

Welcome to

Granting success: How to craft compelling funding applications

Tuesday, 16 September 2025

Introductions



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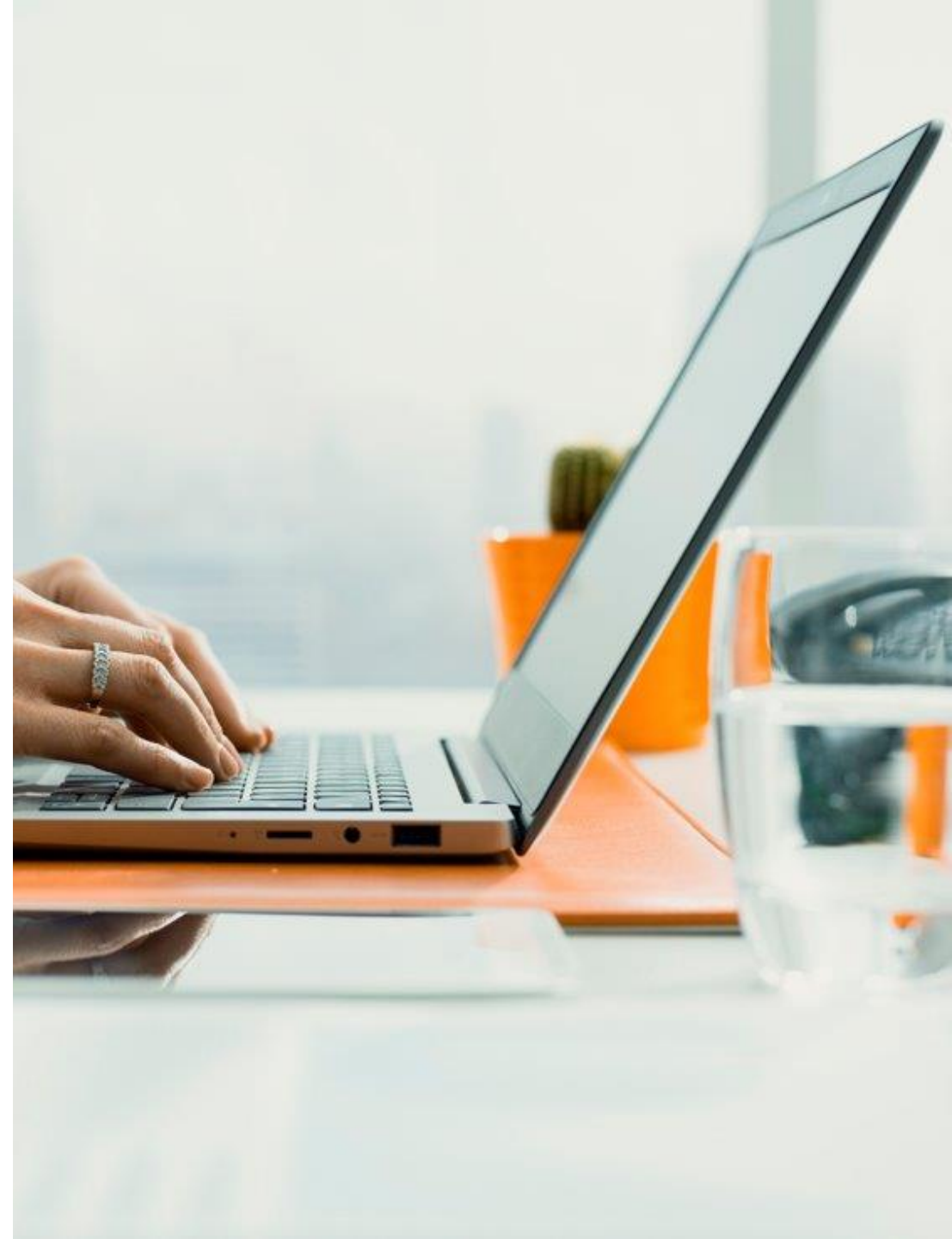
Agenda

- ✓ How to prepare for and craft impactful grant application
- ✓ What to expect from the Youth Hub Seed Grant application
- ✓ How to consider the 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



Application form

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



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. Leadership quality - Questions

- ✓ What is your motivation to become an IAS Young Leader?
- ✓ If selected, how will you use the skills you gain through the Youth Hub Seed Grant Programme in your future work?
- ✓ Describe your experience in HIV, including any of your projects or accomplishments that you believe are important for the field of HIV.
- ✓ Please name any local, regional, national or international networks you are involved in.



1. Leadership qualities - Criteria

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



What is your motivation to become an IAS Young Leader?

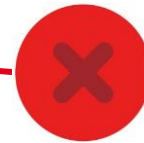
Lack of
planning



Too vague



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



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



Specific
activity



Clear
impact



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



Specified
organization



Data as
evidence of
success

2. & 3. Project plan and youth engagement - Questions

- ✓ What is your project statement?
- ✓ What are the objectives of your project?
- ✓ What activities will you undertake to reach your objectives?
- ✓ How will the project measure success?
- ✓ Budget



2. & 3. Project plan & youth engagement - Criteria

- ✓ Provide a clear snapshot of your project
- ✓ Demonstrate innovation
- ✓ Show how the project aims to change systems that affect young people
- ✓ Make a strong case for the urgency and focus of the project



What is your project statement?

Context



Target



Snapshot



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 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 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



Measurable data targets



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.

Specific target locations



Target time frame



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).

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

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).

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).



The what and how



Includes specifics



Clear time frames

Clear beneficiaries



Target numbers



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



Budget

- ✓ Outline the cost of the activities you are proposing and show the feasibility of it
- ✓ Use the specified budget template or application automatically invalid



4. Project sustainability - Questions

- ✓ How will your project ensure continued impact after the grant period?
- ✓ Does your project leverage partnerships with and/or funds from other organizations?



4. Project sustainability criteria

- ✓ Outline a strategy for project sustainability
- ✓ Look beyond the grant period
- ✓ Demonstrate how funding will support change



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

5. Capacity of host organization - Letter of recommendation

- ✓ 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



Recommendation letter

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



Recommendation letter

Clear link to organization and its objectives



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.



Identified mentor

Logistical support outlined



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.



Benefit to applicant

Q&A with successful applicants and reviewers

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