

POSITIVE ACTION REQUEST FOR PROPOSALS

Positive Action Community Grants

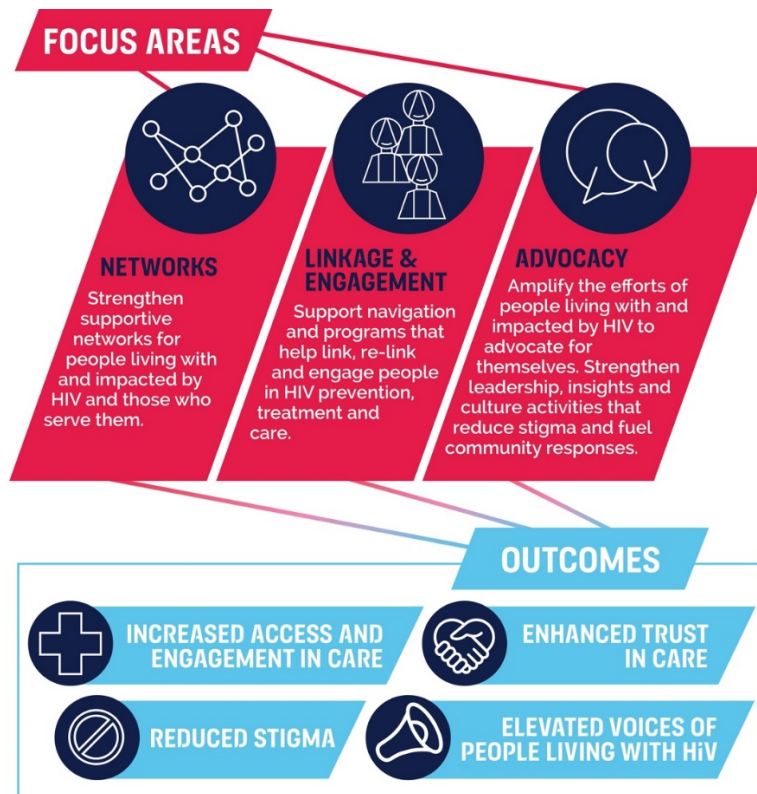
Si prefiere revisar esta Solicitud de Propuestas en español, haga clic aquí: [AQUÍ](#).

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.

Through a combination of community-focused approaches that include deep listening, grantmaking, community engagement, shared learning, and cultural arts programs, we ensure that the voices of the HIV community inform everything we do.

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:



Positive Action Community Grants Overview

ViiV Healthcare's Positive Action Community Grants supports community led efforts to disrupt disparities in prevention and care. Grant funding supports community based organizations working to increase engagement in prevention and care, address stigma, build trust, and elevate the voices of those communities most disproportionately impacted by HIV and AIDS.

ViiV Healthcare's **Positive Action Community Grants (PACG)** initiative is 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 and link people to care.

Organizations applying to *Positive Action Community Grants* may request funding in the following three categories:

- /! **General operating support** for core support and mission-driven community-based work.
- /! **Special events sponsorships** for conferences and events that foster networks, create awareness, and amplify the voices of people living with HIV and AIDS.
- /! **Project support** for organizations implementing innovative projects within ViiV Healthcare's three focus areas:
 - ! **Linkage and Engagement:** *Services are those that provide people living with and vulnerable to HIV with referrals and resources, health literacy and self-advocacy skills, and direct support for their access and sustained engagement in HIV prevention, care, treatment and supportive services.*

ViiV Healthcare is particularly interested in efforts that:

- !! Invest in navigation efforts that support clients through their lived experiences by sharing resources, navigation insights learned from personal experience and/or training, and emotional support that promotes hope and trust.
- !! Create strong prevention infrastructure for communities of color, fueling new ways to reach and engage people in HIV prevention.

- ! **Networks for PLWHA or Vulnerable to HIV and for Organizations:**

- !! **Networks for PLWHA or Vulnerable to HIV** are formal or informal groups that meet regularly (more than once a year), in-person, virtually, or both. The goals are to: create or strengthen relationships; increase self-advocacy; share information; develop skills; increase reach and use of resources to support engagement in prevention, treatment and care.
- !! **Networks for Organizations** are formal or informal groups that include representatives of organizations. Groups meet regularly (more than once a year), in-person, virtually, or both, to improve **service delivery systems, resources or approaches** that support access and sustained engagement in prevention, care, treatment and supportive services for people living with or vulnerable to HIV.

- ! **Advocacy:** *Activities are campaigns, leadership strengthening, insights gathering and dissemination, narrative change and culture project efforts that effect policy change, reduce stigma, and improve access and strengthen systems of prevention and care for people living with and vulnerable to HIV.*

ViiV Healthcare is particularly interested in efforts that:

- !! Expand **harm reduction** services and advocacy to successfully engage people who use drugs in care, and support their families and communities.
- !! Support the **decriminalization** of HIV at the local and national level.
- !! Increase access to quality and culturally responsive **sexual health education**.
- !! Activate **arts and culture** as a tool for community engagement, connection, and reducing stigma.
- !! Increase access to and awareness of the **mental health** needs of people living with or vulnerable to HIV.

Budget and Timeline

In 2023, *Positive Action Community Grants* will fund nonprofit organizations across the U.S., including Puerto Rico.

- /! Proposals are accepted on a rolling basis. **Priority is given to proposal submitted by each quarter deadline.**
 - ! For those requesting support for **special events, proposals must be received at least six weeks prior to the scheduled event.**
- /! Organizations applying for project support can request multi-year grants, up to three years. Project specific requests should include project budgets and implementation plans.
- /! *Please note: Organizations, including fiscal sponsors, cannot receive more than 25% of your total 2022 operating budget (total annual revenue) from ViiV Healthcare*

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

Structure of Proposal and Criteria

Only complete proposals 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%)**
 - ! Narrative and Strategy, which will ask for project goals, core activities, and reach.
 - ! Project Approach, which will ask organizations to select which of ViiV Healthcare's priority focus areas your proposal aligns with.
- /! **Organizational Capacity (25%)**
 - ! Organizational Experience, which will ask organizations to explain why your organization is best suited to reach your project's main audience.
 - ! Staffing, which will ask organizations to explain how the project will be staffed.
 - ! Collaborations, which will ask organizations to identify project collaborators as well as roles and responsibilities.
- /! **Impact Potential (25%)**
 - ! Evaluation, which will ask organizations to explain how the project will be evaluated.
 - ! Sustainability and Growth, which will ask how the project will be sustained beyond ViiV Healthcare funding.
 - ! Client Information and Reach, which will ask organizations to indicate your *primary* target demographic population for this project.
- /! **Project Budget (10%)**
 - ! Project Support applicants must provide an overview of projected and existing 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 non-profit 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.;
- /! Organizations, including fiscal sponsors, cannot receive more than 25% of your total 2022 operating budget (total annual revenue) from ViiV Healthcare;
- /! 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 an entity that buys or prescribes prescription products. 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;
 - ! 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;
- /! 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* 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.

Todas las preguntas y consultas deben dirigirse al personal de asistencia de ViiV Healthcare al correo viiv@tccgrp.com.

Le agradecemos su interés y todo lo que hace en nombre de las personas que viven con el VIH y el SIDA.