ViiV Healthcare
2017 Positive Action for Women
Request for Proposal

Table of Contents

- About ViiV Healthcare 1
- About Positive Action for Women 2
- Track #1: Networks for Women 4
- Track #2: Networks for Community Action 5
- Intended Outcomes 6
- Proposal Process and Timeline 7
- Selection Criteria 7
- Grant Requirements 8

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 because 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 a 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, fueled by three key strategies:

- Listen: We seek insights and understanding to foster collaboration and action.
- Activate: We connect individuals and organizations through grants and resources to strengthen networks and services.
- Amplify: We share insights and lessons learned to drive community solutions.

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.
About Positive Action for Women

From our beginning, ViiV Healthcare’s Positive Action programs have worked to reduce stigma and improve access to care for communities disproportionately impacted by HIV around the world.¹

In the U.S., Positive Action for Women is a pilot fund for innovative, forward-thinking community collaborations that break down isolation and stigma for women of color living with HIV and develop plans that link women to networks of care.²

Positive Action for Women is part of ViiV Healthcare’s global commitment³ to supporting research and community programs that close the gaps in data, address social and cultural barriers to care and drive solutions for women living with and affected by HIV.

With Positive Action for Women, we are fueled by the real possibility of closing the gap in care for women. The program is focused on women of color — Black women in particular — who continue to be disproportionately affected by HIV, despite the promise of the standard of care.

Background

Of the 972,813 people in the U.S. who are diagnosed with HIV — 235,813 are women.⁴ In 2015, there were 7,498 new HIV diagnoses among women, and more than 80 percent were among women of color (6,067 women).⁵ There are striking and persistent racial disparities that especially impact women of color — 60 percent of new diagnoses were among Black women (4,528 women),⁶ who are 18 times more likely to be diagnosed with HIV in their lifetimes than White women.⁷ Despite the dearth of data representing transgender individuals, we know that transgender women, especially transwomen of color, are heavily impacted by HIV in the U.S. Studies estimate that 1 in 2 Black transwomen are living with HIV,⁸ with 1,974 new diagnoses between 2009 and 2014.⁹ Unlike many communities that now have fewer diagnoses each year, progress in this area for transwomen has stalled.¹⁰

¹ To learn more about ViiV Healthcare’s Positive Action programs, visit https://us.viivhealthcare.com/making-a-difference.aspx.
² “Women” is defined across the spectrum and is inclusive of cis and transgender women.
⁶ Ibid.
¹⁰ Ibid.
Some see these numbers as HIV having a relatively low impact on women. This misinterpretation has led to a diminished public health response for both cis and transgender women — inconsistent resources, inadequate representation in clinical trials and limited attention in policy and funding priorities.

We see these numbers as an opportunity — an opportunity to reach a greater proportion of women impacted by the epidemic, focusing on the greatest disparities to close the gap in care for women of color. We see individual women and their families behind each of these numbers, and at ViiV Healthcare, we believe every person living with HIV matters.

*Positive Action for Women* is ViiV Healthcare’s continued commitment to all women in the U.S., particularly those disproportionately affected by HIV. We believe that the health disparities faced by all women of color, particularly Black women, across the continuum of care, are a key priority in closing the gap in HIV disparities in the U.S.

**Our Approach**

*Positive Action for Women* advances ViiV Healthcare’s commitment to ensuring those most affected are at the center of finding new solutions that make a difference in the lives of people living with HIV.

*Positive Action for Women* is informed and inspired by an extensive listening strategy. In 2016, with the help of leaders and communities across the country, we sought insights — from the personal to the public. We spoke with women living with HIV across the country and commissioned ethnographic research in New Orleans to learn more about the experiences of Black women and their networks of support and care. We looked at the literature and conducted an up-to-date epidemiology profile to better understand trends in time, geography and solutions for women of color with HIV. Over the past year, we exchanged ideas within ViiV Healthcare as a whole and with inspired leaders and advocates who are dedicated to moving the field forward.

The shared insights from women living with and affected by HIV, community advocates and academic leaders in sexual health, gender and race studies helped us to prioritize and focus our efforts for *Positive Action for Women*.

From this listening, it is clear that women of color living with HIV are heavily impacted by isolation at three levels:

- Isolation from their friends, family and peers as a result of fear and stigma
- Isolation in local planning efforts and among service providers, who often do not consider the needs of women living with HIV
- Isolation from the larger cultural discourse around HIV and women’s wellness, including in clinical research, media, culture and communications

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To address these gaps, Positive Action for Women is accepting proposals for work in the following two areas:

1) **Networks for Women** grants will fund innovative approaches that break down isolation and stigma for women of color living with HIV, improve their experiences, strengthen ally support and help close the gaps in care for women of color living with and affected by HIV.

2) **Networks for Community Action** grants will fund collaborations that seek to develop local action plans for successfully engaging more women of color living with and affected by HIV across the care continuum.

