

POSITIVE ACTION REQUEST FOR PROPOSALS

Positive Action Community Grants and the Amp Grant

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

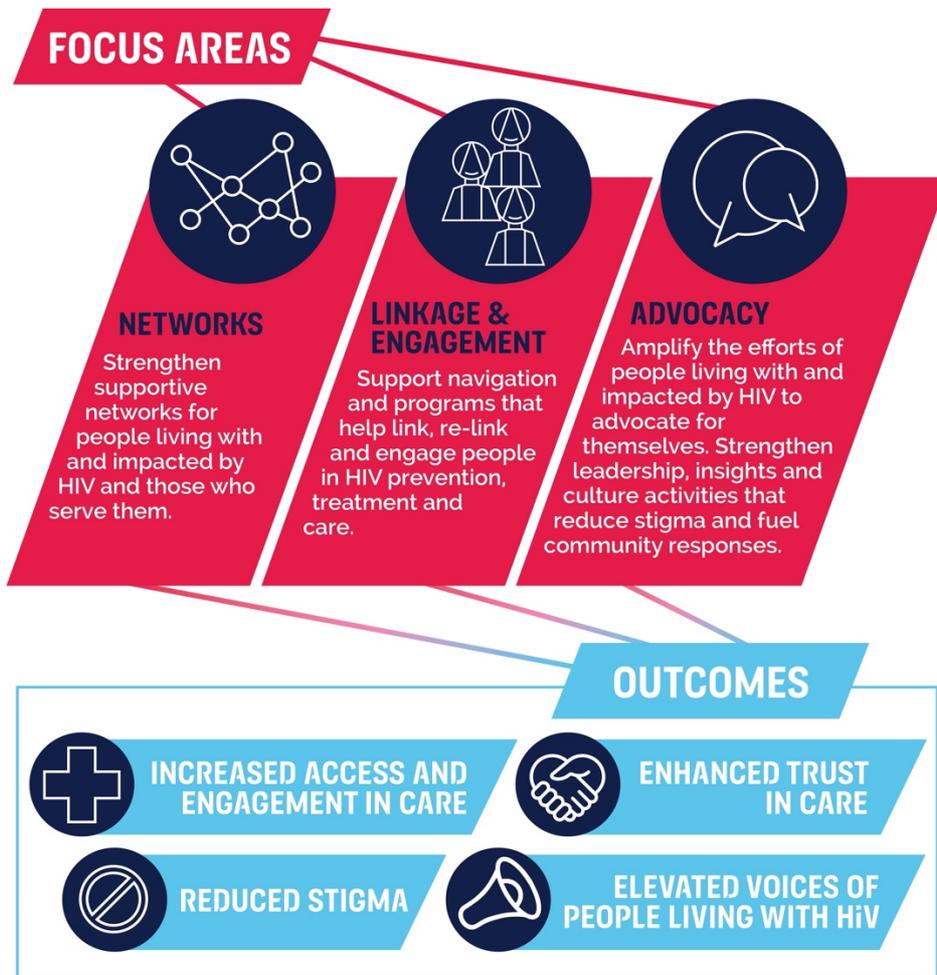
Our Approach and Priorities

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 **Positive Action Community Grants** initiative (PACG) and **Amp Grant** are currently requesting proposals to support the health and well-being of people living with HIV through innovative, community-led solutions that address disparities in the epidemic.

Funding Overview and Criteria

Positive Action Community Grants

Through *Positive Action Community Grants (PACG)*, ViiV Healthcare supports community-led efforts to increase engagement in prevention and care, address stigma and build trust in HIV care among communities most disproportionately impacted by HIV and AIDS. Organizations applying to *Positive Action Community Grants* may request funding for General Operating Support, Special Events Sponsorships, or Project Support.

General Operating Support

- / Support for organizations leading work within ViiV Healthcare's focus areas: linkage to care, networks of support and advocacy.
- / Support for organizations addressing racial inequities and other disparities that impact access to quality HIV prevention and care.

