,000** in National Breast Cancer Research programs
- **Komen Twin Tiers Impact = \$1,274,000+** since the year 2000

setting priorities

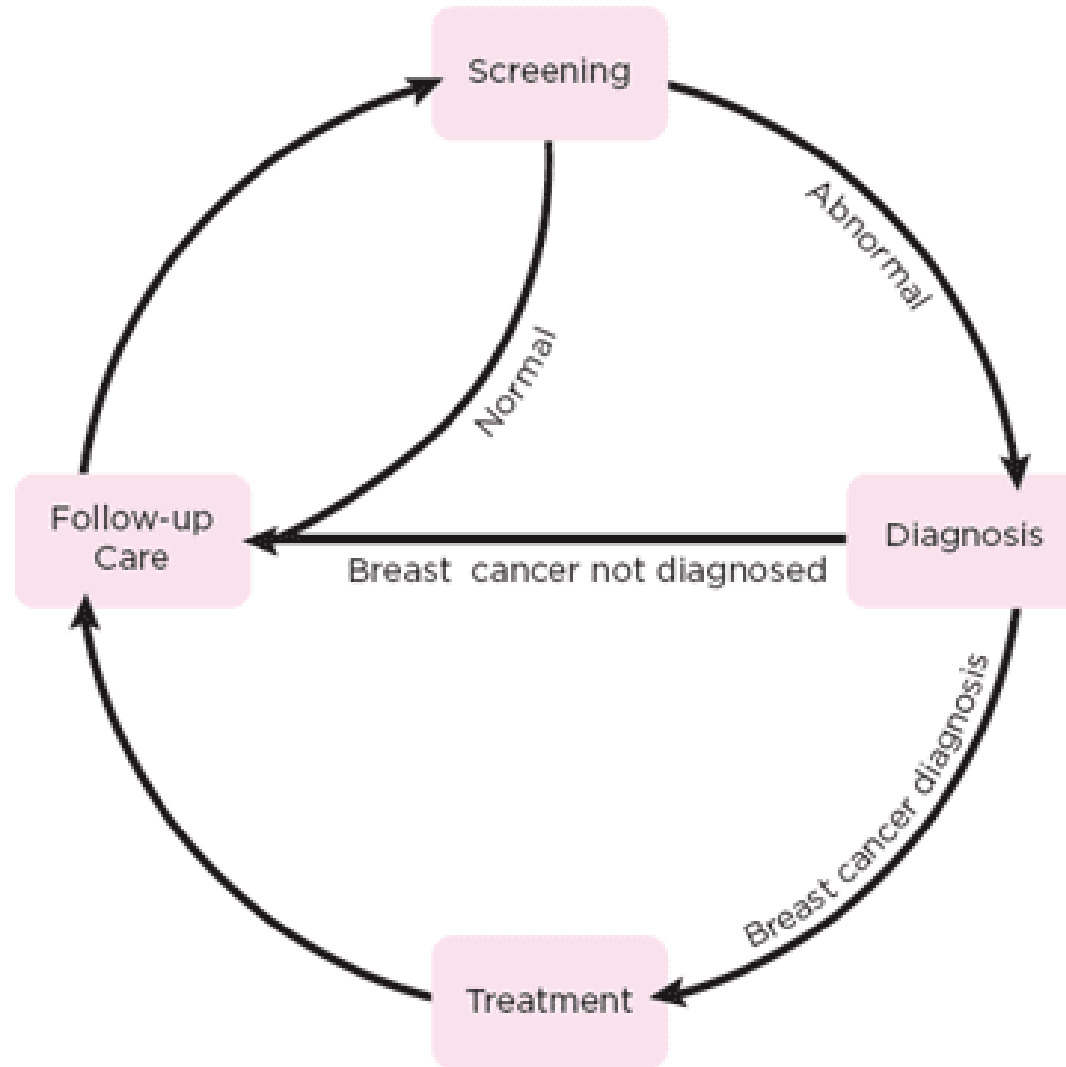
- Komen Twin Tiers intends to make the best use of limited funds
- We accomplish this through the setting of Funding Priorities
- In 2012, Komen Twin Tiers received requests for more than \$201,000 in funding from across the nine (9) county service region