**Track #1: Networks for Women**

Many women living with HIV feel alone and isolated in their diagnosis and care journey. Often, women fear telling anyone in their social network their status or having their HIV status revealed. Research shows that people who have supportive allies aware of their HIV status and treatment are more likely to engage in care over time. Still, many of women’s allies lack the HIV information and skills to effectively support those they care about. Many people don’t know how to talk about HIV with their friends and family, and there are missed opportunities to provide critical social and emotional support that helps women with HIV be well.

**Project Criteria**

In an effort to improve these experiences and close the gap in care for women of color, Networks for Women projects should:

- Directly engage women of color living with HIV and their allies (friends, family, etc.) in social and skill-building networks
- Demonstrate innovative approaches to:
  - Break down HIV fear and isolation and reinforce supportive social networks
  - Build skills around HIV discussion and disclosure through coaching and modeling techniques
  - Share information on accessing quality care
  - Offer meaningful, long-term engagement activities
- Conduct intensive outreach in order to reach a significant proportion of newly diagnosed women or women not currently engaged in care
- Develop partnerships with non-HIV-specific organizations to better reach and serve affected women and their allies
- Use data to inform the design and approach, including: input from women, community research, epidemiology data, local cascade data, etc.
- Provide leadership opportunities for women living with HIV

**Ideal Networks for Women grantees will:**

• Be currently engaged in developing and supporting networks of cis and/or transgender women of color living with HIV and looking to expand programming to reach women not currently served
• Have an expert understanding of HIV prevention and care among women
• Employ women of color as leaders in the project and organization
• Maintain strong partnerships with health departments and clinical care in the areas being served
• Incorporate meaningful leadership and community development approaches to build program sustainability
• Be either national organizations with affiliate networks or local organizations/collaborations

Intended Outcomes

Projects should be able to demonstrate success by showing:

• Increased social network support, engagement and trust among women living with HIV
  o Expanding networks of women of color living with HIV to include those not currently engaged
  o Helping women identify and engage with at least one new supportive ally
  o Helping women break down fears and feel in control when discussing HIV and/or disclosing their HIV status
• Stronger engagement in care
  o Helping ensure women are regularly engaged in healthcare
  o Supporting women in finding healthcare providers that fit their unique needs
• Stronger community leadership among women and existing community assets

Track #2: Networks for Community Action

Across the country there are essential advocates, organizations, planning bodies and healthcare providers that make up the network of care for women living with HIV. There are increasing efforts across the country to develop plans to end the HIV epidemic and advance coordinated strategies and formal collaborations that bring us closer to meeting the goals of the National HIV/AIDS Strategy. Still, in many communities, there are too few collaborations and collective strategies to specifically address the needs of cis and transgender women living with HIV. Organizations serving women are often isolated from one another, from collective advocacy agendas and from real-time data that is necessary to understanding and meeting the needs of women of color living with HIV. To close the gaps in care, Networks for Community Action grants will fund collaborations that seek to develop action plans for successfully engaging all women across the care continuum.

Project Criteria

Networks for Community Action projects should:

• Develop and implement a local/regional plan focused on meeting the needs of cis and transgender women of color living with HIV, resulting in an actionable road map/planning document that is accepted by collaborative partners
  o The plan should increase information sharing, data collection and program planning across organizations to better meet the needs of women of color living with HIV.
The plan should not duplicate local HIV/AIDS planning groups’ work; rather, it should complement or expand on this with a specific focus on women of color. Local HIV/AIDS public planning bodies are not eligible for funding.

- Prioritize a data-driven process to map women’s engagement across the continuum of care and consider other expansive indicators driving improved health for women living with HIV
- Utilize a collaborative framework or model (e.g., Collective Impact, co-creation) that:
  - Identifies a planning/collaboration “backbone” organization and participating partners and community members
  - Includes organizations and actors from different sectors (i.e., housing, reproductive health, family planning, mental health, survivor services, government, etc.)
  - Enables active participation and engagement of all partners throughout the planning process
  - Employs a community development approach in which community members have equal power in determining the collaborative agenda
  - Employs community organizing as part of the process with the goal of building community leadership, including opportunities for women living with HIV to be in leadership roles

Year One funding requests should include resources for planning and ongoing facilitation costs. Organizations funded within this track will be eligible to apply for a Year Two grant, up to $100,000, to support the implementation of the plan. Successful organizations will demonstrate how other resources can be leveraged to implement the plan in Year Two.

Ideal Networks for Community Action grantee(s) will:

- Have a track record of successful community/collaborative planning and implementation efforts
- Propose projects that go beyond needs assessments and prioritize action planning, implementation and evaluation
- Demonstrate trust and existing working relationships needed to carry out the proposed planning project
- Identify and engage nontraditional partners in planning and implementation

Intended Outcomes

Projects should be able to demonstrate success by showing:

- Stronger engagement in care: Plans should work to increase engagement across the continuum of care for cis and transgender women of color living with HIV in high-impact locations.
- Stronger organizational connectivity:
  - Expanding and strengthening organizational networks that support women’s health
  - Enhancing opportunities for organizations to connect; learn; and share strategies, tools, tactics and successes for women of color living with HIV
Proposal Process and Timeline

Eligible nonprofit organizations interested in applying for a grant as part of Networks for Women or Networks for Community Action should submit their full proposals via ViiV Healthcare’s Grants Portal by Thursday, May 11. Organizations may apply to one or both program tracks.

