VCU Massey Cancer Center Community Seed Grant

OVERVIEW AND PURPOSE
At Massey Cancer Center (MCC), 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.

Massey’s community seed grant is a mechanism for community partners and non-profit organizations to address 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 MCC, and defined as 66 contiguous localities in Virginia’s central, eastern, and southern areas (Figure 1).

GRANT OBJECTIVE
The objective of MCC’s community seed grant is to directly or indirectly impact cancer and the burden of cancer for the catchment communities. We hope to foster community integration (exchanging ideas for real-world application to solve complex problems) and trust-building by infusing the community’s voice/priorities into MCC’s infrastructure versus, only offering episodic community interactions.

AVAILABLE FUNDING
$5,000 seed grants will be awarded for up to seven distinct projects in a twelve-month funding cycle. Only one application per organization will be accepted. Once a project is awarded, a project period extension will not be approved (no-cost extensions are not allowed). Grants are renewable for organizations that demonstrate measurable outcomes and describe dissemination and sustainable plans.

ELIGIBILITY
Applicant organization interested in submitting a proposal to this funding announcement 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 MCC’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.

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, dinners, fundraisers, capital campaigns, or endowment funds will not be considered.

REQUIREMENTS

a.) Organizations applying for MCC’s community seed grant program must submit the completed application package, electronically, by 11:59 pm on Thursday, January 13, 2022.
b.) The activities need to be sustainable and include innovative 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 MCC especially welcomes creative dissemination ideas.

Examples of dissemination activities may include (but are not limited to):
− Public engagement workshops
− Artistic exhibits or performances
− Adaptations 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.
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 factors.
4) proposed plans for sustainability and dissemination are clearly stated.

TECHNICAL ASSISTANCE WORKSHOP

Massey Cancer Center will host a virtual technical assistant webinar for organizations that wish to respond to MCC’s request for applications (RFA) for a seed grant. 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 join us for this information session, but attendance is not a requirement.

This information session will be Tuesday, December 14th at 630pm* via Zoom. To attend the virtual technical assistance webinar use the link below: https://www.masseycancercenter.org/research/community-engaged-research/Community-seed-grant-program

*Individuals that cannot join us for the group session may request a one-on-one phone consultation with the technical assistance team.
For questions or to schedule a phone consultation in lieu of attending the webinar, please reach out to:

MCC Community Seed Grant Program - Contact Person
Karen Reiter, Project Administrator
Massey Cancer Center
kmreiter@vcu.edu
1-804-628-1910

TIMELINE

<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
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<tbody>
<tr>
<td>December 7, 2021</td>
<td>Proposals Release Date</td>
</tr>
<tr>
<td>December 14, 2021</td>
<td>Technical assistance webinar</td>
</tr>
<tr>
<td>December 15, 16, 17, 20, and 21, 2021</td>
<td>Technical assistance conference telephone calls available (appointments must be scheduled)</td>
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<tr>
<td>January 13, 2022</td>
<td>Proposals Due</td>
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<tr>
<td>February 3, 2022</td>
<td>Awardees Announced</td>
</tr>
<tr>
<td>March 1, 2022</td>
<td>Project Start Date / Grant Initiation Date</td>
</tr>
<tr>
<td>September 1, 2022</td>
<td>Six Month Progress Report Due</td>
</tr>
<tr>
<td>March 3, 2023</td>
<td>Project Completion Date</td>
</tr>
<tr>
<td>March 17, 2023</td>
<td>FINAL WRITTEN REPORT DUE</td>
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</table>

REVIEW PANEL & CRITERIA

A panel of MCC’s affiliated community partners and MCC staff members will review the applications for eligibility, completeness, and the merit of the proposed plan.

A standardized scoring rubric will reflect…
   a. The merit of the proposed activities
   b. Relevance of the proposed project
   c. The budget and budget justification sections and its reasonability of the proposed intent of the project.

The review panel’s decision is final.
PROPOSAL and SUBMISSION REQUIREMENT INFORMATION

The application package may be obtained by accessing the MCC Community Grant Program webpage at https://www.masseycancercenter.org/research/community-engaged-research/Community-seed-grant-program

Organizations will be able to apply electronically through the application portal on the webpage listed above or may also apply by contacting the Project Administrator listed below to coordinate electronic delivery of the required documents via email attachment.

Applications that do not adhere to the page limits and formatting specifications listed below will not be reviewed. Use an Arial black font of 11 points or larger.

Applications must be submitted by 11:59 pm on the deadline (January 13, 2022).

For questions related to the application or submission, please contact:
Karen Reiter, Project Administrator
Massey Cancer Center
kmreiter@vcu.edu
1-804-628-1910

SUBMISSION REQUIREMENTS:

Section 1. ORGANIZATIONAL INFORMATION

- Organization Name
- Name of Contact Person / Mailing address
- Name of the person with the responsibility for overseeing the project (project director).
  o This person will be the primary recipient of all correspondence: award notice, post-award financial/monitoring, and grant closure.
  o If there is more than one person responsible for these activities, provide information for only one person.

