



Thank you for applying to the Greater Harrisburg Foundation, a regional foundation of The Foundation for Enhancing Communities. Tell your story clearly and concisely. Attachments are required; follow all directions. Failure to answer questions, utilize this template, or attach required documents will disqualify your application. **Answer all questions using information that applies to the project seeking support of grant funds.** Contact Jennifer Strechay, Program Offer for Community Investment, at jstrechay@tfec.org or 717-236-5040 with questions.

APPLICANT PROFILE

Applicant Organization Name

Feel Your Boobies® Foundation

- Check box if the Applicant Organization Name above is a “Doing Business As” name and the provided 501c3 letter states a different name. *To be recognized by the “Doing Business As” name, attach ONE legal document using the provided name. If not provided, TFEC will utilize the 501c3 name.***

- Check box if the Applicant Organization uses a Fiscal Sponsor and provide name here**
N/A

Name, Title, Email, Phone of Executive Leader

Leigh Hurst, Founder, Executive Director, leigh@feelyourboobies.com Phone: 717-836-0858

Applicant Organization’s Physical Address

4801 Lindle Road Harrisburg, PA 17111

Applicant Organization’s Address for Mailed Communications

4801 Lindle Road Harrisburg, PA 17111

Name, Title, Email, Phone of Contact Completing Application

Wanda Burling, Director of Development & Operations, wanda@feelyourboobies.com Phone: 518-857-8474

Organization’s Mission Statement

The Feel Your Boobies® Foundation is a breast cancer non-profit organization that educates young women by reminding them to “feel their boobies.” The Foundation uses media as its primary outreach channel to target women under 40 with their life-saving call to action.

Organization History (Do not exceed this page)

Feel Your Boobies® was founded in 2004 after Leigh Hurst, Founder and Executive Director, was diagnosed with breast cancer at age 33. She was a marathon runner with no family history and her lump went undetected by doctors until she brought it to their attention. After being diagnosed, Leigh realized that the existing breast cancer messages did not resonate with her because they targeted older women. To change this, she created the Foundation to ensure breast health education was specifically designed for and creatively delivered to young women.

PROJECT PROFILE

Project Title

“Are You Doing It?” ® Media Campaign Expansion

Project Areas of Focus

UPSTREAM GENERAL

Choose UPstream General if your project utilizes upstream strategies but is not principally centered upon the categories below. See the grant guidelines for additional detail.

UPSTREAM: FOCUS AREAS

Choose an UPstream Focus Area (if your project is principally centered upon one or more of the categories below). Please select only those area(s) that apply to this project. See the grant guidelines for additional detail.

<p>EDUCATION</p> <p><input type="checkbox"/> Programs & projects that focus upon or nurture access to early childhood education</p> <p><input type="checkbox"/> Education & development programs for children & youth</p> <p><input checked="" type="checkbox"/> Educational programs serving adults</p>	<p>ENVIRONMENT & PARKS</p> <p><input type="checkbox"/> Environmental stewardship</p> <p><input type="checkbox"/> Horticulture & the arts</p> <p><input type="checkbox"/> Health & environment</p> <p><input type="checkbox"/> Park beautification & improvement</p>
<p>HEALTH</p> <p><input checked="" type="checkbox"/> Health & human services</p> <p><input checked="" type="checkbox"/> Cancer awareness and/or research</p> <p><input type="checkbox"/> Dental care for those in need</p> <p><input type="checkbox"/> Health & human services</p> <p><input type="checkbox"/> HIV & AIDS</p> <p><input type="checkbox"/> Individuals with debilitating or terminal illness</p> <p><input type="checkbox"/> Individuals with intellectual disabilities</p> <p><input type="checkbox"/> Prevention of head and/or spinal cord injury</p> <p><input type="checkbox"/> Purchasing of devices that improve accessibility</p>	<p>HOMELESSNESS</p> <p><input type="checkbox"/> Homelessness & hunger</p>
<p>MENTAL HEALTH</p> <p><input type="checkbox"/> Counseling for children with terminally ill family members</p> <p><input type="checkbox"/> Guidance, counseling, or programming that includes guidance and/or counseling for youths</p> <p><input type="checkbox"/> Mental health</p>	<p>SENIORS</p> <p><input type="checkbox"/> Programs & projects serving older adults</p>
<p>COMMUNITIES OF FOCUS</p> <p><input type="checkbox"/> Disaster relief & human services that serve the communities of Lebanon City, PA and Cressona, PA</p> <p><input type="checkbox"/> Programs and projects that benefit residents of Millersburg, a borough of Dauphin County, PA</p> <p><input type="checkbox"/> Projects to enhance Camp Hill Borough parks provided by youth organizations such as Scout programs or other youth organizations; programs & projects that focus upon or nurture access to early childhood education within Camp Hill.</p>	

Counties to be served as part of project; check all that apply.

Cumberland Dauphin Franklin Lebanon Perry x Northern York (Dillsburg Area)

Projected Number of Individuals to be served by project

322,000 Total number of ADULTS served

0 Total number of CHILDREN (ages 17 and under) served

322,000 Total number of ALL INDIVIDUALS served by the project

If above data is not appropriate to project, be sure to fully state the audience type and numbers to be served in Question 2 of the Impact Narrative.

