



COMPASS
INITIATIVE®

SPARK! Grant Application Instructions

2022– 2023

Instrucciones de solicitud de fondos (subsidio)

SPARK!

This document is to be used as a guide. All applications should be completed via online submission on www.gileadcompass.com. We do not accept paper applications.

Este documento debe ser usado como una guía. Todas las aplicaciones deben ser completadas en línea en www.gileadcompass.com. No aceptamos solicitudes en papel.

Despite numerous studies, we still have much to learn about HIV-related stigma. Nonetheless, we know that stigma often results from ignorance, fear-based myths, and a general lack of awareness in our communities. Stigma can also result in social isolation. An individual's risk of becoming socially isolated is influenced by several factors including health problems, disability, gender discrimination, loss of loved ones, living alone, reduced social networks, poverty, and aging (Bhatti and Haq, 2017).

A pesar de numerosos estudios, todavía tenemos mucho que aprender sobre el estigma relacionado con el VIH. Sin embargo, sabemos que el estigma a menudo es el resultado de la ignorancia, los mitos basados en el miedo y la falta general de conciencia en nuestras comunidades. El estigma también puede resultar en aislamiento social. El riesgo de un individuo de volverse socialmente aislado está influenciado por varios factores, incluyendo problemas de salud, discapacidades, discriminación de género, pérdida de seres queridos, vivir solo, reducción de redes sociales, pobreza y envejecimiento (Bhatti and Haq, 2017).

Currently, the world is experiencing unprecedented times with the COVID-19 pandemic directly affecting our communities across the region. As a result, millions continue to experience heightened isolation and loneliness. Social isolation and loneliness (an emotional response to social isolation) have been associated with an increased risk of negative mental health outcomes including depression, anxiety, dysphoria, reduced positive emotions, low life satisfaction, suicidality, and chronic stress (Beutel et al., 2017; Bhatti and Haq, 2017; Xia and Li, 2018). Additionally, social isolation and loneliness have been associated with poor immunity, poor sleep quality and general health, low resilience, and greater risk of cardiovascular disorders (Beutel et al., 2017; Bhatti and Haq, 2017). In a study to evaluate loneliness in people living with HIV, researchers found participants who reported loneliness were more likely to be smokers, at greater risk for alcohol and/or drug use, have smaller social support networks, and report more depressive symptoms (Greene, 2018).

Actualmente, el mundo está experimentando tiempos sin precedentes con la amenaza del COVID-19 en nuestras comunidades. Como resultado, millones de personas están experimentando un aumento de aislamiento y soledad debido a las órdenes de refugio en el lugar. El aislamiento social y la soledad (una respuesta emocional al aislamiento social) se han sido asociados con un aumento en riesgos de resultados negativos de salud mental, incluyendo depresión, ansiedad, disforia, reducción de las emociones positivas, baja satisfacción en la vida, suicidalidad (frecuencia de tendencias suicidas) y estrés crónico (Beutel et al., 2017; Bhatti y Haq, 2017; Xia y Li, 2018). Además, el aislamiento social y la soledad se han asociado con una inmunidad deficiente, una mala calidad del sueño y la salud general, una baja resiliencia y un aumento de riesgos de trastornos cardiovasculares (Beutel et al., 2017; Bhatti y Haq, 2017). En un estudio para evaluar la soledad en personas que viven con el VIH, los investigadores encontraron que los participantes que reportaron soledad eran más propensos a ser fumadores, con mayor riesgo de consumo de alcohol y/o drogas, tienen redes de apoyo social más pequeñas y reportan más síntomas depresivos (Greene, 2018).

Southern AIDS Coalition initially launched **SPARK!** (**S**outherners **P**romoting **A**wareness, **R**esources & **K**nowledge) in 2018 to fund community-led campaigns and education initiatives across the Deep South to address HIV-related stigma. In light of the impact of the COVID-19 pandemic, for the most recent **SPARK!** funding cycle, we supported grantees that either addressed HIV-related stigma or addressed isolation and loneliness. For the 2022-2023 grant cycle, we will once again support those types of projects in addition to the community-led campaigns and education initiatives.

