



“2007 Supporting the Safety Net”

The Avon Foundation Breast Cancer Crusade regional “Supporting the Safety Net” program supports public, community, and safety net hospitals and health care systems that provide breast care to low-income, at-risk, uninsured and underinsured individuals. A demonstrated track record and commitment to providing health care to underserved populations will be considered in the review process. The goal of this initiative is to support programs that improve access to quality breast diagnostics and care for the medically underserved.

Application Deadline – Two receipt dates in 2007:

- February 1, 2007 – Institutions in Boston, Chicago, Denver, San Francisco, and Washington D.C. are encouraged to apply by February 1.
- May 1, 2007 – Institutions in Charlotte, Los Angeles, New York and all other cities are encouraged to apply by May 1.

The emphasis of this initiative is to provide hospitals and health care centers with systems support, personnel, equipment, and other infrastructure support that will enhance their breast cancer care services to the medically underserved. The Foundation does not pay for the reimbursement of direct costs of care.

The funding period for these gifts shall be 1-2 years (at the discretion of the applicant) beginning in either July 1, 2007 or January 1, 2008. **The maximum amount of funding for each gift is up to \$250,000 total costs.** Each applicant must determine the appropriate amount to be requested, depending upon its needs and its ability to manage effectively the amount requested.

All applications must be submitted on the Avon Foundation Safety Net Application form. No fancy packaging is allowed.

Applications will be reviewed by a committee of experts in breast cancer care, research, and public health. Final funding decisions will be made by the Avon Foundation Board of Directors.

Please review the entire application packet before you begin to work on your application. If you need further assistance, please email your questions to Marc Hurlbert, PhD, Avon Foundation Breast Cancer Crusade, at: marc.hurlbert@avonfoundation.org.

APPLICATION INSTRUCTIONS

I. Funding Objectives

“Supporting the Safety Net” is a funding initiative that provides gifts of financial support to public, private, and “safety net” hospitals and health care centers that deliver health care to low-income, at-risk, and uninsured individuals. A demonstrated track record and commitment to providing health care to these populations of individuals will be a key component considered in the review process.

The emphasis of this initiative is to provide hospitals with personnel, equipment, and other infrastructure support that will enhance their breast cancer care services to the medically underserved. Support that enables hospitals to provide diagnostic and treatment services to the medically underserved is the priority of this RFP. All too often, low-income, uninsured women may obtain a no cost breast cancer screening, but are *not* provided with the resources and support they need to access follow-up diagnostics and treatment.

With the “Supporting the Safety Net” initiative, the Avon Foundation intends to alleviate disparities in access to quality breast care. Grants are to be used to create programmatic solutions to challenges experienced by low-income, medically underserved individuals and their medical providers and serve as models for the future. Examples of successful programs funded by the Avon Foundation in the past include those that have:

- greatly reduced the number of women “lost to follow-up”;
- reduced waiting time for diagnostic procedures and treatment;
- increased the provider’s ability to offer sophisticated, state-of-the-art care that is less invasive (in the case of diagnostic and surgical procedures);
- gave the provider the ability to provide more targeted treatment by providing more sophisticated pathological procedures; and
- increased the numbers of women of diverse cultural backgrounds who utilize regular screening techniques;
- allowed the provider to provide high-risk counseling and screening to underserved populations.

II. Funding Guidelines

The following items may be funded via this RFP process:

- Salaries for breast surgery and oncology fellowships, nurses, nurse practitioners, data managers, translators, patient navigators, and administrative personnel essential to supporting the care for patients who need assistance in following clinical guidelines and treatment plans;
- Local transportation and other support needs (not more than 5% of funds requested), such as child or elder care for family members for whom a patient undergoing treatment is responsible;
- Equipment and technology that will help to upgrade the quality of care that can be offered. Examples include: computer hardware and software for data management;

dedicated breast ultrasound equipment; and the technology needed to conduct specific breast pathology studies.

The Avon Foundation does **not** pay for the cost of medical service typically reimbursed by private insurance, Medicare, Medicaid, and all other publicly funded reimbursement programs. Examples of these exclusions include: mammograms and diagnostic breast imaging, CBEs, biopsies, lumpectomy, mastectomy, and chemotherapy, or fees to health care professionals performing these examinations and procedures and interpreting results.

Applicants should describe all sources of other funding for the breast cancer program at their institution.

A grant in connection with this RFP does not guarantee funding renewals or ongoing operational support. The financial welfare of an applicant's breast cancer clinical services should not depend upon funding from this initiative or from the Avon Foundation.

III. Eligibility Requirements

To be eligible for funding, applicants must have a demonstrated commitment to providing breast cancer care to the low-income, at-risk, uninsured, and medically underserved. The Foundation anticipates, but does not require, most applicants to be public hospitals and "safety net hospitals" as defined by the Institute of Medicine and the National Association of Public Hospitals and Health Systems (www.naph.org). Private, non-safety net hospitals should provide a concise description of their commitment and services delivered to the medically underserved.

Applicants must be located in and serve vulnerable populations in regions surrounding or nearby the following metropolitan regions: Boston, Charlotte, Chicago, Denver, Los Angeles, New York, San Francisco, and Washington D.C. All other cities will compete in a national pool of applications. The Safety Net program is a competitive application process with peer review conducted by experts in breast cancer clinical care, health disparities, and community medicine and approved by the Avon Foundation Board of Directors.

