



HEALTHTrust

**GETTING
TO ZERO**
SILICON VALLEY
SANTA CLARA COUNTY

Santa Clara County
**PUBLIC
HEALTH**

**GETTING TO ZERO MINI-GRANT
FUNDING ANNOUNCEMENT
Year 2 - 2017-2018**

INTRODUCTION

As of 2016 there were 2,648 people living with a diagnosis of HIV/AIDS in Santa Clara County, with 134 new cases in 2016. Additionally from data from the State of California, it is estimated that another 9% of persons with HIV are unaware of their infection. The progress made thus far to decrease the number of new infections and improve the health of those living with HIV has relied on a wide range of health and community providers working together in innovative ways.

With funding provided by the Santa Clara County Public Health Department, The Health Trust launched the Getting to Zero (GTZ) HIV initiative in 2016. The initiative aims to have ***“zero new HIV infections, zero deaths from HIV, and zero stigma related to HIV.”*** Getting to Zero Santa Clara County/Silicon Valley operationalized the initiative using collective impact concepts to engage a wide range of stakeholders in order to identify and develop goals, objectives, and strategies and carry out actions that will lead to the goals stated above.

An important component of the initiative includes awarding mini-grants totaling \$100,000 per year over the course of the project to promote community agencies' ability to recognize and respond to the greatest needs within their scope of work. The Health Trust seeks to collaborate with community-based organizations, public agencies, clinics, schools and other groups to award one-time mini-grants in support of the GTZ campaign and the four objectives listed below.

The priority objectives are the following:

1. PrEP and PEP Implementation
2. Universal, comprehensive STD Screening and Targeted HIV Testing
3. Initiation of HIV Care and Retention in HIV Care
4. Reduction of Stigma

Mini-grants may be used to support **health care providers** in establishing infrastructure or programs related to four objectives in clinical settings. Mini-grants to **non-clinical organizations** may similarly support these four objectives in community-based settings, including but not limited to clinics, schools, and non-profit organizations. In addition to the aforementioned strategies, The Health Trust will consider other innovative strategies and activities that address the broader goals of Getting to Zero.

GRANT AMOUNT RANGE AND ALLOWABLE EXPENSES

Grant awards will range from \$1,500 - \$20,000 with a total of \$100,000 for this round of funding, \$50,000 of which may go to clinical organizations and \$50,000 to non-clinical organizations. Grant funds are to be used for the planning, staffing, materials, supplies, outreach and marketing needed to address any of the GTZ priority areas.

KEY DATES

Application Release Date: Wednesday, August 2, 2017
Application Due Date: Thursday, August 31, 2017 by 5PM
Informational Workshop Date: Wednesday, September 6 from 2-3:30pm (By invitation only)
Grant Award Announced: Monday, September 18, 2017
Project Timeframe: October 1, 2017-June 30, 2018

PROPOSAL ELIGIBILITY CRITERIA

- Projects must directly benefit Santa Clara County residents.
- Proposals must be completed and all costs incurred by June 30, 2018.

APPLICATION INSTRUCTIONS

Interested applicants must have an online account created in order to submit the full proposal. If you do not have an existing account, please click [here](#) to create an account.

Upon creating an account, click [here](#) to access the proposal.

Please e-mail questions related to this funding announcement to Maria Garcia at MariaG@healthtrust.org

Applications are due on **Thursday, August 31, 2017 by 5pm**

SOCIAL MARKETING STRATEGY WORKSHOP

All applicants planning to include online social marketing are strongly encouraged to attend the Informational Workshop on Effective Social Marketing for Impact. This workshop will be presented by a Facebook employee on **Wednesday, September 6 from 2-3:30pm, at Facebook. By invitation only.**

GRANT MONITORING AND REPORTING

Grantees will be required to participate in ongoing evaluation of process and impact, and submit a final grant report, including a grant budget, and completing a survey regarding progress and outcomes achieved as a result of the mini-grant activities, 30 days after the completion of the mini-grant project.