



## **2018 Request for Proposals For Community-based Organizations**

**Ovarian Cancer Research Fund Alliance is requesting proposals for its Woman to Woman grant program. This one or two-year grant provides organizations with up to \$30,000 to start a Woman to Woman peer support program.**

### **ABOUT OVARIAN CANCER RESEARCH FUND ALLIANCE**

In the United States more than 90,000 women are diagnosed annually with a gynecologic cancer, and nearly 30,000 will die from one of these terrible diseases. In the U.S., ovarian cancer accounts for more deaths than all other gynecologic cancers combined, and ranks as the fifth leading cause of cancer death in women. Ovarian Cancer Research Fund Alliance (OCRFA) is the largest global organization dedicated to fighting ovarian cancer. OCRFA advances research to prevent, treat and defeat ovarian cancer, supports women and their families before, during and beyond diagnosis, and works with all levels of government to ensure ovarian cancer is a priority.

### **ABOUT WOMAN TO WOMAN**

As more and more women are living with ovarian cancer every year, OCRFA saw a need for education and support programs that help women take control of their lives by finding balance, striving for physical and mental health, and giving back. In 2011, OCRFA began exploring the idea of developing a national support program and network. Woman to Woman, which is based on an OCRFA funded program at Mount Sinai Hospital in Manhattan, seeks to improve the quality of care for gynecologic cancer patients by strengthening coping capacities through a peer-to-peer support model. Woman to Woman mentors—themselves survivors of gynecologic cancers—are symbols of hope that are professionally trained to provide one-on-one emotional support and mentoring; The program supports women and families through all phases of treatment, recurrence, and recovery, and is offered free of charge to all participants.

After initially establishing Woman to Woman programs only in hospitals, OCRFA began expanding the program to a limited number of community-based, non-profit organizations (CBOs) in 2016 that serve women with gynecologic cancers. The expansion to community based organization continues this year. CBOs that apply must do so in partnership with one or more hospitals in their region that will refer patients to the program.

### **HOW WOMAN TO WOMAN PROGRAMS WORK**

Each Woman to Woman program is overseen by a part-time Program Coordinator, a current employee of the CBO, who has a strong relationship with patients and a solid knowledge of local resources. We

strongly recommend that the Program Coordinator plan to dedicate 20 hours per week to program start-up for at least the first six months. The Program Coordinator is responsible for managing all aspects of the program, from mentor recruitment, training and supervision, to managing incoming patient referrals, as well as fiscal and administrative oversight. The Program Coordinator matches the mentors with demographically appropriate women undergoing treatment, and serves as a liaison between mentor and patient. Patients will be referred to Woman to Woman by staff of the partner hospital(s). After the referral, the Program Coordinator interviews all women being treated and determines interest in and appropriateness of the Program. The Program Coordinator trains all volunteers before they are matched with patients, and provides on-going education and support through monthly group meetings. Mentors meet women immediately following diagnosis and provide emotional support and peer mentoring throughout the treatment process providing support by telephone, email, or one-on-one in the treatment centers. Another key component of Woman to Woman is a patient fund, which provides modest financial assistance to women undergoing treatment and their families. This fund, which is overseen by the Program Coordinator at the CBO, can provide temporary assistance with household bills, childcare, transportation, copayments, and other expenses.

Each woman participating in the program receives materials designed by OCRFA specifically for Woman to Woman. These materials, which are provided to grantee organizations free of charge by OCRFA, include comprehensive information about gynecologic cancers, treatments and survivorship.

#### **ABOUT THE GRANT**

To date, OCRFA has already funded 37 new Woman to Woman sites across the U.S. (visit <https://womantowoman.ocrfa.org/> for a complete list of sites) and plans to fund at least one CBO program in this funding cycle. The Woman to Woman grant will allow community-based organizations to provide enhanced support services to women in their communities. Hospitals share this benefit too, as it will bolster patient outcomes and satisfaction, and offer the opportunity to enhance their reputations as centers of excellence for patient-centered care. Physicians are also grateful for the program, as it ensures their patients are getting the emotional support they need but that physicians are often unable to offer due to time constraints.

Each grant recipient will receive a grant of no more than \$30,000. The grant is intended to help provide salary support for the Program Coordinator, to cover miscellaneous program expenses, and to start the patient fund. It is expected that each Woman to Woman program will become self-funding and sustaining after the grant period has ended.

OCRFA will provide all patient materials, as well as technical assistance and support, for the life of the program (even after the end of the grant period). OCRFA will also connect you with the other Program Coordinators via email and phone. Many have found that communicating with other Coordinators is valuable for advice and recommendations on how to run a long term, successful program site. OCRFA will schedule quarterly phone calls with grantees to check in.

