

VIIV HEALTHCARE 2020 *POSITIVE ACTION SOUTHERN INITIATIVE* REQUEST FOR PROPOSALS

Grants for Direct Linkage & Adherence Services in:
Alabama, Arkansas, Georgia, Kentucky, Louisiana, Mississippi, West Virginia
Round 12: 2020 -2022

Table of Contents

| | |
|--|----------|
| About ViiV Healthcare | 2 |
| About Positive Action Southern Initiative | 2 |
| Background | 3 |
| Funding Overview | 3 |
| Budget..... | 3 |
| Project Criteria..... | 3 |
| Intended Project Outcomes | 4 |
| Selection Criteria..... | 5 |
| Grant Requirements | 6 |
| Eligibility..... | 6 |
| Funding Restrictions..... | 6 |
| Reporting Requirements..... | 6 |
| Proposal Process and Timeline | 7 |
| Questions | 7 |

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 four 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 support work that helps strengthen leaders, organizations and communities to build on the momentum of effective projects and expand to additional funding streams.

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.

About Positive Action Southern Initiative

Since our beginning, ViiV Healthcare's *Positive Action* programs have worked to reduce stigma and improve access to care for communities disproportionately impacted by HIV around the world.¹

Launched in 2010 as one of ViiV Healthcare's inaugural programs, the *Positive Action Southern Initiative* responded to the HIV epidemic shifting from the coasts to the Southern United States. Today, in our 11th year, the *Positive Action Southern Initiative* stands strong in our commitment to close gaps in care for people disproportionately affected by HIV across the South. We support organizations to expand and enhance linkage to care and adherence to treatment projects that serve those most impacted by HIV in 13 states across the South - Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Texas, West Virginia and Virginia.

ViiV Healthcare's *Positive Action Southern Initiative* currently supports 29 organizations across the South, providing community-based solutions and a platform to share best practices for linking and retaining people living with HIV in care. Grants and resources help organizations expand and enhance case management and navigation services, collaborations, behavioral support services and patient empowerment projects – efforts that link and support ongoing adherence to care for those individuals and communities that are often left behind. To date, *Positive Action Southern Initiative* has provided \$6.5 million in grants, reaching nearly 19,000 people living with HIV to connect to – and stay engaged in – care.

¹ To learn more about ViiV Healthcare's Positive Action programs, visit: <https://viiVhealthcare.com/en-us/community-giving/>

Background

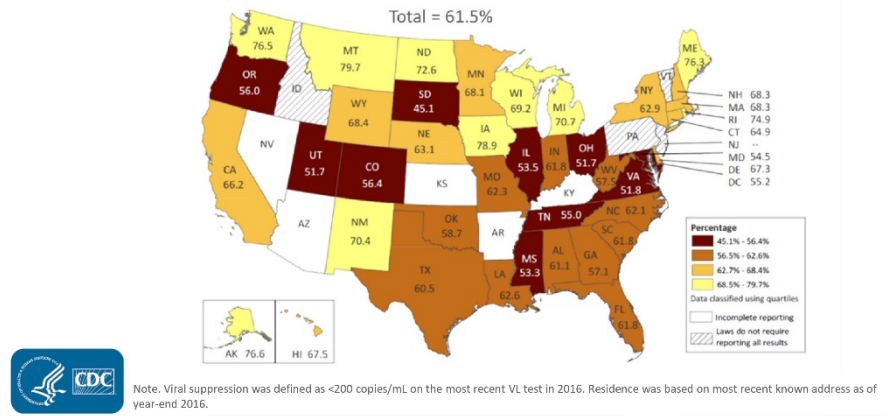
Geographically, the South carries the greatest burden of the HIV epidemic in the United States. In 2018, there were more HIV diagnoses in the South than all other regions combined, with 19,466 people diagnosed in the South that year.² Fewer people in the South are aware of their HIV status, severely impacting the timely receipt of life-saving medical care.³ Rates of linkage to care and viral suppression among those who are diagnosed lag behind other regions.³

Within the South, some communities are more impacted by HIV including rural communities, youth, women of color, gay and bisexual men of color, transgender people, people currently or formerly incarcerated, sex workers and people who use drugs.

