



CAMEO Request for Proposal (RFP)

Community Actions in Materials, Education, and Outreach for Women & HIV

Strengthening women's HIV prevention and treatment literacy through community-led action

Overview

Women and adolescent girls in all their diversity—including cisgender and transgender women—remain a critical yet often underserved population in the global HIV response, facing persistent inequities across prevention, diagnosis, and care. Globally, women and girls accounted for approximately 45% of new HIV infections in 2023 (UNAIDS, 2024). Young women aged 15–24 remain particularly vulnerable, representing about 63% of new HIV infections among young people worldwide (UNAIDS, 2024). Transgender women also experience a disproportionately high burden of HIV and are estimated to be more than 10 times more likely to be living with HIV than the general adult population (UNAIDS, 2023; Baral et al., 2013). These inequities are further intensified for women navigating overlapping vulnerabilities such as housing instability, rural isolation, criminal legal system involvement, migration, poverty, and substance use.

Community-based and advocacy organizations play a critical role in ensuring women have access to trusted, culturally relevant information and the tools needed to make informed decisions about HIV prevention, treatment, and overall well-being. While substantial information and resources already exist, significant gaps remain in ensuring that this information reaches—and resonates with—the women who need it most.

The CAMEO (Community Actions in Materials, Education, and Outreach for Women & HIV) Request for Proposal (RFP) seeks to support initiatives that strengthen HIV prevention and treatment literacy through education, materials development, outreach, and community-led engagement. Applicants should clearly describe how proposed materials and resources will be disseminated to reach women in meaningful ways, ensuring that information is accessible, relevant, and responsive to their lived experiences.

Proposals may focus on women from diverse backgrounds, including adolescent girls and young women, transgender women, migrant women, women involved in the criminal legal

system, women experiencing housing instability, women living in rural or underserved communities.

The CAMEO RFP will encompass only the following eligible countries: Australia, Canada, China, France, Germany, Italy, Japan, Spain, the United Kingdom, and the United States.

Organizations that are legally registered and operating within these countries are eligible to apply. In addition, pan-regional or global organizations that are not registered in these countries but have demonstrated programs, partnerships, or activities serving communities within one or more of the eligible countries may also be considered, provided the proposal initiative clearly focuses on populations within the listed countries.

Program Focus Areas

Gilead will evaluate and potentially support proposals that address one or more of the following:

1. Women-Centered HIV Awareness, Prevention, and Treatment Literacy

Projects in this area should focus on strengthening women's awareness, knowledge, and confidence to make informed decisions about HIV prevention, testing, and treatment. While significant progress has been made in HIV education, many women remain unaware of their potential risk or may not perceive HIV as relevant to their communities. Addressing these foundational gaps in understanding is essential to supporting informed decision-making and engagement with HIV prevention and treatment services.

Proposed activities may include:

Foundational Awareness and HIV Literacy

Projects may include activities such as:

- **Developing foundational HIV education and awareness materials** that help women understand what HIV is, how it is transmitted, and why HIV testing, prevention, and treatment are relevant to their health and communities.
- **Providing status-neutral education about HIV testing and the HIV continuum,** helping women understand what HIV testing is, what different results may mean, and the range of prevention and treatment approaches that may be considered following a test result.

Prevention and Treatment Literacy

Projects may include activities such as:

- **Creating educational materials and outreach initiatives that increase awareness of HIV prevention strategies,** such as barrier protection, pre-exposure prevention approaches, and post-exposure prevention options, using language and formats that resonate with women.

- **Supporting women’s understanding of HIV treatment and long-term health, across the life course**, including treatment literacy, the importance of consistent medication use as prescribed by healthcare providers, achieving viral suppression, and the meaning of U=U (Undetectable = Untransmittable).

Dissemination and Community Engagement

Projects may include activities such as:

- **Using multichannel communication and community engagement strategies** (e.g., digital content, peer outreach, workshops, social media, print materials) to ensure that information reaches diverse groups of women in culturally relevant and accessible ways.
- **Developing dissemination approaches that ensure materials reach women who may face barriers to accessing traditional health information**, including community-based outreach, peer networks, and partnerships with trusted local organizations.

Applicants are encouraged to clearly describe **how educational materials or resources will be distributed and reach the intended audience**, including through community partnerships, peer networks, digital platforms, or other outreach approaches.

