



# [ corporate ] update a newsletter about the corporate philanthropic response to HIV/AIDS in the United States and globally aids is your business

## Trends and Innovation In Troubling Times: The Next Generation of Business Philanthropy on HIV/AIDS

Philanthropy has played an essential role in the global fight against HIV/AIDS. Through early support of desperately needed programs in the United States, significant elements of the philanthropic sector have worked not only to ensure the provision of needed services, but also to create an effective and practical response to HIV/AIDS. Importantly, grantmakers continue to offer critical resources and demonstrated leadership, especially when supporting initiatives that government at all levels either cannot or will not support. Prompted by trends in the disease itself and a variety of other factors, including FCAA's own programmatic emphasis in this area, these philanthropic efforts have moved well beyond U.S. borders in recent years.

Within this larger private resource mobilization, corporate foundations and giving programs have been responsible for a key component of the philanthropic sector's response. But this response was slow at first and is still behind the pace of the pandemic itself. And, as FCAA data reveals, fewer companies today may be funding HIV/AIDS programs as a totally distinct giving category or funding the issue as robustly as, perhaps even 1-2 years ago. Current economic conditions could widen this gap between current and needed involvement of the business sector.

The scope of AIDS itself demands a different response and a fresher approach. Now, more than twenty years since it was first identified, AIDS has become the most devastating public health threat to face modern mankind. And, as with all issues needing philanthropic support, some early investors in AIDS have begun to move on to other issues for a variety of reasons. All of these factors together argue strongly for a new generation of strategic corporate and private foun-

ation philanthropic efforts to battle this disease and its many social, political, security and economic consequences.

In the United States and Western Europe, noticeable progress had been made in the last five years in AIDS prevention and treatment. Yet even in the face of this progress, troubling new trends are emerging. In the United States, the decline in AIDS deaths has bottomed out, and AIDS case rates appear to be edging upward. And, HIV/AIDS has become a poisonous and potent ingredient in the mix of factors leading to greater and unacceptable hardships in already disenfranchised communities. The economic downturn and planned cuts in government funding for AIDS programs are also posing significant new challenges, the consequences of which could be quite grave.

The scope of these challenges, however, cannot and should not create a sense of either apathy or hopelessness when it comes to AIDS philanthropy. The pandemic is now causing real and measurable impact on businesses large and small, multi-national or not, ranging from lower productivity and increased costs to declining markets and profits and even potential global security concerns. These are new reasons, added to many ongoing, compelling rationales, as to why the corporate philanthropic sector should rethink, redesign and redouble its efforts in assisting in a broad multi-sectoral response in a coordinated fight against HIV/AIDS.

### [Creative Elements of AIDS Philanthropy](#)

Typically, corporations employ multiple funding vehicles in support of non-profit organizations—the ability to do so is one of the major advantages of corporate philanthropy that must be explored further as

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

April 2002

The *Update* is published by Funders Concerned About AIDS (FCAA), a member of the Council on Foundations' Affinity Group Network, 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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# corporate | profiles

## CocaCola/UNAIDS

After United Nations Secretary-General Kofi Annan appealed to corporations to lend their expertise and resources in the global fight against AIDS, the Joint United Nations Program on HIV/AIDS (UNAIDS) announced an innovative partnership with the Coca-Cola Africa Foundation. Coca-Cola had hosted a meeting for corporate leaders at the U.S. Chamber of Commerce, where Annan made his request. Carl Ware, Coca-Cola Executive Vice President for Global Public Affairs, recalled, "His urgent call to action for private industry to step up its efforts to fight against HIV/AIDS inspired our company..."

The UNAIDS/Coca-Cola partnership provides a perfect example of how businesses can leverage their existing assets, expertise and infrastructure in the fight against AIDS. As Annan envisioned, the collaboration between UNAIDS and Coca-Cola builds on existing models of public/private partnerships to strengthen private sector involvement in tackling global issues like AIDS. The partnership will focus on Africa, where 70% of people living with HIV/AIDS in the world reside.

Under the terms of a three-year agreement, the Foundation will coordinate the efforts of Coca-Cola Africa and its bottling partners across the continent to support AIDS education, prevention and treatment programs. "Coca-Cola's special strength is its ability to bring its unrivaled marketing and logistics expertise to responses to the epidemic—from the community to the highest political level," said Peter Piot, UNAIDS Executive Director. Coca-Cola's distribution network extends to every country in Africa except Libya and the Sudan, while its marketing department is capable of rolling out a new campaign in 50 countries simultaneously. Together with its bottlers, Coca-Cola employs 100,000 people throughout the African continent. The collaboration will feature three tracks:

- **Local Community Infrastructure.** The Coca-Cola system in Africa will deploy its extensive infrastructure and presence in communities to support local prevention and treatment programs. For example, company and bottler representatives in Zambia will provide assistance to the Family Health Trust, an education project that works with young people in more than 2,500 anti-AIDS clubs throughout the country. Coca-Cola will store educational materials at its facilities, then assist in their distribution to 72 district education officers nationwide.
- **Marketing Resources.** Coca-Cola will use its substantial marketing expertise to develop public awareness and information campaigns for UNAIDS and local and international partners. These messages will foster values of caring, open communication about sexuality, and support for the inclusion of people with HIV/AIDS in community life.
- **Human Resources Policies.** As the largest private-sector employer in Africa, Coca-Cola will develop and implement model human resources practices for its employees. Coca-Cola has already introduced "minimum standards," which require the formation of local AIDS committees, comprised of management, labor representatives, and medical personnel, to develop workforce education and awareness programs and conduct monthly education campaigns.

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**"We are proud to be joining the UNAIDS team in the fight against AIDS," said Alexander B. Cummings, President of the Coca-Cola Africa Group. "Coca-Cola is completely committed to the future of the African continent, its economy, people, communities, and health."**

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## Cable Positive

Cable Positive bills itself as “the cable and telecommunications industry’s AIDS Action organization.” What makes Cable Positive so unique is that not only does the organization “take care of its own,” through programs and services targeting cable industry employees affected by HIV/AIDS, but through its partners, its HIV/AIDS education messages reach more than 80 million cable households across the United States.

Founded in 1992, Cable Positive is a non-profit organization dedicated to unifying the talents, resources, access and influence of the communications industry to raise AIDS awareness; to fund AIDS education, research and care; and to promote a more compassionate climate for people whose lives have been affected by HIV and AIDS. To date, Cable Positive corporate supporters have contributed more

services assistance to current and former industry employees and their immediate family members/ domestic partners who are living with HIV/AIDS.

