Colorectal Cancer Screening Saves Lives: 2012 NATIONAL CHALLENGE

APPLICATION GUIDELINES

The National Challenge is a project of the Prevent Cancer Foundation. The Foundation advocates and supports the prevention and early detection of cancer through research, education and community outreach.

For over 25 years, the Foundation has provided more than $125 million in support of cancer prevention research, education and community outreach programs nationwide. The Foundation plays a pivotal role in developing a body of knowledge that is the basis for important prevention and early detection strategies.

<table>
<thead>
<tr>
<th>Prizes for Everyone</th>
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<td><strong>FREE colorectal cancer resources</strong> for ALL applicants:</td>
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<tr>
<td>- 300 “Preventable, Treatable, Beatable” Buddy Bracelets and ability to order more – FREE of charge</td>
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<td>- 100 CRC Screening Cards with the Foundation’s Elvis PSA and electronic files to use for print locally</td>
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<td>- 25 CRC Brochures and electronic files to use for print locally</td>
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<td>- 10 Guides to Preventable Cancers and electronic files to use for print locally</td>
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<td>- 5 Blue Star pins</td>
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<td>- Electronic Media Tool Kit</td>
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**FIRST Prize** is a $5,000 grant, a Prevent Cancer Super Colon stop in your community ($10,000 value), a feature on the Prevent Cancer blog, an article in PreventWorks newsletter and continual exposure on the Screening Saves website.

*Note: Winner must sign the Foundation’s tobacco policy, the Terms of Agreement and be available to report on the progress of their program.*

**The SECOND Place** applicant will receive one-on-one technical assistance ($500 value) for social media outreach and media relations related to their community project. The applicant will also receive recognition on the Prevent Cancer blog, the Screening Saves website and in the Prevent Cancer’s online and print newsletters.

**The THIRD Place** applicant will receive recognition on the Prevent Cancer blog, the Screening Saves website and in the Prevent Cancer’s online and print newsletters.

**Bonus!** ALL individuals who VOTE will receive a “Preventable, Treatable, Beatable” Buddy Bracelet and a Blue Star pin.
The purpose of the National Challenge is to champion “grass roots” community projects in colorectal cancer screening and awareness and engage participating organizations in an online community supportive of colorectal cancer screening efforts across the country. The theme of the 2012 Challenge is families.

Projects may range from public awareness and education to screening and patient navigation with a focus on families. Organizations should tailor their projects to serve the needs of their communities.

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<th>Dates to Remember</th>
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<tr>
<td>Competition Opens</td>
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<td>Competition Closes</td>
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<td>Voting Begins</td>
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<td>Voting Closes</td>
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<td>Winner Announced</td>
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Eligibility
Eligible groups include:
- Nonprofit organizations that are exempt under Section 501(c)3 of the Internal Revenue Code
- Independent sponsored projects of a nonprofit 501(c)(3) organization acting as a fiscal sponsor
- Government or public agencies

Examples of eligible groups and programs:
- Community Health Organizations
- Community Health Centers
- Cancer Centers
- State Cancer Coalitions
- Service Organizations or Civic Clubs
- Public or Private Schools or Universities
- Faith-based Organizations

Requirements
Requirements for application:
- Project must be aligned with the mission of the Foundation and the purpose of the Challenge.
- Project must be community based, tailored to the community and involve families.
- Project must be feasible. There must be a reasonable assumption of success given the resources, time, and personnel available.
- Project must have measurable goals.
- Project must submit two photographs.
Selection Process

Selection will be done by Public Votes and Judging through an external review committee. Once applications are reviewed for eligibility, photos and abstracts will be placed online for public viewing and voting. Applicants should encourage friends and colleagues to view projects and vote. Members of the general public may also vote for their favorite project. When votes are counted, the TOP 30% will move forward to the review committee to be judged.

Bonus! ALL individuals who VOTE will receive a “Preventable, Treatable, Beatable” Buddy Bracelet and a Blue Star pin.

Website

The Screening Saves website is the home base for the competition where applicants can find the application, view other entries, join Our Community, and learn about colorectal cancer.

Questions

Send questions to Erica Childs Warner, Director, Evaluation and Outreach, at echilds@preventcancer.org.