UNIVERSITY OF CHICAGO MEDICINE & INSTITUTE FOR TRANSLATIONAL MEDICINE
COMMUNITY BENEFIT FY2017
ADULT BREAST AND COLORECTAL CANCER GRANT GUIDELINES

The following grant guidelines will help you prepare your grant proposal and assemble the required documentation. Proposals for Adult Breast and Colorectal Cancer (Cancer) must be submitted no later than 5:00 P.M. on Monday, April 03, 2017.

The University of Chicago Medicine (UCM) and the Institute for Translational Medicine (ITM) are committed to improving the health of residents on the South Side of Chicago as outlined in our 2015/2016 Community Health Needs Assessment and Strategic Implementation Plan. As part of this commitment, UCM and ITM are sponsoring a joint grant initiative designed for the community benefit program, that extends financial support to local not-for-profit, community based organizations to provide health related services and programming to at-risk and underserved populations aligned with our strategic health priorities: access to care, colorectal/breast cancer, adult diabetes, pediatric asthma and pediatric obesity. However, this round of funding seek applicants with projects that specifically focus on Adult Breast and Colorectal Cancer who will partner with a UCM Research Collaborator to help execute the project, evaluate its impact and disseminate its results.

Please review the following information on the background, eligibility criteria, types of projects funded, instructions for completing the grant, the review process, and the submission and timeline prior to submitting your grant proposal. This application can be accessed online here: http://www.uchospitals.edu/about/community/benefit/requests.html

BACKGROUND

Based on the findings from the 2015 Community Health Needs Assessment (CHNA), the following health need was found to be of pressing concern in the UCM Service Area.

CANCER

Continued advances in cancer research, detection, and treatment have resulted in a decline in both incidence and death rates for all cancers. Among people who develop cancer, more than half will be alive in five years. Yet, cancer remains a leading cause of death in the United States, second only to heart disease.

Many cancers are preventable by reducing risk factors such as: use of tobacco products; physical inactivity and poor nutrition; obesity; and ultraviolet light exposure. Other cancers can be prevented by getting vaccinated against human papillomavirus and hepatitis B virus. In the past decade, being overweight or obese have emerged as new risk factors for developing certain cancers, including colorectal, breast, uterine corpus (endometrial), and kidney cancers. The impact of the current weight trends on cancer incidence will not be fully known for several decades. Continued focus on preventing weight gain will lead to lower rates of cancer and many chronic diseases.

Screening is effective in identifying some types of cancers (see US Preventive Services Task Force [USPSTF] recommendations), including:

- Breast cancer (using mammography)
- Colorectal cancer (using fecal occult blood testing, sigmoidoscopy, or colonoscopy)

— Healthy People 2020 (www.healthypeople.gov)

As a result of the 2015 Community Health Needs Assessment, the UCM Service Area found the following adult cancer concerns in the community:
Only 87.8% of women 50+ reported that they have had a mammogram in the past 2 years; only 77.6% of adults 50-75 have had an appropriate colorectal cancer screening.

**ELIGIBILITY CRITERIA**

To be eligible for a grant from the UCM Community Benefit Grant program, organizations must meet the following criteria:

- Applicant must be a 501(c)(3) nonprofit or have a fiscal agent that is a 501(c)(3) organization that is capable of administering the project’s funds.
- Applicant organizations operate in or deliver services within the defined UCM Service Area as defined by the following zip codes: 60609, 60615, 60617, 60619, 60620, 60621, 60628, 60636, 60637, 60643, 60649, 60653.
- The program or project must be related to Adult Breast and Colorectal Cancer, a UCM strategic priority areas outlined in the Strategic Implementation Plan.
- Applicants must provide services to all regardless of race, religion, sex, age, disability, national origin or sexual orientation.
- All proposals must include SMART objectives (Specific, Measurable, Attainable, Realistic, and Time-Bound) that align with UCM defined metrics (see Appendix A).
- All proposals should utilize provided worksheet template formats and track progress, if granted dollars, upon goals, targets, dollars, etc. noted to date
- Applicants must identify a UCM Research Collaborator to partner with in their proposed program. This research collaborator may assist with any aspect of the project, but should specifically help with the rigorous evaluation of the program’s effectiveness through the implementation of a scientific, outcomes-based research plan. Between 5-10% of the project budget must be allocated to support this research and evaluation with the UCM Research Collaborator, though funds may not be allocated for faculty salary/effort, (see Appendix B). The funds for the UCM Research Collaborator will be withheld from the grant award paid to the grantee and allocated to the faculty through internal transfers. If a UCM Research Collaborator has not been identified, please contact Dr. Solway at jsolway@medicine.bsd.uchicago.edu to assist with this process.
- Applicants will meet with ITM communications staff to discuss the best ways to share the organization’s story and the impact its project has on improving community health. At no cost to the organization, ITM staff will create materials in the form of a written story, video package, and/or other digital storytelling that the organization can use to promote its work and secure additional funding. The materials may also be disseminated on UCM, National Institute for Health, and other related platforms. The organization, ITM, and UCM Community Benefit team will review and approve all material before publishing.
- Projects that involve further collaboration with other community based organizations are encouraged.

