

# Welcome to

# **Granting success: How to craft compelling funding applications**

# Introductions



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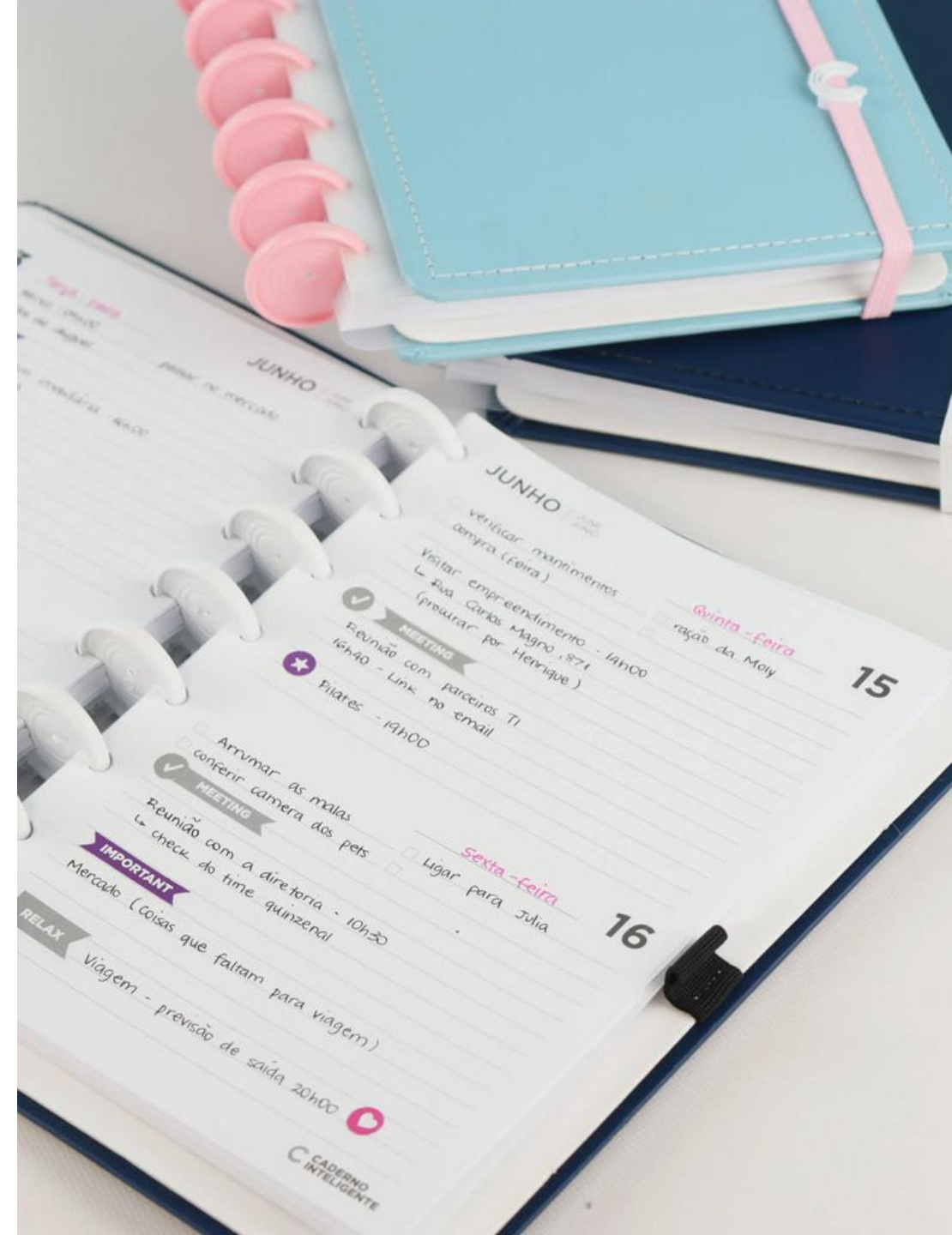
