



ViiV Healthcare  
2019-2021 *Positive Action for Youth*  
Grants for Direct Mentorship Services for Youth  
Request for Proposals

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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 four 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.
- Sustain: We sustain and share learnings that can be adapted and applied to other communities to advance change across the nation.

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.

## The Youth Epidemic

In 2016, an estimated one in five (21%) of all new HIV infections occurred in young people age 13 to 24,<sup>1</sup> with youth aged 18 to 24 years representing the highest percentage (51%)<sup>1</sup> of undiagnosed individuals of any age group. Eighty percent of those new diagnoses occurred in people aged 20 to 24;<sup>1</sup> 81% of those diagnoses were among young African American and Hispanic/Latino gay and bisexual men. Young, black gay and bisexual men ages 25 to 34 in particular saw an increase in diagnoses of 40% between 2010 and 2016.<sup>2</sup>

<sup>1</sup> Centers for Disease Control and Prevention. HIV Among Youth. <https://www.cdc.gov/hiv/group/age/youth/index.html> Updated April 20, 2018. Accessed Dec 12, 2018

<sup>2</sup> Centers for Disease Control and Prevention. <https://www.cdc.gov/hiv/pdf/group/raciaethnic/africanamericans/cdc-hiv-africanamericans.pdf>. Accessed March 26, 2019.

Due to structural and social inequalities, young people living with HIV are more likely to reside in low-income households, experience homelessness, be uninsured, or get tested.<sup>1</sup> As a result, only 31% of youth living with HIV that are diagnosed are retained in care, and 27% are virally suppressed – the lowest percentage of viral suppression for any age group.<sup>1</sup>

On top of these disproportionate rates of new HIV infection, poor viral suppression and overall lack of services, youth are often left out of discussions about how to best engage them in education about sexual health, and HIV prevention and treatment. Through interviews with HIV community advocates and secondary research focused on youth living with HIV, ViiV Healthcare learned that despite the need for hands-on, high-touch support, young people often receive services in adult care that neither motivate nor encourage them to master their care independently and, as a result, many are not optimally engaged or retained in care.<sup>3</sup>

## Our Response: *Positive Action for Youth*

*Positive Action for Youth* aims to empower youth living with HIV with the tools, networks, choices and resources they need to seek and stay engaged in care.

In the US, ViiV Healthcare has a longstanding commitment to listen to the voices of youth by supporting mentorship and leadership development initiatives to improve health outcomes for youth (aged 13 to 24) living with and impacted by HIV, and their communities. Through learning communities, conferences, communications, our Youth Summit and grant portfolio, ViiV Healthcare works to break down barriers for marginalized youth and nurture the next generation of leaders in the HIV community.

After gleaning insights from youth and their allies, ViiV Healthcare identified a critical need to bolster support systems for youth and gained a deeper understanding of how mentorship can help youth take control of their choices and understand how choices impact health and long-term healthy lifestyles. In recognizing that mentorship can play a critical role in engaging and caring for youth living with HIV, ViiV Healthcare launched its first mentorship grant commitment in 2017: a two-year, \$1 million fund to support mentorship programs for youth living with HIV as they enter and begin to navigate adult care.

Through this initiative ViiV Healthcare has reached hundreds of young people living with HIV as well as their peers and allies. We've learned that when supporting youth living with HIV to successfully engage in care, mentorship is effective as well as life changing. Over the past two years, we've seen mentorship help young people develop healthy behaviors and relationships in and outside of the clinic setting, that lead to self-efficacy,

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<sup>3</sup> Centers for Disease Control and Prevention. HIV Among Youth. [www.cdc.gov/hiv/group/age/youth/index.html](http://www.cdc.gov/hiv/group/age/youth/index.html). Updated April 27, 2016. Accessed February 3, 2017.

self-worth and long-term engagement in care. Through mentorship, youth get to explore whole-person health – mind, body, and spirit – and take charge of their HIV as part of this exploration. By working with mentors and peers to unpack the barriers to their whole-person health, HIV becomes manageable, and one piece of their bigger story and long-term wellness.

Earlier this year, ViiV Healthcare expanded its commitment to youth by launching the Amp Grant, focused on investing in young leaders and their advocacy and engagement work to address the crisis of HIV in their communities. Today, we remain committed to youth mentorship and are pleased to reopen our Direct Mentorship Services for Youth Fund.