Southern AIDS Coalition inicialmente lanzo (Coalición del SIDA en el Sur) **SPARK!** (**S**outherners **P**romoting **A**wareness, **R**esources & **K**nowledge/Personas del Sur Promoviendo Conciencia, Recursos Y Conocimiento) en el 2018 para financiar campañas comunitarias e iniciativas educativas en todo el Sur del país (Deep South), para abordar el estigma relacionado con el VIH. A la luz del impacto de la pandemia del COVID-19, actualmente estamos aceptando propuestas para abordar el estigma relacionado con el VIH, así como el aislamiento y la soledad.

Southern AIDS Coalition also seeks to support grantees in growing their organization's capacity. We know that an organization with higher and stronger capacity is more stable and often more successful at meeting community needs than their counterparts who lack the capacity. Therefore, for this grant cycle, in addition to grant funds that will support projects under the two tracks outlined below, **SPARK!** grant applications may request capacity building support and grant budgets may include line items for capacity building support. Capacity building support can range from direct technical assistance from Southern AIDS Coalition or its partners to allocation in the grant to support the organization's capacity, including supporting the organization hiring a consultant to assist with that growth. Below are a list of possible areas for capacity building and their associated budget line items. This list is not exclusive but provides examples of the type of capacity building a grantee may seek support for and how that shows up in the budget request.

Capacity Area	Associated Budget Line Item
Board Composition, Commitment, Governance, and Involvement	Board retreat and organizational development consultant / coach
Financial Planning & Budgeting	Training for program staff on developing budgets and using Excel
Recruiting, Development, and Retention of Staff	Hire an HR professional/consultant to conduct an assessment and subsequent training with organization leadership

For this cycle, we are prioritizing those projects focused on reaching people in rural communities and requiring the applicant organization be located in a rural community. We use a combination of the U.S. Census Bureau’s definition of “rural” along with the Stigma Services Desert¹ map and data (found [here](#)) to define “rural.” For the purposes of this grant cycle, the organization must be located outside of an Urbanized Area (defined as having a population of 50,000 or more) or in a “service desert” (shown on the map) or both.

SPARK! will provide funding and capacity building support totaling \$25,000 per grantee to support programs.

SPARK! proporcionará fondos de hasta \$25,000 para apoyar programas en una de las dos siguientes vías:

Funding will be provided in one of two tracks:

Track One: **SPARK! Connections** supports programs that combat social isolation and loneliness through virtual programming. Organizations are invited to apply for support to cover costs related to implementing virtual groups, 1:1 support, social media outreach, texting programs, and other means of engagement serving persons living with and impacted by HIV.

Via Uno: **SPARK! Connections (SPARK! Conexión)** apoya programas que combaten el aislamiento social y la soledad a través de la programación virtual. Se invita a las organizaciones a solicitar apoyo para cubrir los costos relacionados con la implementación de grupos virtuales, apoyo 1:1, divulgación en las redes sociales, programas de mensajes de texto y otros medios de participación que sirvan a las personas que viven con o son impactadas por el VIH.

Track Two: **SPARK! Change** supports community-level education addressing HIV-related stigma. Successful funded projects have ranged from media campaigns to community conversations. The common thread across successful projects has been the commitment to centering the voices of those living with and impacted by HIV in all aspects of project design and implementation.

¹For the purposes of this program, a service desert is an area that is more than 30 minutes from stigma services.

Via Dos: **SPARK! Change (SPARK! Cambio)** apoya la educación a nivel comunitario para abordar el estigma relacionado con el VIH. Los proyectos financiados exitosamente han variado de campañas en los medios de comunicación hasta conversaciones comunitarias. El hilo común de los proyectos exitosos ha sido el compromiso de centrar las voces de las personas que viven con e son impactados por el VIH.

