ViiV Healthcare
2017 Positive Action Southern Initiative
Request for Proposals

Round 9: 2017 – 2018
Florida | North Carolina | South Carolina
Tennessee | Texas | Virginia

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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, 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 Southern Initiative

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

The Positive Action Southern Initiative (PASI) closes gaps in care for people disproportionately affected by HIV across the Southern United States (the South). We support organizations to expand and enhance linkage to care and adherence to treatment projects that serve those most impacted by HIV. Since 2010, PASI has provided over $3.5 million in grants to expand and enhance 50 projects reaching over

¹ To learn more about ViiV Healthcare’s Positive Action programs, visit https://us.viivhealthcare.com/making-a-difference.aspx
10,000 people living with HIV in 10 states hardest hit by HIV - Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Texas, and Virginia.

PASI has grown in the past several years to support nearly 30 organizations across the South to provide community-based solutions and the sharing of best practices for linking and retaining people living with HIV in care. PASI grants and resources help organizations to expand and enhance case management and navigation services, critical collaborations, behavioral support services, and patient empowerment projects – efforts that link and support ongoing adherence to care for those individuals and communities that are often left behind.

**Background**

In alignment with the White House National HIV/AIDS Strategy, *Positive Action Southern Initiative* prioritizes directing resources to areas and populations that have the greatest need, including the South, communities of color, youth, women, and MSM.

**Estimated Diagnosis of HIV Infection by Region**

In 2015, the Southern region accounted for half of all new HIV diagnoses in the U.S. (20,408 of 39,513 people.)

The South: In 2015, the South accounted for more HIV diagnoses than all other regions (Northeast, West, and Midwest) combined; representing 52% of all HIV and AIDS diagnoses in the United States. Rates of infection in the South were nearly 37% above the national average, and while the majority of HIV diagnoses occur in urban areas nationwide, the South has higher HIV diagnosis rates in suburban and rural areas as

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compared to other regions. Despite higher diagnosis and death rates, the South received less federal, government, and private foundation funding per person living with HIV than the U.S. overall.

**Impacted Populations:** Although *Positive Action Southern Initiative* supports all populations living with HIV/AIDS in the South, it prioritizes support for the most impacted populations.

Blacks and Hispanics/Latinos face the most severe burden of HIV, representing 69% of all new HIV infections in the U.S., despite making up only 31% of the population.

In the South specifically, more than half (55%) of all HIV diagnoses affect Black populations and over one-third (37%) of Hispanic/Latino people diagnosed with HIV in the U.S. live in the region — with the proportion of Hispanic/Latino individuals diagnosed with HIV in the region increasing.

Black and Hispanic/Latino MSM populations in the South are particularly impacted, with Hispanic/Latino MSM HIV diagnosis rates on the rise, and 60% of all Black MSM diagnosed with HIV nationally living in southern states.

While there has been a significant decline (40%) in new infections between 2005 and 2014 among women nationwide — one in four people living with HIV in the United States are still women, and the majority (56%) of all women living with HIV are in the South. The impact of HIV is particularly disproportionate for Black women who still see rates more than 10 times that of White women in the region. Transwomen, especially transwomen of color, are heavily impacted by HIV in the U.S. — 50% of new diagnoses were among Black transwomen (1,002 women), and researchers estimate that 1 in 2 Black transwomen are living with HIV.

*Positive Action Southern Initiative* focuses on other key populations, including gay, bisexual, youth, and the elderly; as well as (recently) incarcerated, sex workers, and injection drug users. In the South these groups experience more stigma and discrimination, more income inequality, and less access to the standard of care.
**Linkage and Adherence to Care:** With people living with HIV dropping off the continuum of care at every stage, and most recently only 80% of people living with HIV across the U.S. linked to care, 40% of people living with HIV retained in care, and 30% virally suppressed – linkage and adherence to care, and viral suppression continue to be a challenge nationwide.\(^1\) What’s more is that the South often lacks sufficient public health funding, transportation, support services, and medical infrastructure needed to close these persistent gaps in care.\(^4\)

**Stigma:** Stigma is perhaps the most complex of the many barriers to healthcare for people living with HIV/AIDS,\(^1\)\(^2\) and HIV stigma has been identified as particularly high in the South.\(^4\) “Many contributing factors, including poverty, stigma, and high STI rates, have been shown to be intensified in the Deep South, and HIV stigma is shown to be pervasive amongst many individuals, including providers, resulting in “reduced willingness to be tested for HIV, engage in HIV care and participate in HIV support groups and advocacy efforts” by people living with HIV/AIDS.\(^4\)

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Funding Overview

Positive Action Southern Initiative is currently requesting proposals to expand and enhance linkage to care and adherence to treatment services for the most vulnerable populations in the South.

Budget
In 2017, Positive Action Southern Initiative will fund non-profit organizations in Florida, North Carolina, South Carolina, Tennessee, Texas, and Virginia.

Eligible organizations may apply for a 2-year project grant, up to $50,000 per year, pending annual review and approval. Funding will be awarded to up to 15 organizations.

Project Criteria
In an effort to close gaps in care for people disproportionately impacted by HIV in the South, Positive Action Southern Initiative will support organizations to expand and enhance linkage to care and adherence to treatment projects.

Projects should include one or more of the following project strategies:

- Case Management and Peer Navigation: Expand/enhance efforts to link, and re-link, individuals to high-quality services and improve access and adherence to care.
- Community and Systems Collaboration: Build or enhance collaborations with the larger social service and medical systems that impact linkages, availability, and usage of high-quality services available to people living with HIV/AIDS in the South.
- Behavioral Support Services: Expand/enhance mental health, behavioral health, and/or substance abuse services that support ongoing adherence and wellness.
- Empowerment: Expand/enhance services that empower individuals to advocate for their own care and engage in prevention, healthy behaviors, and adherence.

