

2014 LIVESTRONG COMMUNITY IMPACT PROJECT REQUEST FOR PROPOSALS

Proposal Application Window: Open May 1–September 1 annually; programs for replication will be selected each December preceding the replication year.

Payments for programs selected for replication through the Community Impact Project will be issued as two equal payments with the first payment issued approximately one month after the selected programs are notified in December, and the second payment issued six months after the first payment.

Organizations interested in submitting a program for national replication in 2014 may submit a written proposal to the LIVESTRONG Foundation from May 1, 2013, through September 1, 2013. Any proposals submitted after September 1, 2013, will not be eligible for the 2014 cycle, but will be considered the 2015 grant cycle.

Intent

Since 2001 the LIVESTRONG Foundation has collaborated with more than 200 organizations to develop programs to serve people affected by cancer in their local communities. The Foundation is currently accepting proposals from domestic-based nonprofit organizations that are interested in replicating programs that have demonstrated success in serving people affected by cancer through our Community Impact Project.

Background and History of the Community Program

The Foundation's Community Program began in 2001 with a small grant to a local, Austin-based organization. Following this initial small grant, the Community Program grew to support several organizations a year through multi-year grants focusing on three components: development, implementation and evaluation.

After nearly a decade of funding the development of more than 200 programs, the Foundation began to receive requests from organizations interested in bringing a previously funded program, or one similar, to their community. These requests, in addition to requests for expansionary funding from successful programs, led to the evolution of the Community Program from a program development process, to the Community Impact Project, a mechanism to replicate and fund successful programs in new communities.

In 2010, the Foundation selected three former Community Program Partners for replication on a national level through the Community Impact Project. Hospitals, cancer centers and community-focused organizations were encouraged to apply for funding to replicate one or all three of these programs with more than 80% of applicants ultimately receiving the award to implement the program in their community, and the Community Impact Project has been held annually ever since.

What is the Community Impact Project?

The Foundation's Community Impact Project is a process by which we replicate successful programs in new communities across the country. The program consists of three main parts:

1. First, Model Programs are selected through the RFP process for replication. (See eligibility requirements.)
2. Then, organizations across the country apply to bring one or more Model Programs to their community. A review committee established by the Foundation goes over each application to set a list of approved organizations that will move on to the next round of the process.
3. Finally, these approved organizations become part of an online voting campaign that allows the Foundation's community of supporters, along with the organization's local constituents and the general public to show their support for bringing a program to their community by casting a vote in support of that organization's application to receive the grant.

Replication

By replicating programs that have demonstrated success, rather than developing new programs through the Community Impact Project, we are able to offer programs to communities in a timelier, less costly and more efficient manner. Programs are also able to be implemented much sooner with already established best practices, training and technical assistance at the start of the grant cycle, assisting with both success and long-term sustainability. Since beginning this new process of replicating programs, the Foundation has replicated eight programs into more than 300 communities, thus offering free cancer support programs to tens of thousands of people affected by cancer.

Community Voting

One aspect that helps ensure long-term sustainability of a community-focused program is the support of the local community. In reviewing more than 200 programs funded through our Community Program, it was evident that programs that engaged with their community tended to have higher rates of participation and greater success. They were able to better sustain their program through volunteers, financial support and continued participation.

With that in mind, the Community Impact Project allows vetted and approved applicants to demonstrate their community's support up front through an online voting program. To ensure equal footing for all applicants, they are divided into seven regions within the United States, with each region containing a key population center, such as New York, Texas or California.

The voting aspect of the Community Impact Project ultimately decides where the grant funds will be allocated. The number of grants allocated to a region, post-voting, is based on the region's overall population, underserved populations and demonstrated need. The voting process has proven beneficial for Model Programs, as well as sites that apply to bring those programs to their local institutions as it engages communities and connects people with new and existing resources.

Contrary to common belief, we have not seen any direct relation to voting success and population size. Our highest vote receiving programs have ranged from regional hospitals in

South Dakota to rural organizations in West Virginia; engagement is key. For more information and tips on engaging your community please visit our [Community Toolkit](#).

