



# The Global Fund

## PROGRESS UPDATE AND PRIVATE SECTOR PARTNERSHIPS

BY DIDA CONNOR, SENIOR COMMUNICATIONS LIAISON OFFICER, PRIVATE SECTOR PARTNERSHIPS

**T**HE GLOBAL FUND to Fight AIDS, Tuberculosis and Malaria is dedicated to raising and investing large amounts of additional finance to support the rapid scale-up of measures to prevent and treat the three pandemics.

Since its creation in 2002, the Global Fund has committed US\$ 14.9 billion in 140 countries to support large-scale prevention, treatment and care programs against HIV/AIDS, TB and Malaria. The results have been significant. Global Fund support has to-date allowed 2 million people to access anti-retroviral treatment, more than 4.5 million patients who had been diagnosed with TB have accessed adequate treatment, and over 70 million bed nets have been distributed to prevent malaria.

### GETTING RESULTS

Globally, sixty-two million HIV counseling and testing sessions have been delivered; 3.2 million AIDS orphans and vulnerable children have been

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provided with basic care and support; 74 million malaria drug treatments have been delivered; 91 million people have been reached with community outreach services for one or several of the three diseases.

By December 2008, 3.5 million people who otherwise would have died of AIDS, TB or Malaria over the past 5 years were alive as a result of the intervention delivered by programs supported by the Global Fund.

In certain parts of Africa, Global Fund actions have led to sharp reductions (40% and sometimes even 70%) in malaria and child mortality.

### DELIVERING IN THE FUTURE

The impressive results achieved by the Global Fund are an indication of what is possible, yet sustaining and increasing resources is essential to the continued success of Global Fund programs.

Based on projections, the Global Fund Secretariat estimates total demand



## Red

Red, an independent social enterprise, was created to generate additional and sustainable funding flows for the Global Fund, and to raise public awareness about HIV and AIDS in Africa. Companies whose products take on the (RED) mark contribute a portion of profits from the sales of that product to the Global Fund-financed programs in Africa. Current partners include American Express (UK), Apple, Converse, Dell, Emporio Armani, Gap, Hallmark, Microsoft and Starbucks. (RED) has enabled the Global Fund to roughly

double the amount of funds received from the private sector for two consecutive years (2007, 2008.) By October 2008, (PRODUCT) RED had generated more than US\$ 110 million for the Global Fund grants in Swaziland, Lesotho, Ghana and Rwanda.

(RED) has proved a sustainable model because it delivers benefits to: partner companies, who gain increased sales, visibility and a new clientele; customers who access desirable products benefiting a compelling cause; and the Global Fund and its recipients who are able to direct increased resources to individuals and communities affected by HIV and AIDS. The partnership works because the partners have converging interests and focus on each other's core competencies. The (RED) organization focuses on marketing, branding and advocacy; the Global Fund focuses on achieving programmatic results, and monitoring the effective use of funds.

## Idol Gives Back

In 2008, for the second year, the Global Fund was selected as a recipient of the special fundraising program undertaken by the top-rated US television program "American Idol", broadcast on the Fox Network. The \$16 million in funds raised will be directed towards Global Fund grants in the Western Cape Province in South Africa and Jamaica. Beyond the funds raised, such partnerships offer exposure for the Global Fund and its cause to many millions of ordinary citizens.

## In-Country Partnership

In the beginning of 2005, the in-house hospital of Unilever Tea Tanzania Ltd. was selected by the Ministry of Health as one of 91 medical centers that would provide free antiretroviral drugs at the district level and in the framework of the National Care and Treatment Plan (NCTP). The Plan is funded by the Government and several international donors, among which the biggest contributor is the Global Fund. The major contribution of Unilever Tea Tanzania Ltd. is the use of its own medical infrastructure. The company also provides human resources and management skills. In 2007, over 1,000 people had enrolled in the clinics' ARV program.



to be at a level of at least US\$13.5 billion for the three years 2008-2010. Donor funding, based on pledges received and indicated, is of the order of US\$ 9.5 billion for the same period. Hence there is a funding gap of approximately US\$4 billion, and potentially more. Filling this gap is essential to finance programs that would enable countries to meet internationally agreed goals such as providing Universal Access to HIV/AIDS prevention, care and treatment by 2010 and the achievement of the Millennium Development Goals.

