

FUNDERS
CONCERNED
ABOUT
AIDS

[corporate]

a newsletter about
the corporate
philanthropic response
to HIV/AIDS in the
United States
and globally

update

aids is your business

Innovative Partnerships in the Fight Against Global HIV/AIDS

The past several years have witnessed a dramatic increase in attention to the global HIV/AIDS pandemic among the public and private sectors. Governments, the United Nations, international non-governmental organizations (NGOs), and business, including corporate philanthropy, are paying more attention to AIDS than ever before.

In part, this is because multinational businesses, particularly those with operations in hard-hit countries, have come to recognize the profound impact of the HIV/AIDS pandemic on their workforce—and on their bottom line. For example, as the Joint United Nations Programme on HIV/AIDS (UNAIDS) notes: *AIDS-related absenteeism, productivity declines, health-care expenditures, and recruitment and training expenses in several southern African countries could cut profits by 6-8% (UNAIDS. Fact Sheet 2002: The Impact of HIV/AIDS).*

But just as importantly, many corporations have recognized the magnitude of the HIV/AIDS crisis, and have stepped to the fore in their role as global citizens

and leaders. Not surprisingly, given the enormity of the problem, many of the most innovative initiatives have involved multisectoral partnerships—i.e. collaborations between government and the non-profit and private sectors. FCAA has not only advocated for a robust philanthropic response for years, but specifically counsels all funders to explore collaborations as a means to stretch limited resources and create economies of scale and efficient philanthropic interventions.

Global Health Initiative

One important example of such efforts is the World Economic Forum's Global Health Initiative (GHI), which is designed to foster greater business engagement in the global battle against HIV/AIDS, tuberculosis and malaria. The GHI—led by a steering committee that includes industry leaders like the CocaCola Company, Pfizer Inc and ExxonMobil Corporation—forms an innovative partnership with the Forum's 1000 member companies, and other key collaborators, such as the World Health Organization (WHO), Roll Back Malaria,

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***AIDS is Your Business
Corporate Update***

September 2003

The *Update* is published by Funders Concerned About AIDS (FCAA), a philanthropic affinity group formed in 1987.

FCAA mobilizes philanthropic leadership and resources, domestically and internationally, to eradicate the HIV/AIDS pandemic and to address its social and economic consequences.

With the support of the Business Responds to AIDS program of the Centers for Disease Control and Prevention and our network of corporate grantmakers, FCAA encourages—and offers a variety of programs to support—enhanced and strategic corporate philanthropy on HIV/AIDS domestically and globally.

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[by Paul A. Di Donato]

director's | message



These are challenging times for corporate philanthropy. The protracted economic slump, coupled with significant government cut-backs for many programs, have resulted in even more organizations in need of philanthropic investment. Yet, resources for grants or other forms of corporate

philanthropic support are scarcer than they have been in many years. And, other factors leading to business uncertainty, from political variables to mergers, add to the negative mix.

In the HIV/AIDS arena, this dynamic is made more pressing by several factors: increasing domestic HIV/AIDS needs, especially in disenfranchised communities hit hardest by this disease; politically-charged debates over the efficacy of HIV prevention; and the monumental nature of the global HIV/AIDS problem.

Yet even in these difficult times, in this issue, we are pleased to report on many developments which show the creativity and commitment of corporate philanthropy to the HIV/AIDS agenda:

- The growing corporate response to HIV/AIDS on the global front—not only at the corporate philanthropy level but also at the general level of sound corporate social responsibility and good corporate citizenship—is demonstrated in our lead story and many other sections of this publication;

- As this issue's lead story also points out, strategic partnerships and collaborations are making scarcer resources stretch further and creating greater synergies among philanthropic investments;
- And, an integration of corporate philanthropic and business/work place responses is evident in many sectors (and in the fruitful collaboration between FCAA and the Global Business Coalition on AIDS noted in our story on the GBC).

As the leader in efforts to mobilize a greater corporate philanthropic response to AIDS in the United States and internationally, FCAA continues to provide a full range of technical assistance to corporate grantmakers, and to develop new resources for our growing corporate audience. (Many of these new resources are cited in this publication.)

We hope you find this issue of *AIDS Is Your Business Update* valuable. We encourage you to visit the FCAA website (www.fcaaid.org) for continuous updates on the corporate response to AIDS and to access our user-friendly tools and materials to meet the challenges and opportunities ahead.

Paul A. Di Donato

corporate | profiles

Viacom/Kaiser Family Foundation



In an unprecedented collaboration, the Henry J. Kaiser Family Foundation and Viacom this year (2003) launched **KNOW HIV/AIDS**, a global media campaign to combat HIV/AIDS through in-kind public service announcements (PSAs), television and radio programming, and free print and online content.

"Ignorance is a direct contributor to the spread of the disease," said Sumner M. Redstone, Viacom Chairman and CEO. "Viacom and Kaiser are uniquely qualified to get the word out, and we are proud to lend our assets, voices and resolve to help halt this epidemic."

The PSAs seek to educate the general population about the impact of AIDS globally and to promote prevention and testing among those at higher risk— young people, people of color, women, and men who have sex with men. Forty-nine television, radio and outdoor ads were placed strategically across Viacom's broadcast networks CBS and UPN and 200 affiliates; cable networks MTV, BET, VH1, CMT, MTV2, TV Land, Nick at Nite, Nickelodeon, Showtime, the new TNN, and 50%-owned Comedy Central; more than 180 Infinity radio stations in the top 50 markets; and on billboards, buses and bus shelters in the top 15 markets. The first-year placement value of the PSAs alone will exceed \$120 million. The KNOW initiative also makes PSAs available rights-free to anyone else (e.g. networks, channels, local affiliates, or nonprofits) who wishes to air them. In addition, HIV/AIDS themes were incorporated in Viacom television shows, including: *Becker*, *The District*, *Enterprise*, *Girlfriends*, *Half & Half*, *One on One*, *The Parkers*, *Presidio Med*, and *Queer as Folk*.

