



GFAN Campaign for the Global Fund 5th Replenishment

Audience

Direct target: decision-makers in donor countries

Indirect target: the media (reaching the public) in order to demonstrate interest to decision-makers

Tagline

Save lives today, end the epidemics tomorrow

Key Messages

Long version

THE GLOBAL FUND IS A CRITICAL & SMART INVESTMENT

Investment in the Global Fund is an **historic opportunity to end the epidemics**

We are at a global tipping point for HIV/AIDS, tuberculosis and malaria. If we do not expand investment now, we will face much higher costs due to our inaction in the years to come. Over almost 15 years, the Global Fund has proven it is innovative and flexible and offers value for money, but only a larger financial commitment from donors can achieve this historic opportunity.

Investment in the Global Fund **supports evidence- and rights-based services**

In order to reach out to those who need its support the most, the Global Fund encourages an inclusive and comprehensive approach to ending AIDS, tuberculosis and malaria by placing a high priority on evidence- and rights-based services for the most vulnerable people, including women and girls and key affected populations.

THE GLOBAL FUND SAVES LIVES

The Global Fund shows **extraordinary results** in lives saved

The Global Fund has supported and saved hundreds of millions of lives. It has a strong record of achieving effective and accountable results with donor funding, making it one of the smartest investments we can make in global health. It is one of the great successes in achieving the Millennium Development Goals and will be key in realizing the Sustainable Development Goals.

The Global Fund saves lives through **strengthening health systems**

The Global Fund maximizes the impact of its investments and reinforces countries' health systems, potentially affecting the health of all members of society. It does this through a unique partnership between governments, civil society and the private sector that enhances collaboration and effective practices.

THE GLOBAL FUND DELIVERS IMPACT

The Global Fund provides **value for impact**

The Global Fund is committed to directing resources to areas that provide the highest impact and the greatest value for money and to streamlining business and procurement processes to save costs. It works together with many other institutional partners to best support the prevention and treatment of the three diseases.

The Global Fund enhances **shared responsibility**

The Global Fund encourages sustained and increased domestic investment in health by requiring governments to co-invest in the disease programs it funds. The goal of ending AIDS, tuberculosis and malaria requires enhanced investments from countries implementing Global Fund programs.

Short version

THE GLOBAL FUND IS A CRITICAL & SMART INVESTMENT

Increased investment in the Global Fund is critical because of the **historic opportunity to end the epidemics**. The **evidence- and rights-based services** the Global Fund supports reach communities that need it most.

THE GLOBAL FUND SAVES LIVES

The Global Fund shows **results in lives saved** and the **strengthening of health systems** through partnership.

THE GLOBAL FUND DELIVERS IMPACT

The Global Fund provides **value for money and the highest impact** through managing innovative partnerships at the global level and encouraging domestic investment at the national level.