As a financing institution, the Global Fund has always recognized the strength and value of developing private sector resources and partnerships. Important contributions have already been made. Businesses and privately held foundations have mobilized over US\$600 million. Partnerships such as RED and Chevron have contributed significant funding for life-saving programs while raising public awareness of the Global Fund and the impact of deadly diseases among businesses and the general public.

### **PRIVATE SECTOR PARTNERSHIPS: PAST, PRESENT AND FUTURE**

Contributions from the Private Sector represent 4.8% of all contributions received by the Global Fund to date. The potential remains to improve this figure and in the long term to increase non-traditional donor contributions to 10% of the Global Fund's total resource requirements.

Private sector financial contributions are crucial but there are also other ways companies can help the Global Fund and its grant recipients.

The Corporate Champions Program was launched to significantly increase the private sector's engagement with the Global Fund, both financially and through other means. In 2008, Chevron became the first Corporate Champion, contributing US\$30 Million to the Global Fund and committing to support grant recipients to improve program effectiveness and reach. The partnership with Chevron is being implemented in six countries in Asia and Africa.

Pro-bono support. In 2008, the Global Fund and Standard Bank initiated a partnership demonstrating yet again how the private sector can support Global Fund grant recipients in different ways. Standard Bank will offer financial and management expertise to grant recipients to ensure that funds are distributed inside the country in a timely manner as well as assisting with reporting requirements. Standard Bank's support will be a service available in selected African countries for grant recipients who request it and tailored to fit with their needs and requirements.

### **GLOBAL FUND PRIVATE SECTOR COMMITMENT**

The Global Fund has recently taken a number of steps to meet objectives in building, developing and strengthening the collaboration with the private sector.



### 1) Strengthened capacity

Significant capacity has been added to the Secretariat with the creation of a number of new positions to promote and develop private partnerships both globally and at the country level, build and provide quality to current partners, and develop new partnerships.

### 2) A new strategy

Strengthening capacity in the Secretariat is recognition of the importance the Global Fund places on partnership with the private sector. In Spring

*Community volunteer Khalu Devi gives advice on malaria detection and treatment and other health issues. She lives in Pokhari Village, Nepal, two hours by bus and four hours' walk from the nearest hospital.*  
Credit: The Global Fund/John Rae



2008, the Global Fund plans to launch a Private Sector Strategy that will lay the foundations for future partnerships.

### 3) Board Commitment

The Global Fund Board is committed to developing the role of private sector partnerships at the Global Fund. Through dual-track financing both government and non-government Principal Recipients (PRs) are included in proposals for Global Fund financing. The Global Fund recognizes that civil society and the private sector can, and should, play a role in the development of proposals and the implementation and oversight of grants at the country level.

## CONCLUSION

The work to fight HIV/AIDS, TB and Malaria has begun in earnest but these diseases continue to claim thousand's of lives every day. These are not just numbers. Depleted human capital, overloaded social systems and low capital investments are some of the very real consequences of these diseases. Strengthened Global Fund private sector partnerships will help save millions of lives. It will also provide an environment for businesses to flourish where now they cannot.

## AUTHOR

### Dida Connor

Senior Communications Liaison Officer, Private Sector Partnerships

The Global Fund to Fight AIDS, Tuberculosis and Malaria  
Chemin de Blandonnet 8| 1214 Vernier - Geneva, Switzerland  
Tel: +41 58 791 1459| Fax : +41 58 791 1701  
Email: [Candida.Connor@theglobalfund.org](mailto:Candida.Connor@theglobalfund.org)  
Web: [www.theglobalfund.org](http://www.theglobalfund.org)