

**EUROPEAN
TESTING
WEEK**
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Toolkit 1

Fundraising for European
Testing Week: How to fund
your activities

Toolkit 1

Thank you for downloading this toolkit to help support you with fundraising for European Testing Week.

Making sure you have enough resources is a vital part of the preparations ahead of testing week, as funds are essential to be able to carry out awareness raising activities and to provide testing. There are many ways to secure funding; a number of suggestions are included in this toolkit.

This toolkit includes:

- Section 1 – Introduction to fundraising
- Section 2 – Funding providers
- Section 3 – Developing applications and proposals

This toolkit aims to provide support and guidance only and it is not mandatory that your organisation uses the information outlined in this toolkit. If you have any questions do get in touch: eurotest.rigshospitalet@regionh.dk

Please also remember we are active on [Facebook](#) and [Twitter](#). Tell us about your plans, share information and photos and tweet us (#EuroTestWeek or #TestTreatPrevent) to help build anticipation and excitement for the week.

Section 1 – Introduction to fundraising

Fundraising is, in many cases, one of the most important parts of preparing for testing week activities. Most activities will require some amount of funding, for example developing materials such as posters and flyers or buying the HIV and/or hepatitis tests in order to provide testing services. As testing week is likely to be a busy time for you and/or your organisation, you may also need additional funding in order to secure extra staff and resources for your activities.

There are many ways to secure funding, from fundraising-events to applying for grants from external stakeholders. The best approach to fundraising will depend on a number of factors, including how much money you need to raise, what you are fundraising for and what is available locally.

What can I do to raise funds for testing week?

- Apply for funding from pharmaceutical companies
- Apply for grants from local trusts
- Partner with local health providers
- Contact the local government
- Work with Non-governmental Organisations (NGOs)
- Local fundraising events

Section 2 – Funding providers

When securing funding for testing week activities, it is important to contact the most appropriate funding provider so that you maximise your chance of receiving financial support. Different funding providers will have different aims and objectives and may also have certain conditions for the activities they fund, so it is important to understand these before you send an application. The funding available will vary across Europe – please check what is available to you in your country.

Pharmaceutical companies

It may be possible to apply to a local or international pharmaceutical company for funding for your activities. Some larger companies run grant programmes that involve an application process, but it may be possible to send a proposal to companies that do not follow this process. It is important to ensure your application is relevant to the company and that their aims and objectives are centred on HIV and/or hepatitis testing. You are more likely to be successful in your application if the company works in HIV or hepatitis. Those that do include: Abbott, Abbvie, Achillion, Boehringer Ingelheim, Bristol-Myers Squibb, Gilead, Janssen, Merck, Tibotec and ViiV Healthcare.

Trusts and foundations

In your country there may be national and/or local foundations or trusts that are able to provide funding to charities and patient organisations. They are most likely to provide funding for causes that the government does not always support, such as providing access to services for minority groups, so it is important to make this aspect of your application clear when applying for funding for testing week.

Local health authorities

One way of securing funding for testing week may be to partner with your local health authority. By providing HIV and/or hepatitis testing to at-risk groups, you may be providing a service that your local health authority would provide itself and therefore they may be able to offer funding to your organisation to deliver the service or resources for your activities.

Local government

Your local government may offer financial support to patient organisations and charities if you are offering a service that the government would otherwise provide. Your application will often have to meet certain criteria, such as ensuring you are providing a service that aligns to your organisation's purpose, so it is important to make this clear when submitting your application. It may also be possible to partner with another organisation in order to receive a greater sum of funding.

Non-governmental organisations (NGOs)

Some larger NGOs may be able to provide assistance, support and resources to assist with your testing week activities. Again, some of these may have their own application processes, however some may require a written proposal. Always ensure your activities align to the objectives of the NGO you are applying for help from and that this is clearly demonstrated in your application. NGOs that are unable to provide financial support themselves may be able to support you with your application to a different external funding source.