All Viacom divisions are involved. For example, Showtime (a premium commercial-free cable channel), in addition to airing PSAs, featured HIV/AIDS-related programming every night of launch week. The Blockbuster video chain is airing PSAs on monitors at 5500 domestic stores. Simon & Schuster, with Kaiser, produced the initiative's free 30-page educational guide, and will place informative ads on

the back of more than 60 titles. All facets of the campaign direct target audiences to the initiative's website, www.knowhivaid.org or toll-free number 1-866-344-KNOW (5669).

"This initiative is setting new standards in the business response to AIDS. Using the power of a media network to fight AIDS is a twenty-first century solution to one of the twenty-first century's key problems," said Peter Piot, MD, PhD, executive director of UNAIDS.

In May 2003, the BBC World Service Trust joined the Kaiser/Viacom partnership with a year-long HIV/AIDS awareness campaign in Africa and the Caribbean, where BBC reach in certain countries approaches 30% of the radio audience. The BBC World Service campaign will air three times daily during peak hours through seven BBC African language services—English for Africa, French for Africa, Portuguese for Africa, Hausa, Somali, Swahili, and Kinyanwanda/Kirundi; as well as the BBC Caribbean service. The weekly English-language Postmark Africa program will also feature a five-minute special call-in segment.

"What's exciting about this initiative is that major broadcasters are joining forces to take on AIDS," said Roy Head, Director of Health for BBC World Service Trust. "The BBC reaches 50 million people in sub-Saharan Africa, and coupled with Viacom's huge audiences in the US and Europe, we can make a real difference. And if other big media players can follow suit, so much the better."

Viacom

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Kaiser Family Foundation

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According to the
National AIDS Fund
(www.aidsfund.org), among
more than 1000 employees
surveyed in 2002/03
62% want their employers
to engage in corporate
philanthropy—but only
24% report that their
companies do so (down
from 30% in 1997).

Design Industries Foundation Fighting AIDS (DIFFA)

According to the National AIDS Fund (www.aidsfund.org), among more than 1000 employees surveyed in 2002/03, 54% believe their employers should encourage employee-based philanthropy in support of HIV/AIDS prevention and care—but only 18% report that their companies do so (down from 20% in 1997).



The Design Industries Foundation Fighting AIDS (DIFFA) is observing its 20th year as one of the largest HIV/AIDS grantmakers in the U.S. Since 1984, DIFFA has provided over \$31 million to hundreds of AIDS organizations. With 15 chapters and community partners nationwide, DIFFA supporters now come from every design field, including fashion, interior design, furnishings and architecture.

For DIFFA's unique **Specify with Care®** program, manufacturers donate a percentage of sales to DIFFA, which in turn promotes its partners' products to designers and architects through booths at major industry markets, coverage in trade media, and graphic materials that highlight Specify with Care products in showrooms and designers' libraries. Specify with Care participants include: Alpha Workshops custom decorative arts studio (which employs exclusively artisans living with HIV); Arc-Com Fabrics; Artistic Tile; Baldinger Architectural Lighting; DuPont™ Corian® Solid Surfaces and Zodiac® Quartz Surfaces; Sina Pearson Textiles; and Wolf-Gordon, Inc.

Drawing upon internationally renowned designers from fashion, architecture and interior design, along with retailers, manufacturers and celebrities, DIFFA's fundraising activities are among the most celebrated in AIDS philanthropy:

- DIFFA's signature event **ELLE DÉCOR's Dining by Design** presented by Champagne Taittinger showcases the personal passions of some of the world's leading design talents, each of whom transforms a plain round table and ten chairs into a dramatic tabletop setting that "engages and challenges the viewer, allowing them to glimpse the intimate, unexpected or unknown genius of the creator," according to David Sheppard, DIFFA's Executive Director. Dining by Design originates in New York then tours to several DIFFA affiliate's cities.
- In the **Dallas Collection**, now in its 15th season, designers such as Hugo Boss, Donna

Karan and Bob Mackie; celebrities like Cher, Madonna, and Rosie O'Donnell; and artists like Todd Oldham recreate ordinary denim jackets, which become wearable works of art. The show is divided into theatrical scenes featuring the jackets—hair and makeup artists turn models into walking pieces of art!

- With Title Sponsor the M.A.C. AIDS Fund, the **Viva Glam Casino** in New York pairs notable personalities from the worlds of finance and fashion in a high stakes fundraiser of slinging chips and slinking hips.
- DIFFA's **Holiday Wreath Collection** is an annual auction of one-of-a-kind creations by designers, artists and other celebrities. What began as a friendly competition featuring wreaths designed by the tenants and personnel of Decorative Center Dallas, the nationally recognized event is now held in several DIFFA cities, including Houston, Kansas City, Atlanta, and New York.

DIFFA's grantmaking supports start-up or emerging HIV/AIDS programs which have a unique or innovative approach to a problem, or that include strategic collaboration among agencies. DIFFA specifically supports programs where public support or other philanthropy is not otherwise available and where DIFFA funds can expand and diversify an organization's funding capacity. DIFFA grants funds to organizations that fight AIDS by providing: 1) prevention programs targeting populations at risk; 2) treatment and care for people living with AIDS; and 3) public policy initiatives that add resources to private sector efforts.