**Amy Henderson**  
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**Daria Besting**  
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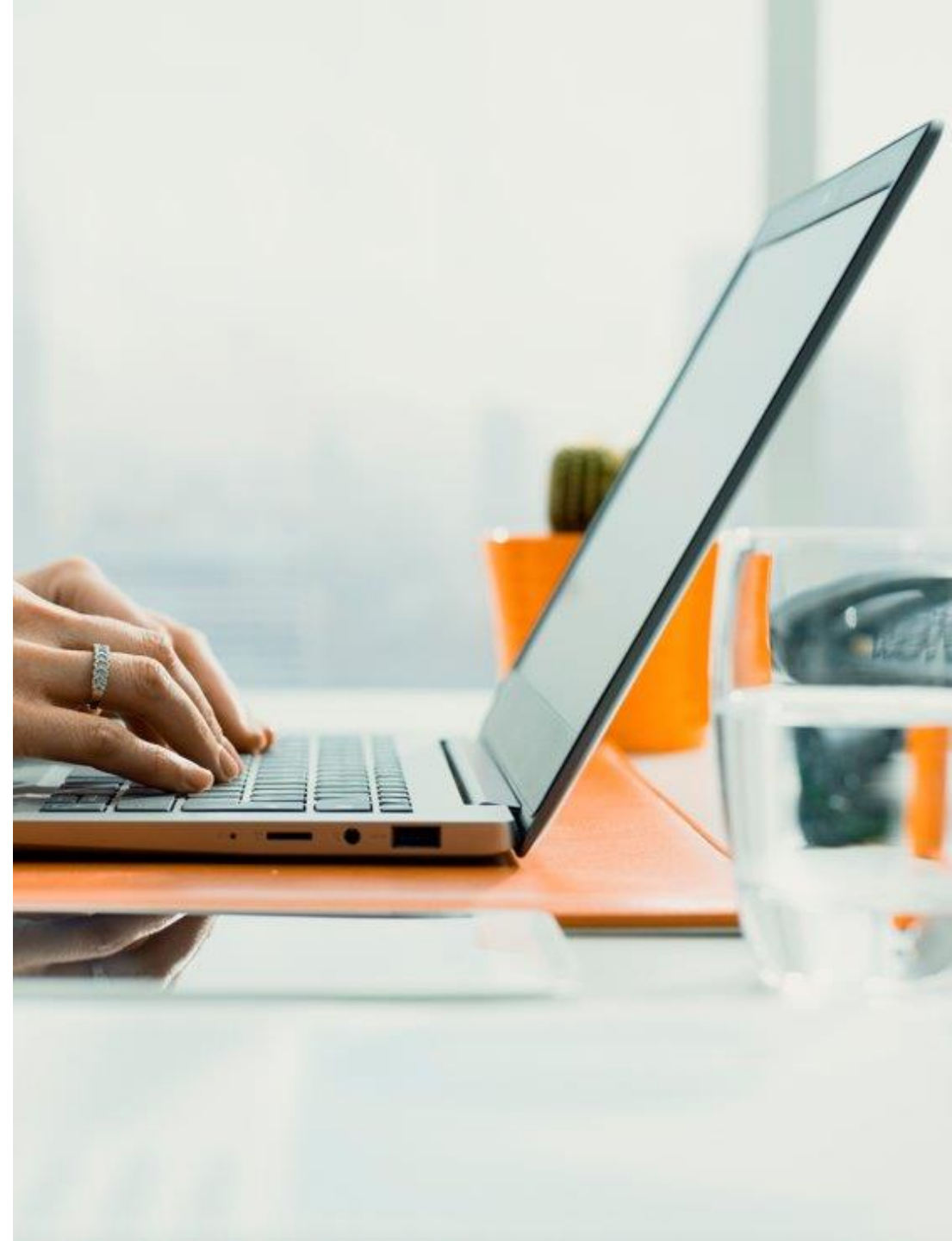
## Agenda