- Cable Positive launched the AIDS in the Workplace Program in 1993. These one-hour training sessions, specially designed for cable and communications companies, address transmission, prevention, testing, and work-related issues. Cable Positive’s AIDS in the Workplace Program has conducted more than 2,000 seminars, training more than 50,000 cable industry employees at more than 50 cable and communications companies. Larger companies may take advantage of a 3-day Train-the-Trainer program, to develop in-house expertise.
- Cable Positive produces Public Service Announcements for distribution to every cable net-

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**“Cable Positive has proven that this crisis can act as a mirror in which we see reflected the best our species can achieve; the caring, support, and involvement that crosses every boundary and binds us together as a single human community.” Gerald M. Levin, Chairman and CEO, Time Warner Inc., April 2000**

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than \$5 million, and now include every major cable network, system, hardware manufacturer, trade association, media publication, and affiliated industry vendor and supplier.

- Established in 1996, Cable Positive’s Tony Cox Fund for Local HIV/AIDS Programming exists to encourage local cable systems and HIV/AIDS organizations to partner in the production and distribution of new locally produced programs and public service announcements on HIV/AIDS-related issues. Since the program’s inception, the Tony Cox Fund has provided funding for 103 different AIDS Service Organizations (ASOs) in 27 states, and has awarded over \$700,000 to fund 159 projects. In 2002, Cable Positive has allocated \$225,000 to support two grant cycles.
- Cable Positive’s Employee Assistance Program is a confidential program administered by The Actors’ Fund of America that provides financial and social

work and system across America, with the potential to reach more than 80 million cable television households. PSAs are distributed twice a year on World AIDS Day (December 1) and National HIV Testing Day (June 27). Each reel contains 20-plus PSAs in English and Spanish, targeting different communities such as youth, women and people of color.

- Also on World AIDS Day and National HIV Testing Day, Cable Positive coordinates the cable industry’s participation in two national public awareness campaigns with a PSA Roadblock, where participating cable networks and systems across America simultaneously air an HIV-related PSA.

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**In 2000, charitable gifts from 207 corporations (both cash and in-kind) totaled \$3.9 billion to nonprofit groups in the United States and \$2.8 billion to groups overseas.**

# hiv/aids pandemic | an overview

## Domestic HIV/AIDS Epidemic

- In the U.S., CDC estimates that 850,000-950,000 persons are living with HIV.
  - among newly infected women, 82% are African-American (64%) or Hispanic (18%)
  - among newly infected men, 60% are infected via sex with other men
  - among newly infected men, 70% are African-American (50%) or Hispanic (20%)
- Because better treatments slow the progression from HIV to AIDS, new AIDS cases have dropped, while the number of persons living with AIDS has increased to its highest level ever (an estimated 339,000 in 2000).
- There are estimated to be 40,000 new HIV infections every year—the largest proportion (42%) continues to be among men who have sex with men, followed by men and women infected through heterosexual sex (33%) and injection drug use (25%). More than half (54%) of new infections occur among African-Americans, though they represent only 12% of the U.S. population.
  - among newly infected women, 75% are infected via heterosexual sex

*(Centers for Disease Control and Prevention)*

## International HIV/AIDS Pandemic

- 40 million people worldwide are living with HIV
  - 40% are women and 6.75% are children under 15.
  - 70% (28.8 million) are in Sub-Saharan Africa, 8.4% of all adults 15-49 years of age
  - 15.1% (6.1 million) are in South and South-East Asia.
- 5 million people were infected with HIV in 2001; 68% (3.4 million) were in Sub-Saharan Africa, including 700,000 children
- 3 million people died from AIDS in 2001; 76.6% (2.3 million) were in Sub-Saharan Africa and 13.3% (400,000) were in South or South-East Asia; 19.3% (580,000) were children under 15 years.
- 14,000 new HIV infections per day
  - 95% are in developing countries
  - 2000 are in children
  - 12,000 are in persons 15-49 years of age, of whom 50% are women and 50% are 15-24 years old
- According to UNICEF, over 50% of young people (aged 15-24) in more than a dozen countries, including Bolivia, Botswana, Côte d'Ivoire, the Dominican Republic, Ukraine, Uzbekistan and Vietnam, have never heard of AIDS or harbor serious misconceptions about how HIV is transmitted.
- 12.1 million African children had lost their mothers or both parents to the epidemic by the end of 2000—a number that is expected to more than double over the next decade.

*(Joint United Nations Programme on HIV/AIDS)*

# funding | updates

**Federated Department Stores Foundation**  
7 West Seventh Street  
Cincinnati, OH 45202  
513.579.7569  
[www.federated-fds.com/community](http://www.federated-fds.com/community)

Federated Department Stores, which owns Macy's, Bloomingdales, and other stores, focuses its charitable giving primarily on women's issues and HIV/AIDS, including ongoing support to Women in Need, the Pediatric AIDS Foundation, the Community Research Initiative on AIDS, and God's Love We Deliver.

- Federated's commitment to AIDS is anchored by the celebrity-studded Passport fashion shows, hosted by Macy's West. Since their inception in 1988, these annual charity events in Los Angeles and San Francisco have raised \$13 million—\$2.5 million in 2000 alone—for HIV/AIDS organizations. *Macy's Passport '00* reached live audiences of over 15,000, 15 million viewers through a Yahoo! Webcast, and more than 5.5 million consumer households with a half-hour "Evening Magazine" television special. *Passport* is produced by Macy's West in partnership with corporate sponsors, manufacturers, vendors, and the food and restaurant

community; as well as celebrity models, fashion designers, and other luminaries. A special "Passport Fund" was established by the Federated Foundation in 1997 to match contributions to AIDS organizations in all Macy's West markets.