DIFFA/National Office

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funding | updates

Abbott

Abbott Laboratories has maintained a long-term commitment to the fight against HIV/AIDS through its research and products, as well as through philanthropic activities, in which it expects to invest some \$100 million in the next five years. Abbott's HIV/AIDS initiatives include the Abbott Access program, which provides its two HIV medications—Kaletra™ and Norvir®—at no profit in 68 developing countries, including all of Africa. Qualified mother-to-child transmission prevention programs in these same 68 countries can get Determine™ HIV rapid tests for free. Abbott is working in partnership with Boehringer-Ingelheim's Viramune Donation program—Viramune (nevirapine) is widely used to prevent mother-to-child transmission—so that people can more easily access both programs and reduce red tape.

Abbott's **Step Forward...for the world's children** program develops replicable program models that improve the lives of orphans and vulnerable children affected by AIDS, to increase their chances of surviving the impact of AIDS and also

becoming productive members of society. Working with local partners in Burkina Faso, Tanzania, India and Romania, Step Forward helps to improve local health services and infrastructure, increase voluntary HIV counseling and testing, strengthen primary and secondary education programs, and address basic community needs such as clean water.

Abbott's **Tanzania Care** program is helping strengthen the health care infrastructure of Tanzania, by modernizing Muhimbili National Hospital in Dar es Salaam through capital improvements, training, curriculum development and product donations, and building capacity in Tanzania's 21 regional hospitals so they can provide voluntary HIV counseling and testing.

Abbott Laboratories

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If your business has
awarded HIV/AIDS-
related grants or
in-kind donations and
would like to provide
information to be
considered for
publication in future
FCAA materials and
on our website, please
send the listing(s) to:

FCAA
50 East 42nd Street,
19th Floor,
New York, NY 10017
or send via the
internet to:
info@fcaaid.org.

According to
UNAIDS:
The vast
majority of
people living
with HIV/AIDS
are in the prime
of their working
lives—by 2005,
Zimbabwe will
have lost 19%
of its workforce
to AIDS,
Botswana 17%,
South Africa 11%,
Tanzania 9%
and
Côte d'Ivoire
8%.

Kenneth Cole Productions

"To be aware is more important than what you wear." One of the first fashion designers to take a stand in the fight against AIDS, Kenneth Cole—creative director for Kenneth Cole Productions, the edgy, \$1 billion shoe and accessories company—promotes idealism over consumerism. Beginning in 1986, a two-page layout shot by Annie Liebowitz and featuring (barefoot) top models posed with children urged "for the future of our children... support the American Foundation for AIDS research. We do." Since 1987, Cole has served as an amfAR board member and is now its vice chairman and director of creative services.

"I cared because I saw what the silence was doing to my community and friends, and I cared because I wanted my small company to be part of something meaningful... I felt we had an opportunity to make an impact, even though we were only a small company with an advertising budget of a few hundred thousand dollars," remarked Cole, whose savvy helped turn his few-hundred-thousand-dollar investment into more than \$2 million in free ad placements.

Subsequent ads, often irreverent but always socially conscious, continued Cole's commitment to raising HIV/AIDS awareness. A 1986 ad skirted a taboo on condom advertising with a photo of a prophylactic and the line "Our shoes aren't the only thing we encourage you to wear." A more subtle 1998 ad read: "Latest AIDS statistic: 0,000,000 cured" was followed two years later with another ad that upped the ante: "40,000,000 infected with AIDS; 00,000,000 cured." Not infrequently, Cole's fearless ads spark controversy—"appalling" was how the New York Post described Cole's post 9/11 ad that read, "On September 12, 14,000 people still contracted HIV."

Cole's commitment extends beyond public awareness—every World AIDS Day, he contributes forty percent of the day's proceeds to amfAR. Mathilde Krim, amfAR's founding chairman, comments, "The secret of his success evidently is that his values, as well

as his designs, appeal to his generation." As Cole himself—who obviously never met a pun he could resist—puts it, "20 years later and still sole searching."

Kenneth Cole Productions, Inc.

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khoppmann@kcole.com
www.kennethcole.com

Pfizer Inc

"Comprehensive HIV/AIDS prevention programs focused on communities most at risk are our best defense against this deadly disease," noted Pfizer CEO Hank McKinnell in May 2003 as the Pfizer Foundation announced a \$3 million grant program targeting the "swelling epidemic" of HIV/AIDS among minorities in Southern States.

The Pfizer Foundation's Southern HIV/AIDS Prevention Initiative was unveiled one month after the release of HIV/AIDS and STDs in the South: A Call to Action, a 'Southern States Manifesto' that found HIV/AIDS to be "drastically and quickly" spreading across the southern United States. According to the report, 40 percent of people with AIDS and 46 percent of new AIDS cases reside in the region, though it is home to only one-third of the nation's population.

"In my home state of Georgia, one of the locations targeted by the Pfizer Foundation initiative, HIV/AIDS was the leading cause of death for African-American men and women ages 20-44 in 2001," said Louis W. Sullivan, M.D., former U.S. Secretary for Health and Human Services and President Emeritus of Morehouse School of Medicine in Atlanta. Drs. McKinnell and Sullivan both serve on the President's Advisory Council on HIV/AIDS.

With 3-year grants between \$25,000-50,000 per year expected to be awarded in late 2003, the Southern HIV/AIDS Prevention Initiative will award \$3 million to 10-20 community-based prevention programs with a track record of service to multicultural communities. Creative and effective, culturally appropriate prevention programs will be a priority. The awards will target underserved populations that are disproportionately vulnerable to HIV/AIDS—specifically African-Americans and Latinos—in Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee and Texas. This domestic grants program complements a wide-range of efforts to combat HIV/AIDS that Pfizer currently supports. These include: extensive donations of medicines, grants to support the training of health care providers and the development of medical facilities, and a program to send Pfizer volunteers to 6-month field assignments with NGOs working in developing countries hardest hit by HIV/AIDS.