PROJECT SNAPSHOT

1. Capture your UPstream project and the community need it seeks to address in 200 words or less.

The Feel Your Boobies® Foundation is the only organization in Central PA that promotes proactive breast health to young women (18 - 40) and its use of media as the method to reach this population is an innovative approach that has proven to be successful in engaging a group that otherwise is not targeted. The "feel your boobies" message is a call to action that can save their lives. According to the PA Department of Health, breast cancer is the leading cause of cancer deaths in women under 35 nationally, a population not formally screened for the disease. Each year in the US, 5% of women diagnosed with breast cancer (or 11,000 women) are under the age of 40. Of these women, nearly 80% find their own lumps and do NOT have a family history of the disease.

Among the under 40 population of women, African American women are in specific need of targeted outreach because research shows that black women are diagnosed at a younger age than white women and have a higher mortality rate once diagnosed. In 2019, the Feel Your Boobies® Foundation launched a three-year initiative to target this population of women with a media campaign.

PROJECT NARRATIVE

Answer questions 2-10 clearly and concisely; no limit.

2. The GHCF UPstream grant opportunity seeks to improve our area communities by supporting existing or new "upstream" systems, interventions, programs, or projects that attempt to create positive social change by addressing a problem at its source rather than managing its "downstream" symptoms. Describe your proposed upstream project, the geographic area it will serve, and the audience to be served; state why this audience was selected. Include how/why your project is "upstream" and how your project is working to address a specific need or needs. You MUST use and complete the following statement within your answer, "Grant funds will be used to _____".

In 2019 the Feel Your Boobies® Foundation launched a three-year initiative to create a media campaign focused on targeting at-risk African American women about their breast cancer risk. This target population was selected because research shows they are diagnosed at a younger age than white women and once diagnosed have a higher mortality rate. Also, in general, 80% of young women diagnosed with breast cancer find their own lumps. These facts served as the basis for why this target population was identified for the campaign.

The campaign leveraged the Health Belief Model (see Figure 1) which is a widely used model related to health promotion efforts specific to disease awareness and prevention. The model focuses on Individual Perceptions, Modifying Factors and Likelihood of Action. This model and methodology helped guide the campaign research and design to ensure that the cues to action in the media campaign mapped to the target audience characteristics, perceptions, and likelihood of behavior change.

The three-year initiative identified a “campaign lifecycle” (see Figure 2) using the following approach:

- Year 1 (2019): Campaign Research
- Year 2 (2020); Campaign Pilot
- Year 3 (2021): Campaign Expansion

Year 1 (2019): Campaign Research - Summary

In Year 1 (2019), Campaign Research was completed by conducting focus groups with women in the target population to examine Individual Perceptions & Modifying Factors as identified in the Health Belief Model. This effort was done in partnership with Hamilton Health Center. Data collection tools were created in partnership with Hamilton Health Center, Penn State Health, and UPMC Health Plan to ensure the information gathered would inform the design of the media campaign in Year 2 and 3. The outcome of Year 1 indicated that outreach methods that leveraged media (social & traditional media) vs. in person outreach would be a more effective approach when targeting this population of young women. In addition, valuable feedback was provided related to the types of images and messaging that would work best for these. In particular, we learned that the use of actual survivors from the community would greatly impact the success of the campaign.

Year 2 (2020): Campaign Pilot - Summary

In Year 2 (2020), the Campaign Pilot was conducted by designing and implementing a highly targeted media campaign called “Are You Doing It?”®. Messaging and methods used during the Campaign Pilot were based on the information gathered during Campaign Research related to Individual Perceptions & Modifying Factors for the target audience. The campaign focused on the use of social media and traditional media as its outreach methods and focused on low income areas in Central PA with a high population of African American women under 40. The counties targeted were Dauphin, Cumberland, York, Lancaster, and Perry counties. The pilot focused on creation of the campaign based on data collected in Year 1 and identifying a data gathering strategy to measure impact of the campaign. The goal of the pilot was to test the success of the outreach methods using key data points to measure the effectiveness of each channel in engaging the target population so that the campaign strategy for Year 3, Campaign Expansion, could be adapted as necessary based on the data collected.

The campaign highlighted stories from 5 young African American breast cancer survivors from Central PA. This approach was used because during Campaign Research, focus group participants indicated that seeing a real person that was relatable was important for successful campaign engagement. A photo and video shoot were conducted to collect their stories and create the campaign creative. These stories and the “Are You Doing It?”® campaign video can be viewed on the campaign landing page at www.areyoudoingit.com. Campaign creative can be viewed in Figure 3.

