



THE ViiV HEALTHCARE POSITIVE ACTION (GLOBAL) FUND

Open Call for Proposals - Momentum Stigma & Discrimination – 2026

Scaling up evidence-based interventions focusing on addressing multiple layers of stigma and discrimination faced by people living with, vulnerable to and impacted by HIV.

Eligible countries: Bangladesh, Ghana, Senegal, Somalia, South Sudan, Pakistan, Philippines and Uganda.

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.

2026 Open Call for Proposals

The Open Momentum Call for Proposals is focused on scaling up evidence-based interventions that address multiple layers of stigma and discrimination faced by people living with, vulnerable to and impacted by HIV. This initiative will partner with community-based organisations to implement locally driven programmes to reduce stigma and discrimination in Bangladesh, Ghana, Senegal, Somalia, South Sudan, Pakistan, Philippines and Uganda.

The primary populations for this call for proposals are the most disproportionately impacted populations, including LGBTQI+ people, transgender people, men who have sex with men, sex workers, people who use drugs, people with disabilities, women and girls, and displaced or migrant populations. These populations often bear the highest burden of HIV and compounded stigma and discrimination. The funding round aims to recognise the intersections where identities and vulnerabilities overlap.

Positive Action invites applications from the **12th of June 2026** (00:01 (GMT)) to the **5th of July 2026** (23:59 (GMT)) and will host webinars to provide more information for applications during the application window. Join the webinar on the **19th of June** (09:00hrs (GMT)) using this [link](#) and/or on the **25th of June** (13:00hrs (GMT)) 2026 using this [link](#).

Funding Round Information

Funding available and funding duration

Grants of up to £100,000 per year over three years, i.e., up to £300,000 over a three-year period will be awarded. Positive Action will also consider applications that request less than £100,000 per year over three years. Applicants are encouraged to propose a budget that is appropriate to the scope and scale of their work.

You can apply for less than £300,000 if your annual income does not enable you to apply for the full amount available (although no less than £150,000 over three years to ensure meaningful change).

Positive Action Online Grant Management System

Please submit your application via CyberGrants, ViiV Healthcare Positive Action's online application 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, or have any questions please review the FAQs on the Positive Action website and/or contact the Positive Action mailbox:

PA.GeneralEnquiries@viivhealthcare.com

Completing Your Application

The application form requires you to outline the **existing, evidence-based projects that demonstrate effective interventions focused on addressing multiple layers of stigma and discrimination faced by people living with, vulnerable to and impacted by HIV. This funding is intended to enable sustainable scale-up of evidence-based intervention(s)** your organisation proposes to implement.

The application should outline previous work and experience related to how you will address the issues facing disproportionately impacted populations, particularly those experiencing compounded stigma and discrimination in accessing HIV-related and broader support services. It should specify what you are trying to achieve and your capabilities to respond to the barriers affecting these populations in your context. Pay particular attention to outlining, where relevant, the specific needs intersections of identity and vulnerability.

You will be required to complete a detailed budget and workplan. Please ensure you complete the application form, budget and workplan template in full to ensure your submission meets the application criteria.

Deadline: All applications must be received by **23:59 GMT 5th of July 2026** to be considered by the ViiV Healthcare Positive Action Strategic Advisory and Technical Review Committee (SA & TRC).

The SA & TRC will be assessing the following areas of application:

- **Context:** Clear overview of the context regarding the thematic area of focus: the SA & TRC looks for explicit evidence and data in relation to the local context and HIV response as it pertains to the relevant thematic area.
- **Addressing gaps:** the SA & TRC looks for focused interventions that will address the stated gaps in the thematic area of focus that will contribute to the HIV response.
- **Community engagement:** Positive Action believes that engaging affected and local communities is critical to addressing the drivers of health and life

inequalities. The SA & TRC places higher weighting on how the application has engaged and/ or will engage the communities of focus in the design, implementation and monitoring of the project, including remuneration of peer educators/supporters.

