

A PRIVATE SECTOR GUIDE TO THE GLOBAL FUND

CONNECTING BUSINESS EXPERTISE AND RESOURCES TO GLOBAL HEALTH SOLUTIONS

The Global Fund is a unique global public-private partnership dedicated to attracting and disbursing resources to prevent and treat HIV/AIDS, Tuberculosis and Malaria.

This partnership between governments, leading non-governmental organizations, the private sector and affected communities represents a new approach to international health financing.

As a performance-driven funding instrument, with solid performance milestones and oversight mechanisms, the Global Fund represents one of the most efficient avenues for business investment in these pandemics, while also providing strategic opportunities for co-financing and collaboration on the ground.



WHY INVEST IN THE GLOBAL FUND?

Since its creation in 2002, The Global Fund has become the leading financing institution for programs to fight HIV/AIDS, Tuberculosis and Malaria, with approved funding of US\$ 22.6 billion for more than 1,000 programs in 150 countries.

HOW DOES THE GLOBAL FUND WORK?

The Global Fund operates as a financing institution, and therefore does not implement projects itself. Rather, it mobilizes large additional financial resources, to catalyze and support programs that evolve from a country's national plans and priorities.

To date, programs supported by The Global Fund have had the following life-saving global impacts:

- **6.5 million lives saved**
- **3.3 million people** provided with **AIDS treatment**
- **8.6 million people** provided with **anti-tuberculosis treatment**
- **230 million insecticide-treated nets** distributed for the prevention of malaria.
- 1/5 of global financing for AIDS and 2/3 of financing for tuberculosis and malaria treatment come from the Global Fund

HOW CAN MY COMPANY MAKE A GREATER IMPACT THROUGH THE GLOBAL FUND?

The Global Fund's scale and reach make it an ideal partner for the private sector—bringing to the table a mix of donor and recipient governments, non-profit organizations, private foundations and corporations.

Some of the high-impact entry opportunities for private sector engagement include:

- **Become a Corporate Champion:** Corporate Champions make large cash commitments to Global Fund programs, translating into strategically smart investments on the ground and an improved reputation for your company.
- **Co-invest with the Global Fund:** Investing your corporate dollars in Global Fund supported programs can help to bring successful models to scale in efficient ways—meaning more lives saved for fewer dollars.
- **Contribute Pro-bono Services or In-kind Products:** Business skills, expertise and products are essential to the success of Global Fund programs. Make a deep and cost-effective investment by contributing the unique resources your company has to offer.
- **Be Part of the Private Sector Delegation:** Join the PSD and help bring private sector thinking and know-how to the Global Fund's policy and strategic decisions.
- **Join Product (RED):** Go RED with one of your products or services and help raise money for global health action through this highly effective and popular marketing campaign.
- **Take Part in 'Gift from Asia':** Asian-led businesses that join this partnership pool their resources for Asia-based programs—an innovative approach from Asia and for Asia.
- **Become a Principal Recipient (PR) or Sub-recipient (SR):** Global Fund financing can play a critical role in getting a new public-private partnership off the ground or bringing your current workplace or community programs to scale.

THE GLOBAL FUND'S CORPORATE PARTNERS



WHAT VALUE CAN THE GLOBAL FUND OFFER MY COMPANY THROUGH A PARTNERSHIP?

- Providing **results-based reports** on project implementation progress
- Sharing **photos and stories** from countries, partner agencies and donors
- Developing a **webpage** dedicated to the partnership
- **Positioning** my company as a leader in global health
- Disseminating **partnership information** through partners such as GBCHealth
- Providing **access to high-level stakeholders** and government officials
- Issuing **press releases** on the partnership to major networks

To learn more contact the PSD Focal Point Team: psd@gbchealth.org