# World Meningitis Day 2024 Advocacy Fund 2024 pilot :

# Instructions for applicants

Please use this as a guide if you are considering applying for one of the five grants available for the World Meningitis Day 2024 Advocacy Fund pilot. Please do not submit an application without having read these instructions.

# 1. Background

The World Meningitis Day 2024 Advocacy Fund pilot aims to provide Confederation of Meningitis Organisations (CoMO) members with greater access to the funds they require to commemorate this vital date in our movement’s calendar. Begun by CoMO members in 2009, World Meningitis Day is now the world’s leading day of collective action on meningitis.

The [World Health Organization’s Global Road Map to Defeat Meningitis by 2030](https://www.who.int/initiatives/defeating-meningitis-by-2030) recognises the importance of World Meningitis Day as a key moment for all involved in the fight to defeat meningitis. The target set out as a milestone is that:

*“World Meningitis Day is...visibly endorsed by global policymakers/funders and used by >80% of countries to assess/promote road map progress and share learning through human interest stories and best practice around the world.”*

In 2023, 126, or 65% of countries participated, and this year we want to see that number continue to grow. CoMO, with its international membership of dedicated meningitis advocates, is in a unique position to contribute to this aim. We know from our annual member surveys that funding is a key obstacle for participation in World Meningitis Day and so, this year, we are launching an Advocacy Fund pilot to address this clear member need.

Following the success of last year, the three key actions for the World Meningitis Day 2024 campaign are spreading life-saving awareness, telling your story and lighting the road ahead. There will be an updated toolkit of resources released in June to support members with their plans. We encourage members to refer to these when making their plans for World Meningitis Day, so they are supported in their activities.

## What the World Meningitis Day 2024 Advocacy Fund offers

In its pilot year, there will be up to five grants of £2,000 - 3,000 GBP. They must be focused on advocacy activities to support World Meningitis Day 2024 and will only be available to existing CoMO members (you must be a confirmed member as of 1st May 2024). The deadline for applications is 5pm BST on 30th June 2024 and projects must be executed between 1st August and 31st October 2024 (World Meningitis Day is 5th October). The Fund will provide successful applicants with funding but CoMO HQ and regional staff will not be able to support with the execution of activities (such as copy review or event management).

At the end of this year’s Advocacy Fund, one recipient will be selected as the winner of the World Meningitis Day 2024 Advocacy Award, in memory of Rob Dawson, formerly Director of Advocacy, Communications and Support at Meningitis Research Foundation (CoMO is Meningitis Research Foundation’s member network). The winner will receive a certificate and digital badge, to use across all of your communications. You will also be spotlighted by CoMO throughout 2025, as a member executing award-winning advocacy in your country and community.

# 2. Project criteria and eligibility

## Eligibility

Applications will only be accepted from existing CoMO members, as of 1st May 2024. Applicants may be any level of membership - Friend, Associate or Full - and can be based anywhere in the world. Applications are welcome from all members but, for member organisations, those with lower incomes will be prioritised. Individual members will not be asked to disclose their personal incomes as part of this process.

Your project will be assessed against the following criteria:

## Essential project criteria:

* The project is clearly advocacy focused.
* All activities must be centred around World Meningitis Day 2024 (5th October 2024). They can happen anywhere between 1st August and 31st October but must clearly be linked to it.
* The project has a clear goal, achievable with the resources and time available.
* The approach to the project is appropriate and relevant to your local context.
* There is a clear measure of whether the project has been successful.
* Projects must cost a minimum of £2,000 GBP and a maximum of £3,000 GBP. We will not consider applications above or below these amounts.

## Desirable project criteria:

Projects with the following criteria will be awarded higher points:

* Reaches a large number of people, appropriate to your goals and context.
* Includes (but is not restricted to) the World Meningitis Day actions of spreading life-saving awareness, telling your story and lighting the road ahead.

# 3. Funding

## This call for applications will fund:

* Activity-related advocacy costs such as video creation, social media advertising and online platform costs.
* Event costs such as venue costs, refreshments, travel expenses and materials.
* Economy class travel and appropriate associated costs such as accommodation and subsistence.

## This call for applications will not fund:

* Entertainment costs.
* The purchasing of alcohol for events.
* Travel beyond economy class.
* Engagement with commercial organisations or speaking at commercial events.

Successful applicants will receive their funding following receipt of bank details and the completion of a signed contract (supplied by CoMO). Please note that applicants are responsible for their own bank fees for receiving funds.

CoMO will not be able to award additional funds not included in the budget outlined in the application form. If funds are not spent during the agreed timeframe, they must be returned to CoMO by December 31st 2024, so these can be re-used in the 2025 Fund.

# 4. Project forms

Grant recipients must agree to do the following:

* Confirm they have signed up to the [CoMO member Code of Conduct](https://f37f9f4d-dea8-4f37-b461-7719570767ff.usrfiles.com/ugd/f37f9f_6bddc61952cd4192a7fc466d16c4e838.docx).
* Sign a contract with CoMO stating the agreed use of funds.
* Provide CoMO with a final report following the end of the project, including a financial update on how funds were spent, using a simple template provided by CoMO. Reports must be completed and returned by 30th November. If you do not complete a report within this time frame, you may be asked to return your funding.

# 5. Application and selection process

The application process will open on 21st May 2024 and close at 5pm BST on 30th June 2024. Late applications will not be considered. Applicants must return the following completed forms:

* Application form
* Signed [CoMO member Code of Conduct](https://f37f9f4d-dea8-4f37-b461-7719570767ff.usrfiles.com/ugd/f37f9f_6bddc61952cd4192a7fc466d16c4e838.docx)

Applications will be assessed against a scorecard by a small panel, consisting of two CoMO and Meningitis Research Foundation staff members and Meningitis Research Foundation trustee, Sarah Jeffery (international global health expert).

## Key dates:

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| Timing | Activity |
| 21st May | Applications opened to all members. |
| 30th June | Applications closed and reviewed by panel of judges. |
| Mid-July | Successful applicants announced. |
| 31st July | Contracts signed and funds transferred for successful applicants. |
| 1st August - 31st October | Members run activities. |
| 30th November | Reports received from fund recipients. |
| January | Internal evaluation of pilot year. |
| February | Winner of the World Meningitis Day Advocacy Award announced. |

For more information, please contact Sam Nye, Joint Head of CoMO samanthan@meningitis.org.