## Direct Mentorship Services for Youth Grants

### *Funding Opportunity*

*We are currently requesting proposals for youth-centric, holistic approaches for Direct Mentorship Services for Youth living with HIV (aged 13-24) entering adult care.*

In 2019, *Positive Action for Youth* will again select a cohort of grantees to receive Direct Mentorship Services for Youth Grants. By activating direct service organizations offering mentorship for youth living with HIV in their local communities, more youth living with HIV will be linked to individuals they can relate to, connect with and count on to provide a direct line into the HIV community, and to supportive programs and complementary services.

Youth living with HIV will learn about support services that will help them choose, and successfully embed their treatment and care regimen into their daily lives. Successful programs will support the whole person and understand that youth empowerment should go beyond management of one's healthcare to include care for the whole person, as well as the development of healthy and affirming relationships.

Grants will support two-year programs uniquely structured to respond to the needs of each grantee's community.

*Positive Action for Youth* will fund non-profit organizations across the United States and Puerto Rico. Applicants can apply for new programming or existing programming.

1. **New Youth Mentorship Project:** Applicants who are interested in creating a new mentorship program will apply for this grant type. Funding will support design, development, launch and initial management of this new mentorship project. Eligible organizations may apply for a two-year project grant, up to \$75,000 per year, pending annual review and approval.
2. **Continued Youth Mentorship Project:** Applicants who have existing direct mentoring services in place (including those who have previously been awarded *Positive Action for Youth* Direct Mentorship grants), may apply for a grant to continue their programming. Funding will support expansions, enhancements and ongoing management of existing mentorship programs. Eligible organizations may apply for a two-year project grant, up to \$50,000 per year, pending annual review and approval.

## Our Objectives and Intended Outcomes

<p>Objectives</p>	<ul style="list-style-type: none"> <li>• <b>Listen:</b> Glean insights on how to best engage youth living with HIV in adult care.</li> <li>• <b>Activate:</b> Support organizations that provide mentorship to youth living with HIV entering adult care to enable long-term success in their engagement in treatment and care.</li> <li>• <b>Amplify:</b> Boost awareness and usage of culturally competent practices for working with youth living with HIV entering adult care, by service organizations, nationwide.</li> <li>• <b>Sustain:</b> Elevate insights and share learnings to create best practices that can be adapted for communities across the country seeking to support youth.</li> </ul>
<p>Intended Outcomes</p>	<ul style="list-style-type: none"> <li>• <b>Established mentorship programs</b> for youth living with and affected by HIV that provide them with tools and skills to stay engaged with the standard of care.</li> <li>• <b>Increased community-driven solutions</b> informed by youth living with and affected by HIV.</li> <li>• <b>Decreased stigma</b></li> </ul>

## Project Components

*Ideal Director Mentorship Services for Youth Grantees will offer a range of services, such as the following:*

General Services	Youth-Friendly Services <sup>4</sup>
<ul style="list-style-type: none"> <li>• Health literacy training and education</li> <li>• Healthy behavior education</li> <li>• Stigma reduction support</li> <li>• Disclosure modeling</li> <li>• Referral to other support services</li> <li>• Academic and school support (e.g., counseling or tutoring support)</li> <li>• Leadership development opportunities (including ways inform program development) for youth</li> </ul>	<ul style="list-style-type: none"> <li>• Flexible hours on weekends and evenings</li> <li>• Accessibility through convenient locations</li> <li>• Intensive case management (e.g., disclosure and partner notification, linkages to support services, appointment reminders)</li> <li>• Active involvement of young people in all project aspects, including design, planning, operations, and evaluation</li> <li>• Staff's cultural competency, including sensitivity to youth culture, racial/ethnic cultures, gender, sexual orientation, and HIV status</li> <li>• Décor, materials, and atmosphere that are youthful and welcoming</li> <li>• Informational materials appropriate to literacy level(s) and language(s) of youth served</li> </ul>
Other Mentee Support Services	Mentor Support Services
<ul style="list-style-type: none"> <li>• Support groups and counseling</li> <li>• Social activities and opportunities for community building, online and in-person</li> <li>• Supportive programming for parents, guardians and other loved ones</li> <li>• Peer navigation</li> </ul>	<ul style="list-style-type: none"> <li>• Training to provide mentorship services; and ensure mentors are abiding by all organization policy and state law for working with youth and equipped with tools (e.g. boundary-setting) to properly work with youth</li> <li>• Motivational recognition and appreciation for mentors</li> <li>• Support for self-care and maintaining healthy boundaries with mentees</li> </ul>

<sup>4</sup> *Transitions: Working with GLBTQ Youth*, Volume 14, No. 4, June 2002.

