



Background Information:

Pneumonia claims the lives of over 1.5 million young children every year – more than HIV, measles and malaria combined – and research has shown that 98% of those deaths occur in the developing world, where there is limited access to health care. These deaths are especially tragic because pneumonia is a problem with proven [solutions](#). Most people are simply unaware of the immense toll pneumonia takes on the world’s children. To combat this lack of understanding, the Global Coalition of Childhood Pneumonia was formed and the first World Pneumonia Day was launched to bring the crisis to the forefront and to rally and mobilize concerned citizens, child health advocates, donors, and policymakers around the world to take action against pneumonia.

Since the first celebration of World Pneumonia Day in 2009, the Small Grants for World Pneumonia Day Advocacy program has existed to help support advocacy events and activities promoting pneumonia control in countries where childhood pneumonia hits the hardest. The International Vaccine Access Center at the Johns Hopkins Bloomberg School of Public Health is pleased to continue the Small Grants for World Pneumonia Day Advocacy Program for a third year thanks in part to the [GAVI Alliance](#) and the [Global Alliance for Clean Cookstoves](#).

This document is intended to provide key information about the 2011 Small Grants Program Application Process. If you have any other questions, please direct them to info@worldpneumoniaday.org.

What is a Small Grant?

A small grant is defined as a grant that will support activities and events on or around World Pneumonia Day, November 12, 2011.

How much funding is available?

Funding for any project **cannot exceed US\$10,000**. Proposed budget for any activities or events will be evaluated by the reviewers and awarded accordingly.

For what should funds be used?

Funds are to be used to support advocacy and communications projects, events or other activities that resolve or address gaps in pneumonia prevention and control including weak political will, low public awareness, poor access to treatment and prevention, etc. For more information about how grants have been used in past years, please download [The Small Grants for World Pneumonia Day Advocacy Report 2010: Highlights and Key Outcomes](#).

How long does the funding last?

Projects are to be focused and of short duration. The grant must only fund activities and events related to World Pneumonia Day in November, 2011. All funded projects will be required to provide a detailed financial report upon termination of activity.

When will funding be received?

We expect grant winners to obtain 90% of funding by the end of September/beginning of October, but how quickly funding is received is dependent on how soon the winner submits financial forms. If you obtain a grant, it is in your best interest to send your financial information soon after you hear from us. The remaining 10% of the grant will be awarded only after all final reporting and deliverables are accounted for.

Who is Eligible to Apply?

Applicants must meet the eligibility criteria below. Only a limited amount of funds are available. We expect to receive many more applications than we are able to fund, therefore the small grants program may be highly competitive. Applications will undergo rigorous review.

Unfortunately, not all proposals can be awarded a grant. We encourage you to seek other avenues of funding for your project if you are not awarded a small grant, and we will be able to provide you with technical resources such as logos, global and regional fact sheets, and messages on pneumonia. A Toolkit of Advocacy Resources to help facilitate events and activities on World Pneumonia Day will be available at www.worldpneumoniaday.org in September. ***All advocacy projects consist of important work that needs to be done and we encourage advocates to strive to do whatever they are able to do to turn the tide against childhood pneumonia.***

Eligibility Criteria & Expectations:

- 1) Proposals must be an inventive and impactful advocacy or communications activity that promotes action for pneumonia prevention or control, or contributes to the acceleration of child survival efforts. These activities should address gaps in pneumonia prevention and control including weak political will, low public awareness, poor access to treatment and prevention, etc.
- 2) Applicant or organization **MUST** be from one of the following low or middle income countries (as defined by the World Bank): Afghanistan, Angola, Armenia, Bangladesh, Belize, Benin, Bhutan, Bolivia, Burkina Faso, Burundi, Cambodia, Cameroon, Cape Verde, Central African Republic, Chad, Comoros, Congo, Rep., Congo, Dem. Rep, Cote d'Ivoire, Djibouti, Egypt, El Salvador, Eritrea, Ethiopia, Fiji, The Gambia, Georgia, Ghana, Guinea, Guinea-Bissau, Guatemala, Guyana, Haiti, Honduras, Indonesia, India, Iraq, Kenya, Kiribati, Kosovo, Kyrgyz Republic, Lao PDR, Lesotho, Liberia, Madagascar, Malawi, Mali, Marshall Islands, Mauritania, Micronesia, Fed. Sts., Moldova, Mongolia, Morocco, Mozambique, Myanmar, Nepal, Nicaragua, Niger, Nigeria, Pakistan, Papua New Guinea, Paraguay, Philippines, Rwanda, Samoa, Sao Tome and Principe, Senegal, Sierra Leone, Solomon Islands, Somalia, Sri Lanka, South Sudan, North Sudan, Swaziland, Syrian Arab Republic, Tajikistan, Tanzania, Timor-Leste, Togo, Tonga, Turkmenistan, Tuvalu, Uganda, Ukraine, Uzbekistan, Vanuatu, Vietnam, West Bank and Gaza, Yemen, Zambia, and Zimbabwe. Partnerships between developing country applicants and industrialized country co-applicants may be accepted, but the primary applicant must be based in a developing low or middle income country.
- 3) Individual or groups should be affiliated with relevant, established **non-profit organization** (pediatric associations, advocacy groups, civil society organization, faith-based organizations, child survival and maternal and child health groups, etc.), **academic institution** (universities, colleges) or **technical institution** (hospitals, clinics).