Below is a snapshot of the traditional and digital/social media channels used in the “Are You Doing It?”® Media Campaign Pilot and the impact/impressions of each channel:

Traditional Media Outreach			
	Quantity	Location	Impact
Billboards (Digital & Static)	12	Dauphin, Cumberland, Perry, Lancaster, York	2,309,649 Impressions
Bus Advertising (Wraps)	14	Harrisburg, Lancaster, York	616,000 Impressions
Bus Shelter Ads	5	Harrisburg	504,688 Impressions

Digital/Social Media Outreach		
Platform	Description	Impact
Feel Your Boobies Website	The campaign landing page on the Foundation's website: www.areyoudoingit.com	10,655 pageviews (avg time on page = 3+ minutes)
Facebook & Instagram	Square videos and static placements in user's feeds	446,000 Impressions
Snapchat	Vertical video	135,300 Impressions
Spotify	Audio spot with static image	73,500 Impressions
YouTube & Google Video	Ads played before user's selected content began	450,800 Impressions
Google Display	Ads popped up alongside other content on various websites	957,656 Impressions

In summary, the “Are You Doing It?”® Media Campaign was an overwhelming success and outperformed the expectations set prior to launching the pilot. Here are some of the biggest successes of the campaign:

- Over 6.2 million impressions (anticipated approximately 3 million)
- A 1.41% clickthrough rate on the digital campaign (nearly triple the .5% average clickthrough rate for similar awareness campaigns)
- Below average CPM (cost per thousand impressions) of \$3.75, indicating the efficiency selected channels for reaching the target audience

The Foundation received a total of \$35,000 in grant funding to support Year 2: Campaign Pilot.

Year 3 (2021): Campaign Expansion - Request for Funding

In Year 3 (2021), the Foundation plans to conduct an expansion of the “Are You Doing It?”® Media Campaign to reach more young women. Year 2 enabled the Foundation to run a highly targeted campaign focused on African American low-income women under 40 to educate them about their specific risks of breast cancer and create behavior change. The assets, messaging, and methods for strategic targeting of the campaign can be expanded upon to create even more impact in the community.

Year 3 plans to expand the campaign in the following ways:

1. Expanded geography
 - Dauphin
 - Cumberland
 - Perry
 - Lancaster
 - York
 - Adams (new)
 - Lebanon (new)

2. Expanded target audience
 - Low-income African American women under 40
 - All African American women under 40 - not just low income (new)
 - Women under 40 generally - all races and ethnicities (new)

With an expanded campaign during Year 3: Campaign Expansion, we can reach a greater number of young women in Central PA. There is an estimated total of 322,000 women between 18-44 in Central PA, with approximately 86,800 of those women being African American. The campaign in Year 2 targeted low-income African American young women, a subset of the total population, but with expanded funding the campaign in Year 3 will reach a broader audience allowing us to promote proactive breast health to a greater percentage of women under 40 in Central PA.

Grant funds will be used to conduct a photo/video shoot to collect additional stories from up to 5 local young breast cancer survivors that represent women under 40 of all races & ethnicities. In addition, grant funds will be used to increase the placement and reach of the traditional and digital/social media targeting of the campaign.

We are requesting \$20,000 to support Phase 3: Campaign Expansion of the “Are You Doing It?”® Media Campaign which has proven to be an effective way to reach young women with our life-saving call to action.

DATES & LOCATIONS

3. When and where will the project take place? List dates and locations as appropriate in chronological order. State if provided dates/locations are confirmed, estimated, or to be determined.

The timeline for the Campaign Expansion is as follows:

- January-March 2021: Design
- April-May 2021: Development/Production
- May-June 2021 Campaign Implementation
- June-July 2021: Campaign Evaluation & Recap

The targeted geography (counties) of the Campaign Expansion, which will utilize traditional and social media outreach methods, are as follows:

- Dauphin
- Cumberland
- Perry
- Lancaster
- York
- Adams
- Lebanon

ROLES & RESPONSIBILITIES

4. Does the project involve partnerships, collaborations, service, or affiliations with other organizations that will strengthen the project? If so, LIST their name(s) and corresponding role(s) within the categories below OR if this does not apply to you, state why your project is best positioned for success as a single organization.

SINGLE ORGANIZATION STATEMENT: During Year 1 (2019): Campaign Research, the Foundation partnered with Hamilton Health Center, UPMC Health Plan, and Penn State Health to conduct focus groups with the young at-risk African American women. During Year 2 (2020): Campaign Pilot the Foundation created a Media Campaign Committee, comprised of board members, to guide the design of the campaign. Campaign strategy and data collection to measure impact was guided by Crescent Strategy. In Year 3 (2021): Campaign Expansion, the Foundation will launch an expanded "Are You Doing It?"® Media Campaign that is informed by work and partnerships from the previous years.

PARTNERSHIPS: *We are equally invested in providing this project and success is dependent upon all organizations and shared roles although one entity serves as the applicant for this grant. Our application includes a letter from each partner that states their role in this relationship.*

N/A

COLLABORATIONS: *We are working with other organizations to make this project happen, but we serve as the lead organization for this grant opportunity and our project success is enriched by, but not dependent upon, our collaborators. An additional letter is NOT required but may help the application.*

N/A

SERVICE: *Our project will serve these organizations and cannot take place without their commitment to accept service. Our application includes a letter from each organization (this includes schools) that states their intent to participate.*

N/A

AFFILIATIONS: *Our project may be affiliated with these organizations in some way but is not 100% dependent upon their participation. An additional letter is NOT needed.*

N/A

COMPARABLES

5. Are other organizations in your service area providing services that are similar to your proposed project? If yes, state their names or services and explain how your project differs. If no, state NA.

