

Setting the P.A.C.E.: Improving the HIV Landscape for Black Women and Girls in the United States

Prevention – Arts and Advocacy – Community – Education

2023 Funding Opportunity Announcement by Gilead Sciences, Inc.

BACKGROUND

Gilead Sciences, Inc., is a leading biopharmaceutical company that discovers, develops, and commercializes innovative medicines in areas of unmet medical need. We strive to transform the promise of science and technology into therapies that could have the power to cure diseases or revolutionize the standard of care – but we also understand that scientific discovery is only one aspect of improving public health. Through Gilead’s Corporate Giving, we support advocates and non-profit groups who work tirelessly in local communities to improve people’s daily lives.

Gilead takes pride in providing critical funding to organizations working to advance efforts to end the HIV epidemic around the world, with a focus on communities that are disproportionately impacted by HIV. Over the last few years, in partnership with community organizations, we’ve developed several impactful programs, including the COMPASS[®] Initiative, a more than \$100 million, 10-year commitment that seeks to address the HIV/AIDS epidemic in the Southern U.S.; HIV Age Positively[®], which focuses on people 50 or older living with HIV; the TRANScend[®] Community Impact Fund which supports Trans-led organizations working to improve safety, health and wellness of the Transgender community; and RADIANT[®] which seeks to address the alarming trends of HIV in Eastern Europe and Central Asia.

Gilead is committed to helping to end the epidemic for everyone, everywhere, but this cannot be done without addressing the critical needs of traditionally marginalized communities that have had historically worse health outcomes due to social determinants and other conditions.

A focus on communities most impacted by HIV calls for the prioritization of Black women and girls.

Black Women and HIV in the United States

According to the Centers for Disease Control and Prevention,¹ cisgender Black women and girls continue to be diagnosed with HIV at disproportionately high rates compared to white and Latina women. As of 2021², Black women accounted for 54% of new HIV diagnoses among women aged 16 and older in the United States, despite comprising only 14% of women living in the United States. Among Transgender people, Black Transgender women have the highest rates³ of new HIV diagnoses. In 2020, among all women with diagnosed HIV, Black women had the lowest rates of viral suppression at 62%. In the same year, the HIV mortality rate for Black women was 15 times higher than the rate for white women.⁴

¹ [HIV and Women: HIV Diagnoses](#)

² [AIDSVu - National Women and Girls HIV/AIDS Awareness Day 2023](#)

³ [High Rates of Undiagnosed Infection Among Black Trans Women](#)

⁴ [AIDSVu - National Women and Girls HIV/AIDS Awareness Day 2023](#)

There are still significant gaps in the delivery of effective and culturally relevant HIV prevention information and care services for Black women and girls in the United States. Coupled with discrimination and other social determinants, this creates a great need to center this community.

A strategic, community-centered approach to supporting and engaging Black women and girls is essential to improving their health outcomes, longevity and wellbeing.

Gilead's Ongoing Commitment to Black Women's Health and Leadership

Gilead continues to meaningfully invest in Black women's health and leadership through philanthropy. Since 2017, we have provided more than \$35.8 million in philanthropic support for Black women-led and/or Black women-serving organizations in the United States. More than \$28 million and 132 initiatives of these investments were granted to organizations working to end the HIV epidemic.

In an effort to advance our commitment to health equity, Gilead will increase our efforts to help improve the HIV landscape – including the social, political, educational and environmental factors contributing to higher rates of diagnosis and worse outcomes – for Black women and girls. This will be implemented through a targeted, community informed, philanthropic approach to social impact.

GRANT PROGRAM, PURPOSE AND AWARDS

To address the critical health needs of this community, we have established the Gilead Setting the P.A.C.E. funding opportunity.

The Gilead Setting the P.A.C.E. initiative is a 3-year, \$10 million philanthropic investment to increase HIV prevention, health equity and anti-stigma efforts for both cisgender and Transgender Black women and girls in the United States. Gilead understands that Black women live intersectional and dynamic lives. Therefore, this funding opportunity will support projects working to improve the HIV landscape through innovative approaches including the provision of HIV prevention training and informational resources, arts and advocacy, community and nonprofit capacity building, and education.

Setting the P.A.C.E. projects will be either nationally or regionally focused across the United States. Applicants should include key performance indicators and potential data metrics in their proposals.