understanding the funding priorities

- Projects that address **barriers to breast cancer screening and treatment** for the (1) under and uninsured, (2) those lacking financial resources or (3) those lacking knowledge about resources available to them.
- Projects with a special focus on programs or facilities that provide **services for patients from rural communities** OR who lack transportation for breast cancer diagnosis and treatment. This may include, but is not limited to, mileage reimbursement, ride services or programs that bring treatment options to rural areas.
- Projects that **inform Twin Tiers residents about the availability of services, financial support, and other resources** available in the state, and/or feature collaboration and partnerships within our nine-county breast cancer community. This may include, but is not limited to, patient navigator programs or resource publications

continuum of care



helpful hints

- Read the RFA carefully — follow **ALL** directions and ASK if you aren't sure
- Be innovative, passionate, realistic, specific
- Write clearly; use active rather than passive voice
- Avoid jargon or acronyms (assume the review panel knows nothing about your organization, programs, or partnerships)
- Draft content in Word or other text program so you will have a record; Paste UNFORMATTED into GeMS (notepad, etc)
- Characters are limited by section
- Check grammar, spelling and typos and budget numbers

planning the proposal

- Do your homework!
 - Know Komen's mission, history, past granting history, etc.
 - Before you begin . . .
 - Consider how your project “fits” with Komen'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

Project Narrative – Six Parts

- ✧ Organization capacity
- ✧ Statement of need
- ✧ Project description
 - ✧ Goals & Objectives should be S.M.A.R.T.
- ✧ Collaboration
- ✧ Sustainability
- ✧ Evaluation

Setting Goals

- Goals (S.M.A.R.T.)
 - Specific - Objectives should specify what they want to achieve.
 - Measurable - You should be able to measure whether you are meeting the objectives or not.
 - Achievable - Are the objectives you set attainable?
 - Realistic - Can you realistically achieve the objectives with the resources you have?
 - Time - When do you want to achieve the set objectives?
- Describe changes you are going to produce through your project
 - Example: Increase access to breast cancer screenings for African American women living in ABC County
 - Example: Provide breast cancer diagnostic screening and treatment for indigent and/or uninsured women in XYZ County

Setting objectives

- Should define goals in measurable and specific terms
 - Project success
- Are different from goals
 - Specific and focus on a target audience
 - Tangible and Concrete
 - Measurable and Achievable within the grant period
- How to write
 - Use a noun and action verbs
 - Be realistic
 - Basis for activities and evaluation
 - Provide screening mammograms to 100 uninsured, African American women living in ACME County using a mobile mammography van
 - Provide 275 diagnostic procedures including mammogram, ultrasound, biopsy, fine needle aspiration and surgical consultation to indigent and/or uninsured women living in XYZ County

sample goal with objectives

- Goal 1
 - Increase access to screening services for women living in Tioga County
- Objective 1
 - Facilitate access to screening mammograms by providing appointment assistance and transportation vouchers for 100 medically underserved rural women, ages 40 and older, in Tioga County
- Goal 2
 - Ensure continuity of care for women in need of follow up services in Tioga County
- Objective 2
 - Provide navigation assistance and transportation vouchers for women in need of follow up services in Tioga County

evaluation

- Impact Evaluation: determines if program has been successful
- Compares program results against the objectives
 - Action measured over a specific timeframe
 - 100 women will receive breast health education in rural Tioga county over a 6 month period resulting in 10 women (or 10%) scheduling a breast health screening
- Process evaluation: How does the program produce results. Identifies strengths and weaknesses of a program; Helps to improve delivery of services
 - Process: We will document the breast health continuum of care in Tioga County
 - Product: We will document the breast health continuum of care in Tioga County and produce a directory of breast health services, providers and products

evaluation methods & techniques

- Please speak in terms of the following when evaluating your programs:
 - Impact
 - Feasibility
 - Capacity
 - Collaboration
 - Sustainability



These are the 5 criteria upon which your grant application will be rated by the review panel



budget justification

- Typical Komen Twin Tiers grants range from \$5,000-\$15,000
- Be realistic! Ask for what you need to ensure the project is successful
- Note restrictions
 - Salaries must be for personnel related to this project and not the general work of the employee
 - Equipment costs may not exceed \$5,000 and should be exclusively used on this project
 - Indirect costs (ie rent, utilities) may not exceed 15% of direct costs.

Attachments

Upload the following to support your application:

- Key Personnel
- Proof of Non-Profit Status
- Letters of support/collaboration
- Evaluation forms, surveys, logic model, etc

grant review process

- Overview of Review Process
 - Compliance review
 - Local peer review
 - Board Approval Process
- How your grant application will be evaluated
 - Impact
 - Feasibility
 - Capacity
 - Collaboration
 - Sustainability

THANK YOU