- **Realistic goals, objectives and activities:** the SA & TRC looks for details of the activities to ensure that they will respond to the stated objectives and subsequently meet the goal of the proposed project.
- The SA & TRC aims to identify **evidence-based strategies** that are being expanded, emphasizing both sustainability and concrete transition plans. **Demonstrating partnership** with the Ministry of Health or the relevant authority is vital, including clear alignment with national HIV policies, strategies, guidelines, and priorities. Additionally, it is important to explain how services will be maintained after external support ends and after the project concludes.
- **Sustainability and health systems integration:** The SA & TRC seeks evidence-based approaches that are being scaled up, with a clear focus on how these interventions will be sustained as well as have measurable transition plans. It is essential to demonstrate how services will be sustained after external support concludes including how project participants will continue to access services from local health facilities.
- **Cost effectiveness and value for money:** the SA & TRC places a significant emphasis on the budget, looking at feasibility of implementation and cost-effectiveness.

Should your application be successful, the content will be shared with our partner, the Charities Aid Foundation (CAF), who will carry out 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 for CAF's terms and conditions. The data collected in the Application Form will be provided to them.

Context for the Momentum Call for Proposals

Global context

2025 estimates by UNAIDS and WHO indicate that approximately 40.8 million people were living with HIV globally in 2024 and around 1.3 million people newly acquired HIV, highlighting that HIV remains a major ongoing public health challenge despite decades of progress¹. While there has been significant progress towards the 95-95-95 targets, progress has been uneven. In 2024, an estimated 87% of people living with HIV knew their status, 77% were accessing antiretroviral therapy, and 73% had achieved viral suppression, falling short of the 95s and leaving millions behind.

Stigma and discrimination directly undermine global HIV goals by creating fear of judgement, social exclusion, or legal repercussions, which discourages individuals, particularly those from disproportionately impacted populations, from accessing services or remaining engaged in care, ultimately weakening the effectiveness and reach of HIV responses. Stigma and discrimination hinder every step of HIV programming from limiting prevention (e.g. PrEP uptake) to testing, linkage to care, treatment adherence and viral suppression².

Set out as part of the UNAIDS Global AIDS Strategy, the 2021 Declaration on HIV and AIDS: Ending Inequalities and Getting on Track to End AIDS by 2030 (the 2021 Declaration) reflects the evidence that more protective and enabling legal and policy environments in a country directly correlates with lower HIV prevalence in disproportionately impacted populations. The 2021 Declaration targets comprise of three top-line targets: "less than 10% of countries have punitive legal and policy environments that deny or limit access to services"; "less than 10% of People Living with HIV (PLHIV) and Key populations experience stigma and discrimination"; "less than 10% of women, girls, PLHIV, and key populations experience gender inequality and violence". However, progress towards these targets is far behind. ³

Many governments do not provide sufficient HIV-related services or protections for people living with, vulnerable to and impacted by HIV or HIV-related stigma, discrimination and violence⁴

The Stigma index 2.0⁵ highlights the persistent prevalence of stigma and discrimination among PLHIV including that 84.8% of respondents agreed with one or more statements indicating internalised stigma and 23.6% reported that one or more experiences of stigma and discrimination due to their HIV status.

Stigma and discrimination are complex and can take many forms. Beyond structural discrimination and discrimination in healthcare settings, internalised (self) or enacted (interpersonal) stigma can also act as barriers to the HIV response as people can disengage from care due to low feelings of self-worth or fear of community rejection. This complexity highlights the significant need to address stigma and discrimination to further the HIV response.

Regional context

Sub-Saharan Africa (SSA) continues to carry the greatest global HIV burden with more generalised epidemic however Adolescent Girls and Young Women (AGYW) account for 63% of new infections⁶. AGYW are often discouraged from seeking support due to multiple societal and social factors including gender inequalities of gender-based violence, this can be further compounded for AGYW who are at the intersection of other identities, such as sex workers or those who are displaced / migrants. Enforcement of punitive laws also prevent people from other disproportionately impacted groups from seeking care due to fear of criminalisation.

In Asia and the Pacific, the HIV epidemic tends to be more concentrated to certain populations. Stigma-related barriers most acutely affect already disproportionately impacted populations, including sex workers, young Men who have Sex with Men (MSM), transgender, and people who inject drugs. Fear of discrimination by healthcare workers, family, or authorities leads many to delay testing or treatment.

The impact of compounded stigma and discrimination

Stigmatised and discriminated against groups are disproportionately impacted by HIV and the FCAA estimates that these populations represent more than half of new infections globally and 80% of those outside sub-Saharan Africa⁷. This can largely be attributed to multiple layers of stigma and discrimination faced at the intersection of marginalised identities. For example, HIV-related stigma can be exacerbated when it intersects with stigma or discrimination experienced by

people in relation to other aspects of identity such as race or ethnicity, gender identity or expression, sexual orientation, drug use, disability, and other aspects of identity etc.

