

**It's The Journey, Inc.**  
**Grant Application**  
**March 1, 2023 – February 28, 2024**

**About It's The Journey**

It's The Journey, Inc. – producer of the Georgia 2-Day Walk for Breast Cancer – is a local organization founded in 2002 by a breast cancer survivor, Randi Passoff. When the Avon 3-Day Breast Cancer Walk pulled out of Atlanta in 2002, Randi, a long-time walker, decided that Atlanta needed a fundraising event wherein all the funds stayed local to support Georgia's breast cancer patients and breast health programs.

Since 2002, the Georgia 2-Day Walk for Breast Cancer (formerly the Atlanta 2-Day Walk for Breast Cancer) has raised over \$17.5 million to fund 465 grants that provide breast cancer education, screening, early detection, support services, and continuing care for Georgians.

**Our Mission Statement**

It's the Journey's (ITJ's) mission is to engage with Georgia's breast cancer community to increase access to care and reduce disparities in cancer outcomes.

**It's The Journey Grant Information**

**Grant Awards**

The availability of funding for grant awards varies depending upon the success of the annual Georgia 2-Day Walk for Breast Cancer, typically held in October. Organizations may request up to \$25,000 in funding per eligible project. Applications for multiple projects may be submitted by an organization, so long as each project is unique and independent of the other. Each application will be graded on its own merit. Due to the competitive nature of the grant process, past funding does not guarantee future awards.

Organizations that receive grant awards are expected to participate in ITJ activities, especially the Georgia 2-Day Walk for Breast Cancer, the ITJ Giving Gala, and the annual Lunch & Learn.

**Grant Eligibility Criteria**

- Organizations must be classified as a public charity under Section 501(c)(3) of the Internal Revenue Code.
- Organizations must be based in the state of Georgia.
- Projects must be specific to breast health and/or breast cancer. For example, if a project is a combined breast and cervical cancer project, funding may only be requested for the breast cancer portion of that project.
- Organizations must have and be willing to share an electronic version of its logo.

## Ineligible Requests

- Current or former grantees who have unapproved or outstanding 6-month or 12-month reports
- National organizations without a Georgia focus
- Campaigns to elect candidates to public office
- Endowment campaigns or debt reduction
- Projects of a sectarian nature or that require religious participation as a condition for receiving services
- Building funds
- Startup costs for new organizations or for organizations that have been in existence for less than 12 months

## Funding Priorities

### 1. Incorporates the Breast Health Continuum of Care

ITJ's overall focus is to improve access to high quality breast cancer care and to reduce disparities in cancer outcomes by funding projects that incorporate allowable services from the breast cancer continuum of care as shown in the following table. Projects are **not** required to offer services spanning the full continuum of care.

<b>Continuum of Care</b>	<b>Allowable Services</b>
Screening*	Clinical Breast Exams Screening Mammograms Genetic Testing & Counseling Support Services
Diagnostics*	Diagnostic Mammograms Ultrasounds Biopsies MRIs Cyst Aspirations Support Services
Treatment	Support Services
Survivorship	Support Services
End of Life Care	Support Services

**\*Refer to Appendix A: Approved Reimbursement Rates**

### 2. Closely aligns with ITJ's mission

### 3. Prioritizes vulnerable and high-risk populations, especially:

- African Americans
- Residents of rural counties that have a population under 50,000 and poverty in excess of 10% as defined by the Georgia Department of Community Affairs ([https://www.dca.ga.gov/sites/default/files/2021\\_ga\\_jtc\\_estimates\\_final.pdf](https://www.dca.ga.gov/sites/default/files/2021_ga_jtc_estimates_final.pdf))
- Low socioeconomic class
- Women with a personal or family history of breast cancer
- Members of the LGBTQ+ community

**4. Addresses health equity by reducing barriers to care such as, but not limited to:**

- Distant geographic location of medical services
- Inadequate transportation
- Language discrimination
- Low literacy and/or low health literacy
- Mistrust of the health system
- Fear of cancer diagnosis
- Financial barriers and large out-of-pocket expenses
- Costs such as housing, childcare, and lost wages

## **Application Process**

### **Important Dates**

<b>Friday, September 9, 2022 (by 2 P.M.)</b>	<b>Letter of Intent due</b>
<b>Friday, October 21, 2022 (by 2 P.M.)</b>	<b>Deadline to submit applications</b>
<b>Monday, December 22, 2022</b>	<b>Notification of grant status</b>
<b>March 1, 2023 – February 28, 2024</b>	<b>Grant Period</b>
<b>Friday, September 8, 2023 (by 2 P.M.)</b>	<b>Initial 6-month report due</b>
<b>Friday, April 5, 2024 (by 2 P.M.)</b>	<b>Final 12-month report due</b>

