



## 2010 Safety Net Hospital Instructions

The Avon Foundation Breast Cancer Crusade “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 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 access to breast health care for the medically underserved.

**Application Deadline – Dates are determined by your institution’s geographical location:**

**For 2010 there is a two-stage process: 1. Letter-of-Intent (open to all); 2. Followed by full applications (by invitation only based on review of your LOI). Due dates are the dates by which your proposal must be submitted in our new online grant submission system.**

<b>Geographic Region (within 100 miles of city):</b> Boston, MA Chicago, IL Denver-Rocky Mtns, CO Washington, DC	<b>Geographic Region (within 100 miles of city):</b> San Francisco, CA Los Angeles- Santa Barbara, CA	<b>Geographic Region (within 100 miles of city):</b> New York, NY Charlotte, NC	<b>Geographic Region (within 100 miles of city):</b> Houston, TX All other cities/ regions in U.S.
<b>Letter-of-Intent Due Date:</b> January 15, 2010	<b>Letter-of-Intent Due Date:</b> March 15, 2010	<b>Letter-of-Intent Due Date:</b> July 15, 2010	<b>Letter-of-Intent Due Date:</b> September 15, 2010
<b>Invited Full Proposals Due Date:*</b> February 16, 2010	<b>Invited Full Proposals Due Date:*</b> April 15, 2010	<b>Invited Full Proposals Due Date:*</b> August 16, 2010	<b>Invited Full Proposals Due Date:*</b> October 15, 2010
<b>Award start date (if awarded)</b> July 1, 2010	<b>Award start date (if awarded)</b> July 1, 2010	<b>Award start date (if awarded)</b> January 1, 2011	<b>Award start date (if awarded)</b> January 1, 2011

The emphasis of this initiative is to provide hospitals and health care centers with patient navigation programs, partial equipment support and other personnel and 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.

\*Only a small subset of LOI submissions will be invited to submit a full proposal.

The funding period for these gifts shall be one (1) year beginning either July 1, 2010 or January 1, 2011. **The amount of funding allowable for each proposal ranges from \$50,000 up to \$150,000 total costs.** Each applicant must determine the appropriate amount to be requested, depending upon needs, ability to effectively manage the amount requested, and justification of the amount requested (e.g. programs staff requests versus equipment only requests). The budget limit of \$150,000 will not cover the entire cost of equipment such as digital mammography machines. Hospitals requesting funds for equipment must demonstrate that they will cover or match the costs in excess of \$150,000.

All letters of intent and invited full applications must be submitted in our new online grant system. [Click here to access the Safety Net Letter of Intent](#) online form.

Clicking the link will bring you to the Safety Net Letter of Intent log-in page. Here you will need to create a new account or use your existing log-in if you have created an account previously. It is imperative that you use your functional work e-mail address as the log-in e-mail to create your new account.

For those applicants invited to submit full applications:

If you are invited to submit a full proposal, you will receive an e-mail with instructions after your LOI has been reviewed and approved. The Full Proposal is also submitted online. Data from your LOI will be pre-populated in the full proposal online fields. In addition, several attachments are required and templates for those will be provided if you are invited to submit a full proposal.

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.

**SPECIAL FOR 2010:**

1. All required fields in the online system must be completed before you are able to submit your letter of intent or full proposal.
2. Applicants seeking equipment must provide additional justification for the need for new equipment, demonstrate matching funds from their institution and identify the vendor and equipment they propose to purchase. Avon Foundation has an agreement with GE Healthcare and has arranged preferred pricing opportunities on equipment for our grantees. You can contact us for further details.
3. All applicants who are successful will be required to submit progress reports every 6 months. Please see information on the required bi-annual progress reporting system.

Please review the entire application packet before you begin to work on your application. If you need further assistance, please email your questions to Carolyn Ricci, Project Manager, Avon Foundation Breast Cancer Crusade, at: [Carolyn.Ricci@avonfoundation.org](mailto:Carolyn.Ricci@avonfoundation.org).

## APPLICATION INSTRUCTIONS

### I. Funding Objectives

The “Safety Net” is a funding initiative that provides 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 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:

- employed patient navigators to improve timeliness and quality of care;
- 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 perform more targeted treatment by allowing more sophisticated pathological procedures;
- increased the number 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 patient navigators, nurses, nurse practitioners, data managers, translators, breast surgery and oncology fellows, and administrative personnel essential to supporting 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. Major equipment requests such as digital mammography machines should provide ample justification for the need for such equipment. Applicants should review Avon Foundation's preferred pricing arrangement with GE Healthcare. In addition, applicants requesting major equipment should provide a summary of current equipment and desired equipment, and must include desired brands.

