

VCU Massey Annual Community Seed Grant Initiative

Level 1: Seed Grant 2025

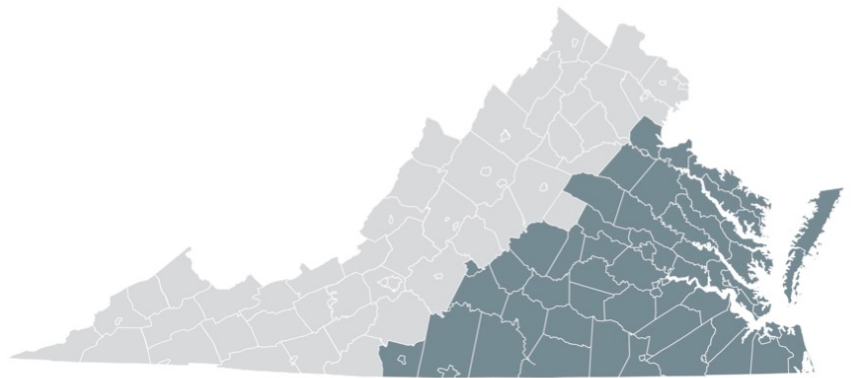
Full Proposal Submission Guidance

Massey Comprehensive Cancer Center's Seed to Harvest Community Grant Series creates community-academic partnerships to reduce the cancer burden for all Virginians, particularly for the most vulnerable communities. In line with [Massey Comprehensive Cancer Center's strategic plan](#), we aim to foster community integration (exchanging ideas for real-world applications to solve complex problems) and trust-building by infusing the community's voice/priorities into Massey's infrastructure versus only offering episodic community interactions.

A. Purpose

At Massey Comprehensive Cancer Center, everything we do starts with people. Our **mission** is to reduce the state's cancer burden for all Virginians. Massey works with partners to develop ongoing health promotion and wellness priorities to address health equity and to make people's lives easier, safer, and better.

The Level I, Seed mechanism in the [Seed to Harvest Community Grant Series](#) is designed to support community partners and non-profit organizations in addressing person-centered care across the cancer continuum, from health promotion and prevention through survivorship and reduce suffering from cancer for citizens in Massey's [catchment \(geographical\) area](#).



The catchment area is the home to 4 million racially, ethnically, geographically, and socio-economically diverse individuals. The catchment spans nearly 19,000 square miles and is approximately 275 miles or 1.5-5 commuting hours to Massey, and is defined as 66 contiguous localities in Virginia's central, eastern, and southern areas.

B. Seed Priority Areas 2025-2026

- Implementing evidence-based interventions to eliminate cancer disparities and influence patients' health outcomes.
- Developing sustainable cancer health promotion, prevention, and survivorship education initiatives.
- Promoting and amplifying efforts targeting Human Papillomavirus (HPV) vaccination; tobacco cessation; colorectal, breast, and lung cancer screenings; prostate cancer awareness; and obesity and/or physical exercise (make sure this is linked back to cancer prevention).
- Increasing awareness of racial and ethnic disparities in clinical trial participation, moving beyond the description/definition of the problem and towards deploying evidence-based methods to engage diverse populations in research.
- Assisting cancer survivors in increasing their self-efficacy and knowledge
- Developing and launching policy-changing initiatives at the local and/or state level that will improve cancer outcomes for Virginians

C. Eligibility

Applicant organizations submitting a proposal to this funding opportunity must meet the following criteria:

- a) address emerging ideas in performance improvement, capacity building, and collaborative partnerships that address cancer health promotion, prevention, early detection, and/or health equity
- b) fully or partially serve Virginia residents who live within Massey's catchment area
- c) are in the state of Virginia and are recognized by the IRS as a non-profit, being either a government agency, a recognized house of worship, or an organization exempt from income tax with a 501(c)(3) public charity designation; including community and faith-based organizations, advocacy groups, coalitions, neighborhood associations, or service providers
- d) are not a political or lobbying organization
- e) do not discriminate based on age, sex, race, color, sexual orientation, national/ethnic origin, or disability
- f) organization is *not* a previous VCU Massey grant recipient, neither has anyone named in the proposal managed a previous VCU Massey community grant funded project
- g) upon successful selection as a funded project, applicants agree to nominate one person from the organization to serve on the [Massey Cancer Community Advisory Board](#)

Applications are not accepted from non-501c private foundations, individuals, political, or lobbying organizations. Applicants requesting funds for event sponsorships, scholarships, publication of books, conferences, one-time events, dinners, fundraisers, capital campaigns, or endowment funds will not be considered.

