



ViiV Healthcare  
*Positive Action for Youth*  
2019 Amp Grant Program Lead  
Request for Proposals

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## About ViiV Healthcare

ViiV Healthcare was established to take an innovative approach to the challenge of HIV – and we do. It's who we are. An innovative approach means we go beyond developing new medicines – we know it takes more to end the epidemic.

- It takes people – addressing stigma, tackling discrimination, breaking down barriers and taking charge of their care.
- It takes community – working together to drive solutions that bring the standard of care to all people living with HIV.
- It takes innovation – advancing research, improving access and driving community programs – that puts people most affected by HIV at the center of design.

Community Giving activities are at the core of our innovative approach, fueled by three key strategies:

- Listen: We seek insights and understanding to foster collaboration and action.
- Activate: We connect individuals and organizations through grants and resources to strengthen networks and services.
- Amplify: We share insights and lessons learned to drive community solutions.
- Sustain: We sustain and share learnings that can be adapted and applied to other communities to advance change across the nation.

We are proud to think differently, act differently and connect differently with the HIV community. As the only company solely focused on HIV, ViiV Healthcare remains steadfast in our commitment to closing the gaps in HIV care by reaching people and communities where the need is the greatest – among youth, women of color, gay and bisexual men of color and people living in the South – to help realize the standard of care for all.

## The Youth Epidemic

In 2016, an estimated 1 in five (21%) of all new HIV infections occurred in young people age 13 to 24<sup>1</sup>, with youth aged 18 to 24 years representing the highest percentage (51%)<sup>2</sup> of undiagnosed individuals of any age group. What's more is that only ½ young people living with HIV are aware of their status.<sup>1</sup> Eighty percent of those new diagnoses occurred in people aged 20 to 24<sup>3</sup>; 81% of those diagnoses were among young African American and Hispanic/Latino gay and bisexual men. Due to structural and social inequalities, young people living with HIV are more likely to reside in low-income

<sup>1</sup> Centers for Disease Control and Prevention. HIV Among Youth. <https://www.cdc.gov/hiv/group/age/youth/index.html>  
Updated April 20, 2018. Accessed Dec 12, 2018

<sup>2</sup> Centers for Disease Control and Prevention. HIV Among Youth. <https://www.cdc.gov/hiv/group/age/youth/index.html>  
Updated April 20, 2018. Accessed Dec 12, 2018

<sup>3</sup> Centers for Disease Control and Prevention. HIV Among Youth. <https://www.cdc.gov/hiv/group/age/youth/index.html>  
Updated April 20, 2018. Accessed Dec 12, 2018

households, experience homelessness, be uninsured, or get tested<sup>4</sup>. As a result, only 31% of youth living with HIV that are diagnosed are retained in care, and 27% are virally suppressed – the lowest percentage of viral suppression for any age group<sup>5</sup>. Despite these disproportionate rates of new HIV infection, poor viral suppression and overall lack of services, youth are often left out of discussions about how to best engage them in education about sexual health, and HIV prevention and treatment. Youth are not at the table as frequently as adults when it comes to strategizing new solutions to broaden education about sexual health, HIV prevention and care, and even less frequently do youth have the opportunity and supports necessary to assume leadership roles in the HIV epidemic and issues related to their health and wellbeing. Taken together, these data and this general lack of inclusion do not bode well for the health outcomes of youth living with HIV and those at substantial risk.<sup>6,7</sup>

## Our Response

*Positive Action for Youth* aims to empower youth living with HIV with the tools, networks, choices and resources they need to seek and stay engaged in care.

In the US, ViiV Healthcare has a longstanding commitment to listen to the voices of youth by supporting mentorship and leadership development initiatives to improve health outcomes for youth (aged 13 to 24) living with and impacted by HIV, and their communities. Through learning communities, conferences, communications, our Youth Summit and with this new grant, ViiV Healthcare works to break down barriers for marginalized youth and nurture the next generation of leaders in the HIV community.

In order to change the trajectory of the HIV epidemic in the US, we know we must engage young people living with and affected by HIV and elevate their voices in all community conversations. After gleaning insights from youth through interviews, listening sessions and research, ViiV Healthcare identified a critical gap in support of emerging youth leaders with funding resources and technical assistance. To address this gap, ViiV Healthcare's *Positive Action for Youth* will deepen its commitment to support and strengthen young leaders in their work to advocate, engage and activate youth-led and centered programs focused on bringing a holistic approach to the work of addressing the crisis of HIV among youth. To demonstrate this extended commitment, ViiV Healthcare is launching the Amp Grant.