Each grant request should be for a 36-month project period starting September 1, 2023. Proposals should clearly articulate how the programs will be sustained at the end of the grant period. Projects of a shorter length will not be considered. Grant requests should be proportional to the scope, complexity and reach/impact of the program while reflecting reasonable, good faith estimates of the true costs related to the proposed project.

OVERVIEW OF FUNDING PRIORITIES

Prevention: The Prevention grantees will lead the development and delivery of culturally responsive training and collateral to aid in the strengthening and/or establishment of HIV counseling, prevention, testing and linkage to care programs supporting cis and Transgender Black women and girls. Potential activities can include, but are not limited to:

- **Domestic violence centers and organizations:** training of staff with a trauma informed lens, peer navigation training, distribution of culturally relevant informational resources for both cisgender and Transgender Black women and girls, support with developing or strengthening testing and prevention tactics.
- **Shelters:** deliver training on HIV prevention, testing and care for unhoused women and girls, training of staff with a trauma informed lens, distribution of culturally relevant informational resources, support with developing or strengthening testing and prevention programs such as safe sex tools, sexual self-advocacy tips and more.
- **Youth outreach:** strategic partnerships with national or regional youth organizations, training and partnerships with school boards and state health departments, conducting training for school nurses, developing and delivering youth engagement experiences, establishing creative partnerships for testing and the delivery of youth wrap-around services.
- **Beauty industry integration:** training and culturally responsive collateral for Black personal grooming services professionals such as makeup artists, hair stylists, waxers, braiders and estheticians.
- **Sex worker support:** training and culturally responsive collateral for organizations and individuals that support Black women in the sex work community.
- **Faith integration:** training and culturally responsive collateral for Black women-centric ministries at churches, Mosques and other faith centers.

In addition to the above opportunities, the Prevention grantees may also provide their own prevention and wrap around support services including HIV counseling, awareness and education, testing, and linkage to care programs. Examples include:

- Implementation of creative, innovative and dynamic testing and educational services during community events, conferences and festivals that have historically center Black women and girls.
- Creating an “edu-tainment” program to be presented along with testing opportunities via tours at historically Black educational centers including predominately Black high schools and Historically Black Colleges and Universities.
- Implementation of creative, innovative and dynamic programming to address social determinants of health that negatively impact Black women and girls. This can be inclusive of social determinant wrap around services such as food, transportation, workforce development, financial literacy, and mental health services.

Arts and Advocacy: From the U.S. Civil Rights movement to the Gay Liberation movement, art and popular media have always been used as tools for advocacy and education. In this tradition, the Setting the P.A.C.E. Arts and Advocacy grantees will use these models to raise HIV awareness and combat stigma. Project examples include:

- Using culturally relevant media and creative arts to spread awareness of relevant data about HIV and Black women and girls in the U.S. and tools for prevention and care. This could include plays, and musical theater, spoken work, social media posts, murals, and other artistic channels.
- Developing and implementing a national social media and traditional media campaign to educate and engage Black women and girls around HIV prevention and/or care.
- Using art as a convening and storytelling tool to highlight Black women living with HIV in order to reduce stigma and dispel the myth that HIV is a death sentence.

- Implementing programming using the creative arts as a healing modality for Black women and girls living with HIV. This can include drum circles, art retreats, community paint classes, writing bootcamps, spoken word, and more.
- Leveraging intergenerational cisgender and Transgender Black women celebrity and influencer voices and platforms to create public education opportunities about the state of Black women and girls as it relates to HIV, as well as prevention and treatment options.
- Engaging policy influencers and their platforms to educate the voting public around national and local policies that support women's health in general, but particularly as is related to HIV.

Community: Community care and healing is important for all people, but it's critically important for Black women and girls as they are often marginalized and de-centered due to misogynoir.

Building community allows for Black women and girls to see themselves and their life experiences through the lens of sisterhood, while also building personal and organizational capacity and strength.

The Community grantees will be responsible for developing and implementing unique community engagement and social impact capacity building experiences to connect and empower Black women and girls as well as Black woman-led and serving health organizations. Examples of this include:

- Planning and hosting an annual National Black Women's Health Summit.
- Planning and hosting grantee capacity building meetings for all organizations awarded the Setting the P.A.C.E. grant and other organizations working to improve HIV health outcomes for cis and Transgender Black women and girls.
- Planning and hosting virtual leadership development academies for Black women and girls in HIV health.
- Planning and executing regional HIV-health centric roadshows with in-person events and experiences for Black women and girls.
- Partnering with Black sororities and Black women centric community organizations (health and otherwise) for public engagement and educational opportunities, including the dissemination of culturally relevant HIV prevention informational resources.
- Creating other unique opportunities to convene women's health specialists, HIV leaders, and PLWH for knowledge sharing and collaboration.
- Planning creative national and regional community engagements for the purpose of community building and HIV prevention awareness. This can include events such as step shows, fashion and hair shows, wellness retreats, brunches, block parties, HBCU homecoming activations and more.
- Developing an HIV discussion guide and community conversation tools for public use.