- ✓ How to prepare for and craft impactful grant application
- ✓ What to expect from the Youth Hub Seed Grant application process
- ✓ Hints and tips on answering motivation and skills questions
- ✓ Hints and tips on preparing a strong project plan and recommendation letter
- ✓ Selection criteria for the Youth Hub Seed Grant Programme
- ✓ Q&A with panel



# How to prepare for a grant application

- ✓ Prepare well in advance
- ✓ Study and follow eligibility criteria and application guidelines - Read them thoroughly before you start!
- ✓ Obtain a specific and strong support letter





# How to craft an impactful application

- ✓ Tailor your application to the specific grant and its focus area
- ✓ Show your plan for community impact beyond the grant period – Be realistic!
- ✓ Highlight what makes your project innovative – how is it unique?
- ✓ Be clear and specific
- ✓ Put yourself in the reviewers' shoes



# Youth Hub Seed Grant application: What to expect

- ✓ Four motivational questions
- ✓ Three skills and HIV experience questions
- ✓ Six project proposal questions
- ✓ One support letter from your host organization
- ✓ One completed budget template



# Motivation & CV questions

Your opportunity to:

- ✓ Share your ambitions, story and vision for community impact
- ✓ Showcase your skills, achievements and engagement in the HIV response
- ✓ Demonstrate what makes you unique

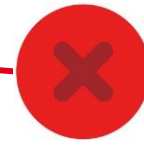


# What is your motivation to become an IAS Young Leader?

Lack of planning



First of all please let me say thanks for giving me the opportunity to be part of the program, today I came across the opportunity I have been waiting for a long period in order to solve the barriers which are affecting my community and its people. I want to grab this opportunity after seeing many young people around my community suffer from various diseases and one of them is HIV due to a lack of knowledge, poor awareness and limited of opportunity to access resources for prevention.



Irrelevant information

Too vague



Not specific



# What is your motivation to become an IAS Young Leader?

Personal touch



As a young sex worker, I have experienced how criminalization of sex work and HIV in my region continue to predispose sex workers and people living with HIV to multifaceted stigma. I am motivated to become a young IAS leader so that I can inspire other young women to believe that no matter our health status and the stigma we experience, our dreams are valid; I want to use my experiences to be a face, voice and activist for young sex workers and being an IAS Young Leader will support my development in that advocacy space.



Draws on experience

Supporting community



Tells a story of a specific issue

Clear benefits



Personal goal

# Describe your experience in HIV, including any of your work you believe is important for the field

Not  
specific  
enough



I've been involved in HIV advocacy for a few years now after being diagnosed with HIV. I joined a local organization and I have been active in peer support groups. Speaking to friends from school, I realized they did not know much about HIV, so I started a campaign using some peer group ideas, which was very popular. I worked with a healthcare organization for a campaign to provide HIV awareness. It's all part of my commitment to help young people, and I still collaborate with organizations and clinics to address HIV challenges in our community.



Too  
vague



Lack of  
evidence

# Describe your experience in HIV, including any of your work you believe is important for the field

Clear need



Upon being diagnosed with HIV, I joined 'TZpositive' and identified a knowledge gap among young people living with HIV and peers at my school.



Specified organization

Specific activity



Initiating the 'Peer Prevent' campaign, I adapted peer group models for our school environment, addressing SRHR openly. The campaign significantly decreased HIV acquisition rates among 15-19-year-olds, prompting its expansion in collaboration with local clinics and schools.



Data as evidence of success

Clear impact



After 1 year we reached over 1,000 individuals through our workshops and informational materials. Baseline and endline testing revealed a 93% improvement in participants' knowledge of available HIV prevention technologies by over 50%.

# Project plan questions

Your opportunity to:

- ✓ Tell the story of your project
- ✓ Set achievable goals and outline a detailed action plan
- ✓ Explain how you will measure success
- ✓ Outline a sustainability strategy





# What is your project statement?

Context



Due to the political situation with Ukraine and the Belarussian state's attempts to liquidate more than 800 NGOs, young people living with HIV no longer have easy access to psychosocial support. To date, our initiative is the only one in Belarus that continues its activities aimed at supporting young people living with HIV. Our team surveyed young

Target



people living with HIV in Belarus to identify why they don't seek help and support: 79% reported being afraid of publicity and disclosure of their HIV status. These fears stem from discrimination, bullying, expulsion from educational

Snapshot



institutions, dismissal from work, and rejection of friends and relatives. The majority expressed the need for psychological support. Providing support through a chatbot is a safe, friendly, anonymous, and modern approach that will allow young people in Belarus to seek help without fear of discrimination and disclosure of their HIV status.



Unique selling point



Backed up by data



Clear need

# What are your project objectives?

Key output



**Goal:** To create a digital platform that increases retention to HIV treatment and care, and TB case finding for young people living with HIV and those affected by TB.

Who benefits



Specific target locations



Target time frame



**Objectives:**

1. To increase the retention to HIV care and treatment for young people in two public HIV clinics in Kampala by 10% by December 2023.
2. To increase TB contact tracing rate among young people by 10% by December 2023 in two public TB clinics in Kampala.

Measurable data targets



# What activities will you undertake?

Timeline



1. Establish a KAH tent with HIV test kits, condoms, and materials for safer drug practices and harm reduction (Jan-Feb).



The what and how

Clear beneficiaries



2. Implement a social marketing campaign on HIV prevention and safer drug practices through billboards (Mar-Apr).



Includes specifics

Target numbers



3. Conduct a train-the-trainers workshop for 30 core group members, addressing comprehensive sexual education, stigma, U=U, HIV prevention, harm reduction practices, resource mobilization, and social media campaigns (May-Jun).