- Macy's West's *Passport In Store* is a widely-promoted day of shopping and events at Macy's stores in San Francisco, San Jose, Los Angeles and Orange County. Participating HIV/AIDS organizations, as well as Macy's sales associates, sell advance tickets entitling holders to store savings, as well as gifts from sponsors, fashion and home presentations, live entertainment and other events. All ticket sales proceeds are donated to HIV/AIDS organizations—in 2000, \$220,000 was raised for 67 beneficiaries.
- Nearly a third of Federated's 129,000 employees volunteer their time for nonprofit organizations through the award-winning *Partners in Time* program, which initiates 3,000 projects each year. Of those, 5%-7% (approximately 200 projects) target HIV/AIDS causes, totaling volunteer hours valued at approximately \$325,000. A staple of these projects are fund-raising walks, but also include such efforts as red-ribbon making, meal serving, and

**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**  
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**19th Floor,**  
**New York, NY 10017**

**or send via the internet to:**  
**Anneka Norgren**  
**([anneka@fcaaid.org](mailto:anneka@fcaaid.org)).**

helping out behind the scenes in planning, executing and staffing other fund raising events.

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**Levi Strauss Foundation**  
**1155 Battery Street, LS7,**  
**San Francisco, California 94111**  
**lsf@levi.com**

**[www.levistrauss.com/responsibility/foundation](http://www.levistrauss.com/responsibility/foundation)**

Levi Strauss & Co. is among the world's largest brand-name apparel manufacturers, with sales in more than 80 countries. Through corporate contributions and the Levi Strauss Foundation (LSF), the company focuses its charitable giving in four areas: HIV/AIDS Prevention and Care, Economic Empowerment, Social Justice, and Youth Empowerment. Levi Strauss' HIV/AIDS activities fall within four key strategies: 1) employee education programs; 2) supporting local nonprofits; 3) strategic partnerships; and 4) encouraging world attention to HIV/AIDS prevention, treatment and care issues. Levi Strauss & Co. was among the earliest corporate supporters of HIV/AIDS programs, and the company has won numerous awards for its leadership in HIV/AIDS funding.

- Employee volunteerism is strongly encouraged throughout the company, led by Community Involvement Teams, which conduct HIV/AIDS awareness talks and assist employees in finding volunteer opportunities in local prevention and outreach programs.
- The Levi Strauss Foundation awards HIV/AIDS grants domestically and internationally, focusing on 1) risk reduction education targeting those most at risk; and 2) support services for people with HIV/AIDS. The Foundation has made more than \$24 million in grants for AIDS care and prevention since 1985, with \$4 million awarded since 1999. Past grantmaking supported prevention, treatment and care programs targeting intravenous drug users, gay and bisexual men and disadvantaged populations, such as immigrants and ethnic minorities. Future grants will fund prevention efforts, particularly those that target youth and women and focus on increasing economic and educational opportunities.
- Levi Strauss actively supports efforts to draw world attention to AIDS. For example, in 2000,

Levi Strauss was a sponsor of the XIIIth International AIDS Conference in Durban, South Africa; and in 2001, the Sixth Annual International Congress on AIDS in Asia Pacific in Melbourne, Australia. Levi Strauss will again be a sponsor of the International AIDS Conference in 2002, in Barcelona, Spain.

- Levi Strauss partnered with the United Nations Development Program to support World AIDS Day activities with branded philanthropy initiatives that incorporate marketing resources to support the company's commitment to preventing HIV/AIDS.
- Since the early 1980's, Levi Strauss & Co. has conducted workplace HIV/AIDS education at its facilities around the world. Every office in the Asia Pacific Division, for example, will conduct one or more half-day mandatory workshops for employees this year.

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**The M·A·C AIDS Fund**  
**360 Adelaide Street West, Suite 302**  
**Toronto, Ontario, Canada, M5V 1R1**  
**[www.macaidsfund.org](http://www.macaidsfund.org)**  
**[macaidsfund@maccosmetics.com](mailto:macaidsfund@maccosmetics.com)**  
**1-800-611-1613 x2518**

M·A·C Cosmetics, a division of Estée Lauder Inc., is virtually unique among companies in focusing 100% of its corporate philanthropy on HIV/AIDS programs. The M·A·C AIDS Fund was established in 1994 by company co-founders Frank Toskan and the late Frank Angelo with input from company employees—the designation of HIV/AIDS as its focus was a unanimous company decision. The Fund supports men, women and children affected by HIV/AIDS globally through sales of M·A·C's VIVA GLAM lipstick line (M·A·C and its retailers donate 100% of the sales price) and the annual Kids Helping Kids holiday greeting card program, featuring all-season cards illustrated by the children who benefit from the community programs supported by the Fund. VIVA GLAM IV was launched in March 2002, with spokespeople Elton John, Mary J. Blige, and Shirley Manson.

- The M·A·C AIDS Fund has provided more than \$23 million in support of nearly 400 HIV/AIDS organizations worldwide that provide for basic needs, such as food, clothing, shelter; direct healthcare services,

**Among 129 corporations who reported data for both years, charitable giving in 2000 rose by 13 percent compared to 1999.**

**Company giving as a percentage of pre-tax profits declined to 1%, compared to 1.2% in 1999; total 2000 giving per employee also declined by 23%, to \$336.**

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## Cristina credits Mattel leadership for the courage to take on AIDS at a time when stigma was high. “Ten years ago, it was a different time—and Jill never flinched.”

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social services, transportation, and health-related recreational activities; and programs that bring HIV/AIDS education, awareness and prevention to public attention. With a “give back” policy, The M·A·C AIDS Fund specifically allocates funds back to the region where they were raised.

- To kick off its VIVA GLAM III campaign in February 2000, M·A·C presented a check for \$500,000 to the United Nations Development Programme (UNDP) as the beginning of a long-term partnership with UNDP to build public awareness campaign about HIV/AIDS in Africa and elsewhere. In October 2000, The M·A·C AIDS Fund donated an additional \$250,000 to support seven grassroots projects helping people living with HIV/AIDS and promoting HIV/AIDS awareness in six southern African countries.
- In Spring 2001, M·A·C began distributing a postcard to all customers with basic HIV/AIDS facts and contacts for additional information.
- The M·A·C AIDS Fund also serves as a primary sponsor for two high-profile HIV/AIDS fundraisers, *Broadway Bares* (benefiting Broadway Cares/Equity Fights AIDS, the theater industry’s AIDS fundraising and grantmaking organization) and *Fashion Cares Toronto*. For *Broadway Bares*, in addition to a \$50,000 gift, a team of 25 M·A·C artists designed and applied makeup looks for the show’s two performances, which raised a record \$384,000 in 2001. Similarly, for *Fashion Cares Toronto*, in addition to a \$100,000 CDN gift to the event beneficiary, the AIDS Committee of Toronto, 100 M·A·C makeup artists contributed their services to the event, which raised more than \$1 million CDN in 2001.