Pfizer Inc

Philanthropy Programs
235 East 42nd Street
New York, NY 10017-5755
www.pfizer.com/pfizerinc/philanthropy

Robinson Curley & Clayton P.C. (Chicago, IL)

In May 2003, the Village of Westmont, IL agreed to pay \$125,000 to a man who was denied a job in the police department because he was HIV-positive, according to Lambda Legal, who filed the HIV discrimination suit with the AIDS Legal Council of Chicago. Behind the scenes, the law firm of Robinson Curley & Clayton, P.C. (RCC) shared much of the credit.

For public interest organizations like Lambda

Legal, which maintains an active HIV discrimination and public policy practice, pro bono contributions are an essential resource. "Robinson Curley Clayton really sets the standard for pro bono attorneys—they have consistently stepped in on HIV cases, and they take very seriously the American Bar Association's charge for private firms to advocate in the public interest," commented Heather Sawyer, Senior Staff Attorney at Lambda's Chicago office. "Their contribution of attorney hours, support staff resources and other costs [for research, copying, filing, etc.] has translated directly into favorable results for individual clients as well as important, broader policy changes."

"HIV stigma is so profound that it's really imperative to create good case law and educate the public," explained RCC partner Cindy Hyndman, lead attorney in the Westmont case and a member of Lambda Legal's board of directors. "We're going to do everything we can do to put an end to it."

RCC's support has also proved invaluable to Lambda in other notable cases. In one, the Chicago Public Schools (the nation's 3rd largest school district) agreed to abandon unlawful pre-employment medical screening of teacher applicants, which included highly intrusive questions about HIV status. "Partnering with the private bar really makes it possible for Lambda to take on the giants—like the Chicago Public Schools—on behalf of people with HIV," noted Sawyer.

Robinson Curley & Clayton, P.C.

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According to UNAIDS: AIDS has a profound impact on growth, income and poverty. In countries with HIV prevalence rates >20%, GDP growth has been estimated to drop by 2.6 percentage points annually.

The HIV/AIDS epidemic is fueling a deadly famine in southern Africa. More than 14 million people in six predominantly agricultural societies decimated by AIDS—Lesotho, Malawi, Mozambique, Swaziland, Zambia, and Zimbabwe—now risk starvation. (“AIDS Epidemic Update 2002,” UNAIDS and WHO.)

The Gap

The Gap Inc. markets three immensely popular apparel brands with strong youth appeal: Gap (including GapKids and babyGap), Banana Republic, and Old Navy. With stores in five countries and every U.S. state, plus worldwide corporate operations, Gap Inc. is committed to having a positive impact in the communities where it does business.

The Gap Inc.’s philanthropic activities are focused primarily on supporting and volunteering with organizations that address the needs of youth and neighborhoods. Several unique programs make it easier, and more rewarding, for employees to give their time: The Take Five program encourages headquarters employees to take up to five hours of paid time off each month to volunteer; with the Money for Time program, the Gap Foundation donates \$150 to any agency for each 15 hours an employee serves.

The Gap Foundation—Gap Inc.’s charitable arm—supports these efforts by partnering with VolunteerMatch, Hands On San Francisco and New York Cares to organize volunteer opportunities for employees. The Gap Foundation also builds partnerships through cash grants to organizations small and large, with a focus on supporting underserved youth so they can lead healthy and productive lives, including significant support for HIV/AIDS prevention programs. Major recipients of Gap Foundation awards in 2002 included Gay Men’s Health Crisis, San Francisco AIDS Foundation, the Black Coalition on AIDS, Elton John AIDS Foundation, God’s Love We Deliver, and Project Open Hand. The Gap also donates merchandise or company gift certificates to support HIV/AIDS services organizations and AIDS walks/rides.

Gap Inc.

The Gap Foundation
Two Harrison Street
San Francisco, CA 94105
www.gapinc.com/social_resp/social_resp.htm

Wells Fargo

“Eighteen years ago today I lost the love of my life to AIDS,” said Tim Hanlon, president of the Wells Fargo Foundation, accepting his 2002 American Foundation for AIDS Research (amfAR) Hero Award. He spoke plainly of how that pivotal moment turned him into a grant-making crusader for AIDS/HIV organizations—at last count: \$12 million in the past 12 years.

Through time and sheer stubbornness, Hanlon had managed to shift the venerable charity’s focus from high arts and higher education, to desperately needed human services in the community where he lives—including the communities ravaged by the spread of AIDS.

“I just don’t see how my generation of gay men could not get involved. We had to. We were a pretty traditional foundation in those days—grants were made to universities, cultural institutions, arts organizations.” Ellen Magnin Newman, who served on the Wells Fargo board of directors, says he was instrumental in changing the foundation’s thinking. “It was not a lack of kindness, but a lack of knowledge on the part of Wells Fargo Foundation. People needed help with consciousness-raising. And Tim was there to do it with his gentle reminding.”

Wells Fargo also encourages its staff to volunteer in community activities. In California, Wells Fargo’s volunteer team boasts 13,462 members, who participated in 74 charitable projects for a total of more than 50,000 hours. “It really is extraordinary to see what Wells Fargo folks do in their outside time,” says Hanlon. “But that’s the culture of this company.”

(excerpted from Ganahl, J. “Banking on a hero: Tim Hanlon led Wells Fargo into the unknown territory of AIDS funding.” San Francisco Chronicle. July 6, 2003.)