D. Technical Assistance Workshop

Massey Comprehensive Cancer Center will host a virtual technical assistance webinar on **Monday, December 16 at 2:00 p.m.** for organizations that wish to respond to Massey's request for applications (RFA) for the **Level 1: Seed Grant 2025**. We will review the RFA and respond to questions you may have as you prepare your application. We strongly encourage organizations that intend to apply to the RFA call to attend. We strongly encourage attendance, but it is not a requirement. Organizations in rural communities that cannot join us virtually due to unstable broadband access may schedule a technical assistance telephone appointment prior to submission.

To attend the virtual technical assistance webinar or to schedule a technical assistance telephone appointment, please contact us by noon on Monday, December 16, 2024:

Michael Gesme, Senior Program Manager
VCU Massey Comprehensive Cancer Center
engagemassey@vcu.edu
(804) 628-0896

E. Submission Requirements

- a.) Organizations applying for the **Level 1: Seed Grant 2025**, must submit the completed application package, electronically, by 11:59 pm on Monday, January 13, 2025
- b.) The activities need to be sustainable and include ways to disseminate measurable outcomes. Dissemination means the targeted distribution of information and ideas related to the application's focus to a specified target audience, and Massey especially welcomes the creative dissemination of ideas

Examples of dissemination activities may include (but are not limited to):

- Public engagement workshops
 - Artistic exhibits or performances
 - Adaptions of materials for different audiences, based on discussion and input from the target audience
 - Using technology to engage communities
 - Curriculum development and/or adaptation
 - Policy or policy briefs
- c.) Successful applicants are required to submit a mid-term progress report at 6 months and a final evaluative report at the end of the program period.
 - d.) The budget and budget justification sections are reasonable and reflective of the proposed project
 - The project proposal must have a direct and explicit connection to the Massey's above stated strategic priorities directly related to easing the burden of cancer on communities within the center's catchment area
 - e.) Priority is given to proposals that include one or more of the following:
 - 1) sensitivity to an emerging need of a diverse underserved population
 - 2) addresses the grant objectives in priority communities in new and imaginative ways
 - 3) directly impact social determinants of health (SDOH) factors
 - 4) proposed plans for sustainability and dissemination are clearly stated

F. Submission Guidelines

Formatting:

- 3-5 pages; Arial 11 pt. font for text and half inch margins
- All submission documents must be saved in PDF format

G. Required Application Components

Project Title

Project Director/Leader: Contact information (address, phone number, email)

Organizational Leader/Institutional Authority for accepting award.

1. **Background on Organization:**
 - Describe your organization, include your organization’s strengths, experience, expertise. Highlight relevant partnerships, collaborations, or achievements.
2. **Project Goals and Objectives:**
 - What are the project goals and how do they align with Massey’s stated priority area(s). These goals should be SMART: specific, measurable, attainable/achievable, realistic, and time limited.
3. **Assessment of Need / Background:**
 - Provide a baseline summary to include data that explains the stated objective/area of focus for the population/community you seek to impact by the problem addressed
4. **Target Audience:**
 - Who is the target audience(s) for your project and why?
 - Who are the key stakeholders your proposed project will impact or influence?
 - Who are the key partners and/or advisors that will contribute to your work? Explain the significant contribution.
5. **Project Design:**
 - Describe the planned project and how funds will be spent to accomplish your goals. Include proposed activities that will be funded.
6. **Project Deliverable Schedule:**
 - Include both a table and detailed narrative describing how the project will be implemented over the 12-month project period, including how many people will be reached and at along what timeline.
7. **Evaluation and Outcome:**
 - Provide a detailed plan describing how the data will be collected and analyzed. Explain how the data design will link to the assessment of need/background section.
 - Describe other measures or metrics for success you plan to collect and report. Include the value that these additional metrics bring to the project.
8. **Sustainability Plan:**
 - Describe the plan on how and with whom you plan to broadly disseminate the results or impact
9. **Budget and Budget Justification:**
 - An essential component of your proposal is the preparation of a budget. Consider your budget items carefully, and please include a detailed justification for each line item within the budget.