In 1993, when Mattel inventor-relations vice president Joe Cristina considered retiring on HIV-related disability, then-CEO Jill Barad encouraged him to reconsider, and urged him to instead channel his energies toward positive endeavors. She also urged Cristina not to underestimate his colleagues’—and the company’s—capacity and willingness to support him. After disclosing his HIV+ status to his staff and others at Mattel, Cristina was overwhelmed by the support that he received and was inspired to channel his energies into founding the Children Affected by AIDS Foundation (CAAF). Seeking to leverage his experience working with children, Cristina learned that while pediatric AIDS research was well financed, children and their families frequently lacked support. Barad and Cristina persuaded numerous Mattel executives to join the board of directors of CAAF. Barad also successfully encouraged numerous industry colleagues—including Toys’R’Us—to join their efforts. Since that time, Mattel’s support for CAAF, both financial and in-kind, has continued unabated. Mattel executives continue to fill multiple board seats, while Barad (who has since left Mattel) serves as Chair of the Executive Advisory Board.

Each year, CAAF holds several special events that raise millions of dollars. *Dream Halloween*, a family-Halloween wonderland in Los Angeles, has raised over \$7 million dollars for CAAF-funded programs. In 2000, *Dream Halloween* was launched in Chicago, raising over \$750,000 in its first year. The *CAAF Celebrity Classic* golf tournament raised \$300,000 in its first year for CAAF. Since its inception, CAAF has raised over \$11 million.

Mattel employees and vendors are deeply involved in CAAF activities, too. For the first *Dream Halloween* event, more than 400 Mattel employees participated, while other companies lent the services of costumed children’s characters. As Cristina noted, “Not only were people willing to help, they were eager—even relieved—to be able to do something in the face of this awful disease. It turned out that many company employees had been touched by the epidemic through

**Health and human service agencies received 32% (\$1.3 billion) of total corporate contributions, outpacing education for the first time since 1997.**

**(Corporate Contributions in 2000. The Conference Board, 2002.)**

**By 2020, if current trends continue, the total work force of 15 countries will have shrunk by 25 million people as a result of AIDS. (Global Business Council on HIV/AIDS)**

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the experiences of family or friends, and CAAF gave them the opportunity to *do something*.”

CAAF grants, ranging in size from \$2,000 to \$100,000, are made to nonprofit agencies throughout the United States for assistance in the following areas: direct care, basic needs, social & recreational programming. In 2001, CAAF distributed nearly \$1,350,000 to more than 55 agencies in 22 states and the District of Columbia.

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MTV: Music Television is the world’s leading multimedia brand for youth and can be seen in 374.7 million households in 164 countries via 35 channels in 18 languages. Launched just eight weeks after the first reported case of HIV/AIDS, MTV has been committed to increasing awareness and fighting the deadly disease throughout its 20 years. MTV has a unique capacity to reach young people globally, with 137 million people between the ages of 12-34 watching in any given week.

Recognizing that its expertise is in reaching young people (and not necessarily in HIV/AIDS), MTV regularly partners with non-profit organizations. For example, in partnership with The Kaiser Family Foundation, MTV produced one of the largest safe-sex education campaigns ever, featuring specials such as True Life: I Need Sex Rx and Director’s Cut: World AIDS Day ‘99 and Public Service Announcements, which generated 650,000+ phone calls—as many as 10,000 in just 24 hours—seeking information and the booklet Its Your (Sex) Life: Your Guide to Safe & Responsible Sex.

In 1998, 2000 and 2001, MTV also produced the Emmy Award winning documentary series Staying Alive, which profiles young people from around the world infected with or affected by HIV and AIDS. MTV also produced Staying Alive, Music to Live For, a 90-minute show premiering internationally that featured some of today’s biggest pop music artists discussing HIV/AIDS. Importantly, MTV offers Staying Alive and other HIV/AIDS awareness programming free of any rights and clearance fees to all third party broadcasters worldwide. As a consequence, broadcasters reaching more than 900 million households—including broadcasters in territories where HIV infection rates are among the highest, like sub-Saharan Africa and Asia—aired Staying Alive 3.

MTV channels around the world also air locally produced HIV/AIDS-related content. For example, MTV India recently hosted a day long AIDS Music Summit on World AIDS Day 2001, with performances from 15 Indian music acts, culminating in a one-hour special. MTV Brasil premiered a special episode of Erotica on World AIDS Day with MTV personality Tathi discussing HIV/AIDS issues with the show’s in-house doctor. The network also premiered Meninas Veneno, a special with MTV personality Marina Person discussing HIV/AIDS with eight girls.

MTV’s worldwide commitment to HIV/AIDS awareness was also highlighted at the MTV Europe Music Awards 2001. This year’s Free Your Mind Award, which highlights humanitarian issues and encourages freedom from intolerance and prejudice, was given to the Treatment Action Campaign (TAC) of South Africa, an important HIV/AIDS lobbying group that has helped people gain easier access to treatment drugs.

As an important sign of the leadership that a corporation can provide on this issue as well, MTV Networks International President Bill Roedy serves as Ambassador for UNAIDS and Chair of the Global Business Council on HIV/AIDS.

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**“With young people accounting for 50% of new HIV infections, MTV will continue to dedicate its airwaves, which reach a potential youth audience of more than one billion, to communicating prevention, anti-discrimination and awareness messages to help them avoid infection,” said Bill Roedy, President of MTV Networks.**

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**Annual per capita growth in half of sub-Saharan African countries is falling by 0.5-1.2% as a result of AIDS. Per capita GDP in some hardest hit countries may drop by 8% by 2010, and by more than 20% of GDP by 2020.**

**Among 15 firms in Ethiopia, over a five-year period, 53% of all illnesses among staff were AIDS-related.**

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**Henry McKinnell, Pfizer Chairman and CEO said “The HIV/AIDS epidemic is a tragedy of unprecedented magnitude. We will support this initiative for as long as it is needed, and we will continue to work with the U.N., the W.H.O. and other international organizations to ensure public/private partnerships like the Diflucan Program can be most effective.”**

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**Pfizer Inc**  
**Philanthropy Programs**  
**235 East 42nd Street**  
**New York, NY 10017-5755**  
**Grant.Info@Pfizer.com**  
**[www.pfizer.com/pfizerinc/philanthropy/](http://www.pfizer.com/pfizerinc/philanthropy/)**

Through corporate giving programs and the Pfizer Foundation, Pfizer Inc. focuses its charitable giving (in 2000, \$300 million worldwide in cash and products) in three areas: access to quality health care and education, nurturing innovation, and supporting the community involvement of Pfizer employees. Unlike many other pharmaceutical manufacturers with major HIV/AIDS giving programs, Pfizer does not manufacture any of the antiretrovirals used to treat HIV infection—its Diflucan and Zithromax, however, are important treatments for some of the life-threatening opportunistic infections that strike AIDS patients.

