



THE ViiV HEALTHCARE POSITIVE ACTION FUND

Call for Proposals, Flexible Fund - 2021

Flexible Fund - Digital HIV Prevention Campaigns in Eastern Europe and Central Asia (EE/CA) for Priority Populations.

Guidance Notes

Please read this document carefully: it explains the ViiV Healthcare's Positive Action Fund application criteria and what you should include in your application. Please check that your application clearly reflects this guidance.

Flexible Fund Call for Proposals

The 2021 Flexible Fund call for Proposals is focused on **supporting existing or new digital HIV prevention campaigns for priority populations**. Grants of up to £75,000 will be awarded (for a 12-month period).

This call for proposals is for non-governmental organisations (NGOs) and/or community-based organisations (CBOs) based in Belarus, Kazakhstan, Kyrgyzstan, Russia, Tajikistan, Ukraine and Uzbekistan.

Positive Action invites applications from 3rd September (**00:01 BST**) to **22nd September (23:59 BST)** and will host two Webinars for applicants during this application window. Applications will be reviewed by the Technical Review Committee at their meeting in October 2021.

Positive Action online grant management system.

Please do not email applications to ViiV Healthcare or Positive Action staff members or Positive Action mailboxes. We will only accept applications via the online application system. If you have any problems accessing the online system please review the Positive Action [FAQs](#) or contact the Positive Action mailbox.

WW.PositiveAction@viivhealthcare.com

Completing Your Application

The application form requires you to outline the digital campaign or intervention that your organisation is trying to implement and/or scale up, how it forms part of an existing HIV prevention approach, what it is that you are trying to achieve and your capabilities to respond to the issues in your

context impacting the affected community of focus. It will also require completion of a detailed budget, a data collection and/or evaluation template if you will be collecting any human subject data or undertaking any data collection or evaluation. Please ensure you complete the application form and/or other templates in full and ensure that it meets our application criteria.

Deadline: All applications must be received by **23:59 BST 22nd September 2021** to be considered by the Technical Review Committee in October 2021.

Should your application be successful, the content will be shared with our partner the Charities Aid Foundation (CAF), who will carry out the due diligence and eventual payment. As part of their due diligence, they may require additional information. You will be contacted if this is required. As part of this you will be asked to sign up to CAF's terms and conditions.

CAF undertakes due diligence on all the grants made through the ViiV Healthcare Positive Action Fund and will need to contact you regarding your application. The data collected in the Application Form will be provided to them.

Context for the Flexible Fund Call for Proposals

At the end of 2019, an estimated 1.7 million people were living with HIV in Eastern Europe and Central Asia. It is one of two regions in the world where the HIV epidemic continues to grow rapidly, with a 27% increase in annual HIV infections between 2010 and 2018. The region's epidemic is concentrated predominantly among key populations – in particular, people who inject drugs – yet there is low coverage of harm reduction and other HIV prevention programmes in key countries within the region. The sexual partners of key affected populations, in particular sex workers and people who inject drugs, are at elevated risk of HIV infection and accounted for 33% of new infections across the region in 2014.

HIV prevalence among people who inject drugs is also high in other countries, estimated at 30.8% in Belarus and 22.6% in Ukraine. HIV prevalence among women who inject drugs is higher than their male counterparts in Kazakhstan, Uzbekistan, Kyrgyzstan, Belarus, and Ukraine. Sex work is closely associated with injecting drug use in the region. For example, in Central Asia, HIV prevalence is estimated to be 20 times higher among female sex workers who inject drugs than those who do not. Between 2001 and 2011, HIV prevalence doubled among young people (aged 15–24) in Eastern Europe and Central Asia. In 2017, it was estimated that 0.2% of 15–24-year olds in the region were living with HIV, with an equal prevalence level between young men and women.¹

¹ [HIV and AIDS in Eastern Europe & Central Asia | Avert](#)

How the Flexible Fund Proposals Should Be Targeted

Focus of Call: Positive Action welcomes proposals **supporting innovation in digital HIV prevention campaigns for priority populations**

Positive Action is interested in supporting community-led interventions that demonstrate effectiveness in improving access to quality HIV prevention education and information for priority populations and linking them to relevant prevention services:

- Creating and implementing a new digital HIV prevention campaign that is user friendly, accessible and confidential OR
- Scaling up existing digital HIV prevention campaigns that have demonstrated impact of approaches

Key considerations for this Flexible Fund call for proposals

Your application should be specific in describing how the digital campaign forms part of your overall organisational HIV prevention approach.

