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webpage: www.hfoc.org

**GOLD FUND FOR HEALTH
BREAST AND CERVICAL CANCER:
OUTREACH, INFORMATION, EARLY DETECTION
Due: December 22, 2011**

PURPOSE

The Healthcare Foundation for Orange County seeks to fund innovative projects that will improve the health of residents in Orange County. This call for proposals seeks applications from community-based organizations or groups of organizations working collaboratively, to increase access to information, early detection and treatment services for breast and cervical cancer among underserved women in Orange County. The lead organization must be a recognized non-profit entity based in Orange County.

MISSION AND BACKGROUND

The mission of the HealthCare Foundation for Orange County is to improve the health of the neediest and most underserved residents, with particular emphasis on women and children, of Central Orange County through independent and collaborative grantmaking activity.

The Foundation's focus in this Call for Proposals is on **breast cancer and cervical cancer**: increasing access to information, early detection and treatment services for women in need. Preference is given to programs that maximize existing resources and enable individuals and communities to take charge of their own health. Where possible, the Foundation will support programs which increase personal responsibility for health and strengthen women's ability to make timely use of available community resources.

THE PROBLEM

Although mammograms and Pap test has saved thousands of lives since they were introduced, the health of women is still jeopardized by inadequate access to healthcare. Since low-income and racial- and ethnic- minority groups have less access to healthcare than the general population, a disproportionate number of women diagnosed with cervical cancer come from these communities.

PURPOSE OF RFP AND TARGET POPULATIONS

Despite the current State and County budget constraints, there has been an infusion of resources for breast and cervical cancer screening and treatment. Unfortunately, women most in need of these services may be least aware of their opportunities for care.

Accordingly, the emphasis in the current Request for Proposal (RFP) is on innovative *collaborative community-based efforts to reach Hispanic, Asian/Pacific Islander and African-American women at greatest risk for breast or cervical cancer.*

Preference is given to programs that maximize existing resources and enable individuals and communities to take charge of their own health. Where possible, the Foundation will support programs which increase awareness of the diseases and available local services, foster personal responsibility for health, and strengthen women's ability to make timely use of available community resources.

The Foundation is particularly interested in funding programs or projects which (a) address identified *gaps in outreach and education services for women in need from underserved populations at higher risk of breast or cervical cancer* and (b) show promise of sustainability after the grant period.

GRANT FUNDS AVAILABLE

A total of **\$25,000** is available in this cycle from a special fund containing gifts and donations for this purpose. Funding should emphasize the goals of the foundation:

- **Empower parents and caregivers** with information, resources and support.
- **Bring culturally relevant services and information** into all communities served
- **Remove access barriers** such as those due to transportation, language, cost or location
- **Encourage innovative services and proven models** for effectively addressing community health priorities and delivery system gaps
- **Assess the changing health needs** in order to identify community health priorities and develop effective health strategies

Grant funds are *not to be used to pay for clinical services.* For breast and cervical cancer screening, diagnosis and treatment services, clients should be directed to their primary care provider. Uninsured and underinsured low-income women – who are the primary focus of this outreach effort must be linked to the Cancer Detection Programs: Every Woman Counts (CDP: EWC) Program for screening and diagnostic services. Those with a diagnosis of cervical cancer will be linked to the Breast and Cervical Cancer Treatment Program (BCCTP) by their CDP: EWC primary care providers.

WHO CAN APPLY?

Eligible **lead applicants** are expected to be California nonprofit public benefit corporations exempt from federal income taxes under Section 501(a) of the Internal Revenue Codes, because they are 501(c)(3) nonprofit organizations. Under certain circumstances (described below) the lead organization may be a political subdivision of the State of California.

Preference will be given to applicants located in or having programs operating within the service area of **Santa Ana, Tustin, Orange and Anaheim**, or which otherwise serve populations previously served by United Western Medical Centers (UWMC) hospitals.

The Foundation will not fund the following kinds of efforts:

- **Direct support to individuals**
- **For-profit entities**
- **Disease-specific organizations seeking support for national projects or programs**

- **Projects or programs of religious, fraternal, athletic or veterans groups when the primary beneficiaries of the program would be their members**
- **Social events, telethons or similar fund-raising activities of applicants**

Applications from qualified organizations should be submitted by the governing authority of each organization and its chief executive officer.

USE OF GRANT FUNDS

Grant funds may be used for salaries, project-related travel, printing and publication-related costs, supplies, equipment, and other direct expenses essential to the project.

Grant funds may not be used for capital costs, including construction, renovation, for ongoing general operating expenses or existing deficits, or to supplant funds currently supporting these services.

Grant funds are intended to support projects which have focused, measurable impact on the community or the health of the population served.

SELECTION PROCESS

Proposals will be evaluated by a review committee to determine the extent to which they meet these criteria:

Required Criteria

- Effectively address the identified problem or its causes: Is the project likely to improve the health status/quality of life of individuals and communities through proposed program activities?
- Increase the capacity of people and organizations to sustain community health improvements
- Demonstrate collaboration among agencies, organizations, resources in the community
- State objectives which are achievable within the grant period
- Include a plan for measuring progress toward achievement of objectives, and measurement of project outcomes
- Present a realistic budget, to support the program proposed

Desired Criteria

- Involve residents of the neighborhoods/communities in the target service area in project planning
- Expand a proven successful program to new areas or populations, or implement innovative approaches
- Demonstrate efficiency in use of funds (such as sharing equipment, leveraging or matching funds, or seeking support from multiple sources)

HOW TO APPLY

Applications for funding under the **Gold Fund for Health Program** must be submitted no later than **Thursday December 22, 2011**.

HOW TO SUBMIT A GRANT PROPOSAL

To submit a grant proposal application, go to the Foundation's home page www.hfoc.org and click on **APPLY FOR A GRANT**. Follow the directions for submitting the HFOC Online Grant Application specifically for **Gold Fund For Health** grant funding. Only online proposals will be accepted, no exceptions.

Additional attachments are required:

- Proof of non-profit status – A copy of your organization's most recent IRS 990 report. If a 990 report has not been required, please explain why.

Direct the additional **project attachment** with a notation of your organization name, project title, and project contact to:

Foundation Coordinator: Ckoenig@hfoc.org

Direct all **project inquiries** to:

Catherine Koenig, Foundation Coordinator
The HealthCare Foundation for Orange County
Telephone: (714) 245-1650
Ckoenig@hfoc.org

GRANT AWARDS

Once a request has been approved for funding, the applicant will be notified in writing. The Foundation will prepare a grant agreement, specifying the conditions of the grant award, the grant term, any special requirements for payment/reimbursement, and the evaluative information needed from the grantee to measure the success of the project. In most cases, grant funds will be disbursed in a single payment. In some cases, the Foundation may choose to fund on a reimbursement basis. The Foundation may negotiate with applicants, to modify the terms of any proposal (scope of work, evaluation measures, level of funding, other) before it is accepted.

Total funds available for the program in the current cycle are approximately \$25,000. However, any or all proposals may be declined. Grants will customarily be for no longer than one calendar year. A typical grant size varies, please see our website www.hfoc.org for previous grants made.

We look forward to working with healthcare providers and community-based organizations of Orange County, to increase access to health information, screening and treatment for women at risk of breast or cervical cancer in Orange County.