- After successfully implementing the South African Diflucan Partnership Program in cooperation with the South African Ministry of Health, Pfizer expanded the program to distribute the antifungal medication to low-income AIDS patients in heavily impacted countries worldwide. The Diflucan Partnership was developed in cooperation with the Joint United Nations Programme on HIV/AIDS (UNAIDS) and the World Health Organization. In March 2001, programs will begin in six additional African countries: Botswana, Lesotho, Namibia, Malawi, Swaziland, Uganda. Pfizer plans next to expand the program to Haiti and Cambodia.
- In countries where Pfizer has established Diflucan Partnerships, the company also makes targeted grants (Pfizer does not accept unsolicited proposals) to local non-governmental organizations to provide health literacy, patient communication, and patient education programs.
- Pfizer is also providing construction costs and seed money for the first large-scale HIV/AIDS clinic

and training center in Africa in Uganda, to train medical personnel from across the continent on the latest treatment options and to improve patient standard of care. The center, located in Uganda, will be administered by the Academic Alliance for AIDS Care and Prevention in Africa, a collaboration of the Infectious Disease Society of America, Makerere University, international and local non-governmental organizations, the San Francisco AIDS Foundation, and pharmaceutical manufacturers including Pfizer.

- The Pfizer Foundation also provided support to the Uganda AIDS Commission to study the efficacy of community-based HIV/AIDS prevention efforts. The study will evaluate best practices in several districts that could be expanded both within and outside of the country.
- In the U.S., Pfizer’s Patient Assistance Program has donated more than \$32 million of Diflucan to indigent patients. Through its employee matching gift program, contributions to HIV/AIDS organizations have totaled \$225,000 since 1996—in 2001, Pfizer employees contributed \$32,800 to HIV/AIDS organizations.

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**Philip Morris Companies Inc.**  
**Attn: Corporate Contributions Program**  
**120 Park Avenue, 17th floor**  
**New York, NY 10017-5592**  
**[www.philipmorris.com/philanthropy/philanthropy\\_main.asp](http://www.philipmorris.com/philanthropy/philanthropy_main.asp)**

Philip Morris, one of the largest corporate grant makers in the U.S. (\$135 million in 2001), was an early leader in supporting HIV/AIDS programs. Since its first AIDS grants in 1986, the Philip Morris family of companies has made hundreds of grants to HIV/AIDS organizations, most consistent with the company’s longstanding commitment to fighting hunger.

- Camp Heartland, set amidst 80 wooded acres, is an

**According to a new U.N. Food and Agricultural Organization (FAO) report, 7 million farm workers have died from AIDS since 1985 and 16 million more are expected to die in the next 20 years.**

**Families often remove girls from school to care for sick relatives or assume other family responsibilities, jeopardizing the girls' education and future prospects. In Swaziland, school enrollment has fallen by 36% due to AIDS, with girls most affected.**

***(Joint United Nations Programme on HIV/AIDS)***

extraordinary haven for kids with HIV/AIDS. Miller Brewing (a Philip Morris operating company) discovered this when the company forged a unique partnership with the organization several years ago, after Miller employees wanted to get involved with the week-long camp sessions, where children can make friends, have fun, gain acceptance and escape the isolation and misunderstanding they so often face because of this illness. The entire Philip Morris family soon followed. In addition, the Camp Heartland Center also provides a year-round home to all of Camp Heartland's innovative camping, AIDS education, awareness and outreach programs.

- Philip Morris is a leading supporter of the AIDS Nutrition Services Alliance (ANSA), a coalition of 145 HIV/AIDS programs throughout the United States and internationally. ANSA administers the company's Positive Helpings initiative, which supports organizations that provide people living with AIDS with nutritious meals. Since its inception in 1996, the Positive Helpings initiative has awarded more than \$3 million to food and meals programs serving people with HIV/AIDS—in 2001, Philip Morris awarded \$895,000 to 52 organizations in 29 states, as well as Puerto Rico and South Africa. ANSA provides technical assistance in all areas of operation, from startup to program, development and administrative issues; access to the nation's leading HIV dieticians; a national newsletter and annual conference; advocacy; bulk-buying opportunities; and increased visibility among colleagues and funders.
- Philip Morris was a founding corporate partner of the National AIDS Fund (NAF). Over the past decade, NAF and its unique network of community partners have awarded over \$80 million in grants to fight HIV/AIDS, supporting thousands of prevention, service, and advocacy projects throughout the United States.
- Philip Morris employees may also contribute their time during Philip Morris, Kraft and Miller Cares Days—on two designated days per year, hundreds

of Philip Morris employees volunteer at nonprofit social service agencies supported by Positive Helpings or the Philip Morris Employee Funds.

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**The Prudential Foundation**  
**751 Broad Street, 15th Floor**  
**Newark, NJ 07102-3777**  
**(973) 802-4791**  
**community.resources@prudential.com**  
**www.prudential.com/community**

Prudential Financial Inc. has a proven record of corporate citizenship, led by its Community Resources Division which strives to build children's and families' self-sufficiency; Local Initiatives, which coordinates employee volunteerism and fosters community partnerships; and the Social Investment Program, which originates and manages socially beneficial investments. Charitable giving comprised \$25 million in 2002, in addition to \$11 million in company contributions.

Prudential made its first HIV/AIDS grant in 1986. With the Greater Newark AIDS Initiative (GNAI), founded in 1997 to support programs in Newark and surrounding urban areas, the Prudential Foundation is among the major HIV/AIDS funders in New Jersey. To date, the GNAI has awarded \$1,230,000 to local HIV/AIDS organizations to provide services in Newark and surrounding urban areas.

In 2001, in response to the continuing toll of the HIV/AIDS epidemic in New Jersey, the Prudential Foundation doubled its support for the GNAI—from \$300,000 to \$600,000 per year.

