Since 1992, The Elton John AIDS Foundation has worked to overcome the stigma, discrimination and neglect that keeps us from ending AIDS. Through public and private supporters and partners, The Elton John AIDS Foundation helps to create a world of love, compassion, and dignity for people living with or at risk of HIV/AIDS.
ELTON JOHN AIDS FOUNDATION IN NUMBERS

- 3,035 HIV projects funded in over 90 countries
- 9,561,325 people directly supported with educational resources and awareness materials (since 2015)
- 4,341,755 people tested for HIV, with 5% of those diagnosed linked to lifesaving care (since 2015)
- 9,561,325 people directly supported with educational resources and awareness materials (since 2015)
- $515 million+ raised for HIV/AIDS grants globally
- $350 million+ leveraged in HIV funding worldwide

100 million people reached with education, prevention, treatment and testing messaging and support
ELTON JOHN AIDS FOUNDATION IN NUMBERS

@EJAF
83,100 FOLLOWERS

@EJAF
49,000 FOLLOWERS

@ELTONJOHNAIDSFOUNDATION
5,300 FOLLOWERS

NEWSLETTER
17,500 SUBSCRIBERS

@ELTONJOHNAIDSFOUNDATION
105,200 FOLLOWERS
BRANDS ARE RIPE FOR SOCIAL IMPACT PARTNERSHIPS

86% of consumers expect brands to take one or more actions beyond their product and business.

63% of consumers are more attracted to brands that focus on making the world a better place.

52% of consumers are more likely to buy from a brand that commits to supporting healthcare and human rights causes.

60% of consumers say brands should make it easier to see its values and its position on important issues at the point of sale.

*2021 Edelman Trust Barometer
VALUED SUPPORTERS

macy's  HEARST  MYLAN  JIMMY CHOO  BVLGARI  Cadillac

Walmart  GILEAD  American Airlines  MAC AIDS FUND  WELLS FARGO  LALIQUE

VICTORIA BECKHAM  AUDI  VANITY FAIR  MERCK  Chopard  m&m's
ejaf @EltonJohn Eyewear is not just any eyewear collection. Thanks to this special launch in collaboration with @SamsClub and @Walmart, @EJAF will receive $1 million annually to go towards making our goal of ending AIDS by 2030 a reality.

FASHION / DESIGNER AND LUXURY

Jimmy Choo Creates Charity Line for Elton John Foundation

Jimmy Choo, known for sharp stilettos and edgy clutches, is showing its softer side.

By SOPHIA CHABBOTT
JUNE 1, 2009, 12:01AM
PARTNER WITH US.

BESPOKE OPPORTUNITIES INCLUDE:

- JUNE PRIDE ACTIVATION
- WORLD AIDS DAY DEC. 1ST ACTIVATION
- YEAR-ROUND ACTIVATIONS
- PERCENTAGE OF SALES OR CHECK OUT CAMPAIGNS
- CO-BRANDED PRODUCTS
- SOCIAL MEDIA ACTIVATIONS
- CONSUMER ENGAGEMENT PROGRAM
WE BELIEVE AIDS CAN BE BEATEN.
JOIN US.

TO DISCUSS A CUSTOM PARTNERSHIP PROPOSAL PLEASE CONTACT: ZOE.KATZ@ELTONJOHNAIDSFOUNDATION.ORG

WWW.ELTONJOHNAIDSFOUNDATION.ORG