

M-A-C AIDS FUND: THE IMPACT OF STIGMA AND SHAME ON HIV/AIDS PREVENTION, CARE AND TREATMENT

REQUEST FOR PROPOSALS

ABOUT THE M-A-C AIDS FUND

Established in 1994, the M-A-C AIDS Fund is the heart and soul of M-A-C Cosmetics supporting men, women and children affected by HIV/AIDS globally. The M-A-C AIDS Fund is a pioneer in HIV/AIDS funding, providing financial support to organizations working with the most underserved and vulnerable populations. As the largest corporate non-pharmaceutical giver in the field, the M-A-C AIDS Fund strives to impact four key issues in the fight against HIV/AIDS: prevention, the link between poverty and HIV/AIDS, models of care, and treatment adherence. Since the inception of the M-A-C VIVA GLAM campaign over \$115 million (US) has been donated to the M-A-C AIDS Fund through the sale of M-A-C VIVA GLAM lipstick and lipglasses. In the United Kingdom alone, the M-A-C AIDS Fund has donated over £2.4 million to HIV/AIDS programs.

In September 2007, the M-A-C AIDS Fund undertook a Global Public Opinion Audit aimed at: comparing perceptions of and attitudes about HIV/AIDS and the impact of the disease across countries; gauging perceptions (or misperceptions) about those most likely to be impacted by the disease; assessing attitudes toward those who have contracted the disease; and examining hurdles to stopping its spread. The survey took place in nine countries (Brazil, China, France, India, Mexico, Russia, South Africa, U.S., and U.K.) and included more than 4,500 interviews.

Eighty-six percent of respondents reported that they believed that shame and stigma around HIV/AIDS kept people from talking about and addressing the disease. Respondents saw this as a major contributing factor to the spread of the virus.

These findings have been buttressed by a myriad of recent research studies documenting a link between HIV-related stigma and the failure to access prevention, care and treatment programs. One such study found that high stigma around HIV was significantly correlated with reduced HIV disclosure and lower use of prevention, care and treatment services among a population of male truck drivers in Brazil.¹ Another found that violence, or the fear of violence, prevents many people from obtaining HIV/AIDS testing and treatment.² Stigma works both ways. According to a study conducted by Carr and Nyblade in 2007, people who stigmatize view themselves as removed from the risk of HIV and so do not practice safe behaviors.

WHY ADDRESS STIGMA & SHAME IN THE U.K.?

At the end of 2006, 73,000 people were living with HIV in the United Kingdom and there were 7,800 new infections. In fact, since 2000 the number of new infections that occur in the United Kingdom has risen annually. However, estimates suggest that one in three infections in the United Kingdom remain undiagnosed. Respondents of the M-A-C AIDS Fund's survey in the U.K. indicated that stigma and shame around HIV/AIDS was the number one problem contributing to the spread of the disease. In response to this finding, the M-A-C AIDS Fund, U.K. seeks proposals for innovative programs that address the issues of stigma and shame and the link between these factors and failure to access prevention, care and treatment services.

ELIGIBILITY

In order to apply, a non-profit must be registered as a charity in the United Kingdom. Organizations need to have been in existence for at least three years, and have a solid track record of providing HIV/AIDS services. **Proposals should range from £100,000 to £250,000, and applicants must have an annual operating budget of at least £1 million. Collaborations among agencies and/or agencies and academic institutions are welcome.**

HOW TO APPLY

An application must contain one original and one copy of the following materials:

1. M-A-C AIDS Fund cover sheet
2. Proposal (see below)
3. Charity certificate
4. Copy of the current organizational annual report, operating budget for the current fiscal year and most recent audited financial statement
5. An itemized budget indicating how grant funds would be utilized (sample attached)

PROPOSALS

A narrative proposal should be included that addresses the following:

1. A strong statement of need in the target population detailing how shame and stigma have impacted the targeted population and the ways in which this has hindered the population's access to (or use of) prevention, care or treatment programs
2. A clear explanation of the proposed program which includes: a definition of stigma and how it relates to HIV prevention, a description of any evidence supporting the effectiveness of the proposed or similar programs, an understanding of stigma existing in the target population, an explanation of how the organization will make outreach to the target population and how it will keep the population engaged over time; an implementation time-line; a description of definable and measurable outcomes expected; and a plan for monitoring and evaluation.
3. The organization's track record of carrying out similar programs in the past
4. The organization's capacity to carry out the intended program
5. Potential partnerships, collaborations and plans for sustainability

Proposal Deadline: 2 May 2008
Grant Notification Date: June 2008

Proposals must be received by the M-A-C AIDS Fund by 2 May 2008. Proposals with a postmark date after 2 May 2008 will be considered late and will not be reviewed.

Send two completed packages – one each to:

M-A-C AIDS Fund
Attn: U.K. Stigma programs
575 Broadway, 2nd Floor
New York, NY 10012

M-A-C AIDS Fund
Attn: U.K. Stigma programs
73 Grosvenor Street
London
W1K 3BQ

If you have any questions, please feel free to call 0870 034 6895.

¹ (Pulertwitz et al., 2008)

² Amon, Joseph. "Preventing the Further Spread of HIV/AIDS." *The Essential Role of Human Rights*, Human Rights Watch, January 2006.

³ Carr, Dara and Nyblade, Laura. "Taking Action Against HIV Stigma and Discrimination." Department for International Development; 2007.