COMMONLY ASKED QUESTIONS

This section includes some additional details to assist you in completing your application. It is very important that you read this section prior to completing and submitting your application.

1. How do I submit the application and how do we confirm that it has been received?

Submit an electronic version and a signed original plus four duplicates to Marc Hurlbert, Avon Foundation, 1345 Avenue of the Americas, New York, NY 10105; and marc.hurlbert@avonfoundation.org. Marc may be reached at 212-282-5560.

2. How will gift recipients be selected?

Applications will be reviewed by the Avon Foundation Breast Cancer Crusade Scientific Advisory Board who will make recommendations to the Foundation Board of Directors. The Scientific Advisory Board is comprised of a culturally and professionally diverse group of individuals. Its members are drawn from the breast cancer, social service, medical and patient advocacy sectors. The Avon Foundation Board of Directors makes the final funding decisions.

3. What will the Avon Foundation's role be if our application is funded?

The Avon Foundation public relations staff will be available to assist you with all public relations matters. Foundation program staff will be available to direct you to resources and other beneficiaries with experience in caring for medically underserved individuals. You will also be invited to an annual national conference sponsored for Foundation beneficiaries. The content of the conference will include information sharing with other safety net medical providers, technical assistance and skill building workshops. Special presentations will be made by selected beneficiaries of the Avon Foundation that have implemented highly effective programs.

4. What are allowable budget items?

Allowable items include: support for staff (nurses, patient navigators, translators, physicians) and fellowship salaries; program-specific supplies (e.g. postcards and postage to mail out reminders, cost of telephone calls, multi-lingual educational print and visual/audio materials for patients); transportation or childcare to enable patients to obtain services they need; and computer, internet service and software for data management where needed. Support for attendance (registration, travel, and lodging) at **one** major breast cancer meeting in the U.S. per year (e.g., San Antonio Breast Cancer Symposium, ASCO, etc.) for a key staff member is allowable.

Non-allowable items include: the cost of medical services, capital costs, office furniture; hospitality items (food, beverages) support group activities or exercise

classes for breast cancer patients.

5. What should be included on the budget assumption page?

Your budget request is based on certain cost assumptions, such as personnel hours projected at a specified rate, the purchase of equipment at a given unit cost, the use of postage for an estimated number of mailed pieces, and travel costs for program-specific trips. A well-prepared budget is one where each line item is explained with detailed assumptions. For example, if you request \$28,600 for personnel-related costs, your assumptions might indicate .75 FTE Program Coordinator X \$15.00/hr X 52 weeks plus .25 FTE clerical support X \$10.00/hr X 52 weeks.

6. Our proposed program is part of one division of a large hospital or cancer center. Which information should we provide under the “Information About Your Organization” section?

Remember that you have already provided information about your proposed program in Sections 1-7 of the application (see instructions). In Section 5, the Foundation would like to see information about the larger organization and the relationship between the program and this organization. First, give a brief overview of your parent institution (e.g. hospital/cancer center/university), followed by more detailed information about the division (e.g. breast center/oncology/surgery) of which your proposed program will be a part. Second, provide the requested financial information (total operating budget for the most recent fiscal year) about the parent institution and your division (as available).

7. What required letters of commitment should be included?

A letter of support from your Chief Hospital Administrator is required. If in-kind services are being included, the letter should reference those and their dollar value. If responsibility for your breast cancer clinical service is shared with a medical school or academic center, a letter from the individual who shares such responsibility should be provided. If funds for a fellow are being requested, a letter from the individual who will be responsible for supervising the fellow must be provided.

8. What optional letters of commitment can be included?

The success of programs often depends upon active community cooperation and volunteer commitment. If you envision utilizing or expanding such collaborations, you may include letters from community partners, volunteer (individual or groups) and referring agencies, describing their roles in and commitment to the activities that your application describes.

9. What reporting will be required?

All awardees will be expected to provide quarterly progress reports. Beginning in 2007, all Avon Safety Net grantees will utilize a standardized progress report form and system.

SAMPLE PROGRAM TIMELINE

This sample will guide you as to the level of detail required in a good timeline. However, this timeline is only a guide; please correct dates and activities to reflect your specific program activities, start date, and service dates.

July 2007

- Gift awarded. Comply with start-of-term formalities such as signing gift agreement with Avon Foundation, announcement of gift and publicity, etc.
- Prepare job descriptions and begin recruitment of personnel and/or fellow
- Order equipment
- Begin development/upgrade of data collection and reporting system

August 2007

- New staff hired
- New staff begins training where needed and appropriate
- Core “team” established; begins to meet regularly to assess progress and troubleshoot
- Data and tracking systems in place

October 2007

- Submit first quarterly progress report to Avon Foundation
- Bi-weekly team meetings continue; adjustments made where needed
- Outreach activities scheduled

January 2008

- Submit second quarterly progress report to Avon Foundation
- New program brochures printed

February 2008

- Attend Avon Foundation national conference
- Interview fellowship applicants
- Hold training in use of new equipment

Continue timeline for duration of program (either 12 or 24 months)