Eligibility:

Currently, 501(c)(3) organizations (or organizations with a fiscal sponsor) operating in rural communities are eligible to apply for support of programs focused on participants in any of the following twelve (12) southern states: (Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, and Texas). Individuals are not eligible for grant awards.

Elegibilidad:

Actualmente, organizaciones sin fines de lucro 501(c)(3) u organizaciones con un patrocinador fiscal que trabajan en cualquiera de los nueve (9) estados del (Deep South) Sur del país (Alabama, Florida, Georgia, Luisiana, Mississippi, Carolina del Norte, Carolina del Sur, Tennessee, Texas) son elegibles para aplicar para apoyo de programas enfocados en participantes en los estados mencionados. Individuos no son elegibles para estos fondos (subsidio).

Award Amount: SPARK! Awards will be up to \$25,000. The amount of your request should reflect the scope of your project and related expenses, which may include costs for a consultant(s) to provide capacity building support to the organization.

Cantidad de Premio (fondos): SPARK! Los fondos (subsidio) serán de hasta \$20,000. La cantidad que se pida en su solicitud debe reflejar el alcance de su proyecto y los gastos relacionados.

How and When to Apply: SPARK! Grant applications will be accepted from September 19, 2022, to October 17, 2022. Applicants will receive notification by November 4, 2022.

Como y Cuando Aplicar: ¡SPARK! Los fondos (subsidio) se harán en forma sucesiva a medida que los fondos estén disponibles. Los solicitantes recibirán notificación dentro de catorce (14) días de la entrega de una solicitud completa.

Funding Parameters for SPARK! Awards:

- Maximum request amount of \$25,000.
- Maximum indirect cost rate is 10%.
- Funds must be expended by December 1, 2023.
- New applicants, former grantees, and/or previous applicants to SPARK! grants program are eligible and encouraged to apply if they meet the criteria of the current Request for Proposals.
- Current SAC grantees (including Transformative and SPARK! grantees) are not eligible for funding.

- Applicants must be located in a rural community. If the application is to support a partnership of organizations, the lead organization must be located in a rural community.
- This grant will not fund individuals, general operations, endowments, fundraising events or sponsorship of events, appeals for religious purposes (though faith-based organizations are strongly encouraged to apply for projects addressing HIV-related stigma).
- Applicants may allocate up to 20% of their grant to cover costs associated with capacity building (e.g., a strategic planning consultant, trainings for staff, etc.).

Parámetros de fondos para fondos ¡SPARK!:

- Cantidad máxima de solicitud \$25,000.
- Los fondos deben de ser usados antes del 1 de diciembre, 2023.
- Nuevos solicitantes, beneficiarios y/o solicitantes anteriores de fondos (subsidio) SPARK! son elegibles y se les recomienda que apliquen.
- Los beneficiarios actuales del SAC (incluyendo beneficiarios actuales de Transformative y SPARK!) no son elegibles para recibir estos fondos (subsidio).
- Estos fondos (subsidio) no financiará a individuos, operaciones generales, dotaciones, eventos de recaudación de fondos o patrocinio de eventos, apelaciones para propósitos religiosos (aunque se recomienda a las organizaciones religiosas que soliciten proyectos que aborden el estigma relacionado con el VIH).

Allowable Expenses: SPARK! Awards can be used to pay for program-related costs, including appropriate staff costs, supplies, technology, incentives, and membership fees for required platforms. However, there are prohibited expenses.

Gastos permitidos: SPARK! Los fondos (subsidio) pueden utilizarse para pagar los costos relacionados con el programa, incluyendo los costos de personal, suministros, tecnología, incentivos y cuotas de membresía para las plataformas requeridas. Sin embargo, hay gastos prohibidos.

