

June 24, 2013: Notice of Microfunding Opportunity

Purpose of the AIDS.gov Microfunding Program & Funding Availability

The [Digital Government Strategy](#) (DGS) reminds us that it is vitally important to “ask ourselves every day, how are we using technology to make a real difference in people’s lives?”. In light of that question, and to support the goals of the DGS, JSI, drawing on funding from AIDS.gov/the HHS Secretary’s Minority AIDS Initiative Fund, will provide microfunds to support new media/communications planning.

National or local HIV/AIDS service organizations that serve communities of color, others at highest risk for HIV infection, and people living with HIV/AIDS are eligible to apply for these funds. Successful applications may be awarded up to \$9,000 each. A total of no more than eight (8) grants will be awarded.

The purpose of these funds is to support new media/communications planning. Applicants must use the grants to fund new media efforts that will:

- Further the goals of the [National HIV/AIDS Strategy](#) and the [Action Plan for the Prevention, Care & Treatment of Viral Hepatitis](#); and
- Assist, stimulate, and/or support an organization’s HIV prevention, testing, treatment, and care activities by using new media to help expand the reach of their programs.

John Snow, Inc. (JSI) will award these microfunds, administer the program, disperse the funds, and monitor all funded projects.

Who Can Apply

Funding is available to HIV/AIDS organizations providing services to communities of color and other minority groups located in the 50 states, the six U.S.-Affiliated Pacific Island Jurisdictions, Puerto Rico, and the U.S. Virgin Islands. Eligible entities include:

- Public and private nonprofit organizations (including community-based organizations, national organizations, faith-based organizations, and colleges and universities)
- State and local government agencies
- Professional organizations
- Tribal government agencies and tribal/urban Native American/Alaskan Native organizations

We strongly encourage organizations to collaborate. If you choose to collaborate, you must designate one organization as the lead for funding and implementation purposes.

Background

For the purposes of this brief application, “new media” describes online and mobile technologies that aim to enhance creativity, information-sharing, and, most notably, collaboration among users. Examples of these tools and technologies include, but are not limited to: social networking sites (e.g., Facebook, Twitter); blogs and microblogs (e.g., Twitter, Tumblr); podcasts; text messaging and mobile apps; and online video and photo sharing sites (e.g., YouTube, Instagram, Vine). For more information about new media in response to HIV/AIDS, visit AIDS.gov’s [How to Use New Media](#) and the [AIDS.gov blog](#).

Project Areas to be Funded

As noted above, the purpose of these microfunds is to support new media/communications planning, and to help the HIV/AIDS service community to move toward the DGS goal of making information available “anywhere, any place, and any time.”

The activities you propose should help your organization and community produce a plan to use new media as a means of expanding your work. This may involve implementing a new plan or augmenting an existing plan. Examples of HIV new media activities that can be funded include (but are not limited to):

- Expanding your current new media plans or strategies
- Planning and coordinating meetings to develop a new media/communications strategy for your organization or community
- Providing technical support to implement a new media project or campaign
- New media training and support
- Evaluating a current new media project

Examples of activities that will **not** be funded include: direct clinical treatment and purchasing of equipment, such as computers, conference travel, or mobile phones.

Funding Notification

JSI will use e-mail or the U.S. Postal Service to notify you about the status of your application by July 18, 2013.

Project Time Frame

If your application is funded, you may begin your project as soon as you are notified on July 18, 2013. All grantees must begin their projects no later than July 22, 2013.

You will have until September 30, 2013 to complete your project. You must submit your final report to JSI by October 15, 2013.

Payment Schedule

If your submission is chosen, JSI will distribute one lump-sum payment to your organization 30 days after your project is approved. For collaborative projects, JSI will distribute the single lump-sum payment to the designated lead organization.

Project Deliverables

If your organization is funded under this microfunding opportunity, you will be required to do **all** of the following:

- Participate in an initial conference call with all other grantees. You will receive Information about the call (date, time, and toll-free number) in your award notification.
- Complete your proposed project scope within budget and on time.
- Write a blog post about your activities for the AIDS.gov blog. JSI will work with each funded organization to craft a blog post before October 15, 2013.
- Submit a final report to JSI by October 15, 2013.