Eligibility, Requirements and Criteria to become a Model Program:

1. Selected programs must serve people affected by cancer.
2. Organization must be designated as a nonprofit with proof from the United States IRS.
3. The program and parent organization must be interested in replicating the program in no fewer than 20 locations.
4. The program must have been implemented for at least 24 consecutive months prior to applying for replication.
5. The program or parent organization must be able to offer training on a virtual basis. If not already available, the applying program must be willing to create a training process as part of the grant.

For more information please visit our Community Impact Project [FAQs](#).

Funding Opportunities

Funding through the Community Impact Project comes in two forms: funding for Model Programs and funding for Replication Sites.

FUNDING FOR MODEL PROGRAMS:

Organizations selected to have their program replicated will receive funding to support staff, production of materials, shipping, trainings and other costs deemed necessary to ensure success of the program at the sites where replication will be taking place. This amount varies per program and typically ranges from \$50,000 to \$400,000 depending on the program, staff time, materials and number of sites (typically 20–30) that will replicate the program. The grant total is divided into two equal payments with the first being awarded no more than 30 days after the cooperative agreements have been signed, and the second falling six months after the date of the first payment (typically January and June).

Allocations of the awarded funds are agreed upon prior to being released by the Foundation, with any funds remaining at the end of the year returned to the Foundation. Likewise, the work plans for the programs will also be previously agreed upon and will be monitored by the Foundation throughout the grant cycle.

FUNDING FOR REPLICATION SITES:

These funds will go directly to the 20–30 sites replicating the Model Program. These funds are to be used for supporting the program, launching projects suggested within each program, stipends, honorariums or extra supplies not provided by the Model Program’s parent organization. These awarded funds typically range from \$5,000 to \$20,000 and are determined by the parent organization of each Model Program and the Foundation.

Materials for replication including training and modules will be provided to the replicating sites at no charge. The cost of these items will be included as line items in the Model Program’s budget which will be funded separately by the Foundation. Each replication site will be

contracted directly, and the Foundation will provide funding directly to that site, unless otherwise decided upon by the Foundation and the Model Program. For questions related to budgets and funding please contact Community@LIVESTRONG.org.

Reports and Surveys

Reporting within the Community Impact Project also takes on multiple forms: reports from the Model Program's parent organizations, those of the replicating sites and surveys of the program participants. The Foundation requires an interim financial and narrative report from each Model Program approximately nine months into the program, which will be six months into the implementation of the program at the replicating sites.

All documents will be provided at least 30 days in advance by Foundation staff. Model Programs and Replicating sites will then have 60 days to complete the reports. Model Programs will complete both an interim and final report. Replicating sites will only be required to complete a final report at the end of their grant period.

In addition to reports, the Foundation requires facilitators of all replicating sites to provide Foundation surveys to each program participant (unless otherwise determined by the Foundation) to be returned to the Foundation. The surveys will be compiled by the Foundation's Research and Evaluations team to create full reports for each replicating site, as well as a report to the parent organization that can be used to further assist with the funding and sustainability of their program.

Annual Timeline and Deadlines

2013

May 1

- Application window opens for programs interested in being nationally replicated in 2014
- The LIVESTRONG Foundation Review Committee will review applications on a monthly basis during the application period

September 1

- Application period for 2014 consideration closes

November 1

- Applicants are notified of accepted or declined status for 2014 expansion
- Contracting begins for accepted sites

2014

January (exact dates to be determined by November 1, 2013)

- Application for hospitals, cancer centers and community-based organizations opens to bring funding/trainings to their organization to implement one of the programs that has been selected for national expansion.

How to Apply

To apply for replication through the **LIVESTRONG** Community Impact Project please email our team at Community@LIVESTRONG.org, or the program manager (information below) for additional details and requirements.

Foundation staff will review the completed survey and contact you should your program be selected for further consideration, or with any questions. Thank you for your interest.

If you have any questions or concerns please contact:

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