

SAMPLE 1

SMALL GRANT APPLICATION

Project Title: Take Charge of Your Breast Health

Description

This educational event will provide the community with increased awareness and knowledge of breast health and breast cancer. It is designed to promote mammography and is open to anyone. Following a healthy lunch, the program will include an educational speaker along with a breast cancer survivor (preferably a representative of the Komen WNY Speakers Bureau). Then there will be a fashion show featuring breast cancer survivors, co-survivors and health care professionals as models. Informational booths will provide resource information and offer each participant an opportunity to ask questions one-on-one. Komen WNY will be invited to set up its prize wheel and distribute materials. A well-known community leader will serve as MC for the event.

Activity/Event Promotion

To promote the event, we will take advantage of the many free advertising opportunities that exist including press releases, flyers, community listings, newsletters and website event postings.

Objectives

- (1) To explain the importance of early detection of breast cancer through screening and motivate attendees to action;
- (2) To celebrate survivorship;
- (3) To provide resources and contact information for attendees to increase the likelihood that they will follow through with screening.

Benefit to Komen WNY Affiliate & Constituency (Breast Health Community)

The Komen WNY name and logo will be highly publicized, creating more awareness about the organization. This event aims to empower women to take charge of their breast health, which is part of Komen's mission.

Timeline

The event is being planned in six months. Following approval of this application, we will confirm the date, site and presenters. Next we will solicit apparel stores to support the fashion show and recruit models. Promotion of the event will begin two months prior.

Other participating Sponsors/Organizations

Local businesses will be solicited for door prize items. Apparel stores will be asked to loan clothes for the fashion show.