

# GIFT FROM AFRICA

A woman wearing a green short-sleeved shirt and a brown skirt stands in a lush green field. She has her arms outstretched to the sides, looking towards the camera. The background is a soft-focus landscape with trees and hills under a bright sky.

Investing in our Future

*"I believe in the Global Fund. I believe that it has shown great progress, and that we must, in turn, commit more support to its success and future."*

Nelson Mandela



# ABOUT THE CAMPAIGN

## *Individuals and businesses in Africa supporting the Global Fund*

**Gift from Africa** invites private sector leaders in Africa to join together on the global stage and invest in their continent by supporting the Global Fund's fight against AIDS, tuberculosis (TB) and malaria.

The campaign is a cooperation between The Global Fund to Fight AIDS, Tuberculosis and Malaria, the leading provider of funds to fight the three diseases and Friends of the Global Fund Africa (Friends Africa), a pan-African organization which works to mobilize strategic political and financial support for the fight against the diseases.

**Gift from Africa** is an opportunity for Africans to demonstrate global leadership as part of a broader effort to promote private support for the Global Fund around the world.

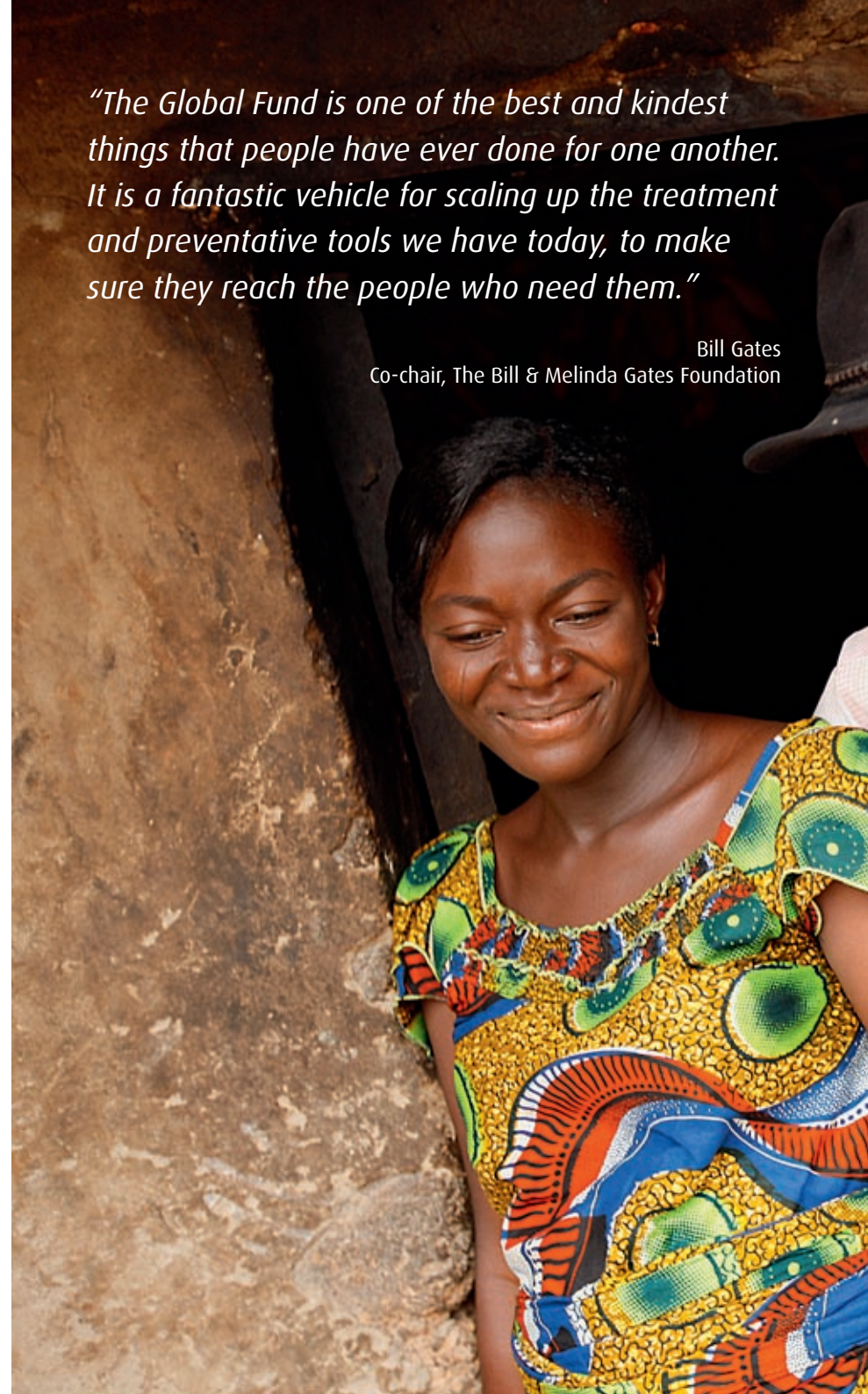
## WHY THE GLOBAL FUND?

