

REQUEST FOR PROPOSALS

accelerate Initiative

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. 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, people of trans experience and people living in the South—to help realize the standard of care for all.

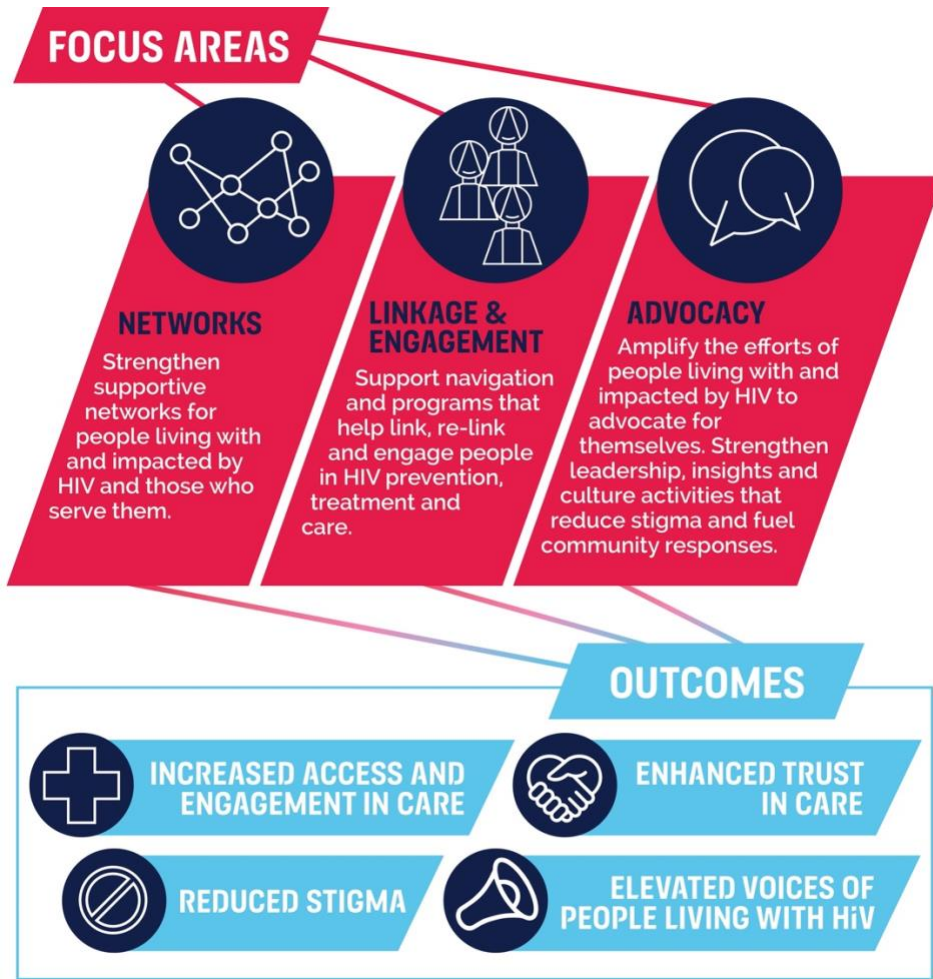
Our Approach and Priorities

As we've turned the page on 2020, with its unprecedented challenges that continue to undermine progress and add layers of complexities in our fight against HIV, ViiV Healthcare is scaling up our response with more resources to disrupt persistent disparities for communities most impacted by HIV.

We are **meeting this moment** by:

- / **Substantially increasing the resources** available to activate community work to disrupt disparities. Our 2021 giving will more than double that of previous years, and organizations can access more of what we know is needed: multi-year grants, flexible funding and opportunities to expand programs and do things differently.
- / **Building on lessons learned from our pilot and place-based work to extend these strategies** to several places hardest hit by HIV across the country—focusing on innovation, working at intersections and fueling the work of community disruptors. Our groundbreaking **accelerate** initiative will expand to engage Black gay, bisexual, same gender loving and other men who have sex with men throughout the country through increased grantmaking and programming, and we will activate more opportunities to connect organizations and efforts working across key populations.
- / **Leaning into the unique role we play in amplifying, supporting and sustaining** what shows promise and demonstrates impact by providing opportunities for leaders and organizations to get stronger and make bold moves for those they serve.