You **cannot** use grant funds to pay for or offset the cost of any of the following:

- Medications or purchasing of medications
- Direct medical expenses, including lab expenses
- Existing deficits of organization
- Biomedical research or clinical trials
- Projects that directly influence or advance Gilead's business, including purchase, utilization, prescribing, formulary position, pricing, reimbursement, referral, recommendation or payment for products
- Individuals, individual health care providers, or physical group practices
- Events or programs that have already occurred

- Government lobbying activities
- Indirect costs above 10% of the direct costs

No pueden utilizar estos fondos (subsidio) para pagar o compensar el costo de cualquiera de los siguientes:

- Medicamentos o compra de medicamentos
- Gastos médicos directos, incluyendo gastos de laboratorio
- Déficits existentes de organización
- Investigación biomédica o ensayos clínicos (clinical trials)
- Proyectos que influyen o adelantan directamente el negocio de Gilead, incluyendo la compra, utilización, prescripción, posición del formulario, precios, reembolso, referencia, recomendación o pago de productos
- Individuos, proveedores de cuidado de salud individual, o prácticas de grupo médico
- Eventos o programas que ya han ocurrido
- Actividades de cabildeo (lobbying) del gobierno

***Tips for a Successful SPARK! Application:
Consejos para una Aplicación SPARK! Exitosa:***

Track One: SPARK Connections

- Clearly articulate how your project will address isolation or loneliness impacting persons living with HIV.
- Clearly articulate how you will deliver your program, including the planned platform that will be used for communication and how you will ensure that participants can effectively access the program.
- Share your organization’s experience with similar programs that require virtual engagement, particularly during COVID.
- If appropriate, make it clear who will be providing professional services (e.g., mental health services).
- Clearly outline the evidence you have that demonstrates why this particular campaign or program is not only needed, but why it is likely to be successful.
- Don’t worry about your project being “too small”. We want to support grassroots efforts that can reach deep into the heart of community need.

Via Uno: SPARK! Connections (SPARK! Conexión)

- Articule claramente cómo su proyecto abordará el aislamiento o la soledad que afecta a las personas que viven con el VIH.

- Articule claramente cómo van a implementar su programa, incluyendo la plataforma que se utilizará para la comunicación.
- Si es apropiado, aclaren quién proporcionará servicios profesionales (por ejemplo, servicios de salud mental).
- No se preocupe si su proyecto sea “demasiado pequeño”. Queremos apoyar los esfuerzos de base que pueden llegar al corazón de las necesidades de la comunidad.

Track Two: SPARK Change

- Clearly articulate how your project will address stigma related to HIV.
- Clearly articulate how you will deliver a community-level initiative.
- If creating a media campaign, make it clear how you will leverage one or more platforms to deliver your message (e.g., radio, billboards, print media, social media).
- If creating a media campaign, make it clear who will be providing professional design or production and their track record with previous projects (provide samples if available). Also detail how you will disseminate the media to the intended audience.
- If creating some other form of community-level education initiative, make it clear what community (e.g., faith leaders, health providers, social networks) you are focused on reaching and the impact you intend to make.
- Clearly outline the evidence you have that demonstrates why this particular campaign or program is not only needed, but why it is likely to be successful.
- Clearly explain how the tone of your messaging will empower the community, rather than use fear and shame. Instead of using scare tactics, opt for an evidence-based, compelling message that is designed to spark dialogue or curiosity to learn more.
- Don't assume your audience understands the basic facts of HIV transmission, testing, or biomedical interventions.
- Think focused rather than big, broad campaigns. We want to support grassroots campaigns that can reach deep into a community rather than campaigns that try to reach everyone across the spectrum.

Via Dos: SPARK! Change (¡SPARK! Cambio)

- Articule claramente cómo su proyecto abordará el estigma relacionado con el VIH.
- Articule claramente como se implementará una iniciativa a nivel comunitario.

