

A graphic for the Red Ribbon Award 2014. It features the Red Ribbon logo in the top right corner, which consists of two stylized human figures in red, one slightly behind the other, with a red ribbon forming a shape between them. Below the logo, the text "Red Ribbon AWARD" is written in red. The main text "RED RIBBON AWARD 2014" is prominently displayed in the center in large, bold, red and white letters. Below that, "Nominate Now" is written in white. The background is a blurred image of a crowd of people, with a pair of hands shaking in the foreground, symbolizing support and community.

Red Ribbon
AWARD

RED RIBBON
AWARD 2014
Nominate Now

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► CELEBRATING COMMUNITY LEADERSHIP AND ACTION ON AIDS

Community based organizations lie at the heart of the response to the AIDS epidemic – displaying extraordinary courage, resilience and strength in addressing one of the greatest challenges of our time. Using creative and sustainable ways to promote prevention and provide treatment, care, and support to people living with HIV, and demonstrating innovation in the face of stigma and discrimination, these examples of community leadership are showing us in practical terms how to contain a global epidemic – one community at a time.

► RED RIBBON AWARD WINNER IN 2012

“We were lucky to be a Red Ribbon Award Winner, which enabled us to get involved in so many interesting activities and sessions. At the same time, the international visibility given to *The Help* emerged when we received the award on the stage, as well as via the mass local media back at home which broadcast this proud moment real time at our country through various channels and our award was published in local journals. Our involvement in the RRA program inspired us in our future community efforts, service approaches and provided us with more possible resources for mobilizing grass root communities in the response to AIDS. The Red Ribbon Award rewarded to *The Help* made us well acknowledged and gave us a big advantage in advocacy for key players, including local authorities who generally act in ignorance of civil society organizations and their existence.”

(The Help, Myanmar)

▶ THE AWARD

The red ribbon is a global symbol in the movement to address AIDS. The Red Ribbon Award, presented every two years at the International AIDS Conference, is designed to honor and celebrate community based organizations for their outstanding initiatives that show leadership in reducing the spread and impact of AIDS. The award is a joint effort of the UNAIDS family and will place particular emphasis on the Organization's newly approved global priority areas of action.

Ten community organizations will be selected through a community-led process and will be invited to attend the XXth International AIDS Conference in Melbourne, Australia, from 20-25 July 2014. The Red Ribbon Award winners will have an opportunity to showcase their work at the Conference and host their Community Dialogue Space in the heart of the Global Village. All 10 community organizations will also receive a prize of \$10,000 each.



▶ ELIGIBILITY

Only organizations with an annual operating budget below 200,000 US Dollars should be nominated. Organisation should have been established for more than one year at the time of the application.

The following organizations will be considered:

- ▶ Grassroots initiatives,
- ▶ Community-based organizations (CBOs),
- ▶ Faith-based organizations (FBOs) and,
- ▶ Small non-governmental organizations (NGOs)
- ▶ Organizations of people living with HIV and key population

Self-nominations are accepted.



▶ RED RIBBON AWARD WINNER IN 2012

"We were able to share our experience of the work that *Giramatsiko* is carrying out at the community especially community mobilisation and referral for Prevention of Mother to Child Transmission (PMTCT) and at the same time, we also learnt from other organisations in terms of how they are carrying out programmes and activities. We networked with other organisations including funders and donors. It was also the first time to interact with Uganda AIDS Commission officials. The trip has incredibly raised the profile of the organisation both in and outside Uganda." (*Giramatsiko, Uganda*)



▶ RED RIBBON AWARD WINNER IN 2012

"Our organization was awarded for the category of HIV prevention by and for people who use drugs. In this sense, we lead a message of decriminalization of drug users and promotion of a meaningful drug policy and harm reduction actions for key populations... AIDS 2012 gave us the chance to push our organizational agenda in many spaces and debates, but the RRA gave us the chance to be recognized not only by UNAIDS joint team but from many other agencies, organizations and peers. We brought back home the assignment to carry on the post 2015 panorama into our advocacy efforts." (*ESPOLEA, Mexico*)



▶ RED RIBBON AWARD SELECTION CRITERIA

The Red Ribbon Award will be given to community groups for outstanding leadership in responding to AIDS in one or more of the following categories:

Prevention of Sexual Transmission

- ▶ Work to prevent sexual transmission including (but not limited to) among young people, men who have sex with men and transmission in the context of sex work

Prevention among/by people who use drugs

- ▶ Work to prevent HIV infections among/by people who use drugs

Treatment, care and support

- ▶ Work to improve access to antiretroviral therapy, essential care and support for people living with HIV, their families, loved ones and dependents including services to limit TB deaths among people living with HIV