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.

**IMPORTANT NOTICE:** A grant award in connection with this RFP does not guarantee funding renewals or ongoing operational support beyond the potential initial award period. 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](http://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-Rocky Mountains, Houston, Los Angeles-Santa Barbara, New York, San Francisco, and Washington D.C. All other cities will compete in a national pool of applicants (All other cities/regions in U.S.). 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, with final approval determined 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 all Letters-of-Intent and for those invited, Full Applications, in our new Avon Foundation online grant system. See instructions at “Funding Guidelines” at [www.avonfoundation.org](http://www.avonfoundation.org) For questions, please contact Carolyn Ricci at [Carolyn.Ricci@avonfoundation.org](mailto:Carolyn.Ricci@avonfoundation.org).

### **2. How will grant 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 a national conference sponsored for Foundation beneficiaries. The content of the conference will include information sharing with other safety net 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, 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 (not more than 5% of the total budget requested); and computer, internet service and software for data management where needed. Support for attendance (registration, travel, and lodging) at two meetings each year: the Avon Breast Cancer Forum and **one** additional major breast cancer meeting in the U.S. per year (e.g., San Antonio Breast Cancer Symposium, ASCO, ONS, etc.) for a key staff member.

Indirect costs are limited to 10%.

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. If I am requesting equipment, must I purchase products from Avon's preferred vendor?**

No. The Avon Foundation has an agreement with GE Healthcare to offer key equipment at a reduced cost to Avon Foundation beneficiaries. You are not obligated to use our preferred vendor. However, if you request to purchase equipment from another source then you should provide justification as well as estimate cost. The Avon Foundation may limit the amount of funding awarded to applicants using other vendors.

**6. 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.

**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. When is my application due?**

The Letter of Intent and invited Full Applications must be submitted in our new online system by the end of the day on the due dates noted for your corresponding geographic region.

**10. What reporting will be required?**

All awardees will be expected to provide progress reports every 6 months on Avon Foundation Progress Report Forms. All Avon Safety Net grantees will utilize a standardized progress report form and system. In addition, all awardees will be required to provide an annual financial report. Sample progress report forms are provided at the end of this packet.

## 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.

### May 2010

- Gift awarded. Comply with pre-award 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

### July 2010 (or January 2011)

- **Start Date for Award**
- New staff hired and data and tracking systems in place
- New staff begins training where needed and appropriate
- Core “team” established; begins to meet regularly to assess progress and troubleshoot

### October 2010

- Bi-weekly team meetings continue; adjustments made where needed
- Outreach activities scheduled

### January 2011

- Submit first 6-month progress report to Avon Foundation
- New program brochures printed

### February 2011

- Attend Avon Foundation national conference
- Hold staff training in use of new equipment

### July 2011

- Submit 12-month progress report to Avon Foundation  
**Continue timeline for 12-months duration of program (Progress reports are always due January 31 and July 31).**

**Avon Foundation**  
**Biannual Progress Report – Due Every 6 months**

The Avon-funded Safety Net programs are now required to submit biannual Progress Reports using the following format. The reporting periods are every six months as in these examples:

First Quarter Report (Jan, Feb, Mar)	Due July 31, 2010
Second Quarter Report (Apr, May, Jun)	
Third Quarter Report (Jul, Aug, Sep)	Due: January 31, 2011
Fourth Quarter Report (Oct, Nov, Dec)	

**Instructions:**

**I. Program Summary (Page 3 of this document):**

Please provide a one-page summary of your program, identifying any major successes or lessons learned that have occurred during this report period. In addition, give a brief description of how the program materials have been or will be used. Remember to take this opportunity to explain any unusual outcomes (changes in attitude, skills, or behavior as a result of the program implementation). Please use the format suggested on the following page.

**II. Data Report (See new Excel Sheet for Quarterly Data Report):**

Please fill out the data for the corresponding quarterly data information. The data is only due to Avon every 6 months, but we do prefer it broken down by quarter if this is possible.

***Please submit all materials to:***

*Hard Copy: Avon Foundation Breast Care Fund  
c/o Cicatelli Associates Inc.  
505 Eighth Ave, 16<sup>th</sup> Floor  
New York, NY 10018*

*Electronic Copy: [admin@avonbreastcare.org](mailto:admin@avonbreastcare.org)*

*AND [Marc.Hurlbert@avonfoundation.org](mailto:Marc.Hurlbert@avonfoundation.org)*

