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**Social Media Toolkit**

Funders Concerned About AIDS (FCAA) is rolling out a new report titled, *Making the Case for Greater Investment in Community-Rooted Funders*. To help create awareness of this important information, we have prepared a toolkit with content we hope you will share by:

* Posting content on your social media feeds
* Using the hashtag #FundHIVFight
* Using the shareable images we have provided
* Tagging @FCAA in your posts

We hope you find this material helpful. As always, please let us know if you have any questions or would like further information.

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| New @FCAA report helps make the case for ⬆️ investment in #HIV related intermediaries, esp. those that are community-rooted & community-led. Read the report here <https://bit.ly/3uL3L0a> #FundHIVFight #philanthropy #participatory |  |
| #Communityrooted funders working at the intersection of #HIV, #HumanRights & #RacialJustice are critical to reaching global health goals. @FCAA’s new report explores their role, added value, impact & key challenges/needs. Read more here <https://bit.ly/3uL3L0a> #philanthropy |  |
| Community-rooted funders, different in many ways, share a commitment to centering the communities they represent & serve: hear their stories in @FCAA’s new report . <https://bit.ly/3uL3L0a> #FundHIVFight #philanthropy #participatory |  |
| What is a community-rooted funder? One that centers the communities they represent & serve. Read about the critical role these orgs play in the fight against #HIV in @FCAA’s new report. <https://bit.ly/3uL3L0a> #philanthropy #participatory |  |
| Though critical to the fight against #HIV, most recent data on HIV-related philanthropic funding for intermediary & community-rooted funders shows that it has remained flat in recent years. Further data can be found in @FCAA’s new report <https://bit.ly/3uL3L0a> #FundHIVFight |  |
| #Intermediary funders, including those that are #communityrooted, receive only a small share of #HIV-related #philanthropy each year.  Further data can be found in @FCAA’s new report <https://bit.ly/3uL3L0a> #FundHIVFight #participatory |  |
| In @FCAA’s new report, @ISDAOSankofa’s ED, Caroline Kouassiaman talks about the importance of #communityrooted funding. Read what she has to say: <https://bit.ly/3uL3L0a> |  |
| To learn how @ContigoFund is strengthening leadership through #communityrooted funding in the U.S. South read @FCAA’s new report. <https://bit.ly/3uL3L0a> #LGBTQ #fundsouth |  |
| To learn how @SouthernAIDSCo is strengthening leadership through #communityrooted funding in the U.S. South read @FCAA’s new report. <https://bit.ly/3uL3L0a> #FundHIVFight #fundsouth |  |

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| To learn how @Yplus\_Global is centering #youth voice & advocacy, read @FCAA’s new report. <https://bit.ly/3uL3L0a> #FundHIVFight #PLWHIV #SocialJustice |  |
| To learn how @AdvocatesTweets are centering #youth voice & advocacy, read @FCAA’s new report. <https://bit.ly/3uL3L0a> #FundHIVFight #PLWHIV #SocialJustice |  |
| To learn how @redumbrellafund uses the power of #participatory grantmaking with criminalized populations read @FCAA’s new report. <https://bit.ly/3uL3L0a> #FundHIVFight #FundSexWorkers #ParticipatoryGrantMaking |  |