<http://www.advocatesforyouth.org/publications/693-serving-hiv-positive-youth>. Published June 2002. Accessed February 2, 2017.

## Project Selection Criteria

Categories	Direct Mentorship Services Grantee Criteria
<p><b>Core Concept</b></p>	<ul style="list-style-type: none"> <li>The proposed project is designed specifically <b>for youth</b> with the priority of supporting youth in their <b>entrance into and engagement in adult care</b>.</li> <li><b>Proposed project is responsive</b> to unique community needs.</li> <li><b>Stigma reduction and culturally competent practices</b> are considered in development and implementation of programming – for individual youth, internal staff, and young people’s communities.</li> <li><b>Project reflects ideal program components</b> shared above.</li> </ul>
<p><b>Impact Potential and Results</b></p>	<ul style="list-style-type: none"> <li>The proposed project concept has <b>the potential to further the community’s</b>/region’s HIV/AIDS youth efforts within two years.</li> <li>The <b>objectives are clear</b> and seem <b>feasible</b> to achieve within two years.</li> <li>The potential grantee will learn from its <b>monitoring and evaluation</b> of the project.</li> <li>It is clear that the evaluation will be used to better/strengthen their programming and services to meet their clients’ needs.               <ul style="list-style-type: none"> <li>Grantees agree to dedicate at least 5% of their budget to monitoring and evaluation.</li> </ul> </li> </ul>
<p><b>Organizational Capacity</b></p>	<ul style="list-style-type: none"> <li>The potential Grantee (and/or their collaborating organizations) demonstrates <b>experience</b> in delivering HIV/AIDS services to youth.</li> <li>The potential Grantee (and/or their collaborating organizations) demonstrates the <b>capacity</b> to deliver the proposed HIV/AIDS services to youth.</li> <li>The potential Grantee offers <b>youth-friendly services</b>.</li> <li>The potential Grantee has <b>strong relationships</b> with youth- friendly organizations working with and providing support to young adults living with HIV.</li> </ul>
<p><b>Budget</b></p>	<ul style="list-style-type: none"> <li>The <b>proposed budget is adequate/realistic</b> to meet objectives.</li> <li>The requested grant represents <b>less than 25%</b> of the organization’s previous year’s <b>operating budget</b>.</li> </ul>



## Grant Requirements

### 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 nonprofit 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.;
- Received no more than 25 percent of your total operating budget (total annual revenue) in 2018 from ViiV Healthcare and anticipate the same for 2019;
- 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.

### Eligibility for Direct Mentorship Services Grantees

- Expertise in youth living with HIV - At least two years' experience working with youth living with HIV aged 13-24;
- Meets legal requirements for working with youth in your state;
- Dedicated staff for managing project and mentors;
- Established relationships with organizations that work with and support youth living with HIV and provide a welcoming environment to youth;
- Written (or a commitment to establishing) policies and procedures for mentors and mentees;
- Strong monitoring and evaluation plan, including 5% of project budget allocated to evaluation;
- Actively participate in independent *Positive Action for Youth's* evaluations through ViiV Healthcare's designated third party, including quarterly meetings, input on evaluation process, an interim report due during Year One, and a final report due within 26 months of the grant date.

## Funding Restrictions

ViiV Healthcare funding cannot support:

- Organizations that are in whole or in part, organized by a Healthcare Professional or Customer of ViiV Healthcare. 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;
- 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 percent 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, the ViiV Healthcare Positive Action for Youth 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.

## Reporting Requirements

ViiV Healthcare is committed to ongoing learning and evaluation, and to sharing insights about what works. Organizations that receive funding are encouraged to participate in a grantee learning community and 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 must 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 **Thursday June 7, 2019**.

- ViiV Healthcare will host one **informational webinar session** to discuss the funding opportunities on **May 15, 2019 from 2pm to 3pm ET**. To register, [please click here](#).

The *Positive Action for Youth* Grant Review Committee will review proposals based on the selection criteria above.

Applicants will be contacted in July with decisions, and grantees will be announced shortly thereafter. Projects will begin on **September 1**.

### Timeline

<i>Request for Proposals</i>	<i>May 6</i>
<i>Information Webinar Session</i>	<i>May 15</i>
<i>Full Proposals Due</i>	<i>June 7</i>
<i>Grant Awards</i>	<i>July</i>
<i>Project Start</i>	<i>September 1</i>

## Questions

All questions and inquiries about *Positive Action for Youth* should be directed to Caitlin Caspersen at [ccaspersen@tccgrp.com](mailto:ccaspersen@tccgrp.com).

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