Sex workers, people who use drugs, MSM and transgender people often report higher levels of internal and external stigma than other PLHIV⁵. However, women and girls, children, young people, displaced people, and people with disabilities also face compounded stigma and discrimination which acts as a barrier to HIV care.

A worsening global funding crisis and growing global anti-rights movement is institutionalising stigma and discrimination further and thus hindering the global HIV response. Enforcement of punitive laws and policies are responsible for further institutionalising stigma and discrimination. >67 countries globally continue to criminalise aspects of same-sex relations⁸ with >9 countries criminalise forms of gender expression⁹, 68% of countries criminalise sex work⁹, 156 countries criminalise HIV nondisclosure, exposure or transmission¹⁰.

How the Momentum Proposal Should be Targeted

Focus of Call: Positive Action invites proposals targeted at scaling up community-based, evidence-based interventions focusing on addressing multiple layers of stigma and discrimination faced by people living with, vulnerable to and impacted by HIV. This initiative will partner with community-based organisations to implement locally driven programs to reduce stigma and discrimination through locally driven approaches in the Philippines, Bangladesh, Pakistan, South Sudan, Uganda, Somalia, Senegal, and Ghana.

Your project must focus on scaling up or replicating evidence-based interventions focusing on addressing multiple layers of stigma and discrimination faced by people living with, vulnerable to and impacted by HIV. Applicants are required to explicitly state the evidence gained from the previous implementation of interventions.

Positive Action is interested in supporting the advancement of existing, evidence-based community-led interventions that demonstrate effectiveness in at least **three of the four work areas outlined below**. Please note that **work area one** and **work area four** on sustainability and health system integration are **mandatory**.

Work Area 1 (Mandatory)

Scaling up community-led stigma reduction interventions to address the multiple layers of stigma and discrimination faced by people living with, vulnerable to and impacted by HIV in their context: This work area could include community-led and / or facility-based approaches to reduce stigma, discrimination, and fear associated with accessing HIV and related health services by strengthening confidentiality and trust in service delivery, improving cultural competence, responsiveness, and overall quality of care within health facilities and community platforms.

Work Area 2

Support PLHIV on the journey from internalised stigma to a strong sense of self-worth: This work area should focus on creating safe spaces where PLHIV can reflect on and challenge internalised stigma, build confidence and affirm their dignity and value. Interventions could focus on expert client or peer delivered

emotional and psychosocial support that strengthens self-worth and supports healthy coping strategies.

Work Area 3

Address laws and policies that reinforce stigma & discrimination: This work area should focus on addressing stigmatising laws and policies that negatively impact the disproportionately populations prioritised for this funding round. This could be through advocating for law and policy reform, working with law enforcement agencies to ensure correct interpretation of laws that protect people living with HIV, or other marginalised groups who face compounded stigma and discrimination, as well as educating these populations about their legal rights.

Work Area 4 (Mandatory)

Sustainability and Health System Integration: This work area should promote sustainable and measurable outcomes and clearly explain how integration will be supported, for example, developing well-defined transition plans. The work area could include integrating sensitisation, reduction of stigma and discrimination, and human rights approaches into the curricula of health provider training schools or community groups for long-term stigma and discrimination reduction. These steps will help ensure continued reduction in stigma and discrimination after the project's completion. Although Positive Action does not directly fund governments, applicants' proposed interventions should complement national HIV strategies and priorities.

Key Principles for ViiV Healthcare Positive Action

This grant must not be used for the purchase or promotion of prescription only medicines (including medicines for treatment and/or prevention of HIV).

This grant must not be used for the advertisement of prescription only medicines (including medicines for treatment and/or prevention of HIV) to the public, including patient organisations.

If the grantee discusses ViiV products and/or products of other companies in any forum, the grantee should ensure that such discussion is balanced and objective for all products and does not give undue prominence to any ViiV products such that it would be considered promotion of those products (for example, if ViiV has the only approved product for prevention in a particular country, or is the only preventive and/ treatment medicine available in that country, then there needs to be careful consideration by the grantee as to whether any public-facing materials referring to the ViiV product might be considered promotional. Equally ViiV expects the grantee to also be responsible for assessing whether any local laws or regulations do not permit the naming of specific products in any publicly facing materials).

The grantee shall at all times undertake all activities under or in connection with this project with all due professional diligence, skill and care and in strict compliance with all applicable Laws and Regulations.