Review Process & Criteria Scoring

This is a competitive microfunding opportunity. An objective, technical review panel will review all applications and score them based on their relevance to the purpose of the AIDS.gov microfunding program (described above) and the following criteria **(100 total points possible)**:

- **Section 1: Contact Information (5 points total)**
 - The application includes all requested contact information. (5 points)
- **Section 2: Organizational Background (10 points total)**
 - The application describes your organization's mission, history, the audience(s) you reach, and the services you provide. (10 points)
- **Section 3: Proposed Project Description (70 points total)**
 - The application describes:
 - The geographic area and population(s) your organization serves, and provides an overview of the ways in which your target population is currently using new media **(15 points)**
 - The planning process you propose to develop a new media communications strategy that will support your organization's mission and extend the reach of your work **(25 points)**
 - A list of the activities you plan to implement and your plans to assess those activities and share the information with other key stakeholders. **(30 points)**
- **Section 4: Budget (15 points total)**
 - The application details budget expenses in the form provided. (15 points)

Application Submission

- We must receive your application by **July 3, 2013, at 5:00 p.m., Eastern Time.**
- You should submit your application online at <http://bit.ly/microfund13>. **The online form is the only application we will accept.**
- If you have technical difficulties, please e-mail hlisinski@jsi.com for assistance.
- There is a strict **character limit** to the length of responses in order to keep the application brief and targeted to the program goals.
- We have designed the application form so that you can complete it in **one session**. We recommend that you draft your responses in a Word document, adhering to the character limit for each section. This will also allow you to edit and spell-check your responses before you copy and paste them into the online submission form.
- Once you have submitted your application, you will receive an e-mail confirmation for your submission. If you do not receive a confirmation within 24 hours, **it is your responsibility** to e-mail hlisinski@jsi.com to inquire if your application was received.
- For questions about this application, please contact hlisinski@jsi.com.

Disclaimer

Any materials developed with these funds must acknowledge AIDS.gov. Grantees should also include the following statement on all reports or materials: "Funding for this activity was made possible, in part, by AIDS.gov, a program of the U.S. Department of Health and Human Services (HHS), Office of HIV/AIDS and Infectious Disease Policy. The views expressed do not necessarily reflect the official policies of HHS or AIDS.gov, nor does the mention of trade names, commercial practices, or organizations imply endorsement by the U.S. Government."

If the project is funded, the contents of the application will serve as the terms for the project design, implementation, and payment. John Snow, Inc. reserves the right to require grantees to revise their budgets and/or scopes of work at any point during the project period.

Application Content

Section 1: Applicant Contact Information

Organization Name:	
Mailing Address 1:	
Mailing Address 2:	
City/State/ZIP Code:	
Agency Executive Director or CEO:	
Microgrant Project Contact:	

Project Contact Address:	<i>(if different than above)</i>
Mailing Address 1:	
Mailing Address 2:	
City/State/ZIP Code:	
Telephone Number:	
E-mail Address:	
Organization's Employer Identification Number (EIN)/Tax Exempt Number:	
Signature of responsible official:	

Note: Applications must be signed by an official with fiduciary responsibility for your organization. Typing the full name of the individual will be considered an electronic signature.

Section 2: Organizational Background (limit: 1,160 characters) NOTE: This is approximately 1/2 page in single-spaced, 12 pt., Times New Roman font.

1. Describe your organization's mission, history, the audience(s) you reach, and the services you provide.

Section 3: Proposed Project Description (limit: 9,930 characters total) NOTE: This is approximately 2 to 3 pages in single-spaced, 12 pt., Times New Roman font.

2. What is the proposed project name? (limit: 110 characters)

3. What population(s) will you target and why? Where is your target population located? How many people do you estimate your project will reach? What do you know about how/if they currently use new media? (limit: 1,630 characters)

4. What do you want to accomplish with this project? Please list your goal(s) and objectives for the project. (limit: 1,630 characters)

5. Describe your proposed project, including who will implement it (including name(s) of partners) and the technology/technologies you plan to use. (limit: 1,630 characters)

6. List the core activities you want to accomplish during the project time frame. Identify the deliverables you plan to produce at the end of your project. (For example, a blog post will be submitted as a final deliverable). (limit: 3,300 characters).

7. Project assessment: How do you plan to assess your project activities? How will you share the information you collect and the lessons you learn with other key stakeholders? (limit: 1,630 characters)

Section 4: Project Budget

8. What is the total amount you are requesting? Describe how the award funds will be utilized to implement your project. (limit: 1,160 characters).

Then list each individual budget item, including the unit costs and total costs for each. Sample line items are shown below, but you do not have to request funds for each one. Choose only the line items you need to support your project:

- Labor (i.e. Executive Director, New Media Coordinator)- unit, unit cost (\$), total cost (\$)
- Supplies (i.e. paper, markers) - unit, unit cost (\$), total cost (\$)
- Staff travel (i.e. mileage, train fare, parking) - unit, unit cost (\$), total cost (\$)
- Consultants (i.e. Editor, Graphic Designer) - unit, unit cost (\$), total cost (\$)
- Training (i.e. ABC New Media Training) - unit, unit cost (\$), total cost (\$)
- Other direct costs - unit, unit cost (\$), total cost (\$)

Federal funding will **not** be provided for the following:

- Capital building projects
- Overhead, or indirect costs
- Direct clinical treatment, lab services, and/or HIV testing kits
- Equipment, such as computers, tablets, mobile phones, conference travel (local travel is allowed)
- Printing and copying over \$500