



A.L.L.I.E.S. Request for Proposals

Advocating for Liver Health Literacy, Inclusion, Equity, and Support

Liver disease represents a growing global health challenge, impacting millions of individuals across all regions and communities. From autoimmune conditions like primary biliary cholangitis (PBC) to viral hepatitis, the burden of liver conditions continues to rise, often exacerbated by delayed diagnosis, limited access to care, and stigma.

Patient advocacy groups (PAGs) play a vital role in transforming the landscape of liver health by amplifying patient voices, advancing education, and influencing public health priorities. Recognizing the unique insight and leadership these groups provide, Center for Disease Analysis Foundation (CDA Foundation) is seeking proposals from PAGs to drive initiatives that enhance patient-centric disease awareness, improve quality of life, and address stigma associated with HBV, HCV, HDV, and PBC. The aim of this call for proposals is to empower patients, foster education, and drive meaningful change through advocacy-led programs.

Through the **ALLIES** Program, CDA Foundation will evaluate and potentially support proposals which address one of the following topic areas in support of liver health:

1. Patient-centric disease awareness
 - Develop campaigns that educate patients, caregivers, and the broader public about the disease
 - Improve early recognition, diagnosis, and patient awareness of health management options
 - Utilize multichannel strategies (digital, in-person, social media) to maximize reach
2. Impact on quality of life
 - Launch support programs that address emotional, physical, and social well-being
 - Provide resources for self-management, mental health, and lifestyle adaptations
 - Strengthen peer support networks to build patient empowerment
3. Addressing stigma
 - Develop initiatives that challenge misconceptions and normalize dialogue around liver health
 - Elevate patient stories and lived experiences to foster empathy
 - Drive initiatives that actively promote inclusion and diversity in liver care

Selected advocacy groups will be expected to:

- Design and implement educational campaigns, programs, or outreach efforts that align with at least one of the objectives in the call for proposals
- Provide measurable impact metrics (engagement data, patient testimonials, program effectiveness)
- Collaborate with stakeholders (healthcare providers, patients, media) to co-create educational campaigns, share patient stories, and align messaging that elevates public and professional awareness of liver health
- Deliver a final report summarizing outcomes, challenges, and recommendations

Interested patient advocacy groups should submit a proposal including:

- Organization background: Mission, history, and expertise in patient advocacy
- Proposed approach: Strategies to address the targeted objective, including methodologies and execution plans
- Budget & resource allocation: Breakdown of funding requirements and resource utilization
- Success metrics & reporting plan: How impact will be measured and tracked
- Partnership & collaboration opportunities: Potential synergies with other organizations or stakeholders

Proposals will be evaluated based on:

- Alignment with objectives and innovation in approach
- Feasibility and scalability of the proposed initiatives
- Demonstrated impact and experience in patient advocacy
- Sustainability and long-term engagement potential

Application Process and Submission Deadlines

This project is being made possible through an award by Gilead Sciences. This RFP is open to PAGs worldwide, provided participation is permitted under local laws and regulations. We welcome submissions from groups across all regions that represent patient communities and can contribute valuable perspectives aligned with the goals outlined in this RFP.

To apply for consideration for funding under the **ALLIES** RFP, please submit a Letter of Intent (LOI) to ALLIES@cdafound.org.

The LOI should contain a concise overview of your organization, the proposed project that directly addresses a topic listed above and a total estimated budget, in the local currency of the applicant.

Deadlines:

- RFP Issue Date: November 7, 2025
- LOI submission window opens: November 10, 2025
- LOI submission window closes: December 31, 2025
- Proposal submission window closes: February 27, 2026

Rolling Review and Award Process

LOI submissions will be accepted and reviewed on a rolling basis beginning November 10, 2025. A review of the LOIs will result in invitations for the top scoring LOI applicants to submit a full proposal with a detailed budget. Awards will be made continuously as qualified proposals are received and evaluated, until all available funds have been allocated. Interested applicants are encouraged to submit proposals as early as possible, as funding is limited and this opportunity may close without prior notice once funds are exhausted.

All full proposals must be complete and submitted to ALLIES@cdafound.org.

Questions about the RFP or the application process can be submitted to ALLIES@cdafound.org.

Awards shall be for implementation purposes only. Awarded funds must be used exclusively for the development and dissemination of educational and awareness materials. This may include, but is not limited to, the creation of brochures, toolkits, videos, digital content, community outreach materials, and training resources.

Eligibility Criteria

To be considered for funding under this RFP, applicants must meet the following criteria:

- Registered not-for-profit status: The organization must be a legally registered not-for-profit or charitable entity in its country of operation
- Mission alignment: The organization's mission and activities must align with patient advocacy, support, education, or empowerment
- Operational capacity: Demonstrated ability to manage and execute projects of similar scope, including appropriate staffing and financial oversight
- Compliance with local laws: Applicants must be eligible to receive funding and implement projects under the laws and regulations of their respective countries
- Transparency and accountability: Willingness to provide financial documentation, progress reports, and participate in monitoring and evaluation activities
- Non-affiliation with commercial interests: Organizations must operate independently of commercial healthcare entities (e.g., pharmaceutical companies), or disclose any relevant partnerships

- Experience with target communities: Preference may be given to organizations with a proven track record of working with the patient populations or communities relevant to the proposed project

Review Process

Each LOI that meets program requirements and is complete will be blinded and assigned to multiple reviewers. Each reviewer will review and score the LOI and will evaluate how well the proposal addresses the RFP, the potential impact and significance of the application, the strength of the proposal, and sustainability/scalability/generalizability of the methods.

High scoring LOIs will be discussed by a multidisciplinary committee. Submitters with the top LOI submissions will be invited to submit a full proposal. All full proposals will be reviewed by a panel of reviewers.

Budget Considerations

CDA Foundation plans to award up to \$300,000 USD in funds for these proposals, dependent upon availability of funds and receipt of meritorious applications.

All submitted proposals must include a budget not to exceed \$30,000 USD (or equivalent in local currency). Proposals requesting funding above this amount will not be considered.

Projects should be designed for completion within a 12 to 18-month timeframe.

Funding Restrictions

CDA Foundation funding cannot support:

- Medications, or purchasing of medications.
- Direct medical expenses, including labs.
- Existing deficits.
- Basic biomedical research, clinical research, or clinical trials.
- Projects that include the purchase, utilization, prescribing, formulary position, pricing, reimbursement, referral, recommendation, or payment for pharmaceutical products.
- Events or programs that have already occurred.
- Individuals with prescribing authority or physician group practices.
- Government lobbying activities.

Organizations that discriminate based on race, color, gender, religion, disability, sexual orientation, or gender identity or expression may not be considered for CDA Foundation funding.

No Guarantee of Funding

CDA Foundation reserves the right to approve or decline any application at its sole discretion. Submission of an LOI or a full application does not guarantee funding and previous funding from CDA Foundation does not imply any future funding will be given.

Reporting Requirements

Awardees will be required to complete and submit all applicable transfer of value (ToV) reporting in accordance with local laws and regulations governing transparency and disclosure. Awardees will be required to complete a post-program budget reconciliation, including a detailed financial report outlining actual expenditures versus the approved budget, in accordance with the terms of the funding agreement.

No Inducement or Reward

CDA Foundation approval of awards does not take into account the past, present, or future volume or value of any business or referrals between the Gilead Sciences and the grantees. Awards are not being given, directly or indirectly, as an inducement or reward with respect to the past or potential future purchase, utilization, recommendation or formulary placement of any Gilead product. Furthermore, the awardee is not required to purchase, order, recommend or prescribe to any patients any products manufactured by or available through Gilead.