Eligibility Criteria & Expectations (continued)

4) Individual and affiliated institutions must have ability to provide financial oversight of the award and to provide detailed financial reports. Funding must not be used for commercial purposes or the promotion of a marketable product. All sources of funding for planned activities must be disclosed.

5) In addition to reporting, awardees must submit publishable, professional-level photography, videos, or stories of the activity or event after World Pneumonia Day. ***Failure to do so will result in ineligibility for future grant opportunities and withholding of final grant payment amount.***

What are we looking for?

This year's application process will differ from previous years and applicants will vie for the available opportunities in two stages. We want you to submit what you believe to be your best and most impactful idea in a **concise** paragraph at www.worldpneumoniaday.org. Your submissions will be reviewed on a rolling basis, so please apply early! Applicants with the most stand-out proposals from the pool of submitted paragraphs will be invited to submit a full application for further review.

Preparing your one paragraph proposal: Paragraph submission will be accepted online **from August 5, 2011 until August 18, 2011 (23:59 EST)**. These initial proposals should be no more than one paragraph. Due to the limitations of the paragraph submission, please focus your answer on the details of your proposed events or activities. Ideas can include but are certainly not limited to addressing the problem of pneumonia through the political perspective, technical challenges, and community awareness and education. Moreover, proposals that include bringing together partners that would be appropriate for your proposed activities and may generate lasting change or ongoing activities will be viewed favorably by the review committee.

We challenge you to be original – to come up with inventive ideas that are memorable and will make an impact on your audience and their understanding of pneumonia. Strong proposals attract attention from key stakeholders like the media, policy makers, and the community to the cause. We are particularly interested in creative solutions to the stumbling blocks that prevent the public from having access to protection, prevention and treatment measures and, in accordance with this year's theme of "I am the face of pneumonia," the stories that accompany those challenges.

Submission Guidelines

Events and activities should aim to:

- Increase the visibility of pneumonia as a major cause of child deaths among key stakeholders, in particular, among policy makers health officials, media, governments, donors and the general public
- Increase the visibility of the causes of and solutions to childhood pneumonia. These solutions include: immunization, breastfeeding and nutrition, appropriate case management at community health center and hospital levels, hand washing, and improved indoor air quality.
- Generate information useful in guiding local policies and action on pneumonia control.
- Educate the general public, especially parents and caretakers of children, about pneumonia signs, symptoms, and treatment.

Your ideas and applications will be judged on:

- Creativity and Originality
- Contribution to the theme of "I am the face of pneumonia" campaign which strives to bring to the forefront the human stories of pneumonia
- How well-connected the idea is to the desired outcome

Small Grants Program 2011: Key Information

- Relevance to national or local setting
- How the proposal supports global World Pneumonia Day activities
- Feasibility
- Long-term impact or sustainability
- Efficient use of funding

When are applications due?

All applicants must adhere to this timeline. ***No extensions will be made.***

Submission Timeline:

The application period is short, please be mindful of the following dates:

- **Aug 5th:** Small Grants Application Process Begins. Website will begin accepting submissions of the first round of applications (one-paragraph ideas and screening questions)
- **Aug 5th-18th:** First Round of Applications accepted for two weeks on a rolling basis
- **Aug 18th:** Deadline for online paragraph submissions and screening questions
- **Aug 19th:** Second Round Applicants chosen and invited to submit the Final Application Package
- **Aug 19th-Sept 5th:** Final Application process open for two weeks, accepted on a rolling basis from invited parties
- **Sept 5th:** Final Application, which includes budget planning, is due

Winners of Small Grants will be informed of their award in mid-September. 90% of funds will be dispersed by the end of September/beginning of October after financial and disclosure agreements are signed. *The remaining 10% of the grant will be awarded only after all final reporting and deliverables are approved and accounted for.*

Support for the 2011 Small Grants Program comes from GAVI Alliance and the Global Alliance for Clean Cookstoves.