Wells Fargo Foundation

550 California Street, 7th floor
San Francisco, CA 94163
(888) 886-1785
www.wellsfargo.com/donations

Funding Shorts

■ **BET's Rap-It-Up**, a nationwide HIV/AIDS awareness campaign produced in collaboration with the Kaiser Family Foundation, includes special programming, PSAs (over \$5 million worth of airtime in 2002), celebrity spokespersons, event sponsorships, promotion of community based health organizations for voluntary counseling and HIV testing and referral, a website (www.rap-it-up.com), a toll-free hotline linked to the CDC, high-school visits ("Teen Forums") and the Cable in the Classroom Rap-It-Up school curriculum. In June 2003, the network premiered BET OPEN MIC: HIV Testing Day, an installment of its critically acclaimed prime time town-hall format featuring a frank discussion on the issue of HIV testing.

■ Anyone booking a room during November 2003 at any **Hotel Monaco** in the U.S. can make a "Red Ribbon Reservation" that designates \$5 of their nightly room rate as a donation to the National AIDS Fund. Guests who don't reference the "Red Ribbon Reservation" at the time they book can do so when they check in, or at any time during their stay. The hotels will also place red AIDS awareness ribbons and current AIDS information in every guest room. The promotion will end on World AIDS Day (December 1, 2003).

■ **Lever Brothers Nigeria** is collaborating with the British Government and the Liverpool Associates in Tropical Health to run an STD/HIV management project aimed at reducing the spread of HIV and other diseases. The project targets high risk groups including commercial sex workers, long distance truck drivers, and young people and is encouraging the development of support and care systems for people living with HIV.

■ In 2002, **Philip Morris Companies** (now the Altria Group, Inc.) provided a \$100,000 emergency Grant to Project Angel Food, which had

been struggling with a significant fund-raising shortfall after September 11, yet remained committed to continuing its successful home-delivered meals program for people with HIV/AIDS in Los Angeles County. The grant provided 20,000 meals for 55 new Project Angel Food clients, most Hispanic. Today, Hispanics account for 28 percent of all AIDS cases in Los Angeles County.

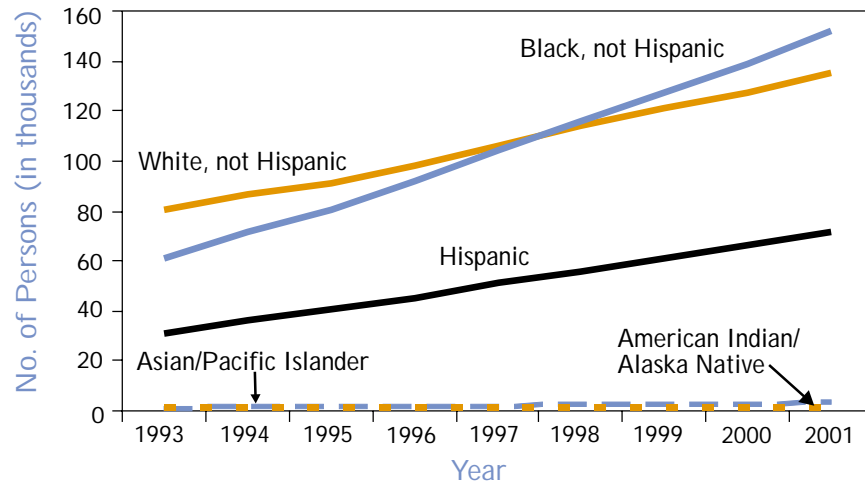
■ **AOL Time Warner** is a proud partner of Pandemic: Facing AIDS (www.pandemicfacingaids.org, AOL keyword: Pandemic), a multi-faceted public education and outreach campaign aimed at raising awareness of the global AIDS crisis through a variety of cultural and educational projects, including a five-part HBO documentary series, a Warner Music Group CD, an award-winning website, a public service campaign narrated by Elton John, a book and international photo exhibition and an educational campaign in five languages.

■ The **M-A-C AIDS Fund**, in partnership with the Elton John AIDS Foundation, recently produced a series of Public Service Announcements (PSAs) focusing on different issues of HIV/AIDS, as well as issues of safe sex, trust and monogamy. M-A-C AIDS Fund spokespeople, Elton John, Mary J. Blige and Shirley Manson introduce each PSA, and are joined by every-day youth, as they frankly voice their own views on HIV/AIDS and safe sex. Each PSA ends with the warning, "AIDS Ain't Over."

■ The **Levi-Strauss Foundation** awarded \$150,000 for LifeBeat's UrbanAIDS Concert last year—the concert, at New York's Beacon Theater, united famous hip-hop performers like Alicia Keys and Ashanti, who urged young people to protect themselves from HIV/AIDS. Through MTV's televised broadcast, the concert reached millions of viewers.

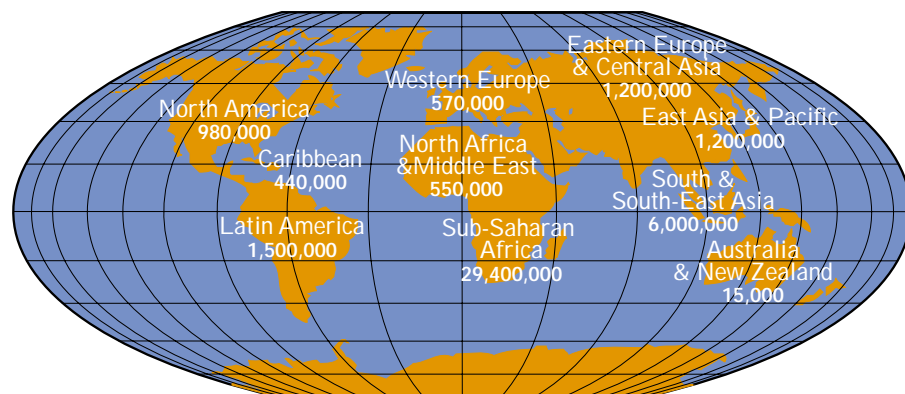
hiv/aids pandemic | an overview

Estimated Number of Persons Living with AIDS by Race/Ethnicity, 1993-2001, United States



