



**Booby Innovation Grant  
Funded by the Boobyball. Driven by Rethink Breast Cancer.**

Grant applications now being accepted for  
**BREAST CANCER TREATMENT/RECOVERY  
SUPPORT PROJECTS FOR YOUNG WOMEN**

**Rethink Breast Cancer aims to help young people concerned about and affected by breast cancer through innovative research, education and supportive care programs.**

**Rethink Breast Cancer, in collaboration with the Boobyball, is currently offering grants of up to \$60,000 for innovative projects/programs in the areas of breast health and breast cancer treatment support, particularly services not otherwise available to young breast cancer patients in Canada. The grant provides funds to young women with a personal history<sup>1</sup> of breast cancer who, during their own journey with the disease, have recognized a gap in support services for young women in treatment for or healing from breast cancer. Grants are available for up to one (1) year (with the possibility of multi-year funding up to three (3) years).**

**ABOUT THE BOOBY INNOVATION GRANT:**

The Boobyball was started in 2002 by a group of young friends to support one of their own—a vibrant, active young woman, Sarah O’Regan who was diagnosed at 23 years of age with stage 4 breast cancer. The event has evolved into one of Toronto’s highest profile fundraising events and has raised over half a million dollars for the breast cancer cause and helped inspire a new legion of 20 somethings to take up the fight against breast cancer.

The chairs of the Boobyball approached Rethink Breast Cancer in 2008 to create a new fund through Boobyball revenue. They were looking for a project that was aligned with Rethink’s goal of filling the gap in services and resources for young women affected by breast cancer. They also wanted to be able to measure the difference their generous donations from the event will make in the lives of those affected on the front lines. The Boobyball committee felt that there was no one better qualified to help identify the information and support needs of young women with breast cancer *and* come up with resource recommendations than the young women who have gone through diagnosis and treatment. Rethink loved the concept of funding projects created *by* young women with breast cancer *for* young women with breast cancer. The idea for the fund was spawned.

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<sup>1</sup> Please see the Appendix: Definition of Terms for Rethink Breast Cancer’s definition of “young women” and “personal history”.

## **PROGRAM NEEDS:**

Younger women with breast cancer often have different issues to cope with or consider than older women—fertility, risk of early menopausal symptoms, osteoporosis, diagnosis during pregnancy, childcare, employment, financial implications, support needs and of course isolation. Because there are relatively few cases, their specific needs may not be met.

Rethink is committed to developing this innovative grants program that addresses gaps in breast cancer treatment/recovery support for young women with breast cancer.

Current needs include:

- Programs that bring new and much needed breast cancer treatment/recovery support services to young women in underserved communities in Canada.
- Increasing the number of programs that address the unique physical and psychosocial needs of young women with breast cancer.
- Programs that accomplish one or more of the above goals working in collaboration with other programs or organizations. We encourage leveraging resources through collaboration and will look favorably on collaborative efforts.

## **GRANT GOALS AND SCOPE:**

The primary purpose of the Booby Innovation Grant is to encourage and provide support services for newly diagnosed young women with breast cancer. The grant is also designed to empower young breast cancer survivors to use their own experience to make a difference in the lives of other young women with breast cancer. The grant provides funds to young women with a personal history of breast cancer who, during their own journey with the disease, have recognized a gap in support services for young women in treatment for or healing from breast cancer thereby allowing them to devote themselves to work in the supportive care field and encouraging them to take their own life in a new direction.

The grant will fund new projects, programs or initiatives to help relieve suffering and improve the quality of life of other young women with breast cancer and is specifically intended to support work that is innovative and creative. This is a new grant program and we are open to considering a wide range of proposals. The grant review committee concurs that some of the most important advances in supportive care for young women may occur by enabling women from a variety of backgrounds who have had a personal experience with the disease to pursue some of their most creative ideas.

The grant is intended to provide early stage project / program support for one (1) year with the possibility of multi-year funding over a two to three year period, contingent on satisfactory yearly progress reports.