Projects should address critical gaps in services and stigma through project expansion to reach more people or enhancements to improve the project’s impact. New projects will not be funded; projects must be in place for at least a year prior to the submission of the proposal.

Expanding or enhancing promising linkage and adherence services might include:

- Expanding or enhancing navigation services to close gaps in your local continuum for different communities.
• Building connections and collaborations with different organizations in your community that are critical to successful linkage and adherence (e.g. housing organizations, churches, healthcare providers, social service organizations, workforce development agencies, etc.).
• Adding mental health or substance abuse counseling to an existing, successful project.
• Improving project and staff capacity to provide culturally appropriate resources for vulnerable populations in your community while linking and navigating individuals into care.
• Enhancing stigma reduction strategies in your project, including efforts to address stigma among healthcare providers and fostering leadership and self-advocacy among people living with HIV.

**Intended Outcomes**
Projects must include an evaluation plan with specific outcomes, and at a minimum, should be able to demonstrate success by showing:
• Increased linkage and adherence services that effectively reach disproportionately affected communities.
• Increased capacity to serve people disproportionately affected by HIV/AIDS.
• Increased knowledge and understanding of HIV/AIDS treatment and care among those with whom PASI projects serve and collaborate.
• Increased feelings of self-worth, value of adherence, and competence in care navigation among those whom PASI projects serve.
## Selection Criteria
Proposals will be assessed against the following criteria:

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<th>Categories</th>
<th>Criteria</th>
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| Core Concept        | • The proposed project addresses a critical gap in care and demonstrates how it will address critical linkage and adherence needs for the most vulnerable populations.  
                      • The proposed project is based on a successful, existing project, and there is a clear need for the expansion/enhancement.  
                      • The project uses innovative and/or effective, culturally competent approaches within one of the four funding areas to increase linkage and/or adherence to care:  
                        o Case Management and Peer Navigation  
                        o Community and Systems Collaboration  
                        o Behavioral Support Services  
                        o Empowerment  
                      • Stigma reduction is considered in development and implementation of project. |
| Impact Potential &  | • The evaluation plan is strong, objectives are clear and seem feasible to achieve within two years.  
                      • The objectives are aligned with Positive Action Southern Initiative objectives and measurement, and evaluation aligns with the intended outcomes.  
                      • The proposed project has the potential to further the community’s/region’s HIV/AIDS efforts within two years. |
| Results             |                                                                                               |
| Organizational      | • The organization demonstrates cultural competence and capacity to engage target communities.  
                      • The organization holds meaningful partnerships with other culturally competent, high-impact organizations.  
                      • The organization demonstrates experience in delivering HIV/AIDS linkage and/or adherence services.  
                      • The organization demonstrates the capacity to deliver the proposed HIV/AIDS linkage and/or adherence services. |
| Capacity            |                                                                                               |
| Budget              | • The proposed budget is adequate and realistic to meet objectives.                            |
Grant Requirements

Eligibility
At minimum, eligible non-profit organizations must meet the following criteria:

- Be a 501(c)(3) Internal Revenue Service (IRS)-designated nonprofit organization
- Be located, registered, and providing services in one or more of the following 6 States: Florida, North Carolina, South Carolina, Tennessee, Texas, Virginia
- Provide programs and support primarily to those persons or communities impacted by or affected by HIV in the U.S.
- Received no more than 10 percent of your total operating budget (total annual revenue) in 2016 from ViiV Healthcare and anticipate the same for 2017
- Request funds to address critical gaps in services through project expansion or enhancements
- Have a proven track record of working in HIV/AIDS, serving those most impacted in your communities, and maintain experienced staff dedicated to HIV/AIDS services
- Have strong community relationships with referral services to community organizations and state/local health department(s)

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 non-denominational basis
- Activities that may affect healthcare providers affiliated with the organization in their activities separate from the organization
- Patient education materials for a project/activity that will include ViiV Healthcare staff input on the content; if for a publication, no more than 5% of ViiV funds can be used to support the publication costs
- Product donations
- Matching gifts
- Patient assistance programs
- Certified medical education
- Purchasing of any medications
- Be 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 Southern Initiative project 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

Organizations that receive funding as part of other ViiV Healthcare programs are discouraged from applying for additional funding from Positive Action Southern Initiative.

**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 Positive Action Southern Initiative evaluation conducted by an external evaluator. This includes possible site visits and/or interviews, and supplemental evaluation data collection training and support. In addition, organizations are encouraged (but not required) to participate in an annual in person meeting, as well as grantee calls.

In addition, grantees will submit two project reports over the course of the two-year grant period as a requirement of the grant.
Proposal Process and Timeline

Organizations interested in applying for funding should register the applicant organization in our Online Grantee Portal (Fluxx) and submit a proposal by June 9.

ViiV Healthcare will also offer a technical training session for the Online Grantee Portal (Fluxx) for interested applicants on April 25. To register, please click here.

Proposals will be reviewed by the Positive Action Southern Initiative Review Committee to confirm eligibility, ensure that the proposed project has the potential to address the Positive Action Southern Initiative program objectives, and select the strongest proposed projects.

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<td>Online Grantee Portal Technical Training Session</td>
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<tr>
<td>Full Proposals Due</td>
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<tr>
<td>Grant Awards</td>
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Questions

All questions and inquiries about Positive Action Southern Initiative should be directed to Amelia Korangy 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.