Advocacy and Human Rights

- ▶ Advocating for abolishing punitive laws, discrimination and harmful practices around HIV transmission, sex work, drug use, transgender populations or homosexuality that block effective responses including (but not limited to) HIV-related national restrictions on entry, stay and residence

- ▶ Work to end stigma and discrimination of people living with HIV their families, loved ones and dependents
- ▶ Work to end gender-based violence in the context of the AIDS epidemic

Stopping new HIV infections in children and keeping mothers alive, Women's Health

- ▶ Work to prevent vertical transmission of HIV, and AIDS-related maternal mortality
- ▶ Work to address the HIV-specific needs of women and girls

▶ HOW TO NOMINATE

www.redribbonaward.org

- ▶ **Online at www.redribbonaward.org (preferred option)**



- ▶ *OR:* By Email to one of the regional email addresses listed on the back page of this brochure

Further information available at www.redribbonaward.org

Nominations will be accepted in English, French, and Spanish from **1 December 2013** until **31 January 2014**.

▶ RED RIBBON AWARD 2014 NOMINATION FORM

Please limit your nomination to up to three (3) pages of written text. Your nomination should include the following information:

1 Name of group or organization being nominated.

2 Nominee is best described as:

- Grassroots initiative
- Community-based organization (CBO)
- Non-governmental organization (NGO)
- Faith-based organization (FBO)
- Organizations of people living with HIV and key population

3 When was the organization created?

4 Size of group or organization.

How many full time staff are employed by the group or organization?

How many part time staff are employed by the group or organization?

How many volunteers are involved in the organization's work?

5 Budget and Funding levels within organization.

What is the annual working budget of the group or organization?

What are the sources of funding for the group or organization?

6 Does the group or organization work with any partners?

If yes, please list your partners and describe their role in activities.

7 Which category do you think best describes the group or organization's work in responding to AIDS? (Please select up to 2 categories representing your first and second choice)

- 1) **Prevention of Sexual Transmission** – Work to prevent sexual transmission including (but not limited to) among young people, men who have sex with men and transmission in the context of sex work
- 2) **Prevention among/by people who use drugs** – Work to prevent HIV infections among/by people who use drugs
- 3) **Treatment, care and support** – Work to improve access to antiretroviral therapy, essential care and support for people living with HIV, their families, loved ones and dependents including services to limit TB deaths among people living with HIV
- 4) **Advocacy and Human Rights** – Advocating for abolishing punitive laws, discrimination and harmful practices around HIV transmission, sex work, drug use, transgender populations or homosexuality that block effective responses including (but not limited to) HIV-related national restrictions on entry, stay and residence – Work to end stigma and discrimination of people living with HIV their families, loved ones and dependents – Work to end gender-based violence in the context of the AIDS epidemic

- 5) **Stopping new HIV infections in children and keeping mothers alive, Women's Health** – Work to prevent vertical transmission of HIV, and AIDS-related maternal mortality
– Work to address the HIV-specific needs of women and girls.

8 Describe the impact of the group's or organization's work.

Describe the organization.

How has the organization made a difference to the community it serves?

What have been the greatest successes of the group or organization?

What challenges does the group or organization face?

Why do you think the group or organization is a leader in its chosen field?

9 Other information.

Is there any other information you wish to convey about the group or organization with respect to the following:

- › Demonstrating leadership.
- › Areas of innovation and/or creative approaches.

10 Contact Information: Please provide the information listed below for the following people:

- › Contact person(s) for the group or organization being nominated.

- › Contact information for **two references** who are well informed about the activities of the group or organization and who may be contacted by the selection committee.
- › Nominator.
- › Contact person(s) for all partner groups.

For the four points above, please supply the following information:

- a. Name
- b. Position
- c. Organization
- d. Street address
- e. City / Town
- f. Postal code
- g. Province or state
- h. Country
- i. Telephone
- j. Fax
- k. Email
- l. Website (if available)

Please limit your nomination to up to three (3) pages of written text. You may, if you wish, add up to three (3) photographs that show your group and the work you do.

› Online at www.redribbonaward.org (preferred option)

› OR: By Email to (according to geographical region):

(Red Ribbon Award Nominations Latin America)
RRANominationsLA@unaids.org

(Red Ribbon Award Nominations Caribbean)
RRANominationsCAR@unaids.org

(Red Ribbon Award Nominations Middle East & North Africa)
RRANominationsMENA@unaids.org

(Red Ribbon Award Nominations West & Central Africa)
RRANominationsWCA@unaids.org

Further information is available at www.redribbonaward.org

(Red Ribbon Award Nominations East & Southern Africa)
RRANominationsESA@unaids.org

(Red Ribbon Award Nominations Europe)
RRANominationsEUR@unaids.org

(Red Ribbon Award Nominations Asia Pacific)
RRANominationsAP@unaids.org



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