



Call for Proposals AMAZE Global Impact Awards

AMAZE, an initiative of the Advocates for Youth, is pleased to announce a new funding opportunity for organizations across the globe working to expand access to high-quality comprehensive sexuality education for adolescents.

Through engaging, age-appropriate animated videos and educational resources, AMAZE provides young people, parents, and educators with accurate, accessible information about puberty, relationships, consent, and sexual and reproductive health. These resources are designed to support adolescents in navigating changes in their bodies and relationships, while also strengthening communication with trusted adults.

Through the Global Impact Awards (GIA), AMAZE partners with organizations across the globe to ensure these resources are culturally relevant, widely accessible, and used at scale. Supported by the WestWind Foundation, this funding opportunity will support organizations that can expand the availability, reach, and use of AMAZE resources through strategic adaptation and large-scale dissemination.

As the global catalogue of AMAZE videos continues to grow across multiple languages and regions, there is an increasing opportunity to ensure these resources reach larger and more diverse audiences of adolescents worldwide.

About AMAZE

Since its launch in 2016, AMAZE has become a leading global source of animated sexuality education content for young adolescents. AMAZE has produced more than 350 original animated videos covering topics such as puberty, reproduction, consent, healthy relationships, HIV and STIs, sexual orientation, and gender identity.

The videos are designed to be approachable, engaging, and help to start conversation, assisting adolescents, parents, guardians, and educators to communicate more easily about sexual health and relationships. The videos are widely used by educators, healthcare providers, parents, and youth-serving organizations around the world, with more than 100 million views across digital platforms.

AMAZE collaborates with international agencies, governments, and local organizations to adapt and disseminate content across diverse cultural contexts. In addition to videos, AMAZE offers lesson plans and complementary resources to support educators and trusted adults in delivering comprehensive sexuality education (CSE).

About the Global Impact Awards

The Global Impact Awards are flexible grants designed to expand the reach, accessibility, and use of AMAZE resources through partnerships with organizations working in adolescent sexual and reproductive health and rights (SRHR) and comprehensive sexuality education (CSE).



Grants will range from USD 10,000 to USD 75,000 and will support projects implemented over an 18-month period. Successful projects will run for 18 months from mid-August 2026 to mid-January 2028.

For this funding cycle, AMAZE expects to fund approximately six organizations, ideally with reach in one or more of the following regions:

- Europe
- North Africa and the Middle East (MENA)
- Sub-Saharan Africa
- South Asia
- East Asia and the Pacific
- Latin America and the Caribbean

Applications from North America will be considered but are not a priority in this round.

Applications must be submitted through the online application portal. Applicants must complete the application form and upload the required budget template and due diligence forms.

Applications may be submitted in English, French, or Spanish.

This funding cycle places particular emphasis on expanding the reach and use of AMAZE resources at scale, including through digital platforms and large-scale dissemination strategies.

Regional Priorities

This funding round AMAZE will not accept any unsolicited applications. If you received this Request for Proposals directly from AMAZE then you and your organization are welcome to apply. **Applications are welcome from all eligible countries within the regions listed above.** AMAZE is looking to award three of the available grants this funding cycle to proposals from the following countries:

- Nigeria
- Brazil
- India (see box below for specific instructions on India)

These countries have been identified due to strong opportunities to expand either the availability or the large-scale use of AMAZE content. Applications from other countries will still be considered.



How Projects Should Be Designed

All proposals should be designed to expand access to and use of AMAZE resources at scale. While approaches will vary by context, strong applications will typically include a combination of the following components:

1. Content Adaptation and Localization (*Required for all countries except India*)
 - Dubbing of existing AMAZE videos into local languages (minimum expectation)
 - Optional subtitling and cultural adaptation
 - Optional sign language interpretation
 - Optional translation of AMAZE lesson plans
2. Dissemination and Distribution (Online and Offline)

All projects should include a clear strategy to ensure AMAZE videos reach large numbers of adolescents. This may include:

 - Integration into school-based or community-based CSE programs
 - Use within health services or youth-friendly services
 - Distribution through youth organizations and networks
 - Digital dissemination via social media and online platforms
 - Other strategies to reach large numbers of young people
3. Strategic Partnerships

Strong proposals demonstrate collaboration with partners that can support scale and legitimacy. These may include:

 - Ministries of Education, Health, or Youth
 - UN agencies or multilateral organizations
 - National or local NGOs
 - Youth-led organizations and networks
 - Digital creators, influencers, or media platforms
4. Digital Engagement

All projects are expected to include a digital engagement strategy appropriate to the local context. This may include:

 - Social media campaigns
 - Platform-specific content (e.g., short-form or vertical video)
 - Messaging platforms such as WhatsApp
 - Partnerships with influencers or digital platforms

Special Focus: India (Distribution and Scale-Up)

In India, AMAZE seeks a distinct approach for this funding cycle.

Because AMAZE already has a large catalogue of videos in multiple languages spoken in South Asia, proposals from the region should not focus on content adaptation or dubbing. Instead, proposals should focus on:

Large-Scale Digital Dissemination

- Targeted and strategic social media campaigns
- Platform-specific strategies to maximize reach and engagement
- Clear plans to reach large numbers of adolescents online

Integration into Formal Systems

- Engagement with NGOs, UN bodies, Ministries of Education and Health, schools, educators, or training institutions

Strategic Digital Partnerships

Applicants are encouraged to partner with organizations specializing in:

- Brand development
- Digital communications
- Audiovisual production
- Graphic design
- Social media advertising and analytics

While applicants do not need to confirm a specific partner, priority will be given to applicants that identify possible partners, provide justification for how partner(s) will assist in wide scale dissemination, and/or include letters of support from such partners.

Budget Requirement

At least 30% of the total project budget for projects in India must be allocated to digital and social media or other activities that result in wide-scale dissemination.



Core Responsibilities of Grantees

Organizations receiving Global Impact Awards funding will be expected to:

- Adapt and localize AMAZE content where relevant
- Implement a strong dissemination strategy to reach large numbers of adolescents
- Collaborate closely with the AMAZE International team
- Share materials for review and approval
- Submit final outputs to AMAZE
- Monitor and report on reach, engagement, and use of AMAZE resources

Eligibility Criteria

Applicants must:

- Be nonprofit organizations, governmental institutions, multilateral agencies, or affiliated entities
- Have already successfully partnered with AMAZE and have a strong desire to expand reach, or organizations that have a strong desire to partner with AMAZE to dub or adapt and disseminate videos and are part of an entity with which AMAZE already has global or other types of existing partnership agreements.
- Have an existing commitment to and programming on adolescent sexual and reproductive health and rights.
- Demonstrate meaningful youth engagement
- Show experience using digital tools for CSE delivery and dissemination, including various social media platforms, WhatsApp, newsletters and apps.
- Have the ability to contribute with matched funding and/or in-kind contributions.
- Demonstrate capacity to reach adolescents at scale
- Have the ability to manage grant funding and reporting
- Propose activities that can be completed within 18 months

Assessment of Proposals

Applications will be assessed based on:

- Alignment with the objectives of the Global Impact Awards
- Potential to significantly expand reach and use of AMAZE resources
- Strength of dissemination and digital strategies
- Quality of partnerships supporting scale
- Meaningful engagement of adolescents
- Feasibility of the work plan and timeline
- Realistic and appropriate budget



Key Dates

Application Portal Opens: Monday 4 May 2026

Application Deadline: Tuesday 26 May 2026 at 23:59 UTC

Notification of Awards: Applicants will be notified by mid-August 2026

Submission of Proposals

Organizations may apply for a Global Impact Awards Grant between USD 10,000 and USD 75,000. To apply, please complete the online application form and submit the budget template, and due diligence form with your application.

English application: <https://amaze.org/global-impact-awards/en>

French application: <https://amaze.org/global-impact-awards/fr>

Spanish application: <https://amaze.org/global-impact-awards/es>

For questions, reach out to GlobalImpactAwards@amaze.org.