- Si crearan una campaña de medios, aclare cómo aprovecharán una o más plataformas para entregar su mensaje (por ejemplo, radio, carteleras, medios impresos, medios sociales).
- Si crearan una campaña de medios, aclaren quién proporcionará el diseño o producción profesional y su historial con proyectos anteriores (proporcione muestras si están disponibles). También detallen cómo difundirá los medios de comunicación a la audiencia intencionada.
- Si se creara otra forma de iniciativa educativa a nivel comunitario, aclare a qué comunidad (por ejemplo, líderes religiosos, proveedores de salud, redes sociales) se dirige y el impacto que piensa hacer.
- Expliquen claramente como el tono de su mensaje capacitara (empoderara) a la comunidad, en el lugar de usar el miedo y la vergüenza. En lugar de usar tácticas de miedo, opte por un mensaje convincente basado en la evidencia que esté diseñado para provocar el diálogo o la curiosidad para aprender más.
- No asuman que su audiencia entiende los hechos básicos sobre la transmisión del VIH, las pruebas o las intervenciones biomédicas.
- Piensen en campañas centradas, en vez de campañas grandes y amplias. Queremos apoyar las campañas de base que pueden llegar a la comunidad en lugar de campañas que tratan de llegar a todos en todo el espectro.

Additional Attachments Necessary: In order to have a complete submission and be considered for a SPARK! grant, you are required to upload the following documents:

1. Your organization's 501(c)(3) verification OR 501(c)(3) letter of a fiscal sponsor
2. Letter of Support from fiscal sponsor (if applicable). *This letter should demonstrate fiscal sponsor's commitment to providing the applicant with financial management of grants funds and administrative support as needed.*
3. Organizational Operating Budget. *The applicant's 2022 operational budget (not to be substituted by fiscal sponsor's operational budget).*
4. SPARK! Grant Budget Attachment. *A thoughtfully prepared budget demonstrates that you have considered all the costs associated with your request, as well as the resources needed to ensure the project's success. Please use the provided template.*

Documentos Adicionales Necesarios: Para tener una aplicación completa y ser considerado para los fondos (subsidio) de SPARK! se requiere que suba (cargue) los siguientes documentos con su aplicación:

1. Su verificación de 501(c)(3), su carta de 501(c)(3) o una carta de patrocinador fiscal
2. Carta de patrocinador fiscal (si es aplicable). *Esta carta debe demostrar el compromiso del patrocinador fiscal de proporcionar al solicitante manejo financiero de los fondos del subsidio y el apoyo administrativo según sea necesario.*
3. Presupuesto operativo de la Organización. *El presupuesto operativo del solicitante para 2022 (no debe ser sustituido por el presupuesto operativo del patrocinador fiscal).*
4. Documento del presupuesto de fondos (subsidio) SPARK! (SPARK! Grant Budget Attachment). *Un presupuesto cuidadosamente preparado demuestra que hna considerado todos los costos asociados con su solicitud, así como los recursos necesarios para garantizar el éxito del proyecto.*

Grantee Orientation Requirement: Grantees will be required to participate in an orientation meeting at the beginning of the grant period. The date, time, and other details will be provided once the grantee has received the notification of funding.

Evaluation Requirement: Grantees will be required to complete a pre- and post-grant assessment for the organization. Additionally, grantees will be provided with web-based evaluation tools to streamline data collection processes. Evaluation support will be provided to grantees. Grantees are expected to use the tools provided (if they do not have their own tools for data collection) and to work with the evaluators, when applicable.

Requisito de evaluación: A los beneficiarios se les proporcionarán herramientas de evaluación basadas en la web para optimizar los procesos de recolección de datos. Se proporcionará apoyo de evaluación a los beneficiarios.

Reporting Requirement: Grantees will be expected to provide quarterly project progress updates online via a link provided upon funding. They will also be expected to provide a final report at the conclusion of their grant period—that is, on or before December 31, 2023. Reports will need to include how the grant funds were used, successes and challenges experienced during the grant period, project outcomes, and a budget expenditure report.

