

EXAMPLES OF INNOVATIVE FUNDING: TARGETING AN UNDERFUNDED REGION

ELTON JOHN AIDS FOUNDATION

Established in the U.S. in 1992 and in the U.K. in 1993 by Sir Elton John, the Elton John AIDS Foundation (EJAF) is one of the world's leading non-profit organizations supporting innovative HIV prevention programs, efforts to eliminate HIV/AIDS-related stigma and discrimination, and direct care and support services for people living with HIV/AIDS. Together, both entities have raised over \$225 million for programs in 55 countries around the globe since inception.

Strategic evaluation is a core component of EJAF's grantmaking, and priorities are regularly evaluated within the ever-changing HIV/AIDS epidemic, aiming for grant awards that will make the greatest impact. For close to 20 years this strategy has allowed EJAF to expand both the amount of money given, and also their ability to target populations that are poorly served by current prevention efforts and are most at risk of HIV infection, including the under-funded community of the Caribbean. While the region has an adult HIV prevalence rate of 1% - making it the second most affected region in the world, after sub-Saharan Africa⁵⁵ - it receives a disproportionate level of funding. In 2010 only one percent of the \$359 million disbursed to the international HIV/AIDS epidemic by U.S.-based private funders targeted the Caribbean.

Since 2006, EJAF has been one of the largest investors of private philanthropic dollars to the Caribbean, disbursing more than \$5.6 million dollars to the region through early and innovative partnerships with leading stakeholders such as The Henry J. Kaiser Family Foundation, amfAR, Partners in Health (PIH), the Clinton Health Access Initiative (CHAI), and others.

Some of these efforts include:

» In 2006 EJAF joined the Kaiser Family Foundation as an early partner in the Caribbean Broadcast Media Partnership on HIV/AIDS (CBMP). In the years since, EJAF's continued support has helped CBMP to

grow to include 100 leading broadcasters from 25 Caribbean countries and territories, committed to expanding public awareness about HIV/AIDS and related issues. By sharing information and resources among broadcasters, and building their own capacity to develop and deliver HIV-themed programming content, CBMP broadcasters established new, coordinated media initiatives that impart lifesaving messages to prevent HIV infection and fight HIV/AIDS-related stigma and discrimination. CBMP broadcasters cover a total estimated population of some 30 million people in the second highest HIV/AIDS-impacted region of the world. This represents, by far, the single largest mobilization of media in response to any social issue in the region.

- » In partnership with PIH, EJAF funding supported HIV care and treatment at a district hospital and health center in Port-au-Prince and Saint Marc, Haiti. EJAF also supported the delivery of voluntary counselling and testing and four internally displaced persons camps in Port-au-Prince. As of September 2010, PIH tested more than 20,000 people in these camps, 851, of whom tested HIV-positive and were referred to clinical treatment. PIH also provides home visits to the destitute sick and critical prevention activities such as community education sessions.
- » EJAF funding supports the continued work of amfAR's MSM Initiative in the Caribbean on seven projects that provide HIV/AIDS services to and advocacy for men who have sex with men (MSM) in the region. The year 2010 marked the third year of amfAR's MSM Initiative and its continued efforts to deliver urgently needed community awards and technical assistance in the Caribbean.
- » Since 2007, EJAF's partnership with CHAI in the Caribbean has achieved such notable results as: millions of dollars saved on antiretroviral (ARV) drugs in the English Caribbean, the launch of a pilot to reduce patient wait times at clinics in Jamaica's Western Region, and the roll out of more cost effective ARV regimens in Haiti.

55 The Henry J. Kaiser Family Foundation. Fact Sheet: *The HIV/AIDS Epidemic in the Caribbean*. November 2009. Available at: www.kff.org/hivaids/upload/7505-06.pdf