Key considerations for this open Momentum call for proposals

Your application should be specific in describing how you will address at least three work areas outlined above and specifically what you are scaling up to address stigma and discrimination for disproportionately impacted populations. Please note that work area one and work area four are compulsory.

Funding criteria:

1. Who can apply?

Non-governmental and community-based organisations are essential in driving change at the community level, given their strong connections with, or representation of, the populations most affected - particularly those aligned with disproportionately impacted populations. Positive Action places strong emphasis on localisation and equitable partnerships that align with the principles of the decolonisation agenda. We prioritise engagement with locally-led organisations – particularly those embedded within affected communities – and encourage collaboration that actively promotes local ownership, leadership, and decision-making. This commitment is integral to ensuring sustainable and culturally relevant interventions.

2. Scale up

Your project must focus on scaling up or replicating interventions that are proven to work in **reducing stigma and discrimination**. It must build on an existing or recently completed project. **It cannot be a new/pilot project.**

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 and participation are mandatory requirements for all Positive Action grants: your proposal must demonstrate how your target group/recipients of care are involved in your project.

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.

Momentum Stigma and Discrimination Funding Round opens	12 th June 2026
Funding Round Webinar 1	19 th June 2026
Funding Round Webinar 2	25 th June 2026
Momentum Paediatric Funding Round closes	5 th July 2026
Strategic Advisory and Technical Review Committee	Week commencing 20 th July 2026
Positive Action Grants and Donations Committee	Week commencing 10 th August 2026
Recommended applications pass through validation	Week commencing 17 th August 2026
Final decision and contracting	Week commencing 7 th September 2026

Please note that these dates are a guide.

General Guidance

Your Organisation

Positive Action aims to partner with communities affected by HIV and AIDS. For this funding round we welcome consortia or partnerships with not-for profit national or community-based organisations that represent, work with, or advocate for affected communities.

The Size and Period of the Grant

The funding available is up to £100,000 per year, up to a maximum of £300,000 over three years. Positive Action will also consider applications that request less than £100,000 per year over three years.

Application language

The application **MUST** be submitted in English. Any applications submitted not in English will not be considered.

Use of Artificial Intelligence

Applicants are encouraged to submit applications that clearly reflect their own voice, experience, learning, and proposed approach. AI enabled tools may be used in assistance (for example, to support editing or clarity) but should not be used to generate the application content.

Applications that do not clearly demonstrate organisational ownership and authorship - including those assessed as significantly AI generated - will not progress to the next review round.

Outline Budget

The budget template embedded in the online application form will require you to enter a detailed budget. This should show planned spend for each year of the project against lines including any assets, staffing, local travel, training, monitoring and evaluation, and communications. Monthly phasing should be included.

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

- ViiV funding cannot account for more than 50% of an organisation's annual income if that organisation is based in a Low-Income or Lower-Middle Income country or in Sub-Saharan Africa.
- For organisations in Upper-Middle Income and High-Income countries, ViiV funding cannot account for more than 25% of an organisation's annual income.
- This will be calculated by ViiV Positive Action using the requested amount for the first year of the project, any existing ViiV Healthcare funding which will be disbursed in 2026, and the organisations' 2025 income, based on secured funds from a donor and/or other income streams during the period of January to December 2025.
- The organisation's overall income should include any previous ViiV Healthcare grants [World Bank Country and Lending Groups – World Bank Data Help Desk](#).
- **90%** of project budgets must be spent in country.
- Overheads (indirect costs) over **15%** of the total project budget will not be accepted; and

- **Budget limits will be strictly adhered to** – please do not request more than the allowable amount for the Momentum Grant 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.**

Workplan

You will be required to complete a workplan as part of your application. Please outline the activities that will be completed for each Work Area in the template provided via the online application system. Activities outlined in the workplan should be consistent with what is written in the narrative application and shown in the budget.

Monitoring and Evaluation

Please note that relevant indicators are pre-selected for this thematic area and will be agreed prior to contracting. However, you must provide a high-level description of how your organisation will measure effectiveness of your interventions.

Please note, **Positive Action does not fund research.**

Validation

If your funding is approved by the committee, 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.

Applications through CyberGrants portal

All applications should be submitted through the CyberGrants online portal. The link to the application is available on the ViiV Positive Action website. A version of the application form to download will be made available. This version can be made to draft your application ahead of your submission into CyberGrants.