

# EXAMPLES OF INNOVATIVE FUNDING: MOVING BEYOND DOLLARS TO EMPOWER COMMUNITIES

## **Bristol-Myers Squibb Foundation – SECURE THE FUTURE®**

SECURE THE FUTURE® (STF), the flagship philanthropic program of Bristol-Myers Squibb and Bristol-Myers Squibb Foundation, provides care and support to women and children affected by HIV/AIDS in Africa. Since its launch in 1999, STF has funded more than \$160 million in programs and has supported 230 projects in more than 20 African countries. In effort to continue to play a relevant role in the global response to HIV/AIDS, STF has evolved from a broad-based grantmaking program, to a focused investments initiative, to its current phase as a Technical Assistance and Skills Transfer Program (TAP). Launched in 2008, TAP provides technical assistance, capacity-building tools and seed funding to scale up community-based approaches for fighting HIV/AIDS in an increasing number of African countries and communities.

In 2010 TAP continued to provide technical support to organizations, governments and communities in Africa on governance, financial management, food security and income-generating activities. Through TAP, STF deploys a faculty of roughly 50 experts from across Africa, including former grant recipients and partners, to work alongside community-based HIV/AIDS organizations and provide highly customized assistance. The faculty is comprised of program managers, field workers, researchers, practitioners in the care of orphans and other vulnerable children, community mobilization and capacity building, and experts in the field of monitoring and evaluation. Another of TAP's innovative elements is its South-South – or "Africans helping Africans" – model of engagement that utilizes experts with real-world knowledge of the challenges facing TAP recipients, who can easily identify with them, and more openly communicate with fellow Africans.

In Africa, the epidemic's impact on the "middle generation," has left many grandmothers caring for their orphaned grandchildren. Former STF grantee Grandmothers Against Poverty and AIDS, a South Africa-based group that empowers grandmothers through HIV education and psychosocial support, is transferring their expertise to help organize new counterparts in Tanzania. Within a year, nearly 500 grandmothers have formed 36

support groups, gained critical knowledge about HIV prevention and care, provided mutual support, and generated income through crafts for their orphaned grandchildren. Another critical issue for STF is strengthening capacity in local community-based prevention, care, and control for tuberculosis (TB), including HIV co-infection. In October 2011 the Bristol-Myers Squibb Foundation announced a new partnership with the World Health Organization's (WHO) Stop TB Department for a two-year pilot initiative to strengthen these efforts in five countries in Africa. Leveraging STF's community-based technical assistance expertise, WHO will work to promote the development of new policies and programs that will better enable involvement of civil society organizations in TB community care.<sup>50</sup>

Many HIV/AIDS community-based approaches are now being transferred to strengthen other Bristol-Myers Squibb Foundation programs, including a new \$100 million U.S. initiative focused on adult type 2 diabetes, with special focus on affected minority populations. Bristol-Myers Squibb also recently received the distinguished President's Award for its Technical Assistance and Skills Transfer Program as part of the Committee Encouraging Corporate Philanthropy's 2011 Excellence Awards.<sup>51</sup> This annual award recognizes CEO leadership, innovation, measurement and partnership in corporate philanthropy.

Learn more at: [www.securethefuture.com](http://www.securethefuture.com)

*"The innovation of the Technical Assistance and Skills Transfer Program is that it is a South-South Skills Transfer Program - driven from the community-based African experience, and delivered by African experts."*

*– Phangisile Mtshali, Director, Secure the Future, Bristol-Myers Squibb Foundation*



50 Bristol-Myers Squibb press release. "Bristol-Myers Squibb Foundation Announces Collaboration with World Health Organization's Stop TB Department to Strengthen Community Based Care of Tuberculosis Including HIV Co-Infection in Five African Countries." 11 October 2011. Available at: [www.bms.com/news/press\\_releases/pages/default.aspx?RSSLink=http://www.businesswire.com/news/bms/20111011005388/en&t=634539206880822161](http://www.bms.com/news/press_releases/pages/default.aspx?RSSLink=http://www.businesswire.com/news/bms/20111011005388/en&t=634539206880822161)

51 [www.bms.com/news/features/2011/Pages/SkillsTransferProgram.aspx](http://www.bms.com/news/features/2011/Pages/SkillsTransferProgram.aspx)

# PROVIDING TECHNICAL ASSISTANCE

*Technical Assistance (TA) is the transfer of expert knowledge, such as professional advice and training, from a grantmaker to a grantee, and serves an important function in building organizational capacity and sustainability. New for 2011, FCAA's survey asked funders if they had done any TA in 2010 as part of their HIV/AIDS grantmaking, and if possible, to provide a financial value. Examples included:*

**Abbott and Abbott Fund:** Provided lab mentors in Tanzania. *Approximate value = \$184,000*

**AIDS Foundation of Chicago:** Trains other agencies in client-level database entry, and trains HIV/AIDS case managers in various areas such as: treatment adherence and latest research developments, etc. AFC also provides TA to dozens of organizations in all areas of program management and operations, communications, advocacy, fundraising, and other relevant areas.

**AIDS Funding Collaborative:** Provides TA in community planning, grantwriting, and connecting agencies with resources. Additionally, in 2010, AIDS Funding Collaborative was heavily involved in supporting organizations in the Cleveland area to submit requests for three federal Teen Pregnancy Prevention grants.

**AIDS United:** Provides staff time, including a Program Officer, TA contractors and Evaluators to their grantees. *Approximate value: \$798,435*

**Children Affected by AIDS Foundation:** Provides TA related to completion of grant applications, mainly for international AIDS Service Organizations. Also provides translations and assistance with communications for Spanish-speaking grantees in Latin America.

**Design Industries Foundation Fighting AIDS (DIFFA):** Provided support for eight cities nationwide producing DIFFA-created fundraising projects. *Approximate value: \$250,000*

**Firelight Foundation:** Provides funding for grantee TA activities, including: board strengthening, financial training to organizations, monitoring and evaluation, exchange visits, and network meetings.

**Robin Hood Foundation:** Provided TA in areas such as real estate consultation, pro bono legal assistance (value: \$6,000), professional development (value: \$6,300), fundraising consultation, board development (\$7,000 grant) and board placement.

**San Diego Human Dignity Foundation:** Provides a TA meeting for all grantees, and helps all individual organizations in goal setting, outcomes, and other planning.

**Washington AIDS Partnership:** TA is a key component of the Partnership's grantmaking program that requires frequent interaction between staff and applicants during the grant round. This begins when the RFP is sent out, continues with the pre-proposal meeting with prospective applicants, and culminates with targeted site visits. Once grants are awarded, staff provides TA around program design, funding, and other issues during the grant period. Finally, staff also works individually with grantees undergoing structural and leadership changes, providing TA as needed.