Note: You will submit your application via an online grants system, Open Water. Please have all materials ready prior to starting your submission. After submission, you will receive an automated confirmation and you will hear from the Southern AIDS Coalition Grants Office by November 4, 2022, 2022.

Nota: Su aplicación se presentará a través de un sistema de fondos (subsidio) en línea, *Open Water*. Por favor tenga todos los materiales listos antes de comenzar su aplicación. Después

de terminar su aplicación recibirá una confirmación automatizada y recibirá comunicación de la oficina de Southern AIDS Coalition Grants Office (Coalición del SIDA en el Sur) al cierre del período de revisión trimestral.

If you have any questions, please contact us at grants@southernaidscoalition.org.

Si tiene alguna pregunta, por favor póngase en contacto con nosotros en grants@southernaidscoalition.org.

References

- Beutel, M. E., Klein, E. M., Brähler, E., Reiner, I., Jünger, C., Michal, M., Wiltink, J., Wild, P. S., Münzel, T., Lackner, K. J., & Tibubos, A. N. (2017). Loneliness in the general population: prevalence, determinants and relations to mental health. *BMC psychiatry*, *17*(1), 97. <https://doi.org/10.1186/s12888-017-1262-x>
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SPARK! Grant
Fondos (subsidio) SPARK!
Application Questions
Preguntas de la Aplicación

Note: The **SPARK!** Grant is an online application. These questions are offered as guidance so you can prepare your formal application.

Nota: La aplicación de fondos (subsidio) **SPARK!** Es una aplicación en línea. Estas preguntas se ofrecen como guía para que puedan preparar su solicitud.

In addition to these questions, you should be prepared to respond to basic information regarding your organization, your fiscal sponsor (if applicable), and general information about your organization's service delivery (e.g., geographic reach, demographics of those you serve).

Además de estas preguntas, deben de estar preparados para responder sobre información básica sobre su organización, su patrocinador fiscal (si es aplicable) e información general sobre la implementación de sus servicios (por ejemplo, alcance demográfico, datos demográficos de las personas a las que sirven)

General questions for both tracks:

- *Funding request amount*
 - *Program Title*
 - *Track you are pursuing in this proposal.*
Select one: SPARK! Connections or SPARK! Change
1. *What specific goals do you hope to achieve? What objectives do you propose that will lead to those goals? Try to make your objectives SMART (specific, measurable, actionable, relevant, and time-bound). We understand that this method of delivery may be new for some organizations. [10 points]*
 2. *Who do you hope to serve through this project? Talk about the community or communities you plan to reach. Is there an existing network in place? Will you need to do outreach to identify participants? [5 points]*
 3. *How do you plan to make this project happen? Please use this template to provide a basic work plan that includes a timeline of key activities. This should include any infrastructure planning (e.g., learning curve for staff using certain platforms) and*

demonstrate the meaningful involvement of persons living with and impacted by HIV in your program design and delivery. **[15 points]**

4. *How will you disseminate information? Share your planned platform for engagement. Be sure to outline the steps you will take to gather and share information with the community(ies) served and the broader public. **[5 points]***
5. *How many people do you hope to reach? Please be realistic in your estimation. If you have specific demographic information (e.g., race, gender, sexual orientation) of the people you are likely to reach, please also include that information. **[2 points]***
6. *What impact do you hope to make? How will you know your program has been a success? Your impact should be directly connected to and address the need you outlined earlier in the application. Identifying benchmarks for success will strengthen the application. **[10 points]***
7. *In what areas could your organization's capacity grow? If you engaged an outside consultant to assist you with this capacity growth, who would you use? If funded through this grant opportunity, how much of those funds would you like to put toward capacity growth? We all have areas where we could grow our capacity and SAC would like to assist you in growing yours. Please share openly as this will not negatively affect the outcome of the grant application. **[3 points]***