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<sup>4</sup> Centers for Disease Control and Prevention. HIV Among Youth. <https://www.cdc.gov/hiv/group/age/youth/index.html> Updated April 20, 2018. Accessed Dec 12, 2018

<sup>5</sup> Centers for Disease Control and Prevention. HIV Among Youth. <https://www.cdc.gov/hiv/group/age/youth/index.html> Updated April 20, 2018. Accessed Dec 12, 2018

<sup>6</sup> Committee on Pediatric AIDS. Transitioning HIV-infected youth into adult health care. *Pediatrics*. 2013;132(1):192-197.

<sup>7</sup> Centers for Disease Control and Prevention. HIV Surveillance Report, 2015; vol. 27. <http://www.cdc.gov/hiv/library/reports/hiv-surveillance.html>. Published November 2016. Accessed February 2, 2017.

## The Amp Grant

### Funding Opportunity

*We are currently requesting proposals for one **Program Lead for facilitation and management of the Amp Grant** that will identify and support a diverse group of Youth Leaders as they co-create<sup>8</sup> and implement scalable projects intended to reach youth living with or at risk of HIV.<sup>9</sup>*

In 2019, the Amp Grant will spotlight and support the efforts of Youth Leaders who have demonstrated innovation and act as catalysts to bring together resources to address HIV among youth in their communities. To do so, the Amp Grant will make an eighteen-month commitment up to \$125,000 to support one Program Lead in the United States or Puerto Rico to launch a grantmaking and technical assistance initiative for several Youth Leaders working on projects that employ innovative strategies and co-created elements to reduce stigma, create safe spaces, share stories and nurture efforts that break down the barriers deterring young people from engaging in HIV prevention, care and treatment. Funding will support a six-month application and selection process followed by a twelve-month technical assistance and capacity building initiative to support funded Youth Leaders. The Amp Grant will fund the management of the program and the grants to be provided to Youth Leader recipients.

*Eligible organizations, and organizations with fiscal sponsors, can apply to be the Program Lead of the Amp Grant.*

**Grantmaking:** The Amp Grant will be managed by one Program Lead identified through this Request for Proposal (RFP) process. The Program Lead will select, distribute funds and support a diverse group of Youth Leaders working to co-create and implement projects and innovative strategies to educate more young people about HIV and sexual health, and/or promote engagement in safe sexual behaviors. Through program activities and technical assistance—in addition to the awarded small grants—the Program Lead will provide safe, culturally competent spaces and a creative incubator for youth to nurture, co-create and implement their chosen projects. By activating young innovators, the Program Lead will strengthen and provide specific support for a pipeline of emerging youth leaders to increase the reach of projects that demonstrate impact in breaking down barriers and supporting what works to reduce

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<sup>8</sup> Co-creation: Co-creation involves active participation of stakeholders every step of the process, including concept generation. Trust and transparency, open-dialogue and active engagement among all stakeholders is key to co-creation.

<sup>9</sup> Roles:

- Program Lead: Organization charged with dispersing small grants and providing ongoing technical assistance and capacity building.
- Youth Leaders: Small grant recipients of the Amp Grant as determined by the Program Lead

stigma, create safe spaces, share stories and nurture efforts that break down the barriers deterring young people from engaging in HIV prevention, care and treatment.

**Technical Assistance and Capacity Building:** Through capacity building and technical assistance, the Program Lead will directly support leadership and skills development among young people. The network of Youth Leaders, as facilitated by the Program Lead, will serve as an idea incubator for collective brainstorming, co-creation and the sharing of best practices and key learnings. The selected Program Lead will ultimately increase the scale and sustainability of innovative and creative youth-led HIV work across the country.

ViiV Healthcare expects the Program Lead to offer network-wide technical assistance and capacity-building activities quarterly. For example, Program Lead might create and offer:

- Webinars
- Phone Calls
- Video Conferences

In addition, the Program Lead will create a forum for grantees to connect and share throughout the year. Examples might include:

- Creating an online message board and social community
- Circulating bulletins
- Creating a directory
- Creating a ListServ

Finally, ViiV Healthcare expects the Program Lead to stay connected, offer creative guidance and offer ongoing technical assistance to each youth grantee on a consistent basis to provide individualized counsel and support (i.e.: quarterly, tri-annually).