### **1. Letter of Intent**

- It is strongly encouraged, but not required, that organizations who have never applied for an ITJ grant, or past grantees who wish to apply for a new project, submit a Letter of Intent.
- The Letter of Intent should include a brief description of the applicant organization, a short description of the proposed project, the amount of funding requested, and contact information (name, address, phone, and email) of Project Director.
- Deadline: Friday, September 9, 2022, by 2 P.M.
- Submit Letter of Intent to Dale Israel ([disrael@2daywalk.org](mailto:disrael@2daywalk.org)) and Ray Roberts ([rroberts@2daywalk.org](mailto:rroberts@2daywalk.org)).

### **2. Grant Application Instructions**

- Application Cover Page (See Appendix B)
- Executive Summary (See Appendix C)
- Grant Application
  - Grant Narrative Instructions (See Appendix D)
    - Complete every section of the application and address every bullet in a narrative format
    - Double-space and use a 12-point typeface
    - Add page numbers to the bottom of each page
    - If you choose to copy narratives from previously submitted grants, be sure to update data
    - Include Resumes or CVs for Project Director and key personnel
- Budget & Demographic Information

- A budget narrative and Excel spreadsheet are required (See Appendix D).
- The Excel spreadsheet is a part of the grant application and will also be used as a reporting tool for the 6-month and 12-month report, should your grant be funded.
- Instructions for each section are listed in each sheet. For the application:
  - Sheet 1. Project Budget Overview
  - Sheet 2. Budget Justification
  - Sheet 3. Counties Served
- Required Collateral Materials
  - Proof of 501(c)(3) Tax Exempt status
  - Prior calendar year Form 990 Tax Return
  - Current FDA Certifications (Screening and Diagnostic grants only)
  - Please do not include letters of support, recommendations, or program brochures

### 3. Submission Instructions

- Submit an electronic copy of the grant application by 2 P.M. Friday, October 21, 2022, to Dale Israel ([disrael@2daywalk.org](mailto:disrael@2daywalk.org)) and Ray Roberts ([rroberts@2daywalk.org](mailto:rroberts@2daywalk.org)).
- Please use the suggested naming conventions and separate the electronic files as listed below. Please note: abbreviations of organization name and project title in the name of the PDF files are acceptable.
  - PDF #1 should be labeled as “**PDF1\_Org. Name\_Project Title**” and should include the following:
    - Application Cover Page
    - Executive Summary
    - Grant Application
    - Resumes or CVs for Project Director and key personnel
  - PDF #2 should be labeled as “**PDF2\_Organization Name\_Project Title**” and should include the following:
    - Budget and Demographic Excel Spreadsheet with Tabs 1, 2, and 3 completed
  - PDF #3 should be labeled as “**PDF3\_Organization Name\_Project Title**” and should include the following:
    - Proof of current 501(c)(3) Tax Exempt Status
    - Prior calendar year Form 990 Tax Return
    - Copy of current FDA Certifications (Screening and Diagnostics grants only)
- ITJ will acknowledge receipt of the application within 24 hours. However, it is the applicant’s responsibility to ensure receipt of the application by the deadline.

### 4. Decision Process

- Applications will be evaluated based on the degree to which they address all bullets under each category outlined in Appendix D.
- Tightly written proposals will be more competitive.
- Applications will be scored by an independent panel of experts including health care professionals, public health professionals, social workers, grant administrators, breast cancer survivors, and ITJ Board members. Each application will be scored by three

different individuals and then sent to ITJ's Grants Committee for final review. Recommendations are then made to the ITJ Board of Directors.

#### **4. Payments**

- March 18, 2023: First half of grant payment issued after receipt of a fully executed Grant Agreement, W-9 form, and an electronic copy of the organization's logo
- September 29, 2023: Second half (final) grant payment issued after 6-month report issued and approved

**For additional information about It's The Journey's (ITJ's) grant programs, please contact Dale Israel ([disrael@2daywalk.org](mailto:disrael@2daywalk.org)) or Ray Roberts ([rroberts@2daywalk.org](mailto:rroberts@2daywalk.org)).**

**Appendix A**  
**APPROVED REIMBURSEMENT RATES**  
**It's the Journey Request for Proposal**  
**Grant Year March 1, 2023 – February 28, 2024**

Grantees may request funding for services only, professional fees only or both services and professional fees. The list below is the *maximum* amount you can request. If your facility charges less than these amounts, use those figures to stretch grant dollars.