## **GRANT GUIDELINES**

**DEADLINE: Deadline to submit a LETTER OF INTENT: OCT. 30, 2009.**

### **REQUIREMENTS & RESTRICTIONS:**

- Projects / programs must be specific to breast health and/or breast cancer for young women;
- Applicant must be a Canadian citizen **and** resident **and** be a young woman with a personal history of breast cancer;
- Services must be provided in Canada. The program/initiative can serve a small local region or can be national in scope (ex. an on-line service);
- Services must be community-based and not-for-profit and should not be a business or for-profit venture. The proposed project / program is not required to be registered as a non-profit or charitable organization;
- Salaries, if requested, are for personnel related to this project only;
- Applicants must provide a viable budget and work plan outlining the costs for one to three years, including a sustainability plan to keep the project / program running after the grant period ends (i.e. a fundraising strategy);
- It is expected that grant recipients will put funds towards the implementation of a project / program. Proposed projects / programs should respond to already identified needs / gaps in support services for young women with breast cancer. Grant funds cannot be put towards research (i.e. needs assessment, feasibility studies, market research);
- Acknowledging that this grant is designed to provide services for age- and gender- specific communities of women with breast cancer, grant applications will be assessed without discrimination according to the Ontario Human Rights Code. By the same token, the committee will accept applications only from individuals / groups that propose projects / programs that are free from discrimination according to the Ontario Human Rights Code.

### **The Booby Innovation Grant Will Fund:**

- Innovative, community-based, not-for-profit support projects / programs by and for young women with breast cancer
- Projects / programs proposed by either an individual or collective, provided that the project leader is a young woman with a personal history of breast cancer

## **The Booby Innovation Grant Will NOT Fund:**

- Research and development (i.e. needs assessment, feasibility study, market research)
- Businesses or for-profit ventures
- Capital campaigns
- Organizations whose main purpose is political activity, as defined by Canada Revenue Agency
- Religious groups, unless they clearly separate religious and social service activities

## **FUNDING AMOUNTS & NUMBER OF GRANTS TO BE AWARDED:**

This is a new grant program and we are open to considering a wide range of proposals. Applicants are asked to select one funding category that would best suit the proposed project / program.

Category A: \$10,000 or less  
Category B: \$10,000 - \$30,000  
Category C: \$30,000 - \$60,000

The actual number of awards will depend on the amount of funding granted per project. Grant amounts may vary depending on the number of grants awarded. A maximum of \$60,000 will be awarded to individual projects.

**PAYMENT AND REPORTING:** The first payment will be made no later than thirty (30) days after receipt of the fully executed contract. Grant funds will be issued in installments, according to an agreed upon schedule outlined in the contract. The first progress report is due at the end of the first six (6) months of the contract. A final report is due within sixty (60) days of completion of the grant period.

**CONTRACTS:** A grant contract will be the legal mechanism for funding.

**GRANT PERIOD:** The grant period will be for one year as outlined in the grant contract.

**RECOGNITION:** Grant recipients must acknowledge receipt of the grant by Rethink Breast Cancer by using the logo or as a written acknowledgement as outlined in the contract, for example on newsletters, websites, media releases, print materials, reports and at events.

**CONFLICT OF INTEREST:** Rethink Breast Cancer staff, volunteers, and members of the grant review committee may not accept any form of compensation, gifts, or favours from any organization or representative that anticipates submitting a grant proposal to Rethink Breast Cancer or has submitted a proposal or has received a grant. Review committee members must declare any conflicts of interest prior to any discussion of applications to ensure fairness in the grant review process. Declaring a conflict does not mean that a committee member cannot serve; it merely means that he / she may not discuss or vote on applications with which a conflict exists. Applicants who have affiliations that may constitute a conflict of interest must inform Rethink Breast Cancer of those affiliations prior to the grant review process.

**CONFIDENTIALITY:** Information submitted to Rethink Breast Cancer in connection with a grant application is not privileged and may be shared with others. Rethink Breast Cancer commits that it will exercise professionalism and discretion in its handling of all information. Biographical information related to diagnoses and treatment information will be kept strictly confidential amongst members of the grant review committee.

**CONFIRMATION OF RECEIPT OF APPLICATION:** Confirmation of receipt of letter of intent will be sent via email to the project leader following review for compliance to guidelines.

**REVIEW:** Letters of Intent meeting compliance with guidelines will be submitted for review by the grant review committee. If your idea is selected by the committee, you will be invited to submit a complete application. Then, complete applications meeting compliance with the guidelines will be reviewed by the review committee for final grant decisions.

Grant review committee members will base decisions on a variety of items including project / program aims, design, potential impact and budget.

**ANNOUNCEMENT:** Project leaders will be notified of the outcome of the review via email.

**APPLICATION PROCESS:**

**STEP ONE: Submit a Letter of Intent by OCTOBER 30, 2009.**

Complete the **Biographical information** (see Appendix for form) and submit as the cover page with your letter of intent.

The letter of intent should not exceed 4 typewritten pages. Font size should be no smaller than a twelve-point typeface.

A letter of intent should include the following:

- a. Brief explanation of project / program.
- b. Funding category (approximate budget size).
- c. Statement of need/problem to be addressed.
- d. Description of constituency to be served and how they will be benefited (please indicate number of women to be served).
- e. Description of program goals and measurable objectives.