## Objectives and Intended Outcomes

Objectives	<ul style="list-style-type: none"> <li>• Identify and develop a <b>pipeline of emerging Youth Leaders</b></li> <li>• Increase the <b>scale and sustainability</b> of innovative and co-created <b>youth-led HIV work</b> across the country</li> <li>• <b>Reach more youth</b> living in underserved communities or that are disengaged from systems</li> <li>• Decrease HIV <b>stigma</b> in young people's communities including in families, schools, media and beyond</li> </ul>
Intended Outcomes	<ul style="list-style-type: none"> <li>• <b>Established youth-developed and -led initiatives to educate youth about HIV and prevent HIV among youth populations</b></li> <li>• <b>Increased community-driven solutions</b> informed by youth living with and affected by HIV</li> <li>• <b>Decreased HIV stigma in young people's communities</b></li> </ul>

## Budget

The **Program Lead** will receive up to **\$125,000** for the management of the program and distribution of the remaining Amp Grant to appropriate Youth Leaders. Eligible organizations may apply for **eighteen months of funding**—pending review and approval by ViiV Healthcare—to be distributed to a diverse group of Youth Leaders in early to mid-2019 for work during 2019 and 2020. The Program Lead will develop program criteria and a small grants process to identify and support the Youth Leaders.

## Organizational Criteria

### Knowledge of the Youth HIV Space & Youth-Friendly Services<sup>10</sup>

- Knowledge of and best practices for:
  - Health literacy training and education
  - Healthy behavior education
  - Stigma reduction
  - Safe spaces
  - Disclosure modeling
  - Referral to other support services
  - Academic and school support (e.g., counseling or tutoring support)
  - Places where youth exchange information (i.e.: social media, drop in centers)
- Demonstrated cultural competency, including sensitivity to youth culture, racial/ethnic cultures, gender, sexual orientation, and HIV status
- Organization maintains an organizational culture that is youthful and welcoming
- Organization has produced informational materials that are appropriate to literacy level(s) and language(s) of youth served
- Organization has a national network of young people and youth-serving organizations that connect in traditional and nontraditional spaces

Grantmaking Capacity	Technical Assistance & Capacity Building Expertise
<ul style="list-style-type: none"> <li>• Ability to identify innovative solutions to engaging youth - including track record of successful identification</li> <li>• Experience in establishing a learning and evaluation plan to measure impact of grantee efforts, successes and challenges of grantee programming</li> <li>• Experience in administering an open grant program</li> </ul>	<ul style="list-style-type: none"> <li>• Experience in conducting youth-tailored technical assistance and capacity building, including trainings</li> <li>• Demonstrated experience with varied technical assistance and capacity-building approaches – i.e.: virtual and in person</li> <li>• Ability to provide customized programming to cohorts and individuals</li> <li>• Demonstrated experience in network building (to encourage ideation and incubation of ideas)</li> <li>• Demonstrated experience in creating technical assistance curriculum</li> </ul>

<sup>10</sup> *Transitions: Working with GLBTQ Youth*, Volume 14, No. 4, June 2002.

<http://www.advocatesforyouth.org/publications/693-serving-hiv-positive-youth>. Published June 2002. Accessed February 2, 2017.



## Project Selection Criteria

Categories	Amp Grantee Criteria
Core Concept	<ul style="list-style-type: none"> <li>• <b>The proposed project is designed specifically to reach Youth Leaders working in communities across the United States and/or Puerto Rico<sup>11</sup></b>, with the priority of supporting youth to create and lead their own projects. Each project will focus on using grantmaking and technical assistance as a strategy for educating more young people about HIV and sexual health, and/or promoting engagement in safe sexual behaviors and/or care by young people.</li> <li>• <b>Stigma reduction and culturally competent practices are considered</b> in development and implementation of programming – for individual youth, internal staff, and young people’s communities.</li> <li>• <b>The proposed project should be dual focused</b> – with a clear plan for funding and technical assistance, particularly as needed for co-creation, facilitation of co-creation amongst Youth Leaders and development of Youth Leaders’ projects.</li> <li>• <b>The proposed project is scalable:</b> project prioritizes elements with the potential for replication and scale locally and/or in other communities.</li> </ul>
Impact Potential and Results	<ul style="list-style-type: none"> <li>• The proposed project concept has <b>the potential to further the community’s/region’s HIV/AIDS youth efforts</b> within eighteen months. <ul style="list-style-type: none"> <li>◦ The <b>objectives are clear</b> and seem <b>feasible</b> to achieve within eighteen months.</li> </ul> </li> <li>• The Program Lead will learn from its <b>learning and evaluation</b> of the project.</li> <li>• The Program Lead dedicates at least 5% of their budget to learning and evaluation of Youth Leaders’ projects.</li> <li>• The Program Lead supports Youth Leaders to evaluate and measure their own project.</li> </ul>
Organizational Capacity	<ul style="list-style-type: none"> <li>• The potential Program Lead demonstrates <b>experience in collaborating with youth leaders</b> in the HIV space.</li> <li>• The potential Program Lead demonstrates <b>experience</b> in administering grantmaking programs.</li> <li>• The potential Program Lead demonstrates <b>experience</b> in developing impactful capacity building experiences for grantees.</li> <li>• The Program Lead is knowledgeable of <b>youth-friendly services and</b></li> </ul>