Local fundraising events

It is, of course, always a great idea to raise funds as well. Holding public events, such as gala evenings and concerts, are a great idea, particularly if you have a celebrity testing week ambassador who could help you to promote the event. Other ideas include sponsored walks/runs and sporting tournaments – don't forget to be creative to gain as much interest as possible! Also use social media to ensure your fundraising reaches as many people as possible.

Section 3 – Developing applications and proposals

It is very important that your application/proposal for securing funding meets the requirements of the funding body you are applying to as possible. Many will list their requirements on their website, but it is always best to check if you do not have enough information.

Key things to include in your proposal

What do you need funding for?

- Explain, clearly and concisely, what activities the project you are planning consists of and why these require external funding
- Include details about who your activity (such as testing) will be aimed at (e.g. men who have sex with men or people who use drugs) and how you will make it accessible and visible to your target group
- Also include a clear budget, so that they are able to understand exactly how any funding will be spent. It is important to be as transparent as possible. Instead of funding, you may want to ask for free testing kits for specific activities

What are the aims and objectives of your project?

- Use the **SMARTER** principle when outlining the aims and objectives of your project – ensuring that they are:
 - **S**pecific
 - **M**easurable
 - **A**mbitious
 - **R**ealistic
 - **T**ime-sensitive
 - **E**nvironmental
 - **R**esourceful

Why is this project relevant and innovative?

- Think about the aims and objectives of who you are applying to – why is this project important to them? Explain clearly how your project or activity will support their goals
 - If you are applying to a pharmaceutical company, think about their objectives when working with the community and explain what you will do throughout testing week to support these

- If you are applying to a trust that wants to, for example, improve access to services for minority groups, explain how your testing week activities will help to achieve this
- Demonstrate why your project is innovative. You could be taking a new approach to how you promote your activities, such as using new forms of social media. Perhaps you are planning to offer HIV and/or hepatitis testing to an at-risk group in a new location, such as reaching MSM in clubs and saunas. Make sure your application stands out.

How will the project be evaluated?

- Outline the key deliverables that you expect to achieve throughout your project. Explain if and how you will be collecting data and what parameters you will measure in order to determine the project's success.
 - For example, explain that you will count the number of HIV and/or hepatitis tests taken, and how many of these led to a positive diagnosis and linkage to care
- Where relevant, make it clear how the data that you collect from your project could support your funder's objectives
 - For example, could your project provide the funding body with data that could demonstrate the cost-effectiveness of a screening method or treatment regimen?

Putting a proposal together

If the funding body you are applying to does not have a specific application process in place, you can write an application/proposal to send to them yourself. Check with them first, either via their website or by contacting them, what format they would prefer to receive your application in and whether there are any prerequisites or conditions you must meet. Also find out their timelines, as some funding bodies may only offer funding at specific times of year. The following is a good structure you can use for your proposal, but do adapt this to the funding body you are applying to:

1. **Cover letter** – include a brief explanation of who you are, what you are applying for and why as well as some background on testing week. Also include your timings and next steps – when would you like to hear back from them and what will happen after that. For the section about the testing week you could include:

European Testing Week offers partners across Europe the opportunity to unite for one week twice a year in the Spring (May) and Autumn (November) to help more people become aware of their HIV and viral hepatitis status. More than 740 organisations took part in the 2018 November ETW and thousands more people are now aware of their HIV and/or hepatitis

status. ETW is a recognisable event in the calendar and the success of past years has meant that our organisation would like to continue to support the week by...

2. **Proposal** – detailing the above points, including your aims and objectives, what your project will entail and any other key points (e.g. innovation, data collection etc.)
3. **Budget** – include exactly how the funds you are applying for will be spent and when you intend to spend them

The EuroTEST initiative has received funding and grants from Gilead Sciences, ViiV Healthcare, Janssen, Merck/MSD, AbbVie, AAZ, Cepheid, InTec, OraSure, Owen Mumford and the European Commission under the 3rd and 2nd Health Programmes and European Centre for Disease Prevention and Control (ECDC).