2013 Request for Proposals

Ovarian Cancer Research Fund is requesting proposals for its Woman to Woman grant program. This one-year grant provides institutions with $50,000 to start a Woman to Woman peer support program.

ABOUT OVARIAN CANCER RESEARCH FUND
Ovarian Cancer Research Fund (OCRF) supports scientific research that leads to more effective identification, treatment and ultimately a cure for ovarian cancer, as well as related educational and support initiatives. In the United States more than 80,000 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. OCRF is the largest charity in the U.S. funding ovarian cancer research.

ABOUT WOMAN TO WOMAN
As more and more women are living with ovarian cancer every year, OCRF identified and addressed a need for education and support programs to help women take control of their health and lives, find balance, get better, and give back. In 2011, OCRF began exploring the idea of developing a national support program and network. This unique program, based on a program at Mount Sinai Hospital in Manhattan (which OCRF has funded for many years), is called Woman to Woman. Woman to Woman seeks to improve the quality of care for gynecologic cancer patients by strengthening coping capacities through a patient-to-patient support model. Woman to Woman volunteers—themselves survivors of gynecologic cancers who are at least one year post-treatment—are professionally trained to provide one-on-one emotional support and mentoring; information and resources about gynecologic cancer; and help empower women to advocate for themselves. The program supports women and families through all phases of treatment, recurrence, and recovery, and is offered free of charge to all participants.

HOW WOMAN TO WOMAN WORKS
Woman to Woman is overseen by a trained, part-time Program Coordinator. The Program Coordinator, who is often a social worker but could be a nurse, psychologist or other appropriate professional, is responsible for managing all aspects of the program, from volunteer recruitment, training and supervision, to patient recruitment, to fiscal and administrative oversight. The Program Coordinator matches survivor volunteers with demographically appropriate women undergoing treatment, and serves as a liaison between volunteer and patient. S/he interviews all women being treated and determines interest in and appropriateness of a referral to Woman to Woman. The Program Coordinator trains all volunteers before they see patients, and provides on-going education and support through monthly group meetings. Volunteers see women in a variety of settings. They 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. Support to partners, family and other caregivers of women undergoing treatment is also available.
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, can provide temporary assistance with household bills, childcare, transportation, copayments, and other expenses.

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

ABOUT THE GRANT
With significant support from our corporate sponsor QVC, OCRF is expanding Woman to Woman nationally over the next several years. To date, OCRF has funded three new Woman to Woman sites (NewYork-Presbyterian Hospital, Duke Cancer Institute, and Smilow Cancer Hospital at Yale New Haven) and plans to fund two new programs in this funding cycle. An additional funding cycle may take place later in 2013. OCRF is also developing a Woman to Woman website for the public, program participants, and Program Coordinators.

In addition to providing enhanced support services to women and families, institutions will benefit from a Woman to Woman program in many ways. Better patient outcomes and satisfaction, the opportunity to enhance their reputations and differentiate themselves from other hospitals, and potentially attract more patients are all benefits that come with Woman to Woman. Physicians are also grateful for the program, as it frees up more of their time while enabling them to offer a valuable free service to their patients.

Each grant recipient will receive a one-year grant of no more than $50,000. Grants are provided for one year, to cover the cost of a part-time Program Coordinator’s salary (can be a new hire, or a reassignment), and to start the patient fund. It is expected that each Woman to Woman program will become self-funding after the first year.

OCRF 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). Programs will also have access to a dedicated section of the Woman to Woman website (in development), which will feature tools to assist in the development and administration of new programs.

A narrative and financial report are required, and should be submitted to OCRF on January 31, 2014, and after the completion of the grant (no later than July 31, 2014). The start date of the grant will be July 1, 2013.

ELIGIBILITY
The most competitive applicants will be able to demonstrate the following: adequate gynecologic oncology patient volume, physician and hospital leadership support, the need for the program, the ability to run patient-focused initiatives, and the ability to fundraise to support programs.

To ensure the success of the program, each Woman to Woman program must have the support of a physician champion in the gynecologic oncology department, who will assist in referring appropriate
patients to the program, as well as ensure support from departmental and hospital leadership. 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.

SELECTION PROCESS
Selections will be made by Ovarian Cancer Research Fund, which has convened a program committee for this purpose. Applications are due on May 1, 2013 and notifications will be made in mid-June. OCRF may request a follow-up phone call, or site visit, as part of the selection process.

APPLICATION PROCESS
Interested institutions should submit an application, as outlined below, no later than 11:59pm EST on May 1, 2013. Applications should be sent to womantowoman@ocrf.org. Applications 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.

**Applicant Institution and Contact Info**
- Institution name, EIN, address, website, and social media links (if applicable)
- Contact name, title, department, mailing address, phone numbers, email address and website
- Physician champion name, title, department, mailing address, phone numbers, email address, website

**Institution Profile**
- Please tell us about your community, your institution, and the population it serves. Include number of beds, total patient volume, demographics, payer mix, annual operating budget, and any other relevant information.
- Describe the gynecologic oncology services available at your institution. How many gynecologic oncology patients are seen at your institution annually? What is your institution’s geographic reach? What percent of patients are diagnosed with uterine, ovarian, cervical cancer, etc.? How many gynecologic oncologists (full and part-time) are on staff? How many other staff support the gynecologic oncology practice (nurses, social workers, etc.)? Are most patients receiving chemotherapy on-site or remotely?
- Are there other support programs at your facility for patients and family members? If yes, please describe them. Address in detail any existing programs specifically for gynecologic cancer patients and families.

**Statement of Need and Interest**
Please describe why you feel your institution would benefit from the development of a Woman to Woman program, and how you envision the program would function at your institution. 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 at your facility? Why is it needed and why is it a good fit for your institution?
Within which department would the coordinator position for Woman to Woman reside (social work, nursing, ob-gyn, psychology, etc.)? Do you have adequate space to allow for a private office for the coordinator, volunteer training, meetings with volunteers, and storage of program materials?

Who would comprise the team of professionals working with the Program Coordinator (social worker, nurse, etc.)? Please describe their credentials and reason for inclusion.

How did you hear about the Woman to Woman program (ad in a publication, via an e-mail announcement, from a colleague, at a professional meeting, etc.)?

Describe the physician champion’s 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 will you plan to promote the program within your institution? How will the institution promote the program, and OCRF, publically?

Will the Program Coordinator have access to patient records? Will training on systems, if necessary, be available to the coordinator?

How will your institution promote the availability of the patient fund and ensure it is administered properly?

Once initial OCRF funding concludes after the first year, how will funds be raised to continue the program? Will your facility’s development department help with this? Describe the capabilities of your institution’s Dept. of Development.

What methods will be put in place to measure the success of the program?

Additional Information
Please include the following with your application:

- A copy of the physician champion’s CV
- Statement of support from the chair of the department in which the program will sit
- Statement of support from Director of Social Work (if different from above)
- Program budget

For inquiries or further information, please contact:

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