SERVICE	RATE	PROFESSIONAL FEE	TOTAL
Clinical Breast Exam	\$ 40.00	---	\$ 40.00
Screening Mammogram-Digital	\$ 140.00	\$ 37.00	\$177.00
Screening Mamogram-3D	\$ 200.00	\$ 30.00	\$230.00
Diagnostic Mammogram- Unilateral Digital	\$140.00	\$40.00	\$180.00
Diagnostic Mammogram Unilateral 3D	\$195.00	\$30.00	\$225.00
Diagnostic Mammogram- Bilateral Digital	\$175.00	\$49.00	\$224.00
Diagnostic Mammogram- Bilateral 3D	\$230.00	\$30.00	\$260.00
Ultrasound	\$110.00	\$35.00	\$145.00
Breast MRI-Unilateral	\$255.00	\$71.00	\$326.00
Breast MRI-Bilateral	\$260.00	\$78.00	\$338.00
Cyst Aspiration	\$155.00	\$43.00	\$198.00
Fine Needle Aspiration	\$105.00	\$70.00	\$175.00
Ultrasound Guided Breast Biopsy	\$650.00	\$31.00	\$681.00
Ultrasound Guided Breast Biopsy - Additional	\$665.00	\$165.00	\$830.00
Stereotactic Guided Breast Biopsy—1 <sup>st</sup> Lesion	\$665.00	\$166.00	\$831.00
Stereotactic Guided Breast Biopsy- Each Additional	\$540.00	\$84.00	\$624.00
MRI Guided Breast Biopsy— 1 <sup>st</sup> Lesion	\$665.00	\$181.00	\$846.00
MRI Guided Breast Biopsy— Each Additional	\$790.00	\$91.00	\$881.00
Excisional Biopsy (excision of breast lesion)	\$580.00	---	\$580.00
Core Breast Biopsy- Percutaneous, without imaging guidance	\$160.00	\$71.00	\$231.00
Pathology Fee (Level IV Only)	\$75.00	---	\$ 75.00

**Appendix B**  
**APPLICATION COVER PAGE**  
**It's the Journey Request for Proposal**  
**Grant Year March 1, 2023 – February 28, 2024**

**Legal Name of Organization**

**Main Contact/Title**

**Address, Email, Phone Number, Role on Project**

**Secondary Contact/Title**

**Address, Email, Phone Number, Role on Project**

**Organization's Address**

**Mailing Address for grant agreements/checks if different from above**

**Organization's Website**

**Project Name**

**Total Amount Requested**

**Project Type (Mark all that apply)**

**Breast Cancer Screening**

- Clinical Breast Exams**
- Screening Mammograms**
- Genetic Testing and Counseling**
- Support Services**

**Breast Cancer Diagnostics**

- Diagnostic Mammograms**
- Ultrasounds**
- Biopsies**
- MRIs**
- Cyst Aspirations**
- Support Services**

**Breast Cancer Treatment**

- Support Services (Type of Support)** \_\_\_\_\_

**Breast Cancer Survivorship**

- Support Services (Type of Support)** \_\_\_\_\_

**Breast Cancer End of Life Care**

- Support Services (Type of Support)** \_\_\_\_\_

**Printed Name and Title of Approving Representative** \_\_\_\_\_

**Signature** \_\_\_\_\_

**Date** \_\_\_\_\_

**Appendix C**  
**EXECUTIVE SUMMARY**  
**It's the Journey Request for Proposal**  
**Grant Year March 1, 2023 – February 28, 2024**

The Executive Summary should focus on the major points of the proposal, including a brief description of the proposed project, whom it serves, why it is important, and why your organization should receive funds to implement it. It should provide all essential information in a concise manner. (300-word limit)

**Appendix D**  
**GRANT APPLICATION**  
**It's the Journey Request for Proposal**  
**Grant Year March 1, 2023 – February 28, 2024**

**Instructions:** Provide the following information in a narrative format. Use the headings provided in the order they are listed. Address each question/bullet in in whatever order makes sense for creating a succinct narrative for each section. You can add additional information pertinent to your project but strive for brevity. Page limit: 12 pages (excluding timeline chart and resumes)

**I. PROBLEM STATEMENT**

- Describe the problem(s) your project will address. Use state or county statistics and document the source.
- Describe the barriers that the target population experiences in accessing the services proposed by your project (i.e., screening, diagnostics, treatment, survivorship, and end of life care).