The lack of public health funding, transportation, support services and medical infrastructure all set the stage for, and present serious obstacles to, addressing the epidemic across the South.³ High rates of stigma, poverty and uninsurance reduce access to the standard of care.³ Despite national and local efforts, disparities in the South remain.⁴

In combination, these factors go up against people's ability to fully engage in prevention, and ultimately contribute to lower retention in HIV care and treatment, less viral suppression, more HIV-related illness and higher HIV-related mortality for people living in the South.⁵ For all of these reasons, ViiV Healthcare recognizes the urgency to support communities in their response to close gaps in care for people disproportionately affected by HIV across the South.

Viral Suppression among Persons Aged ≥13 Years Living with Diagnosed HIV Infection, 2016—41 States and the District of Columbia



Centers for Disease Control and Prevention. [Monitoring Selected National HIV Prevention and Care Objectives by Using HIV Surveillance Data – United States and 6 Dependent Areas](#), 2016. Accessed April 12, 2020.

Funding Overview

The *Positive Action Southern Initiative* is currently requesting proposals to expand and enhance linkage to care and adherence to treatment services for the most vulnerable communities in the South.

Budget

In 2020, the *Positive Action Southern Initiative* will fund non-profit organizations in Alabama, Arkansas, Georgia, Kentucky, Louisiana, Mississippi and West Virginia.

Eligible organizations may apply for a 2-year project grant, up to \$50,000 per year, pending annual review and approval. Funding will be awarded to up to 15 organizations.

Project Criteria

We understand people move in and out of care over time. That means that in order to close gaps in care, we must support people living with HIV along their individual paths– from a new diagnosis and first connection to care, to helping people re-engage in care and other support services that meet their needs. The *Positive Action Southern Initiative* supports organizations to expand and enhance linkage, re-linkage and adherence to care projects.

Projects should focus on one or more of the following:

- Navigation and Case Management: Expand/enhance efforts to link and re-link people to high quality services, navigate systems of care, and improve engagement.

² Centers for Disease Control and Prevention. [HIV Surveillance Report](#), 2018 (updated); vol 31. Published May 2020. Accessed May 12, 2020.
³ Centers for Disease Control and Prevention. [HIV in the Southern United States](#). (Issue Brief). Published September 2019. Accessed April 12, 2020.
⁴ Centers for Disease Control and Prevention. [HIV Prevention Progress Report 2019](#). Centers for Disease Control and Prevention. Published March 2019. Accessed April 9, 2019.
⁵ For more information on HIV in the Deep South, please see: Reif, S., et al. [State of HIV in the Deep South](#). Center for Health Policy and Inequalities Research at Duke University. Published February 28, 2017. Accessed April 15, 2019.

- / **Expanding Networks and Collaboration:** Build or enhance collaborations with the larger social service and medical systems that impact linkages, availability and usage of high-quality services available to people living with HIV and AIDS.
- / **Mental Health and Substance Use Services:** Expand/enhance mental health, behavioral health and/or substance use and harm reduction services that support ongoing adherence and wellness.
- / **Empowerment:** Expand/enhance services and safe spaces that empower individuals', healthy behaviors, self-advocacy and adherence skills.

Intended Project Outcomes

PASI projects should:

- / Increase access and engagement in care
- / Catalyze trust in care
- / Reduce stigma
- / Elevate voices of PLWHA

Projects should expand to address critical gaps in services in order to reach more people or enhance the project's impact. New projects will not be funded; projects must be in place for at least a year prior to the submission of the proposal.

Expanding or enhancing promising linkage and adherence services might include:

- / Adapting or expanding linkage or adherence programs to respond to the impacts of the COVID-19 pandemic.
- / Expanding or enhancing peer-led interventions that help link, re-link and navigate people through care. This might look like outreach, case management or peer navigation
- / Building connections and collaborations with different organizations in your community that are critical to successful linkage and adherence (e.g. housing organizations, mental healthcare, churches, healthcare providers, social service organizations, workforce development agencies, transportation services, etc.).
- / Collaborating to build affirming spaces in healthcare provider settings, such as developing cultural competency, breaking down medical mistrust and addressing stigma among healthcare providers.
- / Incorporating harm reduction strategies in your organization's substance use work.
- / Improving project and staff capacity to provide culturally appropriate resources for vulnerable people in your community while linking and navigating individuals into care. This may include hiring bilingual staff.
- / Enhancing stigma reduction strategies, including the development of safe spaces, in your project, including efforts to foster leadership and self-advocacy among people living with HIV.
- / Collaborating and building programming to boost participation of people living with HIV and AIDS in local End the Epidemic planning efforts.
- / Developing initiatives that elevate people living with HIV and AIDS into roles of visibility and leadership in communities and organizations.