N/A

ASSESSMENT & IMPACT

6a. What will project success look like? Provide a brief overview of the project's key outcomes, outputs, and/or other results of success.

Of the organizations in south-central Pennsylvania focused on breast cancer, none of them focus on women under 40 with proactive breast health messaging. The Feel Your Boobies® Foundation provides critical outreach and education efforts targeting this population of women. Specifically, the Foundation's media campaign will target young women under 40, including African American women who are a higher risk of being diagnosed with breast cancer at a younger age and once diagnosed have a higher mortality rate than white women. In short, this campaign marked the first effort in south-Central Pennsylvania to reach this population.

The Campaign Pilot focused on creation of the campaign based on data collected in Year 1 and identifying a data gathering strategy to measure impact of the campaign. The goal of the pilot was to test the success of the outreach methods using key data points to measure the effectiveness of each channel in engaging the target population so that the campaign strategy for Year 3, the full campaign expansion, could be adapted as necessary based on the data collected. See answer to Question #2 for specific data points collected and used as Key Performance Indicators.

In Year 3 (2021), the Campaign Expansion will utilize the same Key Performance Indicators used in Year 2 to measure impact in the expanded geography (7 counties) and expanded target audiences (all African American women under 40 and women under 40 of all races and ethnicities.) The geographic and audience expansion, depending upon funding levels, should yield even more impressions and click-throughs with below average CPMs.

- 6b. How will project success be measured and documented (i.e.: how will you know the project is successful? Are you collecting value statements, numbers served, surveys, photos, before and after images, or using other methods)?

Because no other breast cancer organization or program in the region targets women under 40, the "Are You Doing It?" campaign will reach these young women with the critical "feel your boobies" call to action that can save their lives. Nearly 80% of young women (under 40) who are diagnosed with breast cancer find their own lumps and therefore this messaging is a critical reminder about a behavior change that can save their life. The total number of impressions and other data collected by the campaign's digital and traditional media components represents educational messaging that otherwise doesn't exist.

Because of the lack of information and calls to action from other sources, the total number of women reached by the campaign would be considered a 100% improvement from the status quo.

FUNDING & SUPPORT

7. If this proposal is not funded at the level requested, will you be able to implement the project as stated? Explain as needed.

The "Are You Doing It?"® Media Campaign Expansion will be scaled based on funding received. To reach the desired outreach potential of the campaign, full funding would be required.

8. This grant opportunity will not fund 100% of any project. Restate the amount you are seeking and describe other funding sources and amounts.

The following funding requests have been submitted to support the "Are You Doing It?"® Media Campaign Expansion:

- \$10,000: TFEC Greater Harrisburg Foundation (UPstream Grant)
- \$30,000: Richard C. Hoffman Foundation
- \$30,000: The Donald B. & Dorothy L. Stabler Foundation
- \$20,000: TFEC Fund for Women & Girls
- \$20,000: York County Community Foundation (Memorial Health Fund)
- \$20,000: Kline Foundation

9. Did the applicant organization end its most recent fiscal year with a budget surplus or deficit? If so, briefly state the amount of the surplus or deficit and state how the surplus may be used (i.e. is it earmarked for another program) and/or how the deficit may be handled.

In FY2019, the organization concluded its budget year with a surplus of \$32,722.07, which was earmarked to bring on a Director of Development & Operations. (Hire was made in April 2020.)

ACCESS & INCLUSION

10. As a community foundation, TFEC fosters a climate of purposeful inclusion that values diversity of gender, age, race, ethnicity, national origin, range of abilities, sexual orientation, and socio-economic status. Please state how your project will be made accessible to all individuals who qualify for participation in the project and describe any accommodations, modifications, technologies, or

services you will offer to ensure that all eligible participants experience the best possible services or outcomes.

Feel Your Boobies® Foundation and the “Are You Doing It?”® Media Campaign is intended to serve women between the ages of 18 and 44.

- We will serve women
- We will serve all races
- We will serve ages 18 – 44
- We will serve all sexual orientations
- We will serve all National Origins
- We will serve all economic backgrounds and circumstances
- We will serve all female veterans between the ages of 18 – 44
- We will serve all marital status
- We will serve all immigration status

NOTE: FYB's Media Campaign Lifecycle (figure 2) connects to the Health Belief Model below as follows: The Campaign Research phase is informed by both Individual Perceptions and Modifying Factors. The Campaign Pilot and Campaign Expansion phases are guided by both Modifying Factors and Likelihood of Action.