The start date of the grant will be July 1, 2018, or on a date mutually agreed upon by OCRFA and the grantee, but no later than December 1, 2018. Grantees are required to submit a narrative and financial report after the completion of the grant, which will be no later than two years after the start date.

## **ELIGIBILITY**

The most competitive applicants will be able to demonstrate the following: the need for the program in the community or geographic area served, a history of running successful patient-focused initiatives, and an active working relationship with the proposed hospital partners. Hospital partners must collectively have substantial gynecologic oncology patient volume, demonstrated support from hospital leadership, and a need for the program.

To ensure the success of the program, each Woman to Woman program must have the written support of a physician champion and social worker in each of the affiliate hospitals, who will assist in referring appropriate patients to the program. It is strongly recommended that the Program Coordinator be an existing staff member, ideally with social work background, but even more important is that the Coordinator has an existing relationship with the patient population she plans to serve. Adequate physical space is needed for the Program Coordinator's office, for meetings with the volunteers, and for storage of Woman to Woman program materials.

*We encourage you to call Emily Hickey (contact information below) if you have any questions about your eligibility or the application process.*

## **SELECTION PROCESS**

Selections will be made by Ovarian Cancer Research Fund Alliance, which has convened a program committee for this purpose. Applications are due on May 18, 2018 and notifications will be made in late June. OCRFA may request a follow-up phone call as part of the selection process.

## **APPLICATION PROCESS**

Interested organizations should submit an application, as outlined below, no later than 11:59pm EST on May 18, 2018. Applications should be sent to [womantowoman@ocrfa.org](mailto:womantowoman@ocrfa.org). ***Applications (including budget and all supporting material) must be submitted as a single PDF document.***

### **Woman to Woman Program Application**

Please answer all questions below, using 11 or 12 point Arial or Times font. *Please answer each question separately, rather than as an integrated narrative.*

### **Applicant Organization and Contact Info (Community Based Organization)**

- Organization name, EIN, address, website, and social media links (if applicable)
- Contact name, title, mailing address, phone numbers, email address
- Program Coordinator name, title, mailing address, phone numbers and email addresses (if different from contact person listed above)
- Name, title, department, mailing address, phone numbers and email address for any other key staff person that would be involved in the program

### **Partnering Hospital(s) and Contact info**

For each proposed partner hospital, please include the following information:

- Institution name, EIN, address, website, and social media links (if applicable)
- Contact name, title, mailing address, phone numbers, email address
- Physician Champion name, title, mailing address, phone numbers, email address

### **Applicant Organization Statement of Need and Interest**

Please describe why you feel your organization would benefit from the development of a Woman to Woman program, and how you envision the program would function at your organization. At a minimum, please include details on the following (responses to the following questions should be brief; no more than 100 words each):

- How will the Woman to Woman program benefit patients and families served by your organization? Why is it needed and why is it a good fit?
- Tell us about the proposed Program Coordinator and why s/he is qualified to run the program. Include current responsibilities and address how s/he will make time to run Woman to Woman. How many hours, per week, would the Coordinator dedicate to the program?
- Who would comprise the team of professionals working with the Program Coordinator? Please describe their credentials and reason for inclusion.
- Describe the organization's relationship with the proposed partner hospital(s) and the physician champions' commitment to the program, and why s/he is well positioned to marshal institutional resources to support the program, both initially and on an ongoing basis. How would the institution promote the program, and OCRFA, publicly?
- What controls would you put in place to ensure the patient fund is administered properly?
- Once initial OCRFA funding concludes, how will funds be raised to continue the program? Describe the capabilities of your development team, and past successes in raising funds to support programs.
- Honestly describe any difficulties you think you might encounter when starting Woman to Woman at your institution and the specific steps you would take to address each concern.

### **Partner Hospital Profile(s)**

Please answer these questions for each proposed hospital partner.

- Please tell us about the community, the institution, and the population it serves. Include total patient volume, demographics, payer mix, annual operating budget, and any other relevant information.
- Briefly describe the gynecologic oncology services available at the institution. What is the institution's geographic reach? What percent of patients are diagnosed with uterine, ovarian, cervical cancer, etc.?
- Briefly describe the support programs currently available at the facility for patients and family members (can include those that are not cancer-focused, if applicable). Address in detail any existing programs specifically for gynecologic cancer patients and families.
- How would the program be promoted within the institution?

### **Budget and Supporting Materials**

Please include the following, in the order listed below:

- Program budget. Up to \$30,000 may be requested.
- Letters of support from the physician champion from each propose partner hospital(s). The letter should outline the hospital's need for and interest in the program, and should detail how they would promote the program within the institution.
- An abbreviated copy of the each physician champion's CV (10 page limit)
- Letter of support from Director of Social Work or Cancer Support Services (or whatever department overseeing patient support) at the proposed partner hospital(s), explaining support and interest in the program.

**For inquiries, questions about eligibility, or further information, please contact:**

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