

## CTSH GRANTS 2025

### REQUEST FOR PROPOSAL GUIDELINES

Dear Friends,

The World Heart Federation is pleased to announce its plan to expand and replicate the success of its Colours to Save Hearts initiative in new countries.

The **Colours to Save Hearts** (CTSH) programme is designed to raise awareness of rheumatic fever (RF) and rheumatic heart disease (RHD) among children, parents, and educators through a simple, yet impactful, approach: engaging schoolchildren with a **colouring book** and crayons.

Since its inception, our pilot programme in Mozambique has successfully educated over 58,000 children across 24 schools, indirectly reaching more than 291,000 family members, and trained approximately 670 teachers in:

- Understanding the connection between sore throat and rheumatic heart disease;
- Recognizing the symptoms of rheumatic fever and rheumatic heart disease; and
- Referring cases of sore throat, as well as suspected cases of rheumatic fever and rheumatic heart disease, to health clinics.

WHF will award two grants of 20,000 USD each, generously provided by the Edwards Foundation, to support local initiatives modelled after Colours to Save Hearts.

### EXCLUSION CRITERIA

- The selected project must be conducted in a rheumatic heart disease endemic country, preferably a low- and middle-income country as defined by the World Bank.
- The selected project **must** be modelled after our Colours to Save Hearts programme, which involves distributing a colouring book and crayons.
- Only organizations are eligible to apply. The selected organization cannot delegate its project to any third party at any stage.
- Applications must be submitted in English.

## **SELECTION CRITERIA**

A successful project proposal should include a **clear** and **comprehensive** description of the project and its planned activities, including approach, target population, methodology (e.g., use of colouring books and crayons, identification of a referral pathway to primary healthcare centres, etc.), timeline, and plans for sustainability beyond 2025-2026 (e.g., in the event of additional funding).

The application will be evaluated based on the following information and criteria:

- **Intended impact of the project, including estimated number of underserved populations reached (n.b., at least 5000 children directly).**
- Intended use of colouring books and crayons.
- Intended referral process to primary healthcare centres.
- Specific, measurable, and relevant objectives that can be achieved within a **one-year** period.
- Long-term sustainability beyond the grant period, evidenced by viable opportunities to maintain or scale up activities.
- Potential for collaboration with and support from local, regional, and/or national Ministries of Health and/or Ministries of Education.

Please note that a signed **Grant Agreement** will be required before award funding is provided. The grant agreement shall be signed by the President and Chief Executive Officer of the World Heart Federation, as well as by the project representative of the grantee organization.

## **DELIVERABLES**

### **Required**

- Mid-term narrative report.
- Final narrative and financial report.
- Portfolio of high-quality photos, videos, and/or electronic images with caption information suitable for press releases and/or social media.

### Desired

- Context-specific colouring book (n.b., only **minor** edits from original).
- Press coverage.
- Promotion of the initiative and activities to increase visibility.
- Meeting agendas, copies of promotional material and resources, etc.

### TIMELINE

- **Call for Applications:** 15 July 2025
- **Deadline for Submission:** 17 August 2025
- **Award Notice:** 8 September 2025
- **Project Duration:** Project to start within 30 days of award notification. Project to end no more than **one** year from the start date or as determined in the signed Grant Agreement.
- **Mid-Term Narrative Report:** To be provided no later than 6 months after project initiation, ideally before 31 March 2026.
- **Final Narrative and Financial Report:** To be provided no later than 2 months after project completion.