Which of the following BEST describes your organization?
- Government entity
- State university
- A not-for-profit that is tax-exempt under IRS Section 501(c)(3)
- Other (please specify)

How did you hear about the Massey Cancer Center (MCC) Community Seed Grant Program? Select all that apply.
- Community Event
- Email
- Social media
- Website
- Word of mouth
- Other

Section 2. PROJECT INFORMATION

- Short Project Title
• Organization Mission (200 words)
• Brief Project Summary (200 words)
• Which community does your proposal collaborate with and impact? (The communities listed are priority areas; however, all submitted applications in the catchment area, including these counties, will be scored equally on the merit of the proposed project).
  - Brunswick
  - Dansville
  - Hampton Roads
  - Lawrenceville
  - Petersburg/Tri-Cities
  - Greater Richmond
  - Other

Section 3.  PROJECT DESCRIPTION
(Maximum of 10,000 words total for sections 3-5)

WHAT
• What are the goals of the project?
• What populations or communities are impacted by the problem you seek to address? How will they inform or contribute to your work?
• What might you and your target audience expect to teach/learn (bi-directional coaching for performance improvement / exchanging ideas) from your exploration?

HOW
• How will you use Massey funding to accomplish your goals? What are the proposed activities?
• How many people will be reached?
• How might your project contribute to a larger vision for the future?
• How might your project and a larger vision inspire or inform Massey’s goal of community integration? Ideas for consideration: bi-directional coaching, community agency/partnerships, trust-building, alleviating the suffering from cancer, or advancing health equity.
• How might your proposed project challenge conventional thinking and/or contribute to new ideas, if at all?

WHO
• Who is(are) the target audience(s) for your project?
• Who are key stakeholders your proposed project will impact or influence?
• Who are the key stakeholder(s) (partner(s) and/or advisor(s)) contributing to this work? Explain the significant contribution.

WHERE
• What locations (either specific places or types of places) are impacted by your proposed work?

Section 4.  OUTCOME, IMPACT, AND EVALUATION
• Describe the intended impact. How will you know that you are successful, and what measures will you use to determine success?
  • SMART goals may be helpful to organize your plan. SMART goals are specific (simple, sensible, significant), measurable (meaningful, motivating), achievable (agreed, attainable), relevant (reasonable, realistic, resourced, results-based) and timebound (tied to a specific deadline).
Section 5. **DISSEMINATION AND SUSTAINABILITY**

- Describe how and to whom do you plan to disseminate the lessons learned from your project?
- Describe the dissemination discussion and/or dissemination activities and how they will connect to the project’s focus.
- Describe your sustainability plan

Section 6. **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.

<table>
<thead>
<tr>
<th>Expense Category</th>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
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**Budget Restrictions**

Please be aware that the University's processing of contracts may cause some delays in dispersing funds. You will be paid as a vendor, and the timing of payment depends on how quickly you collect the material VCU requires. You will receive detailed information with the awarded funding notice.

**Budget Justification**

(Limit to 1-page with details for each line item)

<table>
<thead>
<tr>
<th>Allowable Expenses Permitted:</th>
<th>Examples:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Staff Salary</td>
<td>Applicable to staff directly responsible for implementation of project. Maximum of 25% can be used towards salary for staff working on initiatives.</td>
</tr>
<tr>
<td>Mileage</td>
<td>Driving expenses incurred. Factored at current VCU rate of $0.56/mile and based off of the most recent standard mileage rates through the IRS.</td>
</tr>
<tr>
<td>Reduction of social determinant of health barriers</td>
<td>Include patient transportation services, translation services, self-care barriers, literacy, self-advocacy,</td>
</tr>
<tr>
<td>Printing &amp; Educational Materials</td>
<td>Materials such as pre-approved brochures, flyers, and reminder systems. These can be customized (in partnership with Massey)</td>
</tr>
<tr>
<td>CMEs / CEUs</td>
<td>Continuing Medical Education/ Continuing Educations Units that are directly related to the implementation of the projects. The requested budget should be specific CME/CEU needs.</td>
</tr>
<tr>
<td>Meeting and Training</td>
<td>The cost incurred to host meetings and training. Staff meetings to discuss project progress. Meeting and training for community members slash target population.</td>
</tr>
</tbody>
</table>
## Expenses NOT Permitted:

<table>
<thead>
<tr>
<th>Expenses NOT Permitted</th>
<th>Examples:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medical equipment</td>
<td>Exam table</td>
</tr>
<tr>
<td>Screening tests for</td>
<td>Award dollars cannot be utilized to pay for screening or diagnostic tests (including FIT, colonoscopy, bowel preps, mammograms).</td>
</tr>
<tr>
<td>Breast/Colorectal Cancer Screenings</td>
<td></td>
</tr>
<tr>
<td>Vaccines</td>
<td>Award dollars cannot be utilized to pay for HPV Vaccines</td>
</tr>
<tr>
<td>Research and evaluation</td>
<td>Needs assessments, surveys, focus groups, process or outcomes evaluation, etc.</td>
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<tr>
<td>Indirect costs</td>
<td>Office space, administrative fees, etc.</td>
</tr>
<tr>
<td>Subcontracts</td>
<td>Contract with any entity to perform any activities necessary for the implementation of the project</td>
</tr>
</tbody>
</table>

## Section 7. Appendix

Appendix material to be included with your application and/or progress/final report:

1. 501(c) tax certificate