According to the Centers for Disease Control and Prevention, there are between 800,000 and 900,000 people living with HIV in the U.S., of whom approximately 360,000 (as illustrated in this graph) are living with AIDS (www.cdc.gov/hiv/dhapp.htm)

Adults and Children Estimated to be Living with HIV/AIDS, End 2002



Total: 42 million

Figures courtesy Joint United Nations Programme on HIV/AIDS (www.unaids.org)

Global Business Coalition



GLOBAL BUSINESS COALITION ON HIV/AIDS

The Global Business Coalition on HIV/AIDS (GBC) is an alliance of over 120 international companies dedicated to combating the AIDS epidemic through the business sector's unique skills and expertise. The GBC has embarked on a program to increase involvement of the business sector, through shaping the business and HIV/AIDS agenda, supporting company practice and sharing vital information through its website, www.businessfightsaids.org. The GBC's goal is to make responding to HIV/AIDS standard business practice, for all businesses large and small, recognizing that the ways in which they act will depend on their size and individual circumstances.

The GBC believes that business can respond in a variety of ways:

- Implementing workplace policies, and prevention and care programs for their employees and immediate communities;
- Bringing business' core strengths of innovation and flexibility to improve the reach and effectiveness of AIDS programs; and
- Advocacy and leadership by business leaders, lobbying for greater action by and partnerships with governments and civil society.

GBC members span geographic regions and industrial sectors representing over three million employees in 178 countries around the world. In countries heavily affected by the epidemic, GBC provides support to national business organizations, chambers of commerce, and associations, through summits of business, political and civil society leaders. Formal partnerships include leading business associations in Botswana, Kenya, India, South Africa and Thailand. The GBC also interacts directly with governments, the United Nations, the Global Fund on AIDS, TB and Malaria, and a broad range of HIV/AIDS and development groups to promote greater partnerships in the response to HIV/AIDS.

The GBC and Funders Concerned About AIDS work in close collaboration on many projects, with

GBC emphasizing business workplace policies and corporate leadership on AIDS, and FCAA mobilizing and informing the corporate philanthropic response to the pandemic. Together, both agencies cover the complete corporate response needed to address AIDS in a truly multi-sectoral approach.

In June 2003, GBC members met US policy makers in a day of action to promote greater collaboration to fight the global AIDS epidemic and to persuade more businesses to join the fight. The day included a congressional briefing, a meeting of CEOs with US Health and Human Services Secretary Tommy Thompson, and culminated with the GBC's annual Awards for Business Excellence at which Colin Powell, US Secretary of State, gave the keynote presentation. This year's award winners included UK headquartered Standard Chartered Bank for Action in the Workplace and Indian-based Tata Steel for Action in the Community.

To help inform international treatment access initiatives, the GBC held an Expert Meeting on May 5-6th with PharmAccess International and STOP AIDS NOW! in the Netherlands on 'The Role of the Private Sector in Scaling-up Access to Antiretroviral therapy (ARVs) in developing countries.' The meeting focused on the role of business in establishing ARV programs in the absence of similar state-run services and how to synergize the business sector's efforts with those supported by national governments, NGOs and bilateral/multilateral agencies.

The GBC's secretariat is based in New York. GBC offices are provided free of charge by member company Viacom International. In addition to direct support from member companies for the running of the GBC, the Coalition has received support from the Bill and Melinda Gates Foundation, the Open Society Institute, the United Nations Foundation, UNAIDS and legal counsel Simpson Thacher & Bartlett.

Global Business Council on AIDS

c/o Viacom

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www.businessfightsaids.org

Business Responds to AIDS/ Labor Responds to AIDS Program



The Business Responds to AIDS/Labor Responds to AIDS (BRTA/LRTA) Program of the Centers for Disease Control and Prevention (CDC) is a unique public/private partnership involving the CDC, the public health sector, business and labor organizations, philanthropic institutions—including Funders Concerned About AIDS—and national HIV/AIDS organizations.

Launched in 1992, the BRTA/LRTA program's mission is to engage business and labor in a comprehensive and collaborative effort with other key partners to enhance the health, productivity and well being of workers and their families living with, affected by, or at risk for HIV/AIDS. BRTA/LRTA is a domestic and international public/private partnership, which serves as a resource to business and labor on a full range of HIV/AIDS issues. The program accomplishes this through the provision of technical assistance and the implementation of comprehensive HIV/AIDS prevention workplace programs that combat complacency and stigma and support community activism, volunteerism and corporate philanthropy.

In recent years, the BRTA/LRTA program has expanded its reach to the international HIV/AIDS arena as a partner of the CDC's Global AIDS Program (GAP). GAP exists to help prevent HIV infection, improve care and support and build capacity to address the global HIV/AIDS pandemic. GAP provides financial and technical assistance through partner-

ships with communities, governments, and national and international entities working in resource-constrained countries. GAP is involved in 23 countries, including Haiti, India and China as well as much of South East Asia, Southern Africa and several other African nations. For a full list of GAP countries visit: www.cdc.gov/nchstp/od/gap/countries/default.htm

Funders Concerned About AIDS' work with the BRTA/LRTA program centers around corporations' HIV/AIDS philanthropic work. Through this valuable collaboration, FCAA is able to provide technical assistance to any corporate HIV/AIDS grantmaker or corporate funder interested in HIV/AIDS grantmaking in the U.S. or abroad and create corporate-specific products on HIV/AIDS funding. FCAA also works with the BRTA/LRTA program to outreach to a broader corporate audience and maintain up-to-date and comprehensive HIV/AIDS philanthropic information on the recently revised BRTA/LRTA website, www.hivatwork.org.