Education: As a traditionally marginalized group, and for many multi-layered reasons, health data and educational resources for and by Black women can be limited. The Education grantees will develop a creative project to improve the availability of data and resources related to the health and wellbeing of both cisgender and Transgender Black women and girls, especially as it relates to HIV risk, diagnoses and outcomes. Examples of such projects can include:

- Establishing an academic or community center of excellence on Black women’s health, with a leading focus on education, community engagement, and both personal and community advocacy tools as they relate to HIV and the wellbeing of Black women and girls.
- Collecting, collating and disseminating data regarding Black cisgender and Transgender women and girls as it related to contributing factors for HIV and social determinants (homelessness, domestic violence, medical mistreatment, insurance gaps, etc.)
- Developing and publishing digital tools to be used by the public such as maps, educational resources, social media graphics, and more.
- Developing a culturally relevant HIV prevention and health curriculum and reading list for Black women across generations.
- Contributing to academic and scientific journals, white papers, and/or research papers on topics related to Black women and girls and HIV.

Funding Option A: Organizations with operating budgets of \$1,000,000.00 or greater are eligible to apply for up to \$1,000,000.00 over a 3-year grant period. Collaborative projects are strongly encouraged.

Funding Option B: Organizations with operating budgets of \$1,000,000.00 or less are eligible to apply for up to \$300,000.00 over a 3-year grant period.

All grantees will provide interim and final reports, as well as support impact evaluation efforts led by Gilead. All grantees will be required to participate in capacity building meetings and events as a part of the grant program.

ELIGIBILITY CRITERIA

Organization(s) must be classified as a 501c3 not-for-profit and have an interest in public health, including but not limited to providing social services, education, or advocacy for Black women and girls. Eligible organizations must demonstrate:

- A proven track record of sound financial stewardship and ability to deliver impactful programming
- A data driven organization with proven excellence in program development and implementation, when and where applicable
- Established for at least three calendar years
- Institutional infrastructure, including administrative capacities
- Knowledge of social change strategies, programming, and best practices
- Strong network and partnership-building experience and the ability to collaborate effectively when appropriate

SELECTION CRITERIA

Gilead welcomes proposals which target specific activities aimed at improving health outcomes for Black women and girls aligned with at least one of the key focus areas noted above.

Successful proposals will:

- Make a unique and important contribution to help improve health outcomes for Black women and girls living with HIV or those who would benefit from PrEP
- Center cisgender and Transgender Black women and girls
- Utilize culturally responsive tools, programming, and best practices
- Be intersectional

- Be multi-generational where appropriate
- Offer clear program objectives and an implementation plan
- Include staff expertise and experience in line with the proposed project scope
- Assume appropriate and practical resourcing and budgets, with the potential for scalability
- Include a dissemination plan to share learnings and best practices from grant-funded activities
- Include key performance indicators and outcomes measurements that will be used to track the project's success
- Demonstrate original, innovative ideas that are suitable for the existing local infrastructure, capacity, environment and context
- Consider any necessary resources (infrastructure, human resources, or funding) that are required and, if applicable, list those that have been identified and are available
- Have strong mechanisms to ensure financial, performance and public accountability
- Provide a clear funding transition plan for long-term sustainability
- Emphasize collaboration between partners and a shared vision for success
- Letters of support will be considered when selecting applications. Community-led efforts are encouraged.

EVALUATION AND REPORTING

Projects must provide specific, measurable, achievable, realistic and time-sensitive objectives and action steps required to meet project goals. All applications must include information regarding the applicant's capacity to implement the project and provide clear details on how data will be collected and analyzed, and by whom.

Through the reporting process and related data collection, Gilead hopes to create opportunities to learn from both the successes and challenges faced by our partners, and to assess ways to increase the impact of future programs. Applicants may allocate up to 10% of the grant award outside of indirect cost to cover the costs of evaluation of the project against its stated objectives.