Our approach to giving has always been about more than money. We Listen. Seeking insights and understanding to foster collaboration and action. **We Activate** new initiatives and fund community projects where there are the greatest disparities, while connecting individuals and organizations to strengthen networks and services. **We Amplify.** Sharing insights to illuminate bright spots and drive community solutions. **We Sustain.** Strengthening leaders, organizations and communities to build and expand on the momentum of effective work. Through this approach we focus our funding and collaborations on community organizations that are prioritizing work in three key focus areas:



Our Response: Resourcing Community Solutions

ViiV Healthcare’s **accelerate** Initiative is currently requesting proposals that support the health and well-being of Black gay, bisexual, queer, trans and other men who have sex with men¹ through innovative, community-led solutions.

Funding Overview and Criteria

We are offering two grant opportunities (1) Grants to sustain ViiV Healthcare’s commitment in Jackson, MS and Baltimore, MD and (2) Grants to expand ViiV’s commitment to Black gay, bisexual, queer, trans and other men who have sex with men nationally.

All **accelerate** projects should focus on one or more of the following areas:

Networks with a focus on innovative safer space models

- / Support the development, implementation and/or evaluation of innovative safer space models and supportive networks for Black men specifically that are developed to engage more men and expand in new ways.
- / Support training opportunities for safer space facilitators in trauma-informed care and other restorative justice and healing-based work.

Linkage and Engagement with a focus on navigation

¹ This document uses a mix of language to describe sexual orientation that reflects a diversity in how Black men identify and relate to sexuality, including gay, bisexual, same-gender-loving, queer, men who have sex with men, heterosexual-identifying men who have sex with men and simply, men.

- / Support for the development and/or implementation of holistic professional/workforce development opportunities for peer navigators and community health workers.
- / Support for programs that provide resources for the day-to-day needs of peer navigators and community health workers.
- / Support for peer navigators and community health workers to implement a variety of innovative efforts, inclusive of the social determinants of health, to reach and engage men more broadly and holistically.

Advocacy with a focus on leadership opportunities connected to pathways to employment

- / Support for holistic leadership development and fellowship programs that provide direct pathways to employment and are tailored to the needs of Black men.
- / Support for programs that offer tangible and focused skills development and career mentoring and networking opportunities

Arts and culture-related projects are highly encouraged across all focus areas of work and can be infused in proposed programming.

We encourage applicants to consider leveraging the approach and content from previous **accelerate** Sex Ed work* in proposed projects where relevant.

** The **SWAG Toolkit** is a series of holistic sexual education content, developed by, with, and responsive to the needs of Black gay men. The curriculum is designed to address the web of systemic and relational issues, such as stigma, discrimination, social inequities, interpersonal violence and trauma, that underlie sexual health behavior. The Toolkit was led by the Center for Sexuality Studies at Widener University and created by centering the needs of community members with the aim of enhancing their sexual well-being and overall quality of life.*

Intended Project Outcomes

accelerate projects should focus on several of the following areas:

- / Reduce isolation through stronger networks of Black gay, bisexual, queer, trans and other men who have sex with men living with and affected by HIV and those who serve/support them
- / Enhance community commitment to supporting Black men living with and affected by HIV and reduce stigmatizing behavior
- / Strengthen system of referrals and connections that help close service/care gaps
- / Reduce challenges to access affirming-quality medical and supportive services for Black gay, bisexual, queer, trans and other men who have sex with men
- / Increase number of Black gay, bisexual, queer, trans and other men who have sex with men linked, re-linked and engaged/adhering care in hardest to reach areas
- / Strengthen the representation of Black gay, bisexual, queer, trans and other men who have sex with men within the movement’s leadership
- / Advance awareness of HIV/AIDS care among consumers, communities, caregivers and providers.
- / Increase understanding of Black gay, bisexual, queer, trans and other men who have sex with men living with/affected by HIV.
- / Advance feelings of empathy on how the epidemic affects Black gay, bisexual, queer, trans and other men who have sex with men living with and affected by HIV as well as their communities
- / Boosted Black men’s confidence in sharing their stories

Projects supporting Black gay, bisexual, queer, trans and other men who have sex with men to get what they need from their healthcare in a way that reflects the diversity of men’s identities, desires, families, health settings and environments might include:

- / Healing collectives to hold space to address cross cutting issues affecting men’s’ lives
- / Virtual/hybrid events that combine critical conversations with arts and culture experiences
- / Training safer space facilitators to create and implement spaces that are trauma-informed and rooted in healing justice principles
- / Arts and culture experiences for Black gay, bisexual, queer, trans and other men who have sex with men and their families
- / Workforce development program that provides tools and trainings and work experience necessary to transition into careers, including self and community transformation
- / Integrated and holistic training experiences for peer navigators and community health workers to address the physical, emotional and spiritual needs of Black gay, bisexual, queer, trans and other men who have sex with men.
- / Outreach activities to organizations outside of HIV to educate (or inform) and share the sexual health and wellbeing experiences of Black gay, bisexual, queer, trans and other men who have sex with men

- / Implementation of a “train the trainer” model to introduce, preview and explore the sexual education content of the SWAG Toolkit with LGBTQ organizations, peer navigators and community health workers as well as other non-traditional partners, including other community organizations, school districts and local government agencies for example.

Budget and Timeline

In 2021, the **accelerate** Initiative will fund nonprofit organizations across the U.S. including Puerto Rico.

accelerate in Jackson and Baltimore Grant

Eligible organizations in Jackson, MS and Baltimore, MD (previous or new grantees) may apply for a 3-year project grant, up to \$100,000 per year, pending annual review and approval. Funding will be awarded to 5-10 organizations in each city.

accelerate Across the US Grant

Eligible organizations across the US may apply for a 3-year project grant, up to \$100,000 per year, pending annual review and approval. Funding will be awarded to 15 - 20 organizations.

The deadline to submit proposals is **April 8, 2021**.

Structure of Proposal and Criteria

Only complete applications submitted via the Online Grantee Portal (<https://viiVhealthcare.fluxx.io>) will be reviewed by the Grants and Donations Committee. All applicants will be expected to provide the following information.

- / **Core Concept (40%)**
 - o Narrative and Strategy, which will ask for project goals, core activities and reach.
 - o Project Approach, which will ask organizations to select which of ViiV Healthcare’s priority focus areas your proposal aligns with.
- / **Organizational Capacity (25%)**
 - o Organizational Experience, which will ask organizations to explain why your organization is best suited to reach your project’s main audience.
 - o Staffing, which will ask organizations to explain how the project will be staffed.
 - o Collaborations, which will ask organizations to identify project collaborators as well as roles and responsibilities.
- / **Impact Potential (25%)**
 - o Evaluation, which will ask organizations to explain how the project will be evaluated.
 - o Sustainability and Growth, which will ask how the project will be sustained beyond ViiV Healthcare funding.
 - o Client Information and Reach, which will ask organizations to indicate your *primary* target demographic population for this project.
- / **Project Budget (10%)**
 - o Project Support applicants must provide an overview of projected and existed revenue and expenses for their proposed project. The proposed budget should be realistic and adequately support project objectives.

A more detailed overview of the online proposal form is available to [download on our website](#).

ALL PROPOSALS MUST BE SUBMITTED ONLINE AT: <https://viiVhealthcare.fluxx.io>

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 2020 from ViiV Healthcare and anticipate the same for 2021; and
- / 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% of ViiV Healthcare funds to be used to support the publication costs);
- / Product donations;
- / Matching gifts;
- / Patient assistance programs;
- / Certified medical education; or
- / Purchasing of any medications;

In addition, as a charitable contribution, ViiV Healthcare cannot support projects that will provide a benefit to ViiV Healthcare. Specifically, ViiV Healthcare’s *Positive Action* programs cannot consider requests that:

- / Promote a specific ViiV Healthcare product or line of business—there should be no inclusion of ViiV products or pipeline in projects;
- / Provide more than an “incidental or tenuous” benefit to ViiV Healthcare (generally defined as goodwill and publicity);
- / Involve lobbying or political activity; or
- / Create an appearance of impropriety.

Questions and Submissions

Organizations interested in applying for funding through the **accelerate** Initiative need to register to access our [Online Grantee Portal](#) (Fluxx) and submit a proposal.

All questions and inquiries should be directed to the ViiV Healthcare Help Desk at viiiv@tccgrp.com.

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