2. Improving Quality of Life for Women Across the HIV Continuum

Projects in this area may focus on strengthening women’s emotional, physical, reproductive, and psychosocial well-being through educational, informational, and peer-centered approaches. Supporting these areas can help improve self-efficacy, address stigma related to HIV and sexual health, and strengthen women’s confidence in making informed decisions about prevention, care, and long-term health. Initiatives may address the needs of women both living with HIV and those who may benefit from HIV prevention education, with the goal of promoting overall well-being and sustained engagement with health services across the HIV continuum.

Activities may include:

- Developing educational resources that support women across life stages—including adolescent girls and young women, pregnancy and postpartum periods, peri/menopause, and aging—while addressing topics relevant to women both living with HIV and those seeking to maintain their HIV-negative status. Materials should be informational and educational in nature and should not provide medical or therapeutic services or advice.
- Providing educational tools and resources that support trauma-informed approaches to well-being, including strategies that help women better understand mental and emotional health, reproductive health decision-making, and navigating health systems.

- Strengthening peer support networks that promote empowerment, shared learning, and community connection, helping women build confidence in engaging with HIV prevention education when appropriate and supporting long-term well-being for women living with HIV.

3. Addressing Stigma, Strengthening Engagement in Care and Advancing Inclusion

Projects in this area may focus on reducing barriers and creating supportive, affirming environments for women across the HIV prevention and treatment continuum. Activities may include:

- Developing initiatives that challenge HIV stigma, gender-based discrimination, and harmful gender norms through education, storytelling, and community engagement.
- Elevate the lived experiences and voices of women to foster empathy, shift narratives, and normalize dialogue about HIV prevention and treatment.
- Supporting educational and community-led efforts that foster stigma-free, supportive environments where women can access information, explore sexual health and broader HIV-related topics, and feel empowered to engage with health services
- Centering women who face intersecting vulnerabilities—such as incarceration or reentry, migration, housing instability, rural residence, substance use, or experiences of gender-based violence.

Collaborative proposals involving partnerships between community organizations, advocacy groups, or women-led networks are encouraged where such partnerships strengthen the reach or impact of the proposed initiative.

Expectations for Selected Organizations

Organizations that receive CAMEO funding are expected to:

- **Actively involve women—cisgender or transgender—with lived experience, as well as relevant community partners**, in the design and/or delivery of project activities where appropriate.
- **Implement educational, outreach, or materials-focused initiatives** aligned with one or more of the CAMEO program areas.
- **Track and report measurable, non-clinical outcomes**—such as engagement, reach, knowledge gains, resource utilization, or participant feedback—to help assess the impact of the proposed activities.

- **Participate in periodic project check-ins**, including quarterly meetings with the program’s implementation partner/vendor, to share updates on project progress, lessons learned, and any implementation considerations.
- **Submit required final reporting**, including a summary of activities, key learnings, and financial reconciliation in accordance with Gilead’s reporting requirements.
- **Where feasible, consider approaches for sharing or disseminating project insights, learnings, or resources** with relevant communities or stakeholders to help extend the impact of the initiative.

Application Requirements

Organizations must submit a complete **Letter of Intent (LOI)** through the CAMEO RFP submission portal. LOIs should be concise and include the following components:

- **Organization background and relevant experience**, including prior work in women’s health, HIV prevention or treatment literacy, stigma reduction, advocacy, or community outreach.
- **Project description**, including goals, planned activities, target population(s) of women (cisgender, transgender), geographic focus, and anticipated timelines.
- **Total estimated project budget**, not to exceed **\$50,000 USD** (or equivalent in local currency), including all direct project-related costs.
- **Measurement and evaluation plan** outlining non-clinical indicators such as engagement, reach, knowledge gains, resource utilization, participant feedback, or other educational outcomes.
- **Overview of intended partnerships or collaborations**, including involvement of women with lived experience or community organizations where appropriate.
- All applications and associated activities **must not make any mention to specific medicines, treatments or medical devices**.

High-scoring LOIs are invited to submit a full proposal with a detailed budget and implementation plan via SteepRock (gilead.steeprockinc.com).

Eligibility Criteria

Country Participation

The CAMEO RFP is open only to organizations operating in the following eligible countries:

- Australia
- Canada

- China
- France
- Germany
- Italy
- Japan
- Spain
- United Kingdom
- United States

Applicants must be legally able to receive funding and implement programs within one or more of these countries.

Eligible Organizations

Eligible applicants include registered **non-profit or charitable organizations**, such as:

- Community-based organizations (CBOs)
- Advocacy organizations
- Women’s health and wellness organizations
- HIV service organizations
- Grassroots or community networks

In countries where non-profit registration is not possible, **for-profit entities** may apply **only if** they operate exclusively for educational, advocacy, outreach, or other community-support purposes and not for commercial healthcare delivery. In any case, eligible applicants must have legal capacity to enter into the relevant funding agreement.