Figure 1: Health Belief Model

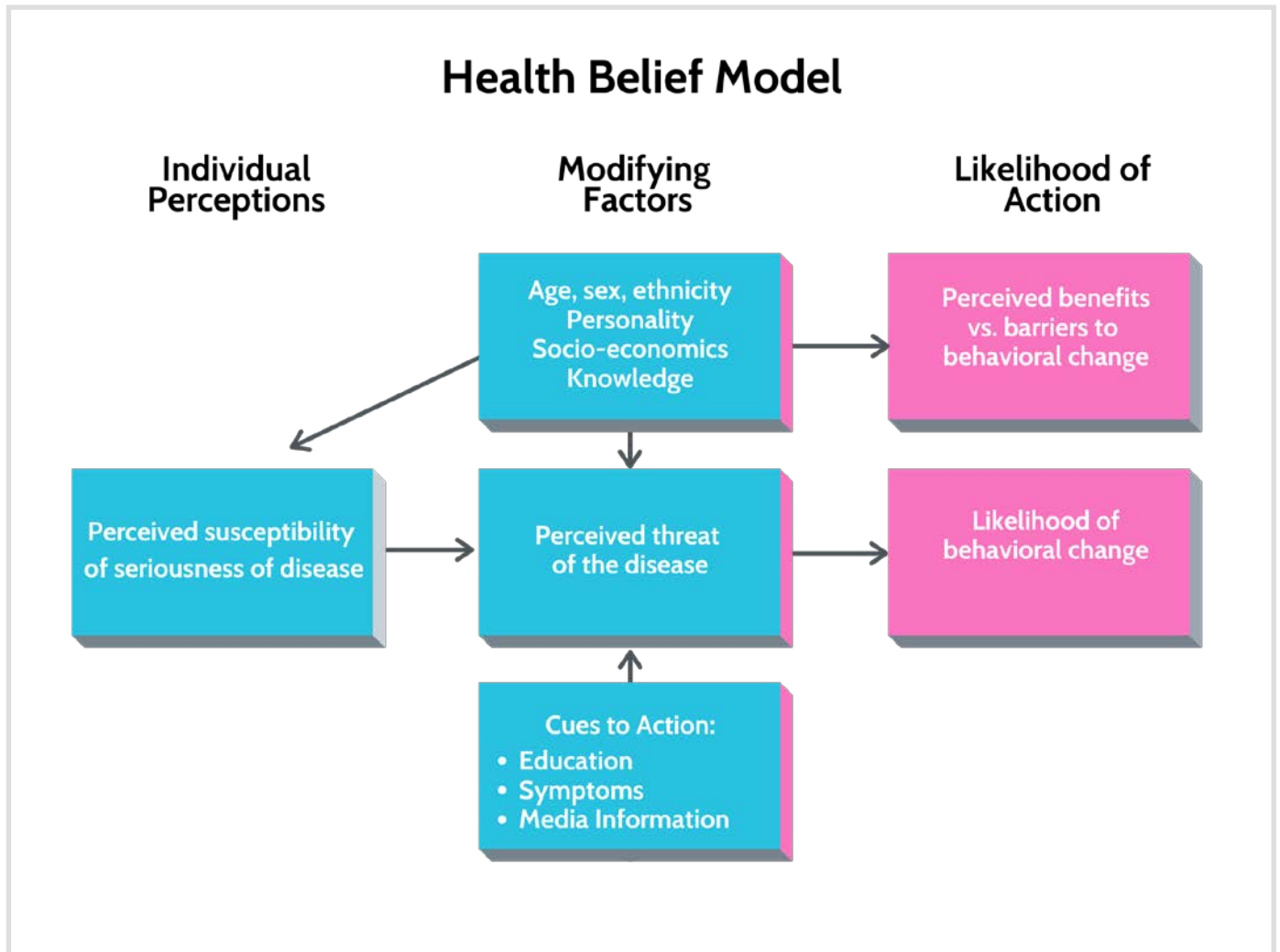


Figure 2: Media Campaign Lifecycle

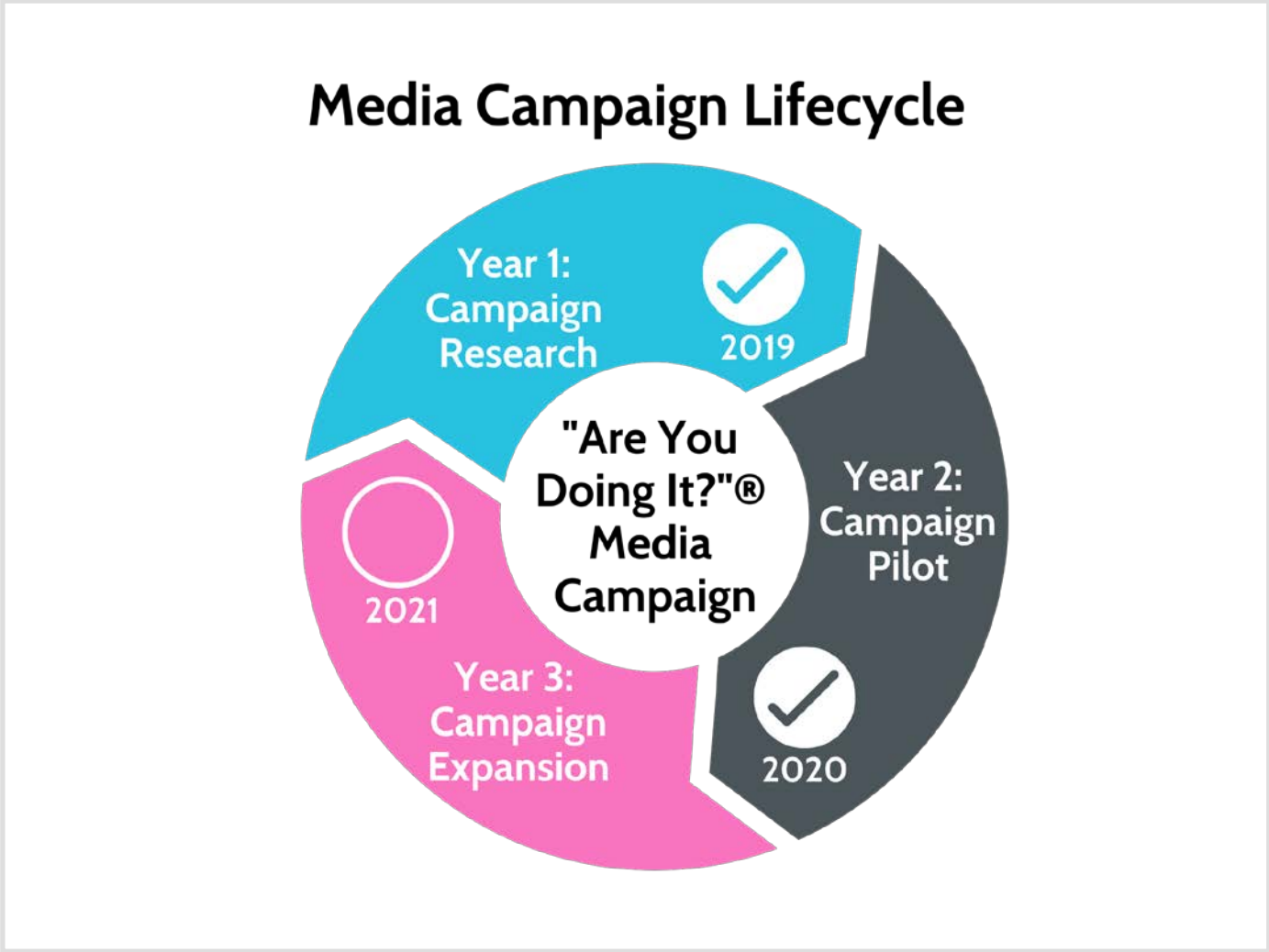


Figure 3: "Are You Doing It?"[®] Media Campaign Creative



Feel Your Boobies Foundation is with Soncharay Benson in Harrisburg, Pennsylvania. June 27 at 5:32 PM

"I am a mother of three and I have no family history of #breastcancer. I was diagnosed when I was 32. I found my own lump." Watch Soncharay tell her story at <http://www.feelyourboobies.com/are-you-doing-it-soncharay/>

#areyoudoingit #blackwomen

I FOUND MY OWN LUMP. I WAS DIAGNOSED WHEN I WAS 32.

SONCHARAY, LOCAL SURVIVOR

FEEL YOUR BOOBIES

AreYouDoingIt.com

@feelyourboobie

People Reached Engagements Boost Again

Feel Your Boobies Foundation is with Yasmin Coleman in Harrisburg, Pennsylvania. June 19 at 8:19 AM

"I have no family history and tested negative for the gene mutations that are known to cause #breastcancer. I was diagnosed when I was 42." Watch Yasmin tell her story at <http://www.feelyourboobies.com/are-you-doing-it-yasmin/>

#areyoudoingit #blackwomen

DIAGNOSED AGE 42. RE-DIAGNOSED AGE 62.

YASMIN, LOCAL SURVIVOR

FEEL YOUR BOOBIES

AreYouDoingIt.com

facebook.com/feelyourboobies

People Reached Boost Again

Feel Your Boobies Foundation is in Harrisburg, Pennsylvania. June 19 at 11:56 AM

"I am a mother of four and I have no family history of #breastcancer. I was diagnosed when I was 37." Watch Monica tell her story at <http://www.feelyourboobies.com/are-you-doing-it-monica/>

#areyoudoingit #blackwomen

I WAS DIAGNOSED WHEN I WAS 37.

MONICA, LOCAL SURVIVOR

FEEL YOUR BOOBIES

AreYouDoingIt.com

@feelyourboobie

8,383 People Reached Boost Again

BUDGET WORKSHEET

Complete the Budget Worksheet below; a Project Total is required.