Selection Criteria

Proposals will be assessed against the following criteria:

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| <p>Core Concept (50%)</p> | <p>The proposed project:</p> <ul style="list-style-type: none"> / Demonstrates how it will address critical linkage and adherence needs for a community disproportionately impacted by HIV and AIDS and engage more people in care / Is based on a successful, existing project, and there is a clear need for the expansion/enhancement / Uses culturally competent approaches within one of the funding areas to increase linkage and/or adherence to care: <ul style="list-style-type: none"> o Navigation and Case Management o Expanding Networks and Collaboration o Mental Health and Substance Use Services o Empowerment / Considers stigma reduction in developing and implementing the project. |
| <p>Impact Potential & Results (30%)</p> | <ul style="list-style-type: none"> / The proposed project seems feasible and has the potential to further the community's/region's HIV and AIDS efforts within two years. / The program objectives are aligned with <i>Positive Action Southern Initiative</i> objectives and measurement, and evaluation aligns with the intended outcomes. / The proposed monitoring and/or evaluation approach clearly connects measurement with intended activities and impact. |
| <p>Organizational Capacity (10%)</p> | <ul style="list-style-type: none"> / The organization demonstrates cultural competence and capacity to engage target communities. / The organization demonstrates holding meaningful partnerships with other culturally competent, high-impact organizations. / The organization demonstrates <u>experience</u> in delivering linkage and/or adherence services for HIV care and support services. / The organization demonstrates the <u>capacity</u> to deliver the proposed linkage and/or adherence services for HIV care and support services. |
| <p>Budget (10%)</p> | <ul style="list-style-type: none"> / The proposed budget is realistic to meet objectives. |

Grant Requirements

Eligibility

At minimum, eligible nonprofit organizations must meet all of the following criteria, and/or engage a fiscal sponsor that meets all of the following criteria:

- / 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 2020;
- / 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, fully 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;
- / Program expenses allocated to support the salary of a licensed medical professional;
- / Indirect costs that amount to more than 15% of the proposed program's budgets;
 - o University-based indirect costs are capped at 10%
- / 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 Southern Initiative* 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, evaluation, sharing insights about what works. Organizations who receive funding will be expected to participate in *Positive Action Southern Initiative* evaluation activities. This may include site visits and/or interviews, and supplemental evaluation data collection training and support. In addition, grantees will submit two project reports over the course of the two-year grant period as a requirement of the grant.

Organizations are also encouraged to participate in grantee Learning Community activities, such as virtual convenings, webinars, or in-person meetings, as well as grantee calls.

Finally, grantees will be required to participate in two connection calls. These 30-minute phone calls (2 calls throughout the year) are meant to provide an opportunity to check in, answer questions, and identify opportunities to make connections, share resources, and leverage networks to support your work.

Proposal Process and Timeline

Organizations interested in applying for funding should register the applicant organization in our [Online Grantee Portal](#) (Fluxx) and submit a proposal by **June 24, 2020**.

ViiV Healthcare will also offer informational sessions about the funding opportunity for interested applicants. To register, please [click here](#).

Proposals will be reviewed by the *Positive Action Southern Initiative* Review Committee to confirm eligibility, ensure that the proposed project has the potential to address the *Positive Action Southern Initiative* program objectives, and select the strongest proposed projects.

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| Requests for Proposals | May 20 |
| Info Session | May 28 12:00-1:00pm ET June 2 3:00-4:00pm ET |
| Full Proposals Due | June 24 |
| Grant Awards | August |
| Project Start | October 1 |

Questions

All questions and inquiries about *Positive Action Southern Initiative* should be directed to Erica Weinberg at eweinberg@tccgrp.com.

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