Experience and Mission Alignment

Organizations **do not need to have prior experience delivering HIV-specific programming** to be eligible for CAMEO RFP funding.

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.

CAMEO welcomes applications from:

- Organizations with experience in HIV prevention, treatment education, efforts to address HIV stigma, or related community initiatives supporting women’s health and well-being

- Women-centered organizations that have not previously worked in the HIV field but have strong relationships with women and seek to integrate HIV awareness education, or dialogue into their existing work.

Organizational Capacity and Compliance

Applicants must demonstrate:

- Capacity to implement and manage a project of comparable scope
- Appropriate staffing, governance, and financial oversight
- Compliance with all applicable local laws and regulations, including but not limited to, data protection, anti-bribery, and anti-corruption laws.
- Transparency in financial practices and willingness to meet reporting requirements, including but not limited to, segregated accounting for grants and documented expenditure tracking, providing supporting documentation on request
- Ensure inclusivity and cultural sensitivity in program design and delivery
- Independence from commercial healthcare entities (or disclosure of relevant relationships)
- Submit medicines agnostic proposals
- Organizations will produce the materials and activities independently. Gilead will not exercise any influence regarding the creation of these materials and activities; therefore, the organizations will remain legally responsible for the accuracy of the content created and for its compliant distribution.

For best transparency practices, Gilead’s funding should be acknowledged in any material or activity created under the scope of this project. The following disclosure should be added to the relevant materials: “This material/activity was funded with a Gilead grant”.

Experience working with women affected by or vulnerable to HIV is welcomed but not required. Equal consideration will be given to women-centered organizations that demonstrate strong community trust and a clear plan to integrate HIV education into their existing work.

Review Process

LOIs will be reviewed through a blinded process by an internal Gilead review committee, with identifying organizational information removed. Reviewers will evaluate how well the proposed initiative aligns with the objectives of the CAMEO RFP, the strength and clarity of the proposed approach, the organization’s experience and credibility within the communities it serves, the feasibility of the proposed activities, and the potential for meaningful impact.

This is a competitive process in which submissions will be evaluated based on their overall strengths. Organizations with the highest-scoring LOIs will be invited to submit a full proposal, including a detailed budget appropriate to the scope of the proposed activities. Full proposals will undergo a similar review process.

LOIs will be assessed based on the following criteria:

- Alignment with CAMEO objectives, including a clear focus on women-centered education, materials development or adaptation, outreach, and efforts to address HIV stigma across prevention and treatment.
- Strength and clarity of the proposed approach, including how HIV education will be delivered and effectively reach the intended population of women in ways that are appropriate for the communities served.
- Credibility, trust, and reach within the communities of women served, including demonstrated relationships with women who may benefit from the proposed activities.
- Readiness and feasibility, including the organization's capacity to implement the proposed activities within the proposed timeline and budget.
- Integration of HIV education into existing initiatives, including thoughtful approaches from organizations that are new to HIV-related work but seek to incorporate HIV education, awareness, or dialogue into their current activities.
- Appropriateness of proposed outcomes and evaluation methods, with emphasis on non-clinical, educational, and engagement-related measures such as reach, participation, knowledge gains, resource utilization, or participant feedback.

Potential for impact and learning, including approaches that may inform future community-based efforts to engage women around HIV, as well as—where appropriate—the potential for proposed activities or resources to be sustained, expanded, or adapted beyond the initial funding period

Prior experience delivering HIV-focused initiatives is not required and will not be weighted more heavily than demonstrated community trust, relevance, and readiness to integrate HIV education into existing activities

LOIs identified as the strongest submissions will be discussed by a multidisciplinary review committee. Selected applicants will be invited to submit a full proposal, including a detailed budget and implementation plan. Final funding decisions will be made following review of the full proposals.

Funding Parameters & Budget Considerations

Gilead intends to award up to **\$500,000 USD** in total funding through the CAMEO RFP, subject to the availability of funds and the receipt of meritorious applications.

Individual project requests **must not exceed \$50,000 USD** (or the equivalent in local currency). Applicants are encouraged to request funding amounts that are appropriate to the scope, scale, and objectives of their proposed project. **There is no expectation that applicants request the maximum award amount.**

Projects should be designed for completion within a **12–18 month** implementation period.