ITEM OR SERVICE <i>Examples include: Contracted Services, Equipment, Personnel, Supplies; list your own as appropriate.</i>	DESCRIPTION OF ITEM OR SERVICE	REQUESTED GRANT FUNDS <i>Indicate where funds sought through this grant opportunity will be applied.</i>	OTHER FUNDING SOURCES <i>State the names and amounts of all other funding sources.</i>	PENDING, COMMITTED, OR RECEIVED <i>Using a P, C, or R, indicate the status of all funding sources.</i>	\$ TOTALS <i>Add across to provide a total for each row. Total columns as indicated in bottom row.</i>
Program Materials					
Design	Creation of campaign design concept & messaging.	\$400	Stabler: \$1,250 Hoffman: \$1,250 TFEC Women: \$1,000 Memorial: \$1,000 Kline: \$1,000	Hoffman and Memorial submitted; the others will be submitted by August 2020.	\$5,000
Production	Production of video, images, and digital assets related to campaign creative.	\$1,600	Stabler: \$5,060 Hoffman: \$5,060 TFEC Women: \$3,300 Memorial: \$3,300 Kline: \$3,300	Hoffman and Memorial submitted; the others will be submitted by August 2020.	\$22,000
Paid Placement/Media Spend	Spend related to placement traditional and social media assets to reach target audience.	\$4,480	Stabler: \$12,880 Hoffman: \$12,880 TFEC Women: \$8,400 Memorial: \$8,400 Kline: \$8,400	Hoffman and Memorial submitted; the others will be submitted by August 2020.	\$56,000
Program Management					
Campaign Strategy	Management of strategic elements of campaign related to creative elements and messaging.	\$1,200	Stabler: \$3,450 Hoffman: \$3,450 TFEC Women: \$2,500 Memorial: \$2,500 Kline: \$2,500	Hoffman and Memorial submitted; the others will be submitted by August 2020.	\$15,000

Campaign Management	Management of campaign/ media placement and data collection strategy.	\$1,120	Stabler: \$3,910 Hoffman: \$3910 TFEC Women: \$2,550 Memorial: \$2,550 Kline: \$2,550	Hoffman and Memorial submitted; the others will be submitted by August 2020.	\$17,000
Program Management	Management of overall program, including supervision of vendors and grant reporting.	\$1,200	Stabler: \$3,450 Hoffman: \$3,450 TFEC Women: \$2,250 Memorial: \$2,250 Kline: \$2,250	Hoffman and Memorial submitted; the others will be submitted by August 2020.	\$15,000
TOTALS		\$10,000 Total: Requested Grant Funds	\$120,000 Total: Other Funding Sources		\$130,000 PROJECT TOTAL

Feel Your Boobies Foundation Board Members

Name	Email	Affiliation	Role	Status/Term
Basom, Jennifer	basomjj@upmc.edu	Regional Mgr Medicaid, UPMC Health Plan	Board Vice Chair LIVES IN CUMBERLAND COUNTY BUSINESS PRESENCE IN 67 COUNTIES OF pa	12/31/20 term end
Caiazza, Matt	MJC3950@gmail.com	C-Level Turnaround Executive		As of 3-2020 12/31/21 term end
Dibiase, Devon	dibiased@members1st.org	Relationship Manager, Members First	LIVES IN PERRY COUNTY BUSINESS PRESENCE IN ADAMS, YORK, PERRY, DAUPHIN, CUMBERLAND, FRANKLIN, YORK, LANCASTER, BERKS	As of 5-2020
Doyle, Jennifer	jdoyle@tfec.org	VP of Philanthropy, TFEC	LIVES IN DAUPHIN COUNTY BUSINESS PRESENCE IN DAUPHIN, CUMBERLAND, PERRY, FRANKLIN, LEBANON, DILLSBURG	As of 1-2020 12/31/22 term end
Ewing, Susan	susan@crescentstrategy.com	Principal, Crescent Strategies	LIVES IN DAUPHIN COUNTY BUSINESS PRESENCE IN DAUPHIN COUNTY	As of 12-2020 12/31/21 term end
Freeman, Jonathan	jonathan.freeman@stonebridgefg.com	Director, Stonebridge Financial Group	Chair of Development Committee LIVES IN DAUPHIN BUSINESS PRESENCE IN DAUPHIN, LANCASTER, ADAMS, YORK COUNTY	12/31/20 term end

Gebhart, Brad	bradleygebhart@gmail.com	Dir. Of Development, Hamilton Health Center	LIVES IN DAUPHIN COUNTY BUSINESS PRESENCE IN HARRISBURG, MILLERSBURG, NEWPORT, ELIZABETH VILLE AND GRANTVILLE	12/31/22 term end
Heiserman, Janelle	jnheiserman@gmail.com	Coordinator, Student Success, HACC	Secretary LIVES IN DAUPHIN COUNTY BUSINESS PRESENCE IN DAUPHIN, LEBANON, LANCASTER, YORK AND ADAMS	As of 12-2019 12/31/22 term end
Hoffman, Lori McElroy	ljmhoffman@aol.com	Attorney, Barley Snyder	Board Chair Lives in Dauphin County Business Presence in Dauphin. Hanover, Berks, Reading, York, Lancaster, Schuylkill	12/31/20 term end
Hurst, Leigh	Leigh@feelyourboobies.com	Relationship Manager, Training Pros	Founder and Brand Strategist LIVES IN DAUPHIN BUSINESS PRESENCE IN CENTRAL PA	12/31/21 term end