At the same time, the Foundation also:

- Revised GNAI funding priorities to focus on HIV prevention among target populations as identified by the New Jersey HIV Prevention Community Planning Group, a publicly convened advisory body. This approach not only ensures that GNAI contributes in those areas where the need is greatest, but also respects the community-driven process whereby HIV prevention priorities are set through a formal process.

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**“We wanted something that would get many employees involved in their communities along with their families and friends,” said Mary O'Malley, vice president of Local Initiatives.**

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- Shifted to larger (average \$50K/year), multi-year awards, which allows the Foundation to support more innovative approaches that may require significant start-up time and resources.
- Promoted effective programming and emphasized outcome and performance monitoring for grantees by awarding a grant to the Washington DC-based Academy for Educational Development to provide technical assistance and training to grantees, to assist them in developing the capacity to conduct program evaluation.

Since 1992, the Prudential Foundation has also been among the largest supporters of the New Jersey AIDS Partnership, a collaborative effort of private funders, public health officials, service providers, people living

with HIV/AIDS and other community leaders, sponsored by the Princeton Area Community Foundation.

Prudential's Global Volunteer Day started in 1995 as Prudential's National Volunteer Day. Volunteers picked the organization in their community for which they volunteer; in 2000, 34,000 employees, families and friends completed 575 projects in 15 countries, accounting for 200,000 hours of volunteer community service. To qualify, employee-led teams must have at least ten members and meet certain additional criteria. The Prudential Foundation then supplies the non-profit organization with a \$1,000 grant upon completion of the project. (Prudential estimates that 12-15% of Global Volunteer Day activities are related to HIV/AIDS).

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 FCAA—and national HIV/AIDS organizations. Launched in 1992, its 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.

For more information on this 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 <http://www.brta-lrta.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)

# 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;
- suggest the many organizations that can provide fertile ground for collaborations with corporations in the fight against the pandemic.

This resource section is by no means exhaustive. 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.

(For a fuller list of resources and a complete description of FCAA's publications, please visit FCAA's website: [www.fcaaid.org](http://www.fcaaid.org).)

## HIV/AIDS and Corporate Philanthropy

### FCAA Articles and Materials

To order any FCAA materials, call (212) 573-5533 or visit [www.fcaaid.org/resources.htm](http://www.fcaaid.org/resources.htm)

FCAA Corporate Information Packet. New York, New York: Funders Concerned About AIDS, 2002.

AIDS Is Your Business Update (1999). New York, New York: Funders Concerned About AIDS, 1999.

AIDS Is Your Business: A Guide to Corporate HIV/AIDS Grantmaking (3rd edition). New York, New York: Funders Concerned About AIDS, 1998.

### Other Corporate Resources

Global Business Council on HIV/AIDS (212) 846-5893 [www.businessfightsaids.org](http://www.businessfightsaids.org)

Business Action on HIV/AIDS—a blueprint. New York, New York: Global Business Council on HIV/AIDS, 2001.

Council on Foundations Corporate Services Department

Fran Eaton, Managing Director (202-467-0447)

Kelly Swanson, Editor, Corporate Update (202-467-0426)  
Email: [corpserv@cof.org](mailto:corpserv@cof.org)

## HIV/AIDS and General Philanthropy

Voices From the Field: Remobilizing HIV/AIDS Philanthropy for the 21st Century. New York, New York: Funders Concerned About AIDS, 2001.

Philanthropy and AIDS: Assessing the Past, Shaping the Future. New York, New York: Funders Concerned About AIDS, 1999.

Building Strategic Partnerships to Fight Global HIV/AIDS.

New York, New York: Funders Concerned About AIDS, 1998.

National Guide to Funding in AIDS (2nd edition). New York, New York: The Foundation Center, 2001 (with an introduction written by FCAA). To order, call 1-800-424-9836 or visit [www.fdncenter.org](http://www.fdncenter.org)

## HIV/AIDS, Business and the Workplace

CDC Business Responds to AIDS (BRTA)/Labor Responds to AIDS (LRTA) Manager's and Labor Leader's Kits.

BRTA and LRTA are cooperative efforts between the CDC and the business and labor sectors. These AIDS in the workplace kits, produced as a result of those efforts, offer useful and comprehensive materials to develop programs on manager/labor leader training, employee education, education for employees' families and community involvement and volunteerism. To order, contact the CDC BRTA Resource Service. The toll-free number is 1-800-458-5231 or visit [www.brta-lrta.org/mats/managerskit/homepage.pdf](http://www.brta-lrta.org/mats/managerskit/homepage.pdf).

## Domestic HIV/AIDS and Related Issues

### General Information

HIV/AIDS Internet Search Engine [www.infoweb.org/search](http://www.infoweb.org/search)

This site provides a comprehensive HIV/AIDS search engine of the Internet.

The Henry J. Kaiser Family Foundation  
www.kff.org

This site focuses on health policy, with a heavy concentration on HIV issues. The Kaiser Daily HIV/AIDS Report may also be found here.

#### The Body

www.thebody.com

A comprehensive HIV/AIDS resource site, The Body offers information on giving and getting help, as well as treatment information from experts, public policy updates and community bulletin boards.

#### HIV/AIDS Divisions & Key U.S. Government Agencies

Centers for Disease Control and Prevention (CDC), National Center for HIV, Sexually Transmitted Diseases and Tuberculosis Prevention (NCHSTP)

Phone: (404) 639-8000

www.cdc.gov/nchstp/od/nchstp.html

The CDC NCHSTP combats HIV/AIDS by integrating prevention science, research and practice. Along with supporting a broad range of research efforts, the CDC collaborates with governmental and non-governmental organizations, international and domestic, awarding grants to a variety of groups to support prevention activities based on science.

Office of National AIDS Policy (ONAP)

Phone: (202) 456-5594

www.whitehouse.gov/onap/aids.html

#### HIV/AIDS—National Organizations

AIDS Action Council

Phone: (202) 530-8030

www.aidsaction.org

National AIDS Fund

Phone: (202) 408-4848

www.aidsfund.org

National Association of People With AIDS (NAPWA)

Phone: (202) 898-0414

www.napwa.org

## HIV/AIDS Among Specific Populations

The following resources provide further information on HIV/AIDS and specific populations. Additionally, FCAA's website, The Henry J. Kaiser Family Foundation's website and other general AIDS-related websites have information on specific populations and HIV/AIDS.