ViiV Healthcare will host two informational webinar sessions: April 6 and April 12. To register, please click the dates below.

<table>
<thead>
<tr>
<th>Requests for Proposals</th>
<th>March 30</th>
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<tbody>
<tr>
<td>Information Webinar Session</td>
<td>April 6</td>
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<tr>
<td>Information Webinar Session</td>
<td>April 12</td>
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<tr>
<td>Full Proposals Due</td>
<td>May 11</td>
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<tr>
<td>Grant Awards</td>
<td>July 2017</td>
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<tr>
<td>Project Start Date</td>
<td>September 1, 2017</td>
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Selection Criteria

Proposals will be reviewed by the Positive Action for Women Grant Review Committee based on the selection criteria below.

<table>
<thead>
<tr>
<th>Categories</th>
<th>Criteria for Selection</th>
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<tbody>
<tr>
<td>Core Concept</td>
<td>The proposed project is designed to break down isolation among women living with HIV and/or organizations serving women of color living with HIV.</td>
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<td>The project uses innovative and/or evidence-based, culturally appropriate approaches to meet the objectives outlined for each track:</td>
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<tr>
<td></td>
<td>• Networks for Women – Expanding networks for women of color not currently engaged and their allies</td>
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<td></td>
<td>• Networks for Community Action – Developing local collaborative plans to improve the lives of women of color living with HIV</td>
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<td></td>
<td>The proposed project is based on community engagement and input.</td>
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<td>There is a clear demand for the project components.</td>
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<td>Impact Potential &amp; Results</td>
<td>The project proposes meaningful collaborations that can effectively expand reach and/or collective impact.</td>
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<td>The proposed project demonstrates a commitment to using data for design and decision-making.</td>
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<td>The proposed project takes a women-centered approach.</td>
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The proposed evaluation plan is aligned with Positive Action for Women objectives.

The project strengthens community leadership among women and existing community assets.

Organizational Capacity

The potential grantee (and/or its collaborating organizations) demonstrates experience in serving cis and trans women of color living with HIV.

The potential grantee (and/or its collaborating organizations) demonstrates the capacity to deliver the proposed project.

Budget

The proposed budget is adequate/realistic to meet objectives.

Grant Requirements

Reporting Requirements

ViiV Healthcare is committed to ongoing learning and evaluation and to sharing insights about what works. Organizations who receive funding will be expected to participate in a grantee learning community and an overall evaluation conducted by an external evaluator. This includes an annual in-person meeting as well as quarterly grantee calls, possible site visits and/or interviews with the external evaluator and supplemental evaluation data-collection training and support.

In addition, grantees will submit two program reports over the course of the two-year grant period as a requirement of the grant.

Eligibility

At minimum, eligible nonprofit organizations must meet 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 in areas where women are disproportionately living with or affected by HIV in the U.S.
- Received no more than 10 percent of its total operating budget (total annual revenue) in 2016 from ViiV Healthcare and anticipate the same for 2017
- Must be the same organization that is applying for the grant and receiving the funds and must be responsible for the implementation and management of the project

Funding Restrictions

ViiV Healthcare funding cannot support:

- Organizations with a pharmacy license
- Organizations that submit claims for reimbursement to federal healthcare programs for medical or pharmacy services
- Direct building expenses, endowments or other capital expenditures
- Advertising for local athletics and/or other extracurricular activities (including trips, tours, etc.)
- Brand advertising
Funds directed to an individual or physician group (e.g., clinic), including but not limited to salaries for healthcare providers that are eligible to prescribe, or donations to an organization in the name of an individual or physician group

- Religious groups or other societies that do not serve the general public on a nondenominational basis
- Activities that may affect healthcare providers affiliated with the organization in their activities separate from the organization
- 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
- Produce reimbursement or patient-assistance programs
- Certified medical education
- Purchasing of any medications
- A university affiliated with direct provision of medical care

In addition, as a charitable contribution, ViiV Healthcare cannot support projects that will provide a benefit to ViiV Healthcare. Specifically, the ViiV Healthcare Positive Action for Women program cannot consider requests that:

- Promote a specific ViiV Healthcare product or line of business
- 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

**Budget**

Eligible organizations may apply for a two-year project grant, up to $100,000 per year, pending annual review and approval. Funding will be awarded to four to six grantees under the Networks for Women track and one to two grantees under the Networks for Community Action track.

All questions and inquiries should be directed to Amelia Korangy, senior manager in External Affairs for ViiV Healthcare, at Amelia.x.korangy@viivhealthcare.com.

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