For more information on the BRTA/LRTA program:

- Call the CDC National Prevention Information Network at 1-800-458-5231 (Deaf Access/TDD: 1-800-243-7012);
- Visit the BRTA/LRTA Resource Service website at www.hivatwork.org; or
- Contact the CDC National AIDS Hotline by calling 1-800-342-AIDS. (Deaf Access: 1-800-243-7889; Spanish Service: 1-800-344-7432)

For more information on GAP:

- Visit the GAP website at www.cdc.gov/nchstp/od/gap

FCAA | products and services

Funders Concerned About AIDS (FCAA) produces a variety of publications and other materials for corporate and private grantmakers as well as other key stakeholders and offers technical assistance to any corporate grantmaker requesting it. All FCAA publications (from 1999 through the present) may be viewed and downloaded at FCAA's website: www.fcaaid.org/resources.htm.

Following are brief descriptions of FCAA's most recent products:

2003 Report on AIDS Grantmaking by U.S. Philanthropy (October 2003)

This publication focuses exclusively on the size and scope of philanthropic support for HIV/AIDS from U.S. foundations and corporations. The report is the third in a new series of important FCAA publications concerning the "mapping" of HIV/AIDS grantmaking. This new edition of this report includes an expanded Top HIV/AIDS grantmakers list for the years 2001 and 2002 as well as new information on HIV/AIDS grantmaking trends.

FCAA On-line Bibliographies (July 2003)

A new and unique set of resources for grantmakers, these twelve bibliographies provide detailed population-specific information on HIV/AIDS. These bibliographies are part of FCAA's ongoing efforts to prioritize grantmaker support of disenfranchised populations. Available exclusively on-line at: www.fcaaid.org/resources.htm

The Philanthropy Leadership Project on HIV/AIDS Advocacy (April 2003)

Launched at the 2003 Council on Foundation's Annual Conference, this new FCAA initiative seeks to enhance grantmakers' role in a robust public policy and advocacy response to HIV/AIDS. This resource kit for the initiative provides funders with basic information on the issues surrounding advocacy and public policy grantmaking. Available from FCAA upon request.

HIV/AIDS Philanthropy: History and Parameters, 1981-2000 (January 2003)

A one-of-a-kind compilation of primary and secondary research documents on the history and present state of HIV/AIDS philanthropy, as well as other resource flows globally for HIV/AIDS programs, this publication is the second in FCAA's new "mapping" series. Currently, there is no similar product like it in the public domain. Available exclusively on-line at www.fcaaid.org/resources.htm.

FCAA Corporate Information Packet

As part of our technical assistance work with corporate grantmakers, FCAA can provide corporate grantmakers with a comprehensive information packet of materials on HIV/AIDS and corporate philanthropy. Available from FCAA upon request.

To order any FCAA publications or packets including more copies of this or past issues of *AIDS Is Your Business Update*, contact FCAA at (212) 573-5533 or email info@fcaaid.org

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resource | section

The following resources are listed to:

- assist corporate grantmakers in becoming and staying better informed about HIV/AIDS and its related issues;
- inform corporate funders about the various organizations and entities addressing HIV/AIDS and its related issues; and
- suggest the many organizations that can provide fertile ground for collaborations with corporations in the fight against the pandemic.

This resource section is intended to be general in nature. Therefore, we encourage corporate funders to search for other materials or organizations, especially at the local level domestically and in specific countries internationally, that may be useful to your philanthropic work. If FCAA can be of any assistance in such a search or in your corporate philanthropy generally, please contact us at (212) 573-5533 or via email at info@fcaaid.org.

General HIV/AIDS & Philanthropy Resources

The following organizations can provide corporate grantmakers with a wide variety of resources on HIV/AIDS and philanthropy. The websites all include links to many more HIV/AIDS and philanthropy-related websites, including information on populations and areas of interest particularly affected by HIV/AIDS.

Funders Concerned About AIDS

Tel: (212) 573-5533

Website: www.fcaaid.org

Email: info@fcaaid.org

The Henry J. Kaiser Family Foundation

Website: www.kff.org

The Kaiser Daily HIV/AIDS Report can be accessed from this website.

Centers for Disease Control and Prevention (CDC),
National Center for HIV, Sexually Transmitted
Diseases and Tuberculosis Prevention (NCHSTP)
Website: www.cdc.gov/nchstp/od/nchstp.html

Joint United Nations Programme on HIV/AIDS (UNAIDS)

Website: www.unaids.org

Corporate-Specific Resources

CDC Business Responds to AIDS (BRTA)/ Labor Responds to AIDS (LRTA)

Website: www.hivatwork.org

Council on Foundations Corporate Services Department

Website: www.cof.org

Global Business Coalition on HIV/AIDS (GBC)

Website: www.businessfightsaids.org

The Global Business Coalition on HIV/AIDS' website includes links to many country or region-specific business coalitions on HIV/AIDS. This information can be found under the Partners section of the GBC website.

Global Reporting Initiative's HIV/AIDS Project

Website: www.globalreporting.org

This initiative was established to develop and test guidelines for corporate reporting on HIV/AIDS. Organizations will use the guidelines to publicly disclose information on their HIV/AIDS practices, policies and performance.

World Economic Forum

Website: www.weforum.org

The World Economic Forum also includes a Global Health Initiative (GHI). More information about this initiative can be found at: www.weforum.org/site/homepublic.nsf/Content/Global+Health+Initiative.

