



CALIFORNIA BREAST CANCER PROGRAM COMMUNITY-LED CONFERENCE AWARD Cycle 24 – 2017-2018 Letter of Intent Instructions

Key Dates:

Submission deadlines:

- Letter of Intent - **November 2, 2017**
- Online Application - **February 28, 2018**

The deadline for submitting the **application face page with authorized signatures** is **March 7, 2018**

Funding decisions will be announced in April, 2018. It may take up to three months to disburse funds to funded awards.

Please contact Katherine McKenzie at conferenceaward@cabreastcancer.org or (888) 313-BCRP(2277) for questions.

Note: Standard CBCRP Conference Award Available

If you do not require feedback prior to applying for a Conference Award, consider submitting an application for standard Conference Award. The deadline to apply is November 2, 2017. See www.cabreastcancer.org/funding-opportunities/conference-awards/index.html for additional instructions.

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Award Description:

CBCRP is dedicated to including all voices in the search for eradication of breast cancer and therefore have instituted the Community-Led Conference Award to ensure that grassroots community organizations are included in the conversation. This new award supports grassroots community organizations that need more time or resources to develop and execute a successful event. Community-Led Conference Award applicants will submit a letter of intent prior to submitting a full application. The CBCRP council will provide feedback that may be used in preparing the full application for the award.

Successful events will be designed to address one or more of the following goals:

- highlight resources particular to California
- encourage new collaborations
- examine and create solutions for disparities/inequities
- inspire paradigm-shifting research
- inform policy
- promote translational and/or outcome driven research that will impact public health outcomes
- create tools for educating members of the public about breast cancer

At least one major objective of the conference or event must focus on breast cancer and at least 50% of the event must be devoted to accomplishing the breast cancer objective(s). Funding preference will be given to events that bring together people with different perspectives who do not usually meet and exchange views, and to events that are more likely to lead to new research projects and new collaborations.

Some format options for the Conference Award include: (1) a symposium with formal presentations and targeted breakout sessions, (2) a retreat that emphasizes less formal interactions, or (3) a conference style ‘roundtable’ discussion of pertinent issues without pre-existing leadership roles established. It is expected that researchers and, breast cancer advocates/activists, and the general public will be included in the meeting planning, organization and participation.

The event organizers must designate a specific use of CBCRP funds (e.g. scholarships, a specific session or activity) and give CBCRP name recognition for it in event materials. The requested budget can exceed the cost of the particular session or activity, but the additional items must also be distinguished from the overall budget. An awards banquet or reception is not appropriate for sponsorship.

The event must deliver a product that will further breast cancer research, education and/or policy development. Examples of products include, but are not limited to:

- A description of new breast cancer research aims/priorities identified by meeting attendees
- New cutting edge technology, instruments, communication tools
- A list and description of new investigators/potential researchers/advocates that have been introduced to the field
- Syllabus of presented papers and any planned papers
- Action plan for supporting new collaborations

It is strongly recommended that event organizers include a plan for video recording the key presentations for potential distribution on the organization's and the CBCRP website.

Advocates must be involved each phase of the event, including planning, implementation, participation in the program and attendance. CBCRP staff involvement in the event planning and implementation, and attendance by members of CBCRP staff and Council must be permitted.

CBCRP will require a written report upon the completion of event activities within 60 days of the final meeting, and a fiscal report is due within 90 days.

Budget: Up to **\$25,000 in direct costs** will be awarded per successful application. F&A (indirect) costs are not allowed. CBCRP intends to fund at least one standard award and one community-led award and will distribute up to \$50,000 in Conference Awards each year.

Eligibility: Any individual or organization in California may submit an application. The event must be held in California. We welcome investigators from community organizations, public or privately-owned corporations and other businesses, volunteer health organizations, health maintenance organizations, hospitals, laboratories, research institutions, colleges, and universities.

Letter of Intent (LOI) Submission Process

Community-led conference award applicants must submit a letter of intent (LOI) prior to submitting a full application. LOI templates are available at www.cabreastcancer.org/funding-opportunities/conference-awards/community-led-conference-award/index.html. Completed LOIs must be emailed to conferenceaward@cabreastcancer.org address by midnight **November 2, 2017**.

LOI Content:

Use the LOI to describe the event, the plan for executing and the areas where CBCRP guidance is requested. The sections listed below are guidelines for the information to include in your letter of intent. You should include information about each topic in your LOI, but focus your discussion on the areas where you would like to receive the bulk of the feedback.

The maximum LOI length is 5 pages. The suggested font for the LOI is Times New Roman or Arial, no smaller than 11 point. The type density, including characters and spaces, must be no more than 15 characters per inch (cpi) and no more than 6 lines of type within a vertical inch. Page margins, in all directions, must be at least ½ inch.

In your LOI, please provide:

- A description of your organization
 - What is the mission of your organization?
 - What populations does your organization serve?
- A description of the event
 - What is the theme, main topics and sub-topic, learning goals/objects for the audience? How do they connect to breast cancer?
 - Who is the intended audience? How will you reach them?
 - What structure is envisioned for the event?
- A description of the organizational capacity to hold the event
 - What is the organizational experience with event planning? What types of events has the organization hosted?
 - Who will be involved with planning and staffing the event? What will each person do and what is her/his experience in carrying out that role?
 - Are scientific partners involved in the event? If so, who are they and how will each person participate?
 - What is the projected cost of the event? How will the entire costs be covered? Will there be supplemental funding and/or event registration fees? How will the finances be tracked and monitored?

Feedback will be given about:

- Assessment of the fit of the event with CBCRP funding priorities
- Advice for improving organizational capacity
- Recommendations for resources

Feedback will be provided in December, 2017. All applicants submitting LOIs will be eligible to submit an application. The deadline for submission of the complete application is Thursday, **February 28, 2018**, 12 noon Pacific Daylight Time.

Application Process

The deadline for electronic submission of the application is **February 28, 2018**.

Applications will consist of a conference plan (seven page limit with two additional pages for references) and supplementary forms. The full application submission instructions will be provided with the letter of intent feedback.

Evaluation and Funding

Applicants must list the major event objectives in the conference plan, identify the objectives that focus on breast cancer and describe how the event will accomplish the breast cancer objectives. The application will be evaluated based on the following criteria:

- Portion of the event that is focused on breast cancer (at least 50% of the event must be devoted to breast cancer objective(s) to be eligible for the award)
- Relevance of the major event objectives to the Conference Award goals
- Relevance of the event topic(s) to CBCRP research priority issues
- Strength of outreach to ensure representation from new disciplines, especially for disciplines not now integrated into breast cancer research
- Potential of the event to generate new ideas and facilitate collaboration
- The usefulness of any tools or products that will be generated by the event
- The degree to which information exchanged at the event has the potential to impact public health outcomes
- The strength of the plans for post-event dissemination and outreach
- The extent to which the activities that would be covered by CBCRP funds are integral to the success of accomplishing the breast cancer objectives
- Qualifications and background of the applicants/event organizers
- Involvement of advocates

CBCRP's council will evaluate applications for eligibility and appropriateness of the budget and score each of the following criteria: 1) the relevance of the event topic(s) to CBCRP priorities; 2) the outreach to research disciplines and organizations not currently integrated into breast cancer; 3) the potential of the event to generate new ideas and facilitate collaborations; and 4) the qualifications of the conference organizers. The council will make the funding decision based on the combined scores of these criteria.

If an award is made, then it can take up to three months to disburse funds.