| Expense Category | Description | Amount |
|------------------|-------------|--------|
| | | |
| | | |
| | | |

H. Budget Guidelines:

Expenditures Allowed:

- Personnel / Salary support for staff
- Supplies and printing
- Technical assistance
- Patient support to address barriers to care
- Community leader/stakeholder stipends if relevant to the project with a detailed justification
- Domestic travel necessary to carry out proposed project based on institutional travel policies.
- Meetings & Training expenses (e.g., audiovisual fees, written collateral)
- Mileage (Driving expenses incurred. Rates of \$0.65/mile based on standard IRS mileage rates)

Expenditures NOT Allowed:

- Vaccinations, screenings, diagnostic or treatment services, and equipment
- Patient medical expenses (e.g. co-pays)
- Therapeutic agents (prescription or non-prescription)
- General equipment (e.g. furniture, phones, vehicles)
- Construction or renovation of facilities
- Manuscript publishing cost
- Computer and equipment maintenance fees
- Tuition
- Travel and/or registration/related fees for conferences
- Travel not essential to carrying out the proposed project.
- Registration and travel cost for professional development or courses not related to this project
- Purchasing and binding of periodicals and books
- Dues and membership fees
- Recruiting expenses
- Administrative or institutional charges for services normally considered overhead (e.g., space rental, utilities, building maintenance)
- Sub-contracts to any institutions not approved by Massey Cancer Center
- Lobbying

I. Award Information and Terms:

- **Level 1: Seed Grant 2025** will award up to five \$5,000 projects for the stated one year (2025 to 2026) grant period. All awards are dependent upon the merit of the project and strength of the application submitted.
- The official start date of the award and the release of funds will begin after institutional compliance approvals by documentation of a signed memorandum of understanding (MOU).
- Acceptance of funds implies a firm commitment to provide a brief verbal/email check in progress report 2 times over the one-year grant period.
- Funds will be divided into two payments at 6-month intervals with the second distribution contingent on submission of a written progress report by the stated deadline. Grantees that do not submit written progress report will jeopardize future Massey-supported awards.
- Massey expects that the grantee will completely utilize the full amount of funding during the term of the award. Time extensions to complete the awarded project are NOT permitted. All unspent funds at the end of the grant period will be returned to Massey.
- Projects **must start** within 45 days of receipt of the Notice of Award (NOA) and signed MOU or funding may be rescinded.

- All awards, publications, and presentations must acknowledge VCU Massey Comprehensive Cancer Center.
- Acceptance of funds post notice of award implies a firm commitment to provide the Massey joint project team access to meet the team and jointly give talks to the public.
- Upon successful selection as a funded project, applicants agree to nominate one person from the organization to serve on the Massey Community Advisory Board

J. Timeline

| Date | Activity |
|-------------------|--|
| December 6, 2024 | Application Release |
| December 16, 2025 | Technical assistance webinar (2 p.m. via Zoom) |
| January 13, 2025 | Proposals Due |
| February 3, 2025 | Awardees Announced |
| March 3, 2025 | Project Start Date / Grant Initiation Date |
| September 1, 2025 | Six-Month Progress Report Due |
| March 2, 2026 | Project Completion Date |
| March 16, 2026 | FINAL WRITTEN REPORT DUE |

Applications must be submitted **electronically** via email attachment by 11:59 pm on **January 13, 2025**.

K. Review Panel and Criteria

A review panel of Massey’s affiliated community partners, recruited from 501c3 organizations, will review the applications for eligibility, completeness, and merit of the proposed plan. The review committee, under guidance from Massey staff, will operate as an independent volunteer body to provide their recommendations as to which proposals will move forward for funding consideration.

The review panel will use a standardized rubric to score:

- Merit of the proposed activities
- Relevance of the proposed project
- Reasonableness of the budget and budget justification sections
- Rational of the proposed intent of the project

Barring a proposal’s disqualification for failure to meet standards set forth in this request for proposals document, the review panel’s decision will be final.

L. Questions

For any questions related to the Seed Grant or application process, please contact:

Michael Gesme, Senior Program Manager
 VCU Massey Comprehensive Cancer Center
engagemassey@vcu.edu
 (804) 628-0896