Funding criteria:

1. Who can apply?

Community-based organisations and non-governmental organisations based in the countries listed above

2. Project Focus

Your project must focus on HIV prevention and must be a digital campaign. It can either focus on scaling up existing HIV prevention campaigns or implementing a new campaign which is aimed at support and benefiting priority populations. Key questions to consider in the development of your application are the following²;

- Is the innovation needed now?
- Is it acceptable, equitable and feasible?
- Can it be implemented within existing structures and/or settings or with only slight modifications to existing systems?
- Is there evidence for the effectiveness of the digital intervention, and is it cost effective and a good use of funds?
- Does it respond to national and community leadership's expressed needs?

Innovations are most likely to support the health and well-being of end-users if they are designed and implemented in a way that considers and

² Advances from COVID-19: Innovative digital technologies to deliver HIV prevention and treatment Policy brief: June 2021

mitigates potential harms, such as stigma, gender-based violence, legal barriers, discrimination and adverse mental health implications.

3. Community Focus

Positive Action believes that engaging affected and local communities is critical to addressing the drivers of health and life inequalities, it therefore seeks to promote community responses that work at the level of changing beliefs, attitudes and behaviours to improve health and rights at the community level.

Community engagement, participation and/or leadership are mandatory requirements for all Positive Action grants: your proposal must demonstrate how your work will engage, involve and empower and benefit affected communities.

Timelines

The Positive Action application, review and grant process can take up to three months to complete. The following table outlines the review process for this invitation.

Positive Action Flexible Fund opens	3rd September 2021
Positive Action Flexible Fund closes	22 nd September 2021
Webinar 1	8 th and 9 th July
Webinar 2	22 nd and 23 rd July
Technical Review Committee meets	Week commencing 4 th October 2021
Recommended applications pass through validation	Week commencing 18 th October 2021
Additional information and documentation may be requested	Week commencing 25 th October 2021
Final decision and contracting	November 2021 onwards

Please note that these dates are a guide.

General Guidance

Your Organisation

Positive Action is targeted at helping communities affected by HIV and AIDS. Any registered/not-for-profit national or community-based organisation that represents, or is working with or for, affected communities is eligible to submit a proposal.

The Size and Period of the Award

The funding available is up to £75,000 over a 12-month period.

AMPLIFY IMPACT

Positive Action's strategy will be achieved through grant making augmented by the AMPLIFY IMPACT approach which is a series of support measures designed to facilitate joined up impact, ongoing learning and improvement in the achievement of our new strategy. There is only one element of Amplify Impact available for this call as outlined below:

- a) **Skills Connector:** GSK/ViiV employees provide advice and provide **short-term**, long-distance, specialised support to grantees. Support will range from 3 hours – 10 days (per year) and will focus on the following broad areas:
- Business Development & Change Management
 - Communications (media, messaging and publicity)
 - Data Management and Knowledge Transfer (enhancing data value and distribution)
 - Information Technology (IT) (networking and infrastructure)
 - Representation and Influence (public speaking, effective representation)
 - Sales and/or Marketing (promoting services, securing clients, raising money)

You must clearly stipulate on the application form whether you will require Amplify Impact,

Outline Budget

The budget template embedded in the online application form will require you to enter a detailed budget. This should show spending for each year of the project against lines including any capital costs, staffing, travel, training, monitoring and evaluation, and communications.

Please ensure that your budget has appropriate resources allocated to ensure meaningful data protection and data security measures are in place to protect the identity of priority populations.

Please follow the instructions provided in the budget template, noting the following:

- The total award amount requested for the 12-month period cannot account for more than **50%** of an organisation's overall income, in the last 12 months, for countries in LICs/MICS. The organisation's overall income includes any previous ViiV Healthcare Positive Action grant/s.
- **85%** of project budgets must be spent in country;
- Overheads over **15%** of the total project budget will not be accepted; and

- **Budget limits will be strictly adhered to** – do not request more than the allowable amount for the Flexible Fund as you will not be able to submit your application.

We request that all budgets are submitted in Pound Sterling (at the prevailing rate of exchange). **You must include an annual and total budget for your project in Pound Sterling to be considered for funding.**

Monitoring and Evaluation

Program monitoring and evaluation is highly recommended. Please review the Positive Action [results framework](#). Please note that relevant indicators are pre-selected for this thematic area and will be agreed prior to contracting. Please complete the relevant template included in the application portal if you are planning to conduct data collection or evaluation.

References and Validation

Two references are required. References should have knowledge of your organisation's work and should include a named contact with phone number and email. References must use the template embedded on the application portal and tick the box in the template confirming that you have their permission to share their personal details with ViiV Healthcare Positive Action.

Please do not upload any additional documents to support your reference, we will only accept and review your completed "reference template".

If your funding is approved by the Board, validation of your organisation's charitable status is required before funding is made available. Validation will be undertaken by the Charities Aid Foundation (CAF). Please see the FAQs for more details on Validation.

Designating a Primary Contact

We require that all international organisations with a country office where the project will be located provide a contact in-country. A secondary contact out of country may also be included.