#### People of Color

African American AIDS Policy and Training Institute

Phone: (213) 353-3610

www.BlackAIDS.org

Asian and Pacific Islander American Health Forum (APIAHF)

Phone: (415) 954-9988

www.apiahf.org

National Black Leadership Commission on AIDS (BLCA)

Phone: (212) 614-0023

www.blca.org

National Council of La Raza

Phone: (202) 785-1670

www.nclr.org

National Minority AIDS Council (NMAC)

Phone: (202) 483-6622

www.nmac.org

The National Native American AIDS Prevention Center (NNAAPC)

Phone: (510) 444-2051

www.nnaapc.org

#### Gay, Lesbian, Bisexual and Transgender (GLBT)

Gay Men's Health Crisis

Phone: (800) 253-7692

www.gmhc.org

Human Rights Campaign

Phone: (202) 628-4160

www.hrc.org

#### Women

Center for Women Policy Studies

Phone: (202) 872-1770

www.centerwomenpolicy.org

#### Youth & Adolescents

AIDS Alliance for Children, Youth and Families

Phone: (202) 785-3564

www.aids-alliance.org

#### Incarcerated Community

AIDS in Prison Project

Phone: (718) 378-7022

www.osborneny.org/aids\_in\_prison\_project.htm

#### Harm Reduction/Needle Exchange

Harm Reduction Funders

Network (HRFN)

Phone: (703) 354-4002

Harm Reduction Coalition

Phone: (212) 213-6376

www.harmreduction.org

#### HIV/AIDS Treatment

The following resources provide further HIV/AIDS treatment information.

Treatment Action Group (TAG)

Phone: (212) 971-9022

www.thebody.com/tag/tagpage.html

### HIV/AIDS Treatment Information Service (ATIS)

Phone: 1-800-448-0440  
1-888-480-3739 (TTY)  
[www.hivatis.org](http://www.hivatis.org)

### HIV/AIDS and Housing

#### AIDS Housing of Washington

Phone: (206) 322-9444  
[www.aidshousing.org](http://www.aidshousing.org)

## Global HIV/AIDS and Related Issues

FCAA International Information Packet  
New York, New York: Funders Concerned About AIDS, 2002 (see FCAA materials listed on page 12)

### 2002 International Conference on HIV/AIDS

[www.aids2002.org](http://www.aids2002.org)

The home page of the 2002 International Conference on HIV/AIDS to be held in Barcelona, Spain (July 2002).

This website offers conference information before, during and after the conference.

### AIDS Education Global Information Systems (AEGIS)

[www.aegis.com](http://www.aegis.com)

The AEGIS website offers a useful archive of publications.

### AIDS Epidemic Update—December 2001.

UNAIDS and World Health Organization, 2001.

To view, visit:  
[www.unaids.org/epidemic\\_update/report\\_dec01/index.html](http://www.unaids.org/epidemic_update/report_dec01/index.html)

### Confronting AIDS Revised Edition: Public Priorities in a Global Epidemic.

The World Bank. Cary, NC: Oxford University Press, 1999.

To order, visit <http://publications.world-bank.org/ecommerce>

### Guidelines for Studies of the Social and Economic Impact of HIV/AIDS.

UNAIDS. Geneva, Switzerland, 2000.

To view, visit: [www.unaids.org/publications/documents/economics/costeffec/JC326-Guidelines.pdf](http://www.unaids.org/publications/documents/economics/costeffec/JC326-Guidelines.pdf)

### Harvard AIDS Institute

Phone: (617) 432-4114  
[www.aids.harvard.edu](http://www.aids.harvard.edu)

## Global HIV/AIDS—UN Agencies and Key Multilateral and Non-governmental Organizations

### United States Agency for International Development (USAID)

Phone: (202) 712-0683  
[www.usaid.gov/pop\\_health/aids](http://www.usaid.gov/pop_health/aids)

The USAID, primarily through its HIV/AIDS Division, is a leading global participant in developing and implementing international HIV/AIDS and sexually transmitted infections prevention and control programs.

### Joint United Nations Programme on HIV/AIDS (UNAIDS)

Phone: 41 22 791 3666  
[www.unaids.org](http://www.unaids.org)

### World Economic Forum Global Health Initiative: Partnership Menus

Corporations that want to assist with HIV/AIDS programs in developing countries have a new tool—Partnership Menus. These menus, which UNAIDS, the UN Foundation and the World economic forum

created jointly, list countrywide projects that donors can sponsor.

The Partnership Menus' projects range from youth-friendly health services to home-based care programs to education for orphans. So far, menus are available for Brazil, India and Zambia.

For more information, visit [www.unaids.org/partnership/index.html](http://www.unaids.org/partnership/index.html)

### World Health Organization

[www.who.int/home-page](http://www.who.int/home-page)

### American Association for World Health

Phone: (202) 466-5883  
[www.aawhworldhealth.org](http://www.aawhworldhealth.org)

### Global Health Council—Global AIDS Program

Phone: (202) 833-5900  
[www.globalhealth.org](http://www.globalhealth.org)

### Global Network of People Living with AIDS (GNP+)

Phone: (212) 862-9833  
[www.xs4all.nl/~gnp/index.html](http://www.xs4all.nl/~gnp/index.html)

### International HIV/AIDS Alliance

Phone: 44 1273 718 900  
[www.aidsalliance.org](http://www.aidsalliance.org)

### International AIDS Vaccine Initiative (IAVI)

Phone: (212) 847-1111  
[www.iavi.org](http://www.iavi.org)

### International Center for Research on Women (ICRW)

Phone: (202) 797-0007  
[www.icrw.org](http://www.icrw.org)

### The International Community of Women Living with HIV/AIDS (ICW)

Phone: 44 020 7704 0606  
[www.icw.org](http://www.icw.org)



a new generation of AIDS funding is created.

Corporate foundations operate with varying degrees of independence to support non-profit organizations, generally consistent with the company's overall philosophy and marketing strategy. Corporate giving programs may pursue much the same philanthropic goals as corporate foundations, though they are often more carefully aligned with company marketing strategies. Either approach can work well to support innovative AIDS organizations and initiatives, including and especially those linked to other key issues receiving support from the business involved.

- In collaboration with Sotheby's and for the benefit of **God's Love We Deliver**, Swatch presented *Wristory: The Worldwide Swatch Auction*, raising \$800,000 (including a \$400,000 match of auction proceeds from Swatch).