Budgets should reflect **reasonable and necessary costs** directly related to the development and delivery of approved educational materials, outreach activities, and community-based programming. Proposed budgets should be clearly itemized and aligned with the planned activities described in the application.

For applicants based outside the United States, budgets may be submitted in **local currency**, with a clear indication of the total requested amount and an approximate USD equivalent for reference.

Organizations should disclose any sources of funding that may be supporting their proposals. Funding overlap should be avoided. Otherwise, Gilead reserves the right to request recovery of any misused funds.

Funding decisions will be made following review of LOIs and invited full proposals. Organizations with the strongest LOI submissions will be invited to submit a full proposal through the SteepRock grants management system (gilead.steeprockinc.com), including a detailed budget and implementation plan. Additional submission instructions will be provided to invited applicants. Final funding decisions will be made after review of the full proposals.

Allowable & Restricted Costs

Allowable Costs

CAMEO funding may be used to support non-clinical, educational, and community-based activities, including but not limited to:

- Development, adaptation, translation, and dissemination of awareness and educational materials (e.g., print materials, toolkits, videos, digital content, social media assets).
- Community education and outreach activities, including workshops, forums, listening sessions, peer-led discussions, and informational events.
- Peer education and peer support activities focused on knowledge-sharing, empowerment, addressing HIV stigma, and navigation of HIV prevention and treatment information.
- Advocacy and awareness-building activities aimed at addressing HIV stigma, shifting narratives, and elevating women’s voices, provided such activities do not involve government lobbying.
- Culturally and linguistically appropriate adaptations of materials to reach diverse groups of women.

- Reasonable personnel, consultant, and operational costs directly related to the development and delivery of the approved materials, activities or initiatives.
- Evaluation-related costs associated with measuring non-clinical outcomes such as reach, engagement, knowledge gains, and dissemination of project learnings.

Restricted Costs

CAMEO funding may not be used to support:

Individuals (including, without limitation individual health care providers, patient organization representatives and/or government officials) or physician group practices

Organizations that:

- Are not legally registered as charitable/non-profit, except in countries where non-profit registration is not available or feasible. In such cases, eligible entities must operate solely for educational, advocacy, outreach, or other community-focused purposes and must not engage in commercial healthcare delivery or profit-generating clinical services.
- Were established or registered as charitable after 1 December 2023
- Primarily promote political or religious viewpoints to the people they support
- Are unable to supply appropriate documents including those listed above.

The fund **cannot** be used for:

- Expenditure which will have already taken place when the grant is offered.
- Any grants, bursaries, sponsorship or financial donations to other organizations or individuals.
- Capital equipment or significant items to purchase i.e. laptops or mobile phones.
- Medications or purchasing of medications.
- Direct medical expenses, including labs.
- Existing deficits.
- Basic biomedical research, Gilead-sponsored clinical 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.
- Events or programs that already occurred.
- Government lobbying activities.
- Organizations that discriminate on the basis of race, color, gender, religion, disability, sexual orientation, or gender identity or expression.

Reporting Requirements

Organizations receiving CAMEO funding will be required to complete standard reporting activities to document activity implementation and outcomes in SteepRock (gilead.steeprocks.com).

At a minimum, awardees will be expected to submit:

- Quarterly updates through the CAMEO RFP reporting process and participate in quarterly virtual meetings to share progress and key updates.
- A final narrative report summarizing project activities, target audiences reached, materials or resources developed, key outcomes, challenges encountered, and lessons learned submitted into SteepRock.
- A final financial reconciliation, comparing actual expenditures to the approved budget and explaining any material variances.
- Any required transparency or transfer-of-value (ToV) reporting, in accordance with applicable local laws, regulations, and Gilead policies.

Reporting should focus on non-clinical outcomes, such as reach, engagement, participation, knowledge gains, or feedback related to educational and outreach activities. Awardees are not expected to collect or report individual-level health data or clinical outcomes.

Gilead may request reasonable clarifications or follow-up information to support reporting and program evaluation.

No Guarantee of Funding

Submission of an LOI or full proposal does not guarantee funding. Gilead may approve or decline applications at its sole discretion.

No Inducement or Reward

Awards are not provided as an inducement or reward for purchasing, recommending, or prescribing Gilead products.

Submission Timeline

- RFP Issue Date: 8 June 2026
- LOI portal submission window: 15 June 2026 – 15 July 2026
- Anticipated LOI notification: 29 July 2026
- Full proposal submission: 28 August 2026 by 11:59 PST
- Award Announcement: 11 September 2026