			DAUPHIN, ADAMS, LEBANON, CUMBERLAND, LANCASTER AND YORK	
Lawson, Masai	mlawson@gfnet.com	Manager, Talent Acquisition, Gannett Fleming	LIVES IN DAUPHIN COUNTY BUSINESS PRESENCE IN CUMBERLAND COUNTY	As of 12-2019 12/31/22 term end
MaGilton, Trish	trishamagilton@gmail.com	VP, Union Deposit Corporation	LIVES IN DAUPHIN COUNTY BUSINESS PRESENCE IN DAUPHIN AND CUMBERLAND COUNTIES	12/31/20 term end
Wherley, Maria	Maria0235@gmail.com	Conference Coordinator, PA Downtown Center	Lives in Dauphin County Business Presence throughout all of PA	As of 3-2020 12/31/21 term end

August 1, 2020

Jennifer Strechay, Program Officer for Community Investment
TFEC Upstream Grant
200 N 3rd Street, Suite 8
Harrisburg, PA 17101

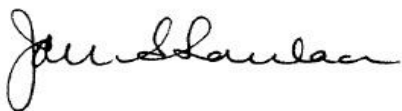
Dear Ms. Strechay,

I'm writing on behalf of UPMC *for You* (UPMC) in support of Feel Your Boobies Foundation (FYB) as we were an early partner connecting FYB to Penn State College of Medicine and providing a research assistant for the development of the survey used to conduct focus groups for Phase 1 of the "Are You Doing It?"[®] Media Campaign. The partnership between FYB, UPMC, Penn State College of Medicine and Hamilton Health Center was critical, as the first year focused on creating a Minority Outreach Educational Program to provide breast health messaging to young African American women in at risk communities. These partnerships allowed FYB to conduct critical research through focus groups to better understand the characteristics of this audience and to deploy proper media outreach methods for reaching young African American women.

FYB is submitting another proposal to The Foundation for Enhancing Communities (TFEC) to continue the funding of the "Are You Doing It?"[®] Media Campaign which was launched in June 2020 and reached over 6.2 million impressions. UPMC strongly supports FYB in this grant application as the results from the campaign demonstrate the importance of understanding the target audience so the message is delivered in a manner to incite action. The grant request for Year 3 (2021) will allow FYB to expand the campaign to target African American young women and other young survivors representing all races and ethnicities in 7 counties in Central PA and within all socioeconomic backgrounds.

In conclusion, I fully support the efforts of FYB as the foundation strives to educate young women to be proactive about their breast health. Results from the inaugural campaign show that taking an innovative approach to breast health awareness through a visually appealing media campaign is an effective means to educating young women. The expanded "Are You Doing It?"[®] Media Campaign will provide messaging in a creative, culturally, and linguistically appropriate way and thus, igniting action among the target audience.

Sincerely,



John Lovelace
President UPMC *for You*, and President of Government Programs and Individual Advantage Products

2020 GREATER HARRISBURG COMMUNITY FOUNDATION UPSTREAM SIGN & SUBMIT FORM

Provide signatures from the applicant organization, below. Both organization representatives must sign.

By providing your original OR digital signature below, you agree that the provided information in this application is true to the best of your knowledge and may be submitted for review. Completion of this form is one component of your Complete Application.

- President/CEO** _____ Leigh A. Hurst
- Board President** _____ Lori McElroy-Hoffman

REQUIRED ATTACHMENTS TO BE UPLOADED & SUBMITTED BY 4PM ON THE DEADLINE DATE

All grant materials must be submitted through the TFEC online application system by 4pm on the deadline date.. This grant opportunity does not utilize delivered or mailed materials.

- Complete Application:** Applicant Profile, Project Profile, Project Snapshot, Project Narrative, Budget Worksheet, and Sign & Submit Form with original or digital signatures.
- Board of Directors List:** Professional affiliations (ie: work positions and/or titles as applicable) must be included.
- ONE, TWO, or THREE** letters of support with original or digital signatures. Applicants may submit the number of letters that will best support their application. Letters of support from the applicant organization's Board of Directors will not be accepted. Identical form letters are discouraged. A minimum of ONE letter of support is **REQUIRED** for this grant opportunity regardless of response to Question 4.
- If you have indicated PARTNERSHIP with or SERVICE to other Agencies as stated in Question 4, you must upload letters with original or digital signatures documenting the relationship.** A letter of partnership or service may also serve as a letter of support if support is expressly stated.
- Applicants who utilize a FISCAL SPONSOR** must include a letter signed by the Executive Leader of the Fiscal Sponsor organization indicating agreement to serve as the Fiscal Sponsor. An original or digital signature is required.
- IRS 501(c)(3) determination letter.**
- 1st Page of Applicant Organization's Most Recent 990.** If 990 is not available, upload applicant organization's most recent audit or financial statement to meet this requirement.

QUESTIONS

If you should have any questions regarding this form or TFEC grant opportunities, contact Jennifer Strechay, Program Officer for Community Investment, at jstrechay@tfec.org or 717-236-5040.