	<p><b>networks.</b></p> <ul style="list-style-type: none"><li>• The Program Lead has strong relationships with youth and youth-friendly organizations working with and providing support to young adults living with HIV.</li><li>• Dedicated staff for managing project and engagement.</li></ul>
Budget	<ul style="list-style-type: none"><li>• The <b>proposed budget is adequate/realistic</b> to meet objectives.</li><li>• The requested grant represents <b>less than 25%</b> of the organization's previous year's <b>operating budget</b>.</li></ul>

## Grant Requirements

### Eligibility

At minimum, all eligible non-profit organizations must:

- Be a 501 (c)(3) Internal Revenue Service (IRS)-designated nonprofit organization
- Be located in the U.S. or Puerto Rico;
- Provide programs and support primarily to those persons or communities impacted by or affected by HIV in the U.S.;
- Received no more than 25 percent of your total operating budget (total annual revenue) in 2018 from ViiV Healthcare and anticipate the same for 2019;
- Organizations applying for the grant must be the same organization receiving the funds and must be responsible for the implementation and management of the project.

### Funding Restrictions

ViiV Healthcare funding cannot support:

- Organizations owned, in whole or in part, by a Healthcare Professional or Customer of ViiV Healthcare. Examples of Healthcare Professionals or Customers include, but are not necessarily limited to, physicians, physicians' assistants, nurses, pharmacists, residents and medical students, phlebotomists, medical case managers, adherence counselors, pharmacy and medical directors within managed care organizations, other personnel within managed care organizations, and policy advocates.
- Direct building expenses, endowments, or other capital expenditures;
- Support for advertising for local athletics and/or other extracurricular activities (including trips, tours, etc.);
- Support for brand advertising;
- Religious groups or other societies that do not serve the general public on a non-denominational basis;
- Patient education materials for a program/activity that will include ViiV Healthcare staff input on the content (if for a publication, no more than 5 percent of ViiV Healthcare funds to be used to support the publication costs);
- Product donations;
- Matching gifts;
- Patient assistance programs;
- Certified medical education;
- Purchasing of any medications;

In addition, as a charitable contribution, ViiV Healthcare cannot support projects that will provide a benefit to ViiV Healthcare. Specifically, the ViiV Healthcare *Positive Action for Youth* program cannot consider requests that:

- Promote a specific ViiV Healthcare product or line of business
- Provide more than an “incidental or tenuous” benefit to ViiV Healthcare (generally defined as goodwill and publicity)
- Involve lobbying or political activity
- Create an appearance of impropriety

### Reporting Requirements

ViiV Healthcare is committed to ongoing learning and evaluation, and to sharing insights about what works. Organizations who receive funding will be asked to participate in a grantee learning community and overall evaluation conducted by an external evaluator. This includes an annual in-person meeting, as well as quarterly grantee calls, possible site visits and/or interviews with the external evaluator, and supplemental evaluation data collection training and support. Program Lead will be expected to participate in the co-creation of innovative learning and evaluation based on the impact of the Amp Grant.

In addition, grantees will submit an interim report and one final report as a requirement of the grant.

## Proposal Process and Timeline

Organizations interested in applying as the Program Lead should register in our [Online Grantee Portal](#) (Fluxx) and **submit a proposal by February 28.**

Proposals will be reviewed by the *Positive Action for Youth* Grant Review Committee based on the selection criteria above.

Applicants will be contacted by the beginning of April with decisions. The selected Program Lead will then be expected to launch an application process for Youth Leaders in spring 2019. Selected Youth Leaders will be announced, with ViiV Healthcare support as requested, in the early summer.

### Timeline

Request for Proposals	January 22
Info Session	January 31
Full Proposals Due	February 28
Grant Decisions Announced to Grantees	Beginning of April
Public Announcement and Project Start	April 10
Youth Leaders Selected and Announced	Summer 2019
Youth Leader Project Start	Late Summer 2019
Project Completion	Late Summer 2020

### Questions

All questions and inquiries about *Positive Action for Youth's* Amp Grant should be directed to Caitlin Caspersen at [ccaspersen@tccgrp.com](mailto:ccaspersen@tccgrp.com).

**We thank you for your interest, and for all you do on behalf of people living with HIV/AIDS.**