Special Events Sponsorships

- / Support for conferences and events that share **insights** or use **arts and culture** to:

- Increase understanding of people living with HIV (PLWH) most disproportionately impacted by HIV;
- Enhance community commitment to supporting PLWH and reducing stigmatizing behavior.
- / Support for events that create and/or nurture **networks of support** for individuals and organizations in the HIV movement.
- / Support for community events that **link** or connect more people living with HIV to care.

Project Support

- / Support for **expanding projects** for those disproportionately impacted by HIV through linkage to care and support services, expanding networks of support, and community advocacy efforts by and for people living with HIV.
- / Projects that combat HIV stigma through efforts that:
 - Focus on expanding **harm reduction** services and advocacy to successfully engage people who use drugs in care, and support their families and communities;
 - Focus on the **decriminalization** of HIV at the local and national level;
 - Focus on increasing access to quality and culturally responsive **sexual health education**;
 - Focus on activating **arts and culture** as a tool for community engagement, connection and building empathy;
 - Focus on increasing access to and awareness of the **mental health** needs of people living with or vulnerable to HIV.

In light of the impact COVID-19 has had on organizations and those they serve, *Positive Action Community Grants* funding may be requested support efforts to respond and adapt to the pandemic. Funding may be requested as part of general operating or program requests to fund program adjustments, personal protective equipment (PPE), technology, emergency supplies, and other specific projects/efforts that ensure people living with HIV or AIDS have access to the care and resources they need.

Amp Grant

Launched in 2019, ViiV Healthcare's *Amp Grant* funds organizations to operate micro-granting and capacity building programs to activate individuals and organizations leading grassroots HIV outreach. Knowing small or local projects often can't access traditional funding sources, and that innovation is often found at the grassroots level, Amp Grant Leads act as an incubator to cohorts of innovative individuals, projects or small organizations leading outreach and engagement efforts that reach people living with or vulnerable to HIV. As part of an expanded effort to place resources directly in the hands of community, Amp Grant Leads provide funds, capacity building, technical assistance, mentorship and more.

Amp Grants will be awarded to up to 10 organizations who will serve as Program Leads, responsible for designing, implementing and evaluating an Amp Grant cohort.

Focus Areas

All *Amp Grant* requests should focus on the following areas.

- / Enhance **advocacy**, by providing capacity building and leadership development tools for people living with or vulnerable to HIV.
- / Develop **networks** with and for micro-grantees to reduce isolation, foster shared learning and enhance cooperative efforts to combat HIV.
- / Activate **linkage and engagement** projects that break down barriers and help more people connect to care.
- / Use **arts and culture** to engage communities, raise awareness, reduce stigma and build or deepen empathy around PLWH.

Intended Outcomes

Applicants should be prepared to propose metrics for the outcomes they plan to focus on in their proposed project, including targets around the following:

- / Boosted PLWH's confidence in sharing their stories.
- / Increased PLWH self-advocacy efforts for care and engagement in HIV activities.

- / Strengthened the representation of PLWH within the movement's leadership.
- / Enhanced community commitment to supporting PLWH and reducing stigmatizing behavior.
- / Reduced isolation through stronger community and peer-led networks.
- / Reduced challenges to access affirming-quality medical and supportive services for underserved communities.
- / Advanced feelings of empathy on how the epidemic affects PLWH and their communities.

Budget and Timeline

In 2021, *Positive Action Community Grants* and the *Amp Grant* will fund nonprofit organizations across the U.S., including Puerto Rico.

- / Eligible organizations applying for *Positive Action Community Grants* may apply for a 1-year grant. Applications are accepted on a rolling basis. **Applicants are encouraged to submit applications by July 1, 2021.**
 - o For those requesting support for Special Events, applications must be received at least six weeks prior to the scheduled event.
- / Eligible organizations applying for the *Amp Grant* may apply for a 3-year grant, up to \$250,000 per year.
 - o The deadline to submit a proposal for the *Amp Grant* is **April 9, 2021**.

Most applicants will be notified of a decision within six months of proposal submission.

Structure of Proposal and Criteria

Only complete applications submitted via the Online Grantee Portal (<https://viihealthcare.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://viihealthcare.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;
- / 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, 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;
- / Create an appearance of impropriety.

Questions and Submissions

Organizations interested in applying for funding through *Positive Action Community Grants* or the *Amp Grant* 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 viiv@tccgrp.com.

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