

VACCINES DEFEND WHAT MATTERS

- ▶ 2026 Local Impact Grant Opportunities
- ▶ 2025 Program Highlights



About the Program

Vaccines Defend What Matters (VDWM) is TMA's integrated, multimedia public health education and advocacy effort to overcome vaccine hesitancy and increase vaccination rates in Texas.

VDWM sends a strong message from trusted physician leaders that choosing to be immunized against infectious diseases safeguards good health, jobs, schools, and the Texas economy.

Marketing and Social Media

A major part of VDWM is a digital marketing campaign to educate the public and community leaders about the importance of getting vaccinated. Static social media posts and animated social media gifs are available to promote vaccination or vaccine education. All social media assets can be found at [texmed.org/defendwhatmatters](https://www.texmed.org/defendwhatmatters).

Local Impact Grants

Funded through the Texas Medical Association Foundation (TMAF), VDWM awards **Local Impact Grants** throughout the state for vaccination activities, educational resources, and community outreach. County medical societies, TMA Alliance chapters, medical student chapters, and TMA member-physician practices/clinics are eligible to apply.

2026 Key Dates	ROUND 1	ROUND 2	ROUND 3
Grants Portal Opens	Dec. 3, 2025	Mar. 18, 2026	June 24, 2026
Application Deadline	Feb. 13, 2026	May 23, 2026	Aug. 21, 2026
Decision Notification	Mar. 20, 2026	June 26, 2026	Sept. 25, 2026

GRANTEE RESOURCES

- ▶ **TMA Committee on Infectious Diseases Review**
Opportunity to have program materials/resources reviewed
- ▶ **Social Media Toolkit**
Videos, graphics, and more that can be used to promote programs
- ▶ **Marketing and Communications Team Meeting**
Discuss with the MarCom team what editorial, social media, media relations, and marketing services TMA can provide



FOUNDATION

Congratulations to All 2025 Local Impact Grant Awardees

In 2025, VDWM awarded 23 Local Impact Grants, totaling over \$73,000, with 78 physician, resident, and student members involved in 13 counties across the state. Thanks to the awardees, over 5,900 vaccines are planned to be administered to protect Texans of all ages against the flu, COVID-19, pertussis, hepatitis B, and other vaccine-preventable diseases as required for school enrollment.

County Medical Societies

- Bell County Medical Society
- Lubbock County Medical Society Alliance
- Smith County Medical Society

Medical Student Sections/Medical Schools

- The University of North Texas Health Science Center Foundation (Fort Worth)
- The University of Texas Health Science Center at Houston - McGovern Medical School
- The University of Texas Medical Branch at Galveston TMA Medical Student Chapter
- The University of Texas Medical Branch Family Medicine Interest Group (Galveston)
- The University of Texas Rio Grande Valley Public Health Interest Group
- The University of Texas Rio Grande Valley – School of Medicine
- The University of Texas Southwestern TMA Medical Student Section (Dallas)

TMA Member Practices/Clinics

- Bryan-College Station Free Health Clinic
- Christian Community Health Services (Fort Worth)
- CHRISTUS St. Mary's Clinic (Houston)
- Frontera de Salud (Galveston)
- HOMES Clinic (Houston)
- Hope Clinic/Get Up Project (Austin)
- Internal Medicine Associates of Houston
- Lirios Pediatrics (Austin)
- Lone Star Family Health Center (Conroe)
- Love to Share Foundation America (Manvel)
- Spring Branch Community Health Center (Houston)
- Titus Regional Medical Foundation (Mount Pleasant)
- Union Gospel Mission Dallas

TMA's Vaccines Defend What Matters is funded in 2025 by TMA Foundation thanks to major support from H-E-B, TMF Health Quality Institute, Permian Basin Youth Chaverim and gifts from other institutions, physicians and their families.

HOW TO APPLY

Scan the QR code or visit
texmed.org/LocalImpactGrants



GRANT APPLICATION TIMELINE

Round One

DEC. 3, 2025

Grant Portal Opens

FEB. 13, 2026

Application Deadline

MAR. 20, 2026

Grantees' Notification

Round Two

MAR. 18, 2026

Grant Portal Opens

MAY 23, 2026

Application Deadline

JUNE 26, 2026

Grantees' Notification

Round Three

JUNE 24, 2026

Grant Portal Opens

AUG. 21, 2026

Application Deadline

SEPT. 25, 2026

Grantees' Notification

A login is required for the TMA Foundation grant portal. Applicants only need to apply once per grant cycle. Funding cannot be used to reimburse for previously held events or activities, so applicants should apply in advance of program or event start date (if program or event is grant-dependent). Grantees have up to 12 months from receipt to use all awarded funds.

*If you have not previously applied for a grant, you may need to create an account. This portal is different from your TMA website login.