**EXCLUSIONS**

Generally, grants requesting the following types of support are excluded and will not be considered:

- Applications from partisan political organizations.
- Applications from for-profit organizations.
- Applications requesting support for fund raising activities such as sponsorships, advertising or event tickets (see Sponsorship Program Overview).
- Applications from individuals.
- Applications for memorials or endowments.

**TYPES OF PROJECTS FUNDED**

The vision of UCM is to enhance community health and wellness around Community Health Needs Assessment (CHNA) priority health needs in the UCM Service Area. The UCM Community Benefit Grant program will help strengthen the community’s capacity to address pressing health needs within the UCM
Service Area so all people may live healthy and fruitful lives.

To this end, the UCM Grant Review Workgroup will accept proposals requesting funding for up to one year, focusing on the UCM health priority area listed below. Only one application per organization will be accepted for this final round of applications for FY 2017. In order to be eligible for consideration, proposed projects must address the following UCM Community Benefit Grant Program area. Below are some sample goals and objectives that projects may focus on that are central to UCM’s goal.

**Adult Breast and Colorectal Cancer:** Support and build community based breast and colorectal cancer education and screening programs. UCM’s overall objectives include:

- Increase cancer education in the community
- Increase cancer screening in the community
- Increase knowledge on cancer screening guidelines

**INSTRUCTIONS FOR COMPLETING THE GRANT APPLICATION**

Please respond to the following questions as part of the grant application.

**APPLICANT INFORMATION**

- Name of Organization:
- Tax ID:
- Mailing Address, City, State, Zip:
- Tax Status:
- Contact Person and Title:
- Contact Phone:
- Contact Email:
- Submission Date:
- Start Date of Program:
- End Date of Program:
- Organization’s Website Address:
- University of Chicago Medicine (UCM) Research Collaborator:

**PART A: Program Description (4 Page maximum)**

1. State the program title and describe how your program will address the health need around adult breast and colorectal cancer in 150 words or less.

2. Describe the need for the program and how it aligns with UCM’s strategic health priorities. Please briefly cite any statistics that indicate the problem that this program intends to solve.

3. Please provide a thorough description of the program, including the goals, intended lives served, objectives and timeframe of the program.

4. Describe how your organization will measure the performance and impact of the program and the rigorous, scientific methods it will use to evaluate its effectiveness (e.g. surveys, interview protocols, logs, EMR). Please ensure your measurement techniques are Specific, Measurable, Attainable, Realistic, and Time-Bound (SMART). Applicants must partner with a UCM Research Collaborator to evaluate their program’s impact and outcomes. Please identify the UCM Research Collaborator and describe their role in this partnership (e.g., methodology design, data collection tool design, data analysis). You should work with your UCM Research Collaborator to write this section of your application.
If you are not connected to UCM Research Collaborator, please contact Dr. Julian Solway at jsolway@medicine.bsd.uchicago.edu prior to submitting your application and completing this question.

APPLICATIONS WITHOUT AN IDENTIFIED UCM RESEARCH COLLABORATOR WILL NOT BE CONSIDERED FOR FUNDING.

If you have baseline data to demonstrate your program’s past performance and success, PLEASE INCLUDE IN APPENDIX A

PART B: Organizational Readiness (2 Page maximum)

5. Describe your organization’s mission, major accomplishments (please provide any data/outcomes you have on this program or related programs) and staff experience for this particular project.

6. Will you be partnering with other organizations? If so, please list these organizations and their role in the specified program and indicate whether or not each of these is a non-profit organization. If no other organizations are associated with this program, please indicate so. (Please include letters of intents from each collaborating organization).

7. Describe how this program will be promoted to the target population intended to be served. Identify outreach and communication methods that will be used to increase awareness or participation in this program.

8. Identify the primary service area, please include the community or neighborhood name as well as zip codes, that this program is intending to serve. Also, state the number of participants expected to be impacted directly through the funds being sought through this program grant and their demographics.

PART C: Budget (1 Page maximum)

9. What is the amount of funding dollars you are requesting?

10. Please attach a complete description of the proposed project overall budget, anticipated funding and justification for each line item. SEE APPENDIX B

11. Describe the strategy and plan for the long-term sustainability of the program when funding from this grant ends; please account for any financial and non-financial sustainability plans. If this program is established (more than three years in operation), describe the strategic next steps for your established program.

   a. Please describe the methods and strategies you will implement to ensure the program continues once funding ends (e.g. teachers trained to continue program in school, faith leaders have incorporated classes into existing health ministry).

THE REVIEW PROCESS

Proposals submitted by April 03, 2017 will be reviewed by the UCM Grant Review Workgroup. The UCM Grant Review Workgroup adheres to a strict conflict of interest policy and selects potential grantees based on the merits of each proposal. After an initial review of the proposals, a short list of organizations may be selected for potential site visits or follow up questions during the week of April 10th. Final grantees selected will be announced in May 2017.