Preguntas generales para ambas vías:

- *Cantidad de fondos solicitados*
- *Titulo (nombre) del programa*
- *Vía de propuesta interesada*
Seleccione Una: SPARK! Connections (SPARK! Conexión) o SPARK! Change (SPARK! Cambio)

1. *¿Qué metas específicas esperan lograr? Intenten que sus objetivos sean S.M.A.R.T. (specific, measurable, actionable, relevant, and time-bound/específicos, medibles, factible, relevantes y limitados en tiempo). Entendemos que este método puede ser nuevo para algunas organizaciones.*
2. *¿A quién esperan servir a través de este proyecto? (Hable acerca de la comunidad de personas a las que planean alcanzar. ¿Existe una red existente? ¿Tendrán que hacer divulgación para identificar a participantes?)*
3. *¿Cómo planean hacer que este proyecto suceda? por favor proporcione un plan de trabajo básico que incluya un cronograma de actividades claves. Este debe incluir cualquier plan de infraestructura (por ejemplo, curva de aprendizaje para el personal que utiliza ciertas plataformas) y demostrar la participación significativa de las personas que viven y son afectadas por el VIH en el diseño y la ejecución de su programa.*
4. *¿Cómo diseminarán la información? compartan su plataforma que planean usar para la participación.*
5. *¿A cuántas personas esperan alcanzar?*
6. *¿Qué impacto esperan hacer? ¿Cómo sabrán que su programa ha sido un éxito?*

Questions specifically for SPARK! Connections Track:

8. *What challenges have you observed related to social isolation that is impacting persons you hope to serve through this program? Be sure to also include how you obtained this information (e.g., informal conversations with community members, surveys, etc.). [15 points]*
9. *What connections do you hope to make for the participants in your program? What need are you hoping to meet? Be sure to provide any evidence that demonstrates that the connections you are hoping to make or the need that you are trying to meet is what is most suitable to help the community members experiencing isolation. [10 points]*
10. *How will you engage participants in this program? Be as specific as possible in explaining the approach taken to engage participants. Please outline the steps you would take to strengthen or build connection with community members. Give any evidence you have that demonstrates that your organization is successful at community engagement. [25 points]*

Preguntas específicas para la vía SPARK! Connections (SPARK! Conexión)

8. *Que retos han observado con relación a el aislamiento social que está afectando a las personas que esperan servir a través de este programa.*
9. *¿Qué conexiones esperan hacer para los participantes en su programa? ¿Qué necesidad esperan satisfacer?*
10. *¿Cómo involucrarán a los participantes en este programa?*

Questions specifically for SPARK! Change Track:

8. *How is HIV-related stigma showing up in your community and impacting those you serve? Be sure to demonstrate your understanding of HIV stigma and its effects on the community you serve. [20 points]*
9. *What, if any, previous media campaigns or community-level interventions has your organization implemented? How were they impactful? Even if previous campaigns/interventions were not as successful as planned, please be sure to share that experience. Be sure to include what could have been improved or built upon. [10 points]*
10. *How will this campaign or intervention allow you to reach new audiences? What change do you anticipate as a result of your efforts? Be sure to build upon the description of the current audiences that you reach that was outlined in the earlier question so that it is clear this is an expansion of the audiences. When describing the change(s) you anticipate, be sure to make the connection between this campaign or intervention and the expected changes. [20 points]*

¡Preguntas específicas para la vía SPARK! Change (¡SPARK! Cambio):

8. *¿Cómo aparece el estigma relacionado con el VIH en su comunidad e impacta a las personas a las que sirve?*
9. *¿Qué campañas de medios o intervenciones anteriores a nivel comunitario han implementado su organización? ¿Cuál fueron impactantes?*
10. *¿Cómo les permitirá esta campaña alcanzar nuevos públicos? ¿Describa a quiénes esperan alcanzar y qué cambio anticipan como resultado de sus esfuerzos?*