Stop TB and UNAIDS, focusing on four major efforts:

- Understanding the business case to engage against HIV/AIDS, TB and malaria
- Developing good practices targeting work forces and communities
- Identifying resource gaps and partnership/philanthropic opportunities
- Expanding corporate advocacy

At World Economic Forum regional summits and meetings around the world, the GHI engages leaders from business, government, academia, international organizations and civil society in discussions about crucial health issues related to infectious diseases, vaccines and, most importantly, the specific role of business in tackling health problems.

The GHI also seeks to foster action, by disseminating information and facilitating partnerships. In February 2002, for example, the GHI issued a call for business leaders to increase their efforts in the fight against HIV/AIDS, TB and malaria, stressing the importance of public-private partnerships. "Effective partnerships lead to coordination of efforts between the public and private sectors, draw on the complementary expertise of diverse organizations, and help put the systems and infrastructures in place to broaden access to effective care and treatment," said Raymond Gilmartin, CEO of Merck & Co. To provide concrete partnership opportunities, GHI and the UN Foundation collaborated with UNAIDS in developing Partnership Menus, which provide potential donors with a list of HIV/AIDS projects they can sponsor at the country level.

The Global Fund to Fight AIDS, Tuberculosis, and Malaria

In April 2001, Kofi Annan, Secretary-General of the United Nations, had called for the creation of a global fund to fight HIV/AIDS "to bring about a quantum leap in the scale of resources available." The Global Fund to Fight AIDS, Tuberculosis, and Malaria was formally launched in January 2002 as an independent, multi-

lateral organization designed both to attract new resources and to direct those resources in a coordinated way to where they are needed most, thereby mitigating the impact caused by HIV/AIDS, tuberculosis and malaria in countries in need, and contributing to poverty reduction. In just 18 months, through two rounds of grants, the Global Fund has committed US\$1.5 billion to over 150 programs in 92 countries.

The Global Fund provides grants to public, private, and nongovernmental programs, in support of technically sound and cost-effective interventions, for the prevention, treatment, care and support of the infected and directly affected. The Global Fund gives priority to areas with the greatest burden of disease, while strengthening efforts in areas with growing epidemics.

The Global Fund's Private Sector Delegation enlisted the pro bono support of McKinsey & Company in collaboration with the Global Business Coalition on HIV/AIDS in order to outline a strategy for mobilizing corporate sector support. Following are excerpts from Opportunities for Partnership with Corporations, which was presented at a one-day, ministerial-level International Meeting to Support the Global Fund, hosted by the French government in July 2003 in Paris.

Corporations have been working with the Global Fund since its inception. Corporations occupy a seat on the Global Fund's Board [currently held by Rajat Gupta of McKinsey & Company]; private sector representatives have contributed expertise to the Technical Review Panel and other task forces; and the Global Fund Secretariat has recruited heavily from industry. Based on their role thus far, the support of corporations is expected to remain critical to the sustained success of the Global Fund in four ways:

- **Direct contributions.** Several corporations have made contributions to the Global Fund, including Winterthur, Eni S.p.A and Statoil.
- **In-kind contributions.** While it cannot directly accept in-kind contributions, the Fund can help facilitate contributions to award recipients.

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For example, the Global Fund facilitates the provision of 100,000 directly-observed TB treatment kits donated by Novartis to award recipients.

- **Operational Support.** Examples include the Publicis Groupe S.A.'s development of a brand-building strategy for the Global Fund and McKinsey and Company's pro-bono studies to develop governance and resource mobilization options.
- **In-Country Assistance.** While the Global Fund provides financing to countries, private sector involvement on the ground can accelerate progress and support the design of new proposals.

Corporate Philanthropic Partnerships in response to the Global HIV/AIDS pandemic

Corporate philanthropy has long played an important role in fighting the Global HIV pandemic, often building upon HIV/AIDS programs in the workplace to extend into the larger communities in which companies operate. Because corporations frequently play a central role in the economic and social sectors of their host countries, they are uniquely positioned to contribute to the prevention and treatment of HIV/AIDS, particularly in the developing world. Many

such efforts, particularly early on, were spearheaded by leaders in the pharmaceutical industry. For example, through its Global Health Fellows program, Pfizer Inc loans physicians, nurses, epidemiologists, laboratory technicians, health educators and IT specialists from the United States, Europe, Latin America, Australia and Africa to NGOs working to fight HIV/AIDS and other diseases in developing countries. Glaxo SmithKline's Positive Action program, in collaboration with the Centre for African Family Studies, supports community-based networks of people living with HIV/AIDS in order to increase their participation in national and international HIV/AIDS policy discussions. Bristol-Myers Squibb's Secure the Future program is a five-year, \$115 million commitment that focuses on two areas: community outreach and education as well as medical research and care, in nine countries in Africa.

Other corporate programs directed at the global AIDS pandemic are described in more detail throughout this issue of *AIDS Is Your Business Update*. As exemplified by these partnerships, as the multi-lateral and US bilateral responses to the global AIDS crisis evolve, corporations will have an ever-increasing opportunity—and responsibility—both at the corporate philanthropic and business levels, to exert meaningful leadership in the fight against HIV/AIDS.

For more information:

- UNAIDS Partnership Menu
www.unaids.org/partnership
- The World Economic Forum's Global Health Initiative
www.weforum.org/site/homepublic.nsf/Content/Global+Health+Initiative
- The Global Fund
www.globalfundatm.org, or to explore specific private sector opportunities, please contact: the Focal Point of the Private Sector Board Delegation, Kate Taylor, at the World Economic Forum (Kate_Taylor@weforum.org)