**Note: Individuals can submit more than one letter of intent if they have multiple project / program ideas, however grant recipients are entitled to only one grant at a time.**

**LETTERS OF INTENT MUST BE EMAILED or POSTMARKED BY OCTOBER 30, 2009**

**AND SENT TO THE FOLLOWING ADDRESS**

Email: [farheen@rethinkbreastcancer.com](mailto:farheen@rethinkbreastcancer.com)

or

Rethink Breast Cancer

Attn: Farheen Beg, Programs Manager

215 Spadina Avenue, Suite 570

Toronto, ON M5T 2C7

**NO FAX COPIES WILL BE ACCEPTED.**

**STEP TWO (for your information only):** If your idea is selected by the Review Committee, you will be asked to submit a complete grant application as follows:

**(DO NOT submit a complete grant application unless you receive an invitation to do so by the Review Committee)**

**A. Biographical Information Form** (see Appendix for form)

**B. Project Description:** This section should not exceed ten (10) typewritten pages. Font size should be no smaller than a twelve-point typeface.

1. Brief explanation of project.
2. Statement of need/problem to be addressed.
3. Description of constituency to be served and how they will be benefited (please indicate number of women to be served).
4. Description of program goals and measurable objectives.
5. Description of activities planned to accomplish these goals
6. Timetable for accomplishing goals.
7. Description of other individuals or organizations, if any, participating in the program. If applicable, letters of collaboration should be included from each organization.
8. Long term strategies for funding of the program after initial funding.
9. A review of comparable programs offered in the proposed service area and an explanation of how this program is unique.
10. Definition of success for the program and how it will be measured.

**C. Financial Information** (Not to exceed three (3) typewritten pages).

1. Budget for requested funds.
2. Budget justification.

**Letters of Intent and applications must be submitted by the project / program leader of the proposed project / program by email or mail only. Keep submissions to the page limits, as stated above. Excess pages will be removed prior to review. Submissions should be bound by staples or clips only. Please no spiral bound proposals. Fax copies will not be accepted.**

**Failure to adhere to these guidelines will result in delayed processing or refusal of the application.**

Pre-deadline questions should be sent email to [farheen@rethinkbreastcancer.com](mailto:farheen@rethinkbreastcancer.com). Please allow adequate time before the deadline for us to respond.

## APPENDIX

### Definition of Terms:

**Community-based:** Community-based programs take place in community settings, involve community members in the design and implementation of the program, and provide a particular service or support to the community.

**Grant:** A financial contribution provided to an individual or organization for specified purposes to an eligible recipient (in this case the implementation of a project/program for young women with breast cancer).

**Non-profit:** An initiative which exists for educational, charitable or support purposes, and from which its operators do not benefit financially.

**Personal History** (of breast cancer): A diagnosis (past or present) of breast cancer. An individual with a personal history of breast cancer has been diagnosed and has undergone or is undergoing their own journey with the disease, treatment and the many complex experiences associated with the diagnosis.

**Young Women:** By “young women” or “younger women” we are referring mainly to women of child-bearing age, from their mid-twenties to their early forties. Traditionally, information and support programs for women with breast cancer have been developed for post-menopausal women. This grant focuses on young women since breast cancer diagnoses amongst younger women are not as common or known, and there are few support programs to address their specific needs.



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**Biographical Information Form**

Please submit this form with your Letter of Intent for the Booby Innovation Grant. This information will be viewed by grant review committee members only and will be kept strictly confidential.

**Project / Program Name:**

**Proposed Funding Category (A, B or C) – see page 4:**

**Project Leader**

<b>Name</b>	
<b>Email</b>	
<b>Mailing Address</b>	
<b>Phone Number</b>	

**Project Leader - Grant Eligibility Information**

<b>Age</b>	
<b>Type of diagnosis</b>	
<b>Year of diagnosis</b>	
<b>Treatment received</b>	

**References (3 individuals who can speak to your ability to successfully lead the project)**

	<b>Name</b>	<b>Email</b>	<b>Phone Number</b>	<b>Relationship to Project Leader</b>
1.				
2.				
3.				

The answers to the following 2 questions should not exceed two (2) typewritten pages.

- 1. What skills and qualifications do you have to effectively lead the proposed project / program?**
- 2. Does this project relate to your career goals? If so, please explain.**

**Additional Personnel** - If there are others involved in the implementation of the proposed project / program, please provide the following (maximum 1 typewritten page per person):

- a. Name of staff
- b. Role in the project
- c. Qualifications and skills to fulfill the role effectively