Grantees that are selected for funding will be required to adhere to a reporting process that will be communicated at the time funds are awarded and will most likely include progress towards goals,
successes/challenges, financial statement of funds granted, and data collected.

Successful proposals will be evaluated and scored on the following qualities:

**PART A: Project description (40 points total) 4 Page maximum**
- a. Community need for the project (5 points)
- b. Project goal(s) (15 points)
- c. Evaluation (20 points)

**PART B: Organizational Readiness (25 points total) 2 Page maximum**
- a. Organization’s background (5 points)
- b. Experience with partnering community (5 points)
- c. Outreach to community (15 points)

**Part C: Budget (35 points total) 1 Page maximum**
- a. Budget showing each item and its cost (10 points)
- b. Justification for each item listed in the budget (5 points)
- c. Sustainability (20 points)

**Part D: Letters of commitment from any collaborating community organization.**

**AVAILABLE FUNDING**

The grant award(s) will not exceed $50,000 total costs. Program requests should stay within this amount. Please note that between 5-10% of the project budget must be allocated to support research and evaluation with the UCM Research Collaborator, though funds may not be allocated for faculty salary/effort (see Appendix B).

**SUBMISSION PROCESS AND TIMELINE**

To apply, please read and review this application form and submit the completed questions, documentation (e.g., budget) and all necessary additional criteria (e.g., letters of collaboration) to the UCM Community Benefit program at communitybenefit@uchospitals.edu.

Grant recipient(s) that are selected for funding must abide by the following branding guidelines of the University of Chicago Medicine should your program use printed or online materials:

- a. Please refer to UCM as the University of Chicago Medicine in all materials related to your program and the ITM as the Institute for Translational Medicine.
- b. Display approved UCM and ITM logo on printed materials, internet sites which advertise event or program.
  - UCM and ITM will provide your organization with the appropriate logos.
  - All promotional materials using the UCM and ITM logos must be approved by the ITM Communications Office and UCM Marketing and Communications before distribution.

If you have any questions, please contact the community benefit program email or call (773) 834-7868.
- Grants submissions closed: April 3, 2017 at 5pm
- Site visits or follow up questions for selected candidates (if needed): Week of April 10th
- Announcement of final grantees: Month of May 2017
- Funds awarded by month of May 2017
### APPENDIX A

#### Adult Breast and Colorectal Cancer UCM Evaluation Measures *(Please include Targets and Methods)*

<table>
<thead>
<tr>
<th>Goal</th>
<th>Objectives</th>
<th>Indicators/ Metrics</th>
<th>Targets</th>
<th>Methods</th>
</tr>
</thead>
</table>
| **Cancer:** Support and build community based breast and colorectal cancer education and screening programs | - Increase cancer education in the community | - The number of total sites cancer education was provided  
- The number of workplace sites cancer education was provided  
- The number of breast cancer education sessions provided to the community  
- The number of women aged 18 years or older that attended breast cancer education sessions  
- The number of colorectal cancer education sessions provided to the community  
- The number of persons aged 18 years or older that attended colorectal cancer education sessions | | |
| | - Increase cancer screening in the community | - The number of women that received a mammogram in the past two years as per guidelines  
- The number of adults that have ever received a sigmoidoscopy, colonoscopy, or proctoscopy since receiving education (as per guidelines) | | |
| | - Increase knowledge on cancer screening guidelines | - The percentage of women aged 18 years or older who report improved knowledge of breast cancer screening guidelines  
- The percentage of people aged 18 years or older who report improved knowledge of colorectal cancer screening guidelines | | |
APPENDIX B
Sample Budget Template

<table>
<thead>
<tr>
<th>Expense Category</th>
<th>Requested Amount from UCM</th>
<th>Current or Anticipated Funding and Source</th>
<th>Total Budget Amount</th>
<th>Justification/Explanation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inhalers</td>
<td>$3,500</td>
<td>$2,000 (foundation)</td>
<td>$10,000</td>
<td>To distribute to children with asthma</td>
</tr>
<tr>
<td>Office supplies</td>
<td>$1,000</td>
<td>$1,000 (Donors)</td>
<td>$2,000</td>
<td>For administrative documentation</td>
</tr>
<tr>
<td>Project Coordinator salary</td>
<td>$5,000</td>
<td>$25,000 (Government)</td>
<td>$30,000</td>
<td>To manage the day to day program activities</td>
</tr>
<tr>
<td>Health literacy appropriate materials</td>
<td>$4,000</td>
<td>$0</td>
<td>$4,000</td>
<td>To develop materials that are health literate</td>
</tr>
<tr>
<td>UCM Research Collaborator support</td>
<td>$1,500</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$15,000</strong></td>
<td><strong>$28,000</strong></td>
<td><strong>$46,000</strong></td>
<td></td>
</tr>
</tbody>
</table>