**II. HEALTH EQUITY**

- Describe how your project prioritizes vulnerable and high-risk populations, especially:
  - African Americans
  - Residents of rural counties that have a population under 50,000 and poverty in excess of 10% as defined by the Georgia Department of Community Affairs ([https://www.dca.ga.gov/sites/default/files/2021\\_ga\\_jtc\\_estimates\\_final.pdf](https://www.dca.ga.gov/sites/default/files/2021_ga_jtc_estimates_final.pdf))
  - Low socioeconomic class
  - Women with a personal or family history of breast cancer
  - Members of the LGBTQ+ community
- Describe how your project addresses health equity by reducing barriers to care, including but not limited to:
  - Distant geographic location of medical services
  - Inadequate transportation
  - Language discrimination
  - Low literacy and/or low health literacy
  - Mistrust of the health system
  - Fear of cancer diagnosis
  - Financial barriers and large out-of-pocket expenses
  - Costs such as housing, childcare, and lost wages

**III. ORGANIZATION INFORMATION AND CAPACITY**

- Summarize your organization's history including year founded.
- State your organization's mission and goals, future challenges, and long-term goals.
- Highlight accomplishments from the past 3 years.
- Describe previous experience carrying out the proposed activities and explain why your organization is qualified to solve the problems this project targets.
- Describe your organization's capacity for collecting data and reporting it in a timely manner.

- Who in your organization is responsible for implementing and overseeing this project? What are their names, job descriptions, credentials, roles, and responsibilities on the project?
- Describe your past support for It's The Journey (ITJ). How do you plan to strengthen this collaborative relationship moving forward?

#### IV. PROJECT DESCRIPTION

##### A. Narrative

- Describe your project in detail.
- What services will you be providing?
- Is this a new or ongoing project?
- Specify the number of people (not services) you anticipate serving.
- Define your target population.
- What is the geographic reach of your project?
- Describe the stage(s) in the breast cancer continuum of care your project targets.
- Explain how your project aligns with ITJ's mission.
- List eligibility requirements for participation in your project.
- Explain how your clients hear about your project. How do you market your project?
- List collaborating organizations (if any). What roles will they play?
- How will participants benefit from your project?
- What are your long-term strategies for sustaining this project?
- List other sources of current funding for this project and include amounts.
- For screening and diagnostic grants only: if a client is diagnosed with breast cancer, what are the next steps in their healthcare?

##### B. Project Goals and Objectives

- List one or more goals for the project. What do you hope to achieve in the long-term?
- For each goal, write objectives and describe the activities that you plan to undertake to achieve your goal. Objectives should be specific, measurable, attainable, relevant, and time bound.
- All resources needed to accomplish the goals, objectives, and proposed activities should be accounted for in the budget.

##### C. Timeline (Chart form only)

- List all new and ongoing activities necessary to implement the proposed services and identify the appropriate time increment for each activity (see example).

#### EXAMPLE

Activities	First Quarter	Second Quarter	Third Quarter	Fourth Quarter
Activity 1	X			
Activity 2	X	X	X	X
Activity 3				X
Activity 4		X		

**V. EVALUATION**

- Describe your plan for evaluating your project.
- What measures will you use to evaluate the effectiveness of your project?
- What will success look like?
- Who is responsible for evaluating your project, and how often will your project be evaluated?

**VI. BUDGET AND DEMOGRAPHIC INFORMATION**

**A. Budget Narrative**

- Describe how the proposed budget aligns with ITJ's overall focus to address the breast health continuum of care (i.e., screening, diagnostics, treatment, survivorship, and end of life care).
- Allowable services include clinical breast exams, screening mammograms, genetic testing & counseling, support services, diagnostic mammograms, ultrasounds, biopsies, MRIs, cyst aspirations, professional fees, and support services (including but not limited to legal services, lymphedema garments, support groups, education/classes, therapy/rehabilitation sessions, and direct assistance).
  - Direct assistance may include housing, utilities, transportation/gas cards, groceries, medication/medical devices, and other forms of direct assistance.
- Other allowable costs include salaries and wages, fringe benefits and taxes, printing/copying/postage, travel, and supplies.
- Ensure that requests for salaries, wages, and travel expenses directly relate to the proposed services and are justified.
- Justify the requested funding as it relates to the proposed project's goals, objectives, activities, and evaluation. Clearly demonstrate how the requested amount was estimated.
- Ensure that the budget is accurate and reasonable.

**B. Budget and demographic excel spreadsheet**

- Complete Tabs 1-3 in Budget and Demographic Excel Spreadsheet.
- For screening and diagnostic grants: See Appendix A.

**VII. REQUIRED COLLATERAL MATERIALS**

- Proof of current 501 (c) (3) Tax exempt status
- Prior calendar year Form 990 Tax Return
- Copy of current FDA Certifications (Screening and Diagnostic grants only)