FUNDING RESTRICTIONS

Gilead funding cannot support:

- Medications or purchasing of medications
- Direct medical expenses, including labs
- Existing deficits
- Basic biomedical research, clinical research, or clinical trials
- Projects that include the purchase, utilization, prescribing, formulary position, pricing, reimbursement, referral, recommendation, or payment for pharmaceutical products
- Individuals with prescribing authority or physician group practices
- Events or programs that have already occurred
- Government lobbying activities
- Organizations that discriminate based on race, color, gender, religion, disability, sexual orientation, or gender identity or expression

HOW TO APPLY

Organizations are required to submit their requests in English- using the online application form, which can be accessed by visiting www.gilead.com/purpose/giving/funding-requests.

Please review the FOA and appendices before applying. Please ensure that the Grant Type “**Community/Patient**”, the Therapeutic Area “**Viral Diseases**” and the Program Tag “**Setting the P.A.C.E.**” are selected when submitting the application.

KEY DATES & DEADLINES

Grant request will be accepted on a rolling basis until 11:59pm EST on July 28, 2023.

FOA INQUIRIES

Questions related to this Funding Opportunity Announcement should be directed to grants@gilead.com.

DISCLAIMER STATEMENT

- Submission of an application does not guarantee any award of funding.
- Grant recipients must maintain their 501c3 status throughout their grant period to continue receiving funding. Grant recipients must promptly notify Gilead of any changes related to their 501c3 status during the term of this program.
- Gilead reserves the right to approve or deny any submitted application for any reason, in its sole discretion.
- The number of funding requests awarded will depend on the number of applications received.
- Applicants must provide a detailed budget as part of the application, which will undergo a reasonable value assessment.
- Recipients receiving support will be required to complete post program budget reconciliation, submit any data required for state/federal/country reporting purposes such as the federal Open Payments Program (Sunshine Act), and provide program outcomes.
- Award of a grant in any one cycle does not imply that any subsequent grant for the same project or a similar project will be awarded without further application and approval.
- Gilead funding cannot be used for government lobbying activities.
- Organizations that discriminate based on race, color, gender, religion, disability, sexual orientation, or gender identity or expression may not be considered for Gilead funding.
- Previous funding from Gilead does not imply any future funding will be given.

APPENDIX A - Indirect Cost Guidelines

Indirect costs are overhead expenses incurred by the applicant organization because of the project but that are not easily identified with the specific project. Indirect costs are defined as administrative or other expenses that are not directly allocable to a particular activity or project; they are related to overall general infrastructure operations. Indirect costs are sometimes referred to as “overhead costs” and more recently by the U.S. government as “facilities and administrative costs.” Examples include executive oversight, accounting, grants management, legal expenses, utilities, technology support, and facility maintenance.

Gilead prefers, whenever possible, that specific allocable costs of an applicant organization's project should be requested and justified in the proposal as direct costs, including those for dedicated ongoing project management, facilities, and support (further definitions are provided below).

As a company we seek to fund the actual cost of the proposed project, and to support the efficiency and effectiveness needed for improving the care of patients living with life-threatening diseases around the world. Gilead will consider supporting a consolidated indirect cost fee on a case-by-case basis (where allowed under local laws and regulations) if it constitutes 10% or less of the total proposed project cost.

For the purpose of funding the grants, Gilead has established basic definitions and guidance to be used by our applicants and prospective applicants (see below).

Through our philanthropy and grants programs, Gilead does not match the indirect-cost rates that the US federal government may pay to its applicants and contractors. We recognize that this means that our applicants may need to engage in cost-sharing between projects, tap into unrestricted funds, or conduct other fundraising activities to cover unbudgeted operation costs.

Indirect Cost Definitions

Indirect Costs
⇒ Facilities not acquired specifically and exclusively for the project (e.g., Foundation, Institute, or University headquarters)
⇒ Utilities for facilities not acquired for and not directly attributable to the project
⇒ Information technology equipment and support not directly attributable to the project
⇒ General administrative support not directly attributable to the project. Examples are as follows:
○ Executive administrators
○ General ledger accounting
○ Grants accounting
○ General fiscal management
○ Internal audit function
○ IT support personnel
○ Facilities support personnel
○ Scientific support functions (not attributable to the project)
○ Environment health and safety personnel
○ Human resources
○ Library & information support
○ Shared procurement resources
○ General logistics support
○ Material management
○ Executive management
○ Other shared resources not directly attributable to the project
○ Institutional legal support
○ Research management costs
⇒ Depreciation on equipment
⇒ Insurance not directly attributable to a given project