Many companies now have extensive, employee driven charitable programs, either matching gift or employee volunteer programs. There are many opportunities in these programs for corporations and their employees to support important ongoing or new AIDS initiatives. Several companies indicate that it is their employees who insist on keeping AIDS visible on the corporate charitable radar screen.

- A third of the 115,000 full-time employees at **Federated Department Stores** participate in the award-winning *Partners in Time* employee volunteer program. Throughout the country, Federated employees constitute the top corporate teams at AIDS walks (both in dollars raised and participants); host holiday parties; deliver Easter baskets for children with HIV/AIDS; provide office help; and hold coat drives, plant sales, and bake-a-thons to raise money for AIDS research and care.

In addition to cash contributions, many companies make in-kind charitable donations of products or services, for direct program support or fundraising purposes; designate product-oriented fundraising campaigns associated with specific causes; or donate "in-kind" executive-level volunteer time. In tough economic times, these approaches will become even more useful for non-profit organizations, especially as consolidation of AIDS organizations in the United States and creation of necessary new entities around the world could benefit immensely from capacity building volun-

teer efforts from business.

- **KBCO Radio** in Boulder, Colorado has donated \$750,000 in proceeds from sales of a live CD, featuring local artists recorded in their studios, to the Boulder County AIDS Project
- Through banner ads and marketing emails, **Yahoo!** solicited signatures from the public for the International AIDS Vaccine Initiatives' *Global Call to Action* petition.

In some instances, collaborative funding pools have helped companies maintain HIV/AIDS funding while diminishing some of the complications associated with more direct grantmaking in this area. When successful, such partnerships may employ a more rigorous process than possible at individual companies and thus benefit the corporate donor at many levels, as well as, of course, the eventual grantees. For example, through formal priority setting, development and distribution of requests for proposals, review by broadly integrated panels, etc., funding collaboratives may enhance the overall quality of HIV/AIDS grantmaking. Collaborative funding pools may also be able to assume greater risks than individual companies, providing a "safe shelter" to fund potentially controversial programs.

- Consistent with its focus on HIV/AIDS, for the past several years, the **Gap Foundation** has contributed to the New York AIDS Fund, a collaborative funding pool that supports HIV/AIDS programs and technical assistance in New York City.
- There are over 29 formal AIDS Partnership sites in the United States where corporate and private foundation funders can combine resources and energies in a collaborative grants process. For a complete list and contact information, contact FCAA or the National AIDS Fund (see resource section).

As the epidemic matures in the United States and "trends" within philanthropy come and go, many companies have been quite creative and strategic in continuing their support for HIV/AIDS programs by integrating them within larger, and in many cases, even longer-standing giving priorities. As a consequence, many businesses are continuing to support HIV/AIDS programs as a part of their commitments to issues and communities such as health access, education, minority

(continued on page 16)

**Board of Directors**

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populations, hunger, or youth. In many cases, these programs focus on the underlying, systemic issues that are risk factors for AIDS, such as poverty, homophobia, substance abuse, and racism.

Thus, corporate funders report to FCAA that evolving HIV/AIDS epidemiology constitutes the primary justification for continued and in some case enhanced funding. Specifically, corporations cite the consistency of the changing socio-demographic profile of the HIV epidemic and its increasing penetration within minority communities with their broader commitments to serve underserved communities. Consistent with philanthropy's traditional role of funding innovative or ground-breaking methodologies to address complex problems, many funders are now seeking new approaches to addressing the raging epidemic among people of color, particularly youth and women, where to date there is less of a track record of successful programs.

- **Dupont Pharmaceuticals** (now part of **Bristol-Myers Squibb**) completely underwrote the production of *Impacto*, the Spanish-language publication of AIDS Project Los Angeles, filling a critical need for HIV prevention information in the Latino community.

In the long term, such integration can yield significant benefits. Funding HIV/AIDS within traditional, long-standing areas of grantmaking may help to ensure consistent and long-term support for HIV. Insofar as the HIV epidemic is inextricably linked to other social problems, funding programs that address HIV/AIDS within the context of larger community issues may also provide more focused and effective grantmaking, benefiting both the company and the grantees. Programs that help implement grassroots responses to HIV/AIDS may also help communities develop the capacity to address a full range of other pressing social, health or economic concerns. This is a thoughtful and positive trend that FCAA has advocated and for which FCAA provides practical support. More companies could benefit by exploring whether this tactic makes sense for them at a philanthropic, community relations or social marketing level.

Internationally, the justification for contributing to the global fight against HIV/AIDS remains overwhelming, and many corporations have joined the effort, largely in response to the growing awareness that HIV/AIDS is a direct threat for companies with

workforces, consumer markets or other financial interests in the developing world. The HIV/AIDS pandemic is having a devastating impact on economic security, markets, and workforces in heavily affected countries. HIV disproportionately affects societies' most economically productive group—young people. As a consequence of AIDS, many businesses are experiencing lower productivity, increased absenteeism and staff turnover, a loss of skills, and a decline in morale. Meanwhile, the cost of doing business is increasing, as companies must absorb expenses associated with additional recruitment and training, insurance coverage, retirement funds, and funeral expenses. In the long-term, the debilitating economic impact of AIDS may adversely affect consumer and business confidence.

Often a perceived limitation to international funding is just that, perceived. The staggering impact of the HIV/AIDS pandemic on global business provides a real imperative for corporate funders to get involved in international HIV/AIDS grantmaking either through funding of organizations abroad or funding of domestic organizations that work in whole or in part on global issues.

The international HIV/AIDS pandemic provides almost unlimited opportunities for grantmakers to exploit their traditional role as "first in" funders of emerging issues, providing seed money, taking risks with new or unproven approaches, funding to address critical gaps, or funding for a limited period of time. In some instances, such support may precede—and in ideal circumstances, leverage—large-scale public sector funding. Corporate grantmakers who *do* fund in the international arena are clear that philanthropy cannot provide the sole support for combating the HIV/AIDS pandemic. They uniformly seek to direct their resources strategically to leverage support from the private sector, and from other funders.

In its recent publication, *Voices from the Field: Remobilizing HIV/AIDS Philanthropy for the 21st Century*, FCAA provided a call to action articulating a framework for ongoing philanthropic leadership in AIDS. Research for this article and newsletter has allowed FCAA to capture and share some of what corporations are doing to meet that challenge.

These are valuable concepts and examples in the effort to further mobilize a uniquely corporate philanthropic response to ending AIDS.