### The Global Fund....

- ▶ provides a quarter of all **international financing** for AIDS globally and nearly two-thirds of all worldwide funding for both TB and malaria, with the predominant portion of that money going to Africa
- ▶ is **demand driven and country led** and is therefore able to respond to the priorities and capabilities of actual country settings
- ▶ is **evidence- and impact-driven**, with funding tied to performance
- ▶ has a **growing body of evidence** demonstrating that Global Fund-supported programs are having an impact on the disease burden of countries
- ▶ provides for **rigorous oversight** by independent auditors who verify performance against grant targets
- ▶ Private donations received for the campaign will be used for programs with **no deduction for Global Fund overhead**

*"The Global Fund is one of the best and kindest things that people have ever done for one another. It is a fantastic vehicle for scaling up the treatment and preventative tools we have today, to make sure they reach the people who need them."*

Bill Gates  
Co-chair, The Bill & Melinda Gates Foundation





# WHAT DO YOU GET FROM THIS INVESTMENT?

A multifaceted platform of participation providing both global and local recognition

## In Africa...

- ▶ Contributors to **Gift from Africa** will be invited to participate in the Friends Africa Advisory Board, joining a pan-African network of key influencers.
- ▶ Recognition via the Friends Africa website and publications.
- ▶ Contributors will be invited to participate in advocacy meetings with government and civil society undertaken by Friends Africa across the continent.
- ▶ National champions from different countries will be identified, and Friends Africa will seek to include them in discussions, events and exchanges involving national stakeholders in each country.
- ▶ Major contributors to **Gift from Africa** will have the option to direct their funds either to their own country or to the continent as a whole.

## At the Global Fund...

- ▶ A section of the Global Fund website which is seen by decision-makers and influencers across the globe will be dedicated to the **Gift from Africa** project and participants.
- ▶ Through the Friends Africa Advisory Board, contributors will be invited to offer input on key Global Fund policy issues and development via interaction with the Private Sector Delegation to the Global Fund Board.
- ▶ Contributors will be invited to attend select events undertaken by the Global Fund and its partners in donor countries, as well as Global Fund forums such as Global Fund regional meetings and the Partnership Forum.
- ▶ The Global Fund will collaborate with Friends Africa and other partners in securing media coverage of **Gift from Africa** and its contributors in major international and regional media, including co-branding opportunities.
- ▶ Major contributors will be invited to act as ambassadors for giving at events with business leaders in other regions of the world, following the success of **Gift from Africa**.



## At the UN....

- ▶ **Gift from Africa** will be announced and celebrated both during the UN Millennium Summit (September 2010) and the Global Fund Replenishment Conference chaired by United Nations Secretary-General Ban Ki-moon (October 2010), including events with key Global Fund champions and advocates.
- ▶ The Global Fund media team will seek to include statements from **Gift from Africa** national champions in media materials.
- ▶ Providing the initial target is achieved, a VIP representative of Africa will announce **Gift from Africa** at a special Global Fund event at the UN, attended by major contributors and national champions of the project.
- ▶ A publication celebrating **Gift from Africa** will be presented to Secretary-General Ban Ki-moon at the Global Fund replenishment conference.

### Global Fund supporters and advocates include:

Kofi A. Annan	United Nations Secretary-General [1997–2006]
Bono	Lead singer of U2; Co-founder, ONE and (RED)
Bill Gates	Co-chair, The Bill & Melinda Gates Foundation
Ban Ki-moon	United Nations Secretary-General [2007–present]
Carla Bruni Sarkozy	Global Fund Ambassador for the Protection of Mothers and Children against AIDS

### For more information please contact:

THE GLOBAL FUND	FRIENDS AFRICA	
Caroline van der Veen	Dr. Ebele Oranuba	Ms. Sara Asafu-Adjaye
Private Sector and	Manager, Research and	Consultant
Nongovernment Donors	Documentation	
Tel: +41 58 791 1430	Tel: +234 121 37 273	sasafuadjaye@gmail.com
caroline.vanderveen@theglobalfund.org	eoranuba@friends-africa.org	

### The Global Fund to Fight Aids, Tuberculosis and Malaria

Chemin de Blandonnet 8  
1214 Vernier  
Geneva, Switzerland

Tel. + 41 58 791 1700  
Fax + 41 58 791 1701

www.theglobalfund.org  
info@theglobalfund.org



Investing in our future

**The Global Fund**

To Fight AIDS, Tuberculosis and Malaria