Clear time frames

4. Develop a trainers' guide for each trainer to educate five young individuals weekly for 16 weeks, reaching around 2400 young persons through the hub (May-Jun).

# How will the project measure success?

Specific



1. Number of young people who missed appointments and were successfully followed up.
2. Number of young people who tested TB positive, with 100% contact tracing conducted and all contacts screened for TB.
3. Number of young people living with HIV followed up within less than 24 hours of notification for missed appointment.
4. Number of young people who tested TB positive and contact tracing initiated in less than 24 hours after results notification.



Relevant



Time bound

Measurable





# How will your project ensure continued impact after the grant period?

Specific partners



We Ask The Y (WAY) ensures lasting impact beyond the grant period by leveraging current and forming new collaborations with organizations like MAC, PT Foundation, Kuala Lumpur AIDS Support Services Society, Yale University, and University of Delaware. Addressing data gaps on young people in Malaysia, WAY will serve as a future surveillance point. Partnering with CERiA provides crucial stewardship, allowing participants to elevate their innovation projects in research, education, and advocacy beyond the grant period.



Leveraging collaborations



Lasting impact

# Attachments: Host organization letter

Your organization's opportunity to:

- ✓ Demonstrate their capacity to support you and your project
- ✓ Identify a mentor and outline mentorship plan
- ✓ Explain why you should be awarded the seed grant



# Support letter of host organization

Lack of information about org



I write in respect to the application of Amy Smith for the Youth Hub Seed Grant Programme.

FSF is willing to support her in all ramification as we are aimed at developing the youths in becoming the best version of themselves

We shall be grateful if this grant be given as youth is faced with a lot of youthful issues and HIV is on the increase as new infection is found among these young adults.

Accept our kind regards as we loo foward to a positive response form you.



Generic with no clear plan



Very vague



Spelling mistakes

# Support letter of host organization

Amy's successful application for this project aligns with FSF's overarching objectives:

- Achieve Policy Victories: This project directly contributes to our third objective by supporting local chapters in accessing funding for projects.
- Access Sustainable Funding: Indirectly, it aids our first objective, as the data collected can empower FSF chapters in Nigeria to advocate for local and potentially national policy victories in drug and health services, particularly for refugees.
- Build Network Capacity: Additionally, it has the potential to contribute to our second objective by fostering relationships with potential partners for future projects.

In terms of support, FSF is well-equipped in project management and will oversee Amy's work. Our African Regional Consultant will provide supervision, troubleshooting, and Amy will submit bi-weekly project updates. FSF maintains a broad network, connecting Amy with various local and international organizations for advisory support. Regular attendance at FSF's Africa Leaders Training will also be encouraged to enhance Amy's skills and knowledge.

Clear link to organization and its objectives



Logistical support outlined



Identified mentor



Benefit to applicant



# Attachments: budget template

- ✓ Your opportunity to outline the cost of the activities you are proposing and show the feasibility of it
- ✓ Expenses should be listed in USD
- ✓ Make sure it is tidy and reflects the rest of the proposal
- ✓ You must use the specified budget template or application automatically invalid



# Selection criteria

- Familiarize yourself with the selection criteria
- Consider your application as a whole and ask yourself 'have I hit all the selection criteria?'
- Put yourself in the shoes of the reviewer



# 1. Project plan

- ✓ Provides a clear snapshot of your project
- ✓ Tells a clear and compelling story
- ✓ Demonstrates innovation





## 2. Project sustainability

- ✓ Outlines a strategy for project sustainability
- ✓ Looks beyond the grant period
- ✓ Demonstrates how funding will support change





## 3. Strength of youth engagement

- ✓ Project aims to change policies, programmes or systems that affect young people
- ✓ Makes strong case for why the intervention is important now (urgency)
- ✓ Points to specific policy change (focus)



## 4. Leadership qualities of the Young Leader

- ✓ Articulates the benefits of being a young leader
- ✓ Provides concrete examples of leadership skills
- ✓ Links being a young leader to community and/or future work
- ✓ Make a compelling case for selection



## 5. Capacity of host organization

- ✓ Organization clearly articulates why they are supporting you and the project
- ✓ Outlines a clear plan to mentor and logistically support you with concrete examples
- ✓ Demonstrates a strong capacity to deliver



# Q&A with **successful applicants and reviewers**

Tuesday, 16 January 2024